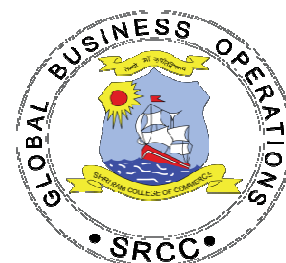


FICCI SURVEY
FOR XIX COMMONWEALTH GAMES 2010

on

Commonwealth and beyond...



INTRODUCTION

FICCI CWG survey was conducted to bring forth the perception and sentiments of the Delhiites on CWG2010.

This survey was conducted in September 2010 under the aegis of **Federation of Indian Chambers of Commerce and Industry (FICCI)** with the support of *Global Business Operations, Shri Ram College of Commerce, University of Delhi*.

SAMPLE

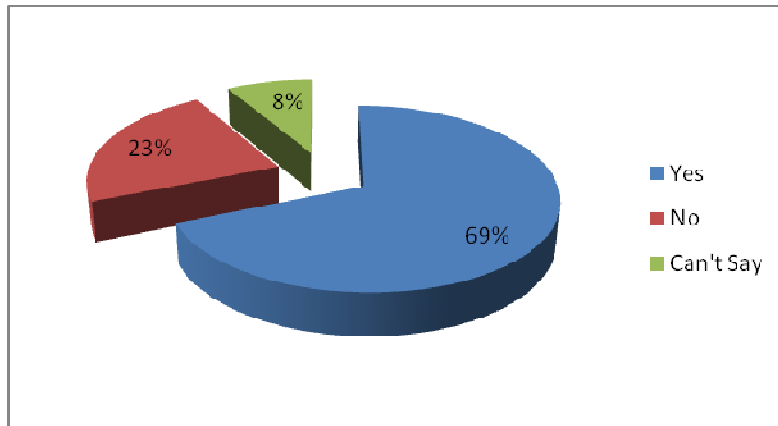
Following questionnaire method, this survey covered 321 people in Delhi-NCR out of which 65% were youngsters (17-25 years) and 35% working professionals comprising doctors, professors, State and Central Government Employees, Investors, Businessmen and Managers.

HIGHLIGHTS

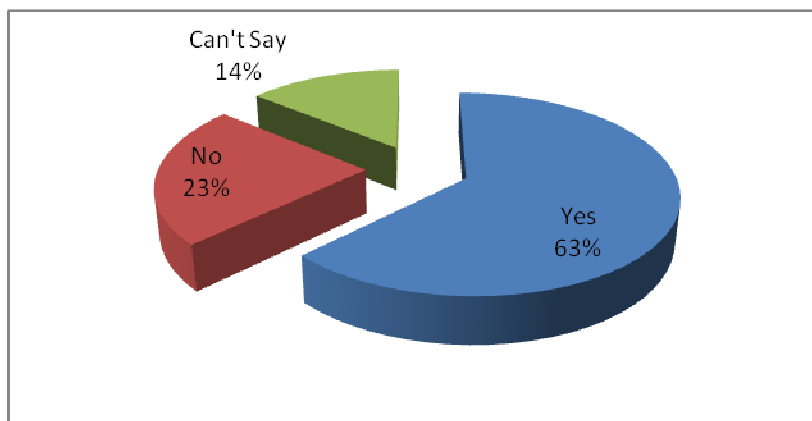
With the ongoing infrastructure development and construction work Delhiites faced a lot of inconvenience and lately nature played havoc with record breaking and unexpected rainfalls, which led to water logging and floods in a number of areas in Delhi with Delhi being declared disease capital of India with the outbreak of Malaria, Dengue, Conjunctivitis etc. and add to it security concerns. New controversies were cropping up with each passing day and everything was being linked to CWG preparations. Thus over and over again question marks were being raised on the India's capabilities and preparedness for hosting this international event.

