

CII Scorecard 2021

Post event report



Contents

1. Introduction	03
2. Inaugural session: Special plenary: Peer-conversation between Sports Ministers	04
3. Session II: Getting sports back on track	08
4. Session III: Mega sports events in India	12
5. Session IV: Special plenary: Growing agenda for sport	16
6. Session V: Fit India for Aatmanirbhar Bharat	19
7. Session VI: Key investment areas in Indian sports	22
8. Session VII: Producing world champions	25
9. Session VIII: Growing sports leagues in India	28
10. Key Takeaways	32
11. Press Releases	34



Introduction

Confederation of Indian Industry (CII) in partnership with the Ministry of Youth Affairs and Sports and Sportscom Industry Confederation, organised its 6th Edition of CII – SCORECARD, the flagship event for the national sports sector on 5-6 March 2021 over a virtual platform. Shri Kiren Rijju, Minister of Sports and Youth Affairs, Government of India & Mr Nigel Paul Huddleston, Parliamentary Undersecretary of State for Sport, Heritage, and Tourism in the United Kingdom graced the occasion as the Chief Guest and furthered shaped the agenda of a Brave New World for Sports.

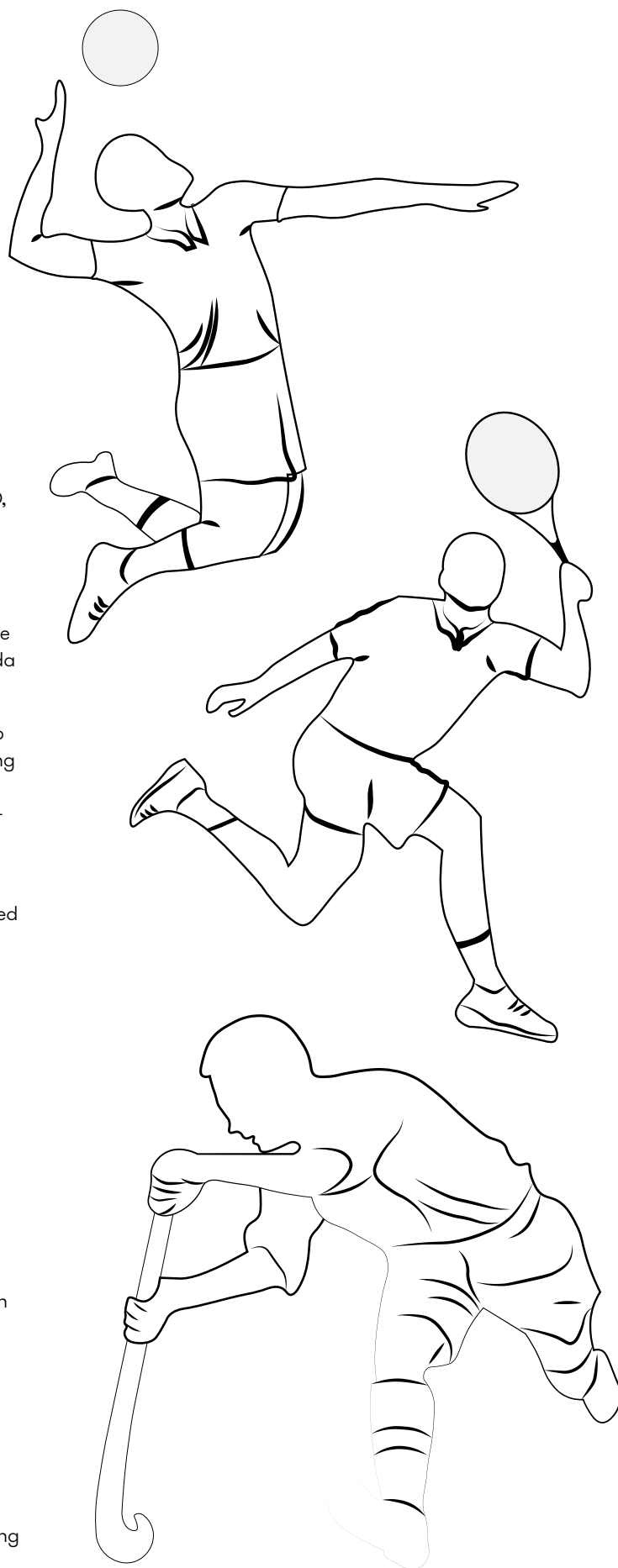
The CII National Committee on Sports has been constituted to drive the agenda on Sports development in the country. Among the various initiatives, the key area identified is mandating of sports education in formal education system with a vision of – making 300 million children play sports 60 minutes daily.

Sports can bring together and capture the imagination of people like nothing else. It has also in recent years established itself as an economic enterprise, generating serious wealth and employment alongside. The Sports committee serves as an enabler, by catalyzing forces of both policy-making and private enterprise.

The CII Scorecard is an annual conference attended by sporting leaders from across the World; the event captures positive areas of improvement and the way forward for sports development in India.

The CII SCORECARD 2021 held a discussion with the Sports Ministers [i.e., Shri Kiren Rijju, Minister of Sports and Youth Affairs, Government of India & Mr Nigel Paul Huddleston, Parliamentary Undersecretary of State for Sport, Heritage, and Tourism in the United Kingdom] for the 1st time in an open forum. The ministers discussed the core issues within their respective ecosystems and extended cooperation for India's dream towards hosting the Olympic Games.

The CII SCORECARD was a major initiative to create a roadmap for India to tap into the tremendous business opportunities that the sector has to offer. Due to the COVID-19 pandemic, the event was held on a virtual platform which allowed delegation and viewership from across borders, making this edition a truly global sports conference.



Session I

Inaugural session



Moderator

Mr Anupam Goswami

Chairman, CII National Committee on Sports & CEO, Mashal Sports & League Commissioner, Pro Kabaddi League

Speakers

Shri Kiren Rijiju

Minister of State (I/C) of Youth Affairs and Sports, Ayush and Minority Affairs

Mr Nigel Huddleston MP

Minister for Sport, Tourism and Heritage
United Kingdom

Concluding Remarks & Vote of Thanks

Mr Jalaj Dani

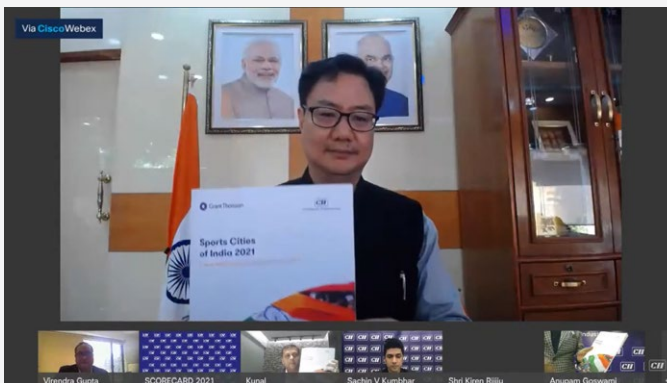
President, SPORTSCOM Industry Confederation
and Co-Promoter, Asian Paints

Mr Anupam Goswami

Welcome address

Hon. Sports Minister Shri Kiren Rijju

launching the report 'Sports Cities of India'



Mr Nigel Huddleston

In conversation with the Indian Sports Minister

Mr Jalaj Dani

Concluding Remarks & Vote of Thanks

Welcome Address by Mr Anupam Goswami

Mr Anupam Goswami, Chairman, CII National Committee on Sports was thrilled to be welcoming the panel of esteemed guests to the sixth edition of the SCORECARD which is the flagship event of CII. Mr Goswami mentioned that due to the covid 19 pandemic this edition of the event is being organized as a complete virtual event, which has enabled them to bring together the finest leaders and entrepreneurs from across the globe over a two-day event.

