



# FICCI SPORTS DIGEST

*Stimulating Business of Sports in India*

October 2011

Volume - 3





## EDITORIAL

With renewed spirits, FICCI is back with its 3rd Global Sports Summit "TURF 2011": International Convention on the Business of Sports on 20th and 21st October, 2011, at Federation House, New Delhi. This will be the third Summit in succession.

TURF, India's Largest Sports Business Convention provides a great opportunity to meet who's who of Sports Sector, hence gives a rare opportunity for networking and discussions.

Beyond doubt, there is an enormous economic and new business development potential in sports and exploiting it requires experts and entrepreneurs.

The unique regional identities in India where each state associate itself with different culture and sport create a perfect environment for nurturing league culture.

Also there is an obvious opportunity in Public Private Partnerships (PPP's) to develop, maintain and operate existing sports infrastructure. Opportunities like naming rights, niche areas like stands, gym, retail services, marketing of events, selling tickets, membership base, food and beverage management can be exploited and presented to the stakeholders who are experts in business development.

FICCI is focusing on developing knowledge for the sports sector which has just started spreading its wings to justify above mentioned. In the 3rd Global Sports Summit "TURF 2011" which is scheduled for 20-21 oct, 2011 FICCI will release three reports one each on Sports as a Full Time Career, Sports Performance Assessment of Indian States as Sports is a state subject in India and Public Private Partnership for Sports Infrastructure Development and Management.

FICCI recognizes SPORTS as the next boom market in India and can contribute significantly in the economic growth of India and development of its youth. Therefore, it has been constantly pursuing the growth and development of SPORTS SECTOR.

**Federation of Indian Chambers of Commerce and Industry (FICCI)** is the oldest and largest Chambers of Commerce in India, which is committed to growth and development of sports sector.

So plan your participation for "TURF 2011" to hear from the Indian and international experts on Business of Sports in India, get benefitted from structured Business to Business and Business to Government meetings with who's who of sports sector and to assure your copy of the knowledge papers.

It's time to take a dive in the unexplored blue ocean of sports. See you at FICCI's "TURF 2011"!

Join us on **facebook** and watch FICCI's "TURF 2011" videos on **you tube**.

(Rajpal Singh)

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# FICCI's 3<sup>rd</sup> GLOBAL SPORTS SUMMIT

International Convention on the Business of Sports

# TURF 2011

Focus on  
**GLOBAL PARTNERSHIPS and  
STATE INDUSTRY ENGAGEMENTS**  
20-21 October, 2011, Federation House  
Tansen Marg, New Delhi