This survey is an attempt to understand the mood of the city and issues concerning the people of Delhi in relation to CWG. Highlights of the survey are tabulated below-

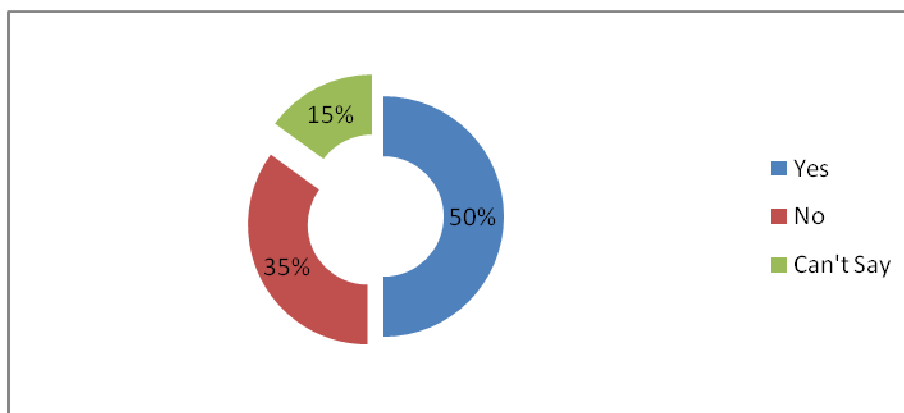
- 69% of the respondents believed that Commonwealth Games has catalyzed the development of **Sports Infrastructure** in Delhi which otherwise would not have happened.



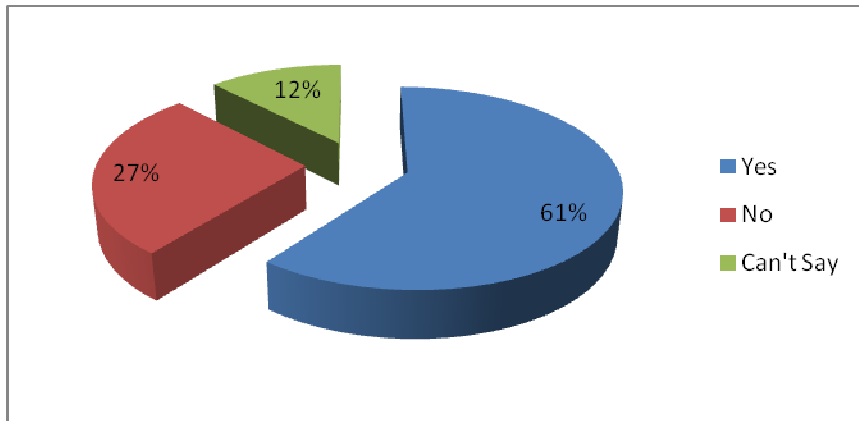
Do you think that hosting Commonwealth Games will help to achieve the objective of development of sports infrastructure?



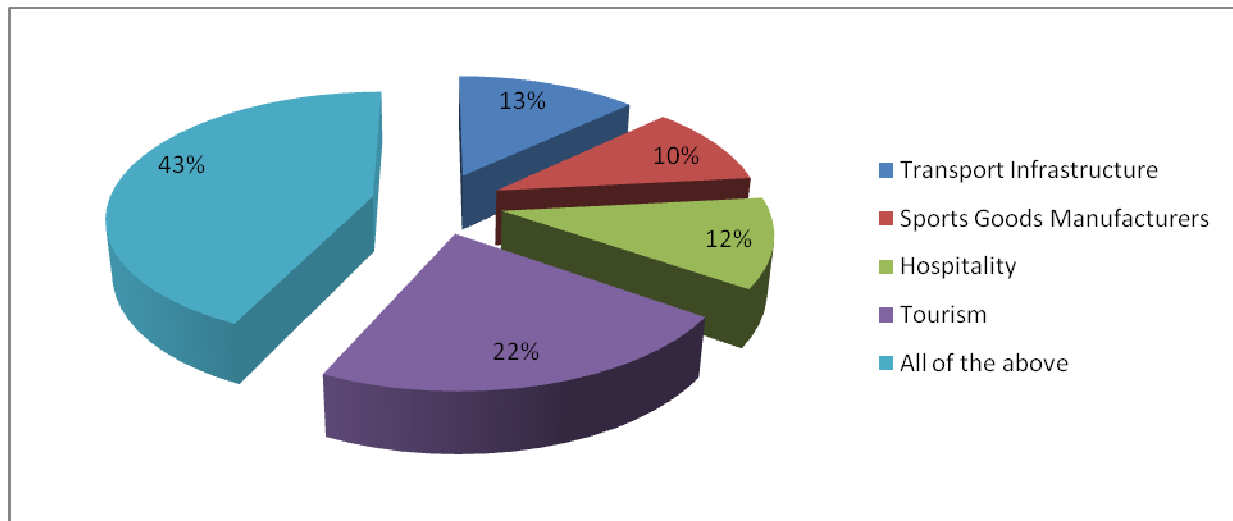
What do you think: will this infrastructure prove to be useful in development of our players in the future?



