Concept Note

Sports Knowledge Group

Background

Sports, Physical Education, Fitness and Leisure are closely interconnected. These are not only fragmented and unorganized but also consider as a low priority area in terms of serious efforts and resources to be put in development of these segment. In India there is no dearth of talent and resources provided channelized in a right manner. Lots of good things are happening and many of the talented resources are working but unfortunately in their own way. Hence there is a need of not only connecting these people to connect these dots but also need to provide an open platform on regular basis, where these initiatives and information can be shared and exchanged amongst likeminded people and stakeholders.

FICCI has been the harbinger of many policy changes through continuous dialogue and knowledge creation around sports sector in India.

FICCI has prepared and released more than 25 knowledge reports to fill the knowledge gap in the sports industry. Some of the reports covered from infrastructure to management to effective league system in addition to defining the DNA of Sports and preparing the roadmap of skilling India around Sports sector. FICCI believes that Sports is not just a social sector but also need to be treated like an industry, which could be an important contributor to economy. Education, health and tourism are some of the sectors, which can be influenced through sports

FICCI is proposing to launch FICCI Sports Knowledge Group (FSKG) to provide a platform to the sports stakeholders to do business in India.

What is Sports Knowledge Group?

The Sports Knowledge Group is an industry-led national collaborative network of organisations and individuals with a vested interest of providing leadership in the commercialisation and development of the Sports in India.

The FICCI Sports Knowledge Group (FSKG) will provide a platform to the stakeholders to help in sharing, exchange and develop business around sports sector. For this, it is necessary to have sessions/ meetings/ workshops at a frequent interval without hindering the routine work.

Join as a member of FICCI Sports Knowledge Group (FSKG)

Members include sports technologies firms, national sporting organisations, sports retailers and marketers, universities, research institutions, governments, start-ups and investors. Also including service providers to the industry – legal, commercialisation research, and marketing advice.

Sports Knowledge Group will provide to members with valuable networking, education and promotional opportunities to help them achieve their organisation's goals.

- ✓ **Knowledge Network**
- ✓ **Gather & Build Intelligence**
- ✓ **Participate in Projects**
- ✓ **Promote**
- ✓ **Earn & Learn – Develop Relationships**
- ✓ **Links to Markets**

Annual Fee Structure: -

Individual: - INR 5000/year + INR 1000(Joining Fees)

Organization: - INR 15000/year + INR 1000(Joining Fees)

Activities to support the growth of the industry

- ❖ **Advisory & Mentoring Program**
- ❖ **Networking & Knowledge sharing at every last Friday of each month**

Kindly Contact for more information on registration:-

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