

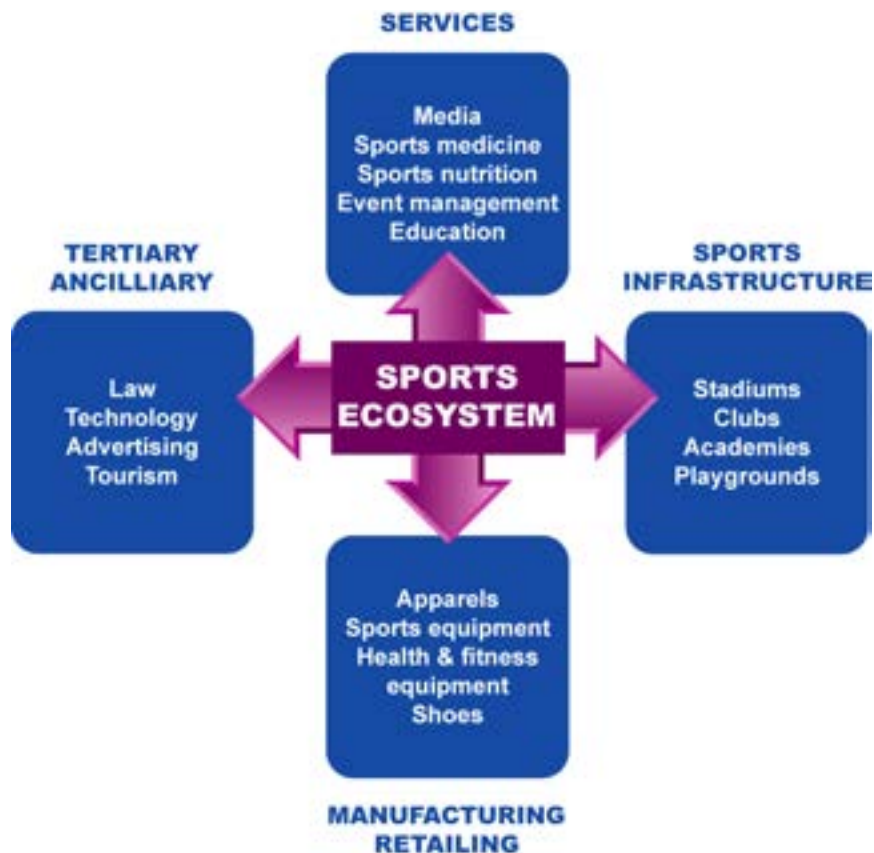


# 1<sup>st</sup> Pan India Youth Interface & Dialogue

## Occupational Mapping Towards Opportunities of Lifelong Careers in Sports-2016

### 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.





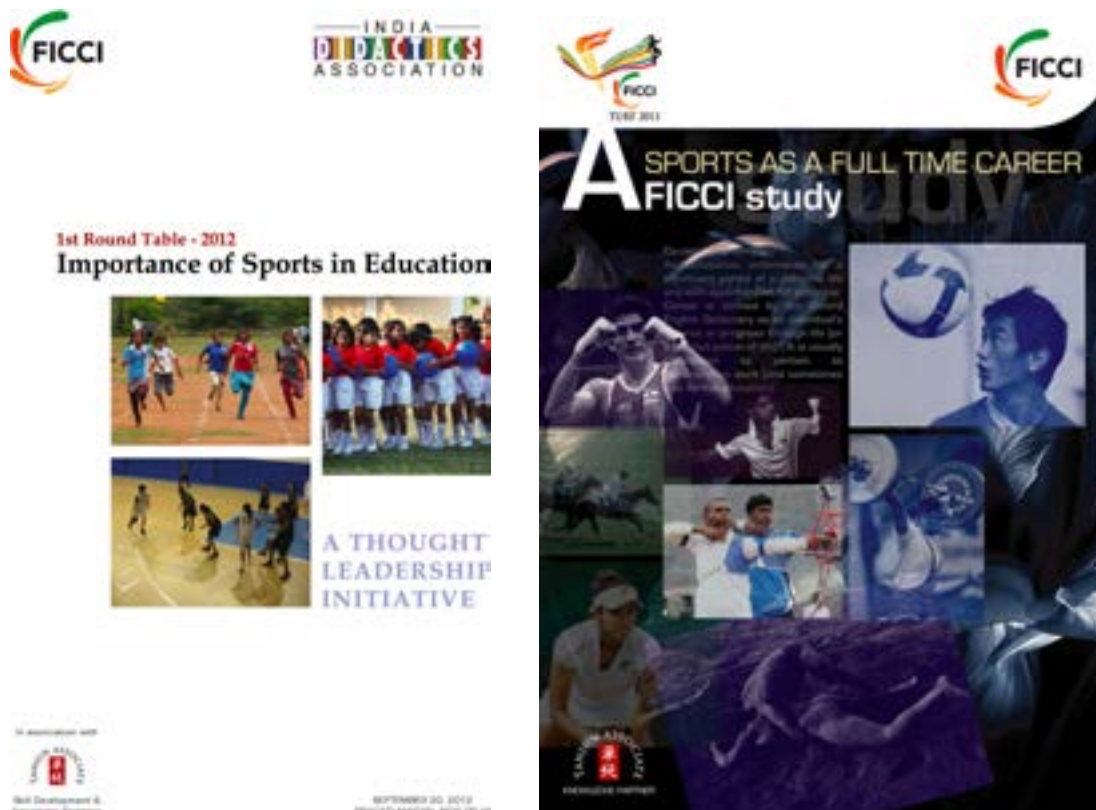
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In the Indian context, it may already be apparent that India is moving out of the shadows and beginning to take noticeable steps into the sports arena. However there is an absence of support system in sports i.e. right kind of coaches, academy, event 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.

