

Report – ‘Federated Growth: Unleashing India’s Sports Economy’ released during TURF 2019.

New Delhi, December 11, 2019: The Federation of Indian Chambers of Commerce and Industry (FICCI), in partnership with Koan Advisory Group, published a report on the state of sports federations in India. *Federated Growth: Unleashing India’s Sports Economy* analyses six factors that are integral to the growth of the country’s sports federations. These include sources of funding, administrative structures, talent development, medical support services, the state of sports infrastructure and the ability to participate in international competitions.

The study finds that public sector investments from state and central governments are not enough to sustain a vibrant sports economy. It also highlights the need to delineate responsibilities of different sports bodies at central, state and national levels, in order to ensure effective resource allocation.

Most importantly, the report finds that private leagues have had a defining impact on the lives of Indian sportspersons. If not for the Pro Kabaddi League (PKL), Monu Goyat, a resident of Hansi town in Haryana, would’ve been one of many faceless havildars in the Indian Army. Today, he can boast about earning 15 crores in the league’s 2018-19 season.

The report found that media rights contribute the largest share of federation revenues for the best funded bodies, whereas the laggard organisations were largely dependent on government grants. A salient finding of the report includes an analysis of policy issues that dissuade the private sector from investing in India’s sports economy. These include the Sports Broadcasting Act, 2007, which can potentially erode value of live events.

“This is the first-of-its-kind report that sheds light on what ails India’s sports federations – the heart of the country’s sports economy. Backed by empirical research, it recommends pragmatic solutions to ensure their operational efficiency. We hope that various stakeholders will take this report in the right spirit and do what is needed to strengthen federations,” said Deepak Chenoy, Secretary General, FICCI.

“The one big takeaway from this report is that public sector alone cannot ensure a vibrant and competitive Indian sports economy. The private sector too has to do its bit. And it has done that by significantly investing in leagues such as the IPL, PKL and the Indian Soccer League (ISL). We hope that all stakeholders will pay considerable attention to the policy recommendations in this report, and help unlock the true value of India’s sports economy,” said Vivan Sharan, Partner, Koan Advisory Group.