



FICCI SPORTS DIGEST

Stimulating Business of Sports in India

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EDITORS DESK

Season's Greetings!

Both ICC Cricket World Cup 2011 and Indian Premier League have come to an end, now it's time to take stock of other sports.

It was being expected that, the government of India will increase budgetary allocation for sports in 2011-12 after India Shining in various Sports during CWG 2010 and Asian Games.

New sports minister Hon'ble Mr. Maken also launched the programme '**Operation Excellence London 2012**' (**Opex London 2012**) announcing that the ministry will enhance training, equipment support, foreign coaches and foreign exposures for medal prospects in all Olympic disciplines.

The decrease in budget allocation has put a question mark, if the athletes will get nurturing environment. Sports has once again become the victim of state apathy with a meager allocation of INR 1000 crore for Ministry of Sports and Youth Affairs in 2011-12 budget. This can be a bottle neck in realizing raised hopes of winning in Olympics 2012.

When in many countries budgetary allocation of sports is approximately 2 per cent of GDP in India it is not even 0.5 per cent. This can impact the preparation for London Olympics Dreams. However, Ministry has taken a lead by short listing 16 sports for focus approach.

Any sector attracts industry's investments if there are growth opportunities, for sports growth is analogous to medal winning prospects. Cover story for this edition of Sports Digest discusses India Inc rising interest in Sports. Organizations like Reliance IMG, Punj Lloyd and Jaiprakash group etc have collaborated with various sports with investments of millions of rupees. It's important that they get government support as the industry will support sports in terms of sponsorships and PPP if they see benefit for them in being associated with sports/ sports stars but it requires ignition from the state machineries first.

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India Inc is Game for Sports

Sports like Shooting, Archery, Swimming, Badminton, Chess, and Wrestling etc are making big stars now and it's heartening to see country moving from an exclusive cricket culture to the holistic sport culture. Unlike few years back, Parents today are supportive of their children's aptitude and aspiration to pursue sports as it is becoming a viable career option for young Indians. Many companies are supporting sports by sponsorships and investments.

India Inc has always banked upon the opportunities with the change in society's culture. There is an opportunity to propel the budding sports culture and connect with the masses, supporting factors being the demographic dividend, growing popularity of sports channels and growing sports retail market.

Companies are eager to provide the financial support to budding athletes and sponsorships for sports development as it'll help them in connecting with youngsters who are generally interested in sports and branding comes automatically. Industry should also understand that investing in Sports have longer gestation period but returns are high and definite. Year on year rising participation in Sports properties like Cyclothon, Formula one, Airtel and Standard chartered Marathons are the few examples.

Punj Lloyd has invested INR 30mn on Squash promotion by organizing a series of promotional events across the country which is generating great response among Squash lovers. They have also come up with the plan to provide opportunities to talented children for further training by international level trainers and getting sponsorship by promoting squash leagues.

International Badminton Tournament of 50 international players will be organized in India by **Prakash Padukone Badminton Academy (PPBA)** with the sponsorships from **Tata's** which have extended its 4 - year old tie-up with (PPBA) up to 2013. The sponsorship by Tata's will be utilized for sports infrastructure development, sponsoring sports personalities, events; academies etc.

AIFF and IMG-Reliance have sealed commercial rights deal in football for INR 7 billion for next 15 years. *This collaboration includes training facilities, modeled on IMG Academies in Bradenton, Florida.*



The IMG-RIL has taken hands on the branding and marketing aspects related to the national team, domestic competitions and participating teams, along with other commercial activities like sponsorship, advertising, broadcasting, merchandising, film, video and data, intellectual property, franchising and new league rights.

Cisco and Mahindra are exploring opportunities to collaborate on comprehensive differentiated offerings in the Sports and Entertainment market to provide a range of industry-specific offerings. These include the Cisco Connected Stadium platform and the StadiumVision solution using the network as a platform, with additive elements for access control, wireless, RFID, smart-card ticketing and loyalty programmes, points of sale, and hospitality.

Story does not end here, a number of sports consulting companies are coming up, they might have small budgets but have big vision on fundamental issues. Likes of Olympic Gold Quest and Sportzpower have paved the way and have showcased the opportunity and capabilities in sports sector. Winning matter a start up consultancy has already initiated research on fundamental issues with the support of FICCI.

Corporatization of sports will give the much needed boost which sports require. This impetus will help Indian athletes in improvising their medal winning prospect and the day will come when India will also shine as a country of talented sports stars on the map of world sports which will further support sports.



WINNING MATTERS!

History is written by the victorious.

How many of us remember the names of those who participated in the World Cup or Olympic Games? But images of the Indian cricket team's victory lap at Lords in 1983, or Abhinav Bindra's Gold medal at the Beijing Olympic Games or Saina Nehwal's winning shot at the Commonwealth Games remain etched in our minds. We take great pride in stories of record-breakers and legendary sportsmen. Winners stand out from mere participants and capture the imagination of a larger audience. The truth is Winning Matters!

