



2014

Vision Document

Sports as a full time career	2011
Institutional capacity building in sports	2012
Importance of sports in education	2013

Sector Skill Council

SPORTS, PHYSICAL, EDUCATION, FITNESS & LEISURE SKILLS COUNCIL (SPEFL-SC)



Is India ready for closing the loop?



TANJUN ASSOCIATE

SkillsActive





Table of Contents

1.	Introduction	03
2.	Institutional Capacity Building	05
3.	Connecting the Dots	07
4.	Sector Skill Council	12
5.	Way Forward :Education for Sports and Sports For Education	19

2014 Vision Document

CHAPTER 1: Introduction

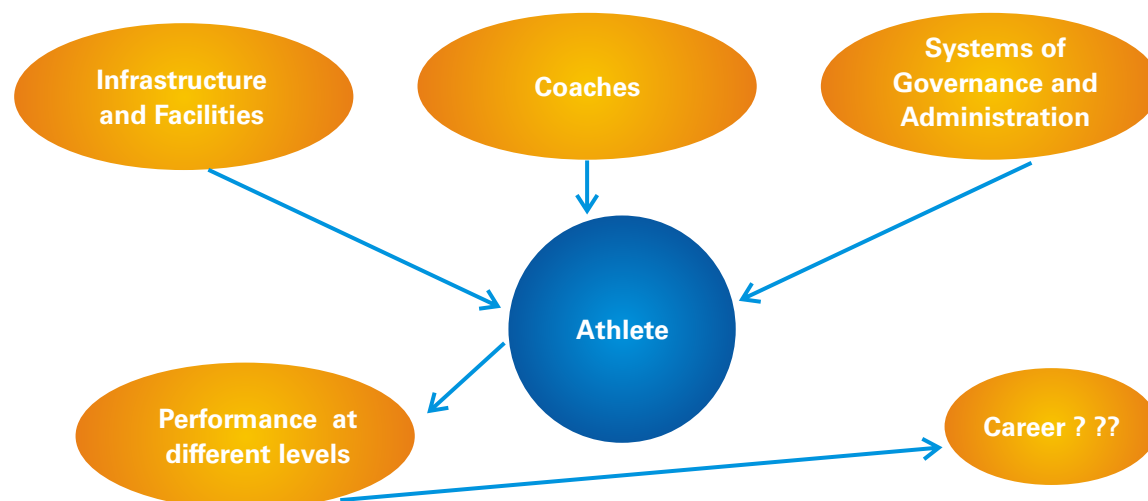
After India got independence, in 50s and 60s, despite bad economic conditions, India could produce fairly good teams and athletes like Milkha Singh, Dhyan Chand etc. Indian football team reached semi-finals of FIFA world Cup and Hockey Team was world Champion. However, there was a downfall after that and India's performance in international competitions saw a continuous dip.

As India progressed into modernizing and liberalizing economy there were avenues opening in other fields and there were no long term career prospects in sports. Sports which was to do with individual zeal and leveraging Govt. policies provided special perks, resources and quotas for sports persons but no aspiration led career. Thus, sports took a backseat and became a last resort for spoilt kids who were good for nothing. Parents did not support their child's aspiration to become sportspersons; physical education was looked down upon as the stream of education by the society. Sports related businesses were considered non lucrative. Sports persons were not considered eligible for elite jobs.

Reason being sports in India was always coach centric. Coach besides coaching is also a manager, administrator, strategist, nutritionist, psychologist, in addition to critical role of coaching which obviously showed in the competitions where Indian athletes could not excel.

Whereas world over other experts like psychologist, physiotherapist, nutritionist were working as a team of individuals focused on helping the athlete excel in chosen sporting field and also provided aspiration led and sought after career opportunities.

Off late, with changing socio economic scenario, rising middle class and realization of importance of sports in education, catalyzed better performances and increased acceptance of sports in society. Parents realized importance of sports. Besides, Indian sports started working on its governance and management. Also rising awareness coupled with international exposure, athletes started demanding experts which were then hired from abroad and it was realized that India needs experts for sports and allied fields to reach excellence.