He formally began the event by welcoming the honorable Sports and Youth Affairs Minister, Shri Kiren Rijju and releasing the report titled "Sports cities of India 2021" prepared by the knowledge partner of the event Grant Thornton Bharat along with the honorable Minister.

Opening Remarks by Mr Kunal Sood

Mr Kunal Sood, Partner, Grant Thornton Bharat began by expressing his pleasure on being the Knowledge Partner for the sixth edition of the prestigious 'CII - Scorecard' event. He further explained the inspiration behind associating with this important sporting event was his aim at creating a publication that continues to evolve into an eventual property with uniqueness, inspiration, direction, and an aim to bind all of the stakeholders of its ecosystem together as its key fundamentals.

This thought process led us to create "The sports cities of India 2021" which was the first attempt of its kind to measure a city's efforts and progress towards an ultimate goal of gearing up for global events. Divulging further, Mr Kunal shared his observations around the venues and cities which had already hosted global events as well as cities which were now investing in infrastructure, culture and engaging with the communities.

He was optimistic that regular in-depth publications like these will help the governments and organizations in better understanding the situations and hurdles in the development of sports sector which will eventually help the country in reaching its goal of hosting the Olympics.

Keynote Speaker: Shri Kiren Rijju

Shri Kiren Rijju, Minister of State, Youth Affairs and Sports, Government of India was excited to be sharing the platform with all the dignitaries and called it as a flagship event of national importance aimed at giving direction to the sports movement throughout the country. Stressing the importance of Sports in everyday life, he said that a country's prosperity is statistically linked to Sports.

He began by explaining the steps that the government and he have been taking to promote sports throughout the country, emphasizing on connecting with the stakeholders at every level from the industry to understand the needs of an individual

player on the ground. He mentioned the success of the Khelo India and Fit India movement as some of the key contributors to the development of Sports in the country at the local level.

He mentioned that, in his opinion, India has not yet claimed its rightful place in the world of Sports and has expressed its wish to see India host the Olympic Games. He added that the Olympic movement will not be complete or successful until India hosts the Olympics, and it is a long road ahead.

Speaking of economic reforms, he talked about how the sport industry can generate unimaginable revenues, create jobs and add to the country's GDP. He also urged private companies, PSUs, and private organizations to contribute to sports infrastructure through CSR, athlete sponsorship, and infrastructure development. Indicating that any contributions they make will be matched by 50% by the Government of India in the National Sports Development Fund.

He was happy to share that at the initial stage of lockdown due to the pandemic, the government came up with certain good ideas to convert the crisis into opportunities.

Keynote Speaker: Mr Nigel Huddleston MP

Mr Nigel Paul Huddleston, Parliamentary Undersecretary of State for Sports, Heritage and Tourism in the United Kingdom, was pleased to join the session from across the world. He expressed that he shared the same passion and enthusiasm for Sports as the Indian Minister of Sports and Youth, Mr Kiren Rijju and praised the Indian minister for his vision of the Indian Sports sector.

He spoke about the challenges posed by coronavirus, the UK minister mentioned the importance of sports for mental health in such tough times and also the importance of support for the economy. The minister said that he is hopeful that India and the U.K. will have a growing relationship in Sports.

“
Sports is a big sector, if we really take it forward, it can become a big part of India's GDP. CII can play a significant role in making Sports a vibrant industry.”

Shri Kiren Rijju, Minister of State (I/C) of Youth Affairs and Sports, Ayush and Minority Affairs





An India-England Collaboration

During the conversation, the two ministers discussed the opportunities for cooperation and growth for a mutually beneficial relationship. A joint exchange programme between actors and experts from both countries, not only the ministries of Sports and Youth, but the Ministry of External Affairs, was also discussed. In addition, it was discussed how the role of organizations like CII played a significant role in promoting Sports through partnerships. The two ministers emphasized the importance of public-private partnerships in the growth of Sports infrastructure.

The ministers further discussed the importance of viewers for less popular sports and highlighted the need for business investments to draw more attention to these sports. Moving further, the Indian minister cited the example of the Pro Kabaddi League that helps sports reach a wider audience.

Concluding Remarks by Mr Jalaj Dani

Mr Jalaj Dani, President Sportscom Industry Confederation took over the last part of the session thanking the Honourable UK Sports minister Mr Nigel Huddleston MP, and the Indian Sports minister Shri Kiren Rijju, for taking out the time to share their views on the sports sector of India and the possibilities of India-UK relations for the betterment of the sports infrastructure.

He responded to the Indian minister's call to action on the public private partnership front by stating that Sportscom and CII will be very happy to help fund some of these initiatives.

Mr Dani also spoke about skills development and self-defence for girls, pointing out that this was extremely important and is now being included in the school curriculum. He further added that we are more than happy to work in partnership with the department on this initiative.

Session II

Getting sports back on track

Chair

Ms Meha Bhardwaj Alter

Senior Journalist & Sports Presenter

Panelists

Mr Richard Garlick

Director of Football, PL

Mr Manu Sawhney

CEO, International Cricket Council

Mr Scott Levy

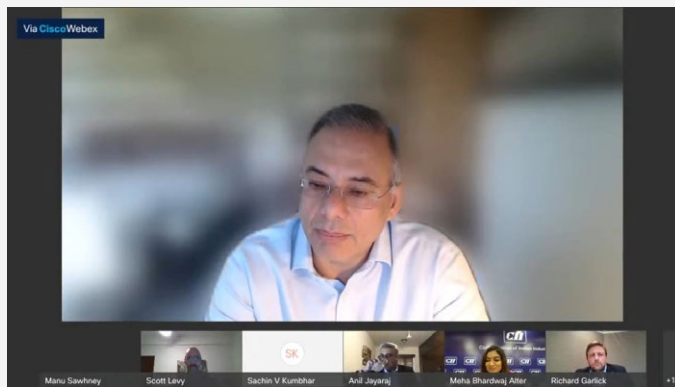
Executive Vice President & Managing Director
NBA Asia