India has come a long way in the sporting arena. We have evolved from a single sport nation, obsessed with cricket, to a multi-sport one with many heroes making us proud on the world stage. Along with this evolution on the sports field audiences across the country have learnt to cheer for Sania Mirza at Wimbledon and Narain Karthikeyan on the tracks of Monte Carlo.

Here is a closer look at how attitudes towards sport have changed over the course of time.

PARTICIPATION IS EVERYTHING

The idea that 'participating is more important than winning' was a popular belief soon after independence and continued to hold strong till the mid 1990's. We had a long list of reasons why we could not win. Popular excuses for not winning were that we lacked the physique, infrastructure, knowledge, sporting culture, funds etc. We seemed more prepared to lose and were found in an uncomfortable position when we did win. On

It is hardly surprising then, that India's victories were few and far. The victories that stand out during this period are the occasions that we did win, our victories were put down to luck instead of skill, talent or hard work.

It is hardly surprising then, that India's victories were few and far. The victories that stand out during this period are the Indian Hockey teams' exploits at the Olympic Games, Prakash Padukone's All-England win and the Cricket World Cup.

A TASTE OF WINNING

By the mid-90s attitudes were changing and India started displaying glimpses of its latent talent and potential in sports. Today we have sporting icons in multiple disciplines. Indian athletes have tasted victory in some of the biggest and most prestigious sporting competitions around the world. We live in a time where legends like Sachin Tendulkar, Vishwanathan Anand and Leander Paes continue to make history and then we have young guns like Abhinav Bindra (Shooting), Vijender Singh (Boxing), Pankaj Advani (Billiards and Snooker), Saina Nehwal (Badminton), Somdev Devvarman (Tennis) and Viradhwal Khade (Swimming) who despite their age have already set high standards. The sterling performances by our athletes at the recent Commonwealth and Asian Games validate this.

MAKING WINNING A HABIT

It is now clear that Indians can win and be on par with the best in the world. **The country is on the verge of a sporting revolution.** Abhinav Bindra's Gold at the 2008 Beijing Olympic Games changed the question from 'when will we win our first Olympic Gold medal?' to 'how many gold medals will we win at London Olympic Games 2012?' Expectations are rising, and excuses are a thing of the past. The future demands performance systems that will evaluate, rank, and provide a fulfilling environment for potential winners. This promises a generation of world-class athletes and a culture that ensures winning remains a habit.

Winning matters today more than ever. After all, "Winning isn't everything ... it's the only thing".

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FOCUS STATE

Chhattisgarh – All Set to Host National Games

Chhattisgarh - a tribal state, since inception, has made a mark in the field of sports and games. Basketball, netball and handball are the prominent games in which state's teams have consistently won medals in national championships, and many athletes have represented country in international tournaments. The state has been praised for running one of the best PYYKA schemes for the youth who have the passion to excel.

CM special sports fund The state government regularly provides grants and funds to 35 sports association, apart from this, Dr. Raman Singh the chief minister of the state has announced a CM special sports fund of Rs. 50 Lacs as president of Chhattisgarh Olympic Association.

MINI OLYMPICS To enhance the sports culture and to discover the hidden talent in sports, A MINI OLYMPICS from block level to state level was successfully organized in 18 different sports discipline.

PPP for SPORTS- the state has introduced a PPP scheme to invite industries and business houses to adopt at least a single sports association for one year, and to financially support it with a maximum amount of Rs. 40 lacs. This PPP is to improve medal winning prospects by overcoming the resource crunch for coaching camps, infrastructure development, diet and purchasing sports kit etc and

Developing Sports Infrastructure- to Catch them Young In addition to SAI sports centre, the department of sports and youth welfare – Government of Chhattisgarh is planning to start fully furnished state sports academy. To begin with hockey, archery and squash academy will start functioning.

The motto is to catch the talented players at a very early age, and then to train them for toughest tournaments. To promote sports and create awareness, state regularly organizes seminars, workshop and conferences on physical education and sports

37th National Games in Chhattisgarh The state is excited to host 37th National Games in 2013. *National Games Secretariat* is functioning under the chairmanship of the chief minister. Detailed project reports are ready and different location for different games and Khelgaon have been short listed. There are multiple objectives to exploit these games, in addition to create legacy of world class sports infrastructure, games will give impetus

For More information on Chhattisgarh Sports and on how you can contribute,
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FOCUS ATHLETE

INTERVIEWING - ARCHER DEEPIKA KUMARI from JHARKHAND

Indian mythological texts are famous for Deities and heroes who were trained Archers. However Archery became an Olympic sport post 1970. It is one of the six priority sport selected for promotion in India. Earlier, it was popular among men but lately there are many women archers have joined the league. For instance, Deepika Kumari who hails from Ratu Tehsil in Ranchi of Jharkhand has made nation proud with her achievements in International Archery Championships. Recently, Deepika who comes from modest background got prize money of 10 lacs for winning gold in CWG -2010 in Delhi.

