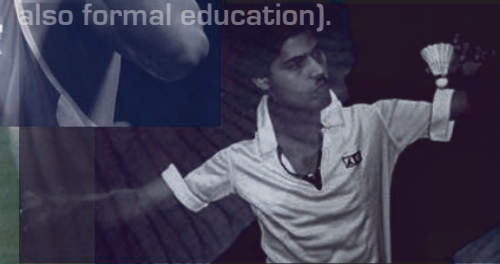


A SPORTS AS A FULL TIME CAREER FICCI study

Ca.reer verb / kə-ri(ə)r/
An occupation undertaken for a significant period of a person's life and with opportunities for progress
Career is defined by the Oxford English Dictionary as an individual's "course or progress through life (or a distinct portion of life)". It is usually considered to pertain to remunerative work (and sometimes also formal education).



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INDIA SPORTS 2011-2020

PROJECTIONS

- India has already started on the journey to produce 1.33 million new sports entrants by combing through all its 6373 blocks by 2017.
- This will be augmented by another 300,000 sports support personnel comprising mainly of sports medicine experts, trainers, coaches, bio-mechanical engineers, greens and track experts, sports journalists & photographers, broadcasters, and event managers.
- Estimates also show that in 2020, an average Indian will only be 29 years, compared to 37 years in China, 45 years in Western Europe, and 48 years in Japan.
- The league and sporting rights industry is projected to grow 16 fold within this period and the sporting goods industry is likely to enjoy a CAGR of 12.5%.
- Governments expenditure estimated at current values, on promotion of sports in the country in the decade ending 2017 will be nearly INR 4500 crores.
- The ratio of Indian sports spending growth is 2.1 times that of the rate of growth of it's GDP.

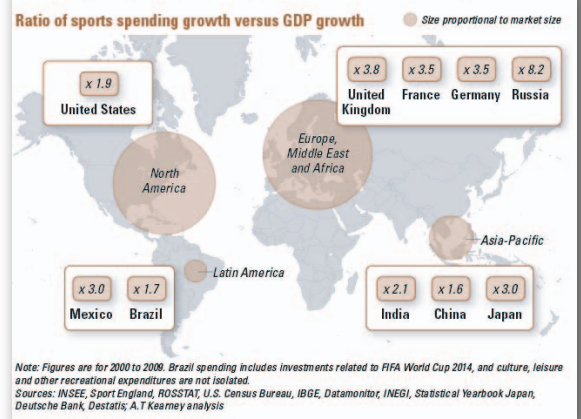
CHALLENGES & RISKS

- Limited availability of basic sports infrastructure in the country : 700 million youth have little or marginal access to sporting facilities. Of these, about 500 million represent rural youth.
- Non-availability of adequate and geographically well spaced sports training facilities that can cater to the masses.
- Huge descepancy in socio-cultural acceptance of sports as a full time career option. due to lack of existing employment opportunities.
- Sport in India is largely led and dominated by non-sports persons and political appointees who may not necessarily carry formal training in sports management or exposure to the tremendously volatile global sports dynamics.

Today's global sports industry is worth between \$480 - \$620bn

Global sports event sponsorship alone would rise from \$45.4bn in 2009 to \$60.0bn in 2012.

FIGURE: Sports spending is growing faster than GDP around the globe



RECOMMENDATIONS

- Rapidly build and continue to focus on rural infrastructure, talent search and coach development programs.
- Bring sports careers into the ambit of public services and build a reputation of respectability, dignity and longevity like any other vocation of national importance such as the bureaucracy, the forces or the security services.
- Investors will do well to augment and strengthen the government's already ambitious plans rather than re-inventing the wheel all over again. Alignment and convergence is the need of the hour.
- Acknowledge that sports and politics are not a great match. Investing & promoting will be a better initiative than governing & controlling.

for every 1100 people on the field

WE WILL NEED

Coaches

Track & field experts

Sports medicine experts

Trainers

Sports psychologists

Sports nutrition experts

STRENGTH TRAINERS

COMPETITION MANAGERS

BIO MECHANICAL ENGINEERS

SPORTS PHOTOGRAPHERS

SPORTS JOURNALISTS

SPORTS MANAGEMENT PERSONNEL

SPORTS LAW EXPERTS

EVENT MANAGERS

**OVER 300,000 SUPPORT
PERSONNEL BY 2017**

FOREWORD

Indian sport reached a peak of excellence with the advent of Buddhism. Gautam Buddha himself, is said to have been an ace at archery, chariot - racing, equitation and hammer - throwing. In Villas Mani Majra, Tiruvedacharya describes many fascinating games, namely, archery, equitation, hammer-throwing and chariot-racing. In Manas Olhas (1135 A.D.), Someshwar writes about bhrashram (weight-lifting), bhramanshram (walking) and also about Mall-Stambha (a form of wrestling).

The renowned Chinese travellers Hieun Tsang and Fa Hien wrote of a plethora of sporting activities. Swimming, sword - fighting (fencing, as we know it today), running, wrestling and ball games were immensely popular among the students of Nalanda and Taxila. In the 16th century, a Portuguese ambassador who visited Krishnanagar was impressed by the range of sports activity, and the many sports venues, in the city. The king, Raja Krishnadev was an ace wrestler and horseman, himself.

It is more than likely that many of today's Olympic disciplines are sophisticated versions of the games of strength and speed that flourished in ancient India and Greece. Chess, wrestling, polo, archery and hockey (possibly a fall-out from polo) are some of the games believed to have originated in India.

Sports has for long been the full time career of many Indians over the ages. Society, kings and kingdoms patronized them, with sporting resources, personal gains and public appreciation, just as we continue to do today. As we progressed into modern forms of education where development of the mind became alienated from development of the body, sports took a backseat. It is now time to revive sports with a holistic approach of training, which will focus equally on knowledge, skills and attitude to build the citizens who build the nation.

This study is a compilation of the many initiatives that the government is already taking, the many opportunities that are waiting for the sports investor, and the many avenues that are opening up for our sport persons and the supporting eco-system. It is an endeavor to start a positive dialogue and create a strategic platform for all stakeholders to gather, confer and conquer the great Indian sports arena that is waiting to unfurl in front of the world.

We sincerely hope that this study and future documents produced by the knowledge teams at Tanjun Associate and FICCI Sports Committee will continue to light the way forward in creating an atmosphere of connectivity, convergence and collaboration among all stakeholders.



Rajan Kohli
Advisor (FICCI)

PREAMBLE

As soon as we think of the word career, the idealist in all of us starts thinking “I just want to work my 8 hours a day in a nice, climate-controlled office and slowly work my way up the corporate ladder until I can retire at a ripe old age.”

But that’s just not realistic anymore. In fact, we may be entering an era of continuous change, of continuous re-education and self-re-invention. The point is that it is no longer enough to just spend 8 hours a day in one job. That’s not a career. That’s just a job.

And the scary thing today is that we have all seen how fragile a job can be. Some kid in Silicon Valley invents email and suddenly the postal services across the world are laying off workers and doubling the price of stamps just to make ends meet.

Sport is certainly not the idealist’s 8 hours a day, 40 years per lifetime kind of career. It is a 24x7 hard working, limit pushing, well rewarding, and extremely exciting career that can become an addiction rather than a job. It is the one career that can offer continuous change, re-education and self-re-invention right through a lifetime.

For most sports careers however, the biggest requirement is passion. Consider the comments of Dick Vitale, who has spent a life in college basketball, first coaching the sport he loved and then reaching fame in providing television analysis on ESPN. “I can’t run, can’t jump, can’t shoot, but I’m in nine halls of fame because of enthusiasm, spirit, and energy.” Vitale, told the Kansas City Star.

Imagine a new world full of people who work from home, order groceries online, take classes online, go shopping online... hmm. It seems that world is nearly here already. In that world, we wouldn’t need cars, or car-makers, or garages. We’d only need a few trucks to deliver our food and giant TVs.

Giant TVs? Now, that is something to think about. If the world is going to have giant TVs, then they will need something exciting to watch on them.

Well then, how about the only thing that can at least get some mental muscles moving for the ‘everything is a click away, 21st century human’? Say something like sports. Sports is quite recession proof, is unlikely to lose its impact until everyone finally starts playing soccer on the net with make believe players. That time is still quite far away. I hope.

We’d like to think that sports could be the only medium in the near future, which will cajole people into leaving their couches and getting out into the sunshine, either to play, or to watch.

Down the ages, the popular mindset has been that sports are good for the mind and body but it



cannot help you earn your daily bread. Of late, this mindset has given way to acceptance of various sports related activities as viable career options. Other than actually being an active sportsman/ player, Sports as a profession offers a plethora of career opportunities such as:

1. Sportspersons & athletes
2. Coaching/Trainers
3. Umpire / Referee
4. Sports commentating
5. Sports management
 - LICENSING
 - FRANCHISING
 - SPORTS MARKETING
 - VALUE MANAGEMENT
6. Sporting event management
 - MERCHANDISING
 - SPONSORSHIPS
7. Player & team management
 - INDIVIDUAL SPORTS PROPERTY
 - LEAGUE RIGHTS
 - TEAM OWNERSHIP
8. Sports medicine
9. Bio-mechanics
10. Sports nutrition
11. Sports psychology
12. Sports journalism
13. Sports photography
14. Sport research & infographics
15. Sports presentation
16. Sports equipment manufacture



The picture above is from a job fair in China where people gather to seek regular careers. The picture below shows the same people paying money to watch those that have chosen sports careers.

