

15TH AUG

INAUGURAL EDITION

SportZ Next

India's only Sports Education Magazine

SPORTS EDUCATION PARADIGM SHIFT



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PATRON'S MESSAGE



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At the outset let me compliment Team *Sportseed-Pro* for launching the first ever sports education magazine in India. I am convinced that under the guidance of the Advisors, Chief Editor and their support staff, Sportz Next will truly emerge as a lead platform for not only sports education, but also become a storehouse of information supporting the entire ecosystem of sports.

The vision behind Sportz Next is truly admirable. Harnessing the collective wisdom of leading experts and research facilities within India and abroad, the magazine aims to cover most sports related subjects to include sports education, sports science and medicine, health and fitness, training and coaching, infrastructure development, organisation and conduct of events, legal aspects related to sports, talent scouting, media and all other management aspects of sports. As sports entrenches firmly as an option for human entertainment and related financial opportunities, the magazine would also be designed to cover equipment sales, marketing and manufacturing, sponsorships and all matters related to management of fans.

I am sanguine that Sportz Next will open new horizons not only for sports persons, but for all those engaged in sports development and promotion, organisers and promoters, and content writers.

I also hope that the quality of the magazine rises to a level where in addition to raising the standards of sports education in India, the content published assists policymakers in shaping a healthy and sports loving lifestyle over the entire landscape of the nation.

Apparently, Sportz Next in this edition will also have an additional objective, and that is to promote soccer in particular. Given the popularity of this 'beautiful game' in India, I am sure that football will blaze the way for creating a sports loving culture. Finally, I wish the Journal every success, and hope that it's researched content indeed brings about a paradigm shift in the attitude of people towards sports as well as Management methodology and technology integration.



EDITOR'S ANGLE

HIMANGSHU TALUKDAR

Chief Executive Editor

"Sport has the power to change the world, it has the power to inspire and to unite people in a way that nothing else does"

- Nelson Mandela.

Nearly 60 million people regularly participate in sports event globally every year.

Due to the COVID-19 pandemic, while most areas of life have been brought to a halt, sports are no exception. Every aspect of the sport has been affected, from the athletes themselves to media coverage. Even the Summer Olympics, typically one of the world's most-watched sporting broadcasts, has been pushed back to 2021.

People are equating the current scenario to "The Great Depression-1929" & "2nd World War". Daily wage workers from sports were hit the most. New research has claimed that the sports industry could lose as much as US\$61.6 billion in missed revenues by the end of 2020. Even as leagues like EPL, Champions League and NBA have restarted with significant protective measures in place, the long-term effects of the pandemic in a country like India is here to stay.



The closure of educational institutions around the world due to COVID-19 has also impacted the sports education sector. But as they say every cloud has a silver lining. While this community has been severely impacted by the current crisis, it can also be a key contributor of solutions to contain and overcome it in the post COVID era. A major impact of the pandemic is that the sports industry will be deploying digital tools significantly sooner which would have taken its own course.

As we wait for the pandemic to recede and a vaccine to evolve, India as a country has a huge opportunity to skill up in sports education. In most countries excelling in sports, a huge focus is given on quality of education and experience building for professionals handling sports roles. In India we have felt time and again the lack of such professional expertise. But in the recent past with schemes like "Khelo India" and "Fit India" we see an impetus building to amalgamate sports into mainstream education. With several more reforms coming into picture with new governmental education policies we will witness the need of trained individuals to settle themselves into sports administration and only then we can think of competing on the world stage with countries like USA, Australia, China etc.

Online platforms of education for Educators & Students in sport education as well is the new way forward in learning for sure. Professionals interested in the line of sports research can make use of this time to build their work while sports managers, coaches, scouts, administrators can utilise these times to complete various CPD courses which can help them stay up to date in their field of work. Creation of new digital strategies like online libraries should be made available to everyone. Students should be encouraged to cover do-it-yourself projects which will enhance their applied knowledge.

As the inaugural edition of quarterly Sportz Next Magazine with featured football section goes live, I would like to reiterate on the vision of Sportz Next in always trying to break the barrier of existing knowledge and deliver content ahead of its time. I extend my sincere gratitude to all the editors & esteemed columnists and pledge to have more experts sharing their insights in the November edition.

As we say planning and strategizing is very important in sports, we could be looking at a major revival of the sports system in India post pandemic if we can put focus on learning during the pandemic and Re-plan, Re-organize and Re-Invent. This will not only help us make world leaders in sports but also make us independent revenue wise in the longer run.

Let's bring the change...

SPORTS MANAGEMENT EDUCATION: A PARADIGM SHIFT



MEGHA GADAG

is pass out of The **Football Business Academy**. A passionate and dedicated sports executive with a special inclination towards sponsorship and youth development model, She worked as a Sponsorship Executive at Arowana Sports, a premium sports agency in Madrid and worked as a Quality Analyst at Aptean, a software company. She is also assistant editor of Sportz Next Magazine.

At this point of time when I am penning my thoughts, sports and education both are affected heavily due to pandemic. So, once we think about sports management education, I will like to be pragmatic to look beyond the pandemic and bring out the impact of COVID-19 leading to upcoming paradigm shift in both sectors.

Curtain Raiser

Sports Management has always been multidimensional, so the structured educational format presently used globally for Sports Management education is multi-disciplinary. The objective of these courses is to empower student creatively and bring out professionalism and productivity. Although sports more or less follows same technical and tactical format internationally it has its own ecosystem and revenue strength in each country. Therefore, management education cannot be universal and needs contextual information from the target ecosystem. The optimal balance of theoretical and applied learning is essential. A student of sports management requires to gather insight about Management trait in terms of man, material or event, analytical acumen to plan, clarity of communication along with Financial and Legal understanding.

The Present Scenario

Focusing on Indian Sports, its Management structure and educational scenario, it is evident that the professionalism is at its nascent phase across the Sports ecosystem. The elite segment at present is gradually focusing on performance and therefore looking

towards professionalism and highly trained personnel. However same transformation will take time to be incorporated through grass root and youth model. As a nation, passion and experience as a player takes priority at base level of the pyramid be it as coach or even administrator. Passion without education and professionalism will be incomplete and at times harmful.

The concept of demand and supply cannot be ignored and once the sports ecosystem from grass root upward utilizes a structured format, the requirement of management educated personal will increase.

If we focus at recent past several decisions taken to give importance to sports via 'Khelo India' and 'Fit India', make it a culture infused with new energy. The declaration of setting up of Zonal talent identification and Center of Excellence is another step towards bringing structured system at grass root and youth segment. The initiative of AIFF through Golden Baby League, making compulsory of youth development model for ISL teams and focus towards Womens' Football are all setting up the pace. The ecosystem has understood its potential and therefore focusing towards professionalism. It will create

demand for professionally trained individuals.

The educational ministry has also set a new vision for graduation and post-graduation courses which are focused on applied learning and flexibility of structure and time duration and emphasizing on digital transformation.

The Impact of COVID on Education:

As social distancing is the new normal so physical components of sports and education are challenged and digital vertical is at present the much-needed hero. Once we enter the field of technology and virtual space, it actually opens up unique opportunities:

- Integration of colleges internationally to ensure exchange of knowledge and resource.
- Reduction of time loss by students due to physical movement and expenditure.
- Space constraints of educational segment.
- Cost effective curriculum.

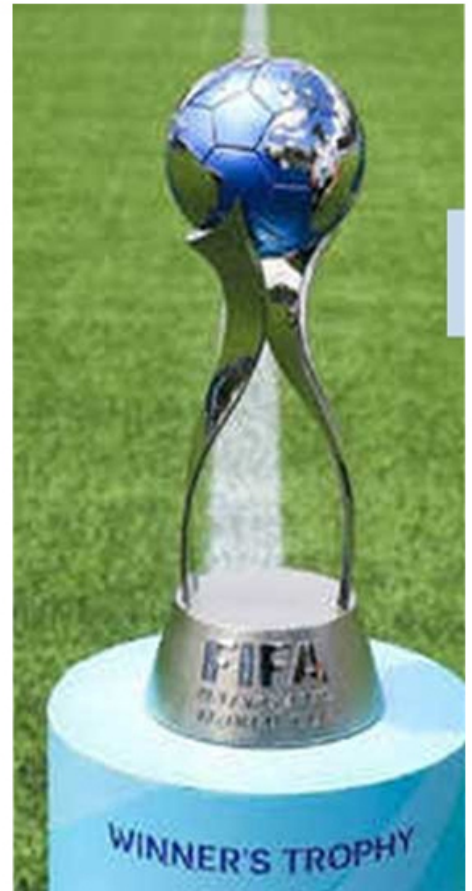
At the same time the educational institute should gear up to meet the expectations of students in terms of:

- Interactive way and knowledge delivery process.
- How to create an experience and heritage of an institute on a virtual platform
- Team work and applied learning

So, to sum up Sports Management education due to COVID impact has set to get the digital impact towards betterment and post COVID Era it will create flexibility for institutes to operate.

Impact of COVID on Sports:

In order to survive, each sport related organization will go through a process of Induction of Technology, Digital engagement, effective planning and communication and innovative revenue model. All these are forte of a professionally trained Sports Management student and will lead to a situation where industry will focus more on innovative young minds to find solutions which in turn will be a blessing in disguise.



The Paradigm Shift:

The pandemic will bring digital revolution on sports education and will make available international standard of sports education in a cost-effective way. On the other hand, our country is focused towards sports and moving ahead with induction of professionalism and developing a new culture. The pandemic effect has forced the sports industry to be innovative and technology based. So in summation, it will create more opportunity for professionally trained management personal. The whole equation is indicating a positive shift and COVID-19 has added momentum to it.





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THE UNIVERSITY
TEACHING
RANKINGS
2019
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Universidad San Antonio Católica De Murcia has a long history of promoting sports. Set up in 1996, UCAM aims to provide **dynamism and a unique** experience to the young professionals. With over 20 Olympians amongst their ranks, they have collaborated with the Spanish Olympic Committee (COE) and supported several prominent athletes. From the Sports Activities Service, they provide a unique opportunity to the students to practice their sport or modality at all levels.

Sporting History

The sporting culture is a part of UCAM's deep-rooted ethos, and the University is very proud of its outstanding achievements in different sports over the years. They are focused on nurturing and developing young players by enrolling them in UCAM to supplement their top-level sports experience with **high standard tertiary education**. UCAM has been successful in the global stage in the recent past wherein 9 athletes from the university won 11 out of the 17 Spanish medals in the Rio Olympics 2016. This model is so successful that the **European Union (EU)** has funded a project to translate what is being done in UCAM to other universities in the UK, Italy, Greece, and Malta.



UCAM also maintains a policy of sponsorship and co-direction of sports clubs in the Region of Murcia, increasing its scope with the main sponsorship of a basketball professional team, UCAM Murcia CB which competes in the ACB League and UCAM Murcia Football Club, which debuted this season in the Second Division B league. They also have professional E-sports team which is the only one in Europe called UCAM Penguins.



Sports Education

UCAM has backed its sporting culture with quality sports education to provide a *holistic learning experience* for all students. With the best international faculty in sports education, UCAM is committed to deliver the best exposure to the students before students venture into the professional world.

UCAM is now a collaborator of *Barça Innovation Hub* (BIHUB), a strategic project of the football club to develop and share knowledge through courses that offer a high degree of specialization. *Psychology, sports training, nutrition, tactical analysis, communication and management* are some areas covered by Barça Innovation Hub.

The ownership of professional sports club and partnership with COE Spain allows UCAM to enrich and integrate the real sports experiences into sports education which includes many professors coming from the professional sports industry.



entertainment, internally acclaimed quality sports education will drive the demand for these major elements in the industry and provide skilled professionals for its growth in the years to come.

The Masters' courses that are on offer are distinct by their pedagogical approach to teaching which is a testament to the UCAM sporting ethos. UCAM offers a 1-year full-time MBA program in Sports Management to enhance the applied managerial concepts of the students. Similarly, on offer is the highly sought-after Masters in Sports Science and High Performance for students who wish to get an opportunity to work as physiotherapists, psychologists or strength and conditioning experts in the sports industry. Students will be exposed to international projects and hands-on training which include internships. These two courses can help provide the Indian sporting industry with knowledgeable professionals who have been exposed to the international standards of working and provide much-needed professionalism across multiple areas.

With the aim to become a pioneer of sports education in India and contribute towards the industry's economic and social development, UCAM wishes to bring an exemplar shift in the mindset of young professionals about having a career in sports. The whole endeavour envisions future leaders in the Indian sports industry who have got the relevant knowledge, skills, and abilities to operate in different aspects of sports and take India forward.



Vision for India

With boastful resources, UCAM is now expanding its unique educational brand and operation to India. They are committed to impart quality education and experience to the Indian students who have a big role to play in the upcoming Indian sports industry. With ever-increasing commercial investments in the form of sports sponsorship, infrastructure, technology &

DYNAMIC LEADERSHIP IN SPORT: THE CORE TO DEVELOP A LONG-TERM ATHLETE DEVELOPMENT PROGRAM



ROHAN GUPTA

Rohan is a sports business professional with comprehensive industry experience having worked with leading athletes, sports bodies, media and private parties. He is a MSc **Sport Marketing from Loughborough University**, a leading sports university in the world. Rohan's interests lie within commercial aspects around sports such as sponsorship, broadcasting, licensing and other commercial partnerships.