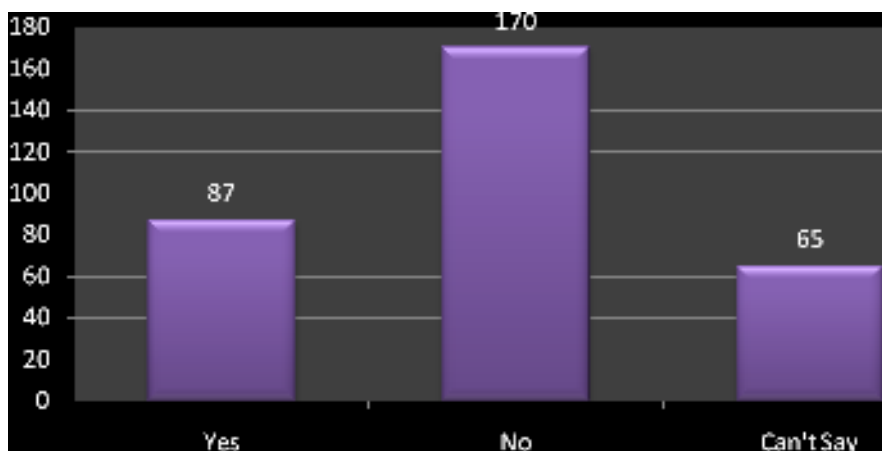
Do you think hosting Commonwealth Games in the country would give a boost to the economy and would lead to the overall development of the country in the long run?



Do you think the Commonwealth Games would create job opportunities in the country?

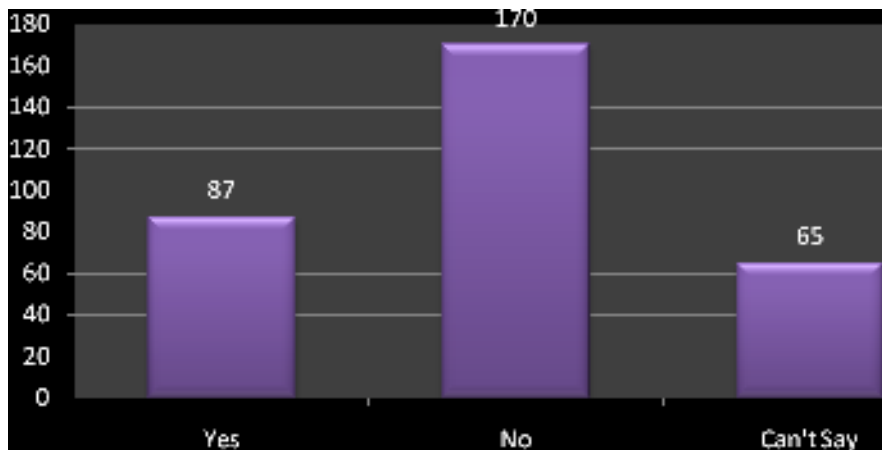


What you think which industry will be benefitted from the Commonwealth Games most?