THE COMPETITION YET, IS ONLY ON THE FIELD.



In the words of Dawn Rosenberg McKay a career consultant, “In May of 1999 John Elway announced his retirement from football, while hockey star Wayne Gretzky played his last game in April 1999. A few months before that, in January, Michael Jordan retired from basketball. These three men serve as role models for many athletes interested in pursuing a professional career. However, the fact is only the top athletes make it to the pros. Others who have an interest in sports find themselves pursuing careers in the industry, but not necessarily on the field or court.

Like Elway, who looked at his exit not as a retirement but as “a graduation,” professional athletes eventually leave the game and plan to move on to other careers. They usually stay within the industry, becoming coaches, team managers, or broadcasters.” We have many a good example in Sunil Gavaskar, Ravi Shastri and Srikanth to name just a few.

We hope that this publication will provide information for those interested in pursuing a career in the sports industry, both on and off the field as well as a good starting point for training providers and skill development professionals who might finally want to put sports in the same line of training as other traditional careers.

General Kodandera Madappa Cariappa was an active sportsman who played games such as hockey and tennis with vigor and brilliance. He grew up equally attached to books and plays under the guidance of renowned academicians. In addition to this, he loved music - and had fondness for a sleight of hand tricks, too. His association with the Indian Army is spread over an unbroken period of more than 29 years, during which he had wide experience of staff and command work. General Cariappa, OBE retired as the chief of staff in January 1953. After his retirement, he served as the High Commissioner to Australia and New Zealand till 1956. As a token of gratitude of the nation for the exemplary service rendered by him, the Government of India conferred General Cariappa with the rank of Field Marshal in 1983.

Sachin Tendulkar, was encouraged by his eldest brother, Ajit, to play cricket. Tendulkar attended the Sharadashram Vidyamandir where he began his cricketing career under the guidance of his coach and mentor, Ramakant Achrekar. During his school days started to train as a fast bowler, but Australian fast bowler Dennis Lillee, who took a world record 355 Test wickets, was unimpressed, suggesting that Tendulkar focus on his batting instead. When he was young, Tendulkar would practice for hours on end in the nets. If he became exhausted, Achrekar would put a one-Rupee-coin on the top of the stumps, and the bowler who dismissed Tendulkar would get the coin. If Tendulkar passed the whole session without getting dismissed, the coach would give him the coin. Tendulkar now considers the 13 coins he won then as some of his most prized possession.

*All it takes is passion,
perseverance and most
importantly, a conducive
and encouraging atmosphere
to make a great achiever.*

CHANGING THE MINDSET

MAKING SPORTS ASPIRATIONAL

The first step towards making sports as a viable career option will unfortunately not come from the sports community at all. Rather it will have to come from within the civil community by changing the mindset of the society at large and within it, parents, elders, teachers and peers in particular. Sports have traditionally been seen as a confrontational activity in comparison to education. It is even today, considered inversely proportional to high academic excellence.

To illustrate a point, let us articulate the fact that the Indian army has no more Generals than the Indian teams have great players, yet the aspiration to join the army is far greater than the aspiration to join a sports discipline. It has something to do with the positioning of one career viz the other.

The army is prestigious, so is sports, the army is a lifelong engagement, so is sports, the army needs intense training, so does sports, the army needs passionate performers, so does sports, the army represents the country, so does sports, the army protects our national borders, sports protects our national brand, the army pays well, so does..... well!, there ends the comparison. A sportsman representing the nation and carrying the national flag on his/her shoulder on International platforms does not necessarily come close to the allowances, benefits and retirement plans, leave alone the emoluments, of any other public service. It is just not a recognized career option, even when you are a national player.

May be it has something to do with the fact that the army is headed by Generals who have risen in ranks and perform only the duty of working for the army, while sports is mostly governed by people who have scarcely been in the field and perform other duties of national importance that rightfully and quite naturally take precedence over sports. The ownership is simply missing.

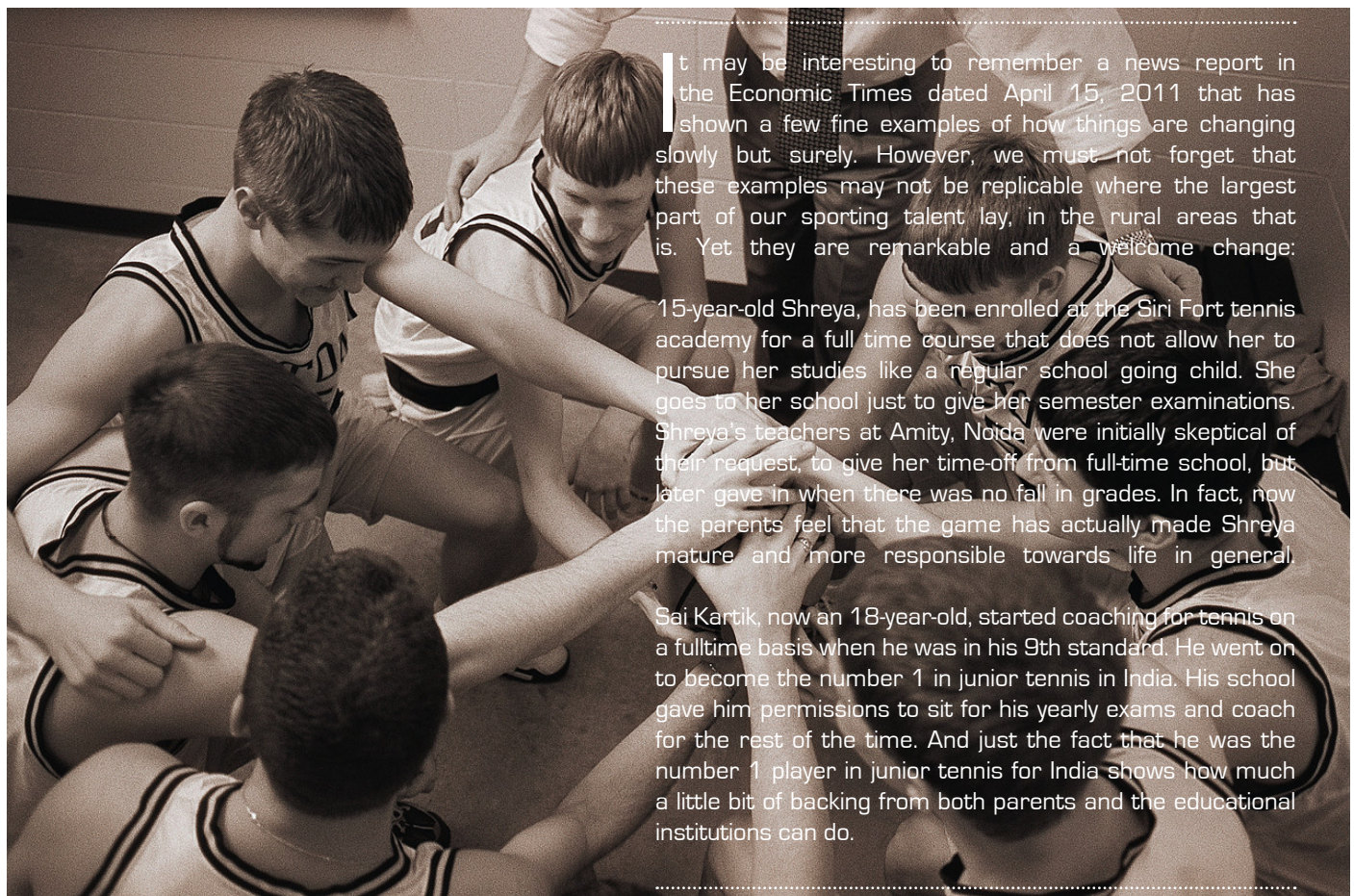
These two above observations can help us draw a clear inference on why there is comparatively low trust and acceptance from the Indian community towards allowing our best young talent to pursue a sporting career. We might need to find a way to change that trust deficit by laying down more empathetic policies and re-looking at the way sports is mostly governed today.

CHANGING THE MINDSET

CREATING AN ENVIRONMENT FOR EDUCATION & CERTIFICATION IN SPORTS

Another aspect in changing the mindset is deeply rooted in the education system. Sports in India have always been considered more of a hobby than a career. There is much pressure to perform in academics compared to sports that as a career it has not been taken seriously until very recently.

However, the growing awareness of sports and all the media attention throughout the world has made sports a very lucrative career. With an increase in international events, there is a greater requirement of talented sportspersons to represent the country. The government is making relentless efforts in developing sports facilities of international standards, so that sportspersons in



It may be interesting to remember a news report in the Economic Times dated April 15, 2011 that has shown a few fine examples of how things are changing slowly but surely. However, we must not forget that these examples may not be replicable where the largest part of our sporting talent lay, in the rural areas that is. Yet they are remarkable and a welcome change:

15-year-old Shreya, has been enrolled at the Siri Fort tennis academy for a full time course that does not allow her to pursue her studies like a regular school going child. She goes to her school just to give her semester examinations. Shreya's teachers at Amity, Noida were initially skeptical of their request, to give her time-off from full-time school, but later gave in when there was no fall in grades. In fact, now the parents feel that the game has actually made Shreya mature and more responsible towards life in general.