Many sports enthusiasts ask, how does one develop world class athletes or what is the ingredient needed to ensure long term sporting success of our country. The short answer is, there is no single formula which can guarantee long term success in sports or produce and develop World Champions. It is the coming together of many stakeholders like

the athletes, coaches and the administrators who have a common goal.

The most important aspect among all these is having an innate leadership and the right attitude to take onus and not wait for someone else to provide direction, be it an independent athlete or a national federation.

Leadership in sports is a vast and complex topic challenged with producing and preparing athletes for long term success. In this piece, I will be focusing on the sheer dynamism needed in sports leadership and its multi-level role in structuring long term athlete development programs.

Long term athlete development:

Long term athlete development (LTAD) programs are created to ensure planned, systematic and progressive development of athletes throughout their life cycle. These programs strategically measure and monitor athlete development both in



a qualitative and quantitative manner. Athletic development from infancy to adulthood is often categorised into several stages and each stage requires expertise to manage the athlete from egalitarian

system all the way up towards elite sports. LTAD models are also essential to ensure that athletes get the correct framework and support to achieve and untap their full potential.

Characteristically, LTAD programs are holistic and macro, spanning the length and breadth of the entire ecosystem and yet, micro targeted with certain degree of flexibility on the basis of the athlete(s) performance and response. Such programs often simplistic on paper, are far more tedious to implement and execute over a long period of time without strong and dynamic leadership due to diverse interest of all the associated stakeholders. Added to this, the turbulence in political, health and socio-economic scenarios like Covid-19, has made leadership an important factor going forward.

Dynamic Leadership Model:

Strong, futuristic and dynamic leadership enables athlete centric model developing with core emphasis being their welfare and growth both on and off the field for sustained periods. In order to achieve this, administrative leadership needs to form policies and governance with well-established key performance indicators (KPIs) for all stakeholders to warrant accountability. They are also required to set up processes around creating a healthy support

system for athlete specific needs such as staff and infrastructure. Coaches and administrators need to showcase combined visionary leadership in order to structure a grassroots talent identification system which uses science, technology, engineering, analytics and medicine (STEAM) to scout and develop potential world champions at an early age. Most importantly, athletes themselves are required to exuberate leadership qualities and professionalism to succeed. Be it with their training routines, following anti-doping regulations and nutritional advice.



The core and spine needed to align these functions in a high performing and efficient manner needs to stem from top to down and thus results in the indispensable requirement of dynamic leadership at all levels. Results produced by a robust and efficient LTAD system are exemplars for all to witness and follow.

The United States Olympic Committee (USOC) has manufactured an athlete development model with all national governing bodies to culture American sporting principles among grassroots. This has resulted in mass participation at the grassroots level which enables funneling of young talent for the future. The Indian Super League (ISL) in conjunction with Asian Football Confederation (AFC) has also made it mandatory for all teams to develop and nurture age group squads to ensure football's growth in the country and improve footballing standards of future players. Hence, dynamic and visionary leadership acts as the core for long-term athletic development, to maximize the chances of sporting success and athlete welfare.



Universidad
Politécnica
de Cartagena

'SPORTING SUSTAINABILITY'

The *Technical University of Cartagena* (UPCT) was founded in 1998, although the Schools of Engineering and Business Science are over 100 years old. The UPCT offers a mixture of tradition and modernity that gives the university a dynamic and innovative spirit. Since its inception days, the UPCT has signed different types of cooperation agreements with 178 European universities.

Many European and Latin American students have already completed undergraduate or postgraduate degree programs in Cartagena. Alongside the University of Murcia, the campus of the Technical University of Cartagena, is a "Campus of International Excellence", since 2010. The UPCT is UP4 founder, the group composed of the four Technical Universities in Spain

Financial Sustainability in Sports

UPCT has been constantly challenging their students and preparing them to nurture solutions to help industries sustain their businesses. When it comes to sports, the major factor that is required for sustainable growth is finance. UPCT aspires to develop dynamic leaders in the sports industry who can thrive in challenging budget situations, make intelligent decisions and maximize value through their



Feliciano Lopez

UPCT Instructor
Winner French Open Doubles
2016

organizations.

Sports finance involves different intersecting areas of expertise. UPCT helps the students in predicting how various factors can impact an organization's revenue and resources to determine how funds will be allocated.

UPCT is partnering with top Sports Education platform SportEd who aim to apply values and lessons from sports in the global sports industry, as well as to educate future generations of leaders who are expected to perform well in

their respective fields. Knowledge, Experience, Passion and Leadership shall be the key drivers of the Team SportEd.

Vision for India

UPCT plans to come with multiple diploma programs, starting with Sports Marketing and Sponsorship in India which would add a lot of value to sports professionals. These are 30 ECTS courses duration of which is 6 months blended with case studies and contact program will be delivered by renowned experts like Feliciano Lopez, Sergio Cervantes, Víctor Sánchez del Amo and many more.

The 6-Month long Diploma is also especially suited as a private degree program for sports industry professionals who want to deepen and broaden their expertise in order to further their careers.

Students and industry professionals part of the Diploma programme will be exposed to global leaders and managers who boast 30+ years of successful experiences in the sports industry. Students will be able to appreciate the efforts of the experts to bridge the gap between the sports world and the various businesses who are key players in the sporting ecosystem. The diploma will be impregnated with a variety of case studies from all top sports (football, tennis, basketball, cricket, cycling, rugby, etc.) and will enable the students to deep dive into opportunities and will be nurtured to create innovative strategies to tackle the problems but also design and implement new systems.

UPCT along with SportEd, is committed to developing future dynamic leaders in India and prepare them for the professional career in the Indian sports industry and thereby want to be long term contributors in the journey towards shaping up India as a global sporting power.



**Victor Sanchez
Del Amo**

UPCT Instructor
UEFA PRO
Ex - Real Madrid &
Ex-Spanish
National Team Player

BALANCE IS THE KEY



Interview By S.Jacob

**SERGIO
CERVANTES**

Sergio Cervantes is a Tele-communications Engineer and MBA from IE Business School. He is currently an Associate Professor of the Real Madrid Graduate School and IE Business School. Before SportEd, Sergio founded Spanish Sporting Ventures (Asia) Pte Ltd in 2013, a successful sports management company linked to Real Madrid Football Club and Real Madrid Foundation.

He has also been a player for Cartagena Tennis Club in the Spanish National Championship. Out of the court, he was designing the foundation of the course "Designing the winning locker room" that has been delivered for more than 10 editions at the Singapore Management University. The course has been created by Sergio in partnership with SportEd Founder, former Real Madrid player and pro football manager, Víctor Sánchez del Amo.

Q: You have a distinct idea of European as well as Asian sports management education. How do you feel sports education is evolving over the years?

SC: The sports management education is running in parallel with the development process of the sports industry and due to this factor, we can identify clear differences between Europe and Asia. In Europe, same as US or Australia, the sport industry has been transformed in the last two decades and the influence of professionals not only on the pitch, also out of the pitch,

also out of the pitch, has been a key factor. This has demanded more qualified and job specific staff. Educational Institutions and Universities have developed programs to address this demand.

At this moment, the sport industry is in the middle of another transformation process, much more dynamic and linked to the digital evolution. It is another factor that is helping the sport management programs to be transformed.

In the case of Asia, this evolution is in an early stage, that could be considered an opportunity for both, educational institutions and students (future professionals) due to the growing interest in sports. Just as a clear example, we can use the case of Singapore, a country that leads the global rankings in terms of education quality and development, but you cannot find specific sport management programs in the top universities of the country.

Q: As an expert how do you see the delivery of sports education should be balanced between theory and applied aspects?

SC: Inside Team SportEd (www.sported.team), we consider the balance between theory, practice cases and the experience of real projects a perfect combination and what we call the continuous learning triangle.

The students must take their own decisions and design their projects and strategies. It will help them to experience real feedback and sometimes mistakes that will be a big source and opportunities to learn, same as defeats in sport.

At the same time, this practice is critical to improve and update the theoretical framework same as the case studies and the research workload.

Q. Do you think a sports education student should assess his strength and target specific branch to excel or should focus all aspects equally during their study?

SC: The future is always evolving. So, in my opinion, the student should understand all the aspects for many reasons and acquire as much knowledge as possible. It will help them to respect and understand the work of the teammates in the future adding a very important soft skill, empathy.

As sport is an emotional and unique industry, I always advise managers to be close to the action and understand sport athletes, coaches and educators. It becomes easier to achieve better performance inside the pitch and out of the pitch. To reduce the distance, it is important to have knowledge of both sides and understand how both parts need to work coordinated as a team. At Team SportEd we like to highlight and extend this to our students.

SPORTS IS PERFORMANCE BASED, PERSONAL INVOLVED IN THIS ECOSYSTEM REQUIRE MORE APPLIED KNOWLEDGE, FLEXIBILITY & INSIGHT .

Q. Do you feel sports being a specialised area, so more focused and advanced knowledge is more useful than a basic course?

SC: Sports is a specialised sector. The management roles in sports may be specific or multi-dimensional, depending upon organisation structure and role. Therefore, specific specialisation marketing and



sponsorship or event management will always give added insight. You can think of it like in the medical profession. You need MD (Medicine) but also require DM (Cardiology). Specialization always gives a better insight.

Q: As you are coming to India with various sports education diploma programs, let us know how they are different?

SC: I always highlight one reality: we are professionals inside the sport industry who need to perform and learn every day for our organisations and teams. Also, we need to integrate theory and for this reason it is very important to have the support of the Technical University of Cartagena. With the experience, practical component is also critical to prepare the best sport managers for the future. In our team you can find all sorts of profiles of athletes, coaches, sport managers, agents, media personnel, entrepreneurs along with real case studies: their daily work and projects.

It is a great value to study the industry from inside which is our main objective. At the same time, we need to benchmark the best practices from competitors or organisations that are performing well.

Q: What aspects do you think a sports management student should target to gain maximum market value as an employee?

SC: I think once you are involved in a sport management course, the next chapter should be the development of soft skills to develop the teamwork component and contribute as a member towards high performance and the development of an organizational culture. Aspects like humility makes us prepared for a continuous learning or empathy to understand customers are critical aspects to combine the sport management education.

Keeping these aspects in mind, we have decided to include soft skills and teamwork framework in our programmes and develop specific courses to support our students in this process.

Q: Do you feel a sports education student should have an entrepreneurial acumen to be successful in this field?

SC: Not necessarily, but it helps. The learning curve when you are an entrepreneur and the experience you can get is an important aspect to be considered. It also helps to be familiar with risk and the decisions making process. Finally, I think there is a mystic connection between entrepreneurs and athletes. The will to succeed, the experience to be familiar with defeats or mistakes done, the dedication needed for fulfilling their dreams among other factors help both profiles to connect and it can also be beneficial for the culture of an organization.

Q: How you feel a student should target sports education to convert one's passion into profession?

SC: I think it is very important to channel this passion into motivation that will be a continuous source of energy. It will help the student to learn, improve, gain experience and overcome difficult moments. For this reason, it is very important to keep this passion as a differentiating factor. As a professional you will always have ups and downs, but if you are passionate about what you are doing, you will be more prepared to reach the extra mile. I think this is an advantage in our industry: the passion or love that sport generates helps us to become great professionals.



SPORTS TRAINER EDUCATION: THE THEORY OF EVOLUTION



Yogaraj, originally an Engineer decided to end his services in Indian manufacturing industry to chase his passion to work in football by pursuing postgraduate football business at **IFBI** Brussels in 2017. Post completing that with great distinction, he works as New Business Development Officer for Spanish LaLiga Football Club **SD Eibar**.

He operates from India and constantly travels between Spain and other football markets of their work and interest - playing key role in internationalization of SD Eibar. He also voluntarily consults Football Delhi – The official governing body of Football in Delhi.

The Story of Mahabharata:

The role of a 'GURU' and his vision to build champions has been in our tradition since ancient times. Think of guru DRONACHARYA, on one side Ekalavya idolizing him and sharing his thumb as 'Gurudakshina' and on the other hand, Dronacharya asking Arjuna what he saw once he targeted the bird. There are always two aspects to a particular coach. A sports trainer or Guru is the main man behind a mission and the source of insight for many.

The meaning of Perfection

The role of a Sports trainer is to grow an individual technically, tactically,

mentally, and holistically. So, at times perfection is an objective which creates doubt in coaches mind. We need to understand whether it is the role of a coach to make sure that everything is perfect, or he allows the player to express. Here I feel, perfection should be about performance. It means one should perform perfectly but the way or the procedure may be different.

Example: The Sri Lankan cricketing duo of Muthiah Muralidharan and Lasith Malinga are so unorthodox in their bowling action, yet they are so successful in the game of cricket. In today's coaching ecosystem, there's every chance that maybe talent like them will be denied

because their skill is unconventional. The question remains that whether today's coaches are prepared to accept the natural abilities of the players and drive them to success because the best Coaches help the players be the best for different situations.

The Evolution

The biggest challenge hence today for a coach anywhere across the globe is how one can move on from the traditional scientific methodologies like "How do I train an athlete? How do I put together a coaching Plan?" to preparing the strategy around the learner, who in sport is the player. If you can't understand what the player needs,



then a lot of stuff becomes irrelevant.

Traditional methods have been coaching centric like “I want to be the coach in charge, and I must be that knowledgeable person” with having people drilled on a certain way of playing and repeating to perfect the skill. This learning for a player takes away decision/problems solving capabilities and the ability of the player to read and work through and understand themselves. So, it all rests in how a coach moves himself shifts from a coach-based set up to a player or learner-based setup.

