



14th Global Sports Summit

VISION 2036: MAKING INDIA
A SPORTING POWERHOUSE

November 30, 2024, FICCI, New Delhi



14th Global Sports Summit - TURF 2024





The **14th Global Sports Summit—TURF 2024**, hosted by FICCI on **30 November 2024** at **Federation House, New Delhi**—brought together an impressive array of leaders, policymakers, industry stakeholders, and athletes to discuss India's journey toward becoming a global sporting powerhouse. Centered on the theme "*Vision 2036: Making India a Sporting Powerhouse*," the summit featured insightful deliberations on policy frameworks, infrastructure enhancement, grassroots sports development, and the transformative role of sports in society.

The inaugural session was graced by esteemed dignitaries, including **Shri Kunal**, Joint Secretary, Ministry of Youth Affairs and Sports, Government of India; **Ms. Neha Mathur**, Founder of WordsWork Communication; **Shri Atulya Mishra**, Additional Chief Secretary, Department of Youth Welfare and Sports Development, Tamil Nadu; and **Shri Rahul Bose**, renowned actor, sports advocate, and Chairperson of the FICCI Sports Committee. Their discussions set the stage for addressing critical issues such as policy evolution, equitable opportunities, and sustainable growth in India's sports ecosystem.

Key themes of the summit included the **Vision 2036 roadmap**, which outlines India's aspirations to host the Olympics and enhance its global sports standing, and **grassroots development**, focusing on bridging gaps in infrastructure, nutrition, and access to sports science. The summit also emphasized women's empowerment in sports through increased opportunities, better media representation, and innovative collaborations leveraging technology and partnerships to foster skill development.

TURF 2024 also spotlighted the economic potential of sports, exploring its capacity to drive urban transformation, job creation, and community well-being. The event provided a platform for face-to-face business meetings, networking, and actionable dialogue, reinforcing its role as a cornerstone for shaping the future of sports in India.

Notable Quotes



Shri Kunal, Joint Secretary, Ministry of Youth Affairs and Sports, Government of India:

"India's sporting future is bright, but it is essential to focus on grassroots development and holistic athlete support to unlock our full potential on the global stage."



Shri Atulya Mishra, Additional Chief Secretary, Department of Youth Welfare and Sports Development, Tamil Nadu:

"Sports is not just a medium of recreation; it is a tool for societal transformation, instilling discipline, resilience, and inclusivity."



Shri Rahul Bose, Actor, Sports Advocate, and Chairperson, FICCI Sports Committee:

"True progress in sports comes when we integrate ethics, technology, and community participation into every aspect of the sporting ecosystem."



Manika Batra, Olympian

"The support we get now from the government ensures we don't have to worry about financial burdens, allowing us to focus on excellence in sports."



Harinder Singh, Paralympic Medalist

"As a Paralympic medalist, I am just honored to be here. The perception has been changed; you can also make your career in sports."



P. Sagar, , Chairman, FICCI Sports Committee

"No vision can be realized in isolation. The future of Indian sport depends on seamless collaboration between governments, private enterprises, sports organizations, and individuals."



Ajay Jadeja, Former Indian Cricket Captain

"Grassroots development is where the foundation of sports begins. Without it, we cannot build a sustainable future for Indian sports."

Release of the FICCI-Nangia Nxt Knowledge Report – ‘Future of Sports in India’



The FICCI-Nangia Nxt Knowledge Report, Future of Sports in India, offers a comprehensive analysis of the country's evolving sports ecosystem. It highlights the significant opportunities available for India to emerge as a global sporting powerhouse while addressing the key challenges that need to be overcome. The report provides actionable recommendations to ensure inclusive growth, sustainability, and long-term success of the sports sector.

A Thriving Sports Economy

The report projects India's sports sector to grow from \$27 billion in 2020 to an impressive \$100 billion by 2027. This growth is fueled by the increasing popularity of leagues like the IPL and Pro Kabaddi, investments in world-class infrastructure, and the rising value of media rights. The report underscores how commercialization, sponsorships, and the rapid adoption of digital engagement are transforming the sports economy.