Add to this the fact that 67% of the total 72% school dropouts happen between classes 5 & 8, the most sports-active time of one's life. Tanjun Associate LLP under the guidance of FICCI has attempted a detailed understanding of this phenomenon since 2011 by bringing together different affected parties & stakeholders on to a single platform for dialogue and documenting the results.





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In another series of recent studies done by Tanjun Associate LLP for FICCI (Federation of Indian Chambers of Commerce & Industry) following numbers emerged and are now being seriously looked at by all stakeholders in the entire sporting eco-system.



A further capacity mapping study was initiated by FICCI and Tanjun Associate LLP to find out what might be the deficit in learning systems and resources that will affect the growth of sports as a viable and sustainable career opportunity. The finding from this study, jointly conducted with SkillsActive-UK, the sector skills council for sports and active leisure in the United Kingdom were far reaching as well as startling.



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It soon dawned upon the sports community in India that the challenge areas are the lack of professional training or evaluation and therefore, lower skills and no acceptability for workforce. Also, most courses are out dated 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.



This entire exercise has now culminated in the formation of the 'Sports, Physical Education, Fitness & Leisure Skill Council (SPEFL-SC)' an autonomous body, one among 42 such skills councils funded by the Government of India, for promoting employment through long-term grassroots initiatives, especially in sports and allied activities.

SPEFL-SC is an initiative of the National Skill Development Corporation (NSDC) under the Ministry of Skills & Entrepreneurship and lead partnered by FICCI with its own CEO, Wg. Cdr. Satish Aparajit SC (Retd) and functioning independently towards meeting its mandate.

The SPEFL-SC has recently launched a 10 conference series along with a Tanjun Led consortium called NAUKRIS (National Archive for Useful Knowledge Resources & Initiative for Skills); following are the consortium associates:

- Sports Education Development Australia (SEDA) ([www.sedagroup.com.au](http://www.sedagroup.com.au))
- European Observatoire for Sports and Employment ([www.eose.org](http://www.eose.org))
- Mr. Geoff Carroll, UK based Author and Global NOS Expert
- Nungshi Tashi Foundation ([www.nungshitashi.org](http://www.nungshitashi.org))



**'SportsNawaab' is an extension of this conference series in taking the initiative into smaller towns and important sports hubs of the country.**



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### Concept of SportsNawaab

खेलोगे कूदोगे बनोगे खराब।  
पढ़ोगे लिखोगे बनोगे नवाब।।

well, not anymore it seems

*This age-old saying that has been drilled into the minds of Indians is about to change with the formation of the SPEFL-SC. India is on the threshold of taking a sporting leap and becoming a nation that will be proud to lead a sports & fitness friendly lifestyle.*

The government has mandated the SPEFL-SSC with the task of:

- Development of 55 QPs/NOS (National Occupational Standards)
- Research, Analysis and Assessment of the Sector / Sub Sector / Occupations / Functions

**Demand Side:** The size and profile of the sector and geographical location of Sports, Physical Education, Fitness and Leisure service providers (state-wise & city-wise) and workforce at various levels. Mapping of anticipated changes in employment patterns and future requirements.

**Supply Side:** Identify the existing supply sources (formal & non-formal education, training institutes, etc)–How the existing demand is met? Develop a database of training programs across academic levels, 'Under-graduate', 'Post Graduate' and 'Vocational' in allied Sports, Physical Education, Fitness and Leisure.

- **Occupational Mapping:** Identify all the Occupations & Job Roles across Allied Sports, Physical Education, Fitness and Leisure. Profiling of Job Roles, including expected outcome and competencies required to achieve the expected outcome. Career paths / Opportunity for progression, commencing from entry level to the senior positions. Identification and Elucidation of skill deficiencies / gaps- soft, generic and domain specific. Employment opportunities for undergraduate level (job roles which could be offloaded to 10th / 12th standard students)

**Process to be followed:** While development of QPs/NOS is more academic in nature, the interaction with industry will help validate them. Focused group



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discussions (FGD) will be held in a number of locations with youth to collect primary data.