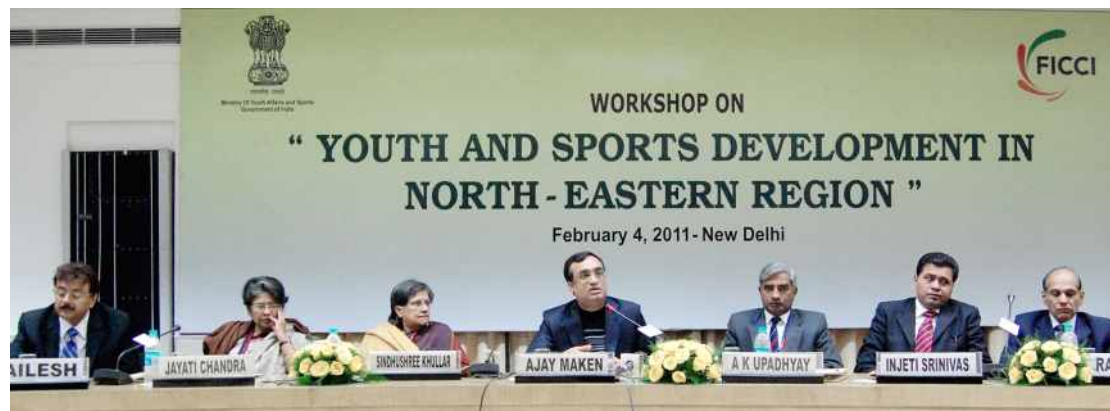
2014 Vision Document

Excerpts from the Workshop on

Youth and Sports Development in the North Eastern

Region on 4 February 2011 chaired by

Mr. Ajay Maken *Erstwhile Hon'ble Minister (Youth Affairs & Sports) Govt. of India at FICCI*



.....**there is a need** to give adequate importance to Skill Development and Training Program. He informed that under the Chairmanship of the Prime Minister, the National Council of Skill Development has been set up as an apex institution for policy direction and review. Further a National Skill Development Board has been set up under the Chairmanship of Deputy Chairman, Planning Commission.It was decided that FICCI in association with National Skill Development Council shall set up a sector-specific skills council for sports.

As a result FICCI began with human resource demand and supply analysis of sports sector in India:

- Where is the maximum demand supply Gap in sports, in terms of human resource? i.e. which are the priority sectors within the sports ecosystem.
- Where is the maximum employment potential in Sports?
- We took 16 Olympics Sports

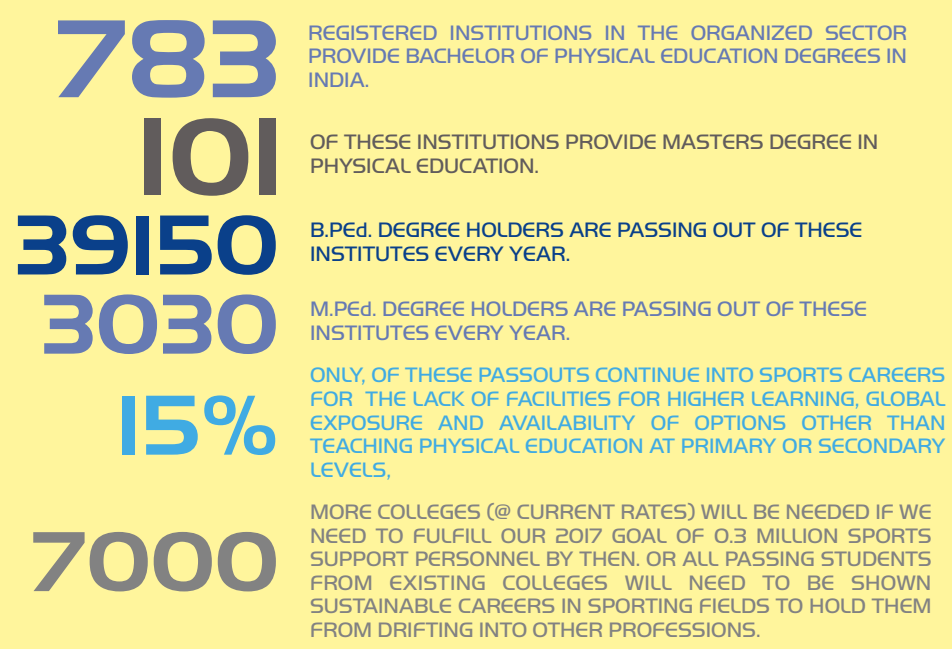
FICCI-Tanjun Associate Study on Sports as a Full Time Career, Oct 2011





FICCI-Tanjun Associates and Skills Active Paper on Institutional Capacity Building of Sports and Physical Activities, Oct 2012

Institutional Capacity Building for Sports is the Most Urgent Need of the hour for India



ALTERNATELY, RAPID INSTITUTIONAL CAPACITY BUILDING MUST BE ACTIVATED TO EQUIP EXISTING INSTITUTES TO UPGRADE FROM PRODUCING B.PEds AND M.PEds TO SEPCIFICALLY RUN GLOBALLY APPROVED COURSES FOR:

- Track & field experts**
- Coaches Sports medicine experts**
- Sports nutrition experts**
- Sports psychologists**

This study was widely circulated and appreciated by think tanks and Sports state departments. It was acknowledged that India needs eco-system to support sportspersons which is non-existing. There was development of consensus to revive sports and physical education with a holistic approach of training and use of technology.

