



COMPENDIUM OF PROCEEDINGS

Conference #7, Panaji, Goa, April 6th, 2017

National Conference Series on Sport for Employment



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NAUKRIS

Geoff Carroll





National Conference Series on Sports for Employment

Conference 7: Panaji, Goa on April 6th 2017

Participants Profile: Sports academies and clubs, schools, coaches, adventure sports practitioners and operators and representatives from the government.

Organisers: SPEFL-SC, Tanjun NAUKRIS Consortium, Don Bosco College, Panjim, Goa.

Venue: Auditorium, Don Bosco College

Background

The sport industry today is not only exciting but it is a lucrative and continually growing segment of the entertainment, arts, and recreation industry. As a global industry that attracts passionate fans, spectators and players throughout the world, sports have an enormous impact on people's lives through education, diplomacy, personal achievement, business and overall entertainment. It is estimated that the sports industry globally generates between \$400 and \$425 billion in revenue annually. Many more billions are generated through related industries such as hospitality, event management, and fitness/recreation. Segments of the sports industry offer additional avenues for varying career paths. For example, sports marketing might include a number of areas from product placement, celebrity endorsement, sponsorship sales, merchandising, corporate relations, sales activation, and a host of other activities. Numerous opportunities and resources exist in both the public and private sector for anyone looking to break into this dynamic field.

In the Indian context, it may already be apparent that India is moving out of the shadows and beginning to take noticeable steps into the sports arena. However there is an absence of support system in sports i.e. right kind of coaches, academy, event managers, sports goods manufacturers, infrastructure managers and developers, administrators, sports scientist, physiotherapists, sponsorship experts and so on. Hence there is a demand of sports experts from outside India.

On the other hand 78% of the children who join school show some interest and often, good aptitude for one sport or the other than anything else but they don't pursue their passion because of lack of encouragement and lack of career opportunities. In India, there will be 1.33 million new sports persons by 2017 which implies India will require a staggering 0.3 Million sports personnel (support staff) in sports sector. It is now time to revive sports education with a holistic approach of training, and fulfil the demand of skilled personnel and provide opportunities to youth by giving them right direction and orientation.

Challenge areas are the lack of professional training or evaluation and therefore, lower skills and no acceptability for workforce. Also, most courses are outdated and need to be redesigned. There is lack of linkage with the industry. This results in poor quality, and most importantly, huge attrition rates because the typical sports enthusiast does not see a clearly mapped career linked with his/her personal growth through the right kind of training. Though there are courses being offered through various physical education and sports institutions across diploma, bachelors/ masters/PhD. but these courses do not cover skill development relating to the sector need and there is a disconnect between requirement of industry, training provided and skills available.

It is important that key stakeholders in the industry and experts in India should work towards setting up a strong base and it calls for a consultative process by means of a National Series of Conference on Sports for Employment.

A total of 10 conferences are planned to be conducted in different areas across India in order to interact and collect relevant data from a variety of stakeholders connecting the demand and supply sides. This was the third in the series; first two were organised in Dehradun (31st March) and Lucknow (29th April).

Flow of Event			
From	To	Subject of Discussion	Speaker
930	1000	Registration	
1000	1045	Welcome and introduction of the participants	Mr Jovito Lopes
		Key note	Naukris Consortium
		Special remarks by the Chief Guest	Mr Sidharth Kuncalienker, MLA
		Opening statement	Mr Jose Manuel, Chairman, GPSC
1045	1100	Tea/Networking Break	
1100	1330	Introduction of the Skills india project and its stakeholders	Naukris Consortium
		Aims, benefits and mission of Skill development	Naukris Consortium
1330	1400	Lunch	
1400	1630	Presentation of QPs	Naukris Consortium
		Discussion over QPs	Open house
		Validation of the QPs	
1630		Vote of Thanks	Fr Wilfred Fernandes
	1700	Tea	





Proceedings of the conference:

Inaugural Session:

