



COMPENDIUM OF PROCEEDINGS

National Conference Series on Sport for Employment

April 29, 2016 - Hotel India Awadh, Sapru Marg, Lucknow



Implemented & Presented by



NAUKRIS
National Archive of Useful Knowledge Resources & Initiatives for Skills



Nungshi Tashi
FOUNDATION

&

Mr. Geoff Carroll – Global NOS Specialist



National Conference Series on Sports for Employment

SEMINAR 1: Lucknow, Uttar Pradesh (29th April, 2016)

Participants representing: Uttar Pradesh, Delhi, Bihar, Uttarakhand

Participants Profile:

Sports academies, Schools, International; National; State and District level sportspersons, Sporting Associations, Coaches, Training Providers, QP & NOS experts, Remote area social workers, Curriculum developers, Sports Physiotherapist, Sports Federation, Railway Protection Force, Women's indigenous sports providers, NGOs, UP Secretariat team, Gym owners and Sports insurance expert.

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 Conference Series on Sports for Employment.

A total of 10 Nos. one day conferences shall 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.

The second conference in this national series was held in Lucknow on 29th April, 2016.

29.04.2016: CONFERENCE PROGRAM SHEET - LUCKNOW			
TIME FROM	TIME TO	SUBJECT OF DISCUSSION	SPEAKER
0930	1000	Registration followed by welcome address	Sumit K Agarwal - Tanjun Naukris
1000	1030	Short introduction to sports sector skills council and its activities	Wg. Cdr. Satish Agarajit, CEO SPEFL-SC
1030	1100	How to enrol as a Training Provider under the PMKVY Scheme	Wg. Cdr. Satish Agarajit, CEO SPEFL-SC
1100	1130	Tea Break	
1130	1300	The Concept of NQFs & QPs and their role in career development	Rekha Dey - SEDA
1300	1400	Networking Lunch	
1400	1530	Discussion on existing & proposed NOSs and their occupational size Whether this is the most relevant and maximum employment list	Tanjan NAUKRIS
		The role of FICCI and the importance of policy assistance for long term growth in sports for employment	Amit Mantri, Research Analyst, FICCI
1530	1600	Opportunities for higher learning for employment in Sports	SEDA
1600	1630	Gratitudes, Acknowledgements followed by Tea	

Proceedings of the conference:

Speaker: Mr. Sumit Kumar Agarwal, Principal Associate, Tanjun Associates and Founder of National Archive of Useful Knowledge Resources and Initiatives for Skills (NAUKRIS)



- Mr. Agarwal delivered the welcome address to all guests and speakers.
- Welcomed all participants and introduced the consortium associates and their representatives.
- Presented the agenda of the conference and rationale behind organising the Conference series, an effort 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.
- Emphasised on making sports as a more acceptable and employable industry by structuring it and laid down the roles which can be created out of the existing unstructured setup including:
 - i. Training related roles like coaching, talent scouting, counsellor, psychologist
 - ii. Support services like ground maintenance, turf making, caddy etc
 - iii. Branding services like talent manager, agents etc
 - iv. Allied services like event management
- Emphasised on the demand- supply resources of the sports industry and how structured training is the need of the hour for jobs like rafting, kayaking guides, track and field management etc.
- He outlined the role that NSDC is playing in structuring the job roles through its numerous sector skills council and how the nation will benefit from it in the foreseeable future.
- Mr. Agarwal also shared the national employment & training numbers that have been projected as a result of the FICCI led studies in the sports sector over the past four years conducted by his organization Tanjun Associate LLP.
- He shared a very inspiring video interview, recently aired by NDTV Prime on the Sports and young India, featuring Mr. Adam Gilchrist, Education ambassador of Australia to India, Mz. Rekha Dey, India Director, Sports Education Development -Australia and Mr. R.K. Srinivisan, VP. Ten Sports. The video caused a round of active discussion around the need for reaching out to the community right away and sharing the opportunities, so that young India could make the best of them.

