



International Sports Summit

Kerala 2024 *Jan 23- 26*

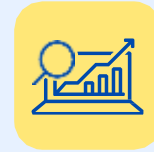
‘Sports for All’

The First ever integrated, hybrid and convergence Global
Sports Summit in India

Changing Landscape of World Sports



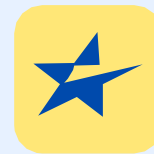
Huge Industry Transformation



Data Analytics



Economy Development



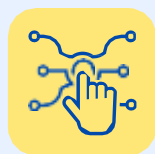
Leagues and World Class Championships



Massive Employment Generation



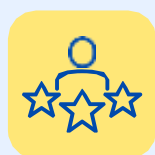
Climate Change Opportunities



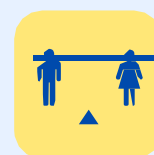
Technology Advancements



Green Economy transition Avenues



High Performance Mechanism



Gender Balance



International Sports Summit Kerala 2024

Kerala Sports Policy

Sports Policy

A paradigm shift

Creating Champions to Sports for All

Sports for All

Developing an Ecosystem for Wellbeing

Sports for Change

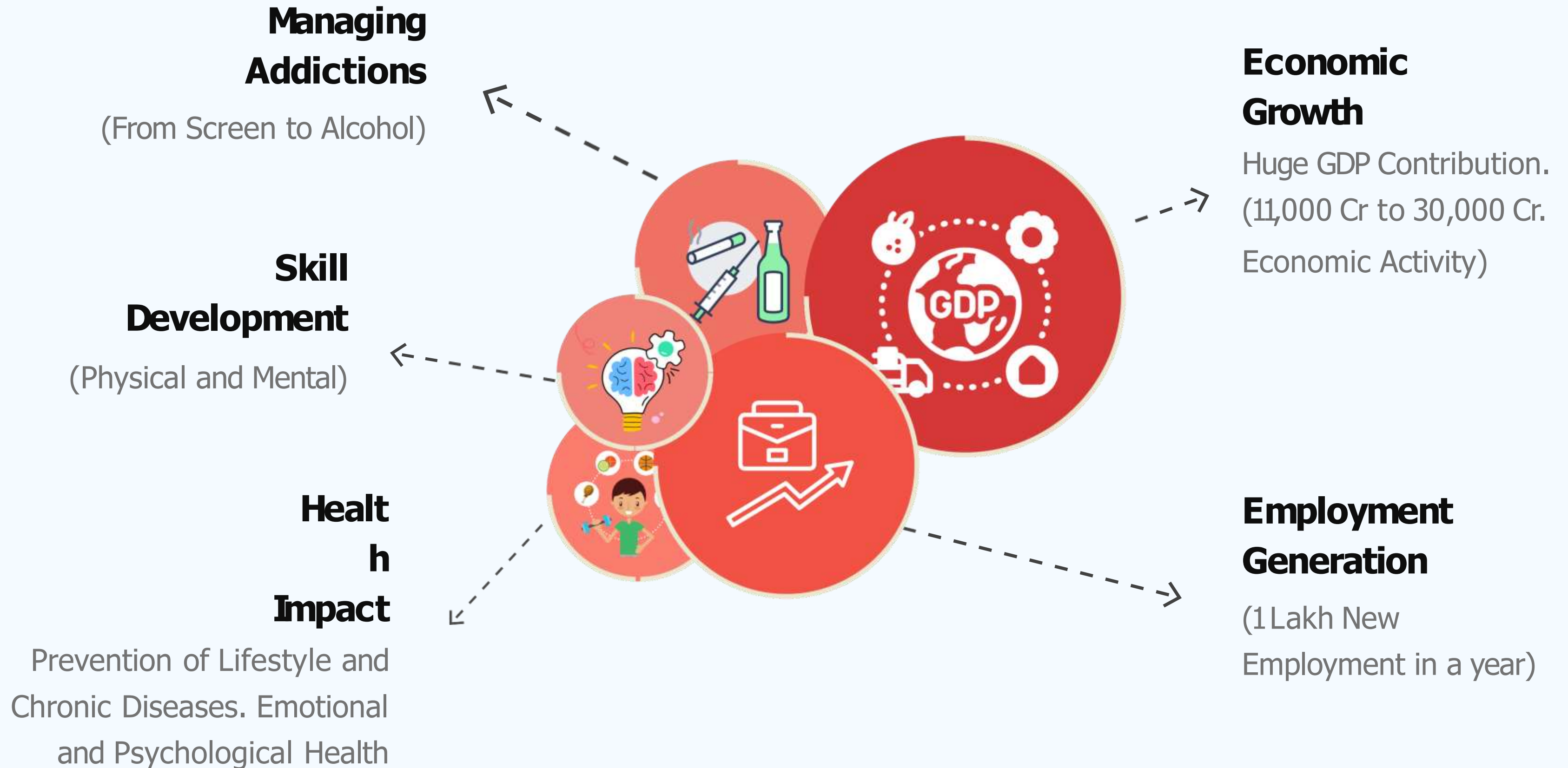
Sporting Excellence

Creating Champions

The Key Highlights of Sports Policy

- Connecting the missing dots
- Integrate the essential components
- Industry on the forefront
- Decentralisation Approach
- Collaboration and Partnering
- Convergence of departments
- Modernisation
- Innovation

The Relevance: Core Objectives



Kerala Sports Economy

Sports Economy

Elite League

Kerala towards the league of developed nations

Sports Economy Countries

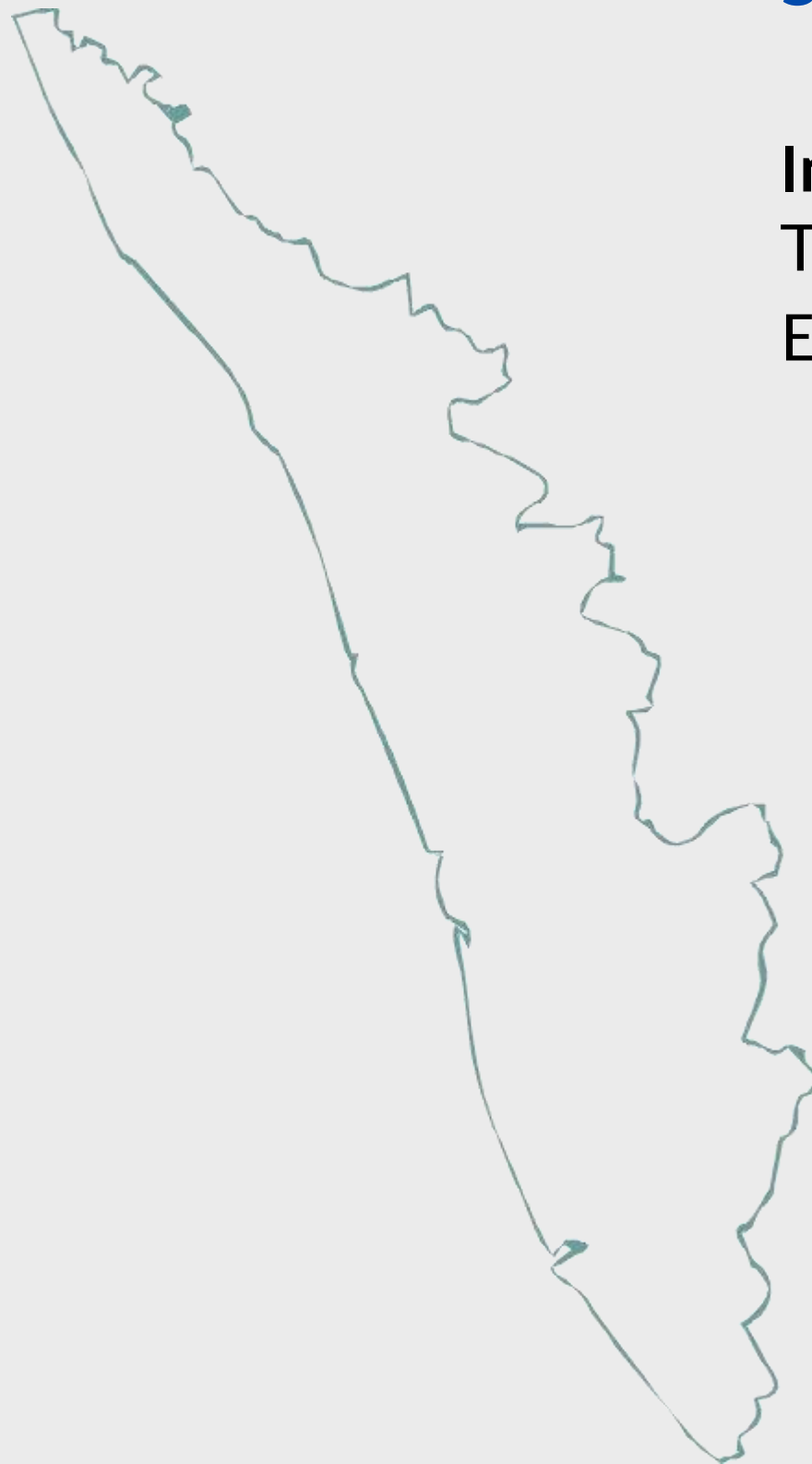
United States, Australia, UK, China and now Saudi Arabia