Government Support and Grassroots Development

India's government initiatives, such as Khelo India and the Target Olympic Podium Scheme (TOPS), are pivotal in nurturing grassroots talent and supporting elite athletes. The report emphasizes the importance of sustaining and scaling these initiatives to create a strong pipeline of talent and foster a culture of sports across the nation.

Technology and Fan Engagement

The integration of technology is revolutionizing how fans interact with sports. Tools like wearable tech, augmented reality, and data analytics are personalizing the fan experience, making sports more immersive and engaging. The report highlights how these advancements can further drive fan loyalty and expand the audience base, both domestically and internationally.

Promoting Inclusivity and Gender Equity

The report places a strong emphasis on inclusivity and gender equity in sports. While India has seen landmark achievements with events like the Women's Premier League and the rise of female athletes, much remains to be done. The report calls for targeted policies to ensure equal opportunities for women in leadership, coaching, and sports participation.

Sustainability in Sports

The environmental impact of large-scale sports events is another critical focus. The report advocates for the adoption of green practices, including renewable energy, sustainable event management, and eco-friendly infrastructure development, aligning with global sustainability goals.

Challenges and Pathways Forward

Despite the progress, the sports industry faces significant hurdles, such as financial insecurity for athletes, underutilized infrastructure, and the lack of post-retirement opportunities. The report recommends solutions like public-private partnerships, financial aid programs, and pathways for athletes to transition into leadership or coaching roles after their playing careers.

Key Takeaway

The report envisions sports as more than just a competitive field—it sees it as a vehicle for economic growth, national pride, and social cohesion. By leveraging policy support, technological advancements, and collaborative efforts, India can create a sustainable and inclusive sports ecosystem that inspires generations to come.

This knowledge report serves as a call to action for stakeholders across the sports landscape, offering a roadmap to ensure India's emergence as a global leader in the industry.

Session 1: VISION 2036 – Lookout for India



A panel discussion explored India's ambitious bid to host the 2036 Olympic Games, focusing on the multifaceted requirements for success. Moderator Ms. Neha Matur guided the conversation, which emphasized that the vision extends beyond simply winning medals to encompass national transformation. Mr. Shri Kunal, Joint Secretary of the Ministry of Youth Affairs and Sports, highlighted the government's commitment to the bid and the need for a transformative change in the sporting ecosystem, reflected in new sports policies and initiatives like the Khelo India scheme. Mr. Harsh from PWC Sports Advisory explained the IOC's evolving approach, emphasizing collaboration, sustainability, legacy use of infrastructure, and inclusivity over traditional bidding. Mr. PKS V Sagur, Chairperson of the FICCI Sports Committee and President of GMR Sport, stressed the critical role of infrastructure development, not just for sports venues but also for broader city infrastructure, viewing it as a catalyst for national progress. Mr. Rajesh Rajagopalan, President Emeritus of SPFL SC, focused on the essential need for a robust talent pipeline starting at the grassroots level, including investment in qualified coaches and scientific training. Mr. Sanjay Adesara, Chief Business Officer of Adani Sportslines, discussed the expanded role of corporations, urging them to move beyond CSR and actively contribute to grassroots development, community engagement, and sustainable infrastructure. The panelists identified India's strengths as its large youth population, rapid technological advancements, and democratic framework, while challenges included shifting societal mindsets towards sports, uneven resource distribution across the country, ensuring long-term infrastructure sustainability, and standardizing grassroots coaching. In conclusion, the discussion underscored that realizing the 2036 Olympic vision requires a comprehensive, long-term, and collaborative strategy focused on sustainable development, nurturing grassroots talent, and establishing strong governance within the sports ecosystem.