TURF 2011



## CONFIRMED SPEAKERS

**Dr. Raman Singh**, Chief Minister, Chhattisgarh

**Mr. Harsh Mariwala**, President, FICCI

**Mr. Prasana Krishnan**, Chairperson, FICCI Sports Committee, and COO Neo Sports

**Dr. Rajiv Kumar**, Secretary General, FICCI

**Mr. Amit Kapur**, Partner, J. Sagar Associates

**Mr. Andrew James**, Director (Asia & Australia), Populous

**Mr. Desh Deepak Verma**, Director General, Sports Authority of India

**Mr. Dilip Chenoy**, CEO & MD, National Skills Development Corporation

**Mr. Hakimuddin Habibulla**, Principal Consultant, Winning Matters

**Mr. Kushal Das**, Secretary General, All India Football Federation

**Mr. Ravdeep Singh**, CEO, Planet Sports

**Mr. Sanjeev Paul**, Vice President, Corporate Services, TATA Steel \*

**Mr. Stephen Studd**, CEO, Skills Active, UK Sector Skill Council on Sports

**Mr. Surat Sahoo**, Secretary, Sports, Chhattisgarh

**Mr. Sukhvinder Singh**, Managing Director, Libero Sports

**Mr. Sumit Agarwal**, Senior Associate, Tanjun Associates

**Mr. Sunando Dhar**, Chief Executive Officer, I- League

**Mr. Terry Phelan**, Director, Sesa Football Academy, Goa

**Mr. Troy Justice**, Director, Basketball Operations, India National Basketball Association

**Mr. Vijay Bhardwaj**, Head Research and Consultancy, Sports 18

**Mr. Viren Rasquinha**, COO, Olympic Gold Quest

**Mr. Vidushpat Singhania**, Senior Associate, Corporate-Sports Law Division, Lakshmi Kumaran & Sridharan Attorneys

**Dr. Vishwajeet Kadam**, Secretary, Bhartiya Vidya Peethah

**Mr. Vijay D Patil**, President – Dr.D.Y.Patil Sports Academy

**Mr. Vivek B Singh**, Jt. MD, Procarn International Ltd.

## CONFIRMED PARTICIPANT

- Adventure Tour Operators Association of India
- All India Football Federation
- All India Sports Goods Manufacturers Association
- American Embassy
- Australia India Sports Academy
- BFY
- Bhartiya Vidyapeeth Group of Institutions
- British Colleges Sport
- Coca-Cola India
- Cosco India Ltd.
- Delhi Soccer Club
- Fitness First India Pvt. Ltd.
- Franchise India
- FutFire Sports (India) Pvt Ltd
- Govt. of Rajasthan
- Hero Honda
- Hindustan Football Club
- Hindustan University
- IISWBM
- I-league
- Indian Pitch and Putt Union
- Indianshooting.com
- Istec
- J K Tyre
- J Sagar Associates
- Jubilee Sports Technology (I) Pvt. Ltd.
- Kingfisher
- Libero Sports
- Mahindra & Mahindra
- Microsoft Corporation India
- National Basketball Association
- Olympic Gold Quest
- Panalinks Infotech Ltd.
- Panasonic India Private Limited
- Planet Sports
- Populous
- Rajah Tann LLP
- Rashtriya Life Saving Society
- Redeemer's University
- Rishi Narain Golf Management Pvt Ltd
- Salwan Marathon
- Saran Sports
- Sheffield Hallam University
- Shooting
- Sportiff
- Sports Authority of India
- Sports Illustrated India
- Sportzpower
- State of Karnataka
- State of Rajasthan
- Steel Authority of India Ltd
- TATA Steel
- Telenity
- TUI
- Twenty First Century Media Pvt. Ltd.
- World Kabaddi Federation
- Youth Services Department

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## REAL (SPORTS) ESTATE Development in India

Like many other sectors, Real Estate industry has also started associating itself with various sports to attract home buyers. Present generation loves sports activities around its habitat and private developers are trying to fulfill this latent demand by constructing these facilities right next to their homes.

Lifestyles are changing and people are looking for newer option to stay fit besides joining health clubs. Developing sports infrastructure in gated communities is a promising step by some real estate developers to propel the sports culture in the country.

With the advent of Real estate boom in the country, many developers started selling residential complexes built around golf courses and sports infrastructure. With this successful marketing pitch builders community has taken the sport infrastructure development beyond golf courses to appeal to a young audience who love outdoor activities.

Also, as per government law, real estate developers had to leave considerable amount of spaces open in high rise establishments. This used to be a loss as maintaining these open areas in gated communities used to be a cost center. Now builders are developing sports infrastructure in terms of golf courses, courts and play areas in these mandatory open spaces.

To fuel in to this trend, now Indian real estate companies are tying up with international sports bodies and sports icons to attract customers. For instance, **Amrapali Group** has **Dhoni's** cricket academies in Patna and Greater Noida projects. Pune-based **Amit Enterprises** Housing Ltd has signed up **Sachin Tendulkar** as its brand ambassador for three years.

US's National Basketball Association (NBA) is in talks with developers in India to set up their training centers in their residential communities.

DLF group has gone way beyond by promoting their Golf Courses for Tourism Development. Situated at the foothills of the gently rolling Aravalli Range, DLF Golf Course and Resort in Gurgaon which is a 7250 - yard golf course carrying the distinctive signature of the Arnold Palmer with its unique layout.





Mumbai-based builder **Nirmal Lifestyle** has entered into a 10-year licensing arrangement with the International Association of Athletics Federations (IAAF) to develop IAAF-specified athletics academies at its future projects. It has also announced a tie-up with the United States Tennis Association to launch “**US Open**” branded apartments around a year ago. The company promises world class sporting infrastructure including tennis, badminton and basketball courts, swimming pools and gymnasiums.

**Jaypee Group's**, 5,000-acre Sports City in Greater Noida with a world-class cricket stadium and Formula One standard racing track is definitely the show stopper among all.

The **Mahesh Bhupathi**-run centres are coming up at **Ansal's** projects in Greater Noida and Lucknow. The Ansal group is in talks with other sportsmen, from cricketers to squash players, to run similar academies.

This has become a win-win situation for both home buyers and builders. On one hand buyers gets these recreational facilities next to their homes and on the other hand real estate developers can charge a premium for value addition from the residents and those who become members of academies, sports club and golf courses.

It definitely augurs well for catalyzing sports culture in India besides creating a positive identity for the brand.





## MAHINDRA THE NEW SPORT ICON OF INDIA INC.

The Mahindra Group has shown in many ways how sport can be used to drive business. With a zest for competition and challenge, Mahindra is helping kick start several sports in India. Be it grass root sports like FOOTBALL and BASKET BALL or highly specialized ones like Grand Prix. It is nurturing many sports in India to have a positive impact on the lives of the participating youngsters and to propel sports culture in India.

### Mahindra and MotoGP

The Mahindra Group became the first Indian two-wheeler manufacturer to participate in the world's most prestigious motorcycle racing championship FIM MotoGP World Championship in 2011.

Mahindra Racing's participation has helped showcase their engineering and technology expertise on MotoGP which is the ultimate test for the finest talents in motorcycle racing.



With 18 circuits spread across 11 countries and TV coverage in more than 200, MotoGP also presents an exciting opportunity to define Mahindra brand globally.

### Mahindra and Different Ball Games: From Basket Ball to Football NBA

Mahindra is partner with the American NBA (National Basketball Association) and the Scottish Premier League Celtic Football Club (CFC) to start community basketball and football leagues in India.