Mr Anil Jayaraj

Head of Sales, Star Sports

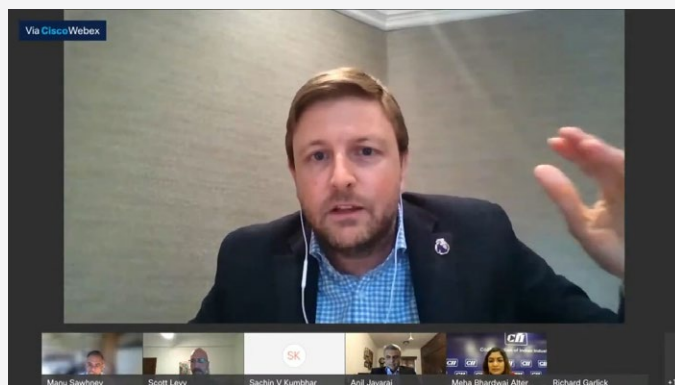
Mr Manu Sawhney

speaking on the lessons from the covid world
for sports events



Mr Scott Levy

on the use of the Bio Bubble in NBA



Mr Richard Garlick

on the options explored and the steps taken by
the Premier league to ensure player safety

Mr Anil Jayaraj

on the effect of pandemic on the sports
broadcasting world

International Cricket events in a post lockdown world

Mr Manu Sawhney, Chief Executive Officer, ICC, commenced the session by saying that the Pandemic has taught us a lot of resilience and sheer value of how we step back and just understand the critical aspects of things that need to be done and the options available to us. The first step was to have a clear understanding of the situation and develop guidelines based on science. This was done to keep all Sports stakeholders safe.

Subsequently, many options were explored with respect to opening countries that could host audiences to get a sense of where live events could resume.

The first post-pandemic tournament held between West Indies, Ireland, Pakistan visiting England served as a great learning experience for all. Learning from other leagues like the Premier League and the NBA, has helped to deal with the situation more promptly.



NBA's Bio Bubble Success Story

Mr Scott Levy, Executive Vice – President and Managing Director, NBA Asia, said that the past year started off with uncertainty and was a new situation that was experienced by all. The NBA was in constant touch with the health experts and the infectious disease specialists. They had to create an environment that was safe for all the players and stakeholders.

The officials created guidelines in consultation with the public health experts, government officials etc. The best practices were promoted so as to contain the spread of the virus not just for the players but for every person responsible for the resumption of the season of 2019-2020. Officials worked closely with other leagues sharing data and learning from their experiences all around the world.

Some of the key elements were daily testing, face coverings for players and coaches, individual seating, and even things on the court like players wiping the ball with their jerseys or unnecessarily touching their mouths which were required to be changed.

Project Restart: Premier League

Mr Richard Garlick, Director of Football, Premier League, stated that the last year had been tough for all people around the world, especially in sports and related fields. During the unprecedented times, mutual cooperation between leagues, learning from each other helped immensely in getting back on track with live sports events. The officials developed the gold standards for screening, testing, social distancing with help and consolation with the government of the UK and the health departments.

Effect on Broadcasting

Mr Anil Jayaraj, Head of Sales, Star Sports threw light on how the pandemic was a new experience for them as a broadcaster wherein events were planned well in advance. But the pandemic saw the cancellation of some tournaments and postponement of some, which was very unheard of.

The advertisers were interested only in the live events and since no such events were being broadcasted during the

“
**We have 28 states,
if each state can
adopt 1 Olympic sport
then it will make a
big difference.**”

Shri Narender Dhruv Batra,
President, Indian Olympic Association

pandemic. Most of the broadcasters telecasted historic games of relevance eg. India vs Pakistan cricket match and Kabaddi matches etc. It was a challenge to create five bio bubbles during the IPL in 5 locations. Additionally, broadcasters managed to create unique properties, added real time crowd sounds in matches by assessing recorded footage etc.

How do you sustain the Bio bubble in NBA?

Mr Scott Levy stated that there were a lot of subconscious actions that we did not realise, which could transmit the virus like touching our face frequently. So now that we do not have a bio bubble anymore, we have had cases and we have had to adjust every day, every week, make new guidelines regarding how long someone should sit out if he has had contact with an infected person and so on and so forth. We are also having to reschedule games that we missed during the first half of the season to now the second half of the season. So, it is a continuous learning process, but it is relatively easier to do so because we do not have spectators attending games.

How can smaller leagues get back on track?

Mr Scott Levy, EVPN Managing Director, NBA Asia stated that everyone has to prioritize the health of their players and staff first. Every sport is very unique, but the guidelines will differ for every sport and every place. Testing is the most important thing to track how the virus is spreading and if we can get the spectators back or not.

Mitigating Risks and Losses

Mr Anil Jayaraj stated that every sport is different, but the basic rules and guidelines remain the same to host and telecast such large-scale events. IPL set the benchmark for all the sports like the ISL and Kabaddi league in the country. IPL revitalized after looking like being doomed not only from a financial perspective but also a viewership perspective. It was not only highly commercially successful but also our highest ever viewed tournament.

Mr Manu Sawhney added that the scale of the event changes the kinds of risk mitigation framework that is put in place, for example the requirements for organizing a bilateral series between two teams is widely different from organizing a world cup or a ‘Champions League’ kind of a spectacle where 16 teams from different parts of the world come into a single country to play a tournament. He also added that they are looking forward to the upcoming T20 world cup and they have already started preparing for it.

Mr Richard Garlick when asked about the decision to finally start the premier league replied that the health and safety of all the players and stakeholders is paramount. Even though the safest route is to not play at all, that is not a financially viable option. So, guidelines were laid down for resuming the season on a step-by-step basis.

Innovations brought about because of Covid

Mr Anil Jayaraj stated that introducing real time crowd noise into games was a huge step and they were able to pull it off quite successfully. The type of noise also depended on the popularity of the player, the kind of event that occurred like a wicket or a boundary, so on and so forth.

Mr Richard Garlick added that they had to work around the issues of hosting the pre match and post-match interviews, there were regular stakeholder meetings to make sure complete communication. They even had studies done of the complete 380 matches accessing how much of the time do the players remain in 2metres of each other. The player goal celebrations were an interesting human innovation where the players social distance with each other.

Mr Scott Levy talked about the virtual fan experience they created around the court with 17-foot video boards where the fans of both the teams could be live telecasted. The whole season saw over 60000 fans join through this medium. They even had a few cameos from celebrities like President Barack Obama, retired players, families etc. He also talked about making the broadcast more immersive by adding more camera angles and more microphones and overall making the whole experience more immersive for the fans at home by using innovations in technology.

