



FICCI SPORTS DIGEST

Stimulating Business of Sports in India

February 2012

Volume - IV

FIRST ANNIVERSARY EDITION

Media Interaction with Sports Icons
on
National Sports Development Bill
November 10, 2011 - New Delhi





EDITORIAL

Dear reader,

It is a pleasure to share with you the first anniversary issue of Sports Digest.

In this yearly edition we present highlights of the activities of year gone by with a special focus on Global Sports Summit TURF 2011 which also saw a star studded awards ceremony. The year was highlighted by debate on National Sports Development Bill and the rising interest in business of soccer in India!

These changing trends definitely augur well for business of sports with the landmark proposed legislation on Sports Development the *National Sports Development Bill 2011*. A lot of our activities in last year were focussed on Policy Advocacy of Sports Bill.

This decade starting in the year 2011 could very well be called "Decade of Soccer in India". It was fairly visible during TURF 2011 where it was just a coincidence that all the sessions had at least one panellist associated with business of Football. Of course, international Soccer Community is showing keen interest in Indian Football Market. This issue also has article on opportunities galore in business of soccer for India along with regular features like focus state and focus corporate Kerala and JK Tyre respectively.

At the end, FICCI Sports team would like to thank you for your constant feedback and encouragement. We sincerely look forward to hear from you on making SPORTS DIGEST better.

(Rajpal Singh)

Editor
Rajpal Singh

Associate Editor
Khushboo Luthra

Advertisement & Circulation
Saurabh Girdhar

Federation of Indian
Chambers of Commerce
and Industry, FICCI,
Federation House
Tansen Marg
New Delhi - 110001

Phone: 23738760-70
(11 Lines)

Fax: 23320714, 23721504
E-Mail: rajpal@ficci.com,
Website: www.ficci.com



Table of Contents

1.	Main Story: World soccer kings eyeing India	4
2.	Focus Athlete: Ashwini Akunji	6
3.	Focus State: Kerala	8
4.	Focus Corporate: JK Tyre	9
5.	Highlights of FICCI Sports Activities: Year 2011	10
6.	Readers comments	13



WORLD SOCCER KINGS EYEING INDIA

In the cricket crazy country India, football the most popular sports across the globe is making silent in roads beyond Kolkata and Goa. According to TAM viewership data during FIFA World cup 2010, a whopping 20 Million viewers watched FIFA world cup in India, which was a 35% rise from FIFA World cup viewership in 2006.

Major European football clubs are keeping a close eye on these changing trends. India definitely is on their radar as the next stop for soccer. The much awaited FC Barcelona football training camp was held in NCR with a lot of fanfare. German giants FC Bayern Munich came with their full 24 player squad to New Delhi to face Team India in the Audi Football Summit in January. Besides Bayern Munich and Barcelona many other leading UEFA clubs have shown keen interest in setting up their base in India to catch the sporting talent young.

Ado Den Haag club from the Netherlands also visited Haryana for football development in the state under an MoU between FICCI, Haryana Football Association (HFA) and Dutch Haryana Foundation (DHF) to develop, operate and manage football centres and infrastructures throughout the state.

An IPL-style football league is set to be launched in West Bengal under the name of Premier League Soccer by the local football body Indian Football Association (West Bengal). I-league has a steadily rising fan following. Baichung Bhutia's football schools are generating a lot of interest among youngsters and their parents who are serious to pursue a career in football.

Indian football has huge potential and rising fan base and international interest in the Indian market continues to grow. Now is the time to take the development to the smaller cities and the rural areas where talent lies untapped.

The international expertise could very well be utilised for developing centre of excellence in football by investment in quality coach training, technical Staff development, and talent scouting. As these international experts comes with the skill of identifying best of the league commercial & administrative staff which can develop these clubs as independent legal entities. For instance, match-day: ticketing; hospitality organization, merchandising & licensing of products & services, media rights (including internet & mobile), and sponsorship & advertising need to be strengthened to promote soccer culture and attract attention of youngsters to pursue sports as a fulltime career. Well organized event with entertainment on match day, glamour quotient, interactive website and merchandise are important to keep fan's interest going.