- **Mr Jovito Lopes**, Sr Journalist and Member, Local Managing Committee, Don Bosco College
- **Mr Jose Manuel**, Chairman, Goa Public Services Commission (GPSC)
- **Mr Sidharth Kuncalienker**, MLA, Panaji, Goa
- **Ms Rekha Dey**, India Director, Sports Education Development Australia (SEDA)
- **Fr Wilfred Fernandes**, Manager Don Bosco College, Panaji

Speaker: Mr Jovito Lopes, Sr Journalist and Member of Local Managing Committee at Don Bosco College, Panjim. Mr Lopes welcomed the esteemed guests and all other dignitaries. He introduced the agenda of the conference and briefly acknowledged the need for skill development and job creation in the sports industry.

He further introduced Ms Rekha Dey, Business head Tanjun Associate LLP to present the key note and set the tone for the conference.

A detailed introductory presentation was delivered by **Ms Dey, Business Head, Tanjun Associate LLP and Director, SEDA India**. She welcomed all the participants and introduced the NAUKRIS consortium partners.

She presented the agenda of the conference and rationale behind organising the conference series which is an effort made for the first time to connect existing practitioners, aspirants who want to enter into the industry as trainers, educators, entrepreneurs and curriculum providers or employers who have established their businesses/ service somewhere in the demand - supply chain of the sports, physical education, fitness and leisure sector. She informed the audience that the aim of skill development in sports is to make sports as a more acceptable and employable industry by structuring it and uniforming the skill set required to deliver a particular job. She elaborated on how an occupational map was at the root of all sports related development. He emphasized on the demand -supply resources of the sports industry and explained the job opportunities available in sports sector. Courses like Gym Instructor, Physical Activity Trainer, Community Sports Coach, Club Manager, Stadia Manager, Sports Masseur, Rafting guide, Sports Nutrition, Life guard, Camp Manager - Adventure Camps/Mountaineering/Trekking, Yoga for sports, Open water lifeguard, Surfing Instructor can be started in Goa and respective job linkages can be developed.

In organised sports, training related roles like coaching, talent scouting, counsellor, psychologist, support services like ground maintenance, turf making, caddy and branding services like manager, agents are the need of the hour. To emphasise the need for the skilled manpower, Ms Dey presented findings from the FICCI-Tanjun study that states that for every 1100 people, we need 55 coaches, 15 track and field experts, 25 sports medicine experts, 50 trainers, 22 sports nutritionist, 11 sports psychologists and many other physios, masseurs, guides etc. Since Goa has high tourist footfall, the leisure sector has all the potential to grow.

Further, Ms Dey explained the objective of the Sports, Physical Education, Fitness and Leisure Sector Skill Council and how to enrol as a training partner. The main objective of SSC is to provide employable skills to youth who cannot find jobs through mainstream education system. Skills are needed for those who drop out of the formal education system as 72% students in tier 2-3 cities and

rural India drop out of the regular schooling unaware and incapable of making career choices. There's a huge gap in the demand and supply of the skilled labor needed. She introduced PMKVY scheme that aims at skill development of school drops which is initiated by the government. She explained the simple process of registration of training partners with the SPEFL-SC and the advantages of Pradhan Mantri Kaushal Vikas Yojna (PMKVY) scheme. Under PMKVY, the training partner can receive support and start training of youth in various sports vocations which makes sense and has employment opportunities.

The skill development programs are implemented under the aegis of NSDC which further formed sector skill councils to create standardisation in the job roles. Sector skill councils appoint Training Partners (TPs) for the skill impartment. The training partners' curriculum or content is mapped with National Occupational Standards (NOS) and assessment of trainees is done by a third party.



The details of becoming a training partner can be taken from the NSDC's website, nsdcindia.org. Being a training provider with NSDC, gives the validation by GOI on the course and your technical knowledge centres can run courses that are backed by NSDC.

On the availability of the jobs, she quoted that jobs may not be readily available but opportunity to be self-employed and be an entrepreneur are always available. Skill development will also bring standardisation in many unstructured job roles like mountaineering porter, caddies, rafting guides etc which are still based on tips and have no payment structure due to lack of knowledge. Skills will ensure dignity of labour and lesser migration.

