



STAR SPORTS INDIA FOOTBALL FORUM 2017

Co-Presented by SONY PICTURES NETWORKS

Friday, 15 DECEMBER; Pallazio, St. Regis, MUMBAI

“AIMING FOR BIGGER GOALS”

PREAMBLE

“It has been a fantastic tournament and India has delivered it. It shows that India is a football nation in every sense.

“We want to commend all the six host venues for the successful hosting of the tournament. All the teams are happy, and the coaches told us that training sites were of top level. They did not expect such good quality training pitches. All the teams are satisfied regarding accommodation, food and transportation.”

– FIFA Head of Competitions Jaime Yarza

THE 17TH EDITION of the FIFA U-17 World Cup in India was the most attended in the history of the tournament. An incredible 1,347,143 spectators witnessed the action at the six host venues across the country, with average attendance at 25,906.

India’s successful hosting of the 2017 Under-17 World Cup has already delivered a massive infrastructure dividend provided by the six stadia in Kolkata, Guwahati, New Delhi, Navi Mumbai, Kochi, and Goa that were refurbished to international standards.

And with India bidding to host the FIFA U-20 World Cup in 2019, the incentive and pathway is there to translate into reality, a point Star Sports CEO Nitin Kukreja stressed upon during his keynote address at India Football Forum 2016: “Let’s set a target to have at least 10 quality fan-friendly football stadiums in India by 2020.”



But more than anything else, the World Cup Under-17 has been about youth connect. As the All India Football Federation President, Praful Patel, noted in his Special Address at IFF 2016, India's decision to host the mega event had one primary aim: "To broadbase the game, and make it attractive, and to strengthen the game in this country."

There can be of course no discussion around broadbasing sport in this market without a singular focus on how India's much-touted youth demographic dividend is to be leveraged to serve that end.

Building on that premise, **Youth Connect – On Ground and in the Digital Arena**, is what will principally be up for discussion and analysis during **India Football Forum 2017**, the country's annual industry event for major players in the football ecosystem, taking place this year in Mumbai on Friday, 15 December.

Further, IFF 2017 will examine how the AIFF and the Government propose to take forward the U-17 World Cup Legacy Plan, deliberate on Grassroots Development efforts by the clubs, as well as take up for discussion how Big Data, and Application of New Technologies are all essential components of the larger aim of connecting the game to the people.

Efforts of the ISL clubs to engage with the communities in their respective catchment areas will also be in the spotlight, as too the latest developments in the ongoing restructuring of league football in this market.

Forum delegates will also hear from representatives of the La Liga, Borussia Dortmund, and more, offering a global perspective on growing the base of the Indian football pyramid.

Then there is of course the work the AIFF is doing on the ground pan-India to build and grow the base of football in this market.

IFF 2017 takes forward SportzPower's ambition to build an interconnected international platform linking India and the global football industry, to push forward the development and prosperity of India's football ecosystem.





PROGRAMME

9.30 a.m. onwards **REGISTRATION**

10.15 a.m. **Welcome Address** by Conference Chair **AYAZ MEMON**

10.30 **KEYNOTE ADDRESS**

GAYATRI YADAV, President Consumer Strategy & Innovation, STAR India

10.45 **KNOWLEDGE SESSION**

“Youth Connect Critical to Take Football Pan India”

- Leveraging India's success in hosting U-17 World Cup
- Need is to strengthen the base
- Mission XI Million legacy project's delivery on the ground
- What next on Mission to take football pan-India
- Government role in building the football ecosystem

KEYNOTE ADDRESS: JAVIER CEPPI, Tournament Director, Local Organising Committee, U17 FIFA World Cup 2017

PANEL DISCUSSION

- **JAVIER CEPPI**, Tournament Director, Local Organising Committee, U-17 FIFA World Cup 2017
- **BISWANATH SINHA**, Associate Director, Tata Trusts
- **SUNANDO DHAR**, CEO, I-League
- **VIVEK SETHIA**, CEO, India On Track



11.45 **INDUSTRY PRESENTATION**

MAYANK KHANDWALA, President, Cutting Edge Events

12.00 **TEA / COFFEE**

12.15 **KEYNOTE ADDRESS**

JOSE ANTONIO CACHAZA, Country Manager India, La Liga

12.30 p.m. **KEYNOTE ADDRESS**

PRASANA KRISHNAN, EVP & Business Head, Sports Cluster, SPN India

KNOWLEDGE SESSION

“Traditional TV and the Digital Future”

- Broadcasters upping their game
- For Generation X
- Millennials redefining sports consumption

PANEL DISCUSSION

- **JOSE ANTONIO CACHAZA**, Country Manager India, La Liga
- **PRASANA KRISHNAN**, EVP & Business Head, Sports Cluster, SPN India
- **INDRANIL DAS BLAH**, Founding Partner KWAN; CEO, Mumbai City FC
- **ROHAN SHARMA**, Director, Delhi Dynamos FC
- **ROHIT SARMA**, Business Head – Television, BARC India
- **SUPRATIK SEN**, Co-Founder & CEO, USports



1.30 LUNCH

2.30 KEYNOTE ADDRESS

VINIT KARNIK, National Director – Entertainment, Sports & Live Events,
ESP Properties

KNOWLEDGE SESSION

Big Data: The Winning Formula”

- How big data can change football on and off the field
- Application of new technologies
- Analytics – the game changer

PANEL DISCUSSION

- SUBHAYU ROY, Head Content Distribution, South Asia, Perform Group
- PIYUSH KUMAR, Founder, Rooter
- NEERAJ ATHALYE, Head – Leonardo Business, SAP Indian Subcontinent
- VINIT KARNIK, Business Head Entertainment, Sports & Live Events ESP Properties
- CHETAN MISHRA, Founder, FootballLink

3.30 KEYNOTE ADDRESS

HRISHIKESH SHENDE, Director – Football & Basketball, adidas India

3.45 BOOK LAUNCH

4.00 TEA / COFFEE



4.15 KNOWLEDGE SESSION

“Building the Talent Quotient”

- When Football academies do it right
- Women's Football – the next big thing
- Clubs crucial to game's growth in their catchment areas
- International best practices

TRACK 1 - Talent Development

- **REKHA YADAV**, Secretary, Railway Sports Promotion Board
- **NILESH KULKARNI**, Director, International Institute of Sports Management
- **NEEL SHAH**, Head Sports Education & New Business, India On Track
- **ADITI CHAUHAN**, Goalkeeper, India Women's National Football Team

4.45 SPECIAL ADDRESS

ADITYA THACKERAY, President, Mumbai District Football Association

5.00 KNOWLEDGE SESSION

“Building the Talent Quotient”

Track 2 - Building Football Culture / Grassroot Work

- **HENRY MENEZES**, CEO, Western India Football Association
- **HRISHIKESH SHENDE**, Director – Football & Basketball, adidas India
- **INDRANIL DAS BLAH**, Founding Partner KWAN; CEO, Mumbai City FC
- **JITENDRA JOSHI**, CEO, Sportz Consult



5.45

VOTE OF THANKS

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