FICCI in an interview with this Fresh talent-

1. Tell us something about yourself and your family.

I am studying Arts in class XII. We are a family of five; my father and mother are working. My younger sister and brother are school students.

2. When did you first take up Archery?

I picked up a bow for the first time in 2007 when my cousin introduced me to Archery in Jamshedpur. There was no looking back, after I joined Seraikela-Kharsawan Archery Academy run by Chief Minister Arjun Munda in Jamshedpur. Based on my performance I got admission in Tata Steel Sports Academy in Jamshedpur.

3. What are your hobbies?

I like singing songs and watching movies.

4. What was the reaction of family on your taking Archery?

My mother was always supportive, father was not in favor of living alone away from home in the beginning but later on after my series of wins in international competitions he also encourages me to pursue archery sincerely. Now, every time I go for a competition he expects me to perform better.

5. Who do you owe your victory too?

My coach Sh. Dharmender Tiwari and lady coach Ms. Purnima Mahto have helped a lot in my performances. They are my support system besides my family.

6. What kind of hurdles if any you face?

There is no problem; Tata Archery Academy has provided us with everything be it good equipments, training facilities or good diet

7. Would you like to share your fitness routine with us?

I begin my practice at 6 in the morning. I usually take three rounds of practice, two rounds in morning and one round in afternoon. I am very careful with my diet as well and never miss my study routine as it is also important.

8. What message would you like to give to budding archers?

I believe one will get results in Archery with confidence and calm, composed mind. It's a mind game!

9. What are your future plans?

Everyone is hoping for medals from me at the Olympics 2012. I am working hard for it.

Deepika is the second Indian to win the Archery title after Palton Hansda. She won individual gold medal in the Junior World champion at Mérida (Mexico) in 2006 and also 11th Youth World archery Championship held in Ogden, USA in 2009. She has been a national champion with a team silver medal in Grand Prix Thailand to her credit with another individual silver medal in 4th Archery World cup in China. She also won Women's gold medal at the 11th Youth World Archery Championships in the US last year. Now after her CWG Gold, Deepika's next target is Olympic

Keenan Stadium

It is the only venue in the state of Jharkhand for international cricket matches.



FOCUS CORPORATE

TATA STEEL

THE VISIONARIES

J.R.D. Tata provided great encouragement to all sports disciplines. When the sight for Jamshedpur was selected in 1907 the areas were earmarked for *Football, Hockey and Parks*.

Tatas provides relentless and constant encouragement to professional sportspersons, amateurs and its employees. Over the years they have produced Olympians, World Cup Gold Medalists, Asian Games Medalist, World Championship Medalist, and Asian Championship Medalists with more than 600 national level winners. They have 5 Padamshree, 3 Dronacharya Awardee and 21 Arjuna Awardees amongst their employees.

THE TATA IDEAL – SPORTS A WAY OF LIFE

Tata Steel set up the Tata Steel Sports Foundation, to inculcate among the young, sporting spirit, the zeal to excel, to win, and above all the discipline and dedication that brings out the winner in the individual.

TATA FOOTBALL ACADEMY (TFA)

Over 60% of the National team in Football is cadets of TFA. TFA provides national football with a perennial pool of young footballers trained and oriented to international standards. TFA catches promising youngster from grassroots level tournaments. Unique in Asia, the Academy is geared to molding tomorrow's winners.

JRD TATA SPORTS COMPLEX

TSC sifts local talent in different sporting disciplines and bring them to the parent academies for further training. Tata Sports Complex provides training in Archery (Tata Archery Academy), Athletics (Tata Athletics Academy), and Boxing (Tata Boxing Academy).

TATA STEEL ADVENTURE FOUNDATION ((TSAF)

TSAF has special programmes for children, youth, corporate employees and senior citizens to induct people from all walks of life in adventure sports thereby developing a healthy rapport with environment and nature.

Tata's Sports Academies are the nursery for the sportspersons in India. Feeder Centres at Tata's Out-locations, Mines & Collieries i.e. Noamundy, Jamadoba, West Bokaro, Kalinganagar train youth in Football, Archery and Athletics.

Sportspersons excelling at these Feeder Centres are then admitted in Residential Academies.