Skill India project is also aiming to work on linking the school education to NOSs, so that by the time schooling is over, a young person is skilled and employable.

Speaker: Mr Jose Manuel, Chairman, Goa Public Services Commission (GPSC) stated that skill based training is needed especially for those who drop out of the formal education system, youth and women. It is an opportunity for them to attain qualifications and enter into the work force with a job of their choice and dignity. He emphasised that youth, especially women must be motivated



and encouraged to be part of the workforce as they exhibit finer skills in getting a job done. The focus should be on developing technical skills but also softer skills like communication, etiquettes, team work and dealing with work pressure.

However he insisted on the fundamental of being *glocal* and said that in the race to be global leaders we must not forget our Indian values of honesty, dedication, mannerism and respect. All these aspects should go hand in glove with the technical skill development programs. This training will thus ensure a respectable and trustworthy workforce.

Speaker: Mr Sidharth Kuncalienker, MLA, Panaji, Goa presented a modern outlook of sports industry in Goa and said that the scenario in sports was very different a couple of decades back when people were involved in sports or physical activity only for leisure but in recent years the industry has changed drastically and careers can be made in sports. With the induction of sporting leagues (in which Goa is part of many important sports events) the market demands professional and skilled persons to deliver these big events. Professionals like physios, trainers, nutritionists, team managers, venue and event managers etc are needed to run the show. Goa is naturally a sports loving state and has potential to develop itself as a model state in sports skills. Adventure sports is one of Goa's most under rated theme and must be promoted. Not only the water sports but eastern Goa boasts of trekking and camping sights which need to be promoted. Goa can be a state for rock climbing and trekking as it boasts of tropical forest which can be a monsoon attraction. Reiterated that honesty and integrity must be the core soft skills that must be imparted as part of the skills package. He closed his note by saying that the opportunity is right before us and we need reflection and deliberations for making Goa into a model state.

Mr Prabhu Desai, Director Sports Authority of Goa agreed with Mr Kuncalienker in terms of Goa's demography and gave insights on the demand and supply of the resources which either exists or can be created with state deliberations. He said that Goa boasts of the right culture and facilities to promote sports and create jobs in the sports. On the demand side he mentioned that government department of Sports and Youth Affairs and Sports authority of Goa (SAG) are the biggest employers. Further there are about 600 educational institutes like schools, higher senior secondary schools and colleges of Goa university also boasts of sports facilities and need PATs, coaches and other facility managers. There are municipal councils fitness centres that boasts of facilities like gym, yoga, cycling, Zumba, karate, Aerobics and further about 13 such facilities can be created. 190 Goan panchayats can scope for having a sports coordinator each to encourage sports participation and talent scouting at grassroot level. Sport management involves combination of skills related to planning, organizing, directing, controlling, budgeting, leading, and evaluating a sports event or activity. Sports





management basically involves managing a sporting institution or team therefore 50 State Sports Associations and about 2000 sports clubs can be a part time or full time potential recruiters for various job roles. About 200-500 housing societies and community centres can become potential recruiters as most housing societies boasts of swimming pools. Goa being a tourist hotspot has an ever growing hospitality industry with 100-300 hotels, Eco Tourism resorts (50), around 1000 yoga centres, adventure Activity clubs/Trekking clubs- 100 can be formed for generating weekend activities or camps.

Sport managers are employed in a variety of organizational settings like college sports department, professional sports team, amateur sports, sport marketing and management firms, sport communications and news media firms, corporate sponsorship and advertising firms, sporting goods companies, arenas, stadium, sports federations, community recreation sports programs. The sector also needs coordinators, sports managers at State/District/Panchayat level for managing sports activities.

