

Session Name	<b>Investment Opportunities in Grassroots Sports</b>
Speaker / Panelist	<p><b>Welcome Address: Mr Deep Mukherjee</b>, CEO, CII National Committee on Sports &amp; Sr VP, Star India Pvt Ltd</p> <p><b>Special Address: Mr Jalaj Dani</b>, Co-Chairman, CII National Committee on Sports &amp; Co-Promoter, Asian Paints</p> <p><b>Keynote Address: Shri Sudhanshu Pandey</b>, Joint Secretary, Ministry of Commerce &amp; Industry, Government of India</p> <p><b>Panel Discussion</b></p> <p><b>Session Moderator: Mr Srikrishna Sridhar Murthy</b> – Co-Founder &amp; CEO, Sattva Consulting</p> <p><b>Panelists</b></p> <p><b>Ms Neelam Babardesai</b> – Head of Sports, TATA Trust</p> <p><b>Mr Matthew Spacie</b> - Founder, Magic Bus India</p> <p><b>Ms Amira Shah Chhabra</b> - Director, Harish and Shah Foundation</p>
Key data shared	<p>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.</p> <p>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.</p>

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Topics covered	<ul style="list-style-type: none"> <li>• Private sector readiness for investing in grassroots sports through CSR.</li> <li>• How CSR funds can be leveraged to promote sports at the grassroots and strengthen existing sporting infrastructure in the country?</li> <li>• Government's policy on CSR investments in Sports.</li> </ul>
Issues highlighted Including during Q&A	<ul style="list-style-type: none"> <li>• Role of CSR in sports</li> <li>• Investment pattern in grassroots sports</li> <li>• Effect of GST on sports sector</li> <li>• Industry status to sports sector</li> <li>• Participation of private sector in sports development</li> <li>• Role of not for profit organisations in grassroots sports</li> <li>• How to attract investments in grassroots sports</li> </ul>
Solutions suggested	<ul style="list-style-type: none"> <li>• Making India Play Fund and similar initiatives</li> <li>• CII National Committee on Sports initiative on making sports a compulsory subject in schools</li> <li>• Capacity building of physical education and sports teachers</li> <li>• Appeal to GST council for the GST issue</li> <li>• Common outcome criteria for all organizations</li> <li>• Active participation of private sector</li> </ul>

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