

CII Scorecard 2023 Retrospect



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Dynamic landscape of sports technology, innovation and the future of Indian sports

Dynamic landscape of sports technology, innovation and the future of Indian sports

Welcome address by Mr. Chanakya Chaudhary

Mr. Chanakya Chaudhary, Chairman, CII National Committee on sports, was delighted to welcome the panel dignitaries and esteemed guests on the eighth edition of the SCORECARD, considered the flagship event of CII.

He formally began the event by introducing the guests on the panel, which included eminent people such as Dr. Atulya Mishra, Shri Ashish Bhargav, Mr. Shiva Keshavan and Mr. Rishikesh Joshi.

He mentioned that sports remains an essential medium for people to relate to in the society and bring a positive change towards the country's development. He mentioned India's enormous potential, since a relatively young population of the country as compared to other countries. India is currently in an exciting phase in the sports segment, which means that huge investments are coming into the sector to help develop young talents to a whole new level and improve the overall progress of various leagues in the country. Moreover, with the influx of technology into the sports sector ensures that younger generations are inspired to reach great heights in the sporting sector and improve their overall fitness levels. With the rapid growth of the sports sector in India, the country is ensuring a bright and inclusive future for the upcoming generations. The keenness of people to resume sporting activities globally after the pandemic indicates a lot about the importance that sports plays in an individual's lifestyle. He also mentioned that the aim of CII National Committee on Sports is to provide a solid foundation for sports by focusing on policy making, advocacy and working with private enterprises to ensure that a sporting nation's vision is fulfilled.

Incorporating technology and artificial intelligence marks a milestone in pursuing exceptional progress in sports. Enhancing a player's performance through data analysis to revolutionise

fan engagement techniques has become an immensely important part of India's sporting landscape. Athletes enjoy the benefits of real-time performance analysing tools and injury prevention tools with the help of technology or AI. By keeping sports broadcasting at the forefront, innovations like Augmented Reality (AR) and Virtual Reality (VR) helps improve the overall fan experience by making them feel that they're an integral part of the sport. With the evolution of technology at such a rapid rate promises to bring newer technological innovations in the future as well. The event's theme being, "The future of sports technology in India: Emerging trends, innovations and the Olympic pathway" is a testament to itself. The key focus of the event was Government's initiatives towards the sports technology segment, India's Olympic trajectory, ethical and legal considerations in sports technology, what is there in the future in terms of AI and innovations and insight into the hand-in-hand association of education and sports from the very basic level.





Session 1: Leading from the front

The Government's initiatives towards enhancing sports technology and the roadmap to the Olympics.

Moderator

Mr. Abhishek Binaykia

Partner & Head of Sports Advisory at Grant Thornton Bharat



Speakers

Dr. Atulya Mishra

Chief Secretary, Youth Welfare and Sports Department of Government of Tamil Nadu

Mr. Rishikesh Joshi

Founder of Sports for All and Secretary of Sportscom Industry Confederation

Shri Ashish Bhargava

DG & CEO of National Anti-Doping Agency (NADA)

Mr. Chanakya Chaudhary

Chairman, CII National Committee on sports

Mr. Shiva Keshavan

Six-time Olympian, Four-time Asian Champion and Head scholarships, Olympic sports strategy, Reliance Foundation

In Conversation with Dr. Atulya Mishra

Chief Secretary, Youth Welfare and Sports Department of Government of Tamil Nadu

He mentioned that the high cabinet of Tamil Nadu is filled with ministers who have a certain liking towards sports and are working towards promoting sports in general. They've began an Olympic quest, which primarily includes building state-of-the-art infrastructure facilities like Olympic size swimming pools, boxing academies, shooting academies. Initiatives or schemes are developed to find the best talents across schools and colleges in Tamil Nadu. On top of that, getting the best coaches from around the world, eminent coaches in India and also regular coaches who with experience can become great coaches. Various support systems are provided by the Government to nurture young talent and develop them to greatness. Apart from that, he says getting to the Olympics demands a bit more. Incorporating sports technology is crucial to get that edge in terms of judging the competitiveness. According to him, every second matters in today's competitive environment, therefore, sports technology can help regulate or understand those few seconds gap which could potentially turn an individual into a world champion.