Building India as a global football brand will take time but it is important to pull up the socks. If we are not able to make it to football world cup even with this burgeoning young population, there will be no tomorrow for decades to come.



FOCUS ATHLETE : Ashwini Akunji

THE GOLDEN GIRL ON SPORTS IN INDIA

Ashwini Chidananda Shetty Akkunji is a sprint athlete from, Udupi, Karnataka who specializes in 400 meters. Ashwini has written history in India's sports by her first ever Gold Medal in athletics at the 2010 Commonwealth Games and the 2010 Asian Games in 4x400 m relay team event besides an individual gold medal in the 400 meters hurdles at the 2010 Asian Games. Ashwini was honored with Rajyotsava Prashasti (2010), award by the Government of Karnataka which is highest civilian honor in the state. [Present here are excerpts from FICCI sports' conversation with the golden girl and her thoughts on various issues concerning sports in India.](#)

On her achievements and being a sports person

Achievements get you respect and recognition and it certainly makes you feel good. Sports teach you to be courageous and stand with honor in adverse situations. Sportspersons have seen so many hits and misses that they can take success as well as failure with humility. Sports teaches you living life with dignity even when there are pitfalls.

On Sports coaching in India

Unavailability of quality coaching is a big roadblock hindering India's prospect for gold medals especially in athletics. Our training methods are redundant. There are techniques to improvise each and every body movement in coaching like direction of your limbs, heartbeat, etc. it doesn't happen in India. Moreover there is one coach for all 24 sub-disciplines in athletics, when there should be specialized coaches for each and every sub-discipline. For instance, Sprint is complete science, one need to be specialist to start coaching in it.

On eco-system for athlete development

We need systems and processes in place for talent identification and sportspersons grooming at state level for improving India's medal winning prospects internationally. There is encouragement and support from centre but unfortunately, there are no trained sports administrators at state levels. Hence, we are not able to reach where we can. In other countries, talents are identified at tender age and their grooming for international competitions starts at the age of 8 or 9 but in India, usually selections for international competitions are done a year in advance. There is no long term planning.



On Sports bill and 25% reservation of sports persons

Sports governance should have a say of sportspersons but education is important for administrative activities. Therefore efficient non sports person who are good administrators and can promote sports are also required. However this 25% reservation for sports persons is a welcome move and it should start at state level. People running PYKKA should be from sports discipline. In fact Youth affairs and sports should be separate ministries with separate budget.

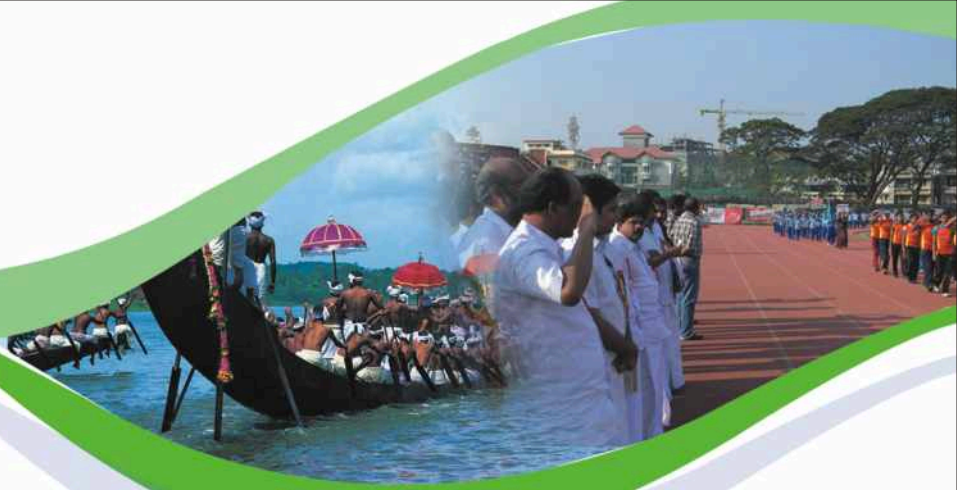
On doping issue

For doping test only one National Dope testing laboratory is there. Nothing is available for testing of supplements or steroids taken by athletes so that they can be cautious. We want to check each and everything before we eat it but how can we if facilities are not provided. It is high time something is done in this regard to prevent further debacles which can cost sports persons their career and dream.