Sai Kartik, now an 18-year-old, started coaching for tennis on a fulltime basis when he was in his 9th standard. He went on to become the number 1 in junior tennis in India. His school gave him permissions to sit for his yearly exams and coach for the rest of the time. And just the fact that he was the number 1 player in junior tennis for India shows how much a little bit of backing from both parents and the educational institutions can do.

our country are able to develop the competitive edge. Scholarships provided by the government under various schemes, sponsorship by big companies, endorsements, television campaigns and awards have made sports a very remunerative career. Agreed, life as a sportsperson is short, but it does not stop there. Off-field sportspersons can now follow interesting, exciting and rewarding careers related to their sport as a coach, umpire, teacher, columnist, media expert or a consultant.

As is apparent from the snippet (in box) above, we might want to create an atmosphere of encouragement and aspiration within educational institutes, not by choice only, but through governmental decree that children who want to pursue a career in sports are able to do so without the stigma of ridicule or the fear of missing academic milestones in the process.

If a child displays some serious sporting talent or interest, this child could be the next rising sun on the sporting horizon. Though only a few beat the long odds and get the opportunity to become paid professional athletes or sportspersons, there are many other careers a child can explore if he/she is interested in sports.

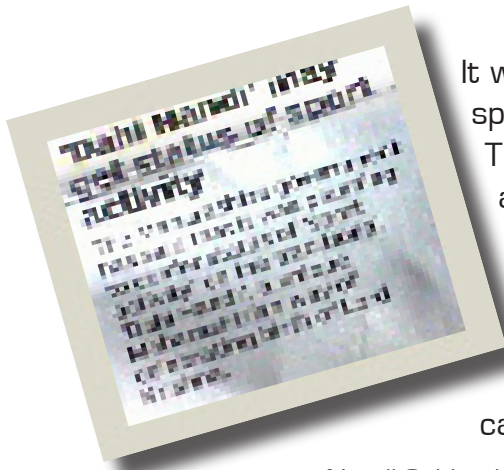


It will be important for academic institutions to not only map the sporting aptitude of its students, but to also regularly track their growth and performance. Most institutions do it to a level of inter school or inter district championships, but the true sports person needs to have access to continued encouragement and resource backing. In other words, even a small facility like permission to use the school field or equipment by old alumni can take a major load off a budding sports person.

On the other hand it will be of immense help if schools and colleges can arrange counseling sessions to also highlight the numerous career options in sports as a child is growing up and instill the fact that sports can be as rewarding a career as any other traditionally accepted one. A good mix of exposure to counselors and real life successful persons employed in the sports eco-system can make rapid changes in the mindset of the civil community to a large extent.

However, a change in mindset must be followed through with a change in available resources. A small shift in mindset, in a country with such a large population can mean that we need to prepare well in advance for the onslaught of numbers. A good and recent example is the commonwealth games. The positive outcome of the games on the general Indian mindset has been phenomenal. If numbers are anything to go by then it may be interesting to note that a record 10,000 persons lined up to register for the facilities at the Talkatora stadium, the day it was opened for public after the games.

Add to this the fact that India is abuzz with new sporting investments flowing into the country almost on a weekly basis. The F1 track is ready and functional, Football is suddenly becoming a craze again, and Hockey is regaining its foothold steadily. These are good signs and they must be matched with a shift in mindset right from our village level. We cannot afford to not present the best talent that India has, just because it is not available in the cities. Most sports investors are realizing the potential of India's huge demographic dividend and are willing to go the extra step to make sports careers a real option in the near future.



It will also be extremely important to include traditional games and sporting activities in the within the realm of possible career options. This will bring about an instant connect with the local community and cause a general uplifting of the brand of “sports as a full time career’.

India has some very fine sports academies in terms of infrastructure. Some may be a bit behind in implementation, but with the right governmental will and public demand they can become truly global centres of excellence. To name a few:

- Netaji Subhash National Institute of Sports, Punjab
- National Cricket Academy, Bangalore
- Peninsula Tennis Academy, 27 centers across the country
- All India Tennis Association, New Delhi
- Lakshmbai National Institute of Physical Education, Gwalior and Thiruvananthapuram
- Indira Gandhi Institute of Physical Education and Sports Sciences, Delhi
- National Sports East Centre, West Bengal
- National Sports West Centre, Gujarat

Truly changing the mindset might also mean giving sports the career option of a fully recognized national public service status where it becomes an aspiration, an inspiration and an occupation for the masses to connect with on tangible terms.



*“Our aspirations are
our possibilities.”*

-Robert Browning-

COUNTRY WISE COMPARATIVE ANALYSIS

INDIA: CHINA: KENYA: USA: GERMANY: AUSTRALIA

A country wise comparative analysis has been compiled to bring out the best practices in sports and their suitability to India. It may be interesting to note that the countries were chosen to represent a continental representation, a population proximity representation and a development proximity representation.

This study attempts to throw light on certain tangible and direct benefits that we might be able to reap as sports increasingly gains the status of a full time career option.

As we take a closer look at the demographic and development comparison of India in relation to the reference countries, it becomes clear that we are a young country and shall continue to remain so over the next 15 years. However, we rank 119 on the HDI, which tells us that this young population must be directed towards activities that can constructively expend youthful energy and be able to build a national talent bank. Failing which we may fall into the same challenge of derailed and often crime prone young population of many of the other developing nations in SE Asia.

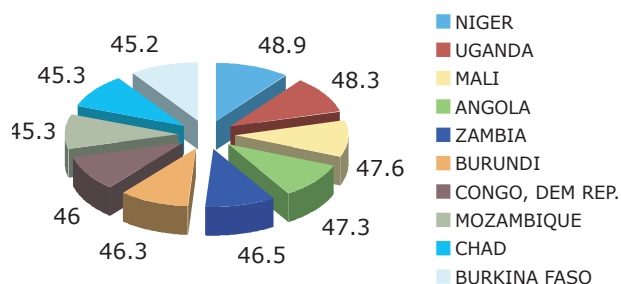
SERIAL NUM	COMPARATIVE DEMOGRAPHIC DATA FOR COUNTRIES WITHIN THE SCOPE OF THIS STUDY	INDIA	AUSTRALIA	CHINA	GERMANY	KENYA	USA
A	TOTAL POPULATION	1,210,193,422	22,699,676	1,339,724,852	81,799,600	41,070,934	312,155,000
B	TOTAL LAND AREA (SQ KM)	3,287,263	7,617,930	9,640,011	357,021	580,367	9,826,675
C	POPULATION DENSITY (PER SQ KM)	365.4	2.8	7,148	229	67.2	33.7
D	TOTAL URBAN POPULATION (%ge)	27.8	89	49.68	88	22	82
E	TOTAL RURAL POPULATION	72.2	11	50.32	12	78	18
F	TOTAL YOUTH POPULATION	40	14			19	13
G	GDP IN US\$	4.06 tr	882.362 bn	4.985 tr	2.940 tr	66.032 bn	14.780 tr
H	HUMAN DEVELOPMENT INDEX RANKING	119	2	21	10	128	4

Although, sports is not going to be the only skill solution over the next decade, but it is certainly the only skill that can be imparted from an early age of say 6 years. This gives sports the early advantage of taking on the responsibility of building a nation of profitable team players, individuals and groups who can be the pillars of a fast developing nation and providing initial positive direction to the population as they chose their vocations while growing up. Sports, we suggest, be the first skill that an Indian youth should be encouraged to pick-up.

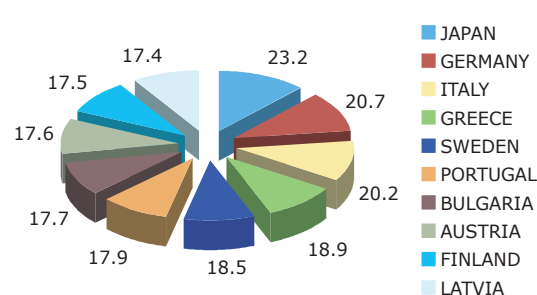
To illustrate this point further, we might want to take a closer look at the world population infographics. We are a unique population that is neither as young as the world's youngest, nor as old as the world's oldest. This makes us the most suitable sporting investment option in the world today.

COUNTRIES WITH THE YOUNGEST & OLDEST POPULATIONS: 2011

YOUNGEST %GES <15



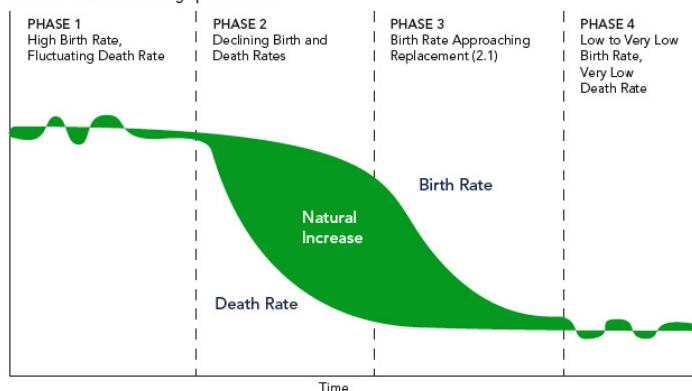
OLDEST %GES >65



INDIA 2022: 52 % BETWEEN 15 & 25 YEARS

The graphic below amply demonstrates that India is experiencing, what is known as the 'Youth bulge'. Now, that is one profitable bulge that we will not want to shed in a hurry. It makes us the "quickest turnaround on investment destination" for sports. This is a point that many investors have already seen and many more are waking up to every day.

The Classic Phases of Demographic Transition



Notes: Natural increase or decrease is the difference between the number of births and deaths. The birth rate is the number of live births per 1,000 population in a given year. The death rate is the number of deaths per 1,000 population in a given year.

