

# Development of Grassroots and Youth Football in India: Current and Future Opportunities



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**Note: Definition of Grassroots football and Youth Football.**

*The All India Football Federation aligns itself with the FIFA definition of Grassroots football meaning football for kids between 6-12 years of age. In this report too, the word Grassroots football means the AIFF definition of Grassroots (6-12 years) and Youth Football means football from 12 years onwards. In some sections, information relevant to both age groups has been clubbed under the heading 'Grassroots and Youth Football.'*

## 2.Introduction

Opportunities to invest in Grassroots Football in India have never been better. The All India Football Federation have launched and are delivering on an ambitious National Grassroots Plan. There is a groundswell of participation through informal football, schools football, charitable programmes and private initiatives.

FIFA General Secretary ,Jérôme Valcke, in an excellent Report produced by the Federation of Indian Chambers of Commerce and Industries<sup>1</sup> outlined the importance of India to FIFA:

*“After the 2010 FIFA World Cup, we consulted the Asian Football Confederation and agreed together to concentrate our development efforts on one country where we believe the potential is huge, rather than on the entire continent which is so large. And that country is India.”*

He added:

*“With India, we’re engaging on a 10-year development plan, which would include, if confirmed by the FIFA Executive committee, the hosting of the FIFA U-17 World Cup in 2017 in India. With a population of 1.2 billion, it can’t be that you cannot have another sport than cricket. There is definitely space for football and, by the way, football is very much spread at school level.”*

According to the Basketball Federation of India, Basketball is now the fastest-growing sport among boys and girls, with five million participants-which they claim is second only to soccer<sup>2</sup>

The Indian Super League will launch in 2013 with Robert Murdoch’s Indian TV company as its media partner. Rupert Murdoch has a track record of being ahead of the curve. His global strategy worldwide with regard to Football has been to purchase media rights where there is an existing or forthcoming strong grassroots football base and on October 22<sup>nd</sup> 2013 it was announced<sup>3</sup>. “Our objective is nothing short of creating a movement around football in India,” Star India Chief Executive Officer Uday Shankar said in a statement. “We want to put India on the global map.”

<sup>1</sup> <http://ficci.com/publication-page.asp?spid=20297>

<sup>2</sup> <http://adage.com/article/global-news/nba-sets-sights-potential-market-india/243606/>

<sup>3</sup> <http://www.businessweek.com/articles/2013-10-22/murdoch-moves-ahead-in-india-and-retreats-in-china>

### ***What about cricket?***

Leading Indian Sociologist Shiv Visvanathan, Professor at Dhirubhai Ambani Institute of Information and Communication Technology, Gandhinagar,<sup>4</sup> says India's cricket fan base is increasingly from provincial India's less-educated, lower-income ranks, who may never have played a game but catch televised snippets and equate cricket with patriotism. "Cricket can't satisfy the growing desire among young Indians to be cosmopolitan, global and cool in the same way that football can," says Visvanathan. As reported by Cricket World Cup, Times of India report claimed soccer now attracts three times as many viewers as cricket in India's largest cities.<sup>5</sup>

The current situation in India for football is not therefore dissimilar to the situation in the USA for soccer in the 1960's. As Simon Kuper the noted Financial Times journalist noted

"Thanks to robust economic growth and easy access to information, India will become a notable soccer-playing nation in the near future. What is happening in India is happening all over the world ... that is the magic of soccer. It is happening in Australia, the US and other countries. It is like a virus."<sup>6</sup>

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<sup>4</sup> [http://en.wikipedia.org/wiki/Shiv\\_Visvanathan](http://en.wikipedia.org/wiki/Shiv_Visvanathan)

<sup>5</sup> <http://www.cricketiccworldcup.com/content/cricket-losing-audience-soccer-india>

<sup>6</sup> [http://articles.economictimes.indiatimes.com/2011-06-23/news/29694620\\_1\\_soccer-club-soccer-team-simon-kuper](http://articles.economictimes.indiatimes.com/2011-06-23/news/29694620_1_soccer-club-soccer-team-simon-kuper)

## 3. Factors affecting Grassroots and Youth Football Participation in India

### 3.1. Population

- India is the second most populous country in the world, with over 1.22 billion people (2012 census), more than a sixth of the world's population.
- Already containing 17.5% of the world's population, India is projected to be the world's most populous country by 2025, surpassing China, its population reaching 1.6 billion by 2050.
- By age demographics, 54 percent of India's population is under the age of 25, which amounts to 550 million young people. 65% of the population is under 35 years old.
- According to India's National Council for Skill Development<sup>7</sup>, the youth population—aged 15 to 34—is expected to increase to 464 million by 2021, making India the youngest country in the world.

TOTAL POPULATION OF INDIA 2013

India: Total population from 2003 to 2013 (in millions)



India; International Monetary Fund

Source: IMF 8

### 3.2. Size of family

- In 2012 an analysis of recently released census data reveals that the median household size in urban India is now less than four for the first time in history.
- The data on the households shows that 56% of households in urban India now have four or less members. This is a marked change from 10 years ago, when the median household size in urban India was between four and five members. India has 247 million households.