“Incorporating sports technology is crucial to get that edge in terms of judging the competitiveness.”

- Dr. Atulya Mishra

In conversation with Mr. Shiva Keshavan

Six-time Olympian, Four-time Asian Champion and Head scholarships, Olympic sports strategy, Reliance Foundation

Mr. Shiva spoke about the importance of technology playing a supportive role to an athlete, who ultimately has to do all the hard work in order to succeed. With India being the most populated country in the world, we have the advantage of demographics as well, he said. Technology is the key to unlocking our performance parameters and can help an athlete immensely through high-performance training. He also talked about India's medal tally in the last Asian Games, which reached the 100 mark. Using technology to develop talents from a very young age will play a crucial role in the overall development of sports rather than just focusing on the elite players. He emphasised that technology helps replicate the whole development process in a way that minimises human error. The country's aim should be to be leaders of sporting organisations worldwide. Earlier, countries had to invest a whole lot of money into R&D, but today, with the help of an app, any coach around the world can do data analytics for any sport or athlete. As an athlete by using technology, they can gain a third-person perspective on their own performance.



In conversation with Mr. Rishikesh Joshi

Founder of Sports for All and Secretary of Sportscom Industry Confederation

Mr. Joshi spoke about his belief that the requirement of technology should be adjusted to the needs of the athlete and not the other way around. The fan experience of sports through technology is improving globally every hour. He also mentioned that 63% of Indians watch sports but only 1% play sports. Compared to other countries who have so many sports to look forward to, India focuses on cricket and that needs to change for any kind of progress in the overall sporting segment.

“Technology is the key to unlocking our performance parameters and can help an athlete immensely through high-performance training.”

- Mr. Shiva Keshavan



In conversation with Mr. Chanakya Chaudhary

Chairman, CII National Committee on sports

Mr. Chanakya talked about sponsorships and how public sector units such as ONGC or BHEL are sponsoring various sportspersons from the beginning of their careers and also providing them with decent jobs to support themselves. Any enterprise looking to develop sports should follow a certain model that will help athletes develop and grow in their respective sports. There are certain funds which flow out of corporates to the Government when it is left unused, so what he suggested was that maybe the Government could use those funds and invest it into sports. He said that every model, whether through CSR funds or grassroot development or infrastructure development, will play a positive role in the overall development of sports in India.



“Any enterprise looking to develop sports should follow a certain model that will help athletes develop and grow in their respective sports.”

- Mr. Chanakya Chaudhary





Session 2: India's Olympic trajectory, Paris 2024 preparations and event readiness

India's Olympic trajectory, Paris 2024 preparations and event readiness

Moderator

Ms. Sonali Chander

Head of sports contend,
Sportsworks



Speakers

Shri Thiru J Meghanath

Member secretary, Sports
development authority of
Government of Tamil Nadu

Mr. Mukul Chaudhary

Head of sports excellence
centres, TATA Steel and
CEO of Jamshedpur FC

Mr. Gaurav Khanna

Chief national coach,
Indian National Para
Badminton team

Mr. Vinay Mittal

Managing Director, Deepali
Designs and Exhibits

In conversation with Shri. Thiru J Meghanath

Member secretary, Sports development authority of Government of Tamil Nadu

He believes the sports events and tournaments will bring out talents and inspire future generations. The main idea of conducting events on a large-scale in Tamil Nadu is to expose the athletes to how international tournaments are conducted and help them adapt to the same. He also talked about the MoU with Odisha wherein they exchange athletes, coaches and even experiences on conducting high magnitude events because they are probably the only two states in India with an MoU in the sports segment. There is more of a supporting culture between them rather than a rivalry.

Talking about hosting the hockey event, they saw it as an opportunity to build infrastructure. However, the question remains; what next after the event? So, what, they have done is they have converted it into a centre of excellence. He said they have already brought in a foreign experienced coach for hockey, to support their quest for Olympic Gold. The challenge is not building the infrastructure, rather it is how the infrastructure is going to be utilised. Moreover, there is not much revenue being generated. So, basically, the model followed by various state sporting authorities is that they will build the infrastructure and are asking for corporates such as TATA, Reliance and JSW, etc., to come in and set up centres for excellence there.