Source: (for burials in 1693 and 1694): E.A. Wrigley, *Population and History* (New York: McGraw Hill, 1969).

	Birth Rate	Death Rate
PHASE 1		
Afghanistan	44	16
Uganda	46	12
Zambia	46	15
PHASE 2		
Ghana	31	8
Guatemala	30	6
Iraq	35	6
PHASE 3		
India	23	7
Gabon	27	9
Malaysia	21	5
PHASE 4		
Brazil	15	6
Germany	8	10
Japan	8	9

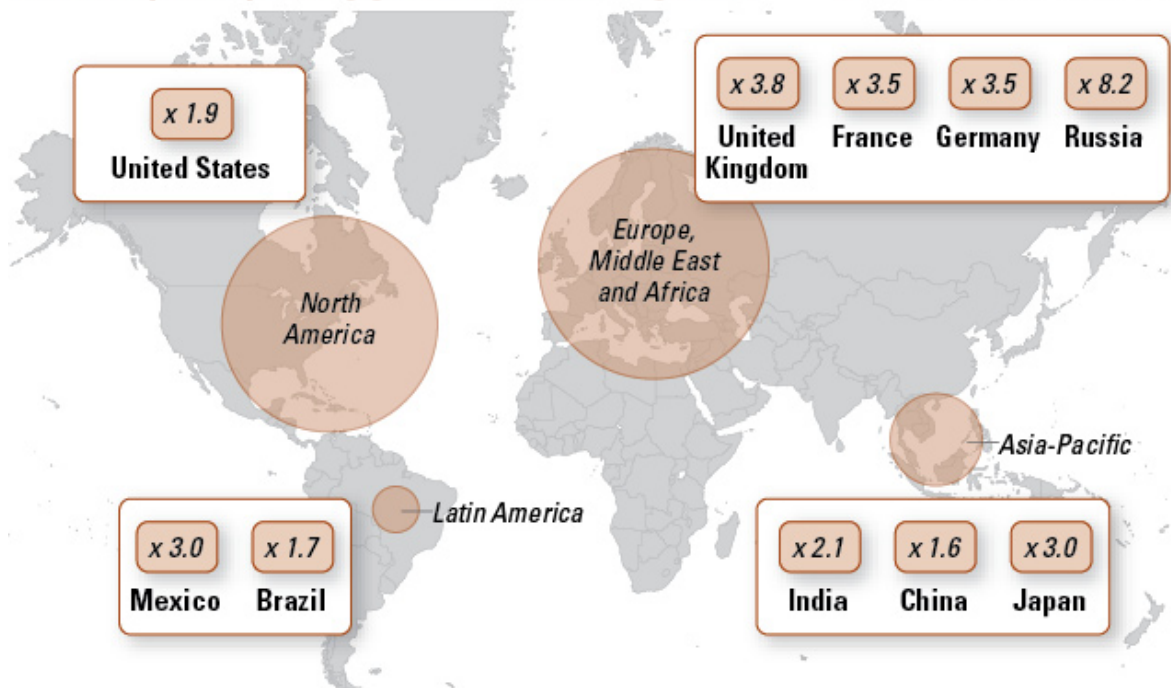
But then the demographic dividend is only the tip of the iceberg. The sports ministry in an unprecedented move has requisitioned and received over Rs. 15000 million for sports development in the country. This puts us in the league of other sporting aspirant countries whose sports spending growth rate is faster than the growth rate of the GDP. This not only shows the intent and content of our seriousness but also the acceptance of sports as a truly necessary investment towards nation building. States like Haryana are moving with plans and policies for sports that is at par with larger development objectives like power, roads and agriculture.

The BRIC Nations [Brazil, Russia, India & China] are surely taking a big leap towards sports in terms of spending even as some of the more developed nations continue to do the same.

FIGURE: Sports spending is growing faster than GDP around the globe

Ratio of sports spending growth versus GDP growth

● Size proportional to market size



Note: Figures are for 2000 to 2009. Brazil spending includes investments related to FIFA World Cup 2014, and culture, leisure and other recreational expenditures are not isolated.
Sources: INSEE, Sport England, ROSSTAT, U.S. Census Bureau, IBGE, Datamonitor, INEGI, Statistical Yearbook Japan, Deutsche Bank, Destatis; A.T Kearney analysis



India is unfortunately faced with a large school dropout rate of almost 61% before the 8th standard. Many of these dropouts are suspected to be natural sports persons with low academic concentration. Lack of encouragement and unavailability of resources cause them to dropout and pursue careers that seem rather pale in comparison to their aptitude and abilities.

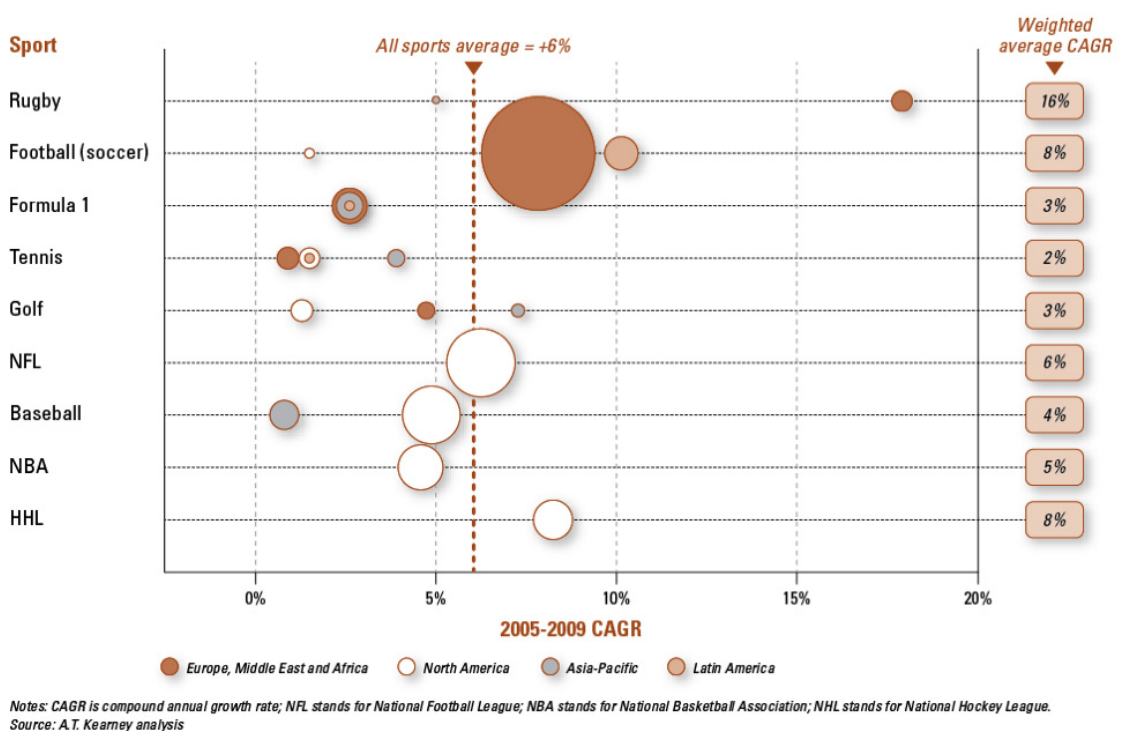
We would like to draw the reader's attention to a few examples: Take the case of Budhia Singh, the 4-year-old maverick from Orissa who could ran 65 km in seven hours and forty minutes. Take also the case of Limba Ram, the 15 year old tribal from Rajasthan who used to shoot sparrows and partridges with a bamboo bow and reed arrows and went on to equal the world archery record in Beijing after the

sports authority of India spotted and trained him. Can we forget I.M. Vijayan, one of India's highest paid strikers, who is a school dropout and sold soda water before making football his career and went on to become the first Arjuna award winner from the state of Kerala.

The interesting fact to note, is that for every Budhia, or Limba Ram or Vijayan, there are a thousand other prospective sports greats who need to be spotted, trained and groomed to become not only great sports persons but also valuable sports properties within their own right. The collective value of India's sporting talent is probably not yet measurable by any yardstick that the sports world has been used to in the past.

In a following chapter we will discuss the vision of the Indian government to bring in many more such talented children under the spotting lens through a creatively developed plan.

FIGURE 2: Major sports' growth rates and market sizes by geography



Therefore, if we are to grow the sporting pie within the economy as well as in comparison to the rest of the world, we will have to focus internally to find the resources and externally to find the markets. The table below clearly indicates in which major sports is the world going to be spending over the next decade. As market sizes grow in certain sports, we need to concentrate our efforts towards them, so that we can create maximum aspirational value for our youngsters to consider making it a full time career option.

Despite the cyclical nature of major sports events and the recessionary market scenarios, it is remarkable that the sports market has grown steadily. This is one of the few eco-systems that have not been adversely affected by the global downslide.

