

# CII Scorecard 2022

Post Event Report



**#GTBharat**  
SHAPING VIBRANT INDIA

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## Inaugural Session

<b>Welcome Remarks &amp; Theme Address</b>	<b>Mr. Anupam Goswami</b> Chairman, CII National Committee on Sports & CEO, Mashal Sports & League Commissioner, Pro Kabaddi League
<b>Keynote Address</b>	<b>HE Mr. Klas Molin</b> Ambassador to India, Embassy of Sweden
<b>Speakers</b>	<b>HE Mr. Tanmaya Lal</b> Ambassador of India to Latvia and Sweden
	<b>Ms. Anna Iwarsson</b> Vice Chairperson, Swedish Sports Confederation
<b>Evocation</b>	<b>Ms. Lovlina Borgohain</b> Olympic Bronze Medalist – Tokyo 2020, Major Dhyanchand Khel Ratna Awardee, Arjuna Awardee
<b>Concluding Remarks &amp; Vote of Thanks</b>	<b>Mr. Vivek Singh</b> Sr. Vice President, Sportscom Industry Confederation and Jt. MD, Procam International



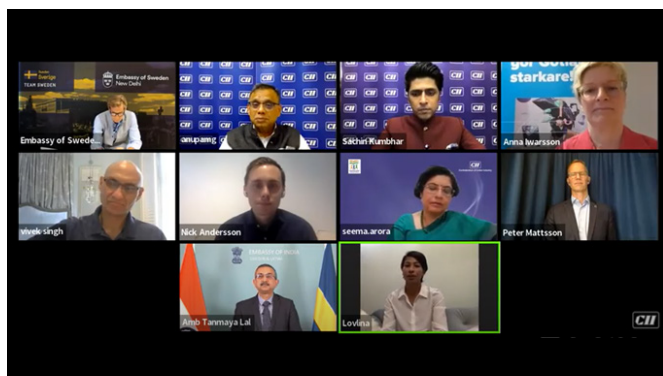
# Welcome Address by Anupam Goswami

The CII SCORECARD 2022 conference is a platform to bring together the best and most influential minds in Indian sports on a common platform.



Mr. Anupam Goswami, Chairman, CII National Committee on Sports was very pleased to welcome the panel of dignitaries to the seventh edition of the SCORECARD which is the flagship event of CII. Mr. Goswami mentioned that due to the Covid 19 pandemic this edition of the event is being organized as a complete virtual event, which has enabled them to bring together the finest leaders and entrepreneurs from across the globe over a two-day event.

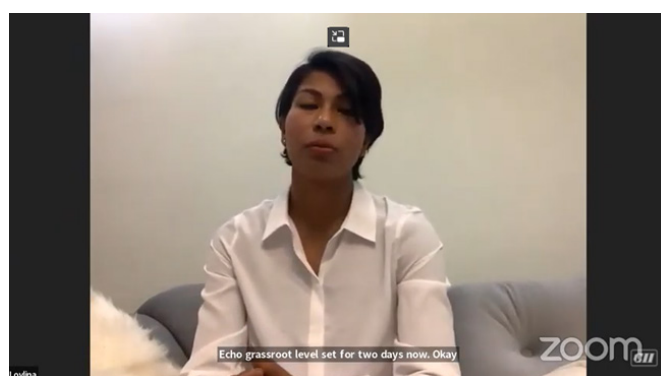
He formally began the event by welcoming the Ambassador of Sweden to India, HE Mr. Klas Molin and the Ambassador of India to Latvia and Sweden, HE Mr. Tanmaya Lal enabling a conversation regarding the scope and potential for collaboration in sports between the two countries.



HE Mr. Tanmaya Lal, Ambassador of India to Latvia and Sweden



HE Mr. KI Molin, Ambassador of Sweden to India



Ms. Lovlina Borgohain, Olympic Bronze Medalist Tokyo 2020, Major Dhyanchand Khel Ratna Awardee, Arjuna Awardee

## Keynote Address: HE Mr. Klas Molin

HE Mr. Klas Molin, Ambassador of Sweden to India, was pleased to join the session. He shared his vision for a more collaborative approach between Sweden & India for sports development. He brought to light how deep India and Sweden's relationship is, with 250+ Swedish companies operating in India.

He also spoke about how Sweden goes above and beyond when it comes to sports. He crystallised this notion by mentioning the use of innovation, sustainability, and gender equality as cornerstones of sport in Sweden. He also touched upon the 'Swedish Corporate Challenge' and how it can be incorporated into other embassy structures as well.

## Speaker: HE Mr. Tanmaya Lal

HE Mr. Tanmaya Lal, Ambassador of India to Latvia and Sweden, was extremely comprehensive in his coverage of the relationship shared between our two countries. He highlighted and reminisced about all the sporting relationships between Sweden and India from the 50s. Starting off with football, to now, with Neeraj Chopra's last stop before Tokyo being in Sweden. He also spoke about how sports are changing and what that means for possible collaborations in research, management, technology, and investment, in addition to the conventional spheres of coaching and training. He went on to say that, "with the advancement of globalisation, technology and business are transforming sports. From being primarily a recreational activity, sports today is considered to be a big business globally." He emphasised that the expanding sports ecosystem offers opportunities for more structured, varied, and professional career paths to attract talent.

## Speaker: Ms. Anna Iwarsson

Ms. Anna Iwarsson, Vice-Chairperson of the Swedish Sports Confederation, highlighted the importance of prioritising sports as a whole and how sports have power in the development of the nation. She also emphasised it being time for a new world of sports and shed light on the spirit of competition or 'competere'

## Evocation: Ms. Lovlina Borgohain

Ms. Lovlina Borgohain spoke about the importance of motivating the youth of the country. She touched upon the systemic challenges faced by the Indian sporting ecosystem. She gave suggestions on how we can do better in going forward by greatly emphasising the development of education and scientific training and incorporating it into the mainstream sporting ecosystem. She said, "I believe there is a lot of talent in India, and Indian athletes are the most hardworking in the world. I feel that the training system needs to be totally scientific for us to win more medals."

## Concluding Remarks & Vote of Thanks: Mr. Vivek Singh

The session was summarised and concluded very articulately by Mr. Vivek Singh.

Mr. Vivek Singh, Sr. Vice President, Sportscom Industry Confederation and Jt. MD, Procam International took over the last part of the session, thanking the Honourable Ambassador of Sweden to India, HE Mr. Klas Molin, and Ambassador of India to Latvia and Sweden, HE Mr. Tanmaya Lal, for taking out the time to share their views on the sports sector of India and the possibilities of India-Sweden relations for the betterment of the sports infrastructure.

He reiterated Ms. Anna Iwarsson's view on the "spirit of competere" and how coming together, celebrating, and excelling are all great pillars of the sporting experience. He spoke about how the convergence of sports, finance, and technology is the present and will continue to be the future.

Mr. Singh also spoke about the Olympic spirit and the importance of volunteerism. He emphasised that an individual sacrificing their time and expertise for the benefit of society is a concept that will be the face of change for sport and other parts of its ecosystem.