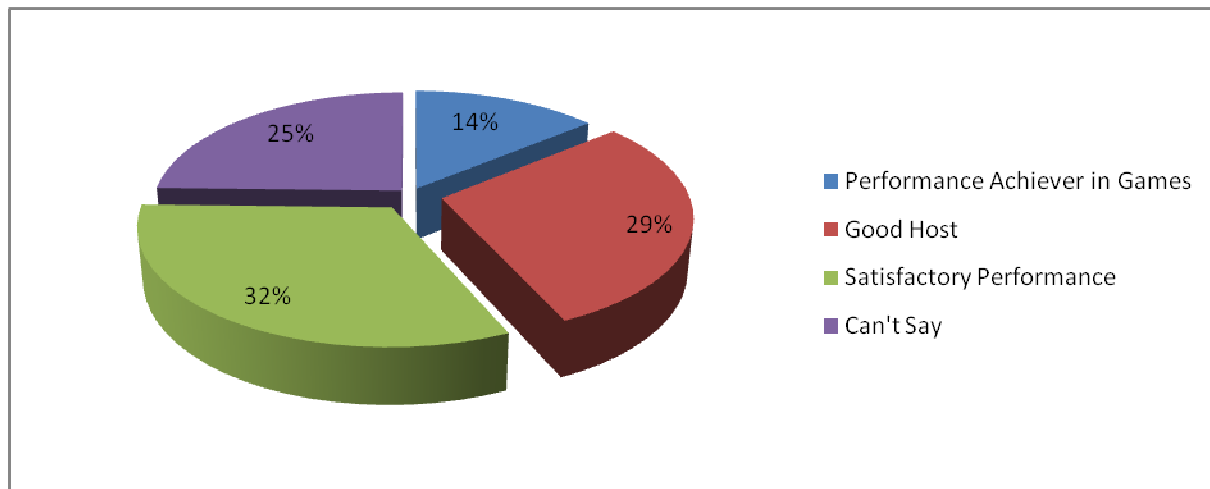


Post

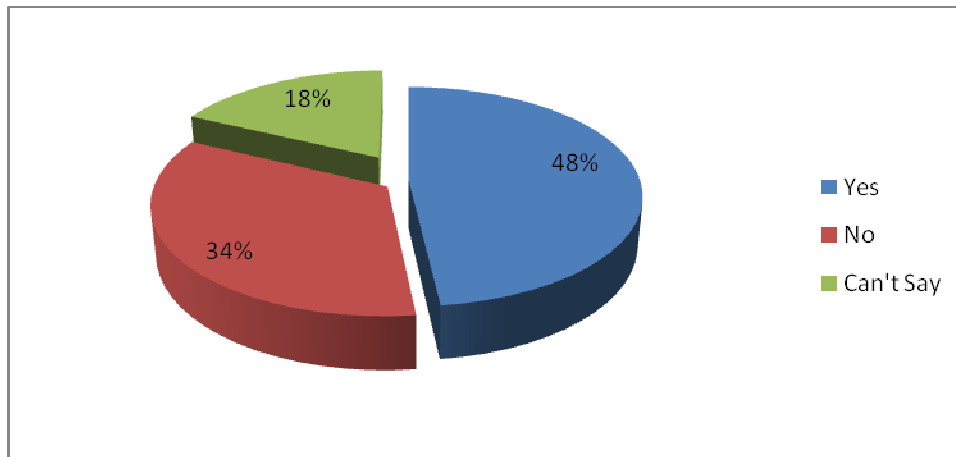
Commonwealth Games 2010 Delhi, do you think youth of India see Sports as a Long-Lasting Professional Career?



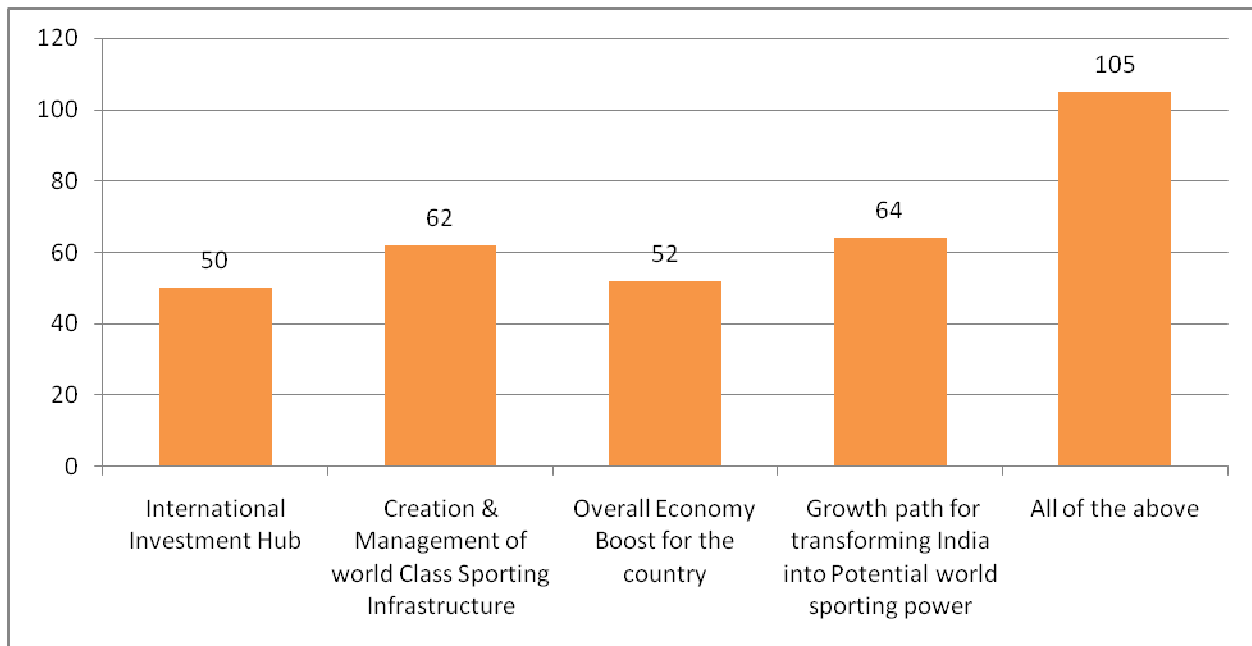
Do you think Large Business Conglomerates (TATA, RELIANCE, etc) should contribute to sports domain in view of developing the business of sports?