Session III

Mega sports events in India

Chair

Mr Ayaz Memon

Sports Writer, Journalist, Columnist, Author & Lawyer

Panelists

Dr Narinder Batra

President, IOA & FIH

Shri R. Vineel Krishna

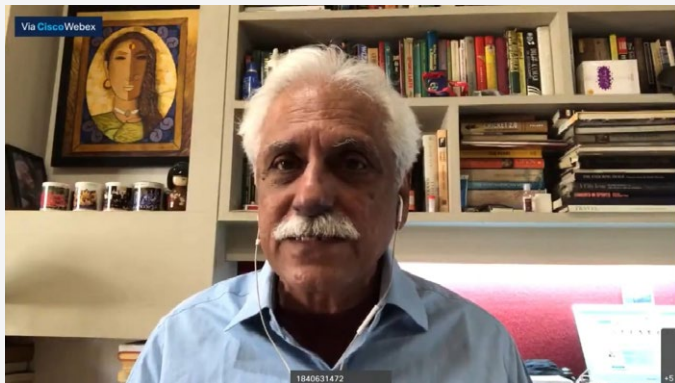
Special Secretary
Sports & Youth Services Department,
Government of Odisha

Mr Udit Sheth

Founder & MD, SE TransStadia

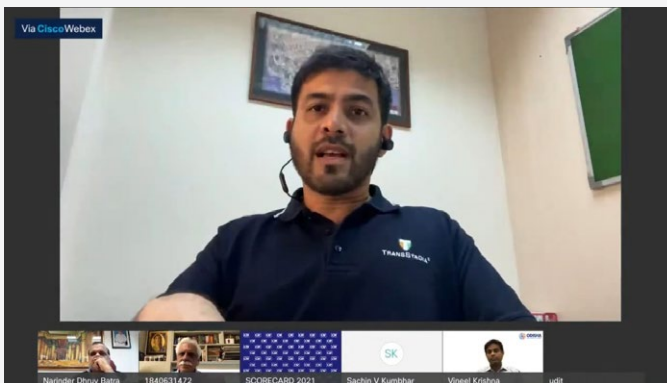
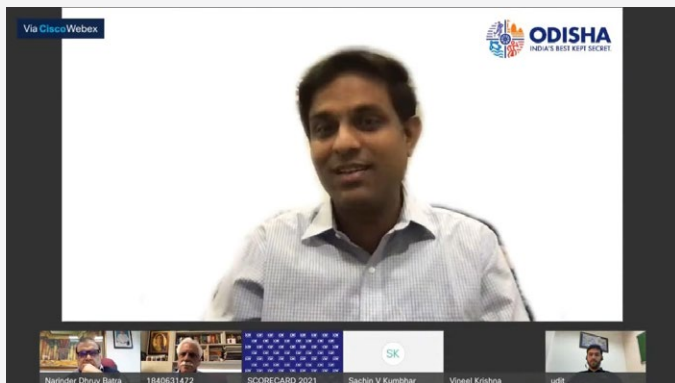
Mr Ayaz Memon

chairing the Session on Mega Sports Events in India



Dr Narinder Batra

on the road to hosting and getting better at Olympics



Shri Vineel Krishna

on the success story of Odisha in promotion of Sports

Mr Udit Sheth

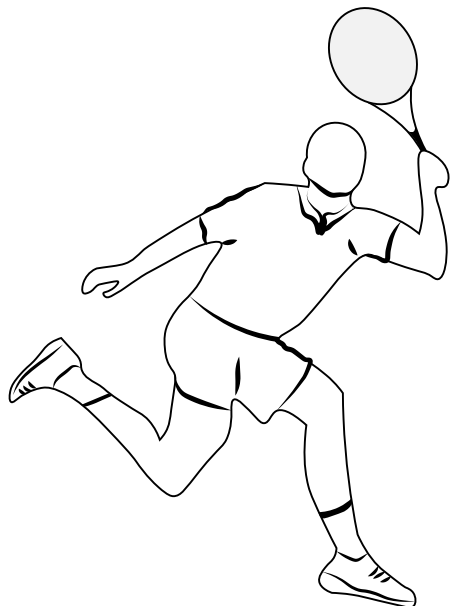
on the importance of sports Investment and infrastructure in India

Importance of Sports infrastructure

Dr Narinder Batra, President IOA & FIH, highlighted that setting up world-class infrastructure requires coordination and cooperation of both the Central & State Governments; so, to avoid restrictions and limitations. While the country has good infrastructure for sports but those are not adequate to host large scale sporting extravaganzas. Many states are improving their infrastructure in multiple ways, but the front running states like Odisha, Gujarat, and Assam contribute majorly to India's aspiration to host the Olympics.

Mr Udit Sheth, Founder & MD, SE TransStadia, expressed his wish for seamless collaboration between various central and State departments; and for investors it must be profit with a purpose.

Shri R Vineel Krishna, Special Secretary, Sports & Youth Services Department, Government of Odisha, informed that successful hosting of 'the Asian Athletics Championship' boosted the State Govt. of Odisha to explore such opportunities further. Various initiatives were undertaken to revamp the sporting infrastructure of the state and that too within a stipulated time frame. The entire event concluded within 90 days of hosting such high paced activity opened opportunities and possibilities for the State Government. Moreover, the positive media coverage further propelled the confidence of the officials to host such big-ticket events.



Financial Sustainability of Large Sports Premises

Dr Narinder Batra explained the Olympic selection process wherein the 12 members committee plays a crucial role. Talking about the possibility of hosting Olympics in India, Dr Batra stated that if it comes to India, it's not going to be a multi city or states engagement. However, the role of each stadium will be to organize segments of sports for which they are best known for.

Mr Udit Sheth informed that large sporting infrastructures attract people who have immense interests in the property. Thus, it becomes a tourist attraction. Such properties can therefore be used for other entertainment events that will attract people from society.

Shri R Vineel Krishna said sporting infrastructure creates demand for the sports culture. He cited that Rourkela has been chosen to have the largest Hockey stadium in the State of Odisha to weave in the existing hockey culture. With the infrastructure coming in, demand has been created in the non-hockey sporting regions of the state.

Change in perception of Indian Sports

Dr Narinder Batra said that India is the 5th largest economy, which can come within the top 3 economies of the world. With a 1.3 billion population, the country attracts investments from across the world. Considering the importance of India, sporting associations like IOC, CWG and the Olympic Council of Asia are considering India as the next sporting destination.

Shri R Vineel Krishna highlighted that apart from cricket, other sports are perceived as less commercially viable. Hence, they attract fewer sponsorship opportunities. The Government of India should support these sports till they become commercially viable and self-sustained. He further added many of the industries invest in CSR, which at times duplicates the



efforts of the State Government. In such cases, the corporates should join hands with the State Government to make the partnership promising.

Sports as an Industry

Mr Udit Sheth stated sports is the only sector that gives equal employment opportunities. He thus urged the new-age entrepreneurs to look into avenues to invest in sports. Not only via curating large scale sporting events but also in the technologies, equipment manufacturing domain and servicing opportunities that will create further employment opportunities.

Shri R Vineel Krishna focused on having a 'common document', which will give information to the investors on the prevailing opportunities in the sporting industry.

