



Funding & Investments coming Alive in Grassroot Sports

17th May 2018

1400 – 1600 hrs

Bombay Exhibition Center, Mumbai

Programme

1400 – 1430 hrs	Registration and Refreshments	
1430 – 1500 hrs	Inaugural Session	
1430 – 1435 hrs	Welcome & Theme Address	Mr Jalaj Dani - Co-Chairman, CII National Committee on Sports & Co-Promoter, Asian Paints
1435 – 1445 hrs	Keynote Address	Col Rajyavardhan Singh Rathore* - Hon'ble Minister of State (I/C), Ministry of Youth Affairs & Sports, Government of India
1445 – 1500 hrs	Concluding Remarks	Mr Jalaj Dani - Co-Chairman, CII National Committee on Sports & Co-Promoter, Asian Paints
Funding & Investments coming Alive in Grassroot Sports		

The global sports market is estimated to be worth USD 480-620 billion. The Indian Sports industry is a USD 2 billion and envisaged to be USD 10 billion in the next 5 years. Sports as a sector holds the potential to be an important contributor to India's GDP. With formation and popularization of sporting leagues other than Cricket in India, there is now an increased opportunity for young talent at the grassroots level to showcase themselves at a global platform.

CSR spends towards sports development increased by about 20% up to USD 8.5 million in 2016 as against USD 7 million during 2015. In 2017, out of the total spend of USD 1.1 billion on CSR activities by the top 100 NSE listed companies, only USD 18.4 million was allocated to sports. CSR Rules, which came into effect on 1 April 2014, state that companies with a net worth of USD 75.5 million or revenue of USD 150.3 million crore or net profit of USD 0.75 million should spend 2% of their average profit in the last three years on social development-related activities such as sports, education, healthcare and poverty alleviation, among others, which are listed in Schedule VII of the Rules. While sports has been included in the list of acceptable CSR spends, not many companies consider it while choosing their CSR projects. Sports is not so high on the priority list. Although there has been a marginal increase in CSR spending in sports development, with the expansion from 'training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports' to 'construction, renovation, maintenance of stadiums, gymnasiums and rehabilitation centres' as permissible CSR activities, there still remains immense potential for corporate engagement in promoting sports at the grassroots.

The session will focus on the following topics:

- Private sector readiness for investing in grassroot sports through CSR.
- How CSR funds can be leveraged to promote sports at the grassroots and strengthen existing sporting infrastructure in the country?
- Government's policy on CSR investments in Sports.



Panel Discussion

1500-1600 hrs	Session Moderator	Mr Srikrishna Sridhar Murthy - CEO, Sattva Consulting
	Session Keynote	Mr Injeti Srinivas* - Secretary, Ministry of Corporate Affairs
	Panel Discussion	Ms Neelam Babardesai – Head of Sports, TATA Trust Mr Matthew Spacie - Founder, Magic Bus India Ms Amira Shah Chhabra - Director, Harish and Bina Shah foundation (Signet Chemical Corporation Pvt. Ltd) Ms Vidya Shah* - CEO, EdelGive Foundation Ms Pearl Tiwari* – President (CSR & Sustainability), Ambuja Cements Mr Atul Satija* - Founder & CEO, The/Nudge Foundation
	Q &A	
	Closing Remarks	Mr Srikrishna Sridhar Murthy - CEO, Sattva Consulting

End of Session

** Invited.*