He also talked about hosting the Olympics as that responsibility can't just be bestowed on any city because there needs to be a proper ecosystem for it, and it should be able to give minimum guarantees.



“The challenge is not building the infrastructure, rather it is how the infrastructure is going to be utilised.”

- Shri. Thiru J Meghanath

In conversation with Mr. Gaurav Khanna

Chief national coach, Indian National Para Badminton team

He started by telling a story when he used to be a commanding officer in Hathras Railway Station and how he met a few kids who were pickpockets. Rather than punishing them he learnt about their difficulties and helped them sell some small things in the railway station to survive and played badminton with them in the evenings. After that, when he got posted to Lucknow, he started to train hearing-impaired kids to play Badminton because they had a passion for it. Gradually, he became the Head National coach of the Indian Deaf Olympic team and participated in two deaf Olympics. He also learned sign language to communicate with them effectively. Eventually he became the Head National coach of the Indian Para Badminton team, who managed to win 800 medals in the last seven years in BWY recognised competitions.

He also believes that Indians are huge medal contenders in the Para Olympics as well as the Olympics. As an organiser of the event, focus is more on the infrastructure available and the overall logistics bit, but on hosting the Olympics part, the Government needs to look into it and its viability. He also shared an interesting statistic wherein he mentioned that from the 690 participants in 41 events in the last Asian Games, we got 107 medals including 28 gold medals whereas in Asian

Para Games, there were 307 participants in 17 events, and we got 111 medals including 29 gold medals. He emphasised on the fact that half the investment, half the events, half the participants, yet the Asian Para Games got more gold medals than the Asian games. So, he strongly believed that the medal tally will also increase in the upcoming Paris 2024 Olympics.



In conversation with Mr. Mukul Chaudhary

Head of sports excellence centres, TATA Steel and CEO of Jamshedpur FC

Mr. Mukul emphasised on TATA getting into sports much earlier than other corporates, since they already have the infrastructure in Jamshedpur. He also talked about their residential academies in the field of Hockey, Football, Archery and Sport Climbing. Focusing on the Olympic preparation bit, he talked about two of their young Hockey players who got selected in the women's world Hockey squad. On top of that, they consistently produce world champions in archery, including Deepika Kumari and Komalika Bari, who have been developed from a very young age in their grassroots development plan. Their plan to focus on Football is mainly because Odisha and Jharkhand are Tribal belts wherein there is a huge following of Football. They're also focusing on an Olympic sport named Sport Climbing for which they had conducted Asian Championships in Jamshedpur. From the 31 participants, around 60%, i.e., 18 participants were from the TATA academy. So, they're deliberately focusing on non-cricket sports so that they can churn out Olympic medals from various sports, he said.

He also believes that the Olympics shouldn't be restricted to a single city; Ahmedabad being considered to be the host city of 2036 Olympics rather it should be done across multiple cities

to reduce limitations. Mr. Mukul also shed some light on the JRD Sports Complex where 2000 to 2500 kids play various sports. They've collaborated with various schools, colleges to develop sports in Jamshedpur at a large scale. They also organise sports for transgenders specifically, which is extremely innovative



In conversation with Mr. Vinay Mittal

Managing Director, Deepali Designs and Exhibits

He began by talking about the various initiatives that are taking place, be it Khelo India games or any kind of initiatives by the Government, there is no lack of infrastructure as such but in terms of hosting the Olympics, a gap analysis needs to be done wherein SAI and sports authorities of various states need to sit together and discuss. He said there is no doubt that the lack of infrastructure can be made up for but the only thing that should be kept in mind is that it should be completed on time. He also mentioned a very interesting point based on the event; scorecard where he focused on the importance of a balanced scorecard in terms of legacy scorecard, cultural scorecard, financial scorecard and talent scorecard. He added that when we are having an event, we need to score aptly on each aspect of the scorecard, meaning that too much infrastructure won't matter if there is no talent or finances for the future aspects.