Then, FICCI decided to conduct a study on existing sports and physical education institutions in India to study the demand and supply gap and to connect the dots. Following were the findings of this report-

Thus a more structured, converging and focused approach is required in bridging this demand and supply gap and to create more careers

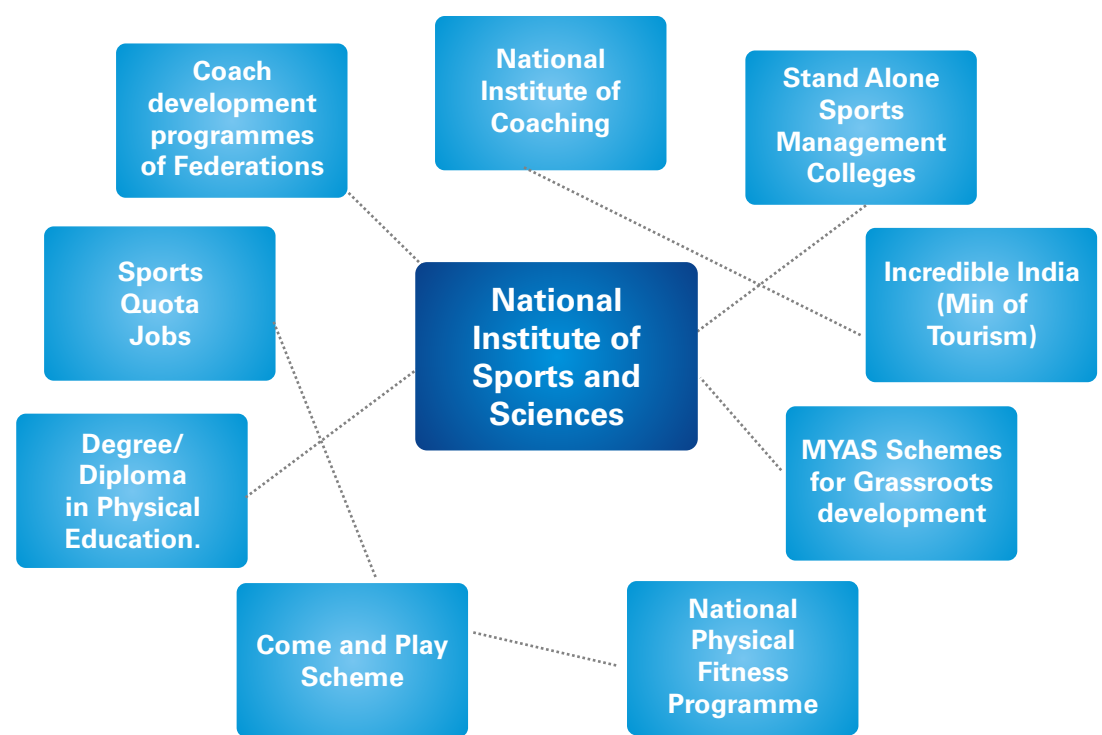
EXISTING SCENARIO

1. The natural progression of most sports persons at school level in India, is to continue into higher education such as 'Bachelors in physical education- (B.PEd)', which only allows them to become sports/Physical Education teachers in schools etc.
2. Those who want to take up job opportunities in training and development of athletes have to go through the rigour of National Institute of Sports in Patiala, Laxmi Bai National Institute of Physical Education etc.
3. There are thousands of institutions offering these courses. However, only a miniscule few are aware of how to churn out sports persons or support personnel which market demands and are willing to do so, for lack of exposure to opportunities and relevant knowledge.
4. Bringing these experts to one platform in a structured manner so that there is connection, convergence and collaboration for improving prospects of sports industry and medal prospects is the need of the hour and it can have far reaching consequences in kick-starting the sports sector in India.



NEED FOR CONNECTING THE DOTS

Existing Silos of different Government Departments and Ministry of YAS, HRD, Health and Tourism

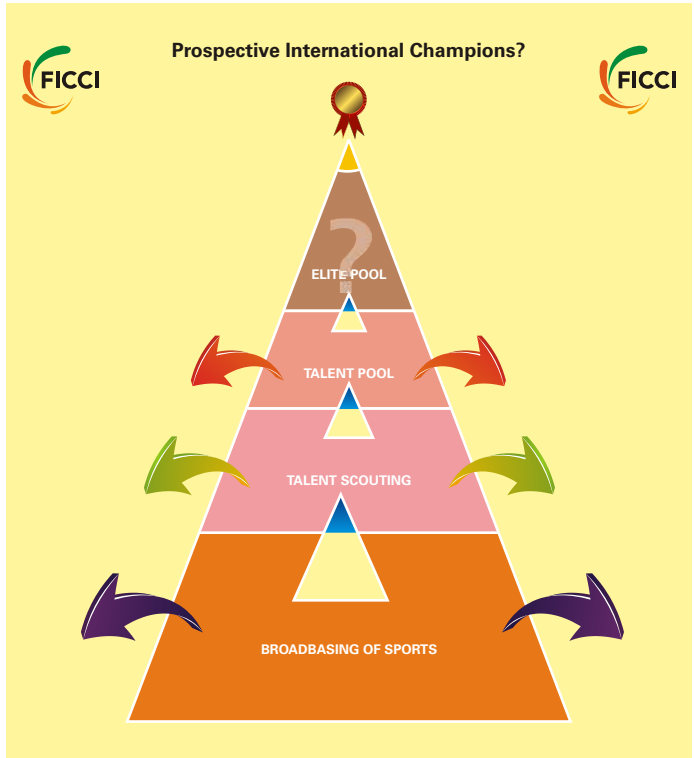


Making sports a part of mainstream education than just extracurricular activities is critical. Crusaders of education in India should work towards setting up Physical Education and Sports Qualification Framework and educational institutes should develop specialized courses and training programmes for fulfilling this demand of experts.