To meet out such demand, a skilled workforce will be needed which could be tentatively put out as:

- Around 200 to 500 Gym Instructors
- About 200 Personal Fitness trainers
- Yoga trainers that could be 500-1000
- Swimming teachers 200
- Trekking Guides 200- 400
- Outdoor Camp Managers 50
- Grassroot/Community Sports coaches 500
- Greenkeepers 200
- Life guards both pool and open water 1000
- Adventure sports trainers 100
- Martial Arts instructors 500
- Aerobics/ Zumba trainers 100
- PE teachers- 100

As stated earlier prospective employers of these job roles could be State sports department, sports events market that now have leagues for every sport or game, clubs both leisure and sports club. Further trainees could be guided on creating self-employment opportunities too. During the course of the conference, Mr Desai remarked that sports in Goa has at least reached a point of being a structured and professional industry which is a good indicator. He lauded the skill development initiative and said that for the first time we have a policy which is crystal clear and has a clear objective towards generating employment. Now for better implementation synergies need to be developed between MSDE and MoYAS.

Mr Richard Cabral from SCERT, one of the participants, echoed similar thoughts and said that the sync needs to develop between sports ministry and skills ministry as the jobs in sports largely lay under sports ministry and it has to open its doors for anyone certified under the skilling program.

Special Olympics Bharat is a National Sports Federation that uses sports as a catalyst to transform the lives of children and adults with intellectual disability. Their **national director Mr Victor R Vaz** quoted that they had to get health ministry on board for the preparation of the athletes for the Olympics. As a result Indian athletes won 173 medals including 47 Gold medals. He suggested that the gap between ministries and government departments must be bridged to yield positive results.

The conference was also attended by the renowned surgeon and sports enthusiast **Dr Jorson Fernandes** who emphasised on the need to develop trained staff who can deal with emergency situation in sports e.g. Sports EMTs and sports specific First Aiders. He recalled the unfortunate incidents of deaths of cricketer Raman Lamba and popular Goan footballer Cristiano Jr on field of play; Dr Jorson pointed out towards the lack of preparedness that we have for dealing with any emergency situations on sporting fields. He pointed out that such incidents have happened in the west too but there the players died after reaching the hospital or the medical facility but in Indian scenario, the players were ‘brought dead’. However if we have skilled workforce for which is trained to deal with situations like these, the loss on field would reduce. Dr Jorson emphasised on the need to train the staff on advance first aid and cardio pulmonary resuscitation (CPR). He recommended that all the skills certifications should be validity bound and must have scope for re-licensing and refresher trainings. He insisted that we need to create safe attitude, environment and behaviour for the protection and safety of our athletes.



Sonal Kapoor from **Sports Education Development Australia - India (SEDA-India)** presented the qualification pack of **Community Sports Coach (CSC)** and guided participants to navigate through various qualification packs and their respective national occupational standards (NOSs). The document was discussed at length with focus on the performance criteria (PCs) and technical knowledge. **Mr Derryl D'Souza**, **Football Development Officer (Coaching) and Technical In-Charge, Goa Football Development Council (GFDC)** acknowledged the qualification pack and remarked that the *QP of CSC was very detailed and very well defined*. It suits the objective of taking any sport or game to the community level effectively. **Mr Victor G Fernandes**, **CEO, Sporting Clube De Goa** remarked on the CSC QP and said it was very well drafted and will be a good move to popularise any sport at the grassroot level and validated the same. He said it's a good move especially at a time when Football programs are being run actively and effectively at the grassroots level across the country resulting in an increasing participation in the sport every year.

Mr Vijay Kumar Sah, **Founder, Water World** was invited to present and express his views on the **QP of Lifeguard Open Waters**. He presented the QP of lifeguard (open water) and validated the same citing that the QP covers all necessary aspects of an open water training. **Abhay Kedri**, **Special Rescue training academy (Drishti Group)** addressed the gathering with hands on experience of training the lifeguards and expressed that quality training and skills training is much needed today. He talked about a plethora of technical and soft skills like first aid and CPR, handling pressure, communication skills, team work are critical to a life guard's role. He exemplified how skilled lifeguards have reduced the number of casualties on Goan beaches. He



reiterated the importance of deputing skilled lifeguards to protect people in other coastal states as well. He agreed to validate the QP, as well.