# Session - I

## In Conversation with Mr. Peter Mattsson

### Moderator

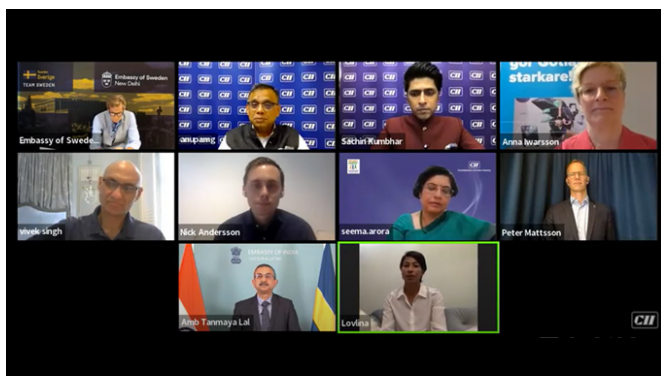
#### Anupam Goswami

Chairman, CII National Committee on Sports & CEO, Mashal Sports & League  
Commissioner, Pro Kabaddi League

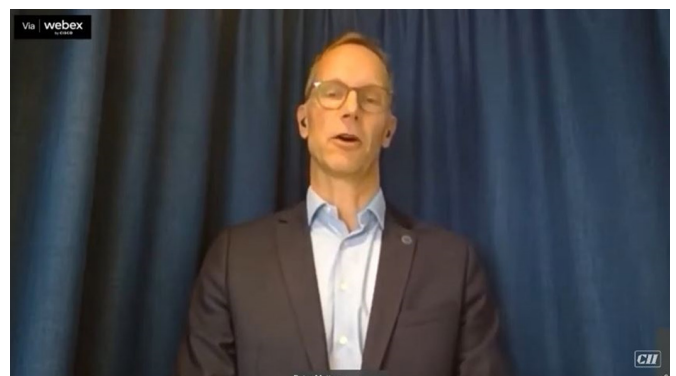
### Speaker

#### Mr. Peter Mattsson

Managing Director,  
Swedish Sports Confederation



Mr. Anupam Goswami moderating the Session



Mr. Peter Mattsson talking about Sweden's current sport scenario

Mr. Mattsson spoke in detail about the potential collaboration between Sweden and India with regard to sports. He provided an insightful global perspective as to how sports can develop and evolve, describing some best practices from Sweden's growth story in sports development that India can look to incorporate. Mr. Goswami and Mr. Mattsson strengthened this discussion further on how a new industry partnership between Sweden and India can be initiated and how exploring potential synergies for sports development can be a mutually beneficial exchange. Furthermore, Sweden has seen a hike in participation in sports and physical activity. Participation rates in Sweden have shown an increase with the level of education, with the highest participation rates found among those with post-secondary education. Mr. Mattsson shared that over 60% of the total population of 16–84-year-olds participate at least two times a week. He highlighted that “there are fairly simple ways to participate in sport that do not require huge investments in terms of time and for the participants either.” These notable changes and lessons seemed promising

to facilitate in paving the way to inspire Indian sports development and help India discover its potential to be a target market for Swedish and other Nordic-Baltic sports leagues.

Mr. Mattsson also shed light on Sweden's project #EliteSport2030 and being an elite sports powerhouse with its long-term vision and planning. He spoke about two perspectives broadly. One is the overall approach of sports federations in Sweden as well as that of the Swedish Sports Confederation, being a continuum between elite achievement and, secondly, the importance of the spreading of sport in the everyday lives of Swedish citizens. This could be a huge takeaway for India since there is a lot of focus on grassroots and communities. He also went on to mention that they don't have it all. Finding financial resources needs a systematic strategy, even for mature economies like Sweden.

**“The world of sport is now global”**

# Session - II

## Resumption of Sports in States

### Moderator

#### Mr. Sunil Taneja

Presenter and  
Commentator

### Panelists

#### Dr. Shalini Rajneesh

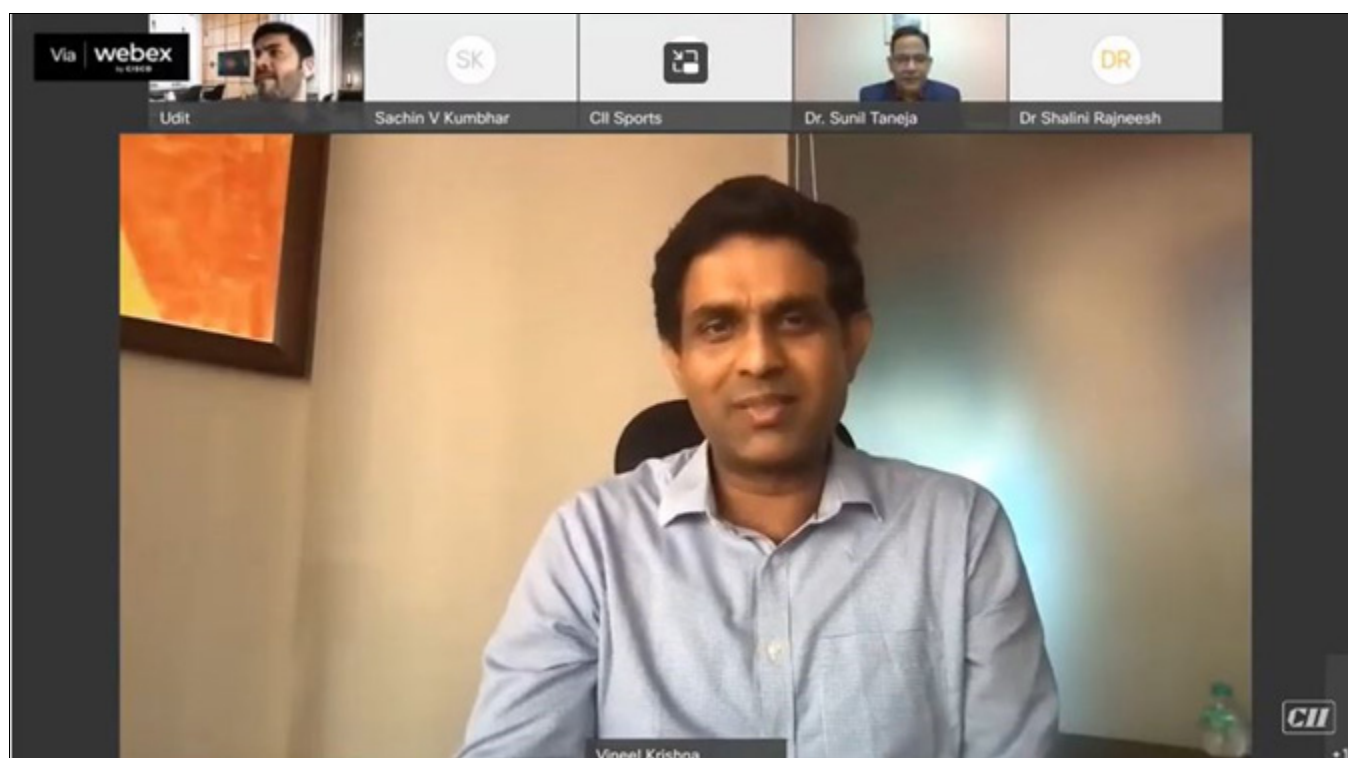
Additional Chief Secretary,  
Ministry of Youth Empowerment  
and Sports, Government of  
Karnataka

#### Shri R. Vineel Krishna, IAS

Special Secretary to Chief Minister  
& Commissioner-cum-Secretary,  
Sports and Youth Services  
Department, Government of Odisha

#### Mr. Udit Sheth

Founder & MD – SE  
TransStadia



## Speaker: Dr. Shalini Rajneesh

Dr. Shalini Rajneesh, Additional Chief Secretary, Ministry of Youth Empowerment and Sports, Government of Karnataka, was extremely articulate in covering the notes of how the sporting scenario in Karnataka is evolving post the Covid lockdowns. She spoke about the upcoming Khelo India University Games that were to be held in Karnataka in the months of April and May, which marks a huge resumption of sports in the state. She also spoke about how “sports as an event has to be made more glamorous, it should be attracting the youth as well as their parents, and that can happen only when media catches on to it.” She shed light on a program that the Government of Karnataka initiated, in which they selected 75 sportspersons who have the potential to win medals at the international level. The state is giving them cash support up to Rs. 10 lakhs. The Government of Karnataka is also having cohesive interactions with the Department of Education, Primary, Secondary, and Higher Education, which have all made sports a compulsory subject. Karnataka has also been utilising existing Sports Science Centres to train the coaches, again shedding light on a very important area of sports development: the development and training of coaches. Furthermore, the Government of Karnataka identified around 100 children belonging to the African Tribe who had migrated many years ago. They had a huge athletic potential that could be tapped into. These children are now being trained at the Khelo India Centre of Excellence in Bengaluru. These are some small interventions the Government and other stakeholders are implementing to support change in Karnataka post the Covid era.