Coaching has evolved from a coach centred approach to a player centric approach & holistic player development

The multiple hats:

A sports trainer plays a varied spectrum of roles as per the ecosystem.

A grassroots coach ensures more engagement, physical literacy, and bonding with the sports and basic technical corrections. However, most of the time he is alone and handling a young body and mind. The impact of the initial information, muscle memory, and sports development is

more than generally what we understand.

In the youth format, a coach handles a player who is willing to push the barrier and associated with one sport. Here all physical, physiological, game intelligence, and emotional intelligence to be developed to ensure performance. It requires much more than just a technical and tactical concept of a game.



Elite level coaching is much beyond the game. So, the coach is like an institute. He/she creates his/her own methodology but aligns it with the club’s objective. They build a team starting from recruitment to choosing a match day team. Not only that they also integrate all information shared by all support teams and use it as per their periodization plan. He/she also keeps an eye on the financial role. So, a coach can be a Trainer, Manager, or Technical Director, a person of many aspects.

Technical & Tactical coaching inputs to players need to be supplemented with performance oriented all around insights

Sports Trainers Education:

In the evolving field of sports coaches’ education, the focus is on the mindset of a coach. A coach should be an aggregator and compile meaningful scientific information. The conventional coaching courses will build the base, but multi-disciplinary short courses will add value to understand the game and factors influencing the performance. The journey is never-ending, and knowledge is available, it is how methodically we collect, understand, and apply will make the difference between a trainer and a GURU.

The integration of technology, analytics, sports science, and management concepts gradually during the journey as a coach is important. It is also important to set a level, work at that level, and progress. It converts education into the conceptualization and creating their own methodology. The Sports coaches’ education has accepted internationally about the continuous professional development module however it is the trainers who must understand it and utilize it.

A coach cannot think of coaching only as a profession. Without passion and performance, it will be a duty. We need now to incorporate Chanayakya into Dronacharya and create sports coaches if we want to perform sustainably. Transformation is required and as a sports coach, we must reassess and keep improving.

BEYOND BOUNDARIES

Interview By Shubham Raj



**SHAUN
SEIGERT**

Program Coaching Director
R66T

R66T Academy started in **November 2018**, when Shaun Seigert, **Joe Root's** Junior coach, met him and his father Matt. Shaun had been running a successful Academy for the last 13 years and was also responsible for creating 100+ First Class cricketers along with **27 players** who went to play **Test Cricket**. We got an opportunity to interact with Shaun to discuss about his vision and mission about **Cricket** and **R66T Academy**.

Q. Can you explain us what is vision of R66T?

SS: Cricket is a sport where performance is really important, but not the only thing. Enjoyment and exploration through the game, learning values, and social skills are equally important. The R66T Academy vision is to provide a highly competitive platform for all players irrespective of their background, level of skills, and to ensure that they are sufficiently challenged to be a better player. We aim to unlock their potential without forgetting to enjoy the game and learning values to ultimately develop as a better human being.

Q. Tell us a bit more about R66T, how you visualize the unlocking of cricketing potential?

SS: The R66T Academy is all about finding ways to encourage people to play more cricket. We want to intensify the experience by using technology and expertise.

Through our *developmental hubs* we want to engage with experienced coaches and draw upon their knowledge and expertise. It is a kind of rich reservoir of coaching resources.

High performance Program: It is a challenging environment to taste a player, how high player can take their own performance. The challenges can be multi-dimensional, in physical, mental, technical, tactical or spatial/ environment domain. It is a test of the character and determination of a player.

Q. You have started online cricket coaching, Tell us more about that?

SS: We thought that cricket and quality information should be available to all and distances or money should not be a barrier. To do so, no better medium other than the internet. Today, almost everyone has a smartphone. So we started our digital academy.

More innovative activities are lined up for the upcoming days. We will explore the digital platform to reach out to maximum people, and ensure that at the end of the day cricket is the winner.

Q. We also heard about your initiative to bring coaching education, Tell us more about this project?

SS: R66T believe that spreading cricket is effectively possible by two ways. Direct training a player and empowering a coach. The second one is more effective. Once you train a player you develop an individual. Once you empower a coach you change an ecosystem.

Q. What will be outline for these courses?

SS: The online course will focus on not just skill.



“ I Spent 4 months at the high performance program run by Shaun Seigert back in 2010/11. I can't tell you how much it improved my game. I came home from the game well prepared for first-class cricket. That season I broke into Yorkshire first team and the rest is history ”

-JOE ROOT

A coach should be aligned to coach techniques but the methods of how the coach can best utilize the available resources and player learning approaches to effectively train an individual for specific skill sets like batting, bowling, wicket keeping or fielding. Present day scenario in an academy is structured like individual skill trainers under a chief coach. So it is important to create skill set trainers as well as Master instructors.

Q. What will be the Accreditation body for the courses?

SS: The courses will be affiliated under OFQUAL (The Office of Qualification and Examinations Regulation, UK). It will be a degree under them and delivered by R66T.

Q. Can we expect these courses in India?

SS: We are extremely happy to inform you that shortly we will start these courses and R66T activities in India. It is our next destination.

SPORTS SCIENCE EDUCATION: A ROAD MAP



DR. AMOL A. PATIL

AIBA Ringside Doctor
Team Physician (Indian Boxing Team)

Integration of Tech in Training: New Normal Trend

The 21st century is an era of technology. Performance and productivity utilising technology is the new normal. The same impact with the integration of sports and sports science is leading to new heights.

The science is utilized to identify talent, nurture it optimally utilizing the integration of technology, technique, insight, thus ensuring injury prevention and performance enhancement.

India: The Journey Begun

India is aiming to be a sports hub and all its policies right from 'Khelo India' to the introduction of sports as a compulsory subject in the educational curriculum depicts the commitment of the present government towards the development of sports from grassroots. The focus on infrastructure building and setting a sports culture through the 'Fit India' mission assures about the conviction. The demographic dividends are in favour as 50% population is young. The key to such transformation resides in the successful application of sports science to coaching. Without Sports culture undergoing a transformation, it is impossible and without sustainable sports performance, sports culture cannot be infused.



AEROBIC CAPACITY TESTING OF AN ATHLETE.

Sports specific value and players baseline value, allow sports scientist to evaluate and validate training protocol and outcome.

The Sports science Outline:

Sports science is a relatively multidisciplinary subject, drawing on fields such as physiology and biomechanics to measure what is happening in a sports person's body; psychology to analyse the mind and augment performance; nutrition to help athletes fuel their bodies correctly.

Impact of Sport:

A country can display its superiority either in war or through Sports events. The international perception of superpower in the field of sports ultimately attracts more investment into sports business in the country. The sports performance of a country, therefore, has a long-lasting impact. The performance of a nation can be ensured by embracing sports culture through the participation of various sectors, long term athletic development, and restructuring of sports science education programs.



The present and the future

At present we lack sports scientists from the grassroots to elite level. The shortage is due to lack of awareness but if present trends indicate anything, the situation is going to change very shortly. The setting up of a high-performance team for Olympic performance, initiative to bring technology and equipment at Sports Authority centers are good signs. Setting up of private institutes by JSW or Reliance clearly indicates the future trends.

Now it is important to introduce Sports Science and high-performance educational courses in India. Building cross-cultural exchange programs to acquire the best knowledge and applied exposure through educational institutes. Long term planning of all Sporting bodies and integration of

sports science at various levels starting from grassroots to elite. It will ensure more opportunities for sports scientists to contribute meaningfully and open more opportunities.

Also, budding sports scientists should understand that in the field of sports each game and every athlete are different. So the more we work with a specific game it will give insight and ultimately translate into a meaningful contribution towards performance enhancement. The journey has just begun. Sports science must contribute more in the future and to ensure that more educational courses should be introduced in the sports education segment.



BUILDING EMOTIONAL INTELLIGENCE TO ENHANCE SPORTS PERFORMANCE

“
High performance is about managing emotions so that people can perform at their best under pressure.
”
-Sir Dave Brailsford



JOE DAVIS

is the Head of Sport and Performance Psychology at Roche Martin, leaders in developing emotional intelligence to enhance leadership and sporting performance. Their ESi tool is the world's first assessment tool to measure the key performance competencies associated with elite sporting performance and their ECR tool is the global benchmark for defining, measuring and developing EQ and leadership performance.

Q. How does developing EI enhance performance?

Building emotional competencies such as self-awareness, self-confidence, resilience and focus enhances athletes' ability to perform optimally under pressure, develops their leadership presence, and enables them to work more effectively within team environments. But perhaps a less publicised benefit of developing EQ, particularly in sport, is its potential to equip people with a skill set that supports their well-being.

EQ essentially involves two parts: first, becoming aware of how emotions in ourselves and others drive behaviours and second, developing the skills to manage these emotions intelligently, to leverage our personal strengths.

Within pressurised performance environments, emotions run high and those that are equipped to recognize, understand and manage them, ultimately are best placed to perform optimally when under pressure. Athletes who have well developed emotional skills are able to maintain confidence, demonstrate resilience in the face of adversity, and sustain laser like focus during the heat of competition.

Q. Self-confidence is just one of the emotional skills within our 10-factor, sports specific model of emotional intelligence, but how does it work?

Self-Confidence

Self-confidence is the emotional component of an athlete's personality and the most important factor in determining how they think, feel and behave. Emotionally intelligent athletes accept and respect themselves and essentially like the people they are. They are confident in their skills and believe in their ability to perform at high levels.

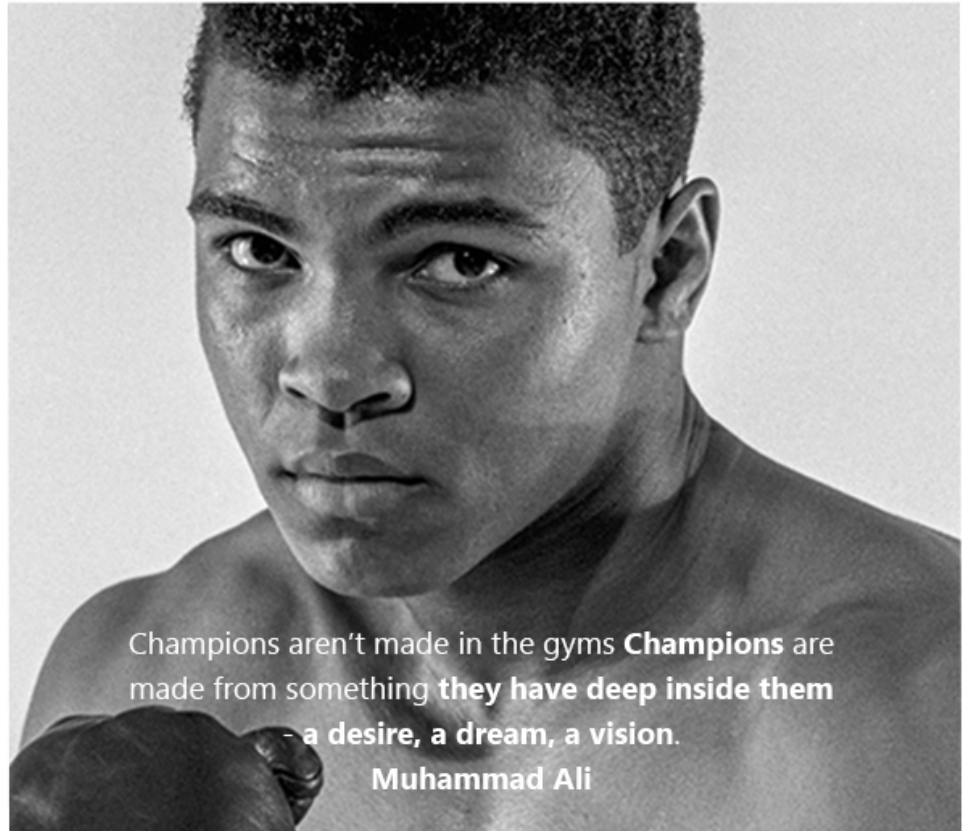
Self-confidence is built on the twin pillars of self-liking – liking and accepting who you are – and self-competence – a feeling of being on top of a situation and possessing the skills and resources to manage life's challenges.

Q. How can athletes build it?

- Self-confidence comes from within and is fundamentally a relationship that you develop with yourself. How you feel about yourself is within your control. By altering the internal beliefs of the mind, athletes can change the outer aspects of their lives.
- Replace unhelpful self-talk with a helpful, constructive narrative over time, this helps to bend internal

beliefs about your ability to perform at a high level and maintain your energy levels.

Sustaining and developing self-confidence is often what separates the good from the great athletes, and the strategies above are just a few useful ways to get started. Many people within sport believe that self-confidence is some sort of innate talent that athletes either have or don't have, but the research shows that this is not the case. With the right commitment, support from coaches and through deploying strategies such as those mentioned above, athletes can build their stocks of confidence over time.



Champions aren't made in the gyms **Champions** are made from something **they have deep inside them** – a desire, a dream, a vision.
Muhammad Ali

Wrapping-up

This article has only brushed the surface of emotional intelligence and how the skills can be developed to enhance athletes' performance. With the exciting development of our sport's specific EQ training programme, we are now able to rigorously measure and practically build an athlete's emotional competencies in order to improve their performance. Not only does this enhance performance under pressure, but it equips them with the skill set to deal with life's challenges outside of sport.