Goa doesn't boast of high altitude mountains but has some talented mountaineers, one of them being **Ms Bianca Dias, Founder, Off trail Adventures** who has scaled some of the toughest peaks in the Himalayan range is aiming/preparing to become first woman from Goa to scale Mt Everest. Bianca shared her "high altitude expeditions" experiences with the audience and explained the audience the difficulties and level of planning involved while going for a high altitude trek. She presented a preview of jobs of a **High Altitude porter**. She regarded skill training of high altitude porters and porter mountaineering as the need of the hour to take the adventure sports to a global level. She suggested HAP should be involved in the planning as well since their local experience comes hands on for the trekkers and mountaineers. She validated the qualification packs of **High Altitude Porter Mountaineering and Porter mountaineering**.



Ms Monali Gorhe, Indian Pistol Shooting Coach also attended the conference and appreciated and validated the QP of 10 m air pistol and air rifle instructor. She said we need to take the sport of shooting to the masses and grassroot level and that is possible only if we have talented scouts and coaches in the hinterland. There is no dearth of talent but we need to find them and spread the reach of the sport. Community Sports Coaches will come handy in sports outreach programs.

Anthony Monseratte, DSP (Sports), Goa Police suggested that youth must also be encouraged not just to get skilled and win a job but also to sustain himself/herself in the work environment. Their inability to cope up with work pressure leads to falling out of the workforce despite being skilled.



The QPs were discussed with relevant people and attendees by Tanjun team and the validation process followed. Fr Wilfred Fernandes, Manager, Don Bosco College thanked all participants, speakers and friends from the media for engaging themselves during the day's deliberations at the conference.

The list of attendees is annexed below.

GOA National Conference Sport for Employment		
S no	NAME	ORGANISATION
1	Anant Joshi	Youth Hostel Miramar, GOI
2	Agnelo Dias	Fr Agnel College Of Arts and Commerce
3	Carmel De Souza	Goa Board
4	Celvin Fernandes	S.A.G
5	D.R.T.S Day	Govt. College Khandala
6	J.N Chimulkar	SAG
7	V.M. Kamsi	Directorate Of Skill Development & Entrepreneurship
8	Monica C.S Lobo Dourado	S.A.G
9	Fernandes Egidiot	S.A.G
10	Aldenko Dourado	S.A.G
11	Dr. Richlard Cabral	SCERT
12	Milton Lawrence Fernandes	Goa University
13	Aniket Kerkar	Goa College Of Home science-Campal Panjim
14	Victor R. Vaz	Special Olympics Bharat- Goa
15	Franklyn Roncon	Goa Football Development Council
16	Anant Bakhale	Herald
17	Vijay Kumar Sah	Waterworld
18	Kenneth Fernandes	Goa Football Development Council
19	Derryl Dsouza	Goa Football Development Council
20	Lawjyo Gomes	Goa Football Development Council
21	Savio Messias	T.T.A.G
22	Shradha Nalamwar	Shooting
23	Monali Gorhe	Indian Team shooting Coach
24	Newton Azevedo	Goa Board
25	Julian Dsouza	Wildtrek Adventures
26	Victor G Fernandes	Spoting Club de Goa
27	Niraj Prabhu	Prudent Media
28	Bianca Dias	Off Trail adventures
29	Nilesh Pawar	Prudent Media
30	Mohan Prabhudesai	Eventures Goa
31	Vinod Balakrishnon	National Tnpurano
32	Apoorv Naik	Panajim
33	Abhay Kedari	Drishti Lifesaving



34	Infant Nawnha	DSDSE ITI Matgao
35	Valanka Alemao	Churchill Brothers FC. Goa
36	Joyfon Goes	Churchill Brothers FC
37	Rahul Prabhudesai	SELF
38	Anthony Monserrate	Dy SP Sports
39	Prabhu Desai	Director, Sports Authority of Goa
40	Jovito Lopes	Don Bosco College
41	Fr Wilfred Fernandes	Don Bosco College
42	Faculty, Dept of Physical Education	Don Bosco College