<sup>7</sup> <http://www.nsdcindia.org/about-us/organization-profile.aspx>

<sup>8</sup> [http://en.wikipedia.org/wiki/Demographics\\_of\\_India](http://en.wikipedia.org/wiki/Demographics_of_India)

<http://www.statista.com/statistics/263766/total-population-of-india/>

[http://www.indiatribune.com/index.php?option=com\\_content&id=9705:india-worlds-second-largest-english-speaking-country&Itemid=471](http://www.indiatribune.com/index.php?option=com_content&id=9705:india-worlds-second-largest-english-speaking-country&Itemid=471)

### 3.3. First child age

- With more educated women now having fewer children, women are having all their children much earlier.<sup>9</sup>
- The bulk of pregnancies still take place in a woman's twenties: around 21% of women in their early twenties bore a child in 2006 as compared to 26% in 1972, and 17% in their late twenties bore children as compared to 26% in 1972.
- But the real effect of the decline in fertility is felt at the upper end of the age spectrum. In 1972, 22% of women in their early thirties delivered a child. In 2006, this proportion was less than 8%.

### 3.4. Commitment to Education

#### 3.1.1. Number of schools in India (Primary and Secondary)

- There are 759 686 primary schools in India.<sup>10</sup> And the number of secondary schools is 117 006.<sup>11</sup>
- There were 228 994 454 students enrolled in different recognized schools of the country with a 13.67% growth in student's enrolment in all classes.
- There was 26.77% increase in total number of schools in the country during 2002-09.<sup>12</sup>
- The All-India Educational Survey estimated that half of Indian schools have sports facilities<sup>13</sup>

#### 3.4.2. Colleges to train PE teachers

- There are 189 colleges which train Physical Education teachers in India.<sup>14</sup> involving approximately 20,000 students of Physical Education

### 3.5. Personal Disposable Income/ Distribution of wealth and the development of the Indian Middle Class

- Households with annual disposable incomes of US\$5,000-15,000 as a percentage of total households is 14.6% in India .This is expected to be 41.1% in India by 2020<sup>15</sup>
- Average real household disposable income (income minus taxes, adjusted for inflation) is projected to grow each year by 5.3% to 2025, when it is expected to reach \$6,977
- In 2010 India's middle class consumption was estimated to be ' roughly equivalent to Ireland's total private consumption ' and is forecast to triple as a share of India's total consumption over the next 15 years<sup>16</sup>

<sup>9</sup> [http://articles.timesofindia.indiatimes.com/2011-11-28/india/30449755\\_1\\_fewer-women-fertility-contraceptive-pill](http://articles.timesofindia.indiatimes.com/2011-11-28/india/30449755_1_fewer-women-fertility-contraceptive-pill)

<sup>10</sup> [http://aises.nic.in/downloadFlash/PS/National/PS8\\_Primary\\_Total.pdf](http://aises.nic.in/downloadFlash/PS/National/PS8_Primary_Total.pdf)

<sup>11</sup> [http://aises.nic.in/downloadFlash/PS/National/PS14\\_Secondary\\_Total.pdf](http://aises.nic.in/downloadFlash/PS/National/PS14_Secondary_Total.pdf)

<sup>12</sup> [http://articles.timesofindia.indiatimes.com/2013-01-22/news/36483408\\_1\\_enrolment-higher-secondary-schools-primary-schools](http://articles.timesofindia.indiatimes.com/2013-01-22/news/36483408_1_enrolment-higher-secondary-schools-primary-schools)

<sup>13</sup> <http://www.ice.gov.it/paesi/asia/india/upload/182/Sports%20sector.pdf>

<sup>14</sup> <http://www.icec.co.in/services/college-statistics/>

<sup>15</sup> <http://blog.euromonitor.com/2010/03/emerging-focus-rising-middle-class-in-emerging-markets.html>

<sup>16</sup> [http://www.dbresearch.de/PROD/DBR\\_INTERNET\\_DE-PROD/PROD000000000253735.PDF](http://www.dbresearch.de/PROD/DBR_INTERNET_DE-PROD/PROD000000000253735.PDF)

- A recent study by the McKinsey Global Institute (MGI) suggests that if India continues to grow at the current pace, average household incomes will triple over the next two decades and it will become the world's 5th-largest consumer economy by 2025<sup>17</sup>.
- In 2011 a report by National Council for Applied Economic Research's (NCAER) Centre for Macro Consumer Research said by 2015-16, India will be a country of 53.3 million middle class households, translating into 267 million people falling in the category.
- Further ahead, by 2025-26 the number of middle class households in India is likely to more than double from the 2015-16 levels to 113.8 million households or 547 million individuals.<sup>18</sup>

### 3.6. Commitment to Fitness/Healthy Lifestyle

#### 3.6.1 The Gym Industry in India

- Indian fitness industry is stated to grow to reach \$2.4 Billion by 2015.<sup>19</sup>
- This industry in India in 2011 grew by 16.9% generally driven by the urban population majorly within the age group of 25-49 years, especially the working professionals.
- The fitness and slimming market in India has witnessed a remarkable transformation over the years probably due to the change in the lifestyle of the urban middle class population of the society. The fitness and slimming services market during the period 2006-2011 has grown at a CAGR of 19.7%. The market is expected to witness the inflow of several foreign health club chains in the near future possibly in the urban areas such as Mumbai, Pune, Delhi NCR, Kolkata, Bangalore, Hyderabad and several other potential markets across India which are flooded with affluent working population who lead a stressful work life.<sup>20</sup>
- According to Forbes research from August 2013 India's largest listed gym operator - Talwalkars Better Value Fitness has revenue of \$ 28 million. Revenues have more than tripled from 2008 and profits nearly quadrupled. And the company expects this growth to continue, as Indians strive to be fit in the face of more comfort options, starting with the junk-food explosion. Talwalkars has expanded from 63 gyms in fiscal 2010 to 144 this year, and its membership has risen from 59 000 to over 133 000 for the same period. With a presence in 75 cities and 19 states, Talwalkars is pervasive enough to claim a national franchise, save for parts of eastern India. In the current fiscal year it plans to add 20 to 30 fitness centers of different sorts.