Link to assessment tool:

<https://www.rochemartin.com/tools/eq-sports-report>

<https://www.rochemartin.com/landing-page/emotional-capital-report-ecr>



STRENGTH & CONDITIONING: "BASIC TO EVERY SPORTS"

Interview by Gopal Raman



**DR. KEVIN
CAILLAUD**

**Sports Scientist,
Physiologist & Nutritionist
Training and Biology
Exercise Physiology**

Dr. Kevin is a **Sports Scientist, Physiologist** and **Nutritionist** from France. He has BSc degrees in **Exercise Training and Biology**, an MSc in **Exercise Science** and a Ph.D. in **Exercise Physiology**.

Kevin was a competitive swimmer while growing up and plied his trade as a **Sports Scientist** and **Performance Nutritionist** for several elite and amateur athletes in various sports. He was then a clinical exercise physiologist at his own practice before moving on to teaching and research at a few different universities. He also served in India as Head **Exercise Physiology** and **Nutrition**, **Inspire Institute of Sports**.

He has made multiple publications in French and has been a part of numerous research activities.

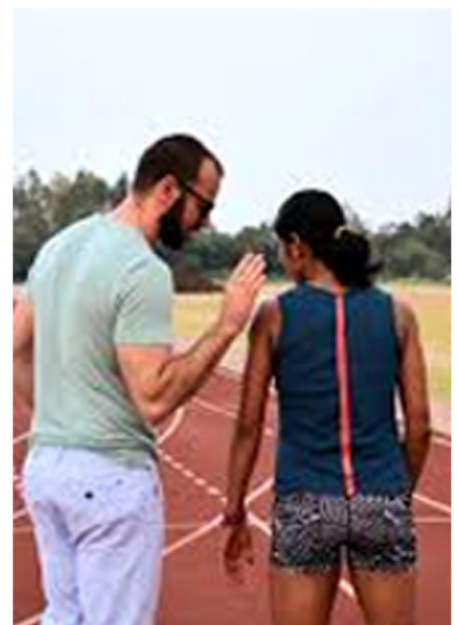
Q. Strength and conditioning, how do you view any athlete should go about it as per age group?

KC: There are two aspects related to that subject: the timeline of the specialisation in one sport and the good practices recommended regarding strength & conditioning. Early specialisation has been revealed to be harmful to health and enjoyment and can lead to burning out of the athletes. This could ultimately shorten the career and potentially the success achievable. Instead, the Developmental Model of Sports Participation (DMSP) proposes 3 distinct stages of development for youth: the sampling years (6–12 years), the specializing years (13–15 years), and

the investment years (16 years onwards). The deliberate play differs from the earlier definition of deliberate practice and refers to early exploratory physical activities that are intrinsically motivated and primarily geared towards maximizing enjoyment and fun. The same principle is applicable for Strength and conditioning as well.

In terms of training content, the first few years should be dedicated to training techniques and body consciousness. The latter being understood as a resistance stimulus perfectly adapted to the ability of the child and executed through play and fun. The adolescence (from 10 for girls and 12 for boys) see an

ability to start structuring the training session and with the overall gain in strength and size, it could be common to see the use of weights in the gym.



The endurance type training is recommended to take a higher part of the program as the age advances. It is generally an important part of the training only during late adolescence and adulthood.

Q. Share your views about strength and power development, a practical way to understand difference in training?

KC: The first element to understand is that power is the production of force quickly. Thus, strength is a foundational quality for power. Therefore, strength training is most of the time beneficial for power while the contrary isn't true. Also, strength training generally precedes power training following the rational of developing force production (strength) before developing the ability to accelerate the rate at which this force is produced (power).

The recent technological revolution has allowed the Velocity Based Training to emerge as a new approach probable upgrade of the classical power training methods. This is an approach where you systematically monitor the velocity with an external device that has allowed immediate feedback and thus an increase in the quality of training.

Q. Share a weekly rough outline plan how an athlete should plan strength and conditioning sessions.

KC: It could be mostly integrated in the technical sessions at young age (ex. FIFA 11+) or completely separated over 2/3 sessions as per qualities agility/speed, strength, power, endurance.

One's should know that a minimum of one session for strength/power and two sessions for endurance are generally admitted being necessary for maintenance. However, 2 to 3 high quality sessions, depending on the within sessions specific volume, are necessary to develop a quality.



Heavy eccentric training is doing wonderfully for pure strength but imply a lot of muscle damage and neuromuscular fatigue and require up to 4 days for recovery while a short HIIT session on bike can take just a couple of hours to recover from. Moreover, the strength and conditioning planning should be as per game specific requirement and maintaining individual muscle balance in mind.

Q. What will be the nutritional approach of an athlete during for strength and conditioning?

KC: The nutritional approach is dependent upon sports, player age, body weight and phase of training. Nutrition is overall energy, so we cannot generalize the answer. However, as a first step an athlete should look at eating enough calories from carbohydrate and fat. And provide adequate protein (2gm/kg BW). Fruit and vegetables will add micronutrients and hydration should remain in focus along with quality rest.

Without complicating the issue with quality, quantity, and intake time lets discuss one example and concept: 25 gm animal protein (Chicken) and 40 gm Vegetable protein (Soya) both provides approx. 3gm of Lucine. Now Leucine is an amino acid responsible for the effect of protein in the muscle.

Q. How you feel the off-season and in-season strength and conditioning should be different.

KC: During the off-season, the main challenge with players is being a little too casual with their physical training. Whereas, I feel the off-season can be a good moment for an athlete to work specifically on one of his weaknesses by following a very individualised plan and stay fit. Because, a balance of rest, activation, and preparation is important for any athlete during the off-season. The off-season is not off-training.

The in-season training, especially in team sports, is divided into the preparatory phase (short for team sports) and the competition period. The preparatory phase can be separated into two parts, the first phase being a classical physical training program to build or rebuild the qualities and the second phase would be a

hybrid mix between physical development and technical training to continue the development. Competition period is focused on maintenance and rarely development in term of physical qualities. So, the preparatory phase is the unique moment in the year to focus on building all the physical abilities.

Finally, between tournament to maintain or develop qualities among busy travel and competition schedule one must plan on each sport separately.

Q. How much importance should be given on technique during doing strength and conditioning training?

KC: The training technique is fundamental to me and most of the experts. This should be the first thing a strength & conditioning coach teaches to his/her athlete. Without a good technique, one day or another the athlete will end-up with an injury. Once I say technique, I mean that lifting, jumping, running and throwing all activities and related movement pattern should be understood first before increasing intensity (ramping-up load, speed, volume, duration etc).

Q. Do you feel that supplements are a must for muscle building and power development?

KC: To build muscle you need to lift, period. Even with a well-balanced diet, enough protein ($\geq 2\text{g/kg/day}$) and a little excess of calories will optimize the result. The need for supplementation comes from either an organizational issue (as protein from food could be tricky to carry) or a very advanced training level.

If the athlete is an adult and displays several years of training experience then creatine, caffeine, or other ergogenic supplements can be used to enhance training quality and physiological adaptations. I will not hide the reality here, most of the athletes and coaches I have seen in my career use supplements the wrong way without proper planning. In that case, it's useless and sometimes dangerous for the athlete's career (unwanted doping).



Q. Which type of protein you feel should be used, if anyone is using supplements?

KC: The potentially useful supplements are synthesised in the Australian Classification System. There are several categories but to me, an athlete should only use the **Category A**. Even within that category, an athlete should seek professional advice on the way to use medical or ergogenic supplements.

Since almost 99% of the nutritional supplements on the market are either useless, wrongly made or dangerous. Any professional or elite athlete should be anything but casual regarding nutritional supplements.

INTEGRATION OF BIG DATA IN BIOMECHANICS: AN UNTAPPED OPPORTUNITY



SHRUTI BHANDURGE

PhD Scholar
(Artificial Intelligence and Sport Performance)
at AUT Sport Performance Research Institute
New Zealand
Performance Analyst and Research assistant
Australian Open Tennis Tournament

The Overview:

Biomechanists study and analyse player movement patterns. The two main approaches used to study and analyse these patterns in sport are - qualitative and quantitative analysis. Qualitative analysis provides descriptive knowledge whereas in

quantitative analysis mathematical model based on biophysics laws provide theoretical understanding of the underlying patterns adopted by players. For a holistic and in-depth understanding of the player movement patterns for performance analysis and the possession of injury-risk, there is a need to study these patterns both qualitatively and quantitatively.

The traditional biomechanical method to evaluate performance, safety and injury mechanics are time-intensive and subjective in nature. Moreover, biomechanical research over the past 20 years majorly has investigated the influence of potential injury risk factors and performance parameters in isolation. Consequently, large amount of data is discarded that might contain meaningful information. Multiple biomechanical and clinical variables interact with one another and often have a combined effect on performance or injury risk factors. The need to account for multiple variables result in large and complex datasets. Typically, a sport scientist performs these tasks individually by manual notational analysis. Moreover, complex series of variables obtained from different tests are manually integrated and analysed. Hence,

they are limited in their capacity to achieve efficiency and are subject to potential error or bias.

Integration with Big Data

With the recent advancements in technology, data science and growing commonalities between sport analytics and biomechanics, there is an opportunity for collaboration, such as sharing ideas, methods and theories to better handle 'Big Data'. Artificial intelligence exhibits plurality of applications in the field of sport science has increased the scope of



biomechanics testing and research exponentially. For example, machine learning is proven as one of the intelligent methodologies showing promising results to extract insights from large, complex, heterogeneous,

“ **The integration of Sport Biomechanics with computational Intelligence and Data Science has revolutionised Sport Performance analysis** ”

and noisy datasets. The programmed algorithms learn data input for building an automated model that performs tasks without being explicitly programmed. Hence, it is a powerful complement combined with the traditional approaches of experimental human motion capture and biomechanical modelling.

To enhance both efficiency and efficacy of sport performance analysis, establish new knowledge from data and bridge the gap between plethora of data and time-intensive traditional biomechanical analyses, AI-based techniques are being adopted. These techniques have revolutionised research to produce solutions to benefit accuracy and repeatability of such critical tasks by eliminating error, cost and time associated with human labour.

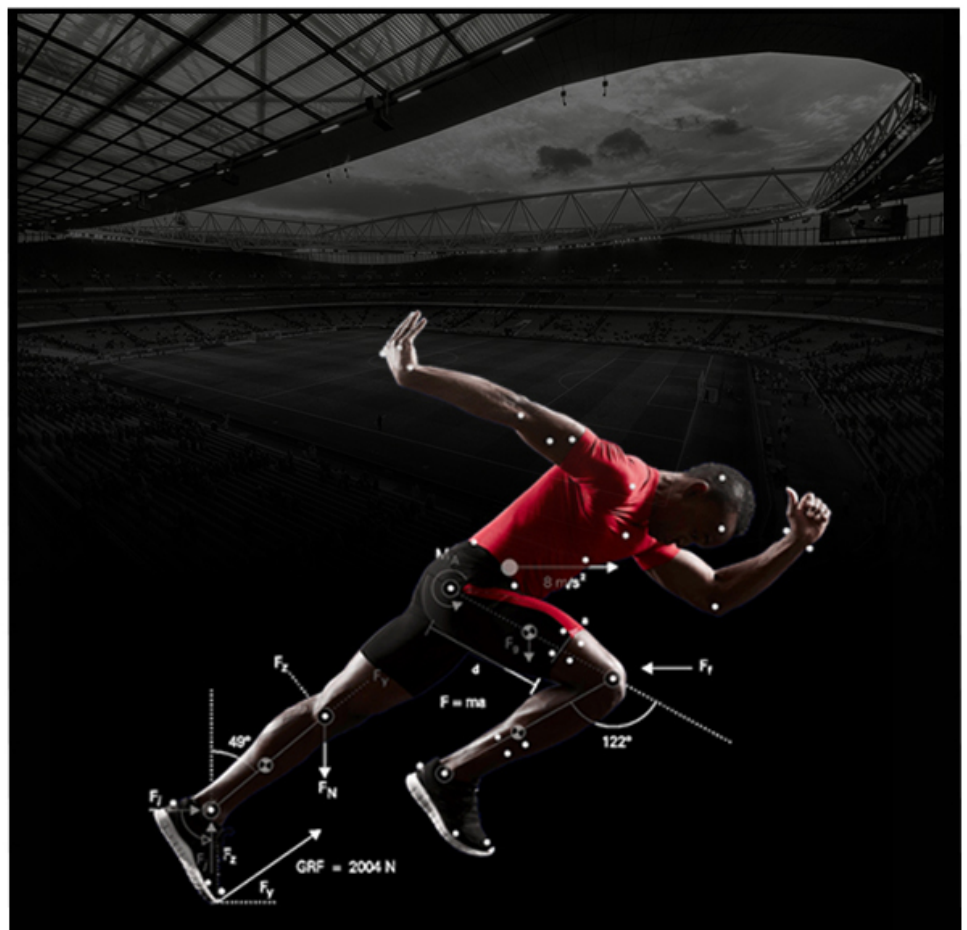
Beyond Sports

Apart from sport, biomechanics in-combination with artificial intelligence in the medical diagnostics spectrum has been considered the next big thing. More than 100 per reviewed articles have demonstrated the potential of biomechanics to detect diseases at an early stage. The most elementary functions of the human body involve co-ordination of complex

system for example, a simple activity of breathing involves co-ordinated control of muscles, nerves, circulation and other systems. Any defect due to an onset of disease initiates alteration in the biomechanics and is often invisible without complex computation. Advancements in tracking with engineered sensors can detect these early changes in these co-ordinated components. In the future, the detection and analyses can be built into a smartphone application. It will be possible for your smartphone to then detect movement disorders like Parkinson’s before any conventional tests.