## Speaker: Shri Vineel Krishna

Shri Vineel Krishna, IAS, is the Special Secretary to the Chief Minister & Commissioner-cum-Secretary, Sports and Youth Services Department, Government of Odisha. He spoke about the resumption of Sports in the State of Odisha. Shri. Vineel Krishna mentioned how the vision of Odisha is one that believes that sports are a great platform to engage the youth. He mentions how Odisha is the epicentre of Hockey in India and how this has trickled down from the immense love for Hockey that our Honorable Prime Minister, Mr. Narendra Modi, has. He spoke about how Covid did pose as a big setback for sports, but it also turned out to be a good opportunity for other areas of sports to develop. While most of the schools, universities, and sports hostels were closed, Bhubaneswar continued to function with its High-Performance Centers (HPCs). All athletes within the stadium campus of these HPCs were able to access high-quality medical care and technology to help develop themselves and seek appropriate care during this lockdown period. This had a very fruitful outcome, and the State of Odisha saw a huge increase in performance post the lockdown phase. He also mentioned how this period forced them to be more efficient and productive. Moreover, during this period, competition was less, so it allowed them to focus on their long-term vision and development of their current systems. Odisha was able to kickstart and line up projects worth almost Rs. 2000 Crore at this time. Eventually, post-2020, the momentum picked up, and Odisha was able to resume competitions with Covid protocols as well as re-opening their sports hostels. Odisha was also asked to host the Junior Hockey World Cup, which was another factor that boosted their confidence in the resumption of sport in Odisha.



# Session - III

## Resumption of Sports in Schools

### Moderator

**Ayon Sengupta**

Presenter and  
Commentator

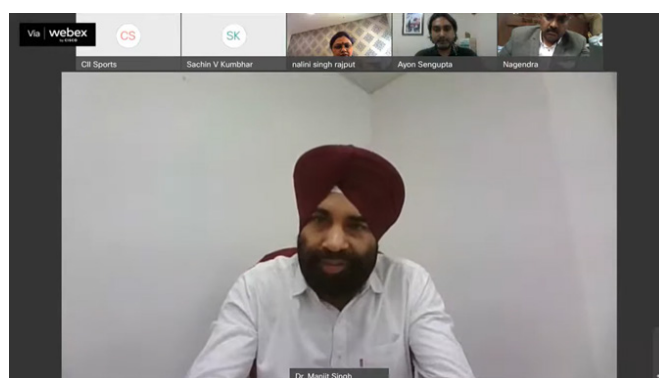
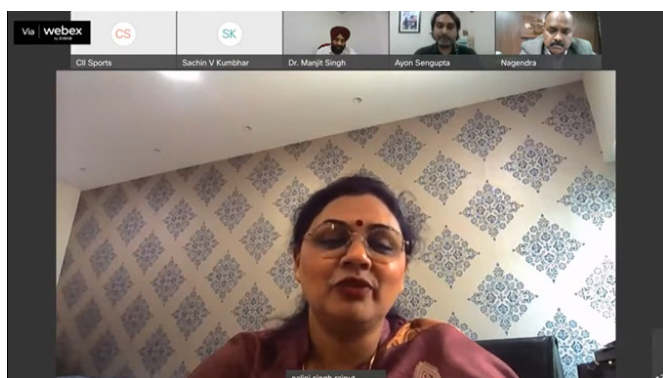
### Panelists

**Mr. Manoj Mittal**

**Ms. Nalini Singh Rajput**

**Dr. Manjit Singh**

**Mr. Nagendra Goyal**

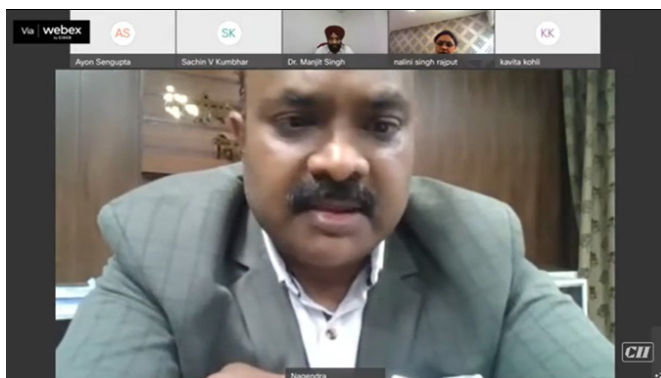


### Speaker: Ms. Nalini Singh Rajput

Ms. Nalini Singh Rajput, the headmistress of Raghbir Singh Junior Modern School, is a teacher by profession and a passionate environmentalist. She spoke about how sports kept all the people connected throughout the pandemic by putting some light on the importance of yoga and the way that it has engulfed and entrenched every household. Many schools intertwined yoga into the daily schedules of all the children, she said. She also highlighted the fact that since all the schools were restricted to their homes, they tried to ensure that some level of physical activity was introduced. She added that the school is planning to look at the overall picture of the child, including their physical fitness, eating habits, etc., to find out the key areas that should be worked on.

### Speaker: Dr. Manjit Singh

Dr. Manjit Singh, deputy secretary of academics at the Central Board of Secondary Education, shed light upon how difficult it was to switch to virtual mode from the physical mode for all the teachers, especially the sports teachers. He also appreciated the schools for keeping the students healthy and fit even through these tough times and added that CBSE has already made sports a mandatory part of the curriculum, understanding the essence of sports.



### Speaker: Mr. Nagendra Goyal

Mr. Nagendra Goyal deputy commissioner of Kendriya Vidyalayas put forth a question asking if sports should be evaluated as other curriculum subjects, answering to which he said that this will only put pressure on the students and turn out to become a rat race. He emphasised the importance of teaching children sports practically rather than theoretically. He added that the mindset of teachers, as well as parents, should be changed regarding the importance of sports activities taking place in schools. Both academics and sports go side by side, and that is why sports should also be considered as any other domain of education.



### Speaker: Mr. Manoj Mittal

Mr. Manoj Mittal, Founder of DAV United, has a different take on this topic. He added how teachers play sports every day and how the schools' infrastructure can be used after school hours in the neighbourhood and among the school alumni. He added he believes that sports is the biggest unifier for any community and a very big catalyst for a person becoming a performer in life. He said that the first biggest thing which needs to be changed at all levels is to look at physical education teachers as a specialist and for the school to create some milestones for themselves in sports, including their annual vision and where they see their students in terms of sports in the coming time.



# Session - IV

## Cricket & IPL

### Moderator

#### Mr. Amrit Mathur

Presenter and Commentator

### Panelists

#### Mr. Dhiraj Malhotra

CEO of Delhi Capitals

#### Mr. Satish Menon

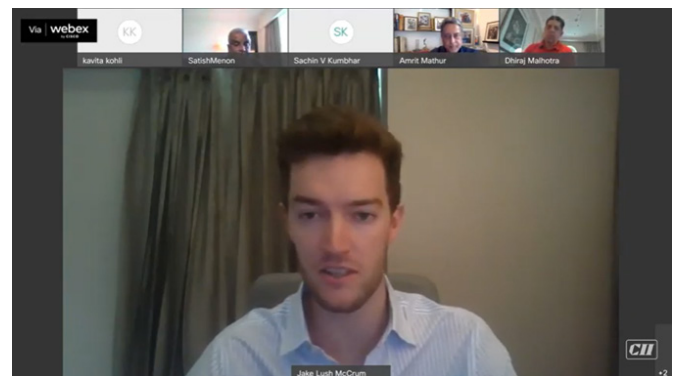
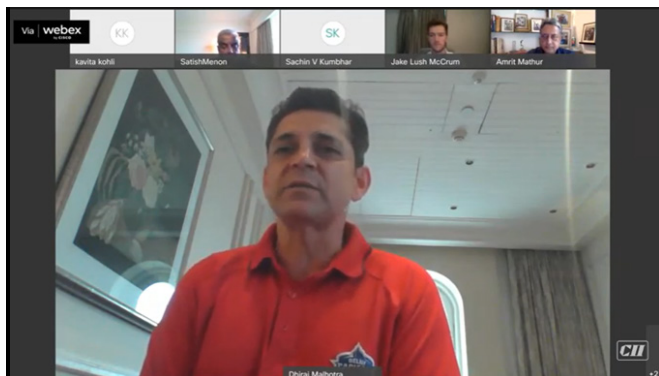
CEO of Punjab Kings