<sup>17</sup> [http://www.ksoils.com/whitepapers/KS\\_WHITEPAPER\\_INDIAN\\_CONSUMER\\_MARKET.pdf](http://www.ksoils.com/whitepapers/KS_WHITEPAPER_INDIAN_CONSUMER_MARKET.pdf)

<sup>18</sup> [http://articles.economictimes.indiatimes.com/2011-02-06/news/28424975\\_1\\_middle-class-households-applied-economic-research](http://articles.economictimes.indiatimes.com/2011-02-06/news/28424975_1_middle-class-households-applied-economic-research)

<sup>19</sup> <http://www.marketresearch.com/IS-Advisors-v3900/Fitness-Slimming-India-6905736/>

<sup>20</sup> <http://informationbible.com/article-india-wellness-industry-outlook-2016--robust-growth-in-alternative-therapy-and-nutraceuticals-market-261930.html>

### 3.6.2 Adult Five –a side-football

- The increased interest in 5-a side-football in India is evident in the corporate and student tournaments across the country. An increasing number of college students and young professionals are taking to five-a-side football, a smaller version of the actual game, both for physical fitness and serious competition. Five-a-side tournaments conducted in the past three years have attracted not just colleges, but even companies and district-level teams.<sup>21</sup>
- Another proof of the increased interest is the growth of 5-side- football tournaments with the participation of women, organized by Care India. The initiative is spread through the colleges in India.<sup>22</sup>
- In 2013 Pepsi Cola have initiated a 7-a-side league in with over 450 teams in Chennai, Bengaluru, Kolkata, Mumbai, Lucknow, Ludhiana and New Delhi<sup>23</sup>

### 3.7. Sports Market Revenue

- In 2010, sports-market revenue in BRIC was \$8.3 billion<sup>24</sup> The Sports Market in India is estimated to be worth \$ 1.8 billion in 2014
- PricewaterhouseCoopers in a 2011 report projected that BRIC sports-market revenue would reach \$10.4 billion in 2015—with India posting a compound growth rate of 5% between 2011 and 2015, compared to China's 3.3%.
- According to Technopak Advisors, the size of the sportswear market in India is around \$240 million and it is growing at 15 per cent year-on-year.<sup>25</sup>
- Manchester United now have 6 six more stores and 60 stalls in department stores in India<sup>26</sup>
- The sportswear retail market in India is estimated at INR365.8 billion and is expected to grow at a robust CAGR of 33% during 2010–2014. The market includes sports apparel, footwear and accessories, with footwear being the largest segment, accounting for around 60% of the total market.

<sup>21</sup> [http://articles.timesofindia.indiatimes.com/2012-09-15/fitness/31574280\\_1\\_football-club-football-talent-tournaments](http://articles.timesofindia.indiatimes.com/2012-09-15/fitness/31574280_1_football-club-football-talent-tournaments)

<sup>22</sup> <http://www.deccanherald.com/content/230336/women-show-kick-good.html>

<sup>23</sup> <http://arunfoot.blogspot.co.uk/2012/03/pepsi-india-launch-amateur-t20-football.html>

<sup>24</sup> [http://www.pwc.com/en\\_GX/gx/hospitality-leisure/pdf/changing-the-game-outlook-for-the-global-sports-market-to-2015.pdf](http://www.pwc.com/en_GX/gx/hospitality-leisure/pdf/changing-the-game-outlook-for-the-global-sports-market-to-2015.pdf)

<sup>25</sup> <http://www.coolage.in/2013/03/27/cashing-in-on-the-indian-football-fever/>

<sup>26</sup> <http://world.time.com/2012/07/04/in-cricket-obsessed-india-soccer-soars-in-popularity/>

### 3.8. Internet penetration

- Internet subscribers in India grew to 164.81 million as of March 31, 2013, with as many as seven out of eight net users in the country accessing the services via their mobile phones, according to the Telecom Regulatory Authority of India TRAI. The total number of mobile internet subscribers stood at 143.2 million at the end of the last fiscal year
- As of March 2013, India's total mobile subscriber base amounted to 867.80 million. It also means one in six mobile subscribers accesses the internet on the go.<sup>27</sup>
- Indian blogging audience grew 48 per cent to close to 36 million; 26 per cent of the total blog traffic came from mobile and tablets.
- On an average, 217 minutes or over three-and-a-half hours are spent on Facebook every month by Indian users. Over 54 million Indians watched online videos on their PCs, a 27 per cent increase year on year.<sup>28</sup>