Upgrading the sports event experience

Mr Udit Sheth stated that the Urban Development Department has shared the standard operating blueprints for the infrastructure development to build toilets, kiosks etc., to provide a holistic experience to the spectators. However, he opined that stadiums do lack in providing services to families.



“
The way everyone came together and rose against the COVID challenge for the ‘Project Restart’ of the Premier League, goes to show that anything can be achieved even in a time of crisis.”

Mr Richard Garlick, Director of Football, Premier League


Shri R Vineel Krishna stated it is on the people to choose between the unhealthy and healthy lifestyle. They have reason to go to the mall to spend quality time with their families. Similarly, they should visit a stadium and experience a match. Such activities will boost the morale of the players as well.

Role of Khelo India and Fit India

Dr Narinder Batra stated Fit India is a mission to promote fitness as a lifestyle choice, whereas ‘Khelo India’ takes sports to the grassroots level of schools and colleges and has helped many talented athletes showcasing their potential on a national stage. He is hopeful with such initiatives, the Indian contingent in the Olympics will increase the medal tally.

Mr Udit Sheth stated that he believes that the programs like Khelo India should be a continuous process. It should be a platform wherein more athletes rise to the top level of national sports.

Shri R Vineel Krishna stated that he believes that such initiatives give opportunities to the younger generations. And even if a single girl or a boy wins at the international level, that inspires many aspiring athletes.



Session IV

Growing Agenda for Sports

Moderator

Mr Kunal Sood

Partner
Grant Thornton Bharat

Keynote Address

Shri Ravi Mital

Secretary Sports
Ministry of Youth Affairs and Sports, GOI



Mr Kunal Sood

in conversation with
Shri Ravi Mital



Shri Ravi Mital

on the need for Public private partnerships
for the growth of the sports sector

Prioritizing Outcomes of Sports Development

Shri Ravi Mital emphasized on the overall development of athletics; he further clarified on the three pronged approach the Government of India will be focusing a) training & coaching b) Holding Tournaments c) Ensuring best of equipment. It is the prerogative of the Government of India to support the sportsmen and also to ensure that each of them well in their set of games not only in India but Internationally as well. The objective is to place Indian athletics' on the world arena.

State of live events after Covid 19

Shri Ravi Mital informed that the Covid embargo has been lifted and sports enthusiasts are now experiencing or enjoying the game spontaneously. The stadium can utilize its capacity however, the spectators will have to maintain the Covid protocol. Moreover, the Ministry of Sports & Youth Affairs is now sending Indian athletes abroad. The para-athletes recently visited Dubai, and the badminton contingent had gone for the international tournament recently. The Ministry is also holding National events, thus giving budding aspirants a scope to participate in events of repute.

Roadmap to Olympic infrastructure

Shri Ravi Mital informed that the Ministry is accessing the infrastructure, inventory and evaluating on further requirements. Our investment would be around world-class infrastructure so as to host Olympics in near future. We are quite sure that the International Olympic Committee will be impressed with our offerings.

Need for Public Private Partnerships

Shri Ravi Mital stated that both the State and the Central Governments have been contributing to building world-class sports infrastructure. And to do so, equal participation is required from the private sector. He added that the Ministry is drawing up a plan in the next three months so as to explore Public-Private Partnerships (PPPs).

Three-way Partnership model: CSR, Private sector and Government

Shri Ravi Mital stated that sports is a State subject and, the respective State Governments should explore avenues to develop it further along with the PPP model. Furthermore, the Central Government is also extending support; hence, 100



sectors of excellence will be set -up in the country. Fourteen such centres have been sanctioned to come up within the next two years, others will be in place as well. The State Governments are requested to pick up infrastructure projects or places where they require Government's support to improve or upgrade the existing infrastructure. Funds will be allocated to appoint coaches the private sector too can contribute.

Government initiatives shaping Future Champions

Shri Ravi Mital informed that the government has started identifying schools under the Fit India programmes where a certain level of sports and or a certain level of physical education will be important, so we have identified more than two lakh schools. By the end of this calendar year, we should identify about 3.5 lakh schools where sports will become an integral part of the curriculum. Next, we are opening up to 1000 Khelo India centres all over the country to have at least one Khelo India centre in each district. Additionally, we have also divided the country into five zones and then formed general committees which will go up to the block level and scout for talent. We have also told the national federation and we are also motivating them to start their competitions from the district level.

Improving Coaching level in India

Shri Ravi Mital informed that the Ministry is hiring coaches both internally and externally. The roles have been defined basis of permanent and contractual. He said, "We are hiring coaches from foreign countries; they will further train our coaches. Another initiative that we have started is we have started increasing the remuneration of the Indian coaches, mainly to attract talents and reduce attritions.

Corporate funding for sports Infrastructure

Shri Ravi Mital appealed to the corporates attending the session to contribute to National Sports Development Fund. He urged corporates to contribute to sports through CSR. With Khelo India coming into the picture, NSDF is to be aligned automatically. The corporates can sync with government's initiatives rather than doing their sports-related work in isolation.

Position of sports startups in India

Shri Ravi Mital stated that the Ministry is trying to encourage startups and provide them support wherein the best startups will be selected. They will be supervised by the Ministry so that they can take up government's initiatives independently.

Session V

Fit India for Aatmanirbhar Bharat

Chair

Mr Udit Sheth

Founder & MD, SE TransStadia

Panelists

Ms Ekta Vishnoi

Director, Fit India Mission Office

Mr Neelendra Singh

Managing Director, Adidas India

Ms Reema Sanghavi

Co-Founder, Pinkathon



Mr Udit Sheth

on moderating the session



Ms Reema Sanghvi

on participation of women In sports



Mr Neelendra Singh

on Adidas's initiatives in the country to promote grassroots sports

Ms Ekta Vishnoi

on the importance of a Fit lifestyle and a Fit India

Personal Fitness & Lifestyle

All three Panelists emphasized the need for fitness as a lifestyle sharing their personal fitness journeys and routines, highlighting the importance of being consistent and embracing fitness as a way of living.