On sports policy

Haryana is pretty good, they really value their sports persons and therefore it is seen in their results. Other states can set Haryana as a benchmark for long term athlete development programme.

Ashwini started her athletics journey in the year 2002 and since then there has been no looking back. She has been training twice a day and is confident of bagging a medal or two for India in Olympics. FICCI sports wishes her good luck!



FOCUS STATE : KERALA

PPP in Sports is up for the grabs in Kerala

Kerala- the god's own country is at the forefront in terms of sports development. Home to many of India's sporting heroes, it has always encouraged talented children to pursue their passion in chosen discipline by providing facilities. Athletics, Football, Basketball, Badminton and Volleyball are the major sports disciplines which are popular in state.

Sports Administrative Setup in Kerala

Kerala State Sports Council (KSSC)

Directorate of Sports and Youth Affairs (DSYA)

State Sports Development Fund (SSDF)

Total Physical Fitness Programme (TPFP)

Sports Policy 2012

Marks for Sports: Sports will be a part of the mainstream education through a scheme in 2012-13. New credit system for meritorious sportspersons are also to be introduced at the secondary and higher secondary levels.

KSSC was set up in 2000. It is a democratic set-up involving various State sports associations and the District Sports Councils to promote competitive sports and run sports hostels across the State. **DSYA** is for infrastructure development and linkages with the stakeholders like union government. **TPFP** physical

fitness tests are conducted among school children. **SSDF** is a novel idea. In addition to budgetary support, this fund is there to support training of the high performing State's sportspersons, creation of basic infrastructure and provision for the insurance of the athletes. **Sports Policy 2012** has the athlete as its central character. It is to be adopted soon by the State Government. It has a focus on transparency in the functioning of the various State sports associations and accountability of the officials and coaches.

Opportunities for PPP in Sports in Kerala

- 35th National Games to be held in Kerala
- Competition in 36 sporting disciplines among 10,000 sports persons
- Games to be held in 7 cities.
- Games village to be built by pre-fabricated technology.
- Opportunity for business houses to support in creation of infrastructure under annuity model
- Kerala Grand Prix, for school and college children is in the offing where a minimum of 8000 children from all the 14 districts of the State, participate drawing wide-spread media coverage. It is an opportunity for brand promotion during various competition



FOCUS CORPORATE : JK TYRE

JK Tyre – the force behind motor sports in India



For JK Tyre & Industries Limited, the name that is synonymous with motorsport in the country, the success of the Indian GP was a reflection of two decades of single minded effort in making the country the motorsport hub of Asia and to put in place a system that is constantly unearthing fresh talent and readying drivers for the global stage.

The Perfect Brand Fit

The company was the first to notice that despite having so much talent in the country there is inadequate representation from India in the Motorsport. With the vision to promote India as one of Asia's motorsport capitals JK Tyre decided to take motorsport to the grass root level and build on a strong foundation for motorsports in the country. Nevertheless motorsports is the perfect brand fit for JK Tyre to leverage their brand and enhance product superiority. The company identified motorsport not only as a medium to leverage their brand equity but also a means for continuous feedback on their products tested by world class champions in most grueling conditions thereby supplementing the ongoing R&D at JK Tyre. It is the only available and potent platform for the auto and auto ancillary industry to demonstrate the potential of their products.