### 3.9. Watching Football on TV

- India boasts of the second-largest overall television market in the world with 148 million TV-owning households, which is 27% larger than the US market.
- PricewaterhouseCoopers projects that the Indian TV market will grow 18% per year from 2012 to 2016, and revenues from pay television and cable and satellite revenues are projected to reach \$11 billion by 2011 and \$16 billion by 2015.<sup>29</sup>
- ESPN Star Sports has the rights to the Barclays Premier League (BPL) this year and says it has seen a 254 per cent jump in its ratings on the inaugural day as well as a 105 per cent increase in the time spent per viewer on the inaugural day.
- According to the data received by Indiantelelevision.com, BPL's viewership in the 15 plus age group of men in the ABC segment rose from the previous season's 324 TVTs (estimated) to 760 TVTs. Day 1 of the league saw it record a reported 206 per cent increase in its reach.
- For the first time the BPL is launched in Hindi in-line with the channel's strategy of pushing multi-lingual content.
- According to Ten Sports, total television viewership for the UEFA Euro 2012 grew 33% over the last edition. "Football is currently the third most viewed sport in India after cricket and wrestling," said Atul Pande, CEO, and Ten Sports - the official broadcaster of the I-League for seasons 2013-2014, 2014-2015.<sup>30</sup>

<sup>27</sup> <http://techcircle.vccircle.com/2013/08/06/india-has-143-2m-mobile-internet-users-total-net-connections-stand-at-164-81m/>

<sup>28</sup> <http://techcircle.vccircle.com/2013/08/26/india-added-17-6m-internet-users-last-year-becomes-worlds-third-largest-internet-population/>

<sup>29</sup> <http://www.prweb.com/releases/2013/3/prweb10565674.htm>

<sup>30</sup> [http://articles.economictimes.indiatimes.com/2012-11-04/news/34893372\\_1\\_img-reliance-pune-fc-football-tournament/2](http://articles.economictimes.indiatimes.com/2012-11-04/news/34893372_1_img-reliance-pune-fc-football-tournament/2)

Source: ESPN Star Sports

**2013-14**

Date	Programme	Channel	Day	Start Time	Dur In Min	CS M15+ ABC		
						TVT	Reach	TSV
17-Aug-13	L/T BARCLAYS PRE LEAG-13 ARS/AVI	Star Sports+Star Cricket	Sat	19:21	136	335	766	13
17-Aug-13	L/T BARCLAYS PRE LEAG-13 SWA/MANU	Star Sports+Star Cricket	Sat	21:55	126	424	838	15
<b>Cumm Reach</b>								
17-Aug-13	L/T BARCLAYS PRE LEAG-13/Match	Star Sports+Star Cricket	Sat		262	760	1449	16

**2012-13**

Date	Programme	Channel	Day	Start Time	Dur In Min	CS M15+ ABC		
						TVT	Reach	TSV
18-Aug-12	L/T BARCLAYS PRE LEAG-12 SUN/ARS	Star Sports	Sat	19:25	123	160	219	22
18-Aug-12	L/T BARCLAYS PRE LEAG-12 LIV/WEB	ESPN	Sat	19:24	123	164	436	11
18-Aug-12	L/T BARCLAYS PRE LEAG-12 TOT/NCA	ESPN	Sat	21:52	133	124	514	7
<b>Cumm Reach</b>								
18-Aug-12	L/T BARCLAYS PRE LEAG-12/Match	Star Sports+ESPN			246	324	961	10

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**3.10. The Initiation of the Indian Premier League<sup>32</sup>**

India will launch an eight-team Super League in 2013. Mumbai-based Reliance Industries Ltd. (RIL), the owner of the world's biggest refinery complex; broadcaster Star India Pvt. Ltd., a unit of Rupert Murdoch's New York-based 21st Century Fox Inc. (NWSA); and sports agency IMG Worldwide Inc. own equal stakes in the venture. Each city's team will have a marquee player, with a roster made up of talent from India and other countries. "Our objective is nothing short of creating a movement around football in India" Uday Shankar, Star India's chief executive officer, said in the statement.

**3.11. The FIFA Under 17 World Cup in 2017**

India is one of the 5 Countries who have submitted a bid to organize this tournament<sup>33</sup>

India's bid is supported by the Indian government<sup>34</sup>

FIFA are expected to make a decision in December 2013

<sup>31</sup> <http://www.indiantelevision.com/headlines/y2k13/aug/aug122.pdf>

<sup>32</sup> <http://www.bloomberg.com/news/2013-10-22/india-to-begin-eight-team-super-league-to-tap-soccer-interest.html>

<sup>33</sup> [http://en.wikipedia.org/wiki/2017\\_FIFA\\_U-17\\_World\\_Cup](http://en.wikipedia.org/wiki/2017_FIFA_U-17_World_Cup)

<sup>34</sup> [http://articles.timesofindia.indiatimes.com/2013-06-13/top-stories/39950954\\_1\\_all-india-football-federation-aiff-sports-ministry](http://articles.timesofindia.indiatimes.com/2013-06-13/top-stories/39950954_1_all-india-football-federation-aiff-sports-ministry)

## 4. Case Studies of Good Practice

### 4.1 The AIFF Grassroots Programme (See Appendix B for details)

- The All India Football Federation launched the ambitious Grassroots football development program in October 2012 with Mizoram as the pilot project, the AIFF Grassroots program has spread to 5 States within a years time and will eventually spread to all States in India  
Primarily driven through the State Associations, this program aims to work with State Associations to achieve the following key objectives:
  - Capacity building within the State Associations with full time personnel to oversee the GR program
  - Creating qualified AIFF GR Leaders who will implement the program and philosophy.
  - Create playing opportunities for kids between 6-12 years of age through State Association run and 'AIFF-State FA Certified Private Grassroots centres' across the State and under the AIFF model for mass participation.