#### Mr. Jake Lush McCrum

CEO of Rajasthan Royals

#### Mr. Tony Singh

Chief Commercial Officer ECB



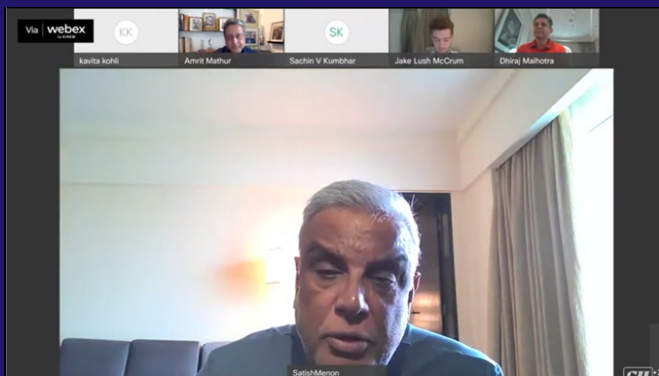
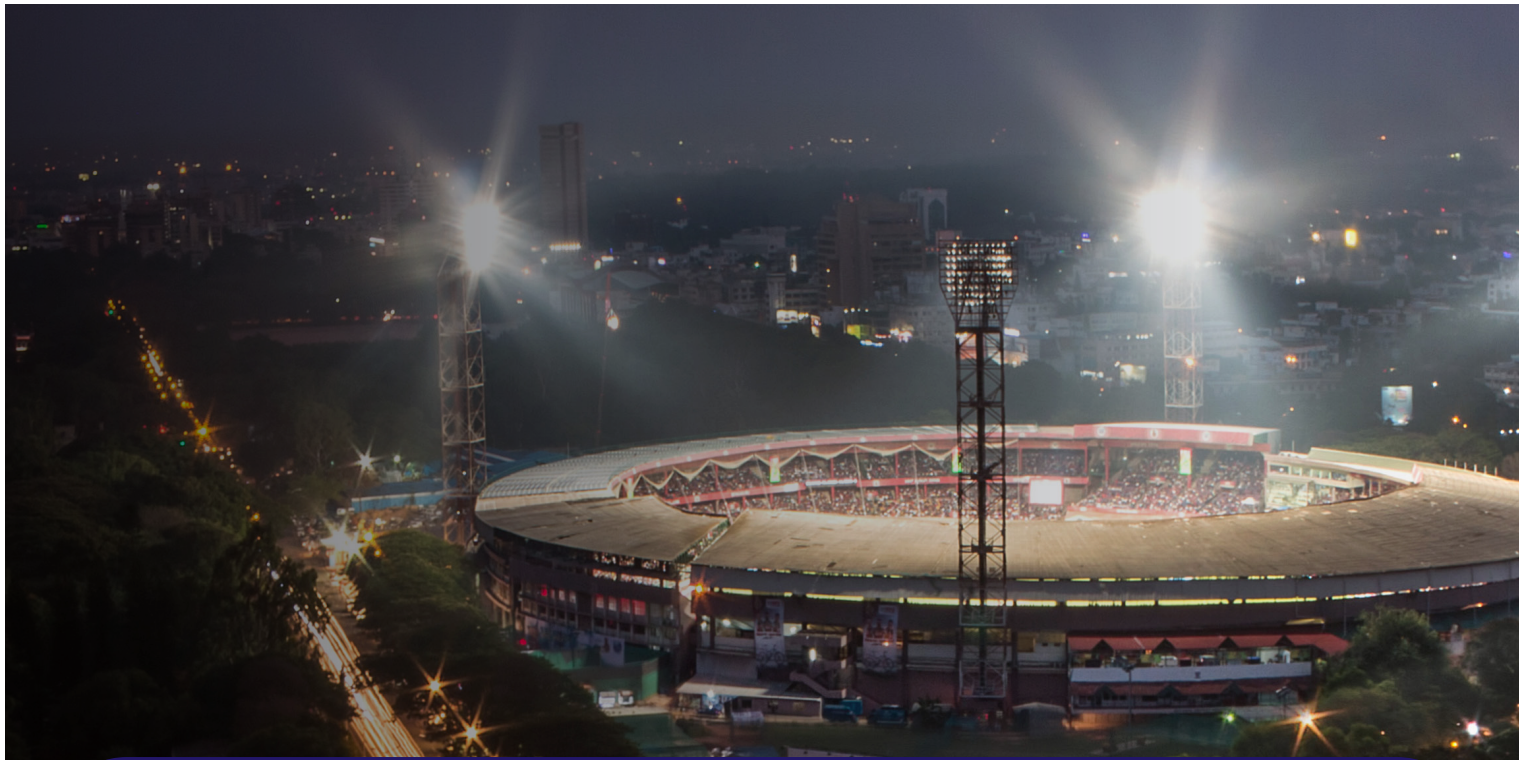
### Speaker: Mr. Dhiraj Malhotra

Mr. Dhiraj Malhotra, CEO of Delhi Capitals, has also served as the general manager of game development and cricket operations at BCCI. He has held similar positions in ISL pro kabaddi and has also served as an advisor to the hockey India league. He talked about how this year, there are new players on the team, with new staff, and the challenge is to first build a bond with themselves. And added how the first few matches will just be about building understanding between the team and the management staff. He tells about how he made fans involved these two to three years when they weren't physically present. They made the fans watch matches with them, started academies and tried to reach every nook and corner of Delhi and NCR.

### Speaker: Jake Lush McCrum

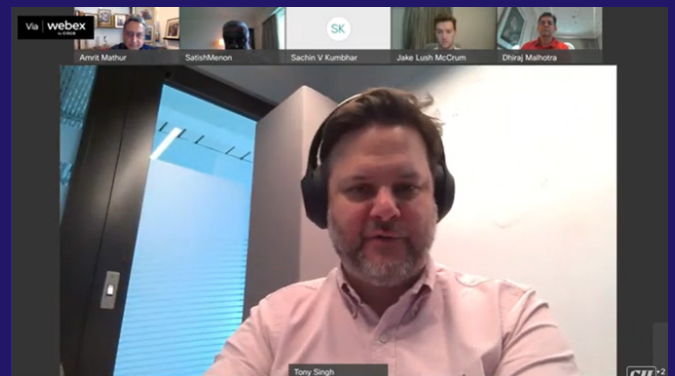
Mr. Jake Lush McCrum, CEO of Rajasthan Royals with substantial knowledge related to the business side of cricket, manages a number of areas, which include research and strategy preceding and during the IPL auction, organisation of player trials, and recruitment of senior coaching staff. He talks about how four playoff spots for ten teams will lead to extra competition, which is a great addition to the growth of the league. He adds that the mega auction has brought another level of excitement to the tournament. He also spoke about the core profitability of being in a good position and how all of their perspective is on how to optimise the controllable revenue streams for the business.





### Speaker: Mr. Satish Menon

Mr. Satish Menon is the CEO of Punjab Kings. He tells us about the young core they are attempting this year onwards and how they plan to keep them for a minimum of five or six years as they are all youngsters, which will make it easier to mould them and get them together. He also adds that the two new teams that have been added are going to add a lot more value to the whole league and hopes that this league will take centre stage when it comes to cricket in the coming years. He talks about the move to CPL, which paid off well. One of the approaches that they have taken is to be able to move on the digital platform as much as possible.



### Speaker: Tony Singh

Mr. Tony Singh is the Chief Commercial Officer of ECB. He talks about how the hundred was an innovation in a market wherein we already had T20 cricket, and he felt like their sport had lost a little bit of attraction in their domestic market and they, therefore, needed to tell a different story about it to give people an opportunity to re-engage freshly to cricket. He adds that our ambition was never going to become the second-best T20 tournament in the world, and therefore, setting ourselves up to do something slightly different was what we thought was the right approach. He also says that there's still massive room for IPL to grow outside of India. Perhaps its growth in India might not be at the same rate that it's been in the past.