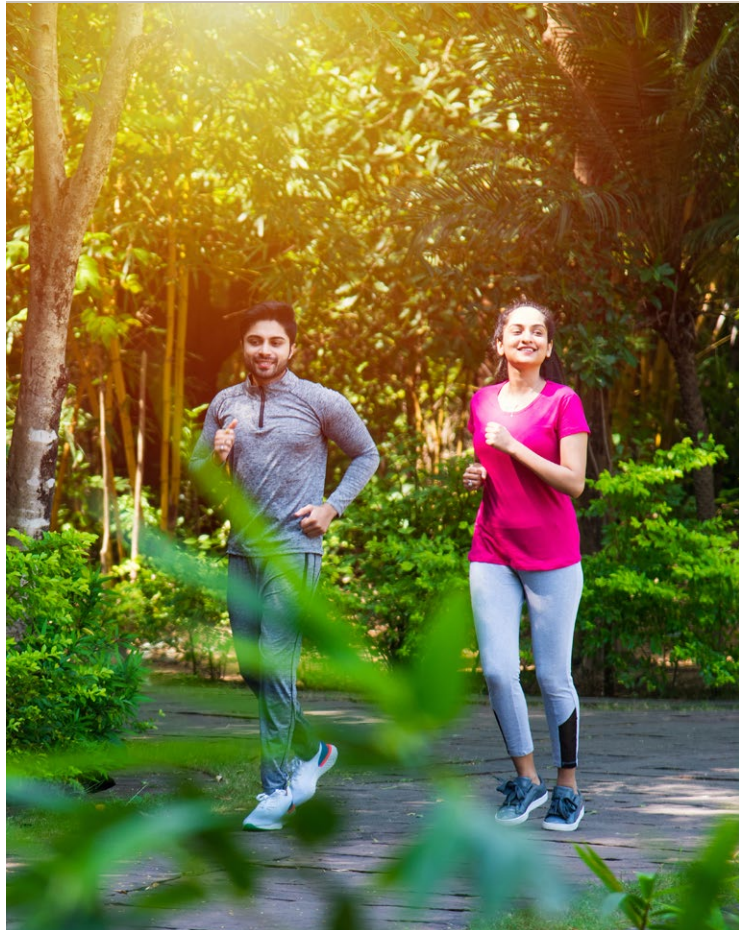
Ms Ekta Vishnoi elaborated on how they have additionally introduced standing desks at their offices and how fitness keeps them going through long days at work without getting tired.

Ms Reema Sanghavi stated that she is a sports enthusiast and has a keen interest in swimming and running. During her stint in Mumbai, she realized that women weren't actively participating in the Fitness regime and had multiple taboos. The concept of Pinkathon evolved to break those embargoes.

Mr Neelendra Singh agreed to the points shared by the panelists and added that he took up running ten years ago and has been consistent ever since even during the lockdown. He has been going to the gym facility at his office to avoid the crowd. He has led his family to join the fitness lifestyle.

“
The next step from here is to bring the fans back into the arena, only then will Sports be truly back.”

Mr Scott Levy, Executive Vice
President & Managing Director
NBA Asia



Challenges for people to embrace fitness

Ms Reema Sanghvi highlighted the problems stating that giving academics more importance than fitness in the curriculum is a major hurdle in promoting the fitness mantra. Though that has been recently changing with the movements like ‘Fit India’ movement. She added that the pay gap between the male and female athletes is another deterring factor. Lack of sporting infrastructure, funding and sponsorships are also an issue. Additionally, the cultural problems prevalent in India against female is an issue that needs to be addressed vehemently.

Ms Ekta Vishnoi added that technology has had a major impact on fitness with people spending more and more time in front of digital screens, instead of engaging in a fitness activity. Also, lack of mobility creates negligence against sporting activities, which cumulatively promotes an unhealthy and a lazy lifestyle.

Mr Neelendra Singh added that sports need to become mandatory instead of extracurricular. He added that India has been predominantly a cricket crazy Nation, but new sports are coming up in popularity like badminton and kabaddi. Adidas looks at it from a grassroots level by

investing in communities like adidas runners spread through different cities in India. Adidas uses technology to promote fitness where the people can track their progress and that inspires people.

Aatmanirbharta in Fitness

Ms Ekta Vishnoi informed her motivation behind the ‘Atmanirbhar Bharat’ initiative. She stated that the mission aims at making India a self-reliant nation. Fitness is the one thing that one does for the betterment of oneself, and it teaches us to be self-sufficient. Additionally, living in a healthy society entails us to be more productive and disciplined.

Ms Reema Sanghavi added on the topic by explaining their initiative of “Har Ghar mein Pinkathon” which mainly focused on reaching each household in the country to promote a healthier lifestyle.

Role of influencer in promoting fitness

Ms Reema Sanghavi stated that the role of fitness influencers is immense on social media and otherwise. She gave the example of celebrity actor/model/runner Milind Soman who is an active runner, has participated in the ironman race and keeps on pushing the boundaries. He leads by example and inspires others to take sports seriously.

Session VI

Key investment areas in Indian sports

Chair

Ms Michelle Wade

Commissioner to South Asia, State Government of Victoria, Australia

Panelists

Mr Larsing Ming Sawyan

Owner
Shillong Lajong FC

Mr Matthew Wheeler

CEO
A&W Capital Ltd

Mr Imran Jafar

Managing Partner
GAJA Capital

Mr Larsing Ming Sawyan

on taking on the challenge of making football financially viable in the early stages



Mr Matthew Wheeler

on the growing investment opportunities in Indian Sports Sector



Ms Michelle Wade

on bringing sports back in Australia and their experience



Mr Imran Jafar

on how to maximise the sports investment opportunity in India

Australia bringing back Spectator sports

Ms Michelle Wade started off by highlighting how Australia has been dealing with hosting International Sports events finally after covid with the mention of the Australian Open that was organized but came to a snap halt because of the Lockdown being imposed. It was the first major event to be organized with spectators post covid. They have also been running the Women's and Men's football leagues with 50% spectators to be allowed after a couple of weeks which translates to about 50,000 spectators at the MCG. Additionally, they are also looking forward to the Australian Grand Prix that was rescheduled in the fixtures of F1 later in the year. Going forward she elaborated on the Topic of the session by highlighting the side of sports as a commercial entity and emphasizing on the point that no major professional sporting events are possible without being funded.



Gaja Capital's investment in India sports

Mr Imran Jafar informed that their largest investment in sports is in India's leading youth sports platform called Sports Village. Giving more insight on Sports Village, Mr Imran elaborated that Sports Village works with schools to run their physical education programs on an outsource basis and is the largest provider in India and the middle east. They work with schools with trained coaches, props, and curriculum. They also run academies in neighborhoods and school venues, work with 15+ sports and engage with brands who are interested in sports. So, all together Sports Village is a platform that addresses engagement with children through sports in schools.

International Investment in Indian Sports Industry

Mr Mathew Wheeler shared his observations of seeing the Indian sports economy grow in the past 4-5 years and recognizing the untapped market. His company started operations in India in 2016 and the investor's confidence has increased exponentially both within India and abroad to invest in the Indian sports ecosystem.

Shillong Lajong FC attracting investment

Mr Larsing Sawyan started off by stating that he has seen the Shillong Lajong FC grow from a grassroots level club to a nationally recognized club that plays in the premiere leagues of India. Shillong Lajong FC was the first club in India to attract foreign investment. He is optimistic and confident that the next 4-5 years are going to be very exciting times for Indian football. He also recognized the growing appeal of Indian leagues with International players coming to India to play in the leagues. He also shed light on seeking investment as back in 2010s the football ecosystem was not doing too well and they were actively seeking investors, on the other hand, international investors were also looking to invest in Indian Football as well and it just happened to meet at the same time.

Development of E-sports economy

Mr Mathew Wheeler recognized that the pandemic-imposed lockdowns forced the people to stay indoors and that gave a huge boost to the e-sports economy all around the world. Thus, creating a huge opportunity for Indian businesses to capitalize on the game development, streaming services, content creation services etc.