	<b>Particulars of activities (in numbers) since October 2012</b>	<b>No.</b>
i)	States and Union territories already having undertaken the AIFF GR program	5
ii)	Number of FIFA Grassroots courses	3
iii)	Number of AIFF Grassroots Courses	5
iv)	Number of AIFF GR Instructors Course	1
v)	Number of GR festivals across the country	67
vi)	Total number of trained GR leaders across the country (all courses up till Oct 2013)	230
vii)	Number of States next to undertake the GR program in 2013	3
viii)	Number of GR Instructors in India to conduct AIFF GR courses	27

#### **AIFF Grassroots Program partnership with Football Federation of Australia:**

All India Football Federation has recently signed an agreement with the Football Federation of Australia to support the already ongoing AIFF Grassroots Program. This will include capacity building within the projects, Grassroots courses, Grassroots festivals among many other initiatives.<sup>35</sup>

This is a landmark achievement for Grassroots football for the program having been recognized by a top football country in Asia and committing resources to support the same.

As part of the agreement the AIFF is also committed to implementing a comprehensive Child Protection Policy which once achieved, would be a unique achievement being the first sport in India (amongst the sports with large participation numbers) to implement the same.

<sup>35</sup> <http://www.the-aiff.com/news-center-details.htm?id=5317>

## 4.2 New Private Initiatives in the past 12 months

- In 2012, FootballLink<sup>36</sup> organized The FootballLink International Festival in association with Manchester City FC & AC Milan Junior Camp. As part of the Festival, multiple tournaments (School championship – 80 teams, F-cube College/Open Championship – 256 teams & Corporate Championship – 64 teams), coaching camps and social initiatives were organized. This festival attracted more than 5000 participants from different age groups, making it the largest football festival organized in India.
- As a follow up to the Delhi Festival, FootballLink organized The FootballLink Kashmir Festival 2013 in collaboration with the Jammu & Kashmir Football Association, from the 10 -17 May 2013 at the Bakshi Stadium & Polo Ground, Srinagar. With more than 2000 football players participating across multiple tournaments (Schools, Colleges/Open, Orphanages & Girls), Scouting Programs and Workshops
- Arsenal FC announced in 2013 that it will set up 75 Training Schools in India<sup>37</sup>
- In December 2012 FC Barcelona announced that they were going to open a football Academy in India in April 2013. FCBarcelona will be the Catalan club's seventh international school, and will be based out of Heritage School, Delhi. The school will be run in partnership with Conscient Football, a football development initiative by property developer Conscient Group, which also runs the Heritage group of schools
- FCBarcelona have also tied up with Conscient Football and have also launched their entry into India through their trademark FCBarcelona football camps. The fees are \$165 for new participants for 53 sessions for 4 months'; \$132 for renewing participants for 53 sessions in 4 months and \$53 for 21 sessions for 7 weeks.<sup>38</sup>
- In July 2012 the Airtel Rising Stars programme, a nationwide under-16 soccer talent hunt, kicked-off in the capital Delhi with 1,400 participants. Launched in association with Manchester United, 'Airtel Rising Stars' is a rigorous scouting programme that will cover 16 cities across India<sup>39</sup>
- In June 2013 Bayern Munich announced a programme to involve 45,000 young players from 800 schools across 120 cities in India.<sup>40</sup>
- A number of new Academies inaugurated e.g. Sporting Clube de Goa<sup>41</sup> and Liverpool FC announce the development of an Academy in Pune, India<sup>42</sup>

<sup>36</sup> <https://www.facebook.com/FootballLinkIndia>

<sup>37</sup> <http://www.thehindu.com/sport/football/indian-soccer-to-have-an-arsenal-touch/article4936237.ece>

<sup>38</sup> <http://www.conscientfootball.in/pe-reg.html>

<sup>39</sup> <http://arunfoot.blogspot.com/2012/07/airtel-rising-stars-1400-kids-attend.html>

<sup>40</sup> [http://articles.timesofindia.indiatimes.com/2013-06-24/top-stories/40165848\\_1\\_selection-process-thomas-mueller-bayern-munich](http://articles.timesofindia.indiatimes.com/2013-06-24/top-stories/40165848_1_selection-process-thomas-mueller-bayern-munich)

<sup>41</sup> <http://www.goal.com/en-india/news/136/india/2013/08/18/4194652/we-got-to-distinguish-between-academies-and-soccer-schools-scott->

- Chelsea FC began Football Schools in 2013<sup>43</sup>
- Rush Soccer – the largest Youth Soccer Club in the world partners with the Steadfast Football Academy<sup>44</sup> to open Mumbai Rush<sup>45</sup>
- The AIFF Navi Mumbai regional academy, which opened its doors in May 2012, is the first of eight such centres planned for India in 2012 and 2013. A pioneering initiative, the complex based in Maharashtra is set to provide the I-League and the Indian national team with their stars of the future. Located on large school premises in the township of Vashi in Mumbai, the regional academy, run by the All India Football Federation.
- AIFF now have 4 fully functional Academies in Goa (2), Pailan (near Kolkata) and the one mentioned in Navi Mumbai which will focus on creating and nurturing top talent in India to potentially become future National team players and top football professionals.
- East Bengal Football School of Excellence [EBFSE] is an international level football school which is a joint collaboration of Football club - East Bengal and Management partner R.M. Sportstainment. The aim of the Football School is to provide international quality training based on modern scientific methods
- In 2013 the India Youth Soccer Association started the New Delhi Josh football program<sup>46</sup>
- The establishment of the Delhi Youth League<sup>47</sup> in 2012