Today, a significant part of the Indian Football team, India's best archers, some of its finest cricketers, athletes, shooters, a Grand Master and several national and international legends have realized their dreams as a result of the support they have

Sports Hostel and Residential wing with accommodation for 250 persons has facilities for Basket Ball, Tennis, Boxing, Athletic, Chess, Cricket, Golf, Handball, Gymnasium, Weighlifting Hall, Volleyball Ground, Hockey Ground, Handball Ground, and Archery Ground.

The fully residential programme at TFA includes special features such as boarding and lodging, a monthly stipend, playing kits, summer and winter clothing, ceremonial kits, comprehensive medical care, education, vocational training, a group insurance scheme and other benefits

FICCI SPORTS EVENTS

GOLF IN OLYMPICS: CHALLENGES AND OPPORTUNITIES **JANUARY 10, 2011, DELHI**

The seminar **organized by FICCI and the Delhi Golf Society** deliberated on Golf Infrastructure: Spread, Management & Availability to Players and Coaching, Training & Competitions for broad basing of Golf.

The seminar underlined the need of sharp focus efforts to upgrade coaching standard to **prepare sportspersons for London & Rio Olympics**. The key speakers were **Ms. Sindhushree Khullar, Secretary Ministry of Sports; Mr. Prakash Bhandari, President, Delhi Golf Society; Mr. Harinder Sikka, Director, Piramal Health Care; Prof. Beena Shah, Secretary General, Association of Indian Universities; Mr. H S Kingra, General Secretary, Delhi Golf Society and Dr. Rajiv Kumar, Director General, FICCI.**

It was suggested to set up of a committee with the representation of golfers and government officials to chart out a road map for the next six years if India were to make a mark in the Rio Olympics and the participation of the corporate sector to beef up golf infrastructure in the country.

Workshop on “Youth and Sports Development in the North Eastern Region **4 February 2011**

The workshop organized by Ministry of Youth Affairs & Sports and FICCI emphasized on development of youth, sports infrastructure, coaching facilities and launching of PYKKA schemes in the north eastern region.

The workshop was attended by key figures like **Mr. Ajay Maken**, Hon'ble Minister of State for Youth Affairs & Sports (Independent Charge), **Dr. Amit Mitra**, Secretary General, FICCI, **Mr. A. K. Upadhyay**, Secretary (Youth Affairs), **Mr. Injeti Srinivas**, Jt. Secretary (Sports) and many other key personalities from North East region.

Following announcements were made:

- To increase the volunteer strength of NSS in NE Region by 1 lakh for next year.
- SAI STC and SAG centres in the NER shall be categorized into 'A', 'B' and 'C' depending upon existing facilities. Thereafter, 2 centres shall be shortlisted for being upgraded by SAI as model centres.
- A special coach development programme shall be implemented for NER with the financial assistance of DONER.
- The Ministry will support setting up of a Football Academy in Nagaland.
- FICCI will explore the possibilities of identifying private partners for upgradation of 4 to 5 STC/SAG centres.
- Relaxation of Standard population norm under PYKKA to be liberally allowed in respect of NER on account of hilly terrain, remoteness and sparsely populated areas.
- Setup of Sector Skills Council in Sports

FICCI-DHF TO SEND HARYANA U-16 FOOTBALLERS TO THE NETHERLANDS

Furtherance to MoU that was signed between FICCI, Dutch Haryana Foundation, and Haryana Football Association on November 18, 2010 for setting up Center of Excellence for football development in Haryana.

ADO Den Haag Football Club from The Netherlands with their Under 16 Dutch League players visited India in Feb-Mar, 2011

With the help of experts from Netherlands, a two weeks pilot program was conducted to decide the requirements of Haryana to develop the Center of Excellence. Following activities were done -

1. Friendly matches between- under 16 Football teams of ADO Den Haag, Haryana and Other teams from India.
2. Referee Clinics
3. Workshops on **Coach the Coaches**.
4. Workshop on **Football Management**.

FICCI organized an interactive session with the delegation from The Netherlands. In a very positive move it was decided that Haryana under- 16 players will be taken to the Netherlands in the second lap of the agreement to gain exposure. This is a very first step, in creating standards in sports

ROUNDTABLE WITH FRANCE INDIA FOOTBALL DEVELOPMENT

FICCI organized a round table meeting with **FRANCE INDIA FOOTBALL DEVELOPMENT** to discuss investment opportunities in India for opening a soccer academy for budding talent.

The round table **discussed the challenges and opportunities for football development in India**. It was highlighted that there are around 7,200 registered football clubs in India with 320,000 players and there are more than 2.5 million unregistered clubs which are an opportunity for marketing. There is a need of media planning to attract followers.

Mr. Jonathan Sinivassane, General & Executive Secretary, FIFD; **Mr. Vikas Dhorasso** who is of Indian Origin and is an International Soccer Player in French team and; **Mr. Pierre Walfisz**, Treasurer, FIFD were there to discuss mutually beneficial partnership opportunities.