Indians are huge medal contenders in the Para Olympics as well as the Olympics.”

- Gaurav Khanna



Session 3: Ethical and Legal Considerations in Sports Technology

Ethical and Legal Considerations in Sports Technology

Moderator

Mr. Viduspat Singhania

Managing partner, Creeda Legal and Treasurer, Sportscom Industry Confederation



Speakers

Mr. Abhinav Shrivastav

Partner, Law NK

Mr. Saurav Khosla

Partner, Forensic Financial Advisory, Deloitte India

Ms. Kumadavalli Sitaraman

Advocate, Sports and IPR, Sarvada Legal

In conversation with Mr. Saurav Khosla

Partner, Forensic Financial Advisory, Deloitte India

He initiated the session by talking about sports being the epitome of discipline and ethics and we shouldn't have arrived at its discussion at all, yet the recent developments have been such that sports can't be talked about without considering the ethics aspect as well with it. He also talked about digital transformation being an integral part of the Indian Olympic Association's overall development plans. The infrastructure was up to the mark in the Commonwealth Games conducted in India, but it still lacked greatly from a governance point of view, he believed. He also touched an interesting topic where he mentioned about an AI tool that helps in deterrence of doping by conducting tests in major events, which, in turn will take the country a long way in terms of the overall branding of Indian athletes as well as organisations.

Hosting the Olympics is merely a function of money, is what he believed. If India manages to get the money for it, it will host the Olympics and it won't be very challenging at all. Focusing on the governance bit, it is important to have regulatory departments who work autonomously to make sure that no corruption is taking place and all the ethical regulations are being followed.



“Digital transformation is an integral part of the Indian Olympic Association's overall development plans.”

- Mr. Saurav Khosla

In conversation with Ms. Kumadavalli Sitaraman

Advocate, Sports and IPR, Sarvada Legal

She emphasised on multiple leagues and events being under the radar of the Government and legal organisations for their governance regulations and how they're going about it. Sports technology can come in handy even in the sport governance segment rather than just being focused on in terms of the athletes and how it can help them improve. With the current complications or the lack of knowledge of the terms and conditions of any agreement for an athlete, it becomes the responsibility of the sports tech companies to be specific on what they want from the person signing the document.

“Ultimately, the ethical and moral obligation of the one who is getting the data is to ensure that the data is used only to the extent they're supposed to use it and their justification for using the same.”

- Ms. Kumadavalli Sitaraman

According to the data protection act, the terms need to be specific on what they're using, how they're using and how long will they be using the information for. Ultimately, the ethical and moral obligation of the one who is getting the data is to ensure that the data is used only to the extent they're supposed to use it and their justification for using the same, she said.



In conversation with Mr. Abhinav Shrivastav

Partner, Law NK

Mr. Shrivastav provided insight into how GoSports foundation is looking at technology as a valuable aid in terms of it being used as a medium to connect to every athlete individually and acting as an access point for the same. Technology needs to be looked at both from the athlete's rights standpoint as well as the positive benefits that can come with the help of applications of smart technology. Talking about ethical considerations, the major issue here is data privacy and the use of data, he said. The key principles that come under data protection act are privacy by design, informational supervision, and informational awareness. In the Indian context, there should be organisational supervision on any data related to a particular athlete to protect his/her privacy, is what he believed. The key cornerstone of any technology is that the athlete data is the property of the athlete, and it should be protected by any means.

He delved deeper into the technological aspect by saying that the government policies can help keep the data in check with the companies but ultimately it comes down to the relationship between athletes, the league and the sports tech companies to protect the data of an athlete and make sure that it doesn't get out.



“The key cornerstone of any technology is that the athlete data is the property of the athlete, and it should be protected by any means.”