Not even 2-5% of the people can reach level of excellence in sports and become champions.

More than 90% People/ players who are passionate for a career in sports are not skilled and do not have job oriented training available hence don't get the opportunities and leave the sports ecosystem and join other streams.

On the other hand sports sector is marred by gap of experts and professionals who then are mostly hired from abroad.



It is required to bridge the demand-supply gap that is skill development for sports and allied activities which can be created by giving right direction and orientation to the Sports enthusiasts and keeping them within the ecosystem.



2014 Vision Document

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. **And 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.

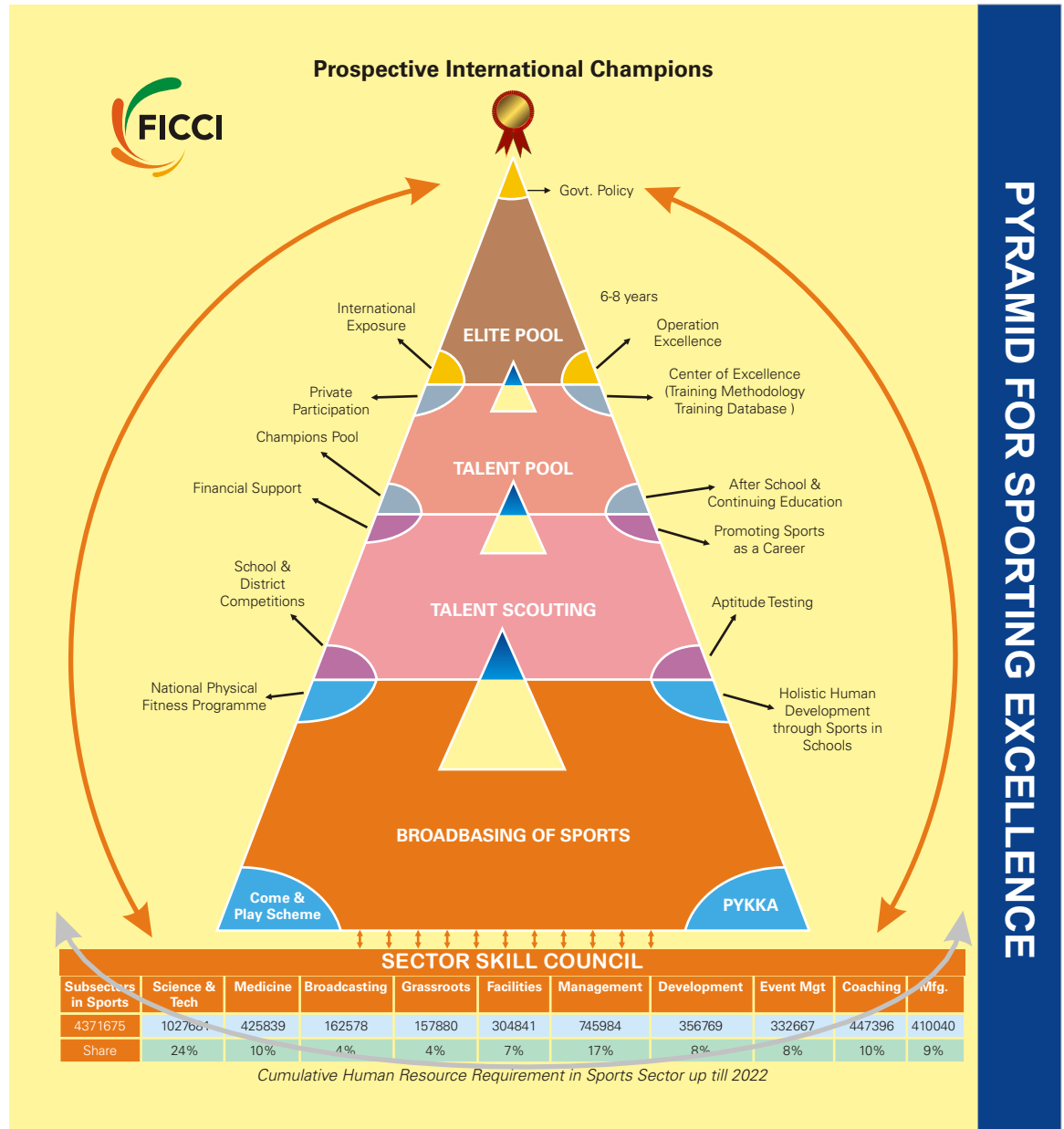
Challenge areas are the lack of professional training or evaluation and therefore, lower skills and no acceptability for workforce. Also, most courses are outdated and need to be redesigned. There is lack of linkage with the industry. This results in poor quality, and most importantly, huge attrition 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.