2011 was the most remarkable year in the history of Indian Motorsport when the country successfully hosted its first ever Indian Grand Prix. There is three decades of ground work which has led to this resounding success of the inaugural Indian Grand Prix in October 2011. The entire world took notice and applauded for the enthusiasm displayed by thousands of motorsport fans in the country. The all-embracing racing structure that JK Tyre has brought into being will help put more Indian drivers on the prestigious Formula One grid in the future by building motorsports at grass root levels.

JK Tyre and Motor Sports a Time Line

1980s	1997	2000s	2011
<ul style="list-style-type: none"> Sponsored Himalyan Car Rally JK Tyre Rally Team won 7 consecutive rallies in Indian National Rally Championship Won inaugural Asian Zone Rally Championship 	<ul style="list-style-type: none"> JK Tyre National Racing Championship Produced world class JK Tyre prodigies which have made the nation proud at the international Level Introduced Concpet of Karting in 7 Cities in the country. 	<ul style="list-style-type: none"> Annual National Go Karting Championship JK Tyre invested 100 crore for sports development JK Tyre runs an academy which addresses the entry level needs of any motorsport enthusiast. 	<ul style="list-style-type: none"> First indian company to acquire Formula BMW series Advent of Formula 1 GP in India



HIGHLIGHTS - FICCI SPORTS ACTIVITIES 2011

FICCI is the only apex industry chamber with a dedicated division for stimulating business of sports in India. Following are the highlights of year 2011-12:

Knowledge Creation

Based on recommendations from stakeholders FICCI released five study papers to bridge the knowledge gap on contemporary issues in the sector. These study papers are first of its kind in India and give insights on contemporary challenges and opportunities:

- FICCI-Winning Matters Knowledge Paper **on Sports Performance Assessment of Indian States-**
- FICCI Tanjun Associates Knowledge Paper on **Sports as a Full Time Career**
- FICCI-Lakshmikumaran & Sridharan Attorneys knowledge paper on **Strengthening Sports Federations**
- FICCI Sports 18 Knowledge Paper on **Dynamics Of League System In Sports: Leveraging Hidden Demand**
- FICCI-Yes Bank knowledge Paper on **Development and Management of Sports Infrastructure-**

Policy Advocacy

Ministry of Youth Affairs and Sports came up with proposed legislation - National Sports Development Bill 2011. FICCI conducted surveys, organized interactive seminars with experts and called press conference with India's leading sports persons under the aegis of FICCI Sports Committee. Also, FICCI sports committee sent recommendations to ministry which was widely covered by media.

FICCI believes Sports Bill can overhaul the sports sector by creating a positive environment for industry participation in this sector. It has the potential to bring transparency, global best practices, and professionalism in the administration of sports in India as observed by other sporting powers like USA, China, and Australia.

Global Sports Summit TURF 2011 and FICCI Sports Awards

3rd Global Sports Summit "TURF 2011" was organized with the support of Ministry of Sports and Youth Affairs and Sports Authority of India in partnership with the State of Chhattisgarh on 20-21 Oct, 2011.



The summit saw international participation from various countries including U.K., U.S.A.; Myanmar; Nepal; Singapore; Australia; Germany; and Iraq. Senior officials from department of Sports and Youth Affairs of Haryana, Kerala, Rajasthan, and Goa also participated in the event. Besides, there were more than 300 focused participants from Corporate, Media, Sports Federations and Associations, Sports Authority of India, Indian Olympic Association, and sports students apart from Non Government Organizations working for sports development.

There were many eminent speakers comprising

- World Renowned Players
- States Sports heads
- Sports Business Professionals
- Sports Experts from India and abroad
- Reputed people from India Inc

H.E. Shekhar Dutt, Governor of Chhattisgarh; **Brig K P Singh Deo (Retd)**, Chairman, Sports Development Commission, India Olympic Association and **Ms. Lata Usendi**, Minister of State, Women and Child Development, Sports and Youth Affairs, Chhattisgarh graced the inaugural with their benign presence. Welcome address was given by **Dr. Rajiv Kumar**, Secretary General, FICCI and theme address was given by **Mr. Prasana Krishnan**, Chairman, FICCI Sports Committee. The state heads of Chhattisgarh led a delegation of 20 from the state.