Speaker: Wg Cdr Satish Aparajit, CEO, Sports Physical Education Fitness and Leisure Skills Council (SPEFL-SC)

After a brief introduction of the newly formed Sports Sector Skills Council, SPEFL SSC, Wg Cdr Satish made the following key points:

- The main objective of SSC is to build a bridge between sports, physical education, fitness and leisure as currently they are led and handled by different ministries
- We need an integration with the existing sports setups that include the federations and other authorities running the sports scenario in India
- Skills needed for those who dropout of the formal education system



- There's a huge gap in the demand and supply of the skilled labour needed in the sport sector other than pure sports persons.
- He made a detailed Introduction of PMKVY that aims at skill development of school dropouts and invited all present to join hands with the SPEFL-SC in forming more and more Training providers and Training Centres to broad-base sporting activities and gain community confidence.
- He emphasised on the need to rapidly create the roadmap, which could then target the required 4.3 million persons towards finding meaningful and sustainable careers in sports, physical education, fitness and leisure based employment.
- He explained in detail the process on how the Sector skill councils appoint Training Partners (TP) and TCs in the sports eco-system.
- He also shared the entire value chain credibility of the system proposed by SPEFL-SC through the use of third party independent assessors at each stage.

He also laid emphasis on the now prevalent and widely accepted Recognition of Prior learning (RPL):

- For people who have already learnt a skill on the job
- Can be assessed only on those parameters or performance criteria that they do not possess or perform
- Evaluation to be done by the SSC

Remarks of sports as an industry:

- Jobs may not be readily available but opportunity to be self-employed and be an entrepreneur are always available
- Many unstructured job roles will get standardised like mountaineering porter, caddies, rafting guides etc which are still based on tips and have no payment structure due to lack of knowledge
- Also working on school education linked NOSs, so that by the time schooling is over, a young person is skilled and employable

Remarks of sports as an industry:

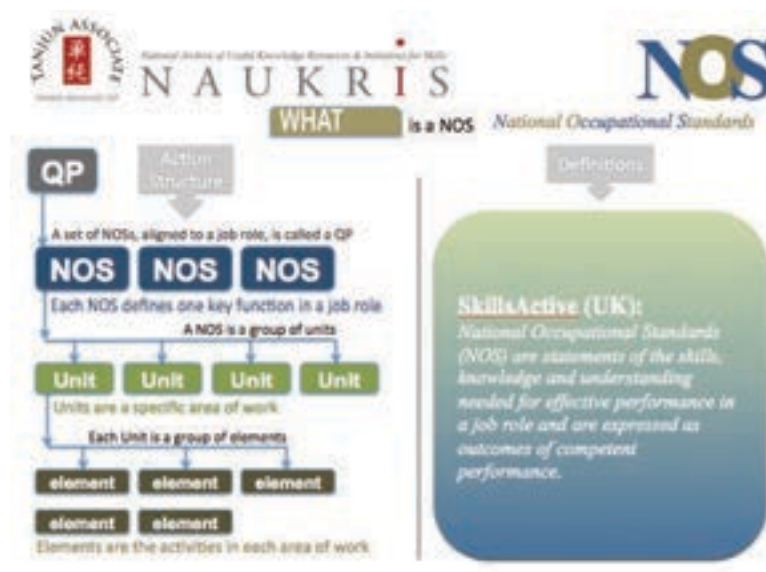
- Jobs may not be readily available but opportunity to be self-employed and be an entrepreneur are always available in the broader perspective, that is the way to go
- Many unstructured job roles will get standardised like mountaineering porter, caddies, rafting guides etc. which are still based on tips and have no payment structure due to lack of knowledge and competency
- Standardisation of job roles and quality in work will lead to dignity of labour
- Training partners must have industry linkages for on the job training (OJT)
- OJT creates employment opportunities and support in building employment linkages



- The SPEFL-SC is also working on school education linked NOSs, so that by the time schooling is over, a young person is skilled and employable

Speaker: Rekha Dey, India Director, Sports Education Development Australia (SEDA India)

- Ms. Dey introduced SEDA and its work in Australia and in India. She threw light on the developed vocational education systems in Australia and their replicability and scalability in India.
- She presented the skill development that SEDA is doing effectively in the sports sector
- Mentioned skill development is being done in Australia and the model that has been cascaded in India
- She shared the news about Mr. Adam Gilchrist, one of the world's best known cricketers, having been recently appointed the Education Ambassador of Australia to India as well as our own cricketing hero Mr. Sachin Tendulkar having been appointed the Skill India Brand Ambassador for the world.
- She shared a highly encouraging and engaging video of Sporting Schools and the SEDA corporate video to make her point about how sports and education can run in parallel and provide enhanced livelihood opportunities to youngsters. The video was very well received and ignited passionate discussions among the participants, which eventually led to a direction towards creating occupational maps, the main purpose of these conferences.
- She presented why Qualification Packs (QP) and National Occupational Standards (NOS) are important for all at various levels
- She explained the concepts of NOS and QP in detail acquainting the audience on the academics and research behind developing these standards.