Session 2: Make and Manufacture in India – Shaping the Future of the Sports Industry



A panel discussion explored India's potential as a world-class sports goods and equipment manufacturer, aligning with national manufacturing ambitions. Moderated by Mr. Sukhvinder Singh (GMR Sports), the session gathered leaders from manufacturing, infrastructure, technology, and policy. Mr. Shri Vimal Anand (Department of Commerce) delivered a keynote address, urging the industry to prioritize scaling production, enhancing quality, and aggressively pursuing exports. He emphasized improved industry organization, greater R&D investment, and stronger collaboration with sports federations, envisioning India as a leading global supplier.

Mr. Bijesh Todi (T10 Sports) shared his company's success as a homegrown apparel brand supplying domestic and international teams, emphasizing product innovation, cost-effective solutions, and export success in cricket apparel. He stressed the importance of entrepreneurial drive, with the government providing support. Mr. Sunil Khanna, a sports infrastructure specialist, focused on the critical role of turf, advocating for natural turf's environmental benefits and recounting his efforts to modernize turf management in Indian cricket, improving playing conditions. While Mr. Vijayaraghavan Venugopal (Fast&Up) and Mr. Paul Taylor (SIS Pitches, UK) also shared their opinions. The session emphasized building a robust, globally competitive sports goods manufacturing sector through scaled production, R&D, quality enhancement, export focus, and infrastructure development, particularly turf management, highlighting collaboration between industry, government, and sports federations.

Session 3: The National Sports Policy 2024 – Impetus for Grassroots Sports



A panel discussed the National Sports Policy 2024 and its potential to elevate grassroots sports in India. Moderated by Mr. Rohan Vyavaharkar, Global Lead, Partnerships & Strategic Communications at Sports For All, the panel featured Ms. S Hima Bindu, Deputy Director of the Sports Authority of India (SAI), Mr. Desh Gaurav Sekhri, Sports Lawyer and Co-Founder of the Sports & Society Accelerator, and Mr. Siddhartha Upadhyay, Founder & President of STAIRS Foundation. The discussion focused on the policy's core pillars: global excellence, sports for economic and social development, sports as a people's movement, and alignment with the National Education Policy 2020. Mr. Upadhyay emphasized the government's enabling role in sports development, highlighting the stages of participation, engagement, and business maturity. Mr. Sekhri stressed the policy's focus on mass participation, creating pathways to skills, livelihoods, and excellence, and positioning sports as an economic driver. He also underscored the importance of physical literacy and cross-sector collaboration. Ms. Bindu outlined SAI's role in fostering district-level collaboration through Khelo India Centers, partnering with states and former athletes. The panel also addressed the need to make sports aspirational by creating secure career paths and diverse job opportunities within the sports ecosystem, addressing the low percentage of children currently aspiring to be professional athletes. Mr. Upadhyay further detailed STAIRS Foundation's collaborative model, empowering local entrepreneurs and creating a national platform for athletes.

Session 4: Women in Sports – Careers and Opportunities



This panel discussed the expanding career landscape for women in sports. Moderated by Ms. Karishma Singh, Sports Editor at Times Now, the panel featured Ms. Manjushree Dayanand, Executive Director of the Sports Authority of India (SAI), Ms. Rica Roy, Consultant Sports Editor at NDTV, Ms. Shagun Chowdhary, Olympian, and Ms. Arshi Yasin, Founder of The Bridge.

They discussed the evolving landscape for women in Indian sports, moving from limited opportunities to increased government and corporate support, including calls for equal pay. Strategies to enhance support included mentorship, greater representation in federations, and infrastructure development. Ms. Chowdhary highlighted the motivating impact of successful women athletes and the importance of corporate sponsorship. Ms. Dayanand emphasized SAI's efforts to provide equal opportunities in competitions, scholarships, and education, including outreach to tribal areas. Ms. Roy challenged the notion that women's sports are less exciting, citing viewership data and advocating for compelling storytelling. Ms. Yasin stressed addressing critical issues like POSH compliance and athlete health/doping awareness, advocating for balanced ecosystems, and post-sports career support. The discussion also addressed comparisons between male and female athletes, emphasizing independent appreciation of women's achievements. Mentorship and career transition pathways were also highlighted.