Potential for a unicorn from Sports Industry

Mr Imran Jafar shared his optimism by stating that he believes that not one but many unicorn businesses will arise from India in the years to come. He elaborated his views by recognizing the scale of the Indian market in terms of numbers. The country has a large number of players and an equal number of viewers.

How to attract investment for grassroot leagues and clubs

Mr. Larsing started off by stating that when you do not have a product with national or international reach, you should look at local and regional products and that is where micro marketing also works.

“
CII and Sportscom are happy to partner with the Ministry of Youth Affairs and Sports through the 'Making India Play' initiative and draw inspiration from the UK.”

Mr Jalaj Dani, President, SPORTSCOM Industry Confederation and Co-Promoter, Asian Paints

Session VII

Producing World Champions

Chair

Mr Neel Shah

Program Director, Global Institute of Sports Business

Keynote Address

Shri Sandip Pradhan

Director General, Sports Authority of India

Panelists

Mr Adille J Sumariwalla

President, Athletics Federation of India

Mr Viren Rasquinha

Director & CEO, Olympic Gold Quest

Ms Deepthi Bopaiah

CEO, GoSports Foundation

Mr Pullela Gopichand

Chief National Coach, Indian Badminton team

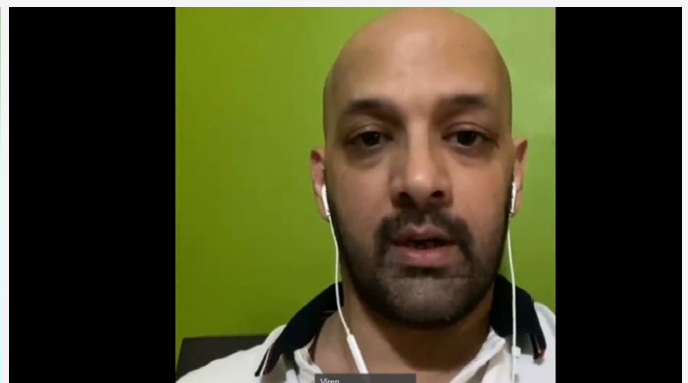
Mr Sandip Pradhan

on the long term vision for Indian Sports



Ms Deepthi Bopaiah

on CSR being a potentially huge contributor in Sports



Mr Pullela Gopichand

highlighting the importance of good coaching and coaches in the country

Mr Viren Rasquinha

on the fundraising initiatives for sports and events



Mr Neel Shah

chairing the session

“ The initiatives taken by the Government of India are on track to help create a world class environment for sports but need the assistance of the private sector.”

Mr Sandip Pradhan, Director General, Sports Authority of India

Shri Sandip Pradhan opening statement

Shri Sandip Pradhan, Director General, Sports Authority of India, said, “Whenever a society or country decides to be on top of anything, it starts with a thought to excel. We are very fortunate that we have the intent and the dream. Now we are looking at the higher levels and laurels for the Indian sports”. He further added that as stated by the Honorable Prime Minister of India, “In this interdependent and interconnected world, a nation’s soft power is vital, and sports has become an important part of that soft power”. He added that all are working towards the Honorable Prime Minister’s vision to see India excel in the global sporting arena and India to be the top 10 nations in Olympics 2028.

He further added that a comprehensive plan for athletes should be in place on the country’s aim, and the focus should be to identify those Olympic games wherein Indian athletes have fair chances.

Addressing the topic “producing world champions”, Mr Pradhan stated that the first step is to create a global icon in sports. Identifying the talent is foremost, followed by supporting the athlete. The other important person is the coach himself. A comprehensive coach driven exercise needs to be engaged who turns the potential prospects into world-known athletes. The third aspect is sports science. Integration and usage of sports science is the key to success at all levels. The fourth pillar is the equipment and the infrastructure.

Role of National Sports Federations

Elaborating on the role of national sports associations, Mr Adille Sumariwalla stated that the Federations are the key for sports development and play a pivotal role. The Federation bridges the gap between the athletes and the Government’s initiatives. The Federations needs Government’s support for infrastructure development and corporates to support sponsorships.

Mr Pullela Gopichand’s Wishlist for the sports economy

Mr Pullela Gopichand started by highlighting that the involvement of the authorities and the governments in the

last few years trying to push sports has helped immensely in changing the perspective towards sports. More parents want their children to get into sports, and that has been a great sign.

Talking about what he further desires is that more and more coaches are trained and brought along because coaches make world-class athletes, infrastructure does not. Therefore, tending to the needs of the coaching staff all around the country, educating them, making them aware of sports science is the key. In addition, he also mentioned a streamlined process to designate roles of all Federations, Centre and State Governments and Government bodies as everyone rushes to promote and sponsor the most elite athletes while neglecting others.

Approaching Corporates and PSUs for Sports development

Mr Viren Rasquinha touched upon the process and mindset behind going to the corporates for public-private partnerships. He stated that one needs to reach such an organization that has a vision and plan for sports. He emphasized partnerships for the long term instead of just event-based or short-term engagements. If the association is significant, that could bring in a lot of potential investments. He highlighted the fundraising examples for two other countries China and the UK. While China had a centrally funded system, the UK used a lottery system. Both methods have proved to be efficient. One can go for fundraising through various channels, one needs to have a clear game plan.

Benefits for the corporates by investing in Sports

Ms Deepthi Bopaiah started by stating that the corporates have about INR 50,000 crores available to invest into various activities. And over the years, only about INR 8000 crores has come into sports, which is probably less than 2% of the total available funds. So, with the CSR initiative, there is a huge untapped avenue. So, when one sits across a corporate it is key to highlight the importance of NATION BUILDING THROUGH SPORTS. She also highlighted the importance of showing the corporates the plan.

Session VIII

Growing Sports leagues in India

Chair

Mr Nic Coward

Chair, UK Athletics

Panelists

Mrs Vita Dani

Co-owner, Chennaiyin FC and Chairperson
Ultimate Table Tennis

Mr Tenzing Niyogi

CEO, Ultimate Kho Kho

Mr Anupam Goswami

Chairman, CII National Committee on Sports &
CEO, Mashal Sports & League Commissioner, Pro
Kabaddi League

Mr Yannick Colaco

Co-Founder, FanCode

Concluding Remarks

Mr Charu Sharma

Director, Mashal Sports



Mr Nick Coward

moderating the Session



Ms Vita Dani

on managing sports franchises and leagues



Mr Yannick Colaco

on the opportunity in the player - fan engagement domain

Mr Tenzing Niyogi

on his initiative to make Kho Kho a top sporting league in the country



Mr Charu Sharma

highlighted the importance of national and international sporting events such as the Asian games. Shedding light on the case of Kabaddi, where India lost the Gold medal in Asian games only then for the country to realise the worth of the Gold medal. He further went on to say that, we as a nation need not focus on just one sport or medal, but the entire sporting system to take it to new heights. He echoed the call for the need of private support for the sports industry and that the narrative around sport investment should be attributed to patience, support and growth.

