

**Delhiites Keen to See Successful Games to Restore Nation's Prestige; Say Games Will Spur Infrastructure Development, Create Jobs & Boost Economic Growth: FICCI Survey**

*74% of Respondents Say Delhi Will Become a Better Place to Live*

**NEW DELHI, September 29, 2010.** Delhiites seem to be now wishing to see a successful Commonwealth Games to restore the prestige of the nation. The mood on the eve of the Games is finally turning positive and there is general acknowledgement that the Games will catalyse the development of sports infrastructure in the country, create job opportunities and boost economic growth.

These are some of the key findings of a **FICCI CWG Survey** conducted this month with the support of Global Business Operations, Shri Ram College of Commerce, University of Delhi.

The Survey drew responses from 321 people in Delhi-NCR region, of which 65% were aged between 17-25 years and 35% were working professionals comprising doctors, professors, State and Central Government employees, investors, businessmen and managers.

The survey findings are noteworthy as construction activities, incessant rains, outbreak of dengue, malaria and conjunctivitis and security concerns had raised question marks over India's capabilities and preparedness for hosting this international event. Delhiites have shown a remarkable spirit of sportsmanship and are now keen to get on with the Games.

The following are the highlights of the FICCI CWG Survey:

- 69% of the respondents believe that Commonwealth Games has catalyzed the development of Sports Infrastructure in Delhi which otherwise would not have happened.
- 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 CWG 2010 will make a positive contribution to economic growth in long run.
- 74% people expect Delhi to be a better place to live after the CWG, 2010.
- Almost 50% of the people said that they would go out and watch the Games. However there was a discernible discontent towards marketing of the events.

- 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.
- 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 how India will be remembered as a nation post CWG, 29% of the respondents opined that India will earn the tag of being a good host.
- 32% were of opinion that India will deliver a satisfactory performance in the games.
- Most of the respondents hold the view that Indian Business Houses should also contribute to the development of Sports Talent and Sports Industry in India which has a great potential to bring laurels and business to the nation.

The FICCI CWG Survey analysis shows that Delhiites underline the need to address the following issues urgently:

- Corruption and unprofessionalism needed to be dealt with during sports selection to ensure that selections are fair and transparent
- There should be adequate 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 while organizing such international events to minimise inconvenience to public
- Effective promotional campaigns should be run for the various events of CWG to draw spectators to the stadia
- Proper information on ticket sales, types of games and venues should be provided.

*Note: Detailed Findings of the Survey: <http://ficci.com/SEDocument/20085/ficci-cwg-survey.pdf>*

MEDIA DIVISION

Taresh Arora  
 Media Relations Officer  
 Tel : 23736307 & 23357392 (Direct)  
 9899115719 (Mobile)  
 23753119 (Fax)