Take Home

The integration of biomechanics with technological advancements in computational intelligence and data science have revolutionised sport-performance analysis, injury-prevention, medical diagnostics and healthcare.



VIDEO ANALYSIS SOFTWARE: **nacsport**



ARKA MAJUMDER

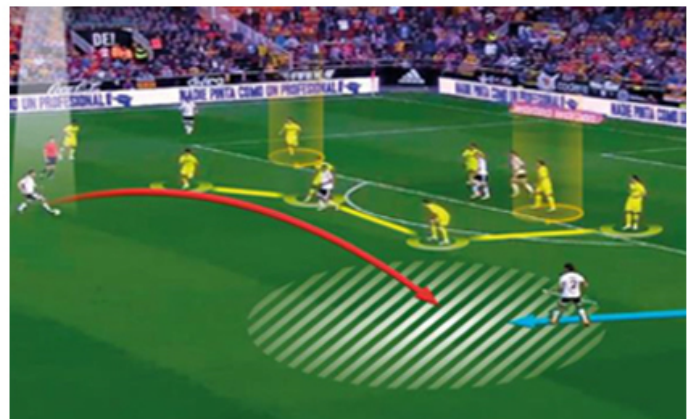
a sports-tech advocate and analyst, has made a great impact internationally working and setting up multi-sports analytical departments and is currently associated with NACSPORT.

A Masters from the prestigious Johan Cruyff Institute and he has acquired many feathers during his educational journey. Being an Indian, working globally in the field of Sports Analytics, we approached ARKA to share a sneak-peek into Nacsport and video analysis.

Sports Industry is a growing market with many commercial investments taking place in recent years. In today's competitive market, global sports are driven by results. To ensure optimum performance, it is important to integrate modern technology into training to get the best output from the team. Therefore, performance analysis and data visualization tools are important for any sports entity to remain competitive in the market. There are multiple analytical softwares commonly used in different sports. Nacsport is one software which enables players to enhance their performance with specialized video analysis and scouting reports.

Capturing and Uploading Video

With Nacsport you can capture video live, uploading it into the platform in real-time and from multiple angles when using multiple cameras, to then capture the recorded footage by tagging all the relevant events to later analyze. It enables us to capture video from a remote IP camera, allowing the capture of angles that are impossible or impractical to collect through a lift or tripod camera. This is particularly important for sports, where teams are spread out across the field, as focusing on a specific area of the pitch, may not capture players standing outside the angle of reach.



Importing from many Data providers

There are several data provider tools which reduce the time involved in tagging the actions and paints a picture of what's happening in the game in real time with different stats. They are quite generic and there are some limitations to the data that is presented. But all that data can be very easily imported into Nacsport with the help of the import tool. There are features of the tool that sorts out things you need and don't concise the most relevant information. You can play your hand in selecting every action that you are looking to see. With the betting industry relying heavily on the data providers more and more it looks like the affordability of these products are surely going to be a talking point in years to come

Tagging the video footage

Once the video has been uploaded into the platform, Nacsport provides analysts/coach with enough flexibility within their set of features to define what buttons template suit best the Key Performance Indicators (KPI's) of their team. In this coding process, the analyst/coach can define the text, colour, size, and alignment of their tags, create filters to playback key moments, define the length and category of each event, execute calculations of the data as it is being tagged and more. The analyst/coach will start by defining the categories, descriptors, manual categories and auto descriptors which they will want to track in the video footage and then run the video while indicating which relevant tags apply to each section of the video based on the actions and events that take place.

Analyzing the event captured

Aside from tracking the numerous events from a game or training session, Nacsport also allows analysts and coaches to evaluate a particular play of action with interactive visualizations and drawing features. Plays can also be played back from multiple angles if they were captured in such a way, and multiple games can be combined into one unique video if the purpose is to analyze a specific style of playing across various matches. While Nacsport is primarily a video-centric software, it also offers the ability to generate quantitative insights based on the events tracked in the footage and produce spreadsheet style reports. These reports can be shared remotely and in real-time with coaches as the insights are generated to allow for quicker reaction and decision-making.



Presenting & Sharing the Results

Once the video has been captured and tagged, highlights have been generated and the analysis has been completed, Nacsport allows you to export the final video with all the information to share it with coaches and players. This can be done in the form of individual videos or even playlists with groups of videos sorted by different categories or descriptors. These video presentations can also include notes, pictures, PowerPoint presentations and commentary on relevant highlights for a more detailed review. Nacsport software has KLIPDRAW (Telestration software to draw on videos) integration and SHARING (Online cloud platform to share information) which makes it a one-stop place for all your video analysis needs.



Summing Up

Technology is a vital catalyst which enables clubs and academies to enhance the coaching techniques and ensures high performance. You can use the technology based on their specific requirements which makes it a highly flexible tool. India is considered as a sleeping giant when it comes to Football and with the use of modern technology integrated at different levels of the framework with human intervention will lead the country to wake up and become a footballing nation.

STANCEBEAM PERFORMANCE ANALYTICS & COACHING SOLUTION

Cricket, Science & Shikhar

Cricket and India are synonymous like the words Bengali and Rasgulla (Rosogolla). You cannot think of one without the other. All budding cricketers eye to be the next Sachin or Dhoni. But the journey is strenuous and one of the biggest challenges is quality training and technical correction at a young age.

So, once we came to know that StanceBeam has introduced motion analysis and introduced technology to breach the barrier we felt excited to know more about it. After All Kookaburra and Shikhar Dhawan are associated with the product.

StanceBeam Striker:

StanceBeam striker is a unique product which is beneficial for both a player as well as a coach to get the best batting insights, benchmark the technique and work on the player's improvement areas.

StanceBeam Striker is the most accurate Cricket Bat sensor (98% plus accuracy validated by IISc, Bangalore), designed to fit on top of any cricket bat and turns it into a Smart Bat. It takes players game to another level with accurate metrics, video highlights and valuable insights. The Smart Bat sensor provide a validated set of high accuracy data like 3D swing analysis, Bat Speed generated, Power index, Swing Angels and shot efficiency. The data collected by the sensor can be viewed on the StanceBeam app in real-time and is stored on the cloud. Users can login to their accounts and access their sessions/history/data wherever and whenever they want.

THE STANCEBEAM APP allow players and coaches to -

- *Monitor session in real time.*
- *Record video highlights automatically*
- *See detailed session insights*
- *3D shot analysis and recreation.*
- *Compare progress over time.*
- *Player-Coach Communication and feedback*

The Sensor also includes a bat mount for seamless integration onto any cricket bat - a charging cradle designed to keep you powered on the go and a locking key to make sure that the Striker remains inside the bat sleeve. The Striker includes a fully rechargeable battery which gives 6 hours' battery life and features both inbuilt and cloud storage to allow you to either view information live on your device or post an innings or training session.

The Technology to improve Technique:

The Android & IOS based mobile application allows the players to monitor the session in real time and analyse each swing video which is recorded in order to ensure performance review. The players will be able to analyse specific aspects of their batting which include the speed of their bat swing, 3D analysis of the shots, angle and direction of the backlift and power generated by each bat swing. The app enables the coach to track the progress of multiple players with a single login. After the session finishes, the coach can review the session on the app and provide a review in either text, audio or video format. Appropriate feedback is given for the player's technique by using a star rating system on different parameters such as Footwork, Body balance, head position, trigger and stance. Additionally, the coach can assign specific drills for each player after reviewing their progress through the app and in turn make their coaching effective. The platform offers several functions such as:

- Academy Performance Management
- Coach Dashboard
- Multiplayer Management
- Audio/Video Feedback
- Drill Assignment

Cricket Players and their Coaches around the world trust StanceBeam Striker to benchmark Swing data, helps them identify trends, automatic assessments, insights, player-coach communication – Text, Audio and Video Feedback, Assign Drills. Indian cricketer **Shikhar Dhawan** is the face of the brand who launched the StanceBeam Striker last year wherein he highlighted the importance of such technology to improve the quality of batmanship on display. The importance of capturing the timing of every shot and presenting it in the form of insightful data is crucial for improving the player's quality.

Speed of the Bat at Impact
68
Km/H

Maximum Bat Speed
71
Km/H

Back-lift Angle
140°



Summing Up

StanceBeam striker has focused on using the penchant of technique and innovation to revolutionise modern day batting and give the best analytical and coaching solution to academies, clubs and professional cricket teams. This performance analytics solution has transformed the use of Internet of Things (IoT) devices in the future.





STANCEBEAM STRIKER CRICKET BAT SENSOR

 Coin Size stiler

 Cloud storage

 Rechargeable Battery

 Up to 99% Analytical Accuracy

 Upto 6 hours of play time

 Light in weight



ASHTANG: THE GAME CHANGER



Feature by Pratiek Talukdar

The Game of Football evolves around the ball. Therefore, we felt intrigued to understand 'Ashtang', the Ball used by ISL, approved by FIFA and manufactured by NIVIA. To our pleasant surprise, it transpired that Ashtang is more than just a Football and is a game-changer in true sense.

The Inspiration Behind the Name

The word 'Ashtang' is derived from Sanskrit language. 'Asht' means eight and 'ang' means parts. This is in-line with the system of 'Ashtang Yoga', meaning 'eight-limbed Yoga' and proposed for holistic development of mankind. As name suggests the ball is with eight panels instead of 32 panels like traditional football. It is not just limited to design also focused towards eight parameters i.e. **Power, Speed, Accuracy, Control, Stability, Feel, Cost, Playability** - to get maximum efficiency from every shot.

The colour **Blue** in the ball signifies the sky and its universal appeal, **Orange** is the colour of joy usually associated with sports, **Silver** is associated with high-technology, modernity and **Black** signifies the elegance and strength associated with the product. The **White** base colour is the universal colour of peace and goodwill.

Highlighting Features:

This Made in India ball is unique in many ways. Instead of conventional 32 panels, this football is made using just 8 panels thus reducing the seam length by 23%. This may seem a simple change, but it is quite innovative as evident from these observations:



- The fewer seams mean lesser friction during the flight by improving aerodynamics to maintain the correct flight path.
- The lesser number of seams helps to maintain the shape and weight of the ball due to lesser water uptake in the wettest of conditions. This helps in the prevention of head and muscle jerk injuries.
- Lesser number of panels offers more sweet spots on the ball for the players to head and shoot the ball.
- Multi-fuse technology ensures spherical uniformity of the ball which helps ball handling without creating deviations.
- The ball also provides a high bounce in all weather conditions in either natural or artificial turf which allows the players to play comfortably.

The 'Ashtang' had to **pass stringent quality parameters**, with the final trials occurring at FIFA designated laboratory in Switzerland to get this certification and to be eligible to be used at the highest level of international matches.

The ball's attributes were checked with tests like, **Rebound Test** (135-155) cm, **Weight test** (420-455) g, **Circumference test** (68.5-69.5) cm and **Water absorption test** (<10% weight increase) all of which pass the FIFA standards

The Game Changer: Inside the Ground

Keeping the qualities in mind Ashtang has true bounce and better aerodynamic design to ensure predictable flight of the ball. Whoever played football at the highest level will appreciate and understand how reassuring these features are for a player. Once a player is sure about the movement and rebound of a ball, performance automatically improves. The psychological relation of predictability and confidence and its impact on performance needs no elaboration.

The water resistant character of Ashtang not only improves the weight factor of the ball but can also minimise impact injuries like concussion. In wet ground surface during last quarters of match and humid condition, once a player is fatigued, the heavy ball can at times precipitate soft tissue injuries like a hamstring strain or ligament injuries. Ashtang has therefore not only improved quality of play, but it also reduces the risk of injury as well.



Outside the ground:

The Indian Super League (ISL) made NIVIA 'Ashtang' their **official ball partner** from 2018-19 season for three years. Under the terms of the agreement, NIVIA is supplying the official match balls to the League and all the clubs throughout each season. Apart from the ISL, the 'Ashtang' has been used in several tournaments such as Hero *Intercontinental Cup*, *AFC Cup*, *Sri Lanka Champion League*, and *World Cup Qualifying matches*.

This acceptance displays the **technical superiority**, **international standard** quality of the ball and how it has **scientifically affected** the game. This football is rubbing its shoulders with the world leaders in football manufacturing using the **technology for improving** the playing quality of the beautiful game.

Replicating the local popularity, NIVIA has the potential and poise to become a pioneer in the sports equipment manufacturing sector at the global level. **This can add another dimension to the already rapidly developing Indian sports industry and our Local Brand can go global and add testimony of our commitment towards "Vocal for Local" stand.**



BIZ BEHIND BALL



The Economic Angle

Football: The beautiful game played between two teams as per set rules on a limited field with an unpredictable outcome. While during ancient times it started as a friendly sport, later during imperialistic times became an event to settle differences on either side. History suggests football had been in the past, a reason to start *(example 100-hour war)* and stop different wars *(1969, Brazilian soccer hero Pele's arrival bought, 03 days' ceasefire at Nigeria)* in different instances. The way of consuming the game has also evolved. It may have started from friends of the teams watching in a free and open landscape to people paying tickets and watching in a controlled environment and then paying TV subscriptions watching in remote locations through the satellite feed. Somewhere between people flocking to the stadiums and later millions watching in televisions

worldwide, the sport became an industry and eventually, a business.