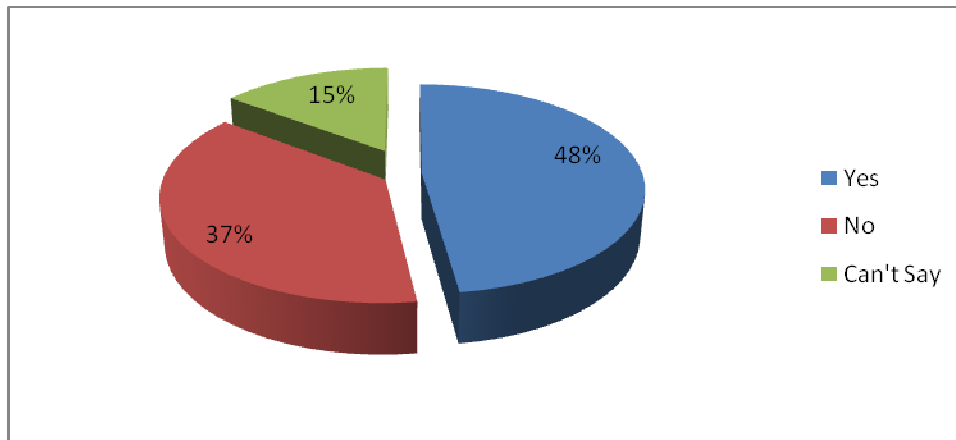
In your view Post Commonwealth Games 2010 Delhi, with which “Tag” India as a nation will be remembered?



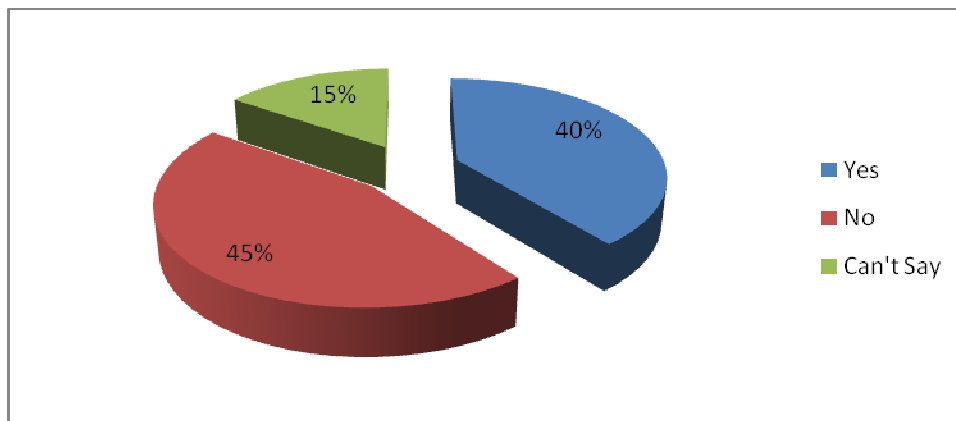
Commonwealth Games 2010 Delhi able to exhibit rational difference & passion for other sports in the country apart from cricket?