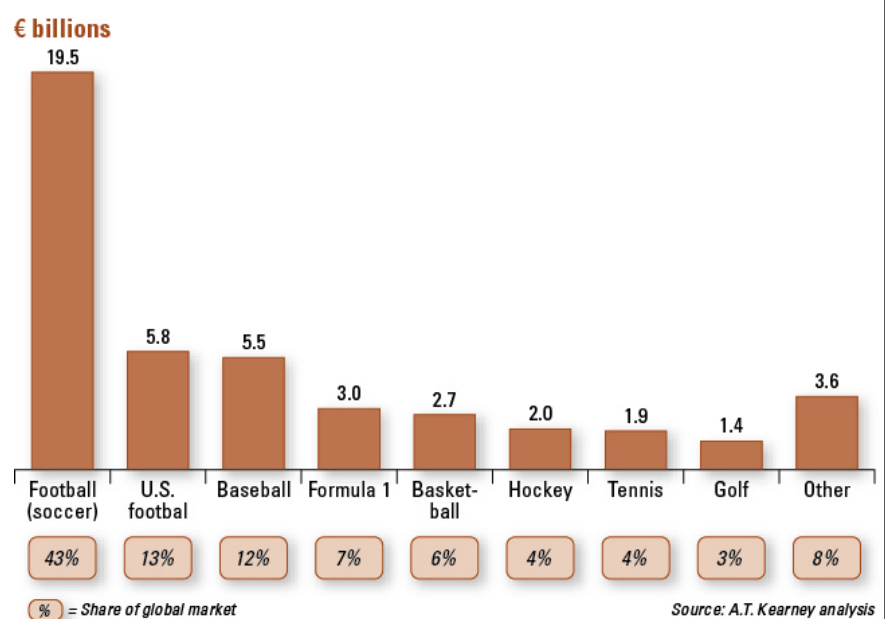
We must take one last look at the numbers in real terms when we speak of a populous country like India, to arrive at the size of the challenge as well as the expected size of the pie.

- Today's global sports industry is worth between \$480 - \$620bn
- Global sports event sponsorship alone would rise from \$45.4bn in 2009 to \$60.0bn in 2012.
- Estimates show that in 2020, an average Indian will only be 29 years, compared to 37 years in China, 45 years in Western Europe, and 48 years in Japan.
- India currently enjoys a population of 1.2 billion people of which 624 million (52%) can be classified as youth.
- There are an estimated 61% of the youth or approximately 380 million school dropouts.
- The unemployment rate stands at 4.2% or roughly 50 million people.
- It is estimated that 78% of the children who join school show some interest and often, good aptitude for one sport or the other.
- All major sporting goods brands have made their entry into India and are running profitable businesses across many verticals.

Therefore, for the sake of clarity, if we safely focus on a very achievable portion of the youth comprising of school dropouts, unemployed and sports loving persons that were to be targeted for spotting by the sports authority, it would mean taking our efforts down to atleast a hundred and ninety thousand people per annum. That is, to put a small estimate 1.33 million new enthusiasts by 2017. This would then be the number of persons who could go into careers related to sport, not counting the numerous other sports related careers. These figures only go to show that sport, as a full time career is a viable and doable option staring at us in very real terms and waiting to be exploited to its full potential.

In conclusion we can safely assume that India is ready and willing to bring forth its sports inventory in terms of demographics, resources, plans and policies so that there is a multi pronged benefit that goes beyond the economic and into the social, psychological and long term national goals.

FIGURE 1: Worldwide sports event market in 2009



However, due to the large numbers, any amount of resources will tend to be spread thin. Hence we may need to first and foremost, study the need and markets carefully, acquire the much-needed data from the ground and plan our actions with a clear focus on the short, medium and long-term benefits.

CAREER OPTIONS IN SPORTS

A LIST OF IMPORTANT OPPORTUNITIES

Careers in sports are not just limited to players and athletes, but also include many other profiles, which are fast catching the interest of young sports enthusiasts. A degree in sports/physical education, along with talent and the right temperament can offer one a well-established career in sports.

For example, in the United States alone, sports business is estimated to be \$213-billion annual industry as reported by 'Sports Business Journal'. According to the magazine, that figure is twice the size of the United States auto industry and seven times the size of the movie industry. It lists the biggest business areas as:

Advertising:	\$	27.43 billion
Spectator spending:	\$	26.17 billion
Sporting goods:	\$	25.62 billion
Operating expenses:	\$	22.98 billion

Also included in the breakdown is money generated through pari-mutuel and legal sports gambling, media coverage, sponsorships, medical, travel, professional services, media rights, licensed goods, facility construction, and endorsements.

Not only is it important to look at the swelling financial numbers in sports but also the growing opportunities that come with it in terms of career options. There are hundreds of important occupations that go into bringing a player on to the field and then get his performance to the spectator's doorstep. Each one of these is a viable full-time career option as well as a dignified livelihood opportunity. We can take a look at some of the more popular ones to get an idea of what lies in store for sporting aspirants who want to remain associated with their sport and not necessarily become players or athletes only. These careers can be divided into four broad categories such as:

Athlete/Player Opportunities:

There are few spots for professional athletes/players but there are many opportunities working with both amateur and professional athletes. Just a few of these careers include coaching, officiating, training, weight training, sports agent, athletic trainer, medical and biomechanics positions.



Team/League Opportunities

Teams and leagues offer many of the positions found at any other business: general managers, lawyers, accountants, travel coordinators, security, video coordinators, and other positions. Some jobs are more specific to sports, like scouts, ticket managers, stadium facility managers, and field superintendents.

Sports Equipment Opportunities

Other off-field opportunities involve sporting goods and apparel. Teams and players need shoes, uniforms, and gear. This provides jobs in everything from making the equipment, to marketing and selling it.

Media & Advertising Opportunities

There are many broadcast and print media opportunities in sports coverage. Sports information directors compile statistics and media guides. Sports writers provide information and analysis for fans. Cameramen and photographers capture the event. Announcers and commentators provide immediate information. Sports media also offers behind-the-scenes positions like producers, directors, print and broadcast editors, and statisticians. Besides ticket-buying fans, sports are fueled by advertising and sponsorships. These ventures provide even more job opportunities from both the team side and the advertiser side. Brand managers, Image consultants, Copywriters, PR persons, and Crisis communicators from this group of sporting careers.



We could break up some of these multitude of careers in the following pages. However, these are not listed in any particular order of priority:

Professional Players:

They don the team colors and represent their country, state, zone, or school/college teams. Very few beat the long odds and get the opportunity to become paid professional athletes or sportspersons. Encouraging a child to spend hours practicing skills and teamwork, in viewing films, analyzing one's own performance and technique goes a long way in building overall playing abilities.

Coaches:

Coaches train amateur and professional athletes. They organize them and teach them the fundamentals of individual and team sports. A good coach is also expected to scout for talent, keep his team in good form, and instilling team spirit and sportsmanship in his/her players

Physical education teachers:

A physical education teacher needs a combination of education and experience. He/she is a fully

qualified teacher who has specialized in health, fitness and sport. These teachers work at all levels of school, from elementary to high school.

Referees and umpires:

They officiate at competitive athletic and sporting events by examining the play, ensuring that rules are followed, and imposing penalties on violations. They predict the plays and then place themselves in the best spot to see the action where they evaluate the situation and make their decisions. The outcomes of all games relies on their decisions. A Referee is responsible in ensuring the players play within the rules of the game and that they play in a safe playing environment. They encourage players with appropriate leadership and are positive role models for the players. Following the end of each match they go through a 'de-brief' with all the officials to assess their own performance.

Match assessor:

It is this person's job to scrutinise every referee's performance. Professional referees are very accountable and look to build and improve during our extensive training sessions through their entire worklives.

Sports administrators:

Sports administrators are involved in managing and promoting sporting clubs, fitness centers and sports facilities, marketing sports programs, and as athletic directors. There are also opportunities in the management of professional sports. With sports fast-moving towards being a highly organized industry, there are tremendous opportunities in this field.

Researcher:

Researchers conduct studies from either a basic or applied scientist's perspective. Basic researchers usually conduct studies with a focus on the cellular and molecular levels, such as how organ systems work, adapt or respond to various factors. Sometimes this is referred to as bench research, especially if animal models are used. Applied researchers usually conduct studies with a focus on more practical questions that appear to be more applicable for immediate use, such as ways to increase athletic performance or how to improve health and reduce disease.

Talent Project Coordinator:

They work on the strategic planning and development of talent identification system across Olympic and Paralympic sports spectrum and for the sports institutes. It includes coordination of a team of researchers and sharing the latest research and best practice in talent identification. Running, as well as planning and delivering master classes to educate and up-skill talent identification practitioners who are working in the field with the sports. They are also responsible for the development of the talent identification resource library.



Performance Analyst:

A Performance Analyst monitor and record sporting performances and liaise with coaches and athletes in the training and competition environments to improve their performance. It includes coding of opposition teams previous matches followed by detailed team and individual analysis of the next opposition. Preparing team profiling documents that are to be presented to the coaches and develop team strategy as a management group. Attack & defence presentations are created on line with the team's game plan to be shown & presented to the team before training. Training is filmed and then reviewed afterwards to see if the game plan had been implemented in training and to view the player's skill execution throughout. Game plan sheets and a presentation of the opposition are then be drawn up and given to the players to take home and study.

Competition Manager:

A competition manager manages and co-ordinates the planning and implementation of a programme of inter-school competition within a School Sport Partnership (SSP) using the national school competition framework as the basis. They also spend a lot of their time talking and meeting with National Governing Bodies, local authorities, Heads of PE, School Sports Coordinators, Partnership Development Manager's and other relevant organisations.

Groundsman/greenkeeper:

A groundskeeper maintains and landscapes sporting venues and their vegetation for appearance and functionality. In the case of a golf green it involves cutting the greens, fairways and tees to ensure they are of the highest quality. In the case of a stadium it involves taking care of the precious grass or astroturf on field, checking the jumping pits for safety and physically checking tracks for wear and tear and accuracy.