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<sup>42</sup> <http://www.bbc.co.uk/sport/0/football/24552998>

<sup>43</sup> [http://zeenews.india.com/sports/football/motive-is-football-development-in-india-chelsea-academy\\_762635.html](http://zeenews.india.com/sports/football/motive-is-football-development-in-india-chelsea-academy_762635.html)

<sup>44</sup> <http://www.chowgulesports.com>

<sup>45</sup> <http://rushsoccer.com/index.php/7-front-page-slides/526-india-rush>

<sup>46</sup> <http://www.indiayouthsoccer.com/>

<sup>47</sup> [www.delhiyouthleague.com](http://www.delhiyouthleague.com)

### 4.3. Increased activity in established Charities and Private Programmes

- In 2013 ,The Asian Football Development Programme has linked with ‘ Magic Bus’ to enhance football opportunities for over 200,000 children<sup>48,49</sup> This programme involves 7,000 Youth Leaders in 12 States
- Coerver Coaching in 2011 reported that ‘Numbers and revenues have doubled since 2009. Since 2011 the numbers of camps, schools and Centres have again doubled with over 100 Centres, Schools, Camps and Tournaments<sup>50</sup>
- Bhaichung Bhutia Football Schools extended its programme to 12 Centres by opening a School in East India<sup>51</sup>
- Premier India Football Academy, has grown and is currently valued at Rs 100 million (1.6m\$) making it one of the biggest football academies in India<sup>52</sup>
- The Indian Tigers Football Alliance [ITFA) has expanded its school and Academy programme<sup>53</sup>
- The Haryana Football Association and the Dutch Haryana Foundation established an Academy in 2010 and has expanded to visits to Holland for selected players<sup>54</sup>
- The Western India Football Association [WIFA], responsible for the promotion of the game in the state of Maharashtra, in November 2011, introduced the Manchester United Soccer Schools coaching program at their headquarters at Cooperage. The five-week module training at the school costs \$ 208 each. Three hundred children have enrolled for the first module.<sup>55</sup>
- Nearly three decades after the inauguration of the much-revered Tata Football Academy, electronics giants Panasonic has set up a state-of-the-art residential football school, similar to the one in Jamshedpur, in Haryana<sup>56</sup>.
- The Mohun Bagan SAIL Football Academy<sup>57</sup> continues to develop players and has brought a large number of schools under this initiative The scheme has also introduced a “pay-n-play scheme” where it gives an opportunity to the normal school boys to play on the club facilities and watch the important national league matches,
- The Delhi United Soccer Club<sup>58</sup> has extended its base to involve more teams and players as has the Chandigarh Football Academy<sup>59</sup>

<sup>48</sup> <http://www.indiaonline.com/Markets/News/AFDP-supports-of-Magic-Bus-Football-Teams/5588754402>

<sup>49</sup> [http://www.business-standard.com/article/pti-stories/ngo-magic-bus-partners-afdp-to-develop-football-teams-113011700210\\_1.html](http://www.business-standard.com/article/pti-stories/ngo-magic-bus-partners-afdp-to-develop-football-teams-113011700210_1.html)

<sup>50</sup> [http://www.coervercoachingindia.com/about\\_india.php](http://www.coervercoachingindia.com/about_india.php)

<sup>51</sup> <http://www.bbfootballschoools.com/>

<sup>52</sup> [http://pifa.co.in/content.php?page\\_id=154](http://pifa.co.in/content.php?page_id=154)

<sup>53</sup> <http://www.indiantigers.co.in/academy/239>

<sup>54</sup> <http://www.sportzpower.com/?q=node/13563/pdf>

<sup>55</sup> <http://www.kidsstoppress.com/2012/02/manchester-united-soccer-school-now-in-mumbai/>

- <sup>56</sup> [www.tatafootballacademy.com](http://www.tatafootballacademy.com)

<sup>57</sup> <http://www.mbsfa.org/home2.php>

<sup>58</sup> <http://arunfoot.blogspot.co.uk/2013/06/open-delhi-united-soccer-club-trials.html>

- Sports & Education Promotion Trust was established to promote sports development in India with focus on football. Started in 2004 and has now extended to set up 41 centres called "football nurseries" spread across 11 districts in Kerala.<sup>60</sup>
- The 'Kolkata Goalz' Project<sup>61</sup> launched in 2011 has extended its reach to involve coach and volunteer education. This is a multi-agency project for the youth living in some challenging neighborhoods of Kolkata was announced by the English Premier League, the British Council, Kolkata Police, Kolkata Municipal Corporation, All India Football Federation and Indian Football Association (West Bengal) in association with six clubs who will directly be involved in the delivery of the project.<sup>62</sup>

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[http://dehradunfootball.com/fulldesc.php?szxkophhdjf75587sdfjsfsajkf2257erxxfafsfa&story\\_id=1870](http://dehradunfootball.com/fulldesc.php?szxkophhdjf75587sdfjsfsajkf2257erxxfafsfa&story_id=1870)

<sup>60</sup> [http://www.indiawijzer.nl/useful\\_information/info\\_for\\_dutch/football\\_in\\_india\\_a\\_few\\_initiatives.pdf](http://www.indiawijzer.nl/useful_information/info_for_dutch/football_in_india_a_few_initiatives.pdf)

<sup>61</sup> [http://www.kolkatafootball.com/kolkata\\_goalz\\_2013/index.html#1](http://www.kolkatafootball.com/kolkata_goalz_2013/index.html#1)

<sup>62</sup> <http://sports.ndtv.com/football/news/item/175248-kolkata-to-fight-juvenile-crime-through-football>

## 5. Summary of Participation in Grassroots and Youth Football

The following participation is jointly for Grassroots football (6-12 years) and Youth Football (12 years onwards). It gives a good understanding of the participation at both levels as well as the potential.