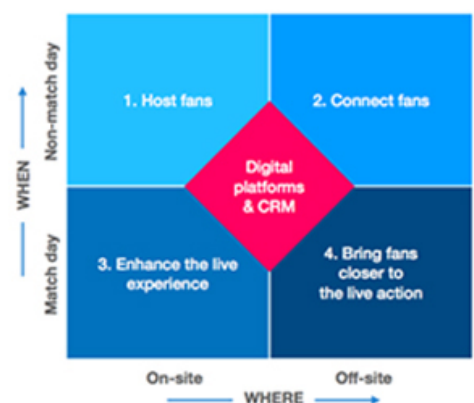
Football is also supply & demand based; However, the complication is in the product, which is unpredictable.

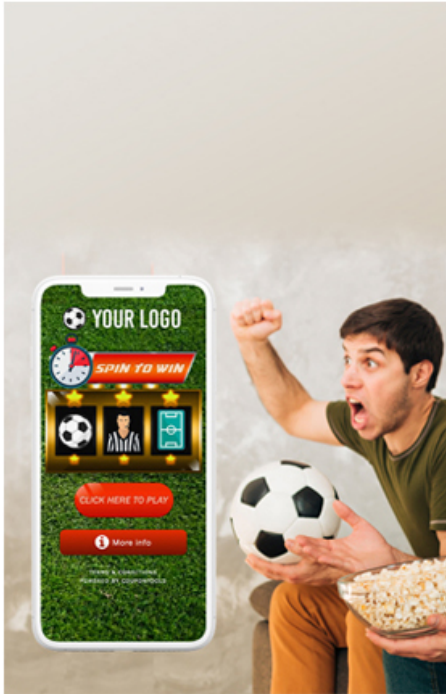
In a normal industry, a labour effort coupled with the capital results in a product and subsequently consumption. In a football industry, the players, including staff, labourers, the money required to build the team is the capital, the match is the product, and fans and media are the consumption. However, the difference is the Product in Football – the match and its outcome are unpredictable and the economical difference between winner and loser could be a huge value. If you analyze the supply and demand in football, the supply (match, tournament, and league) has to be paid as a result of the Demand (Fan & Media) but if there is a delay in supply as it may be

during the present COVID-19, then there might be financial problems because the demand will not meet the supply anymore

The Complexity

The business of the football industry is so peculiar that in a normal industry the CFO's and CEO's earn so much more than the workers of the same industry but in Football it's just the opposite where in most cases the footballers earn and demand their wages and in case of top world-class players, they dictate their wages with the CFO's and CEO's. One can also very well find that a top player can earn average wages in top leagues while if he opts to, he or she can earn a very high salary in a relatively lower league for literally the same effort. It is very important to understand this very fundamental difference and the complexity that comes with football to design the systems and develop business models that are sustainable and consistent over a long period.





The effective Engagement & revenue relation

Football's entertainment angel, where the emotions of fans around the match generate demand and engagement. The business is evolving around effective engagement. So, technology and augmentation have a major role to play. As we can understand the Biz behind the Ball is predominantly decided through the effective engagement and consistent demand the engagement needs a continuous surprise element and realistic feel to create a successful business model.

With the exponential growth in entertainment options available in TV's and OTT's, it's very difficult to grab the attention of people who are developing binge-watching

habits through Netflix or watch match highlights on YouTube instead of live football action. The most interesting aspect of football is that the industry is different in different demographics. Not every competition by the FIFA or the continental Federations has been economically viable and successful. We have seen how well the English Premier League and Spanish LaLiga have been able to succeed in both domestic and international markets, which is not the case with the Italian Serie A or the Dutch Eredivise.

In India, especially where the investment into football is predominantly private, there is more than ever stronger need to understand how the structure has to be organized at the professional elite level (National Teams, ISL & I League Clubs, State clubs), youth (clubs, colleges, and academies) and grassroots level (academies, schools & NGOs).

We must develop a Human Resource concept and strong transfer system from the youth segment to develop a financial flow at youth model. A Gamification and followership concept to bring digital platform and monetization. Multiple local and state-level event and OTT platform to engage followers for tier 3 or tier 2 clubs to develop revenue flow. Create football as content and identify engagement platforms to create revenue flow. Sharing facility as an

experience zone and generate revenue through it. Fan engagement through technology for elite clubs using AR/VR should be the priority.

The COVID-19 has created an opportunity to reassess the revenue flow of Indian football and redesign without forgetting the business model and focus to generate more demand to make it strong.



Football in india requires overall growth in participation & dynamic leadership in every level of the structural organization that drives participation of the general masses

Are you ready to lead the way to making India a Football super power?

FOOTBALL EXECUTIVE EDUCATION: "A ROAD MAP"

Interview by Ansh Kashyap

**RICARDO
BALBEIRA**

CEO, Soccer Hub
Football Executive Program
coordinator,
Universidade Europeia

With more than 15 years of experience in Soccer Coaching Education Ricardo Balbeira is currently the Head of International Affairs of the Portuguese Football Coaching Association. His international experience in countries such as USA, China, Portugal, Brazil, Greece, Angola, Gabon, and many others, makes him an expert on several aspects of Football Education. We connected with him to get insights on his expertise.

Q. As an expert setting up a high benchmark, do you think a football executive education is different from the Sports Management program?

RB: When we talk about executive education, we talk about content that leads to a specific output. The output, in this case, should be the job that you already have and want to deepen your knowledge or the dream job that you want in the future. So, football executive education is aimed to give the tools for you to work in this specific context. We talk about the framework and offer tools that you will use in your day-to-day work.

Q. In Football Management, is it compulsory that the person should know the basic of technical and tactical aspects of football?

RB: A football club is a very complex system somehow different from the "conventional" sports industries. A Football Executive works within a team that includes several different experts in various areas. If you want to make the most out of them, you must know about all aspects related to the industry and simultaneously about the tactical and technical side of the football.

Q. Do you think today's football executive focus is on ensuring revenue flow?

RB: I usually say that for you to have results, you should just ensure that everything goes well, and everybody does their job properly. To evaluate if the job is done well, you have different metrics. One of them is, for sure, the financial part. So, in my opinion, the main focus should be on people. If everyone is doing their job properly, that will have an impact on all the evaluation metrics, including in the revenue flow.

“ If you wish, India to be in the elite league of football and eagerly waiting to see the transformation, then transform yourself. The change will ultimately come through you, if you are part of the ecosystem. To ensure these transformations football executive education is really important. ”

Q. How do you see technology shaping Fan engagement today, internationally?

RB: The use of technology is one of the most important things, that clubs and football institutions will have to adapt to the brutal new reality in COVID era. In a few months' clubs are adopting strategies that they planned to put in place in 4 or 5 years. All the brilliant minds of sports marketing are now putting in place breakthrough strategies supported by high-end technologies to adapt to disruption in fan engagement.

Q. Do you feel that more ex-players should be part of management via Football Education?

RB: Usually I deliver lectures to former football players and I say that they should work in football because they already have relevant experience to do that. I also say that they should take formal education to have a wider view of the industry. But there is a lot of room for those who didn't play. What I feel is that, in some countries, football is improving because there are more and more people, with different backgrounds, getting into the football industry. These people with proper education and knowledge are changing this industry for the better.

Q. How you think the EU, Football education methodology is different than others?

RB: I believe that education should be aimed at an output (a job) giving the student not only knowledge but tools to use on a day-to-day basis. That's what we do in the EU: we understand what the job is about, we choose the best teachers for each content and we deliver tools to use. The teachers that we choose are always someone with experience in the job. For us, that's the main issue: you can only learn how to do things from someone who already did it properly. Of course, all our experience in online education allows us to know which format is better to deliver the content and how the students want to receive it.

Q. How as soccer Hub CEO you feel short courses can be beneficial for coaches' development program?

RB: I had the opportunity to be closely working together with hundreds of top football coaches. It's quite clear to me that what differentiates an average level coach to a top-level one is his will to learn. After coaches do their initial certification courses, they must always be updated. A lot is going on in this specific area. Every day there are new studies, tools, or technologies being launched. The short courses are the best way for you to be always updated. That's what Soccer HUB offers and that's what I believe is the future of education: to choose your learning path!

“DO NOT PREPARE TO FAIL”

Interview by Pratiek Talukdar



**EELCO
SCHATTORIE**
UEFA Pro Coach

Football is a game to explore and enjoy but ultimately played as a team and to win. To win most important is to analyse opponent and prepare. It is a process as well as habit. Not only by a coach but for players. So the habit has to be created from youth level and should not be kept only for elite clubs. We caught up with Eelco Schattorie, who was the youngest coach ever to obtain the UEFA PRO License under the official guidelines of the Dutch Football Association the

Q. Why is match analysis important?

ES: There was a famous quote in the “ART OF WAR” where they say know thy enemy & yourself and you will not lose a hundred battles. Since you do not influence your opponent directly, analyzing your opponent to know his weaknesses is important.

So, making proper analysis is extremely important but you should not over-analyze. My starting point is our own team’s strength and then start analyzing the opponent team.

Q. Do you think match analysis should be an integral part of player development at youth?

ES: Looking at anything that you want to improve you will need to analyze them closely and need to break it down into smaller pieces. Then you should start improving on them and the sum of that makes you a better player or the processes will improve with your involvement. For the younger players, I will stay away from analysis as we need to stimulate creativity and we should let them make mistakes to learn. You should start the analysis from the 14-16-year age group, at the end analyzing players and the team, making it visual by showing them the videos of their good things and mistakes, will speed up the learning processes.

Q. Once you are analyzing a match do you feel the software is compulsory?

ES: Analyzing that we do with them is extremely important to have a mental library of patterns. The software is only there to assist you. Event data and tracking data of a player's movement is something you cannot with your visual eye. It's more important for a coach to see connections between event data and tracking data. But overall, I think the eye the coach or the analyst most important and any software and all that helps him recognize certain things gather more data.

“It is not the software, but the man behind the software, which will be important to bring the analytical correlation”

Q. How important is football management education for overall football development?

ES: To run the club football management, the organizational staff is very critical because clubs need to be sustainable over a long period. There needs to be some model of knowledge management sharing platform on how to manage the different departments. So, overall football management education can help with that, the more insights you have on these things the better chances to succeed. Each job has certain dynamics that non-expert may not see.

Q. As an analytical tool which software have you used over a period?

ES: As a coach, I have never used any software that can scan the whole game. When I spoke about the event and tracking data, I'm talking about 'Coach Paint' software which you and I use to break down a game for a presentation. I always stick to software that has simplicity and the ability to draw and express in videos for my players to understand.

Q. Give some features of your football analytic course?

ES: a) The first thing which needed to understand is what analytics provides, basically it compartmentalizes complex sports such as football into more understandable and smaller parts which is much needed for building coaches. Football as a sport is complex in nature and it has many variables that will be difficult to understand without analytics.

b) I've developed commands that basically are facts to objectively analyze or describe the football game. You are focusing on what are the formations how do they line up with each other at the starting point then of course you look at the patterns offensively, defensively, and set pieces. The relationships of the team and individual analysis will sum up the parts and features associated with the course.

“Over the course of his career Eelco maintained over a 53.4% win rate as Head Coach.”

WOMEN'S FOOTBALL: IS IT EQUAL PLAYING FIELD

Interview by Pompy Borah

CARLOTA PLANAS RIERA

Women's Football Agent
Sports Marketing
Management

Carlota Planas Riera, aged just 27, is a brilliant former futsal player. She has recently founded, along with the experienced **co-founder Arkaitz Coca**, representation and marketing agency **UNIK** for **top female footballers** in Europe. She is the only woman among the main Spanish agencies dedicated to **women's football**. We caught up with her to discuss with this super-agent of Football in Europe and spoke on topics related to **Womens' Football**.

Q. Being associated as a player and now as a management personal, how do you define women's football is shaping up?

CP: Women's football is growing year on year. Teams are becoming more professional, leagues are more competitive, sponsorships are increasing day by day and followers are embracing these changes. We see more fans in the stadiums. Players have more impact and starting to become public figures. Brands have begun to show interest. There's still a lot to be done, but we are on the right track.

Q. What major difference you see in terms of women's football is still facing till date in relation to their counterpart?

CP: On one hand, there are still very few professional leagues. So, many female players cannot earn a living out of playing. Lots of them are workers, students, and then players in that order. This affects their performance in the field. If we tell any top male footballer to get up at 7am to go to college, work in the afternoon and then train at night, I feel on the weekend match day that player would not be in optimum condition.

On the other hand, visibility and promotion is still lacking in order to reach more people. The past World Cup in France demonstrated that there is interest among the population in women football. It only needs to be made more accessible and receive more support so it can keep growing. The biggest difference is in the wages; although they are starting to get higher, they are still far from the male player salaries.

Q. How you see sponsorship and revenue flow in women's football now?

CP: We are seeing an increase in the number of sponsors, which is very positive. It is essential for the game to continue to grow, because the more investment there is, the better the players and leagues will be and the higher the number of followers.

Everything goes hand in hand. The value of sponsorships should also be ever increasing for football to expand its horizons.

Q. Do you feel that different coach education programs should be introduced for women football?

CP: I believe that there should be several specializations for all those who want to work in this sector.

The physiology of a woman is different, and it must be understood. The more specific the sessions, the better the results.

