



Overview

The Sports Movement aims to create a platform for stakeholders to come together and engage, interact and explore potential investment and business opportunities within the world of sport. The vision is driven by the business potential of Indian sport and related conversations.

Each edition of the conference is centered around a core theme, determined by relevant industry issues and topics. Delegates get a chance to interact and engage with stakeholders from within the Indian sports ecosystem as well as those from other fields and countries.

Conference Theme

The Sports Movement 2019 gives us a chance to evaluate, discuss and analyze the Indian sports landscape from a unique standpoint, with different sports and stakeholders coming together to share their thoughts and journeys.

Sports in India has undergone a major transformation in the last 10 years. This is due to increased investment by private entities, creation of newer league based competitions and the growing appetite for consumption by the masses as well as the focus and importance given to sports by the government and the surrounding ecosystem. Various projects and initiatives such as the FIFA U-17 World Cup, Khelo India and the Mission XI Million programme have all been indicative of the journey, which the country is undertaking to become a serious sporting nation.

In light of the above, the theme for The Sports Movement 2019 is ***'India's Journey to Becoming a Global Sports Hub'***, which shall focus on multiple aspects of the sports landscape in the country and throw light on the on-ground realities and challenges across different sports.

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Agenda, 24th September 2019

9:30: Registration

10:30: **Welcome Address: Vivek Sethia**, Founder & CEO, India On Track

10:40: **Keynote Address: Yuvraj Singh**, Cricketer, Humanitarian & Entrepreneur

10:50: **Special Feature: Sport and the Community**

- **Yuvraj Singh**, Cricketer, Humanitarian & Entrepreneur
- **Juan Pablo Ramirez-Miranda**, Head of Social & Human Sciences, UNESCO
- **Kate Hodgkinson**, Head of International Relations, Premier League

11:05: Panel Discussion: **Building a Sustainable Ecosystem**: For any sport to establish its popularity in a country, it undergoes a journey from its inception to becoming part of the mainstream narrative. This emergence requires the presence of a robust, sustainable ecosystem around the sport with progression platforms and structured competitions at the forefront.

This session will focus on the importance of this ecosystem in making a sport grow in a commercially sustainable fashion, to complement its rising popularity. We will have representation from different sports to tell their story and throw light on major milestones in their respective journeys.

- **Joy Bhattacharjya**, CEO, Pro Volleyball League
- **Rishi Narain**, Founder & Managing Director, RN Sports Marketing
- **Anil Singh**, Founder and Managing Director, Procam International
- **Gaurav Modwel**, Chairman, India On Track and Former CEO, FC Pune City
- **Hemant Dua**, Promoter Consultant, Inspiranti Sports
- **Vivek Sethia**, Founder & CEO, India On Track (Moderator)

11:40: **Showcase: Diarmuid Crowley**, Chief Commercial Officer, Portuguese FA and CEO, Druid Sport

11:55: **Special Feature: Riding the Wave of Success**

- **Dipa Karmakar**, Artistic Gymnast & Olympian
- **Anjum Moudgil**, Shooter, Secured an Olympic Quota for India at Tokyo Olympics 2020
- **Tania Sachdev**, World Chess Federation (FIDE) International Master (IM) and Woman Grandmaster (WGM), Arjuna Awardee, Commonwealth Champion and Chess Olympic Bronze Medallist

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12:15: Panel Discussion: Riding the Wave of Success (In association with GoSports Foundation): The average Indian fan hero-worships his/her sports idols, who are often given a larger than life status among their fans and in the media. It is often said that the Indian fan loves the player more than the sport, and it is considered critical for a sport to have heroes and role-models, who the younger generation can look up to and aspire to emulate.

In association with GoSports Foundation, this session will focus on the importance of success at the highest level and the key factors that need to come together to create an elite athlete. The journey of an athlete and the support he/she requires from the ecosystem during this journey will be highlighted, with a focus on realities of Indian sport at various levels.

- **Nandan Kamath**, Managing Trustee, GoSports Foundation & Principal Lawyer, LawNK
- **Ritu Jhingon**, CEO, Project Nand Ghar, Vedanta
- **Kate Hodgkinson**, Head of International Relations, Premier League
- **Diarmuid Crowley**, Chief Commercial Officer, Portuguese FA and CEO, Druid Sport
- **Javier Cabrera**, Technical Director, LaLiga Football Schools India
- **Arunava Chaudhuri**, Football Expert (Moderator)

12:50: Chelsea FC Showcase: Jon Scammell, International Market Lead

13:00: Lunch

13:45: Making Women's Football Mainstream (In partnership with CEQUIN): A specially curated session on how to bring the narrative of women's football into the mainstream discussion in India. This session is in partnership with CEQUIN (Centre for Equity and Inclusion) and aims to spread the right messaging aimed at educating the delegates and media about the potential of women's football in India, the key gaps that currently exist and potential action points, in the lead up to the FIFA U-17 Women's World Cup 2020 in India.

14:00 – 14:25: Panel: Girl Power: Unleashing the Potential of Women's Football in India

- **Roma Khanna**, Tournament Director, LOC | FIFA U-17 Women's World Cup India 2020
- **Shaji Prabhakaran**, Senior Consultant for Asian Football Confederation & Consulting FIFA as a Football Expert
- **Claire Ripley**, Second Secretary, Trade & Economics, Australian High Commission
- **Juan Pablo Ramirez-Miranda**, Head of Social & Human Sciences, UNESCO
- **Sara Abdullah Pilot**, Chairperson / Co-Founder of CEQUIN and Chairperson of Women's Committee, AIFF (Moderator)

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14:35 – 15:00: Panel: **Media Mandate: Creating the Narrative for Women's Football in India**

- **Bhargab Sarmah**, Sports Journalist, Hindustan Times
- **Ullas Marar**, Co-Founder, Women's Footie India (WFI)
- **Abreshmina Quadri**, Senior Sub Editor, News 18
- **Udita Dutta**, Founder Director, Artsmith Concepts & Visions
- **Lora Krishnamurthi Prabhu**, Executive Director and Co-Founder, CEQUIN (Moderator)

15:00: **Six5Six Showcase**

15:10: **Premier League Showcase: Martin Axford**, Head of Digital

15:25: Panel Discussion: **Engaging Fans Through Content**: The emergence of online media and alternate modes of consuming sport has led to the creation of newer avenues and platforms distributing global content. In addition to live matches, rights-holders now leverage various assets and content at their disposal to help connect with their fans and keep them engaged all-year round.

This session will focus on the importance of providing access to various assets and engagement opportunities to help rights holders get closer to their fans, build their brand and grow the popularity of a sport among the widest possible audiences and demographics. This includes live matches, non-live content, fantasy & gamification as well as experience based properties.

- **Martin Axford**, Head of Digital, Premier League
- **Ryo Takahashi**, Manager, Business Development India, Major League Baseball
- **Jon Scammell**, International Market Lead, Chelsea FC
- **Dilip Cherian**, Founding Partner & Group Chairman, Perfect Relations
- **Remus D'Cruz**, Head - Sports Marketing, Apollo Tyres
- **Vivek Sethia**, Founder & CEO, India On Track (Moderator)

16:00 – 17:30: **Networking Drinks**

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