- Mr. Abhinav Shrivastav



Session 4: Future frontiers, Technology, AI, Data and Education in Sports Innovation

Future frontiers, Technology, AI, Data and Education in Sports Innovation

Moderator

Ms. Shireen Sethi

COO, The Network Media



Speakers

Mr. Arnab Mitra

Head of Business Development and Strategic Partnerships, Sportsvot

Mr. Subramaniam

Ramkrishnan (Ramky)

Founder, Sportsmechanics

Mr. Abhishek Desai

Founder, Cricheroes

Mr. Abhishek Binaykia

Partner and Head of sports advisory, Grant Thornton Bharat

Mr. Neel Shah

Associate dean, GISB Mumbai and Head of sports education, India On Track Committee on sports

In conversation with Mr. Subramaniam Ramkrishnan

Founder, Sportsmechanics

He began the session by talking about sporting community being rigid about embracing new technology, because they are afraid that technology might replace them in the future. He believed that analytics and technology should be adopted and implemented properly, and preparing the organisation for the change is a critical factor. He firmly believed that coaching should transition from its traditional methods to visual-based and data-driven coaching.

The challenges he faced mainly revolved around money and budget constraints. Even though technology is a bit expensive it can give long-term positive results, which he strongly advocated. He also talked about the Indian National Hockey team and how analytics helped them become better, formulate strategies and with much hard work and technology, they managed to qualify for the Olympics after a long time. The combination of domain knowledge, technology and analytics, can prove to be crucial when defining the success of any task in the sporting sector, he said. He firmly believes that India can become a dominant player in the field of sports analytics. Analytics can give that nano edge advantage to an athlete and play an integral role in the development life cycle of an athlete, and with sports technology there are phenomenal possibilities, according to him.

He also emphasised on the fact that with technological developments happening at a rapid rate, it will become essential for everyone to get accustomed to it eventually because technology is the future and the sooner people adapt themselves to it, the better for them.

Ramky believed that there should be a clear path in developing the sports experience economy and eventually provide great value for all the stakeholders in the sports ecosystem.



In conversation with Mr. Abhishek Desai

Founder, CricHeroes

He specifically talked about his app CricHeroes and how young players, even at grassroots levels are pretty open about using data to improve their overall performance. He also didn't think language could be a barrier for understanding data and statistics.

Compared to the developments that are happening in the field of sports technology, Indians are far behind but there is potential, and we need to develop faster towards it, he said. With rapid changes happening in technology every single day, it becomes increasingly essential to cope with it. So, based on previous data, they can find out what kind of cricketers they are and get a deeper insight into their style of play.

The main aim for him, personally and professionally, would be to take the whole grassroots sport ecosystem to a new level and develop it with the help of data, AI and various video technology software.



In conversation with Mr. Abhishek Binaykia

Partner and Head of sports advisory, Grant Thornton Bharat

Mr. Abhishek touched on the fan experience by mentioning that the whole idea of keeping fans at the forefront and providing them with immersive personalised fan experience is pretty common abroad and in European football, but it still hasn't picked up very much or isn't focused upon in India as yet, but it needs to pick up if India are to host the Olympics, he stated.

It's important to understand what technology or what kind of combination of technology will work for a certain sport. In today's time, generative AI could be a gamechanger because it could potentially analyze the data of a player and give him/her justification on how they could get injured and how to avoid it and the second point that he focused on is whether the data can give accurate insight into how the player can potentially use the technology in a way that could positively impact their performance.

He gave his thoughts by focusing on the bias that happens while using AI as well as data governance and how we can keep fans at the forefront and provide them with exquisite technological experience.



“The whole idea of keeping fans at the forefront and providing them with immersive personalized fan experience is pretty common abroad and in European football, but it still hasn't picked up very much or isn't focused upon in India as yet, but it needs to pick up if India are to host the Olympics.”

- Mr. Abhishek Binaykia

In conversation with Mr. Neel Shah

Associate dean, GISB Mumbai and Head of sports education, India On Track

Neel had an interesting insight into how their institute teaches students to think like entrepreneurs or pioneers rather than the sole mindset of students. Most kids nowadays come into sports not because of the glamour aspect of it but because they want to learn and contribute something to the sports industry, he said. So, what he firmly believes is that technology, AI, or even data are things that he looks at as enablers of making the sports industry better. He also had a very interesting opinion, saying that something that can be developed over 20 years in some other country will just take 2 years in India if the right stakeholders support it on a positive note and with high energy.