Q. How do you see the brand value objective at present for a womens player?

CP: It seems that the brands are understanding the added value that players bring to their commercial strategies. These brands are acknowledging the real stories of sacrifice, struggle and overcoming. They represent values which we all can relate with. Companies are seeing it, and we are increasingly signing for campaigns with them.

Q. How do you see COVID will impact the womens game?

CP: The current economic situation has led to a slowdown in the growth of women's football, but it hasn't stopped it. For example, in Spain, Real Madrid will have a women's team next year. Italy has just announced that their women's league will become professional by 2022. So, we still see progress. The main threat is that women's clubs rely mainly on sponsorships and on the professional men's team of their club for income, as their wages, conditions and prizes are still very low. Both have been badly hit by COVID, but we do hope that women's teams won't be one of the casualties.

Q. Do you feel that European women players should be inducted into India to improve the game? Will it be beneficial?

CP: Bringing international talent always improves leagues, as it involves importing new ways of understanding football, working and competing. Nevertheless, before starting to sign European players, I think that the Indian Federation should invest in educational programmes. Lectures and conferences at colleges and universities are essential, to talk about women's football and explain the benefits of sport. It's very important that people understand that women can also play professional football, and that it can be a great way out. On the other hand, I'd put the focus on grassroots football. It is always better to build up from the ground. It is always better to build from the ground up.

Q. Do you feel Indian women players can try their luck internationally?

CP: Absolutely Yes! If they have talent, they train and prepare themselves, everything is possible. I'd tell them never to give up on their dreams.

Q. Do you see an opportunity, where you will like to be part of a talent identification program to help Indian women talents to play at European team?

CP: The truth is that I believe there is a lot of potential in India, so I would be delighted to help detect and develop talent within the country. It would be a beautiful challenge which I look forward to being involved.

WORLD FOOTBALL SUMMIT 2020



World Football Summit (WFS) is where the football industry's leading stakeholders meet to shape the future of the beautiful game. Since its first edition in 2016, there have been 8 of them with the annual gathering in Madrid. WFS has had 500+ Speakers, 1900+ Companies, 250+ Clubs, 70+ Leagues/Federations & 9000+ attendees till date making it one of the most sought out events for all stakeholders in the football industry.

Like the industry itself, WFS this year had to resort to an online summit event due to COVID-19 implications.

Impact of COVID-19 on the Football Industry:

Because of the pandemic, the global football activities were suspended which in turn affected the revenue sources of football clubs. The club representatives at the summit highlighted how one of the main sources of revenue for clubs, i.e., matchday receipts has taken a serious hit. This is particularly true for smaller clubs which are heavily dependent on matchday and hospitality revenues, as they lack big TV deals and Sponsorship deals. Secondly, most clubs, particularly the bigger clubs have suffered sizeable damage from the returns of the existing sponsorship deals. Some even have had their current partnerships terminated. For example, RSC Anderlecht losing sponsors BNP Paribas Fortis, as BNP

PF themselves took financial hits.

Representatives insisted that some of the rights offered in the current and potential sponsors are diluting the value of the sponsorship deal and that they are resorting to exploring more of the digital assets, including an upgrade of existing digital campaigns until football resumes like pre-pandemic times. In the future, traditional means of sponsorships may shift to sponsorships in clubs' CSR, digital activations, eSports, etc.

The club representatives pointed out that the pandemic could potentially lead to a decrease in the number of player transactions and a devaluation in transfer fees. Therefore, with fewer football players "purchased" and at lower fees, "sellers", especially those clubs that are generally more reliant on player transfers revenue streams, will face a decrease in their financial performance.





performance.

The other notable impact is that the media partners who generate revenue from the live telecast of football matches are looking for alternative ways to engage and entertain football fans by offering content suited to the new consumer behaviors. Whilst traditional linear TV, betting companies and PPV are rapidly losing ground, newer platforms like OTT, D2C, increase in personal channels of clubs and leagues will see greater demand.

Other member experts also expressed that the revenues at the facilities (revenue from ticketing, hospitality, catering, academies, rental networking spaces in the club offices) were set for a major hit due to the compelled social distancing restrictions. Therefore, clubs will have to explore adaptations to keep fans engaged. For example, a lot of

clubs are using Zoom video calling technology to directly showcase fans in the stadium through large screens. Other options like multiple video angles of live telecasts, fan commentaries, video fan engagement with former or current players can also be explored.

Learnings from WFS 2020:

There is a need for greater vigilance within clubs to leverage their valuable assets and maintain a steady commercial inflow. This is the time to focus deeply leverage on the use of Big Data and Augmented Reality (AR) to offer unique fantasy games for their global fans. If the pandemic situation remains like now to until the end of 2020, then the spillover effect is expected to be for another two more years, which calls for the clubs to innovate through technology and look at non-traditional revenue streams to recover the financial loss and strengthen their global presence in the football industry.



GLOBAL SOCCER E CONCLAVE 2020



Introduction:

The Global Soccer E Conclave was conducted on 6th and 7th June as Sportseed Pro's flagship conference in association with the Madhya Pradesh Football Association to bring the best experts from across the globe to share their perspective on the way forward for soccer and how each domain has an important role for the action on the pitch. The main objective of the conclave was to identify and analyse the most feasible ways for sports organisations to have financial stability by focusing on 3 R's aspects, i.e. Reboot, Reorganise and Redefine as per their situation in order to ensure the Required Rate of Revenue.

Focus Areas of the Conclave:

We all know how severely the COVID-19 pandemic has affected the soccer industry. There are 3 specific areas which have been given more importance looking at the pandemic's effect on physical training of soccer at any level. The first area of discussion was **Grassroots level Soccer**. To run a sustainable grassroots academy, there is a need for continuous training with a greater number of children getting the right exposure to learn the basics of soccer. As there is a limited financial investment to run their operations, there is no alternative for them but to

shut down their operations until the COVID-19 scenario improves. The next area of discussion which has been highlighted by all the experienced speakers is the importance of **Soccer Education**. The entire gamut of services which a club or soccer organisation provides to the fans and the community requires skilled professionals who have the know-how and awareness about club operations.

In order to create a group of specialists to take soccer forward, **Soccer Education** must play an integral part in fulfilling this objective. The speakers highlighted the emerging trend in the industry wherein professionals are pursuing very specific courses based on their field of interest. The speakers spoke about the need for diversifying the core services of the organisation which were mainly catering to the physical training of young players. Other peripheral fields which are all important to learn includes Soccer Law, Soccer Science, Soccer Injury Prevention, Soccer Psychology, Soccer Nutrition and Soccer Journalism, which can be learnt nowadays through online medium. These fields are also becoming important career paths which channelize the aspiring students in the right direction. So, the future of Soccer will remain in good hands with the involvement of educated professionals who can handle specific aspects around it.





The third and most important area of discussion revolves around revenue generation of clubs and soccer organisations in sustaining their operations. The COVID-19 pandemic has resulted in a high rate of unemployment within the soccer industry. The main source of revenue is the physical training component in clubs and academies. The other source of revenue which will be continuing indefinitely is through the optimal utilisation of the digital platforms to conduct coach education programs as well as learning modules for the players. The engagement of soccer enthusiasts and fans can be effectively ensured by conducting webinars, workshops and quiz activities at a nominal price.

The revenue generated from such activities result in increased operations and financial sustainability. The speakers put forward their views on developing this business model and how it can work effectively using the digital space. In the long run, digital engagement of fans and associated soccer brands will become a primary source of revenue.

The conclave brought several important learnings which have to be reflected and reviewed to consider its practical applicability post-COVID-19 pandemic. The first key learning was about the use of the modern **technology** to give a different experience of viewing soccer matches and also incorporate suitable technology in the training sessions. Soccer has evolved over the years and there is a gradual movement towards technology like never. Current technology used globally include Video Assistant Referee (VAR) and Electronic Performance Tracking System (EPTS) which have helped in improving the game from a refereeing and a coaching standpoint.

The second key learning from the conclave was about the incorporation of **Continuous Professional Development** (CPD) model for the periodic development of coaches at the grassroots level. As India is taking small steps towards promoting the game among the youth, it is important to ensure that the coaches are ready to take the players to the next level. This is possible only when they have a clear understanding about coaching and the different elements associated with it. A few of the speakers rightly pointed out the need to make it important criteria for the coaches to fulfil before taking up their coaching courses. This will eventually give a positive outcome in the future.

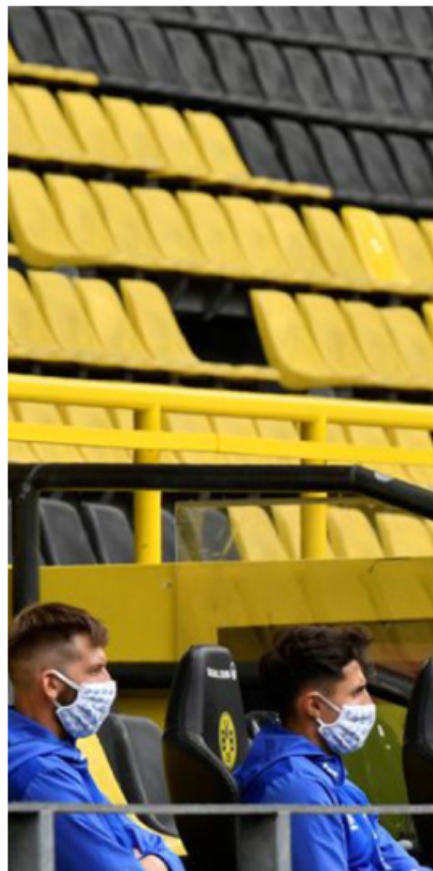
The third key learning outcome of the conclave was pertaining to the presence of fans who are the lifeblood of any professional club. The clubs run due to the fans who generate a huge amount of revenue for the club through matchday gate receipts. As the COVID-19 pandemic has caused a massive loss for the clubs, it is important for them to think of fan engagement strategies which can generate revenue. The fans purchase club merchandise and often participate in online polls and quiz competitions. Effective **Fan engagement** through digital platforms results in generating revenue, which is ultimately huge for the clubs. With lesser revenue from sponsorship deals and broadcasting, clubs operating at the elite level have to utilise this opportunity to engage their main target audience i.e. the fans. The speakers mentioned the importance of keeping the soccer spirit high among the fans which is possible only through the club's digital presence in all its social media handles.



The fourth learning outcome from the Conclave was the use of new technologies primarily used by top leagues such as the Premier League and LaLiga in better viewing experience. These technologies include Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI) which have created a niche in the soccer technology segment. The advancement in modern technology has led to more and more clubs having specialised research and development departments which focus mainly on using data analytics in forming meaningful recruitment and scouting decisions for the future. The speakers shared their opinion about the future of these technologies in taking soccer forward. They mentioned that each year, the top leagues are moving towards a better viewing experience to strengthen their brand across the globe. These technologies have added value to their brand and resulted in higher viewership and broadcasting deals in different countries.



FOOTBALL
is
BACK
AGAIN



Conclusion:

The 2-day Conclave brought the best experts from the soccer industry who shared their opinion on various aspects of the game which made the discussion highly fruitful for the delegates and the other panellists. The Global Soccer E Conclave brought a paradigm shift in the perception of soccer organisations who wish to take soccer forward with their values and belief systems. All the sessions focused on how the COVID-19 pandemic has caused a change in the operations of different domains such as training, science, administration and technology and what is the foreseeable role of all these elements in taking soccer forward. Sportseed-Pro also conducted a quiz on Indian football at the end of every session for over 1200 delegates who attended the conclave to keep them engaged throughout the conclave. Sportseed-Pro felicitated the winner of the quiz competition with a certificate of appreciation for his in-depth knowledge about the history and evolution of soccer in India.

IMPORTANCE OF A SOUND LEGAL FRAMEWORK IN SPORTS



SRINIVASAN SAIMANI

is the Founding Partner at Off the Bench, a sports law and management firm. In his current role, Srinivasan oversees their sports and media law practice. His matters include those relating to governance, integrity and transactions relating to the business of sports.

He is a sports lawyer and a FIFA Master graduate. He has worked extensively on the business side of sports. He also regularly represents both athletes and clubs before sports disciplinary bodies like the FIFA DRC and NADA.

One of the main challenges that we face, as sports lawyers, is to convince sportspersons and sports organizations that they need lawyers to advise them, even when they don't have to go to court. This primarily comes with the lack of awareness relating to the basic rights and duties that a person may have. This is particularly important in the sports industry because, unlike most others, the sports industry deals with people, their efforts and emotions. In these cases, it is more important that people are aware of their rights and obligations, in each circumstance.

In any sport, there are regulations that govern multiple aspects from how a club/team can be registered, the contracts that they enter into

with players and coaches, or commercial contracts, to the on field conduct of both the team and their personnel. A basic awareness of these regulations always helps professionals while performing their functions.

Anti-doping regulations consistently evolve and form an important part of every sport. The athlete is responsible for any food, medicine or drink that they consume, and they must take abundant precaution to ensure that this happens. In case of a violation being identified, these athletes must be able to trace back, and prove that the only reason why a substance was found in their samples would have been because of the consumption of 'x' at a particular point of time. However, it is sad to see the levels of ignorance among many athletes and support staff. A basic awareness of these rules can go a long distance in helping protect the athletes and in keeping sports clean.

However, the onus would not be only on the athletes and their support staff, the onus is also on governing bodies to continuously adapt and amend the regulations to suit the changing needs of sports.

