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5TH INTERNATIONAL
CONVENTION ON BUSINESS OF FOOTBALL

23rd January 2018

Federation House, Tansen Marg, New Delhi

GOAL 2018 Key Highlights

Amongst FICCI's various initiatives to promote sports development in India, one of FICCI focus areas is to promote the growth and sustainability of the Indian football industry. To take this agenda forward FICCI organized the 5th edition of **FICCI "GOAL", 5th International convention on Football Business, on 23rd January, 2018 in Federation House, Tansen Marg, New Delhi.**

"GOAL" Football convention was established by FICCI & All India Football Federation in 2013 to promote and create a platform for Indian Football Industry.



L-R - Mr. Vinay Mathur, DSG, FICCI; Smt. Anupriya Patel, Union Minister of State, Health and Family Welfare, Govt. of India; Mr. Deepak Jacob, Chairman, FICCI National Sports Committee, Mr. Bhaichung Bhutia, Former Captain, Indian Football Team

GOAL 2018 was inaugurated by **Smt. Anupriya Patel**, Union Minister of State, Health and Family Welfare, Govt. of India and **Mr. Bhaichung Bhutia**, Former Indian Football Captain. She said during inaugural that Full potential of Indian Sports can be realised only if the government & Industry work hand in hand. She added that the integration of education and sports would enable youth to lead a healthy lifestyle.

Sports policy & Football Business issues were discussed during the conference and saw eminent captains of the industry; sportspersons and administrators speak about the challenges facing Indian football currently and strategies to overcome them like **Mr. Bhaichung Bhutia**, Former Captain, Indian Football Team; **Mr. Deepak Jacob**, President & General Counsel – STAR India & Chairman, FICCI Sports Committee; **Mr. Kushal Das**, General Secretary, AIFF; **Ms. Dalima Chhibber**, Indian Women’s Football Team Member; **Mr. Chaitanya Divan**, SVP, Star Sports; **Mr. Annanya Agarwal**, President, SESA Football Academy; **Mr. Rohan Sharma**, Owner, Delhi Dynamos FC; **Ms. Aditi Chauhan**, Goal Keeper, Indian Women’s Football Team; **Mr. Siddhartha Upadhyay**, General Secretary, STAIRS; **Mr. Sukhvinder Singh**, CEO – Football Project , Vedanta Sesa Goa; **Mr. Sameer Mehta**, Country Head – Soccer International; **Mr. Mukul Vinayak Choudhari**, Chief Sports Excellence Centre, Tata Steel; **Mr. Javier Ceppi**, Tournament Director, FIFA U-17 World Cup

Following are the details of recommendations made in various sessions:

Session 1: Effective Implementation of Policy: REFORM, PERFORM, TRANSFORM at state and national level



L-R - Mr. Sukhvinder Singh, CEO – Football Project , Vedanta Sesa Goa; Siddhartha Upadhyay, General Secretary, STAIRS; Mr. Mayank Pande, CEO, GoPlaySport; Mr. Kushal Das, General Secretary, AIFF; Mr. Joy Bhattacharya, Project Director, FIFA U-17 World Cup 2017

Session began with Dalima highlighting that Indian football lacks the amount of opportunities a player should get. This makes difficult for women players to see a future in the sport. IWL, indeed, is good start. Mayank Pande highlighted few key figures such as 122 crores is the allocation of CSR funds to sports. 80 crore children go to school up to the age of 18 out of which only 5 crore are able to access sports facilities. From policy point of view Mr. Das pointed out that sports code is very important and it has helped transform Indian sport. Fundamental anomaly is state vs centre. Sports code that is setting rules and boundaries for federation is not applicable to the state associations. This needs to be addressed as priority. Mr. Upadhyay stressed on the role of each entity from corporates to government to NGOs. Sports need to come under concurrent list. Linkages at all levels and creating opportunities for kids to play are vital.

Key issues: Focus needs to be at the Grassroots level and sports should be a part of concurrent list.

