



STIMULATING SPORTS DEVELOPMENT IN INDIA

FICCI Initiatives in Sports





India Needs FOR EVERY **1100** PEOPLE ON THE FIELD

55 Coaches

15 Track & field experts

25 Sports medicine experts

22 Sports nutrition experts

50 Trainers

106 **11** Sports psychologists

STRENGTH TRAINERS
COMPETITION MANAGERS
BIO MECHANICAL ENGINEERS
SPORTS PHOTOGRAPHERS

SPORTS JOURNALISTS
SPORTS MANAGEMENT PERSONNEL
SPORTS LAW EXPERTS
EVENT MANAGERS



Institutional Capacity Building for Sports is the Most Urgent Need of the hour for India

783

REGISTERED INSTITUTIONS IN THE ORGANIZED SECTOR PROVIDE BACHELOR OF PHYSICAL EDUCATION DEGREES IN INDIA.

101

OF THESE INSTITUTIONS PROVIDE MASTERS DEGREE IN PHYSICAL EDUCATION.

39150

B.PEd. DEGREE HOLDERS ARE PASSING OUT OF THESE INSTITUTES EVERY YEAR.

3030

M.PEd. DEGREE HOLDERS ARE PASSING OUT OF THESE INSTITUTES EVERY YEAR.

15%

ONLY, OF THESE PASSOUTS CONTINUE INTO SPORTS CAREERS FOR THE LACK OF FACILITIES FOR HIGHER LEARNING, GLOBAL EXPOSURE AND AVAILABILITY OF OPTIONS OTHER THAN TEACHING PHYSICAL EDUCATION AT PRIMARY OR SECONDARY LEVELS,

7000

MORE COLLEGES (@ CURRENT RATES) WILL BE NEEDED IF WE NEED TO FULFILL OUR 2017 GOAL OF 0.3 MILLION SPORTS SUPPORT PERSONNEL BY THEN. OR ALL PASSING STUDENTS FROM EXISTING COLLEGES WILL NEED TO BE SHOWN SUSTAINABLE CAREERS IN SPORTING FIELDS TO HOLD THEM FROM DRIFTING INTO OTHER PROFESSIONS.

ALTERNATELY, RAPID INSTITUTIONAL CAPACITY BUILDING MUST BE ACTIVATED TO EQUIP EXISTING INSTITUTES TO UPGRADE FROM PRODUCING B.PEds AND M.PEds TO SPECIFICALLY RUN GLOBALLY APPROVED COURSES FOR:

Track & field experts
Coaches Sports medicine experts
Sports nutrition experts
Sports psychologists



The Sports is emerging as an important industry. At present sports is fragmented and unorganised but FICCI believes if Government and Industry nurture it together, we can realize its true entrepreneurship potential.

Naina Lal Kidwai
President, FICCI



Sanjiv Paul
Chairman, FICCI Sports Committee
& VP-Corporate Services, Tata Steel

FICCI in Sports

FICCI is India's only apex chamber of commerce with a dedicated sports division and full time sports experts.

Our Vision for Sports

To facilitate and encourage development of Sport in India by, proactively, engaging with identified stake holders and getting them to commit resources for such development.



Highlights of FICCI's activities in Sports

National Knowledge hub

Promoting Public Private Partnership

Broad basing

Human Resource Development and Institution Capacity Building

Opportunities for Business Community in the Indian Sports sector

- Developing an ecosystem for the growth of sports.
- Research and knowledge development & dissemination.
- State - Industry engagements.
- Quality Sports education, developing center of excellence and promoting sports as a full time career.
- Efficient Sports event organization, marketing and management.
- Strengthening and professionalizing the Sports Federation.
- Talent scouting and management at the grassroots level.
- World class sports infrastructure development



India Inc is Game for Sports!

- Punj Lloyd has invested Rs. 30 Million on Squash promotion.
- All India Football Federation and IMG-Reliance have sealed commercial rights deal in football for Rs. 7 billion for next 15 years
- Jaypee Group has become a force to reckon with in developing state-of-the-art sporting systems in their Sports City
- Many real estate developers are developing lifestyle cities with sports infrastructure as their USP.
- Airtel, Vodafone, LG, Panasonic, Tata Steel, Coca Cola, Hero Motor Corp etc have strong brand identities associated with sports.
- NDTV-Toyota have joined hands for University Cricket Championship.
- Tata Steel, India's leading Corporate is the nursery for Olympians in India. Tata Steel owns and manages state of the art multi sports residential academies for elite athletes
- Nokia India has become regional partner for FC Barcelona.
- Hockey India League (HIL) has signed a multi-year title sponsorship deal with Hero MotoCorp (Erstwhile Hero Honda)
- India Premier League employs more than 15000 people.
- Sporting Ace has signed 100 crore deal with Western India Football Association for Grassroots development of Football in
- There will be 1.33 million new sports persons in India by 2017 who will require 0.3 million sports personal including coaches, track and field experts, sports sciences experts, sports media and public relation experts etc.