# Session - V

## Building upon Tokyo 2020

### Moderator

#### Mr. Raman Bhanot

Broadcaster and Director of  
Ilan Communications

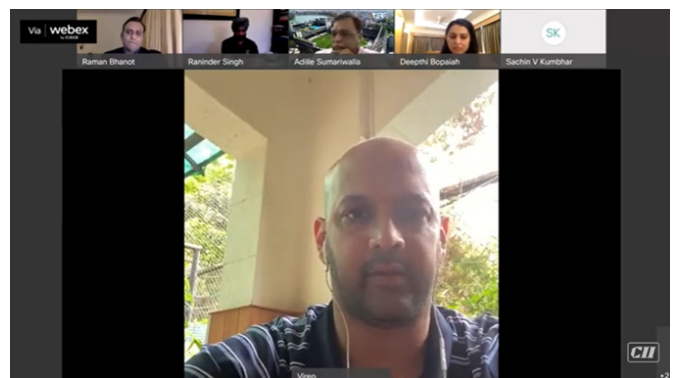
### Panelists

#### Mr. Adille Sumariwalla

President of the Athletics Federation  
of India

#### Mr. Viren Rasquinha

President of the National Rifle  
Association of India



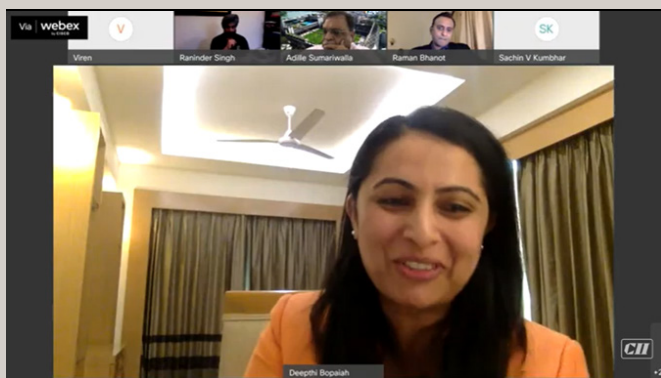
### Speaker: Adille Sumariwalla

Mr. Adille Sumariwalla is the president of the Athletics Federation of India and an Olympian Arjuna awardee Asian medalist. He talked about how the whole Indian psyche of “we can’t make that last mile” was changed after Neeraj Chopra won an Olympic gold medal in the Javelin throw and convinced the Indian sporting world that one of their very own had managed to win a medal at the Olympic games. He also talks about the importance of creating an ecosystem for trainers and CSR funding.

### Speaker: Viren Rasquinha

Mr. Viren Rasquinha is the Director and CEO of Olympic Gold Quest. He’s also a former captain of the Indian hockey team and an Arjuna awardee. He’s also a serving member as a member of the PMO task force. He talks about how the shooting federation and athletics federation are two of the best-run federations among all the Olympic sports, and the reason behind the consistent results over the years is because of the good processes put in place by these federations. In terms of fundraising, we should have a proper plan for corporates, and I believe if we have the right team in place, the right people in the federation with proper transparency and accountability, and if we show performance over a period of time, then there is no dirt for funds for every sport, he added.





### Speaker: Deepthi Bopaiah

Ms. Deepthi Bopaiah is the CEO of Go Sports Foundation. She was part of the Victoria Invitation Programme, Sports International delegation, Australia, the Times of India Global Sports Show, the Indian CSR summit and several other platforms. She talked about the huge narrative shift from the perspective of India in how we perceive the Paralympics. She also shared that when they picked fencing eight years ago, nobody thought we could put an Indian fencer at the Olympics, but getting Bhavani Devi to the Olympics was indeed a great learning about the sport.



### Speaker: Raninder Singh

Mr. Raninder Singh is the President of the National Rifle Association of India. He's been an accomplished international-level trap shooter himself. He also represented India at the ISSF World Cup held in Egypt and Germany. He was also elected as vice president of the International Shooting Sports Federation in November 2018. He shared about how the win of Abhinav Bindra in the air rifle event at the 2008 Summer Olympics gave self-belief to the athletes and Indian onlookers' fans who wanted to get involved in this. Winning an Olympic medal is not an easy thing. Many of my athletes had a mental meltdown right before the Olympics. That is where the flaw has been all these years, and we never focused on the athlete's non-technical side, he added.



# Session - VI

## Sports Tech Masterclass

### Moderator

**Mr. Sunil Taneja**

### Demonstrations

**Mr. Abhishek Binaykia**

CEO, Spektacom

**Mr. Tim Rouse**

Director Sales APAC, Hudl

**Mr. Siddhant Agarwal and  
Ms. Shubhangi Gupta**

Sportvot

**Mr. Devendra Powar**

Business Head Enterprise and Retail, GOQii

**Mr. Aviral Johri**

Head of Business Operations, Sporjo

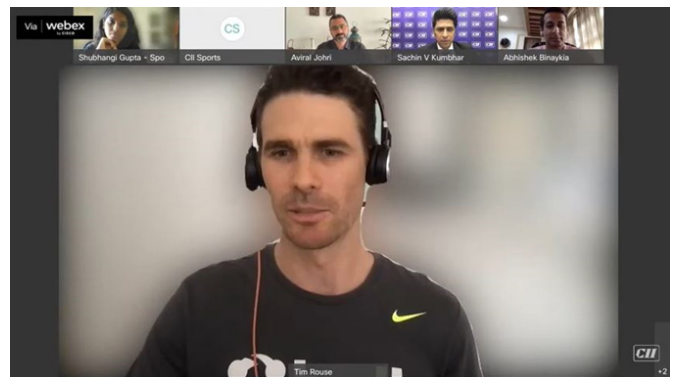
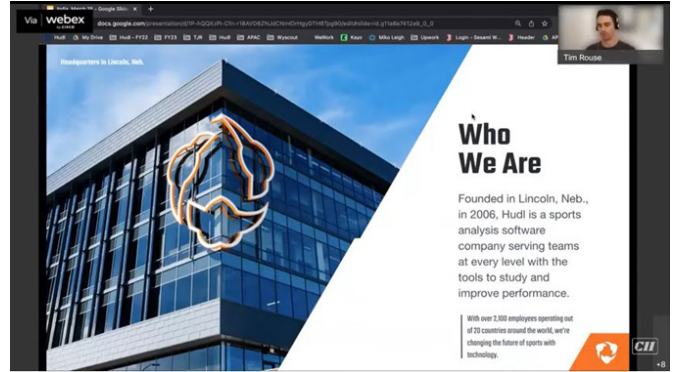


### Demonstrator: Abhishek Binaykia, Spektacom

#### **SPEKTACOM POWERBAT**

Spektacom showcased their power bat, which is an Ultralight-weight 10g sensor. It's a series of IoT sensors. Sensors that you stick on the back of a bat give you real-time data on multiple batting metrics, stuff like your shot power, bat speed, the impact location on the bat, and the entire swing profile. With sensors, you get the advantage that the data is a lot

more accurate, and you get insights into metrics that haven't been seen before. Their goal has been multi-fold to take it to live broadcast. Recently, they've made this product available to the mass consumer market. There's a very simple app that comes along with it; you connect to it, and it gives you data in real-time on all the metrics along with the ability to sort of capture the video as well. They also plan to take this deck to complementary sports with similar modifications, which you can deploy, especially in sports like tennis or golf, where swing profiles are very important.