Session 2: Incentivization, monetization and prioritization of football as an industry



L-R – Mr. Sameer Mehta, Country Head – Soccer International; Mr. Vivek Sethia, CEO, India On Track & Arsenal Soccer Schools India; Mr. Chaitanya Divan, SVP, Star Sports; Mr. Annanya Agarwal, President, SESA Football Academy; Mr. Rohan Sharma, Owner, Delhi Dynamos FC; Mr. Mukul Vinayak Choudhari, Chief Sports Excellence Centre, Tata Steel

Session kicked off with investment of private sector in football. Mr. Aggarwal spoke about the popularity of international football within Indian consumers as compared to ISL popularity. With women Indian cricket team success there has been a real push and focus on women in sports. Women football is as economically viable as men football. From broadcasters perspective it is important that each investor gets return on investment to make the entire ecosystem sustainable. From manufacturers point of view it is important to introduce the technology at grassroots level which are being used at elite level. CSR investments look at the goodwill they are getting from the government, from the local bodies and from the local community in exchange for promoting or supporting a sport. For academies it has to be looked upon as a business and then focus shifts on developing players. Elements like sponsorship, gate revenues need to start firing as well along with other financial roadblocks. To achieve this, the approach needs to be more serious rather looking at them as just events. More fans means more sponsors.

Key issue: CSR money needs to flow into sports and private sector should capitalise more on the increasing popularity of football

Session 3: U-17 World Cup: Time to wake the sleeping giant



L-R –Mr. Javier Ceppi, Tournament Director, FIFA U-17 World Cup 2017; Ms. Ekaterina a. Semenova, First Secretary, Russian Embassy; Mr. Nikhil Naz, Consulting Editor - Sports, NDTV, Mr. Bhaichung Bhutia, Former Captain, Indian Football Team; Ms. Aditi Chauhan, Goal Keeper, Indian Women’s Football Team; Mr. Richard Hood, Head of Player Development, AIFF

Panellists started the discussion stating that FIFA U-17 helped India to get the exposure of international stature. Mr. Hood stated that best age to start the game is not 6 or 7 its 2 or 3. U.S team was comprised of players from 18 different clubs. In terms of fan participation it was definitely a big hit. Mr. Bhutia highlighted that India U-17 team started preparing 3

years in advance and important is to keep the momentum alive. Mr. Ceppi highlighted that in future tournament of such stature needs to be more players oriented and fans oriented. This tournament has certainly opened up doors as far as corporates or government is concerned. There are certain amounts of intangibles that, as a country, we need to accomplish like coaches. Countries like Ghana & Chile are the ones which India needs to look at instead of Spain or England. Tournament exposure at the age of 5-6 years is very important. Calendar needs to be packed round year. Playing for couple of months and then rest of the year off will not help the cause. Javier highlighted that this tournament managed to pull in corporates who were not involved in the football before.

Key issue: infrastructure is available, accessibility the problem. Key would be to put your own players in the front, train them, utilise them and work around the ecosystem.



L-R - Mr. Kushal Das, General Secretary, AIFF; Mr. Dilip Chenoy, Director General, FICCI; Col. Rajyavardhan Singh Rathore, Minister of State (I/C) – Youth Affairs & Sports, Govt. of India; Mr. Deepak Jacob, Chairman, FICCI National Sports Committee, Mr. Bhaichung Bhutia, Former Captain, Indian Football Team; Mr. Vinay Mathur, DSG, FICCI releasing knowledge report on Legacy Impact of FIFA U-17 World Cup.

In evening **Col. Rajyavardhan Singh Rathore**, Minister of State (I/C) - Youth Affairs & Sports, Govt. of India grace the Special session and said that he expects Indian football to make huge strides in the coming years and The FIFA U-17 World Cup was an eye-opener for all. The Sports Minister stated that discussions were ongoing to make sports a mandatory part of school education. The minister also spoke about the need for privatization in the sports and more stakeholders to come in. He is also talked on the first-of-its-kind school games in India, Khelo India which will be held at 16 venues across the national capital for children in the Under-17 bracket.

FICCI released 2 Knowledge papers **LEGACY OF THE FIFA U - 17 WORLD CUP – Focus on New Business opportunities** and **ASCC Framework for Sports and Physical Education in Schools**.



FICCI signed a MoU with **La-Liga** (2nd Biggest Football League in World) on Grassroots Football Development in States.



FICCI Sports Hall of Fame 2018

Mr. Bhaichung Bhutia, Former Captain, Indian Football Team

FICCI SPECIAL RECOGNITION AWARD

- Development of football by a private company. **TATA STEEL**
- Developing football at the grassroots level – **STAIRS**
- Promoting gender diversity through football – **Slum Soccer**
- Distinguished contribution to the development of football – **AIFF and the India U-17 Team**

FICCI GOAL 2018 ONLINE MEDIA COVERAGE

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