Session 5: Ecosystem of Leagues in India



A panel explored India's burgeoning sports league ecosystem, bringing together experts from various sports and related fields. Moderated by Mr. Nikhil Naz, Consulting Editor at Sports-India Today, the panel included Ms. Preeti Jhangiani, Actor, Producer, and Co-Founder of Pro Panja League; Mr. Suhail Chandhok, Sports Broadcaster & CEO of U Mumba and Co-founder of Elev8 India Sportz; Mr. Pranav Kohli of the PWR Indian Pickleball League; Mr. Rajeev Khanna, Vice President of Rajasthan Royals; Mr. P.K.S.V. Sagar, Chairman of the FICCI Sports Committee and President of GMR Sports; Mr. Tuhin Mishra, MD & Co-founder of Baseline Ventures; and Mr. Sunaman Sood, Head of Strategy, Sony Talent Ventures.

Panelists discussed factors driving league success, beginning with outlines of their respective leagues. Ms. Jhangiani emphasized panja's broad appeal and focus on year-round engagement. Mr. Chandhok highlighted kabaddi's success due to its stakeholders, global players, and emotional connection with fans. The discussion then centered on building a strong product and fan base before pursuing revenue. Mr. Khanna noted the IPL's success in creating stars, a crucial element for other leagues. Mr. Sagar stressed the need for patient stakeholders with long-term vision, acknowledging the difficulty of comparing other leagues to cricket's established model. Mr. Mishra added the importance of appropriate pricing and a sufficient gestation period. The conversation shifted to the role of nationalism in driving viewership, with debate on whether national team representation was necessary for league engagement. Mr. Chandhok noted the difficulty of translating national team interest to league viewership in sports like table tennis and hockey. Mr. Khanna highlighted the greater potential for team sports leagues compared to those based on individual stars. Mr. Kohli discussed the onus on individual sports leagues to create player pathways, especially in the absence of strong federations.

India Sports Awards 2024



Esteemed Winners of India Sports Awards 2024



- Best State Promoting Sports: **Tamil Nadu**
- Emerging State Promoting Sports: **Bihar**
- Best Sports Manufacturer: **Capapie**
- Best Sports Infrastructure Company: **Greatsports**
- Best Sports Educational Institute Promoting Sports (University): **LNCPE**
- Best NGO Promoting Sports: **Grassroot Shillong**
- Best Developmental Level Work By NSF: **Rugby India**
- Best Sports Startup: **CricHeroes**
- Best Corporate Promoting Sports Development (Private): **GMR Sports**
- Best Social Media Sports Campaign: **GroupM ESP**
- Best Independent Production Company: **Sportzworkz**
- Best Promotion of Sports (School): **Mayo College**
- Best Corporate Promoting Sports Development (Public): **Indian Oil**
- Sports Franchise Of The Year: **Puneri Paltan**
- National Sports Federation of the Year: **Kho Kho**
- Sports Broadcaster Of The Year: **Star Sports Network**
- Best Private High-Performance Center: **Inspire Institute of Sport**
- Emerging Sportsperson Of The Year – Male: **Ayush Mhatre**
- Emerging Sportsperson Of The Year – Female: **Anmol Kharb**

- 20. Sportsperson Of The Year- Para: **Sheetal Devi**
- 21. Lifetime Achievement Award: **Dr. Adille Sumariwalla**
- 22. Best Sports Physiotherapist Of The Year: **Dr. Sumit Arora**
- 23. Best Sports Strength and Conditioning Trainer of the Year: **Dr. Pradip Dutta**
- 24. Best Sports Psychologist Of The Year: **Dr. Bhawna Chauhan**
- 25. Long-Term Individual Contribution to Sports – Male: **Suman Kapur**
- 26. Long-Term Individual Contribution to Sports – Female: **Raspreet Sidhu**
- 27. Sports Journalist Of The Year (Electronic): **Rica Roy**
- 28. Sports Journalist Of The Year (Print): **Mihir Vasavda**
- 29. Emerging Sports Entrepreneur Of The Year: **Suhail Chandhok**