The first drafts of 15 QP/NOSs was then shared with the participants at the conference. The list includes QP/NOSs for:

1. *Sports Coach*
2. *Pool Lifeguard*
3. *Sports Masseur*
4. *Fitness Instructor*
5. *Golf Caddy*
6. *Porter Mountaineering*
7. *High Altitude Porter Mountaineering*
8. *Outdoor Camp Manager*
9. *Sports Club Manager*
10. *Rafting Guide*
11. *Kayaking and Canoeing Guide*
12. *Sports Turf Maintenance Worker*
13. *10m Air Pistol and Rifle Shooting Instructor*
14. *Beach Lifeguard*
15. *Sports Nutritionist*



Key Participant Inputs towards Occupational Mapping:

Mr. Sanjay Tiwari, TATA Sports:

- Focus should be also on indigenous sports
- Pointed out that the work has to be well coordinated with the Federations work
- The issues will be on implementing the work at the school level as the pressure of academics takes students away from sports. The attrition in the sports happens as the student moves to secondary classes.
- Job creation is of utmost importance as people may still not opt for self-employment mode
- The skilling program will work if Indian or local trainers are leading the program

Mr. C.K. Sharma, President, Taekwondo Association of India:

- Suggested that there should be a 'Target based coaching'
- Sighted example from the taekwondo federations' work where coaches yielded better results when targets were given
- Also mentioned that a few indigenous sports federations had been formed and should be consulted for the new QPs; these include
 - i. Gulel federation; and
 - ii. Kanche federation



Mr. Neelesh Maurya, Fencing player:

- Players drop out due to the lack of or expensive equipment
- Generally the equipment availability is the problem and rental of equipment can, not only be a solution but also a livelihood opportunity in spots like fencing.

Ms. Kalpana Kamal, Taekwondo coach:

- Suggested that there can also be a NOS for kite flying; a federation of the same exists
- Lathibaazi and Gadka are other indigenous sports whose federations exist and NOSs could be developed around them.
- She suggested that Skipping rope is also becoming an organised sport and should be seriously looked into.

Mrs. Arti Yadav, National Basketball Player:

- She made a case in point by sharing her own experience where her daughter is a national basketball player undergoing coaching at NIS as well as a bright science student with a dilemma about which discipline to choose as a career option.
- The video about sporting schools and Wg. Cdr. Aparajit's detailed explanation on how sports would only enhance her abilities as a student put the mind of the parent to ease and excited the mind of the player to be encouraged. It was once of the success points of the conference.

Mr. Manoj Kumar Bose, international Table Tennis referee:

- Sourcing of good quality equipment from abroad is an unviable option. FICCI & SPEFL-SC should move the government to ease taxes and allow individual purchase rather than through the federations only.
- He mentioned that equipment manufacturing nationally could solve the problem.
- Rented equipment too can resolve the issue.
- Mr. Bose also expressed his desire to sign up as a training centre under the PMKVY scheme at the conclusion of the conference marking a second success point for the conference.

Mr. Ranjit Singh, General Secretary, weightlifting association, UP

- Need sports specific fitness trainers and not generic ones.
- Urgent need for endurance trainers and nutritionists as well as on field physio experts.
- The fitness trainers in the industry are untrained; even those who are trained are not sports specific
- There is a demand for sports specific fitness trainers and suggested a QP should be made on it.

Dr. Brijesh Pandey, physiotherapist

- There should also be sports specific physiotherapists
- The current physiotherapy four years course doesn't have a component of sports in it.
- A sport specific physiotherapy should be introduced and sports massage should become a part of the physiotherapist's occupation.