**Sports photographer:**

A sports photographer specialises in producing sporting images for commercial, artistic or editorial material. Many photographers are self-employed and sell their images to local, regional and national organisations. They are expected to attend sporting events then position themselves well in advance of the spectators and players because you just never know what or where the major moments of the game will occur. During the game they have to remain focused 100% and cannot afford to miss any moment because something could happen at any time.

Professional Scouts:

Professional scouts assess the skills and potential of athletes. Scouts use multiple methods of assessment, including attending games, reviewing performance records and watching videos.



Basic qualifications for professional scouts include working as former coaches and retired players. Some scouts work for professional sports teams or sports management companies, while some scouts work as freelancers.

Sports Agents:

Sports agents act as representatives for athletes and perform a variety of duties. Some of these sports agents duties include reviewing and negotiating athletic contracts, handling product endorsements and advising athletes on financial planning.

Sports Lawyers:

They specialize in legal systems and processes of different countries and their own with regards to player contracts, team and league rights, insurance and injury compensations, media and advertising rights as well as cotractual and legal formalities of hiring venue, insuring spectators, third party losses, customs and other civil law requirements directly or indirectly connected with sports.

Fitness training instructors:

All sports require a very high level of fitness to stay in shape and perform well. Fitness trainers ensure that athletes follow a grueling workout schedule to keep themselves physically and mentally fit.

**Athletic Trainer:**

An athletic trainer is a healthcare worker who often performs his or her job under the supervision of physicians. He or she treats athletes and other individuals who sustain injuries. An athletic trainer also teaches people how to prevent injuries. Many athletic trainers work in sports-related jobs. Others work in hospitals, doctors' offices or the offices of other health professionals.

Sports Dietitian:

One first needs to study to become a clinical dietitian in order to be able to treat any clinical issues that may arise for your athletes e.g. Iron deficiency etc., then specialize through work experience and study to specialize in sports nutrition. A sport dietitian, like any dietitian, is required to be an excellent communicator, have good people skills and counselling. You need to have an interest in food, diet, and health.

Sports Nutritionist (Product manufacturing):

This involves working in research and development for manufacturers of Sports supplements and involves tasks such as collating scientific evidence to support product claims and advising product development on the levels of specific nutrients that should be included in products. Investigating the science behind new ingredients and whether they could be beneficial in the product range, as well as helping in the set up and management of studies which are commissioned to universities.

Biomechanist:

Biomechanics is the study and explanation of the laws of physics as applied to physical activity, exercise and sport. Biomechanics can be used to explain how muscles, bones, and joints are injured under certain conditions and to improve performance using motion analysis techniques. Biomechanists are typically employed in research settings and clinical sites, but future growth appears to be in industrial ergonomic settings.

Cardiopulmonary Rehabilitation Specialist:

This exercise specialist provides both immediate and longterm guidance for the physical rehabilitation of individuals who have one or more cardiac or pulmonary-related conditions such as emphysema. A major component of this physical rehabilitation is to administer and supervise exercise testing and training sessions. Hospitals hire exercise specialists.

Exercise Physiologist:

An exercise physiologist studies the acute and chronic physiological responses and adaptations resulting from physical activity. They can apply this knowledge to improve or maintain health, fitness or performance. Traditionally, exercise physiologists worked and studied only with athletes to improve performance. Today, however, exercise physiologists also work and study in commercial, clinical, and workplace settings to increase health, fitness, and quality of life of the general population.

For example, an exercise physiologist may work as a cardiopulmonary rehabilitation specialist, a personal trainer, or direct an employee fitness program.

Occupational Physiologist:

Occupational physiologists work with many different professionals to improve the performance of workers by enhancing their health and occupational abilities, preventing or rehabilitating workplace injuries, and redesigning the work environment to fit the worker. They may also develop and administer pre-employment physical capacity tests to determine if the worker is fit to perform the job.

Sports Medicine:

It is the field of medicine concerned with injuries sustained in athletic endeavors, including their prevention, diagnosis, and treatment.

Personal Trainer:

A personal trainer typically works one-on-one with an individual and is generally paid by the hour or exercise session. The exercise session can take place at the client's home, the trainer's place of employment or business, or at a thirdparty fitness facility. In reality, all exercise scientists who work with exercising adults are personal trainers because of the individual exercise prescription that is given to each client based upon their health status, goals, and the like.

Physical/Occupational Therapist:

A physical therapist helps people recover from injuries or diseases of the muscles, joints, nerves or bones. An occupational therapist works more with fine motor skills and dexterity. Both therapists use various physical modalities and exercise, focusing on movement dysfunction. There are many areas of specialization in physical therapy including cardiopulmonary rehabilitation, sports medicine and biomechanics.

Strength (Sport) and Conditioning Coach:

Sports teams at the high school, college and professional level employ strength and conditioning coaches. Their role is to develop and supervise specific conditioning programs to increase athletic performance such as speed, agility, strength, endurance, flexibility and power.

Sports Massage Therapist:

Provide pitch-side first aid and attend to injuries in a recreational, training and competitive environment. They Assess, treat and, where appropriate, refer on for specialist advice and intervention. They provide sports massage pre and post activity, implement appropriate rehabilitation programmes, utilise sports and exercise principles gained to optimise preparation and injury prevention programmes to speed players return to action. There is a serious counselling aspect to being a Sports Massage Therapist. They're dealing with sports people who have suffered injuries and spend a lot of time listening and having empathy for their clients.



SPORTS CARRERS & INDIA

To a keen observer, it may already be apparent that India is moving out of the shadows and beginning to take noticeable steps into the sports arena. While most people love an armchair discussion on what is 'not' happening, it is the select few who have taken the bull by the horns and are concentrating on strengthening what 'is' happening. While the sceptics were discussing how a country of billion persons didn't produce enough sportsmen, Indian teams and sportspersons went on to pick up international laurels in hockey, shooting, boxing, billiards, chess, table tennis, badminton, tennis, wushu, wrestling and athletics among others. Not to mention the IPL and 20-20 cricket that suddenly saw Indian companies buying international cricketing giants at bids that were unheard of globally even in sports like football and basketball.

To site another example, The Elite Football League of India (EFLI) is making an entry with its first edition ready to kick off in November 2012 in Pune with eight teams - Mumbai Gladiators, Hyderabad Skykings, Goa Swarm, Pune Blacktigers, Kolkata Vipers, Delhi Defenders, Punjab Warriors and Bhubaneswar Warhawks. It will invite 600 companies to attend an orientation program to discuss strategy for long-term business affiliation and share 15 per cent of its revenue with the Sports Authority of India.

There are two very important lessons here. One, that we have the infinite potential to bring in large sporting businesses and fuel them with players, teams, spectators and investing companies. Second, if we are not quick enough to realize this and make rapid attitudinal and administrative changes in sports, we might lose the opportunity to large sporting corporates that do not necessarily have India's international sporting performance anywhere near the top of their agenda.

India has surely arrived, on the global sports stage. It is now time to fix the leaks and plug the gaps so that we can build a nation of sporting greats over the next decade. Yes decade we say, because that is the minimum time frame it might take to address a country of our size and diversity. There are regional, cultural, language, physical, nutritional, genetic and biomechanical diversities that need to be researched, structured and fine tuned before any kind of serious results can be achieved. In the past we have heard subtle statements like "Asian (read Indians) are not physically



structured to handle certain sports”. This is a myth and it has been proved again and again, not only by Indians but the entire Asian community. India is one country in Asia that can boast of the largest genepool from aryan, to mongoloids, to dravidians to ancient tribes as well as their various mixes and combinations. Scientifically, it is a part of the globe that can throw up the most outrageous surprises in the sports ecosystem over the next decade, and we assure you that this is already underway.

However, this very diversity brings about the greatest challenges as we have mentioned earlier in this publication. We are already a country of many states and union territories, each with its own unique dynamics and autonomy when it comes to sports. This is further complicated by the numerous sports bodies all rising from the central nucleus and branching outwards to reach their respective goals. It may therefore, be extremely important to focus on the few thoughts that this study has thrown up in relation to achieving results towards making sports a viable career option for our youth population. We dare say, some of these following suggestions are already being implemented in one way or the other, although they remain scattered on date.

1. First and foremost, we could begin by making sports a national agenda and refocussing all the agencies and their respective positive energies inward towards one single nucleus called India.
2. Secondly, we could bring sports careers into the ambit of public services and build a reputation of respectability, dignity and longevity like any other vocation of national importance such as the bureaucracy, the forces or the security services.
3. Third and most importantly we could make collective efforts to augment and strengthen the government’s already ambitious plans rather than re-inventing the wheel all over again.
4. Fourth and lastly, we must acknowledge that sports and politics are not a great match. If we allow sports to grow into large independent initiatives, everyone will have a chance to then take a legitimate piece of the bigger pie by investing and promoting rather than by governing and controlling.

For the sake of building long-term sports career options, we feel it may be very important to take a good look at the positive moves that the government is already making in this regard. We would like to draw attention to the fact that there has been a lot of thinking and policy making going on with regards to sports. We will discuss one of the most ambitious initiative of the government, where admittedly, there lies a huge scope for the investor community to come forward and play for the long term. In this regard we must re-emphasize the fact that there may not be a need at all, to re-invent the wheel, which may prove costly. Rather to take the existing thought and oil it further to achieve faster and better success rates.



One of the really well designed initiatives in terms of thought and intent is the PYKKA scheme of the ministry of youth affairs & sports, government of India. While it takes into account everything from the geographical spread, to the phased implementation to the need for training of trainers, it is however visibly insufficiently resourced, for no fault of its own, to carry out an initiative of this size and produce mass-results that might be valuable and sustainable.