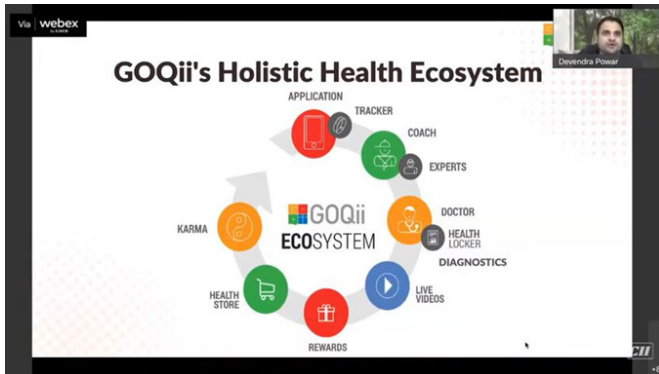


## Demonstrators: Siddhant Agarwal and Ms. Shubhangi Gupta, SportVot

SportVot is a multi-sports ott platform for sporting bodies to stream their games online. It is simple and easy to use for any sporting organisation, no matter how big or small. They give sporting bodies the most powerful and cost-efficient tool in the sportVot cloud studio to broadcast their games and provide an ESPN-type experience for local kabaddi, basketball, cricket, or any other sport for that matter. All they need is a smartphone; on top of providing a platform for grassroots sports to be broadcasted, they are also opening possible revenue streams through digital sponsorships and advertisements as well as talent identification for young stars. They have successfully covered more than 11000 games, discovered more than 60000 athletes, and generated more than 20 million viewers across the globe. Their end goal is that they want more sports talent to reach out and grow their fans by streaming every single game in the world.

## Demonstrator: Tim Rouse, Hudl

Hudl is a sports technology platform that has been based out of Lincoln, Nebraska, America, since 2006. The mission behind it is to build the world's most powerful network of sports videos, help teams win, and help athletes improve. They also have a content platform that's driven by the competitive side, the consumer side, and the fan side.



## Demonstrator: Devendra Powar GOQii

GOQii is a leading digital preventive healthcare platform. Their focus is more on the making of top athletes right at the grassroots level. In the making of a great athlete, the focus needs to be put on certain things such as nutrition, guiding, and basically intervening at the right time so that you propel that person from being a good one to a great one, and that is where GOQii comes in. They were the first ones in the world to integrate a fitness gadget and have their own range of gadgets, right from fitness bands and watches to even a smart treadmill. GOQii gives access to a lot of live videos, from yoga, meditation, forms of fun dance sessions, and a lot of talk sessions besides healthy blogs as well. Every user is motivated to stay healthy on the app; for healthy behaviour, they get rewarded with something called GOQii cash, which can be used on the health store to redeem a plethora of healthy products that they have created.

## Demonstrator: Aviral Johri, Sporjo

Sporjo, a leader in the seed tech category that is sports education employment and ecosystem development powered by technology with a vision to create half a million professionals in the sports industry by 2030 using a unique formula of assessment, upskilling, and eventually placing people through the use of technology in a meritocratic objective and scientific way. Through their process, they aim to deduce an individual's readiness for roles within organisations in Sports and nurture them towards not only a job but also a career in sports.



# Session - VII

## From the Playing Arena to Flights of Gaming

### Moderator

#### Mr. Vinit Karnik

Head esports and entertainment  
groupM South Asia

### Panelists

#### Mr. Vishal Gondal

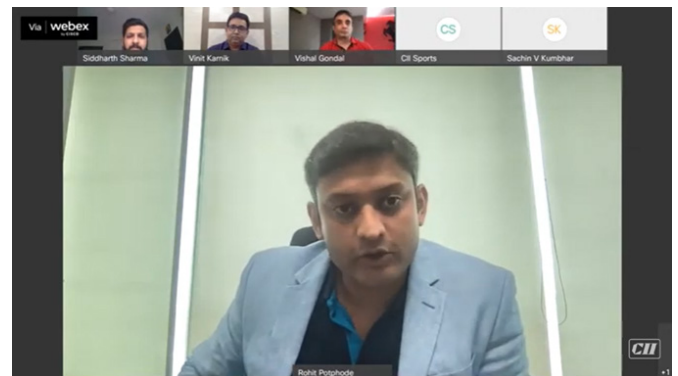
Founder and CEO of GOQii

#### Mr. Siddharth Sharma

Strategy head of A23

#### Mr. Rohit Potphode

President of global partnerships and Esports

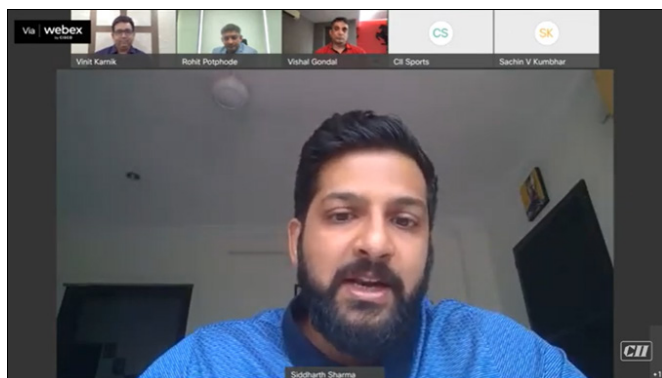


### Speaker: Vishal Gondal

Mr. Vishal Gondal is the Founder and CEO of GOQii, a notable angel investor and was listed among 50 executives in the mobile content space by the UK-based mobile entertainment magazine. He started by talking about the whole esports industry worldwide being at a massive inflexion point right now, as the world's most participative sport is esports. As far as India is concerned, the first-ever esports in India was done in 2002, which we had organised with the world cyber games, he added. He also talked about many people considering gaming as a career option. He also shared about brands promoting esports soon. He told about one of the main challenges being content production and the investment required in the field.

### Speaker: Rohit Potphode

Mr. Rohit Potphode is the President of global partnerships and Esports SEA at JetSynthesys. He shared his experience in Southeast Asian games, as he was a part of the Singapore mandate team and worked very closely with Skoga, the medic, the Malaysia esports federation, and the IOC to ensure that esports are being seen in the same light as any other sport, for that the camps and training centres were set up with proper infrastructure, mentoring and coaching as well not just from the gaming standpoint but also the mental strength standpoint.



## Speaker: Siddharth Sharma

Mr. Siddharth Sharma is the strategy head of A23 and handles a variety of verticals and initiatives across the board. He talked about how esports is considered a profession. Esports is allowing other ecosystems of game developers to build up their games and get better value out of it because they enter into revenue-sharing agreements with operators, which stimulates their ability to create that ecosystem of gaming, he said. He also talked about how esports is not seen as a great degree of investment because of its hard-selling concept.



# Session - VIII

## New Age engagement for Sports fans

### Moderator

#### Mr. Vinit Karnik

Head esports and entertainment  
groupM South Asia

### Panelists

#### Mr. Satheesh Ananthasubramanian

Founder and CEO of GOQii

#### Mr. Jonathan Earle

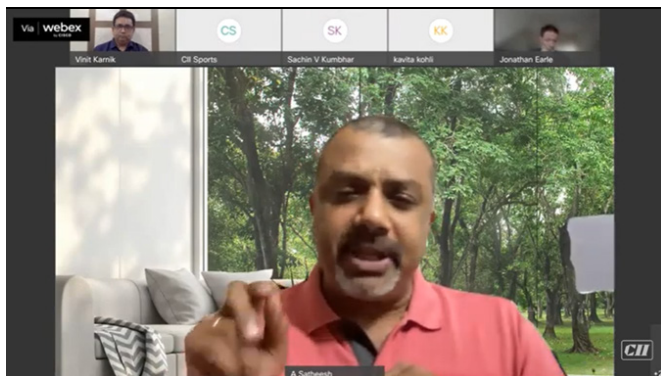
Consumer director at SportRadar

#### Mr. Vishal Gondal

Founder and CEO of Goki

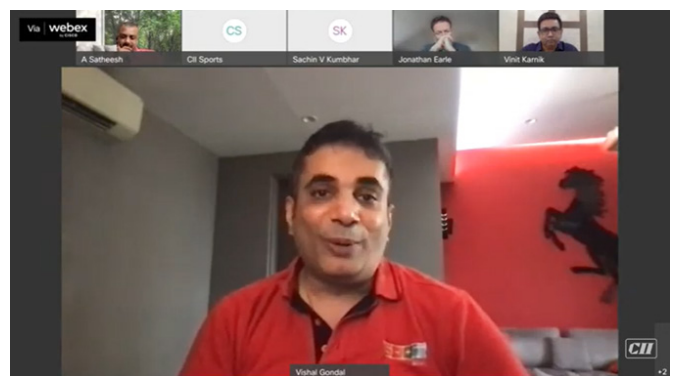
#### Mr. Siddharth Raman

Deputy CEO at Sportz Interactive



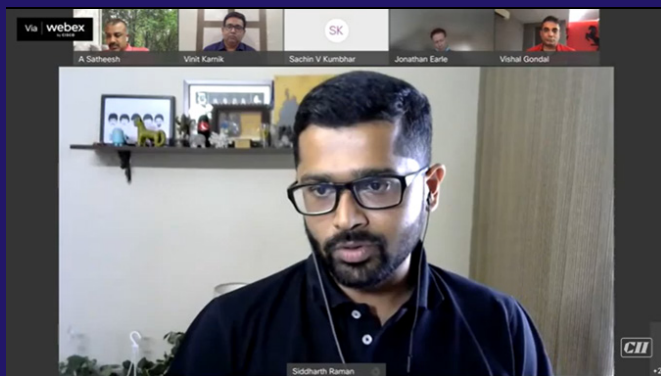
### Speaker: Satheesh Ananthasubramanian