#### Mahindra NBA Challenge

Since 2011, Mahindra NBA Challenge is the largest, multi-city, community-based basketball league in India. The program is conducted in collaboration with the Basketball Federation of India (BFI) and regional basketball associations. The league has four divisions: sub-junior (12 to 13 yr.) youth for ages (14 to 16 yr); junior (16 to 18 yr.) and adults 19 and above. It is a NBA-style basketball training in a fun environment spread over the course of eight weeks.

#### Mahindra Youth Football Challenge MYFC

The MYFC is an under-14 school-level football tournament played in six cities across India aims to strengthen the game of football from the grass root level. For this, Mahindra works closely with partner Celtic Football Club, Glasgow which is one of the leading football clubs in the world and has won the Scottish Championship over forty times.

In 6 months of its launch, Mahindra Racing has more than 110,000 fans, and its face book page boasts of one of the largest fan clubs amongst all MotoGP teams.

The Mahindra NBA Challenge, held league matches in Mumbai, Ludhiana, Bangalore and Delhi.

It has seen participation increased by 30% from the first season reinforcing its huge popularity among India's youth.

A total of 216 teams from across India participated in Season 1 of the MYFC. Two players from Kolkata and one from Bangalore were identified as extremely talented. These three youngsters are going to Scotland this September to enjoy an exciting week of football coaching in Glasgow.





## FICCI's conversation with Swimming Champ Prasanta Karmakar Arjuna Awardee 2011

Prasanta Karmakar, India's National Paralympics Swimming Champion is not just a sports person who has brought glory to the nation but an iconic example of winning against all odds. He has made country proud with his winning sprees in national and international swimming championships. A person who has gone against the tide to get what he deserved and desired.

FICCI's Sports Digest presents excerpts from the chat with Prasanta Karmakar who was recently conferred with Arjuna Award in 2011 and has two dozen medals in his kitty till date.

### How did Swimming started?

Swimming started just like that. During my years in Kolkata we used to go for swimming in ponds and rivers. I always used to beat other boys. One day a friend suggested me to take part in swimming competition that was taking place in Kolkata; I took part in the competition and won in physically disabled category. Apparently I had out performed others in physically disabled category. However then I decided that I want to compete with others and started my training seriously. There was no looking back after that.

I started my swimming career in West Bengal but since 2007 I represent Haryana in National Games. Haryana Government is very supportive of Sports Development and they have helped me when I needed it the most. In fact, I am a Sub Inspector, Haryana Police through Sports Quota

### Who is your role model and the competitor?

I am the best, in Paralympics Category every time I have beaten my own record only. I have had 24 podium finishes till date in which there was a gold medal in all national championships. I was the first Indian to win medal in swimming in CWG and Asian Games 2010.

### Is there any pressure of performing from others before championships?

No body, knows Paralympics sports in India. It is not telecasted on television, so usually there is no pressure from others to perform because If I win or lose it is for me. However I am always confident and smiling, in fact I treat my competitor also as my friend till the time we are not in pool. There is no fear or tension and I just focus on performing well.

I have had so many national and international medal finish but my parents saw me performing only once and that was during Delhi Commonwealth Games in 2010.

### **What do your wins augur for swimming in India?**

Swimming as sports is developing in India, things are improving but there is a lot of scope for improvements. Still I feel that youngsters who have financial support from the family are able to do much better in sports than the sports persons who don't have any financial support from families

"Am sure under the leadership of ministers like Mr. Ajay Maken and SAI officials like Dr. P C Kashyap, sports specifically swimming will grow in India and it will benefit the cause of sports development and augurs well for sports persons in India."

### **Who has been instrumental in your achievement?**

For any professional sports person, there is a team of dedicated mental and physical fitness instructors working with him. I also have a doctor, physiotherapist, psychologist, coach, masseur and dietician who take care of my fitness. However my dietician Ryan Fernando, My friend, guide and mentor Meenakshi Pahuja and Haryana Swimming team Captain Sukhbir Singh have played an important role in my victories.

### **What would you like to do for sports of swimming?**

After I retire from swimming, hopefully after a podium finish in Paralympics in London 2012 I would like to work for development of Swimming in India.

### **How do you think we can improve the sports in India?**

Obviously, there is a long way to go and the facilities and exposures provided in other countries is not there in India. But Sports Authority of India and Ministry of Youth Affairs and Sports now are dedicated for the cause of Sports Development in India.

### **What are the roadblocks?**

Personally I feel a sports person need to be a smart person besides being a hard working person in the trainings. For instance, during Arjuna awards I saw other financially rich awardees were with their media managers who were clicking their photographs, talking to media on their behalf and also manage other things like sponsorships for them. But half of the time people like me who can't afford media managers are trying to make their ends meet in terms of getting noticed and attracting some sponsorship, paper work for participating in international competitions etc. This acts as a road block as one is not able to focus on training. I had to run from pillar to post to arrange money for participating in Asian Games in 2006. Such support system for athletes is a must.

***Having achieved success at the Commonwealth Games and Asian Games, Prasanta is now all set to make India Shine in world championships in Australia and Dubai in November and December respectively besides Paralympics in London Olympics 2012. FICCI wishes Prasanta good luck for podium finishes.***