Few of our Marquee Events in Previous years

1. "TURF" Global Sports Summit and India Sports Awards
2. "GOAL" India Football, International Convention on Football Business
3. Conference on Regulating Sports Betting in India
4. Thought Leadership Series with International Experts on Sports
5. Delegation to Soccerex European Forum, Manchester, UK
6. Media Interaction with Sports Icons on Draft National Sports Development Bill 2011
7. North-East States Ministers' Workshop with Hon'ble Minister of Sports and Youth Affairs
8. Seminar for SAFF (South Asian Football Federation) Member Associations

Mega Sports Events



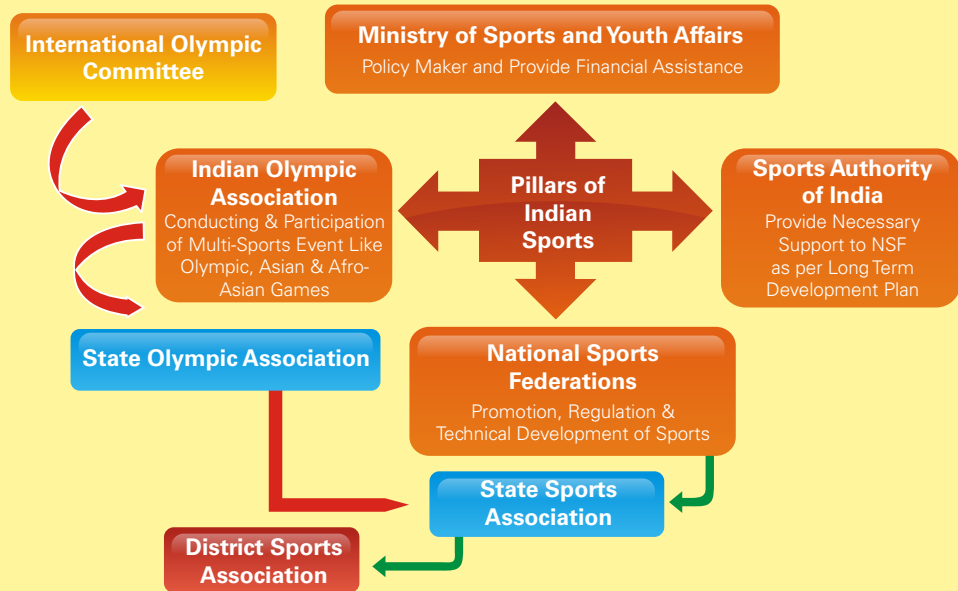
TURF

**Global Sports Summit and
India Sports Awards**

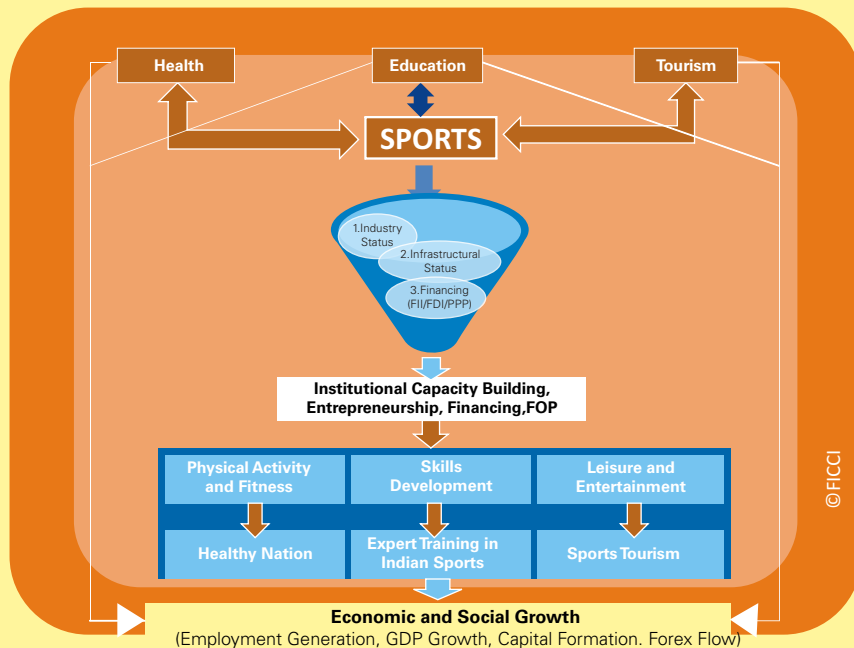




Institutional Structure of Indian Sports

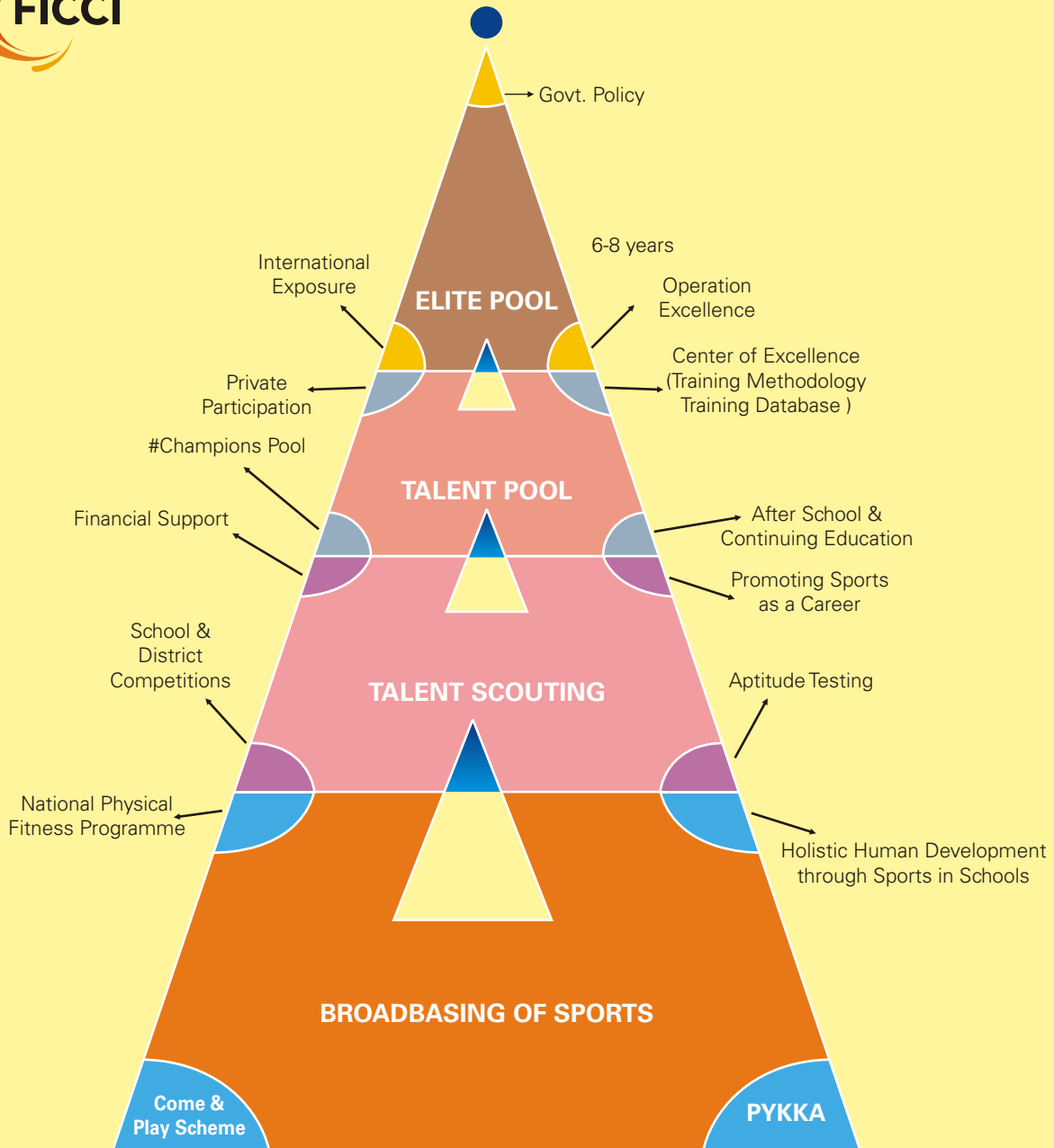


FICCI Model on Sports, Society and Economy





Prospective International Champions



#Winners of Inter-School, CBSE, PYKKA, Inter University, Sr./Jr. Women's, Men's National

PYRAMID FOR SPORTING EXCELLENCE



FICCI Sports Offers

- A platform, advisory services and handholding if you are an international or national organization interested in launching business and services in India.
- Connecting with the right stakeholders.
- Liaisoning with states for state-industry engagements in sports.
- Conferences, seminars and exhibitions on issues and concerns of industry on policy issue
- Conducting surveys, research and developing knowledge reports on contemporary issues in the sports sector.
- Facilitating international collaborations with India and delegations to marquee events.
- Disseminate best practices, amongst members, relating to development of various sports across the world.
- Provide a meeting ground /platform for members, Ministry, State Associations and other relevant Govt bodies, to share grievances, discuss issues and arrive at solutions.
- Facilitate ideation and development of projects that support our vision.
- To connect with stakeholders who have similar vision and are passionate about the development of sports sector in India.

Few of our ongoing Policy Advocacy Initiatives

1. Granting Industry Status to Sports Sector
2. Representation on Draft National Sports Development Bill 2011
3. Regulating Sports Betting in India
4. Institutional Capacity Building of Sports Education Institutions
5. Setting up Sector Skill Council in Sports, Physical Education and Active Leisure



About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.



Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.



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