One thing that he specifically focused on or wanted not just from his institute but other institutes as well is that they should invest in simulations so that they can be more dynamic and ready for ever-changing situations. So, no matter the kind of situations that arise in the future, they are ready mentally, physically, emotionally and intellectually to be prepared for the industry they will enter. So, by accustoming their students to various AI tools, machines and technology, they can prepare them for the technological demands of the industry and equip certain skillsets, which can potentially help them deal with unique technology and probably come up with innovations in the technological segment as well.

Mr. Neel, with his extraordinary knowledge of sports education, believed that administrators of educational institutes need to focus less on exams and the old way of education instead they should place emphasis on boardroom discussions, debates, case studies and developing better communication skills versus focusing solely on memorisation and plagiarising skills.



In conversation with Mr. Arnab Mitra

Head of Business Development and Strategic Partnerships, Sportsvot

He talked about his company Sportvot, wherein he mentioned that it is more of a tool or service that they provide. So, what they basically do, is help the players have visual records of their performances and keep track of it simultaneously. They want to provide various ways to minimise challenges faced by players who are just starting out and how they can help those players track their performance and work accordingly to better themselves.

Many discrepancies in player selection can be avoided by placing AI cameras across various sports and you can view those videos as and when required to get a better look into the match or player's performance in a particular tournament. He strongly believes that the next level the franchises are probably aiming for is fan engagement and providing them with an exceptional performance at the base level.

Mr. Arnab looked forward to any means of technological development that could potentially improve talent identification

technique in a way that could help both the amateurs and the elite players striving to be better than they are every single day.





Session 5: Revolutionary intersection of E-sports, Gaming and Sports tech entrepreneurship

Revolutionary intersection of E-sports, Gaming and Sports tech entrepreneurship dwelling into transformation that is reshaping India's sports landscape.

Moderator

Ms. Himika Chaudhuri

General Manager at National Film Development Corporation, Ministry of Information and Broadcasting



Speakers

Mr. Lokesh Suji

Director, E-sports Federation of India and Board Member & VP of Asian E-sports Federation

Mr. Abhishek Issar

Managing Director, Univ SportaTech

Mr. Karan Mahesh Pathak

Associate Director, Krafton India

Mr. Ramkumar Subramanian

Director, Design and Projects, Collage Design

Mr. Lokmanyu Chaturvedi

An E-sport athlete

In conversation with Mr. Lokesh Suji

Director, E-sports Federation of India and Board Member & VP of Asian E-sports Federation

He ventured into the session by clearing the fact that e-sports are not about gambling or shouldn't be considered as a negative online gaming in any way. On the contrary, e-sports has become integral to the Ministry of Youth Affairs' initiatives. He also mentioned an interesting point stating that e-sports are the future of tomorrow definitely but much more than that it has already established itself in the present as well. He emphasised on a basic fact that it is also not a game of skill or chance, just like any other sport, e-sport is a sport in itself. He said that E-sport is a part of an evolution in sport just like human evolution happened over the years.

Any state wouldn't want to be not included in participating in an event wherein their state's players or athletes aren't represented, which will help the Government to support the cause as well. Apart from all that, convincing the parents of the kid is extremely important. So, what he believed was that they first needed to talk to school officials and get them on board as an initial step. Including e-sports in the last Asian Games

provided a big boost to the industry in terms of exposure. According to him, there's a huge gap in terms of performance at the international stage, and that's where they need to focus and build strategically to change that.



In conversation with Mr. Lokmanyu Chaturvedi

An E-sport athlete

Mr. Lokmanya believed that the first part of being an athlete is to start at a level where you're passionate about a sport. He ventured into playing e-sports at a time when people used to play games for just fun and didn't expect much out of it but with time, the prize pools in tournaments started increasing from mere Rs. 5000 per tournament to Rs. 1,00,000 or even Rs. 10,00,000 in a very short period. That shows the incredible growth rate of e-sports in India in a very short period.