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. At present most of this demand is fulfilled by foreign experts due to lack of quality sports education and hence non availability of employable human resource in India. It is now time to revive sports education with a holistic approach of training, and fulfill the demand of skilled personnel and provide opportunities to youth by giving them right direction and orientation.

It is important that important stakeholders in the industry and experts in India should work towards setting up Occupational Standards, Qualification Framework for SPEFL. There is a need of institutions which provide specialized education in SPEFL which is an opportunity for educational institutes to develop specialized degree, diploma courses and training programmes for fulfilling this latent demand.

As SPEFL-SC will be promoted by engaging with the employers the curriculum will be updated regularly based on the sector needs which will also improve the employability of the workforce and sporting scenario of India.

Skill erosion in sports is a serious constraint: More than 90 per cent of the sports persons who take up sports as a passion leave sports because of non-availability of opportunities within Sports Sector. The limited employment opportunities act as a deterrent for those who want to pursue sports because only 2-5 per cent reaches excellence in sports. Even those who reach at pinnacle leave it due to lack of career opportunities. The education system has no stream for sports at any level, except in isolated institutions. This is a constraint in getting persons with the special skills, and aptitude that is required for the various roles.





2014 Vision Document

Corporate Culture

Its not just that the Indian sports sector needs workers and participants to succeed, it's also about the jobs that exist and who the potential employers are.

Government Recognition

It is important to recognise from the start the link between institutional capacity building and the realities of the labour market in terms of aspirations, availability, stickiness, attrition and scope for growth. Government policies such as linking health, welfare, education and skill building with sports and physical fitness within an atmosphere of encouragement will go a long way in ensuring success in the sports sector.

International Best Practices

We may not want to churn out qualified people for jobs that do not exist. We need to take account of labour market intelligence so that, as the sector grows, courses are developed in subjects and locations which need qualified workers the most.

It demands skill development for sports and allied activities which can be created by giving right direction and orientation to the Sports persons which is possible by rapid institutional capacity building of existing institutes. This will fulfill the demand of skilled personnel and will also provide opportunities to those people/ players who are passionate for a career in sports but don't get the opportunities. In the long run this initiative will create eco-system in sports sector.

Hence, FICCI has been advocating that developing quality Human resource will certainly bring paradigm shift in Sports landscape of India. Vocationalization of Sports, Physical Education, Fitness and Leisure is the way forward for activating attitudinal change towards sports and help India get its due recognition in sports sector.

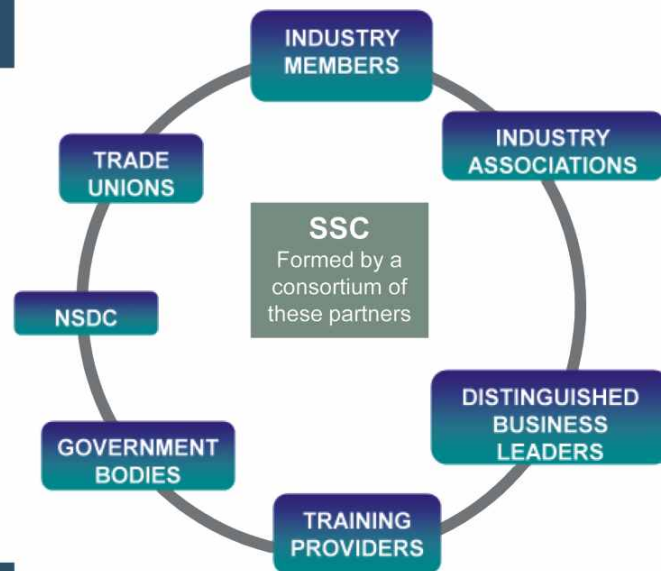
There are not enough training facilities in the country that completes the value chain. This provides occupational vacuums where the industry and the worker are forced to take up available employment rather than suitable employment. And dichotomy is sector and economy suffers as we are not able to realize true potential of the sector and source trained personnel from other countries.

Industry needs immediate attention from all stakeholders which includes institutes, federations, schools, colleges and the Government. The thrust of skills is required at traditional and modern industry levels and also at the level of basic grassroots. The skill gap should be identified at the top level and incentive structure should be such which encourages people to take to activities at grassroots. There is shortage of employable and skilled man power in sports, physical education and active leisure and in fact need has not been realized yet because somewhere we have accepted mediocrity as way of life.

SECTOR SKILL COUNCIL

What is a Sector Skill Council

Sector Skills Councils (SSCs) are state-sponsored, employer-led organisations that cover specific economic sectors.



The main objectives of an SSC are:

- Reduce skills gaps and shortage
- Improve productivity
- Boost the skills of their sector workforces
- Improve learning supply

SSCs are NOT training providers



What is the function of an SSC

As per National Skill Policy 2009, National Skill Development Corporation (NSDC) would constitute SSCs with following functions:

Research Labour Market Information to provide industry with accurate real time inputs.

Develop the delivery mechanism for industry relevant training.