As mentioned, to meet with the industry and government a National series of 10 'Sports for Employment' conferences will be held across the country followed by Roundtables with experts and leading players in the industry. Please refer to the following attachment:

1. Conference RT and FGD locations (excel file) – please note that the list of conference locations marked in yellow are our preferred locations but we will be happy to replace a couple of them with your preferred locations in case the sponsors advise us to do so.
2. Questionnaire for collecting primary data
3. Conference Program
4. Backdrop Design

*This is the first time in India and probably the largest ever in the world, 'Sports Action Research for Skill Development & Livelong Employment' initiative being taken up. It will have high visibility because of its overland travel design and sincere youth involvement through one-to-one focus group meetings and physical filling of individual questionnaires.*

Series of **10** conferences, **78** roundtable dialogues &  
**789** focus group interactions across **263** destinations  
covering **30** states & **3** union territories of India for  
primary data collection & occupational mapping in Sports

*Please refer to the excel sheet attached for details of locations*

**APP Based backup:** We have coined this entire initiative under an attractive name – SPORTSNAWWAB. SportsNawaab is being developed into an App providing an employment related service for job seekers in the SPEFL sector.

**Women Biker teams:** The entire exercise has been broken into biker routes and teams are being formed consisting of two women bikers and a follow-up expert group



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### **Occupational Mapping Towards Opportunities of Lifelong Careers in Sports-2016**

that will double as emergency response and mobile data upload centres. All action research will be done in real time and reported back to the control centre. We are already in advanced talks with groups of Women biker who are extremely keen to take up the challenge.

#### **Result Expected:**

- **A study on the number of jobs available in key sub-sectors and verticals and emerging demands.**
- **At the end of one year (around early March 2017), this will be published in the form of a detailed All India Report.**

## **Branding Opportunities for Sponsors**

### **The Report**

The final report will become a historic document in the youth development and sports history of the country, which will carry the first democratically built occupational map of young minds that want to make a career out of sports, derived out of a humungous amount of primary data.

It will also articulate on the community's perspective on whether we can move from being a nation of educated brain-driven people to a more healthy-educated-brain driven population.

This report will find the basis of all future investments in sports and allied activity.

**The brand that builds this report shall henceforth and always be considered a foremost investor and well-wisher of the huge youth demography of India.**

### **In event**

All in-event branding such as **event banners & backdrops at conferences** (attended by eminent persons from various ministries, departments, Industry champions, League owners and National & International sports persons), **Backdrops & standees at Roundtables** (attended by top training providers, coaches, local stalwarts, Arjuna Awardees, Affected sports persons, teachers and students), as well as **Standees and merchandise at Focus Group Discussion** meets attended by institutions, schools, communities and youth representatives of all ages.





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### Bikes

The entire initiative will be run through a team of women bikers who will traverse the length & breadth of India meeting youth in institutes and Schools, as well as the parents community and decision makers. They will also meet sports officers, coaches, PE teachers, Sports medicine experts, Sports psychologists, Sports journalists, Sports photographers, Sports physiotherapists, Adventure sport personnel, Mountaineers, Champions, Sports manufacturers, Training providers, coaches and learners along the way.

They will carry questionnaires and go-pro video equipment to capture their interactions with the youth and prepare an occupational map in the Sports, physical education, fitness & leisure sectors.

All bikes and the gear of the riders shall be branded and include the sponsor logo displayed prominently.



We propose to use solar panels on rear boxes for charging phones and cameras and the brand can earn extra mileage on being eco-sensitive. The all women biker groups will generally showcase the brands commitment towards gender neutrality.



We shall endeavour to use as much brand space on the clothes and biking gear as is possible thus providing tremendous visibility during the lifespan of the initiative on many Indian highways and all the towns that are on the itinerary.



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## Final Event & Presentation of Report

The sponsor brand will be displayed prominently and its important representatives will form the core felicitation group at the grand presentation ceremony of the report, possibly presided over by some of the highest political, bureaucratic, industrial and sporting stalwarts in India and from abroad.

## Communication

A massive exercise of sending out invitations, emails, and other communications shall be carried out through the entire lifespan of the initiative across all states and union territories. The sponsor brand shall be carried on all such communication.

## On APP

The sponsor shall have appropriate branding space in the APP that is being developed, during the period of the initiative, and perpetually on any data that is produced and presented on the app as a result of this initiative.

## All out of Home media

Any advertising taken up through OOH media anywhere in India, as a result of this initiative shall appropriately carry the sponsor brand in a prominently displayed position.

## All Press releases

All press releases pertaining to this initiative shall mention the sponsor brand and their thought and intent for leading this National Youth Leadership & Growth Program through sports.

*It may also be of interest to prospective sponsor brands to view the tremendous involvement and interest of the media that we received during a similar conference held in Dehradun to gauge the mood of the youth and their capacity to participate. A separate report of the event is available on request.*