All the same, no study on making sport a career choice can be complete without taking a serious and hard look at what this scheme has to offer, and how we can make it into the world's greatest success story in sports.



The 'PANCHAYAT YUVA KRIDA AUR KHEL ABHIYAN' (PYKKA)

Panchayat level youth activities & sports initiative

A "Panchayat" is the governance body of either one village or a cluster of small villages, chosen democratically by the people themselves. "Panchayat" literally means assembly (ayat) of five (panch) wise and respected elders chosen and accepted by the local community. Modern Indian government has decentralized several administrative functions to the local level, empowering elected Gram (village) Panchayats.

Sports and physical education play a crucial role in the all round development of children, adolescents and youth, hereafter referred to as youth in general, who constitute not only about 70 per cent of our population but, as the Prime Minister has repeatedly emphasized, constitute our single most significant human resource advantage over all aging developed societies and even China. With a view to ensuring sport development as an integral aspect of youth development and youth development as critical to accelerated national development, the National Sports Policy 2001 lays special emphasis on "Broad-basing of Sports" through grassroots level sport activity and

“Promoting Excellence in Sports” at the national and international levels. It is, therefore, essential that sport development be provided adequate thrust so that it could permeate through other aspects of social life and make the youth health conscious, positive and productive.

As per some estimates of the University Grants Commission, not more than 30 million students are afforded sports and games facilities in schools, colleges and universities. Perhaps another 20 million youth are afforded such opportunities through youth clubs, sports clubs, etc. This only shows that sports is yet to become part of the formal education system, which still remains largely academic-centric. 700 million youth (including children below the age of 13 years) have little or marginal access to sporting facilities. Of these, about 500 million represent rural youth (including children below the age of 13 years), who are relatively even more deprived than their urban counterparts.

The major constraint in taking sport activity to the grassroots level is the very limited availability of basic sports infrastructure/ facilities in the country. Further, the existing base too is highly skewed, as it is largely concentrated in urban areas, which account for not more than 25 per cent of the population. The remaining 75 per cent of the population, which largely lives in rural areas, is deprived of even rudimentary sporting facilities. The rural-urban gap and also that within the urban areas, especially the poorer areas, is getting even wider with large-scale augmentation of sports infrastructure in a few selected cities in connection with hosting of major international sporting events. Similarly, private sector participation in promoting sport activity is also extremely limited.

A marked growth in sports careers cannot be achieved without adequate thrust on development of sports in rural areas. This has been strongly advocated by the Standing Committee on Human Resource Development in their Thirty Fourth Report, which, inter alia, states that, “the Government should plan the development of sports in a phased manner so that necessary infrastructure is built up over a period of



time”. This aspect has also been highlighted by the Working Group on Youth Affairs and Sports for the formulation of the Tenth Five Year Plan, which, while referring to thrust areas for the Plan, observed that, “there is an immediate need to create a network of basic sports infrastructure throughout the country” and ensure proper access



to it “to enable more people to participate in sports thereby broadening our base for scouting of talent”.

The draft Comprehensive National Sports Policy, 2008 prepared by the Ministry proposes the implementation of a nation-wide rural sports infrastructure scheme christened the Panchayat Yuva Krida Aur Khel Abhiyan (PYKKA). It aims at achieving it's objectives by providing basic sports infrastructure and equipment at the panchayat level and encouraging sports and games in rural areas through annual competitions at the block and district levels.

PYKKA is helping States in promoting sport

at the grassroots level, which they have not been able to achieve on their own so far due to severe resource constraints. It will also deepen and widen the seedbed of sporting talent, leading to better performances by our sportspersons in national and international events.

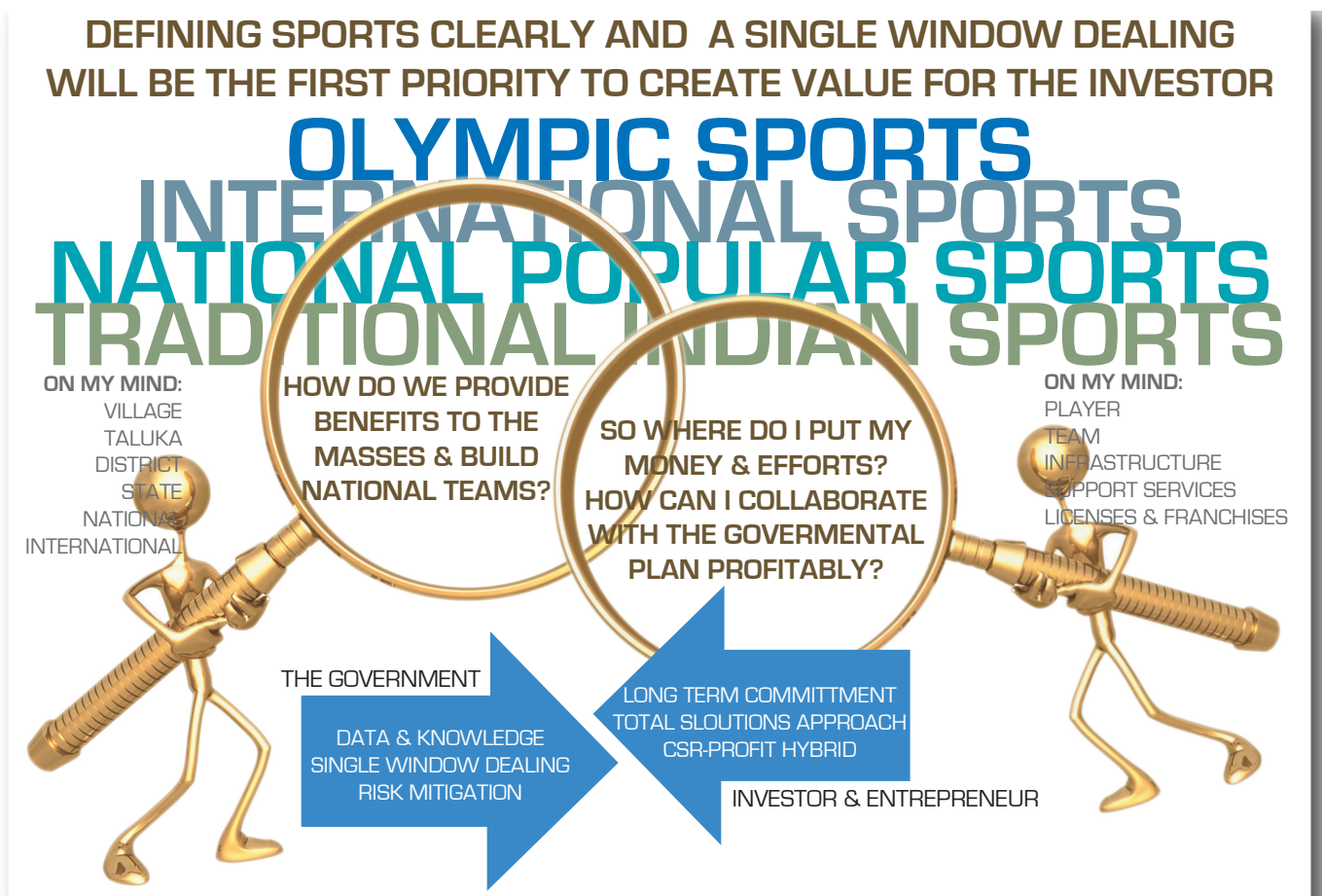
However, the important thing to keep in mind will be the fact that a smooth and simple method must be developed to bring together the government's plans and the investor's goals in a manner that is sustainable by both. The PYKKA scheme itself is spread over several years and addresses only 20% of the target audience each year. But in a country the size of India, 20% of 1.2 billion could add up to shockingly large numbers. There could be a pool of talent every year that might go waste, if the investor community was not in synergy with the efforts made at the governmental level. That would, we fear, bring us right back to where we started. We must not allow this to happen at any cost. The tangible and intangible national loss will be too huge to risk such an adventure.

We might want to collectively also understand that, even though the intent is good, a more structured and focussed approach may be required in terms of defining what games are of national importance (not necessarily olympic games only), which of them has the potential to create more careers, which will attract the quickest aspirational advantage and which of these sports are the best investment magnets. a good balance of these factors will percolate right down to the village panchayat level and draw out the best talent. A good example may be the news that the state of Maharashtra might declare “Dahi Handi” a sport.



consequently if it became one of the sports under PYKKA at the village level, there is likelihood that it may not reach a national competitive agenda. A substantial number of good players will be lost, after having probably reached state level status. They could have instead made it in some other sport with equal gusto and success. The final result will be loss of individual aspirational advantages from the scheme and a fall in participants for the initiative.

Seeing the representation below it may be apparent as to how the government and the investor might come together in a smooth synergy even though each has a different agenda on their minds. The role of data and research will play a major role in boosting investor confidence and help to encourage rapid interest. The federations might be a good place to begin collecting data and actually create value for themselves and the players they represent. This could be monetized for the benefit of the federations and a healthy competitive environment created between federations to propel the growth of sports in India.