Mr. Satheesh Ananthasubramanian is the founder and CEO of Rage Fan. He talked about the purpose around which rage fan was born, which was to see how technology could be utilised, like blockchain, to be able to better drive fan involvement overall. Additionally, a lot of fan engagement approaches are driven from a brand perspective and from a broadcaster perspective to be able to target fans as a potential customer base. They talked about what they are looking for, which is rebranding the whole concept into a club token where the brands involve and invest in the clubs over a longer period, and therefore, the clubs do better, and they, in turn, provide an opportunity for the brands to access the fans in a manner where the fans believe there is a value that they are enjoying. Our focus is across the board, and there we will be able to drive a much larger ecosystem play for multiple sports, he concluded.



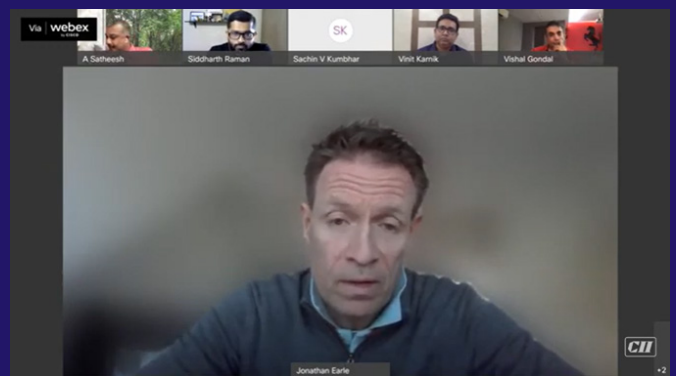
### Speaker: Vishal Gondal

Mr. Vishal Gondal is the Founder and CEO of Goki, a notable angel investor and was listed among 50 executives in the mobile content space by the UK-based mobile entertainment magazine. He highlighted, looking at fan engagement and fan monetisation as a business model, it has massively underperformed in India. He also talked about web 3, which has been designed for communities, so by definition, web 3 and fan engagement are one and the same thing, he added.



### Speaker: Siddharth Raman

Mr. Siddharth Raman is a deputy CEO at Sportz Interactive. He talks about the number of Bharat-focused platforms that have come up to reach fans through data like storytelling and content and that there's a lot to learn from there. That's stage two of democratisation where we are peaking over there, he added. Talking about web 3, he said that it is about adding to that decentralisation where fans actually have that level of ownership (skin in the game).



### Speaker: Jonathan Earle

Mr. Jonathan Earle is a consumer director at Sports Radar, having worked there for over four years. Prior to that, he worked with the retail telecommunications and banking industries. Putting forward his opinion of web 3 from a sports perspective, he said it is the ability to create value exchange. The biggest area sports need to play a much bigger part in, for me, is how to create the products and services understanding where the culture and the technology are taking you.





# Session - XI

## The Leagues System

### Moderator

#### Mr. Nic Coward

Presenter and Commentator

### Panelists

#### Mr. Anupam Goswami

Chairman of CIA National committee of sports and CEO of Mashal Sports

#### Mr. Jose Antonio Cachaza

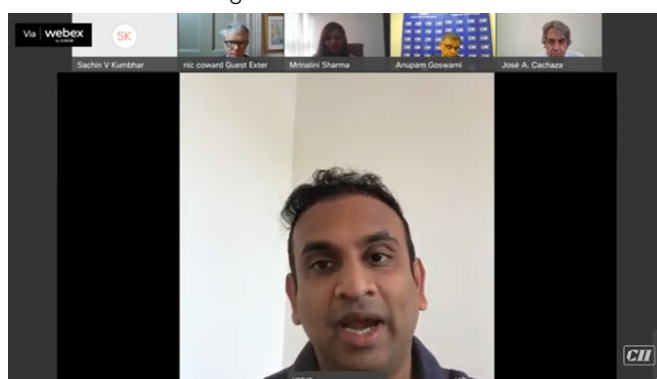
Managing director LaLiga India

#### Mr. Varun Tripuraneni

Owner of Hyderabad FC

#### Ms. Mrinalini Sharma

CMO and Co-founder of premier handball league

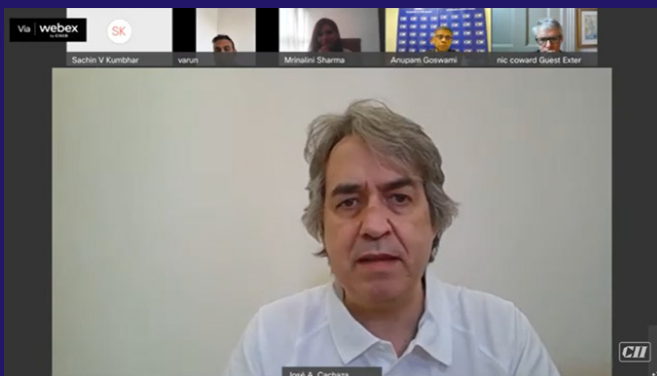


### Speaker: Anupam Goswami

Mr. Anupam Goswami is the Chairman of the CIA National Committee of Sports and CEO of Mashal Sports. He talked about the main focus being maintaining the intensity and the quality of the competition, which is the hallmark of the Pro Kabaddi league. One should be prepared for the unexpected, that is covid in this scenario, he advised. He also spoke about clubs and franchise drop-down concepts.

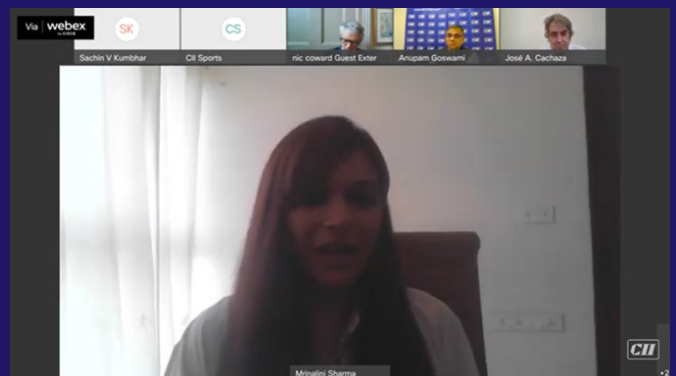
### Speaker: Varun Tripuraneni

Mr. Varun Tripuraneni is the owner of Hyderabad FC, which is the current champion of the Indian Super League. He highlighted some of his key learnings over these years, one of them being how the approach of team managers and management changed after three years and how they realised we couldn't compare ISL with IPL format. And added, since the league is young, we tend to focus more on the grassroots level and strengthen ourselves to sustain in the long run.



## Speaker: Jose Antonio Cachaza

Mr. Jose Antonio Cachaza is the Managing director of LaLiga India and has headed LaLiga operations in India since January 2017. He started by mentioning how cricket has an influence on any Indian sport in the development of any league, which can show the ways to follow and make a successful venture, but on the other side, he also pointed out how the dynamics of cricket are totally different to other sports. He further talked about different approaches to connect to the fans.