Growth Strategy for Sport Leagues

Mr Tenzing Niyogi presented his aspirations and vision for the sport of 'Kho Kho in India' and emphasized his growth strategy based on the "Three Vs" Value, Vision and Volume to the delegates.

While Mr Anupam Goswami shared his experience regarding starting a sports league that already had massive popularity called 'Pro Kabaddi League'. Primarily most of the sportsmen come from rural India; however, the viewership is widespread. Creating positive narratives around an unknown sport requires a large amount of investment. The leagues have played pivotal roles in popularizing the sport.

Ms Vita Dani emphasized the popularizing, commercialization of the sport of table tennis. For the last three seasons, the table

tennis league has increased the viewership and furthermore revenue. It gave confidence and a platform to the players to perform and hone their skills further.

Narrative, giving rise to Sports Stars

Ms Vita Dani stated that the table tennis league gave impetus to the Indian athletes with increased viewership and accolades from across the globe. The table tennis players are enjoying similar appreciations like other popular sports in the country.

Indian Sports viewership and allied Businesses

Mr Yannick Colaco highlighted that the fans are the aspirations in any form of sports, whether they are in a stadium or online, every fan matters. And that was the inspiration behind



“
The resumption of sport has unique potential and relevance for its demonstrative impact and sense of positivity.”

Mr Anupam Goswami, Chairman, CII National Committee on Sports & CEO, Mashal Sports & League Commissioner, Pro Kabaddi League

Fancode. The trend of digital sports viewership is increasing in India. He further stressed that the digital OTT platform gives a vast reach that was earlier missing due to the limited number of sports channels. Presently, the organizers can communicate directly with the fans, which were missing earlier in the era of Cable TV.

Importance of Commercial partners for Sports leagues

Mr Tenzing Niyogi added that the Government of India and the Federations are taking positive steps towards the development of 'Kho Kho', which is adding value. However, the investors are the key to the development of any new league. He said that they have managed to attract investors and secured some big-ticket sporting teams. To popularize the game, they have formed alliances with an English channel and vernacular channels. Furthermore, they have secured a deal with an OTT platform wherein the viewers can watch the games on the app without any subscription.

Inclusion of women in sports

Ms Vita Dani further added that women are showing keen interest to participate in sports; however, awareness needs to be created in the initial stage. Building confidence amongst the parents is the key so as to increase women's participation in any form of sports.

Long term plans for the growth of sports leagues

Mr Anupam Goswami said media rights are the key contributor both for the established and new sporting leagues. While growth trajectory is maintained by the quality of players, coaches and by the managements. As long as the viewers are getting their entertainment value the leagues will keep growing. Therefore, the leagues will have to increase the number of matches in a season and will have to continuously keep on raising the level of competition that they offer. According to him, in the long-term, digital viewership is going to be important but initially the leagues must concentrate on the broadcast aspects.

Closing Remarks by Mr Charu Sharma

Mr Charu Sharma started off by appreciating the organizers for managing the event and hoping that this becomes a more frequent occurrence stressing the importance of dialogue in the sports sector. He further highlighted the importance of national and international sporting events such as the Asian games, stressing how we should not undermine the importance of prestigious games such as the Asian games and that India's efforts in the games need to be encouraged. He shed light on the case of Kabaddi where India lost the Gold medal in the Asian games only then for the country to realize the worth of the Gold medal. He further went on to say that we as a nation need not focus on just one sport or just one medal but the entire sporting ecosystem and take it to new heights. He echoed the call for the need for private support for the sports Industry. He mentioned that even though the government has been making major moves in the sector to promote different sports, private players need to support the government's initiatives and come into the picture. He added that investment in sports shows its fruits slowly and we cannot expect to start promoting a sport and then expect it to produce world champions or Olympic medals in a couple of years. Patience is required in the sector and the narrative needs to change from this impatience to a story of consistency, support, and growth.

Key takeaways



SCORECARD 2021 comes at a unique time and prospect. The ongoing COVID-19 pandemic has perniciously ravaged wide swathes of our national life. Yet, as our country gears up to overcome and recover from the impact of the pandemic, Sports seems ever more relevant for its key values and just by itself too.

The flagship event focused on driving the objective of 'A Brave New World for Sport' through various initiatives, advocates for new policies for the sector, encourage investments in the sector of sports, creates a roadmap in encouraging fitness programs in school education and industry participation in the FIT INDIA Movement. The two-day virtual session deliberated and discussed the most appropriate action plan to boost sports in India with a focus on the business of sports. All registered participants had the opportunity to network with the rapidly evolving sports industry in India, as well as with notable stakeholders from across the global sporting circuit.



Additionally, Grant Thornton Bharat in association with CII, prepared a report focused on the top sports cities in India. [Click here for more](#)

Kiren Rijiju bats for hosting Olympics in India

05 March 2021

Sports Minister Kiren Rijiju on Friday pitched for hosting the Summer Olympics in the future, saying the Olympic movement is not complete till India hosts an edition of the quadrennial sporting extravaganza. During a virtual conference organised by the Conference of Indian Industry, the 6th CII Scorecard, Rijiju complimented United Kingdom for hosting the Olympics on three occasions.

He said to establish itself as a sporting powerhouse, India has to host the Olympics in the future. "India hasn't claimed its rightful place in sports. The Olympics is the biggest event in sports. London has hosted three Olympics; Tokyo has already hosted an Olympics in 1964 before the one scheduled for this year. "The Olympic movement is not complete till India hosts an Olympic Games. We are taking this very seriously," the Minister said during his keynote address. On the occasion, Rijiju also highlighted his ministry's two big initiatives – the Khelo India and Fit India programmes. He appealed to corporates to launch the Fit India movement in their

offices. Rijiju also appealed to the business fraternity to help in making sports a vibrant industry in India. "Sports is a big industry, if we really take it forward, it can become a big part of India's Gross Domestic Product (GDP), sports can give big direction to our youth.

CII can play a role in making sports a vibrant industry. The industry can set a target of what should be the share of sports in GDP," he said. "After the lockdown, tournaments have resumed across the world and they are happening successfully.

"We have the Shooting World Cup in Delhi later this month and the Badminton Super Series is scheduled for May this year. I want to tell the industry to contribute through Corporate Social Responsibility for organising international events in India. Rijiju was joined in the conference by his UK counterpart Nigel Huddleston, Parliamentary Under Secretary of State in Sport, Tourism and Heritage.

Press coverage

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Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with over 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India marches towards its 75th year of Independence in 2022, CII, with the Theme for 2021-22 as Building India for a New World: Competitiveness, Growth, Sustainability, Technology, rededicates itself to meeting the aspirations of citizens for a morally, economically and technologically advanced country in partnership with the Government, Industry and all stakeholders.

With 62 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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