Networking and Dinner





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'You are being unfair to him': Ajay Jadeja defends Gautam Gambhir

TOI Sports Desk / TIMESOFINDIA.COM / Nov 30, 2024, 15:10 IST

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Ajay Jadeja defends head coach Gautam Gambhir, stating that the criticism following India's loss to New Zealand is premature and unjustified given his short tenure. He believes Gambhir should not be judged on the recent performance and that Rohit



NEW DELHI: Former Indian middle-order batter [Ajay Jadeja](#) came to the defence of head coach [Gautam Gambhir](#), stating that the criticism directed at him following the 0-3 defeat against New Zealand was premature and unjustified, considering his brief tenure in the position.

Business Standard

Wednesday, December 04, 2024 (02:24 PM IST) EN | Hindi

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Unfair to judge Gautam Gambhir so early in his coaching role: Ajay Jadeja

Following a bright start against Sri Lanka in the T20I series, India lost the ODI series to the home side. The Test team then thrashed Bangladesh 3-0 before a nightmare outing against New Zealand.



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Sheetal Devi, Anmol Kharb, Ayush Mhatre Shine At FICCI India Sports Awards 2024

By Daily Excelsior December 1, 2024

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वीडियो झारखंड चुनाव भोजपुरी सिनेमा हमारा बिहार अपना झारखंड पटना धर्म राजनीति हेल्थ मुजफ्फरपुर भागलपुर रांची क्राइम

Zee Bihar Jharkhand पटना

India Sports Award: खेल में तेजी से आगे बढ़ रहा बिहार, मिला प्रतिष्ठित 'इंडिया स्पोर्ट्स अवॉर्ड 2024'

India Sports Award: खेल की दुनिया में बिहार तेजी से आगे बढ़ रहा है. बिहार को देश का प्रतिष्ठित 'इंडिया स्पोर्ट्स अवॉर्ड 2024' मिला है.

ET NOW स्वदेश

लेटेस्ट मार्केट न्यूज मनी कॉर्पोरेट कृषि समाचार इकोनॉमी रियल एस्टेट टेक्नोलॉजी वेब स्टोरी

लाइव

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Indian Sports Industry: रिकॉर्ड तेजी से बढ़ रहा आकार! 3 साल में 100 बिलियन डॉलर होगा बाजार

Indian Sports Industry: रिपोर्ट में कहा गया है कि यह परिवर्तन विभिन्न कारकों से प्रेरित है, जिसमें खेल लीगों का व्यावसायीकरण, तकनीकी प्रगति और विविध खेल विषयों पर बढ़ता जोर शामिल है। रिपोर्ट के अनुसार, खेल के सामान, परिधान और मीडिया राइट्स जैसे क्षेत्र इस वृद्धि में महत्वपूर्ण योगदान दे रहे हैं।



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Indian Sports Sector Likely To Reach \$100 Bn By 2027: Report

BW Online Bureau | Dec 02, 2024

India

Sports Sector

Economy

This transformation is driven by various factors, including the commercialisation of sports leagues, technological advancements, and a growing emphasis on diverse sporting disciplines, the report says

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Sheetal Devi, Anmol Kharb, Ayush Mhatre shine at FICCI India Sports Awards 2024

NEW DELHI: Paralympics bronze medallist Sheetal Devi was named Sportsperson of the Year – Para, while domestic cricket sensation Ayush Mhatre and rising shuttler Anmol Kharb claimed the Emerging Sportsperson (Male) and Emerging Sportsperson (Female) awards, respectively, at the FICCI India Sports Awards here on Saturday.

The awards, part of TURF 2024, celebrated excellence in Indian sports across multiple categories at the FICCI headquarters.

Rahul on imperfect 10: Seen ups and downs, overcome mental challenges as floater

Picking pink ball from hand could be tricky, admits KL Rahul

After crowd chaos, no fans allowed at Team India's practice during remainder of BGT

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Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.