Set up standards & QA to bring global best practices in industry.

NATIONAL SKILL POLICY

- Setting up LMIS to assist planning and delivery of training
- Identification of skill development needs and preparing a catalogue of skill types
- Develop a sector skill development plan and maintain skill inventory
- Developing skill competency standards and qualifications
- Standardization of affiliation and accreditation process
- Participation in affiliation, accreditation, standardization
- Plan and execute training of trainers
- Promotion of academies of excellence

What is the role of SSC partners

An SSC is not a training body but a standardisation & facilitation council.

It is a consortium of partners that come together to take the objectives of the SSC forward through positive connectivity, convergence and collaborations.

NSDC

- Promote understanding of the role of SSCs within the skills system
- Co-ordinate policy and strategic work on skills with stakeholders
- Help build the Sector Skills Councils
- Monitor performance capability of the SSCs
- Work effectively on the employer-driven skills agenda

SSC Partners

Apprentice opportunities during training

Identification & Setting up of competency standards

Ensuring employment of trained personnel

Curriculum development

Sharing of machinery & equipment

Training of trainers

Support through physical, financial & human resources

Delivery of training, monitoring & evaluation

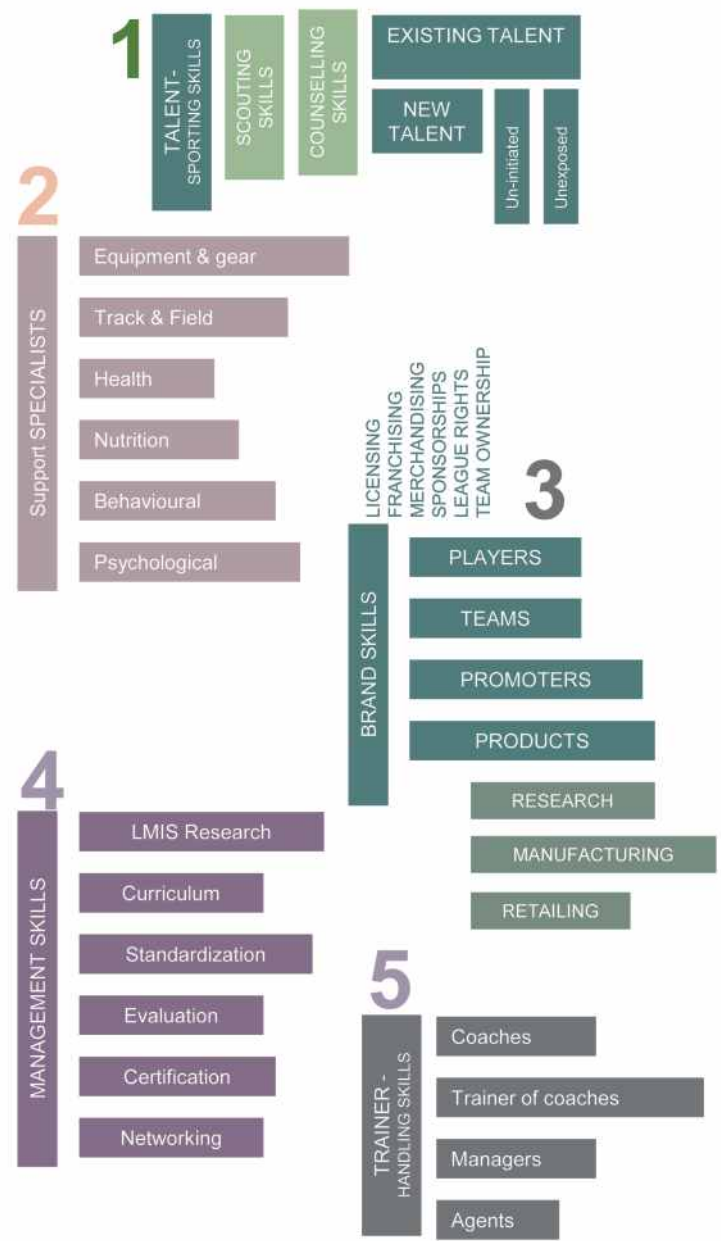


How will the SSC function

Each sport will be broken into its smallest logical component as shown.

Extensive standards will be developed in terms of curriculum, evaluation & training methodology.

- SPECTATOR
- FIELD SPORTS
- MIND SPORTS
- RACING
- ADVENTURE
- DANCE
- Etc. Etc.



What results are expected

The sector skill council is primarily a facilitating and aggregating platform from where each stakeholder in the sports eco-system will derive its own benefits.