Mr. Ajay Maken, Minister of State(IC), Sports and Youth Affairs addressed the audience at TURF 2011 in a **special session** organized on Sports Development Bill and way forward in which welcome address by **Mr. R V Kanoria**, Senior Vice-President, FICCI and session was moderated by **Ms. Sonali Chander**, Sports Editor, NDTV. **Mr. Desh Deepak Verma**, Director General, Sports Authority of India was also a key note speaker in one of the panel discussions. The panel discussions were held on following topics:

- Public Private Partnership – Developing sports infrastructure
- Triggering investment in sports and creating sports culture
- Sports as a full time career
- Making sports a state asset
- Creating profitable sports properties
- Dynamics of league system in sports: Leveraging hidden demand
- Will Sports (Development) Bill strengthen the NSFs?
- Role of corporate in sports development & innovative strategies



FICCI Sports Awards Night was organized on Day II of the 3rd Global Sports Summit. **Award Jury** was chaired by **Justice Mukul Mudgal**, Former Chief Justice of Haryana and Punjab High Court. The awards function was broadcasted on **Ten Sports** with promotional advertisements on PVR Cinemas (35 cities across India) and Fever 104 Fm. A large number of nominations were received across the categories and following were the awardees:

1. **Sportsperson of the Year:** Ronjan Sodhi, Arjuna Awardee, World No. 1 Shooter, (World Shooting Championship 2011)
2. **Coach of the Year:** Purnima Mahto, Coach of Deepika Kumari(Archery) and Coach of One of the best teams of India's contingent at CWG 2010 and Asian Games
3. **Emerging Talent of The Year:** A tie between
 - a. Ashish Kumar(gymnastics, first ever podium finish from India in Gymnastics at Asian and CWG Games) and
 - b. Vikas Krishan Yadav(boxing, gold medal, Asian Games 2010)

4. **Legend in Sports:** Limba Ram, Archery, Hailing from Tribal Area and with very modest background

5. **Unsung Heroes in Sport of the year:** Mr. Radhey Shyam, A 75 yr Pitch Curator from DDCA, has dedicated his life for the sports

6. **Best Company Promoting Sports:** Tata Steel

7. **Best NGO of the year:** Salaam Bombay Foundation doing grassroots sports development work

8. **Team of the Year:** Indian Cricket Team

9. **Best state promoting Sports:** Haryana

10. **Best Paralympics Sports Person of the Year:** Prasanta Karmakar, Arjuna Awardee, First Asian Games Bronze Medallist from India in swimming ever.





Miscellaneous

Besides above mentioned many other interactive sessions were organized for knowledge exchange and networking where many major decisions were taken during the interaction between stakeholders from Government, industry, sportspersons and academia. Like

- Seminar on “Golf in Olympics Challenges and Opportunities”
- Workshop on Youth & Sports Development in North Eastern Region
- Interactive Session with Ado Den Haag Football Club, The Netherlands
- Seminar for SAFF Member Associations on Development of Football: Challenges and Opportunities
- Interactive Session on Draft Sports (Development) Bill
- Interactive Session with Thought Leader - Prof. David Shilbury, Deakin University, Australia on Why is Sport Governance critical to Sport Development?
- Media interaction with Sports Icons On National Sports Development Bill 2011

READERS COMMENTS

It is an excellent publication with lot of interesting write ups. FICCI can be proud of it. Looking forward to the next issue.

Dr P S M Chandran
Sports Authority of India

Very interesting and inspiring.

Venkat Mandalam
*Marketing Manager
Edu Sports*

Congratulations on your newsletter.

Tony Dell
Former Australian Cricketer

Many thanks for sending the details of FICCI's involvement in Indian sport. It is heartening to learn that Industry will push the Government to take the right steps. Wishing you the best of luck.

Krishna Bhupathi