Pioneering

The first Indian state to initiate to build Sports Economy

Definition

Sports, Wellness and Fitness Economy



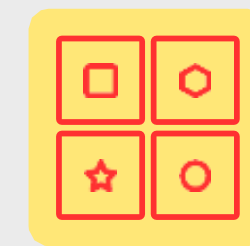
Sports Economy Quantification

Initial Quantification

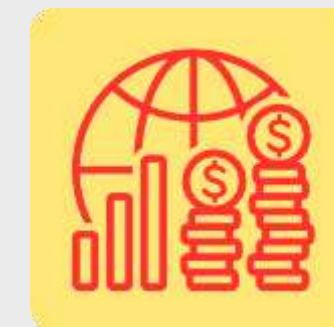
The Manufacturing, Trade, Event, Employment



27 Sectors



143 Sub sectors



10,000- 11,000 Crore



ISSK 2024



The Project

4 Days Event with 100 Days preparatory programmes and a *year long* post event engagements

Vision

Explore *multidimensional* aspects of Sports

The Event

- *Hybrid model* (Converge Online– Offline characteristics)
- Comprises with Conferences, Interactions, Investor Meet, Startup pitch, Exhibitions, Massive Demonstrations, Public engagement avenues and Sports– Cultural extravaganzas

Outcome

Another *Kerala model* on making follows Healthcare, Primary Education, Decentralised Development & Women Empowerment.

Objective

Moulding a perfect '*Sports Ecosystem*' in the State by bringing Sports as an integral part of Economy

Mission

Building Kerala as a '*Sports Super Power*' of India.

Theme

'Sports for All'

USP

First ever *integrated*, hybrid and convergence Global Sports Summit in India

Pitch

The *first Indian state* to put forward the concept of 'Sports Economy'

Branding

Sports own Country. A natural progression from Gods own Country

Venue

Sports Hub, Karyavattom, Thiruvananthapuram



ISSK 2024 Canvas



Pitching

The Kerala Landscape, the highly decentralised Canvas

35 million People

Footprint across **120+** Countries

8 million Homes

3.5 Million NRKs

1200 Local Bodies

17,372 Schools

1448 Colleges

16,256 Cooperatives

14,142 Kudumbashree Units



5300 Residence Associations

1Lakh Team Kerala Volunteers

16,000 Student Police Cadets

8182 Libraries

20,000+ root level Sports

infrastructure facilities

100+ International standard Sports facilities

2000 Social Club Units

3500 Trade organisation basic units

1Lakh+ Sports Community

ISSK 2024 Components

Conferences & Panel Discussions on different relevant and futuristic topics

- Topic Selection
- Panelists & Moderators
- Discussion Format
- Desired Outcome

Investor Meet up

- Initial discussions
- Pitch Deck
- Presentations
- MOUs
- Announcements
- Follow ups

Startup Pitch

- Hackathon/ Ideathone
- Demonstrations
- Investors
- VC Funds

CSR and Social Connect:

The Corporate, PSUs and the private sector spend a lot of funds in Root level development of various sports.

Exhibition of Products and Services in Sports and allied sectors:

Exhibitor Invitations, Exhibition Booth Design and Setup, Visitor Engagement Area/Activities, Product Demonstrations

Showcasing Kerala in different Dimensions:

- Themes on Venue (Example: Champion Stage at Ground)
- Presentations in conferences
- Audio-Video Aids Part of the Campaign

Kerala Sports History Archive:

Coffee Table Book, Multimedia stories, Video Compilation, Website Development with Archive, Virtual tours



Inter Department Corelation

Departmental Discussions



LSGD

- Micro Summits in 1200 Local Bodies
- One Panchayat, One Project
- Smart walkways at Urban, Suburban and Rural Areas
- Plan fund allocation for Sports

Higher Education

- Centres of Excellence & Deemed to be Centres of Excellence
- Sports Management Cells
- New Stream of Courses – Sports Management, Engineering, Psychology & Technology
- 10 Year Master plan for Universities