## Speaker: Mrinalini Sharma

Ms. Mrinalini Sharma is the CMO and Co-founder of the premier handball league and entrepreneur in spirits. She mentioned how the launch got delayed due to covid, and the challenges they had to face, but taking all that time positively, they restructured a lot of things. She also mentioned that Handball has a huge playing field in India, although not many people are aware of it. She further talked about creating awareness for the sport, which is a long-term process. She also mentioned some of the ways to create awareness and get people inducted into the sport.

# Session - X

## Employment and Skilling for the future

### Moderator

**Mr. Tarun Baijnath**

Presenter and Commentator

### Panelists

**Mr. Nilesh Kulkarni**

Founder of IISM

**Mr. Nick Andersson**

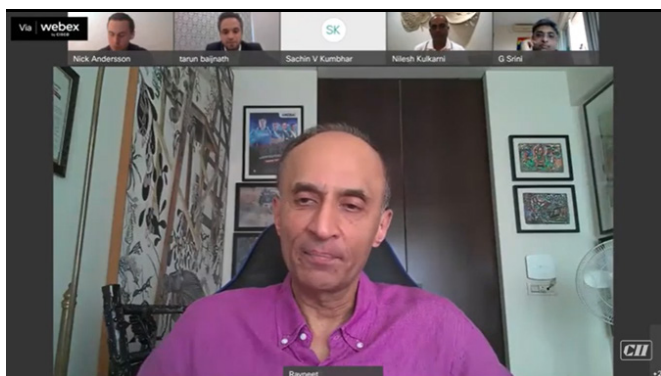
Director of International Relations center for sports and business

**Mr. Ravneet Gill**

Co-founder and CEO of New Horizons Alliance

**Mr. G Srinivasan**

CEO of Sporjo



### Speaker: Ravneet Gill

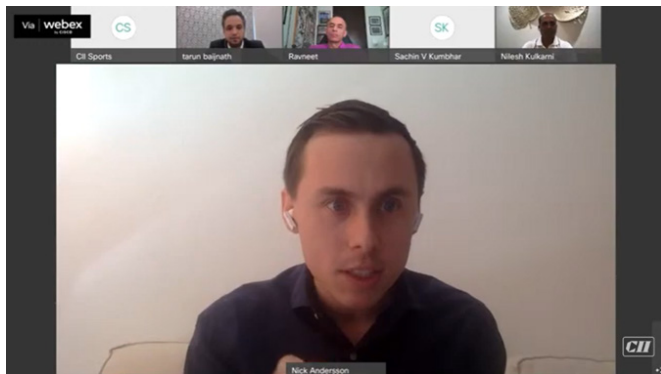
Mr. Ravneet Gill is the Co-founder and CEO of New Horizons Alliance. He spoke about creating a sustained sporting success ecosystem and talked about sports education in India. He added how sports will be considered a profession in the coming years and thousands of jobs will open up, and for the youngsters to be equipped to do justice to those roles, training, coaching, and specialisation become important. He also mentioned the approach of how to make the most of the infrastructure with the right education.



### Speaker: Nilesh Kulkarni

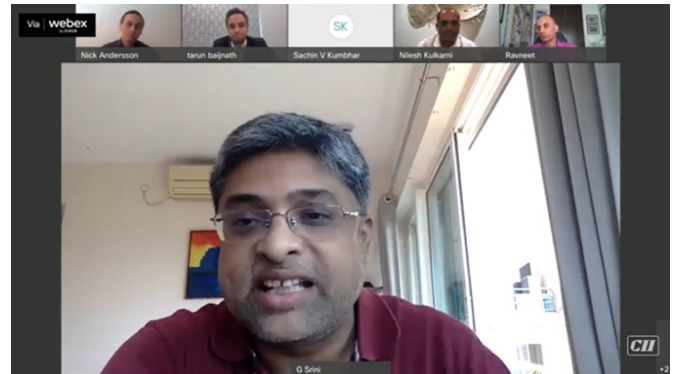
Mr. Nilesh Kulkarni is the Founder of IISM, a former cricketer and the founder and director of the International Institute of Sports. He started by telling how IPL was a trigger point for a sports business start to a complete revolution in India. He also told about his key initiative with the sports minister of Maharashtra, of creating a dedicated nomenclature for sports management and sports science in India. We don't have a very strong research base in sports; we are lagging a lot and are still dependent on overseas data for us to evaluate, he added.





### Speaker: Nick Andersson

Mr. Nick Andersson is the director of the International Relations Center for Sports and Business. He spoke about how people don't see an opportunity to have a career in sports and how, from different parts of the world, they have hired researchers to get a global perspective from what you would find in traditional sports management so that sports data could be used in organisational development. It also told more about the sports movement, which is known as full building/public education in Sweden.



### Speaker: G Srinivasan

Mr. G Srinivasan is the CEO of Sporjo. He started by saying how esports will soon be identified as a different sector and talked about how sports tech is growing exponentially, which is a confluence of multiple things coming together and not just conventional sports. He also mentioned how important it is to use that data a lot more effectively, break the data and ensure that it gets monetised.



# Session - XI

## Esports Landscape in India

### Moderator

#### Mr. Udit Dutta

Presenter and Commentator

### Panelists

#### Mr. Lokesh Suji

Director of ESFI

#### Mr. Vlad Marinescu

President of International Esports Federation

#### Mr. Vinod Tewari

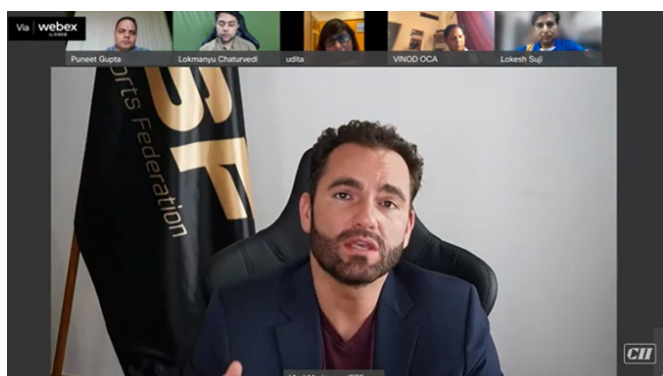
President of ESFI and Director at Olympic Council of Asia

#### Mr. Puneet Gupta

AVP at corporate communications and marketing Inox Leisure Limited

#### Mr. Lokmanju Chaturvedi

President of ESFI and Director at Olympic Council of Asia



### Speaker: Vlad Marinescu

Mr. Vlad Marinescu is the President of the International Esports Federation. He talked about India being one of the biggest markets since it has a huge population of gamers. He further added how esports is a modern sport which needs a modern outlook as it is using technology to allow people to compete with one another. He also talked about one of the biggest strengths of esports being that we can compete without being physically together, that we can break borders and connect even when we are at home.



### Speaker: Vinod Tewari

Mr. Vinod Tewari is the President of ESFI and Director at the Olympic Council of Asia. He started by enlightening us with his journey in the esports community. He talked about introducing esports as a medal sport in the 2022 Asian Games, which will be a great advantage for India since India has a very big gaming industry. He also spoke about the attractiveness of the youth to participate in esports being high.



## Speaker: Lokmanyu Chaturvedi

Mr. Lokmanyu Chaturvedi is a professional FIFA esports athlete for the Indian international team and True Rippers Esports. He shared about how parents, especially in India, are a little apprehensive about letting their children go forward with gaming. He also talked about his first break, which made several federations recognise him, and communities realise as well as understand that it is actually a real profession.



## Speaker: Puneet Gupta

Mr. Puneet Gupta is the AVP of corporate communications and marketing at Inox Leisure Limited. He talked about how Inox can take esports to the next level, as it has a great location, young audience, and high reach, and he would love to leverage the brand to connect with the masses. For esports to become a mass phenomenon, a little bit of effort from a brand like ours is required, and we are right up there. It's just a matter of time, he added.



## Speaker: Lokesh Suji

Mr. Lokesh Suji is the Director of ESFI and board member and VP of the Asian Esports Federation. He talked about gender participation in esports and said that the participation of females is increasing slowly, pointing out that the good part of Asian games is that the category of esports is completely gender-neutral. He also highlighted that there are no restrictions in esports, not only in the form of gender but also abilities and age.



# Notes



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