According to him, it was very fascinating to enter the industry at such a stage wherein it is booming at an enormous rate and with all the challenges that come with it, grow with the industry as well. So, just like any traditional sports, an athlete needs to physically work his/her body to be calm and composed while competing at the highest levels. Being mentally fit is extremely important for consistent performances, he said.



“Just like any traditional sports, an athlete needs to physically work his/her body to be calm and composed while competing at the highest levels. Being mentally fit is extremely important for consistent performances.”

- Lokmanyu Chaturvedi

In conversation with Mr. Karan Mahesh Pathak

Associate Director, Krafton India

He started by acknowledging the kind of incredible journey he had in the e-sports industry. From playing games at cyber cafes to concluding a tournament with a prize pool of Rs. 2,00,00,000 recently, he firmly believed that the growth of e-sports has been immense. He also supported Mr. Lokmanya's point by stating that e-sports demands a certain fitness level from its athletes even if it is not as physically demanding as traditional sports. Krafton has been working with various developers and supporting them with -needed resources to develop games that could potentially change the course of online gaming in India. By doing this they ensure that the overall e-sports ecosystem grows with it as well, he said.

They are focusing on supporting players from the very beginning of their career in e-sports and they are willing to go to any length to support a talented athlete or as they call it, “Under gods” from every perspective.



In conversation with Mr. Abhishek Issar

Managing Director, Univ SportaTech

He started by talking from a potential perspective wherein the potential of India is much larger compared to other countries because of a simple fact that the average population of India is much younger compared to other nations so that leaves the younger generations with an opportunity to venture into e-sports at a very young age as well and considering the potential it possesses, it is only bound to develop at an exceptional rate, he said. He said that India used to be a sleeping giant in e-sports, but that's not the case anymore. For that change to have happened, Government had a major role to play in the policy making and stuff as well but still on the regional or state level, that change is yet to happen and they're working towards bringing that change as soon as possible. For India to go that extra mile in e-sports and segregate a space for it in the sports industry is crucial and can only be done with the help of the governments and great leadership.

He felt that there should be a regulatory outlook on e-sports because many private companies and government bodies are looking to invest enormous money considering the large consumer market base in India. He also stated an interesting

development in the context when India hosted the IOC where their president clearly mentioned that the IOC is looking at e-sports in a very serious manner and they have been doing so for the past 5 years.



In conversation with Mr. Ramkumar Subramanian

Director, Design and Projects, Collage Design

He mentioned the importance of infrastructure and how technology can help channelise the knowledge of infrastructure better. Talking about data, it plays a crucial role in high performance centres and the main challenge that comes with it is the privacy aspect of player data and that kind of security doesn't exist in India today is what he believed. Specifically, to build venues for e-sports competitions there needs to be a certain level of support from the city as well in terms of infrastructure, internet availability and fiber technology etc. for smoother operations of the whole event, he said. The cost of operating a venue can also be effectively managed with the help of technology. Subsequently, it will play a huge role in how we finance, maintain, and conduct overall operations in the entire facility.



“For India to go that extra mile in e-sports and segregate a space for it in the sports industry is crucial and can only be done with the help of the governments and great leadership.”

- Mr. Abhishek Issar

About CII



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.

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.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the Indian Industry, charting a path towards a prosperous and sustainable future. With

this backdrop, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme for 2024-25, prioritizing 5 key pillars. During this year, it would align its policy recommendations, initiatives, and activities with this overarching framework to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian Industry.

With 70 offices, including 12 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 about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

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About Grant Thornton Bharat

At Grant Thornton Bharat, we are committed to bringing positive change to all that we do. We are a founding member firm of the Grant Thornton international network and India's pre-eminent consulting firm. We offer a range of solutions in assurance, tax, technology, managed services, deals, ESG and risk consulting to mid-market companies, government, large corporates, and digital natives. We **#GoBeyond** for our people, clients, and communities to shape **Vibrant Bharat**.

19 offices | 10,000+ people

(as of 2024)

**Part of GT international:
73,000 people | 150 countries**

Our offerings

Our offerings include solutions for Governments, large corporates, middle market and digital natives across various industries and channels:



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