Industrial

- MSME consideration for clubs & Academies
- Sports divisions in PSU
- Investors Drive and Institution Partnerships (KSIDC, KINFRA, etc.)
- Sports Manufacturing Hub & Rubber on Focus
- Database – Sports Industry Kerala
- Provision in Land ownership limits

Inter Department Corelation

Departmental Discussions

Cooperative

- Active involvement of Cooperative entities in Sports – Partnerships, Collaborations, Sponsorships etc.
- Promotion of New entities in Cooperative in the domain of Sports

General Education

- One School, One Priority Sports
- Centres of Excellence
- Sports curriculum framework completion

Health

- Sports Medicine
- Ayurveda Sports Medicine
- Massive Awareness Campaign based on Fitness to manage Lifestyle Diseases

Tourism

- Sports Museum
- Events Calender
- Water leagues
- Golf Tourism & Kalari Circuit



Organisation Tieups and Collaborations

The Commitments: Influencer Meeting



- CII
- KMA
- GCDA & TRIDA
- Foreign Universities Agency Consortium
- Malabar Chamber of Commerce
- Calicut Chamber
- North Malabar Chamber
- Malappuram Chamber of Commerce
- Kerala Small Scale Industries Association
- Kerala Samsthana Vyapari Vyavasaya Samithi
- Kerala Vyapari Vyavasai Ekopana Samithi
- IIM Kozhikode
- PSUs –BPCL, CIAL, FACT, Cochin Shipyard



Investment Avenues

ISSK 2024

Infrastructure

- Stadium
- Ground
- Turf
- Swimming Pools
- Indoor Courts
- Sports Complex

Technology

- Applications
- High Performance equipments

Training

- Academies
- Training Facilities
- Coaches pool
- High Performance Centres

Product

- Manufacturing (Sports manufacturing hubs)
- Retail
- Import/ Export

Competition

- Sports Clubs
- Leagues
- Championships
- Events

Services

- Facility management
- MICE
- Other management services

The New Avenues

- Virtual sports
- E-Sports
- Online Gaming
- XR – AR, VR, MR





Organising Pattern

- Steering Committee
- Core Committee
- 19 Sub Committees
- Inter departmental working committees
- Working Groups for Specific Tasks
- District Co- ordination Committee
- Panchayat Sports Cell
- Sports Management Cells
- Sports Commune – Volunteers Groups



Preparatory Events

- Micro Summits
- District Summit
- Activation Events
- Road Show
- Marathon
- Cycling d' Tour
- Hash tag *#HomeSports*
- Fitness Challenges
- Online Competitions



Investment Proposals

- Turf 2.0
- Fitness Hubs 3.0
- Operational Outsourcing Model for Current Facilities
- CSR backup for Projects & Schemes
- Wellness Parks
- Sports Complexes – Big, Small, Medium
- Commercial Tieups for all Associations
- Private Industrial Parks & Sports Manufacturing Hubs



Outcomes



Investments



Initiatives



Event Properties



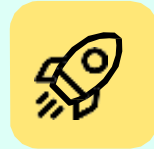
MoUs and EoIs



Joint Ventures



Championships



Startups



Commercial Tieups



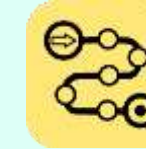
Masterplans



Collaborations



Infrastructure



Roadmaps



Partnerships



Leagues



Multi Dimensional Aspects and Impact



Physical Fitness & Health



Disease Control & Management



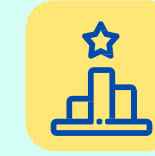
Inclusive Sports



Civic Pride



Mental Health & Emotional Quotient



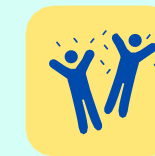
Sports Excellence



Skill Development



Addiction Management



Happiness and Wellness



Technology Advancements



An aerial night-time rendering of a large, modern stadium. The stadium is illuminated from within, showing a green field and a large crowd of spectators. Above the stadium, a vibrant display of colorful fireworks (red, green, blue, purple, yellow) bursts in the dark sky. The stadium is surrounded by landscaped grounds with trees and walkways. In the foreground, there are several large, modern buildings with curved roofs, possibly part of a sports complex or resort. A swimming pool is visible in the bottom right corner. The overall scene is festive and celebratory.

International Sports Summit

Kerala 2024

Jan 11- 14