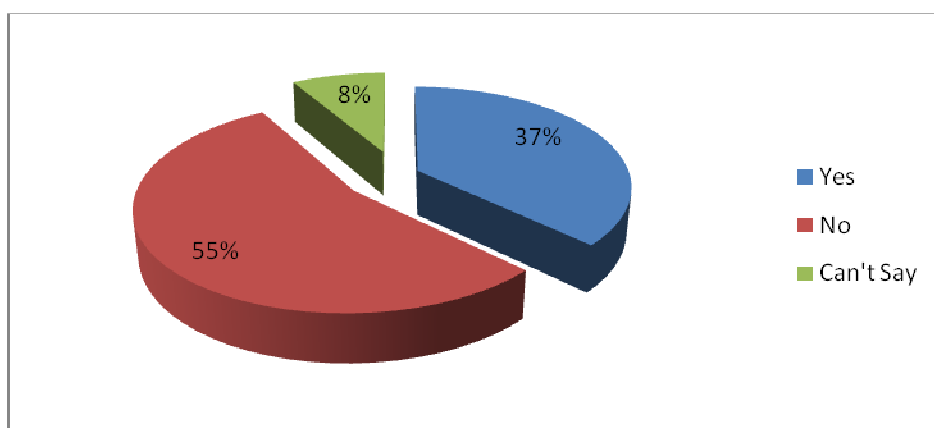
What would be the potential gain for India from Commonwealth Games 2010 Delhi?



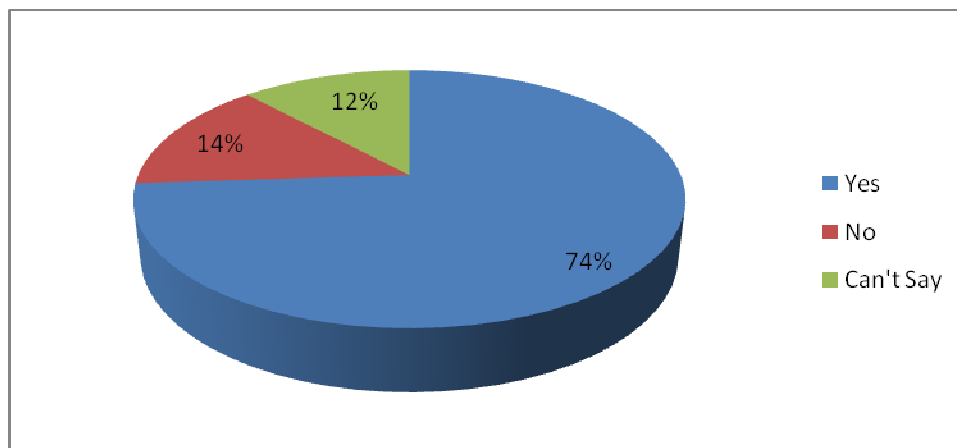
Are you looking forward to attend the Commonwealth Games 2010 Delhi?



Do you think benefits of hosting the Commonwealth Games in Delhi will also trickle down to other parts of India?

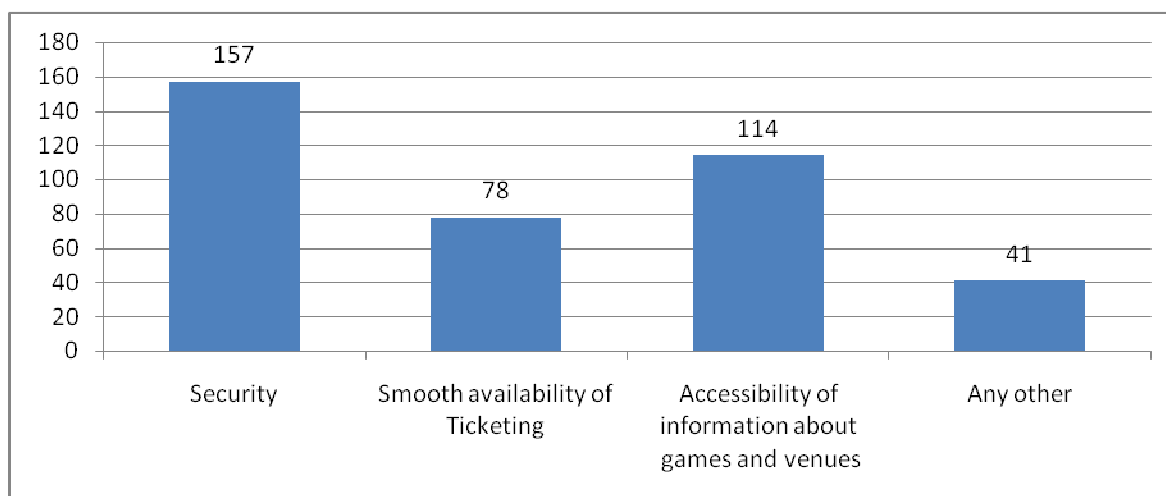


Do you think too much media attention on ongoing controversies will benefit Commonwealth Games 2010 Delhi?