The other objectives of the National Sports Policy, such as integration of sports with the formal education system and a holistic approach to the promotion of excellence in sports, needs to be simultaneously pursued by connecting sports activity at the grassroots level with competitions that already exist at the district and state levels as shown in the Sports Development Matrix provided by the MoYAS, that follows:

SPORTS DEVELOPMENT MATRIX

Ministry of Youth Affairs & Sports: Government of India



IOA – Indian Olympic Association; NSF – National Sports Federation; SSA – State Sports Association; AIU – All India Universities; SAI – Sports Authority of India; NYK – Nehru Yuva Kendra; VP – Village Panchayat; BP – Block Panchayat; GG – State Government; IGMA – Indigenous Games & Martial Arts; NSTCS – National Sport Talent Contest Scheme; ABSC – Army Boys Sports Company; TSTS – Talent Search & Training Scheme; STC – SAI Training Centres; SAG – Special Area Games; COX – Centres of Excellence; NSDF – National Sports Development Fund; NDTL – National Dope Testing Laboratory; NADA – National Anti-Doping Agency; SOB – Special Olympic Bharat; PCI – Paralympic Committee of India

The SPORT DEVELOPMENT MATRIX shows the vertical and horizontal linkages proposed between PYKKA and the existing schemes in order to meet the twin objectives of “Broad-basing of Sports” and “Achieving Excellence in Sports”. The village and block panchayat tiers will get introduced through PYKKA as a means to promote sport activity at the grassroots level, thereby increasing the base for scouting of talent. The SAI schemes such National Sport Talent Contest Scheme (NSTCS) and the Army Boys Sports Company Scheme (ABSCS) will be expanded to include the block panchayat tier and more sport institutions at the block level will be adopted. The programme will cover all village and block panchayats/ equivalent units in the country. There are about 607 districts, 6373 block panchayats and 250,000 village panchayats in the country. However, since there is a large variation in the size of population across panchayats, which varies between less than 2,000 to over 10,000, a cluster approach will be adopted in the case of very small panchayats by combining 2 to 3 panchayats under a cluster so that their combined population corresponds to the national average of around 4,600. Similarly in case of an area with both large and small panchayats, the small panchayat (s) can be tagged to the nearest large panchayat. In this manner, it is expected that overall about 200,000 units have to be covered under the scheme, which would cater to the entire 250,000 odd village panchayats. As far as blocks are concerned, all the 6,373 blocks will be covered by 2016-17.



Here lies a great opportunity for aligning corporate sporting agendas with the national sports agenda. It will be in the interest of both, to create a common platform for all stakeholders to come together from time to time, and interface with each other through seminars, workshops and field meets. The provision of a third party evaluation opportunity within the scheme is a welcome initiative that can play a large role in building the sports ecosystem in the country. This, coupled with an active synergy with the national education and skill-development agenda like including sports into a regular curriculum and setting up the sports ‘sector skill council’, can rapidly make the entire approach extremely holistic and achievable.

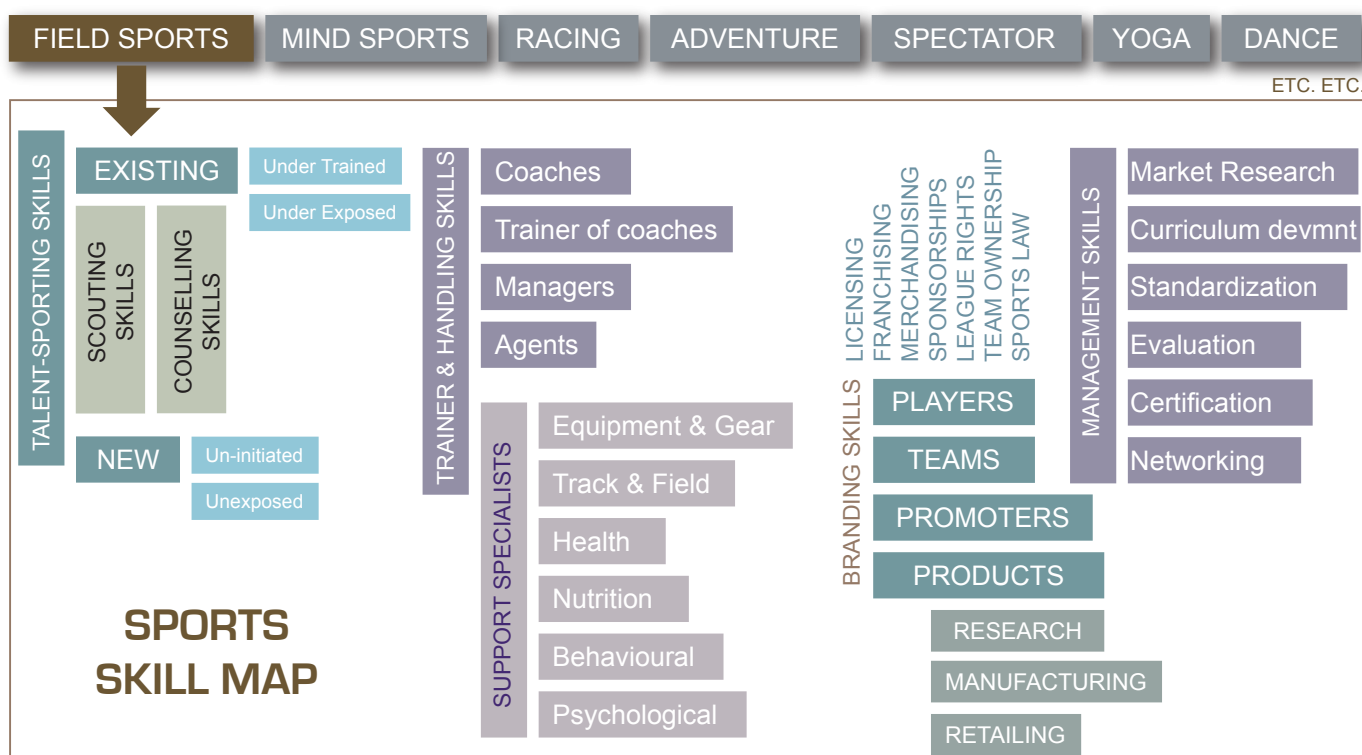
Therefore in conclusion we can safely assume that India between now and 2020 will produced over 1.2 million new enthusiasts in different sporting disciplines alone. Add to that the supporting activities and we could be staring at probably the largest investment opportunity in the world.

GROUND UP SKILL BUILDING FOR SPORTS

Traditionally India is a knowledge centric country, where every child (read parent) either wants to be a doctor or engineer or M.B.A. The only reason why our best sporting talents end up being mediocre engineers is because sport does not yet offer a holistic career option. There is also something to do with the mindset that we have discussed earlier. After all sports is just play, isn't it? Although there is a marked change coming about, it is mostly in pockets of affluence, where small career gambles can be played and if it fails, there is always a way out. A good sports person in school is usually out of his/her gear by the time s/he reaches college. Compare that to the hard work and perseverance one is willing to put up with, including playing, to get into the provincial constabulary.

In a welcome move the government is actively considering the possibility of bringing sports into the regular curriculum of educational institutions. This, when implemented, will certainly be a large step forward. However, this can only become successful when the employment end is also equally receptive to the idea. It best not only remains within our schools, but moves into our institutes of specialized learning such as medical and engineering colleges. We will need to tie up the higher education system to allow our colleges to turn out specialists such as sports medicine experts, sports psychologists and biomechanical engineers.

The diagram below might provide a fair idea of the scope of employment available in sports, given the right skills and opportunities from the beginning. As we can see, each sporting group, and within it, each sport will create all these career options. The education system will probably need to address them with a view to eventually connect individuals to employers with the kind of training that the industry is seeking at that point of time. It also means that sports education will need to be in a dynamic mode and probably be guided by a sector skills council to remain relevant.



On the other hand though, we also might want to look at the existing aspirational status of the larger part of our population. Aspirations, we believe, is the greatest driver towards one's choice of career and subsequent longevity in that career. However, aspirations are dependant on a multitude of socio-economic factors and sometimes even historical factors related to a family.

When we look at the majority of India's population that lives outside of the urban areas, it becomes evident that they live under either one of the following eight aspirational groups. It is possible to disseminate the same set of sporting skills at all levels provided they are defined, designed and delivered for that particular group's aspirations. By using this method we can define, where a sports person is likely to begin and what needs to be the curriculum to keep them sufficiently interested to eventually make a career out of it. The aspirational groups are:

1. educated skilled employed
2. educated unskilled employed
3. uneducated skilled employed
4. uneducated unskilled employed
5. educated skilled unemployed
6. educated unskilled unemployed
7. uneducated skilled unemployed
8. uneducated unskilled unemployed

However, since education and career choices in India are also driven by family, community and social concerns, it important to focus on bringing the entire stakeholder group on to a common platform from time to time and build confidence within society by showcasing the true potential of a sports career. Although the media and mobile technology can play a significant role in doing so, it will also be necessary to put in adequate efforts at the direct human interface level. A good initiative like PYKKA, as well as corporates that make the trip for scouting talent, may want to allocate part of their resources towards community activities such as:

1. FOCUS GROUP MEETINGS IN SCHOOLS & MADARSAS
2. VILLAGE & PANCHAYAT MEETS
3. PARTICIPATION IN VILLAGE FAIRS & WEEKLY HAATS
4. PARENTS, ELDERS & COMMUNITY INTERFACE
5. SARPANCH & PRADHAN WORKSHOPS
6. BDO/CDPO LEVEL MEETS
7. EXPOSURE TO LOCAL NGOs

This will help to expose people to the benefits of a sports career, remove the social and parental stigma attached to playing, as well as create a sustainable pipeline for new talent and rapidly make sports a real and viable career option for all Indians.



VILLAGE SPORTS SHALL
BE THE KEYSTONE FOR
BUILDING THE SPORTS
VILLAGES OF MODERN INDIA.

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