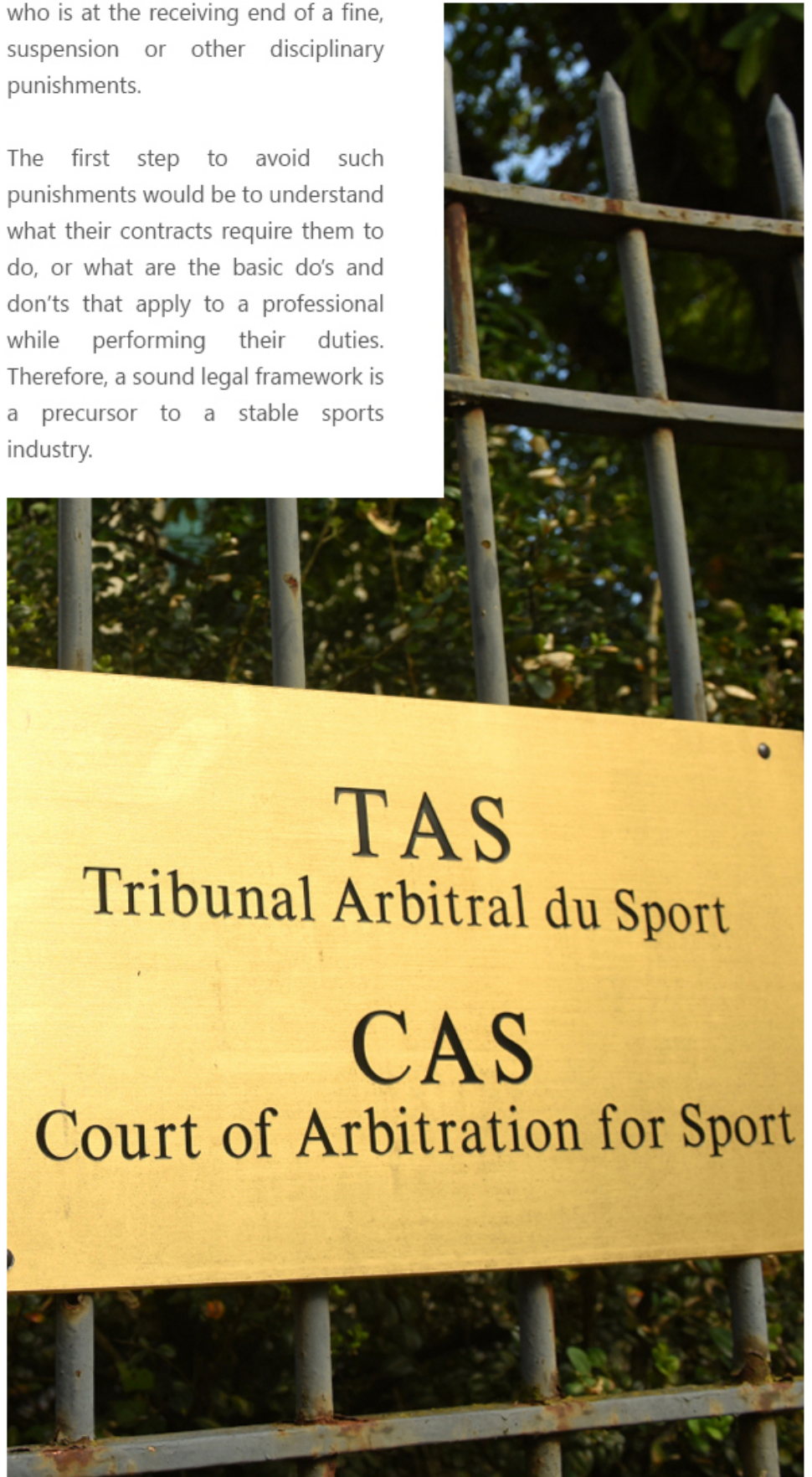


who is at the receiving end of a fine, suspension or other disciplinary punishments.

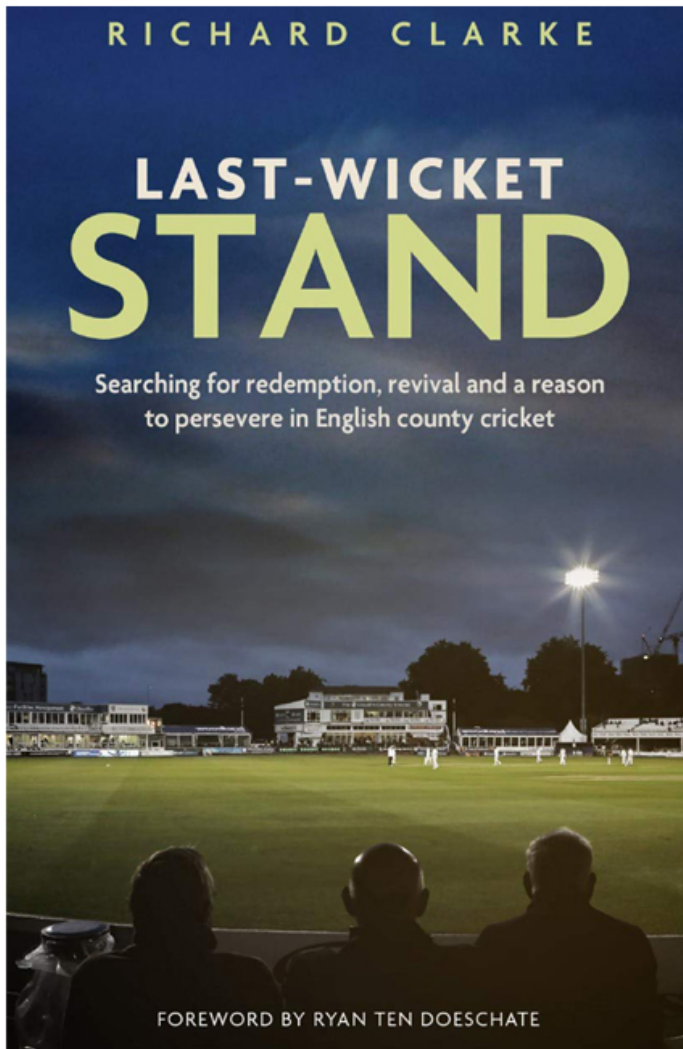
The first step to avoid such punishments would be to understand what their contracts require them to do, or what are the basic do's and don'ts that apply to a professional while performing their duties. Therefore, a sound legal framework is a precursor to a stable sports industry.

This helps personnel be on par with their international counterparts, and more importantly, will inculcate a culture of continuous education. For example, a football club administration, would now want to know what the effect of the new training compensation mechanism is, on the youth players that they have signed, or are planning to sign the following season.

There are always different horses for different courses, it would be unfair to expect a sports governance official, or an athlete to perform the role of a lawyer or do exactly what the regulations determine. They could always seek counsel and advice, on what they need to do in certain circumstances. However, lack of awareness about the regulatory framework that a professional function in, often complicates situations unnecessarily, and more often than not, it is the professional



LAST WICKET STAND: RICHARD CLARKE



It starts at the beginning of the 2019 season. For its hardy band of devotees, this is a time for restrained celebration and tempered optimism as friendly rivalries are renewed under inclement April skies. However, this year, it was not just those slate-grey clouds that were creating a sense of foreboding. We knew the 2019 season might be the last chance to see county cricket in its natural

habitat.

The Championship had been on the endangered list for years. The equilibrium between football and cricket in the immediate post-war era had long since been tilted towards the former. The Premier League explosion in the early 90s had opened a chasm in every sense. Football was fast, rich, popular, young, a spectacular television event and minutely scrutinized by

the media. Cricket was the exact opposite.

In 2005, English cricket's governing body reacted with unusual foresight by creating Twenty20, a lively, short-form version of the game designed to attract a new audience. It was an immediate hit and spread rapidly across the world. But the likes of India and Australia out innovated the inventors, creating more popular, money-spinning T20 Leagues played in front of large, sold-out stadiums and huge television audiences.

Still struggling for money and interest, the belated English response was The Hundred - 20 balls shorter, family-focused and only played by eight new franchises. It was designed to monopolize all the attention during those precious few football-free months of the summer. For the first time in 130 years, the counties were being pushed aside.

I resolved to spend this 'last campaign' following my team, Essex CCC, around the country, recalling the plight of the average county member over the last few decades and putting the game into some sort of context. For good or bad, it seemed like it would never be the same again. I was at Cambridge University in March for the traditional pre-season friendly, a

bitterly-cold Rose Bowl for the first ball of the county season, among the 28,000 spectators at Edgbaston for a dramatic T20 Finals Day and Taunton for the winner-takes-all culmination of the Championship season.

Why did I have the time?

Well, my life was at a crossroads too. This was my 50th year and, like county cricket, I felt valued only by a devoted, yet rapidly diminishing, few. I was invisible to everyone else. My career had "pivoted" a couple of years earlier. A previous upwards trajectory had not so much plateaued as flatlined. Football seemed fraudulent and flatulent now, all money, hype and attitude. County cricket still retained some sort of sporting spirit and real meaning. So, like many in my situation, I reverted to what I knew.

We always knew 2019 was going to be a special year for English cricket. The birthplace of the game was hosting the World Cup and The Ashes with a realistic chance of winning both. However, those would be corporate events full of rich people on a 'jolly' or average punter overpaying for the privilege of sitting in the cheap seats. I had been educated within the magnolia-painted walls of a horrid comprehensive school in West Essex. I was utterly ordinary in every way and, despite delusions of

grandeur in my early career, recent events had forcibly reverted me to the mean. It is fashionable to talk about mental health these days but, for the past few seasons, county cricket has been my therapy. I was incapable of opening to anyone about the maelstrom that swirled within my head as life stopped giving and started taking away. Going to see Essex CCC play was a sanctuary.

This is a story about coping with growing older and the perceptions of others while trying to find purpose and meaning through the lens of English county cricket. Somehow, this kitchen-sink drama mattered to me desperately as I struggled to regain my place in the eyes of the world, and more importantly myself. And now the 'suits' were taking it away from me!

However, there is life left in me and county cricket, this book will tell you why. Kindle version link: <https://bit.ly/LWStand>



TRIVIA

WIN THE CHALLENGE

Challenge 1: Spot the ball

Ball
Position



Spot the Changes

Photo: 1



Photo: 2





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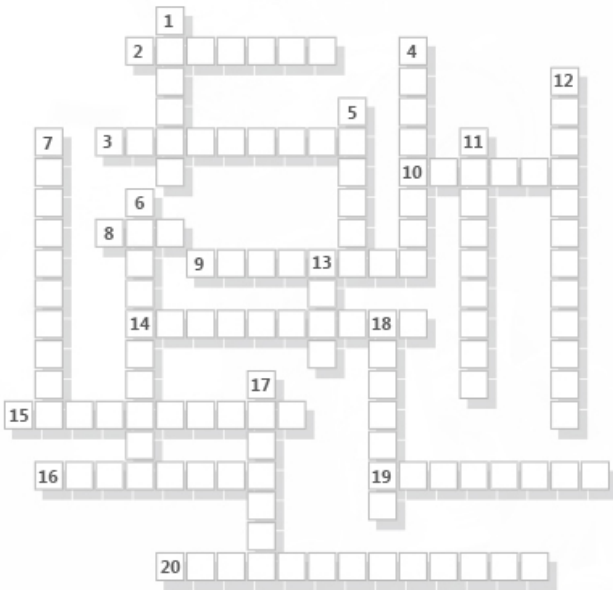
Take part in *three challenges* (*August edition*).

- *The first challenge*, spot the actual ball out of the 4, you have to write the number which one you think is correct.
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The winner will be declared in November edition .



Letter Down:

1. A Karate Teacher / Instructor
6 Letters
4. This sport is like Baseball, except the pitcher throws the ball underhand
8 Letters
5. The Objective of this Parapan Am Game is to throw six balls as close as possible to a white target ball
6 Letters
6. Canadian James Naismith invented this sport in 1891
10 Letters
7. This sport can send competitors as high as 9 metres in the air where they complete acrobatic elements
10 Letters
11. This sport will have two styles of competition: freestyle and Greco-Roman
9 Letters
12. This water sport is derived from surfing, snowboarding, water skiing, and skateboarding
12 Letters
13. The term for a banked corner on a BMX Course
4 Letters
17. In this sport, athletes roll a bowling ball down a wooden lane with the goal of knocking over as many of the 10 pins positioned at the far end of the lane as possible
7 Letters
18. In this sport, athletes try to shoot arrows as close to the centre of a target as possible
7 Letters

Letter Across:

2. This sport used three types of swords: foil, epee and sabre
7 Letters
3. There are 3 Martial Arts in the Pan Am Games: Judo and this one
9 Letters
8. In Golf, it's the number of strokes it should take a player to sink the ball in the cup
3 Letters
9. In Canada, this sport is known as Soccer
8 Letters
10. The feathered projectile that is struck by a Badminton player's racquet
6 Letters
14. There are three disciplines that make up this event – Dressage, Eventing, Jumping
10 Letters
15. This sport includes fencing, equestrian, swimming, running and shooting events conducted over a single day
10 Letters
16. In this sport, all athletes wear eyeshades so that athletes of varying degrees of vision can compete together
8 Letters
19. The hoop, ball, clubs and ribbon are all used in this type of gymnastics
8 Letters
20. This event's objective is simple i.e. lifting the most weight
13 Letters

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