- Including 'street football' and schools football there are a reported 20 million footballers in India<sup>63</sup>
- According to FIFA and the AIFF there are :
  - are 6,540 clubs with the state associations and district associations<sup>64</sup> : these clubs have 12,000 teams accounting for approximately 250,000 registered players
  - 21,000 Administrators, and 17,600 Referees and Assistant Referees
- In addition there are football clubs involving University and college football, football tournaments organised by various public sector and government departments/undertakings like Railways, Services, Petroleum Sports Board, Police, etc.
- We would estimate that there are:
  - 20,000 children a year attending soccer camps
  - at least 50,000 schools with a school football team involving over 250,000 children mostly in the age range 14-17 years of age
    - AIFF/Coca Cola Cup involving over 40,000 children every year
    - Subroto Cup<sup>65 66</sup> involving over 20,000 schools
    - Airtel Cup in association with Manchester Utd.<sup>67</sup>
    - School Games Federations (e.g. Mumbai School Sports Association<sup>68</sup> )

See Appendix D for an indication of the 'Hot Spots' of Participation in India

<sup>63</sup> [http://www.fifa.com/mm/document/fifafacts/bcoffsurv/statsumrepassoc\\_10342.pdf](http://www.fifa.com/mm/document/fifafacts/bcoffsurv/statsumrepassoc_10342.pdf)

<sup>64</sup> [http://www.fifa.com/mm/document/fifafacts/bcoffsurv/statsumrepassoc\\_10342.pdf](http://www.fifa.com/mm/document/fifafacts/bcoffsurv/statsumrepassoc_10342.pdf)

<sup>65</sup> <http://ibnlive.in.com/news/subroto-cup-shows-football-alive-and-kicking-in-india/73318-5.html>

<sup>66</sup> [http://en.wikipedia.org/wiki/Subroto\\_Cup](http://en.wikipedia.org/wiki/Subroto_Cup)

<sup>67</sup> <http://www.indiansportsnews.com/hot-picks/22698-2nd-edition-of-airtel-rising-stars-launched.html>

<sup>68</sup> [http://www.mssa.co.in/content/sports\\_we\\_cover/football.html](http://www.mssa.co.in/content/sports_we_cover/football.html)

## 6. Summary of Strengths and Weaknesses of Indian Grassroots & Youth Football

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Young Population in families with fewer children</li> <li>• Growth of Middle Class families with fewer children, more Personal Disposable Income, leisure time and committed to healthy active lifestyle</li> <li>• More Schools and more children attending school for longer</li> <li>• Established PE Training Colleges</li> <li>• More Exposure for football on TV</li> <li>• The commitment by the AIFF to the AIFF Grassroots Program</li> <li>• Hot Spots of Participation ( see Appendix D)</li> <li>• Strong Commitment to Inter- Schools Football Competitions</li> <li>• Massive Street Football Participation</li> <li>• Continued Growth of Soccer Camp Market</li> <li>• Solid Administrative Framework of Regional Associations and Clubs</li> <li>• Excellent Internet Access available to coaches, teachers, volunteers and players</li> </ul>	<ul style="list-style-type: none"> <li>• Need for Introductory ( not competitions) Activities for Under 13/14 years of age</li> <li>• Need for more trained coaches, teachers and volunteers at Grassroots Level</li> <li>• Regional Differences in Participation. Goa, Bengal, Maharashtra, North East of India, Karnataka, Kerala etc have a very significant football popularity ( See Appendix D) whereas some states do not have much football</li> </ul>

## 7. Major Opportunities for Grassroots Football in India

### 7.1 Assist the AIFF reach 270,000 Children by 2015

- There are opportunities to assist AIFF reach their target especially with regard to the development of 'products' 'for use for Under 14 year olds and those in accredited/certified AIFF GR Centres.
- Such products could include the following :
  - Skills Tests
  - Recognized Mini-Game (Small sided Games)
  - Curriculum Support
  - Cross- Curricular Resources to use football as the medium to improve literacy, numeracy and health

### 7.2. Online Education

- Assist the AIFF provide online education for Teachers, Coaches, Referees and Coaches
- India has the world's third largest online population: English speakers in India are estimated to be in the range 9 percent of the total population (100 million) to 33 percent of the population (350 million speakers). The most conservative estimate is 9 percent or well over 100 million English speakers.<sup>69</sup>
- There is an established culture for online learning in India : the total Indian e-learning market is anticipated to reach \$ 1.28 billion by 2018<sup>70</sup>

### 7.3. Build on the increased profile of the forthcoming Indian Premier League

- Provide Community Packages to engage young fans as both spectators and young participants e.g. Soccer Camps, School Visits etc.