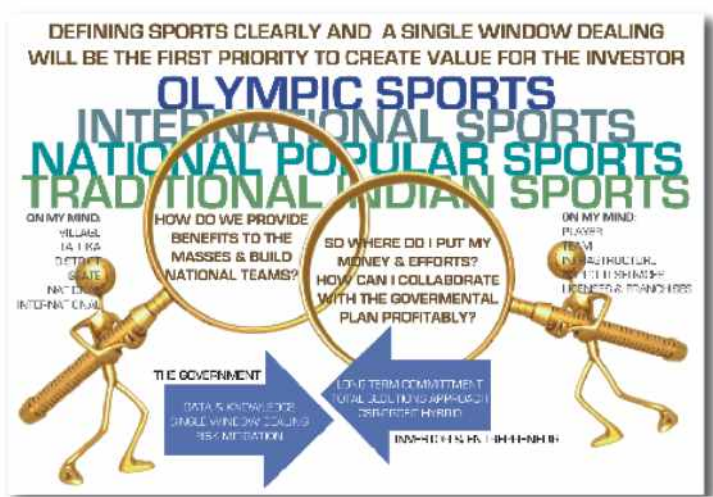
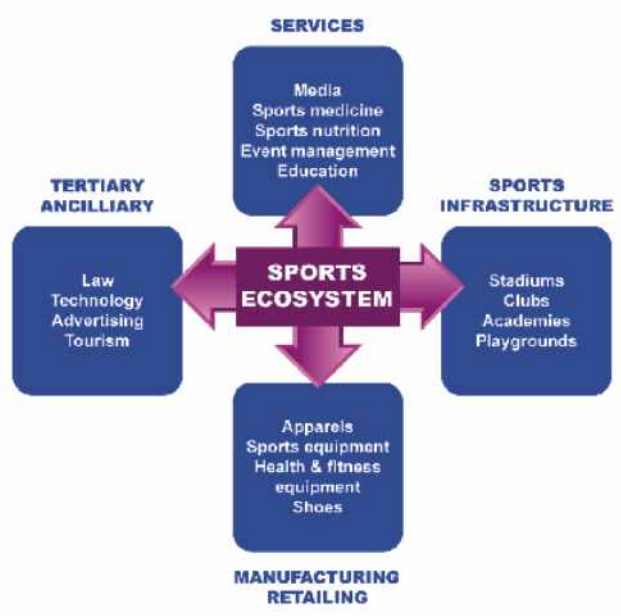
In the end however, the final tally will be the skilled sporting manpower bank and an enlightened community.

- Aggregate the efforts of the Sports Sector for workforce development**
- Set workforce benchmarks**
- Institutional Capacity Building of the Existing Institutions**
- Setting up ecosystem for new institutions**
- Develop a skills repository for the Sports Sector**
- Quality Assurance in workforce development**
- Integration of Technology in Training**



How can Industry & Govt synergise

The sports ecosystem in the country is well defined, well designed and well meant, but not well connected. Multiple authorities and interest groups create an investor unfriendly environment. The diagram outlines the dilemma of the two largest stakeholders that will drive sports and suggests solutions for the future.





The skill council has been scoped to meet the skill challenge in real time as can be seen from the tables alongside.

The real effect of the skill council though will be felt at the community level at one end and on a National health level on the other end.

A healthy nation will be the ultimate goal of the council.

Projected Human Resource Requirement for next 10 years, by 2022 is 43,71,675

	SUB-SECTORS	Total Demand by 2022	% of Total
1	Sports Science and Technology	10,27,681	26%
2	Sports Management	7,45,984	19%
3	Sports Coaching	4,47,396	11%
4	Sports Medicine	4,25,839	11%
5	Sports Development	3,56,769	9%
6	Sports Facilities	3,04,841	8%
7	Sports Event Management	3,32,667	8%
8	Sports Broadcasting and Media	1,62,578	4%
9	Sports Grassroots	1,57,880	4%
10	Sports Manufacturing	4,10,040	9%