Do you think post

Commonwealth Games 2010 Delhi; will Delhi be a better place to live due to upgraded overall infrastructure like flyovers, roads, metros, footpaths, etc.?



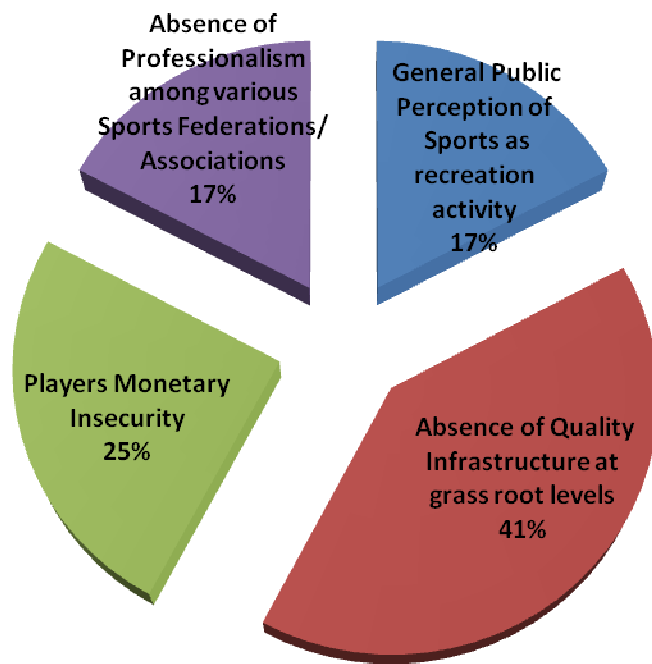
Which area needs to be concentrated most to improve participation of people?

- 31% people are optimistic that CWG will improve India's positioning as an International Investment Hub, will act as a catalyst in marketing **BRAND INDIA** as a destination with world Class Sports Infrastructure and have a potential to boost the economic growth of the country.
- 61% of respondents are confident that CWG will lead to the creation of job opportunities in the country.
- There is a confidence amongst people for economic growth post CWG- as most of the Working Professionals believe that industries like hospitality, tourism, sports goods manufacturers, infrastructure, etc will get a boost as

a result of CWG. Mostly respondents were of opinion that CWG2010 will be a positive variable contributing to the economic growth in long run.

- Only 22 per cent respondents are satisfied with the India's performance in Sports and they feel that there is a long way to go.
- On asking how India will be remembered as a nation post CWG- 29% responded are of opinion that India will be given a tag of good host, only 14% showed hope for India's win in various competitions during Games whereas 32% were of opinion that India will deliver a satisfactory performance in the games.
- Most of the People are of the view that Indian Business Houses should also contribute for the development of **Sports Talent** and **Sports Industry** in India which has a great potential to bring laurels and business to the nation with so much of extravaganza being associated with Sports.
- 74% people expect Delhi to be a better place to live after the CWG, 2010.

Why Indian youth does not see sports as a long-lasting professional career?



RECOMMENDATIONS

Corruption and unprofessionalism are need to be dealt with during sports selection to ensure that selections are fair and transparent.

There should be job security for sportspersons.

development of sports infrastructure should not be limited to Metro cities, Investment at the grass-roots level should also be made for developing similar infrastructure

There is a need for proper planning when organizing such international events to minimise inconvenience to public.

Almost 50% of the people responded that they would go for watching CWG however there was a visible discontent towards marketing of the events.

Effective promotional campaigns should be run for the various events of commonwealth games 2010 to draw huge crowd to the stadiums.

Proper information on ticket sales, types of games and venues should be provided.

Security should not be neglected at any cost

Similar development of infrastructure for sports should also be taken up in other parts of country

CONCLUSION

Despite so many “ifs” & “buts” and contrary to popular opinion, our survey results are reasonably positive on people’s mood towards **Commonwealth Games and Beyond**. Delhiites do have valid concerns but they are upbeat and already in sporty spirit. The tickets for the opening and closing ceremony are already out of stock thus enthusiasm amongst crowds to welcome the Games is clearly visible. Let’s hope that 15 days long much awaited Sports Extravaganza in October will lead to development of much needed Sports Culture in India.