List of Attendees of Lucknow Sport for Employment Conference					
S No	Name	Organisation	Designation	Contact number	Email Address
1	Amit Agarwal	Aks logistics pvt ltd	Director	9891757222	ceo@akslogistics.com
2	SN Shukla	Netball association	President	9818048601	shuklasatyadeo11@gmail.com
3	PN shukla	CVPS	Secretary	9999254454	shukla108@gmail.com
4	Amit Mantri	FICCI	Research Analyst	9818817771	amit.mantri@ficci.com
5	Dinesh Dixit	FAISTAK	Secretary	9336333423	d.dixit65@gmail.com
6	Sanjay Tiwari	TATA Sports	ex sportsperson	9235617935	sanjay30033@gmail.com
7	Kalpana Kamal	Taekwondo association	Deputy Sports Officer	9793222009	grace_kalpana@yahoo.com
8	Manoj Bose	Table Tennis	International referee	9415001503	manojbose12@gmail.com
9	CN Sharma	Taekwondo association	Secretary Gen	9988887660	chandra.kr.sharma@gmail.com
10	Dr Brijesh Pandey	Physiotherapist	Physiotherapist	9335370918	lgos78@gmail.com
11	Arihman Tripathi	Janhit Foundation	Secretary	9415028670	ceo@janhit.net
12	RK Chugh	Janhit Foundation	Secretary	9450020659	rkchugh@janhit.net
13	Trilok Verma	Taekwondo association		8738831992	
14	Sushil Rawat	UP Secretariat	Badminton Player	9454411899	rawat93@gmail.com
15	Manoj Kumar	UP Secretariat		9454413065	
16	Sanjay singh	UP Secretariat		9454411905	sanjaisingh38@gmail.com
17	Manas Mukul Tripathi	UP Secretariat		9454411030	
18	Meeta Agarwal	Women's indigenous sports		9415101713	
19	SN Chatterjee	Sports Insurance expert		9415101701	
20	Arti yadav	National Basketball		9793390711	
21	WA Jiloni	UPTA		9793922977	
22	Raju Bharti	Railway Protection Force	Head Coach	7786038911	
23	Arjun Chowdhary	Gold's Gym	Trainer	9997175013	arjun071986@gmail.com
24	Sumit Dhar Dubey	Swimming	Lifeguard	8726218737	sumitdubey24@gmail.com
25	Nawaid	Swimming	Lifeguard	9565999660	nawaidbeg@gmail.com
26	Kanu Priya	Women's indigenous sports		9451102691	
27	Ranjit Singh	Weightlifting Association	General Secretary	9415414111	singhranjeet123456@gmail.com
28	Neelash Maurya	Fencing and Taekwondo	Player	8604493778	
29	Sonal Kapoor	SEDA	Manager	9971943235	sonalk@sedagroup.com.au
30	Brijinder Singh Anand	SEDA	Manager	9820200766	brijindera@sedagroup.com.au
31	Wg. Cdr. S. Aparajit	SPEFL SC	CEO		
32	Ms. Rekha Dey	SEDA	India Director		
33	Mr. Sumit K Agarwal	Tanjun	Principal Associate		



PICTURE GALLERY



L-R Mr. Amit Mantri-Research Analyst FICCI, Mr. Sumit Kumar Agarwal, Principal Associate, Tanjun, Wg. Cdr. Satish Aparajit –SC (Retd), CEO of the Sports, Physical Education, Fitness & Leisure Sector Skills Council (SPEFL-SC) and Ms. Rekha Dey, India Director SEDA making her opening remarks



A view of the Conference in progress



Networking was at its peak during Tea breaks and enthusiastic discussions were held among participants to discuss further course of action.



The Lucknow conference was a very lively affair in terms of accusations, contradictions, frustrations and eventual agreements. It was a great learning platform and an immensely encouraging showcase of the path that the SPEFL-SC faces.



Mr. Sumit Kumar Agarwal, Member Governing Council SPEFL-SC, Principal Associate of NAUKRIS lead partner Tanjun Associate LLP making a deliberate attempt to spark debate and gain pointers towards occupational mapping.



Mr. Amit, a national basketball player and Kayaker made some key points regarding the training of trainers and appreciated the third party assessment systems put in place by the SPEFL-SC