Scope of the SKILL COUNCIL over 10 Years

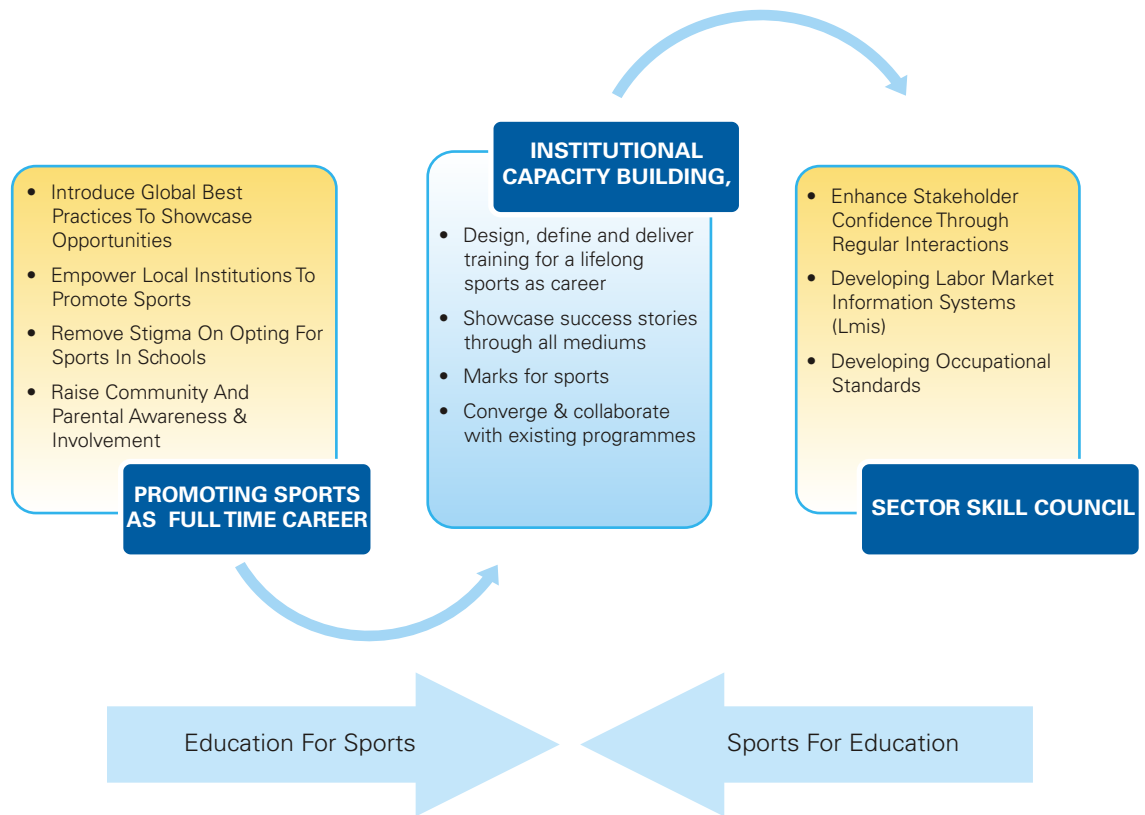
- Number of people certified (55000 in first three years) **43,71,675**
- Number of in-service training courses planned (BATCHES OF 50) **79,233**
- Number of training organizations accredited and certified **780**
- No. of trainers trained **5282**

CHAPTER 3:

WAY FORWARD : EDUCATION FOR SPORTS & SPORTS FOR EDUCATION

The first step towards making sports as a viable career option will unfortunately not come from the sports community at all. Rather it will have to come from within the civil community including and led by educational institutions, changing the mindset of the society at large and within it, parents, elders, teachers and peers in particular and providing them with acceptable trainers as in the case of academics.

1. Sports, when included alongside the academic curriculum can provide the learner with an alternate, legitimate and dignified employment opportunity.
2. Physical activity is scientifically known to have improved academic performance. Thus increasing the chances of employment for the trainees who otherwise remain at the bottom of the academic ladder.
3. Attitudinal restructuring and mindset development of the community and society at large can be well achieved by making sports and physical fitness an intrinsic part of the education system. Institutional offering of sports along with education will certainly make way for greater acceptance as a viable career option, which in the first place is the single most important priority of any Indian child opting to continue education, or even discontinue it for that matter.
4. As a result, Sport for Development policies and programs aimed at influencing academic, economic and health outcomes are most effective when they are firmly rooted in an empirical, gender and culturally sensitive analysis rather than the current national one for all solutions approach.
5. The other major disadvantage of the fledgling sports sector in India is the lack of data and cross synergies between different sports federations, sports colleges, sports authorities and other stakeholders.
6. **Does India have the trainers or adequate train the trainer facilities that can match up to the available opportunities before it?**



Using School/ College Education System as the Strategic Platform to Catalyze the Process of Creating Awareness and aspiration led career prospect in Sports



School Sport

The Education Sector may lie at the Centre of future promotion of sport from an early age. Schools can have a key role to play in a national sport system:

Physical education provides the basic grounding in physical literacy that underpins a young person's development in sport;

School facilities can be developed and opened for use by the community;

Schools can aim to introduce children to as wide a range of sports as possible so that they can find the one that can become a lifelong interest;

Schools can build links with local communities and sports clubs, integrating their provision and helping young people to find pathways to continue their enjoyment of sport and to progress if they have the talent;

Schools have a management structure and can be the basis for sports employment:

They can employ as

- o physical education teachers;
- o sports coaches
- o development staff running community sports programmes and outreach activity;
- o facility operational staff.

Similarly colleges and universities can also provide, or open, their facilities to broader use by clubs, federations, and communities. These activities can provide a training ground for the sports workforce at the same time enabling them to gain practical experience alongside their education.

CREDITS

FICCI Secretariat:

Rajpal Singh

*Director and Head
Youth Affairs and Sports*

Khushboo Luthra

Assistant Director

Amit Mantri

Research Associate

Tanjun Associates:

Sumit Agarwal

Senior Associate

Tanjun Associates & FICCI Sports Committee Member

Ishan Agarwal

Associate

Tanjun Associates



For Further Details Contact

Rajpal Singh
Director
rajpal.singh@ficci.com

Federation of Indian Chambers of Commerce and Industry (FICCI)

Federation House, Tansen Marg, New Delhi – 110001

Phone: T: +91-11-2348-7283, 23487400, 23738760-70 (Ext-400, 283, 561), Fax : +91-11-23320714

www.ficci.com