### 7.4. Build on UK Investment

Britain's banks lend more to India than any other country's, accounting for 28% of the world's exposure to India, according to the Bank for International Settlements.<sup>71</sup> There are 84 flights per week between London and Mumbai

<sup>69</sup> [http://www.indiatribune.com/index.php?option=com\\_content&id=9705:india-worlds-second-largest-english-speaking-country&Itemid=471](http://www.indiatribune.com/index.php?option=com_content&id=9705:india-worlds-second-largest-english-speaking-country&Itemid=471)

<sup>70</sup> <http://www.kenresearch.com/education/learning/india-e-learning-market-research-report/393-99.html>

<sup>71</sup> <http://www.economist.com/news/britain/21586829-two-countries-have-close-financial-ties-trade-between-them-feeble-odd-couple/print>

## 8. About the Contributors

### Robin Russell: Author

Robin Russell was born in Denmark of Scottish parents. He qualified as a teacher, represented English Universities (UAU) and played semi-professional before joining the English FA in 1978 as a Regional Coach, then Assistant Director of Coaching in 1989.

In the 1980's he was extensively involved in the FA National School, established the FA's Grassroots Program and in 1996 oversaw the implementation of UEFA Coach Education Courses in England.

From 1997 as Technical Coordinator he was responsible for the creation of the FA Coaches Association, the introduction of Mini-Soccer, and the creation of FA Learning Ltd. where Robin introduced a range of online courses and services.

Robin left fulltime employment with the FA in 2005 to become UEFA Football Development Consultant and start his own business in e-learning in football ([www.SportsPath.com](http://www.SportsPath.com)). For UEFA he has advised on Grassroots Football, developed e-learning courses and contributed to the [www.uefa.com/trainingground](http://www.uefa.com/trainingground) website. Robin has also acted as a consultant on e-learning, coach education and football development projects with FIFA, CONCACAF, AFC, for a number of National Associations and clubs including Southampton FC and Shakhtar Donetsk.

With Howard Wilkinson he founded the LMA School of Football Management

Robin is a Tutor on the Ohio University /NSCAA Masters Degree Course in Coaching Education and is also a Board Member of Rush Soccer (<http://rushsoccer.com/>)

### Suvrat Thatte

Suvrat Thatte, born in India, has always had football development at his heart. He is an experienced football administrator and holds a Masters in Business Administration (MBA) in Football Business from the University of Liverpool, UK.

After completing his Masters in 2005, Suvrat worked with the Asian Football Confederation on the Vision Asia Football Development Project of the AFC in Kuala Lumpur. Since his return to India, he has worked with a professional Football Club assisting them in implementing Youth

Development programs and International partnerships along with helping with some Club restructuring. He is currently working with the All India Football Federation and has since been responsible for the development, strategic planning and implementation of the AIFF Grassroots Football Program in India working closely with the Technical Director and Technical Director-Academies at the AIFF.

He holds a unique profile having worked with a Confederation, National Federation and a professional Club and not only having seen Indian football from various perspectives but also with a good understanding of international best practices.

He also holds an AIFF D License (introductory coaching license)

## **Appendix A**

### **AIFF Long Term Development Plan for Grassroots:**

#### **Key points:**

#### **All India Football Federation:**

#### **Long term development plan for Grassroots (GR) football:**

The AIFF defines Grassroots football as football for children between 6-12 years of age and aligns itself with the FIFA Grassroots philosophy. The AIFF has developed a Strategic Plan for Grassroots football in India which will see the program being implemented across all States over the next few years.

#### **What is AIFF philosophy of Grassroots football and participation?**

The AIFF GR philosophy is in line with the FIFA Grassroots philosophy and is based on the following principles:

- i) Grassroots football is football for kids between 6-12 years of age.
- ii) Giving as many children as possible (girls and boys), the opportunity to play football and have access to the sport and especially promoting girls participation in the sport.
- iii) Football is for all; irrespective of skin colour, religion, ethnicity, gender etc
- iv) Children's development objectives more important than winning.
- v) Football can be played anywhere and everywhere and that the game is the best teacher.
- vi) Football is for 'FUN': Children should enjoy playing the sport in a safe environment.
- vii) Consists of Small sided games (SSGs) and age specific activities.
- viii) Teaching kids some good habits, good social values and importance of having a healthy lifestyle using football as a platform.

#### **Key objectives of the long term Grassroots Plan:**

- i)** Spread of the Grassroots Philosophy across the country, spread the GR program to 5 States in 2013 to add to Mizoram, which was started in 2012.
- ii)** Mass participation of children, in line with the GR philosophy of AIFF and AIFF.
- iii)** Creating large number of GR leaders with a comprehensive GR education program through GR courses across each state.
- iv)** To have a large number of kids between 6-12 take up the game of football through the AIFF GR program, while setting objective of number of kids participating for each State project.
- v)** At the state level, develop local administrative capability, appointment of full time Development Officer with each State that undertakes the project.
- vi)** 5 States to be targeted this year: Mizoram, Maharashtra, Manipur, Goa, West Bengal and Kerala.

- vii)** Expand the program to 5 new States each year while consolidating on the existing projects

**Key outcomes (in figures) expected from the AIFF Grassroots Program within the next 1-2 years:**

- i) Reach 5 States in 2013 along with the existing project in Mizoram.
- ii) Encouragement to GR leaders/coach educators to start GR centres/schools across the State and to further identify new GR leaders
- iii) Significant number of regional GR courses within each State, program designed to create a large number of GR Leaders in each state explained in detail in strategic plan for each State.
- iv) Reach potentially 270,000 kids across 5 States in the coming 2 years (numbers agreed with each State FA individually through the tailor-made strategic plan)
- v) Within 4 years, aim to have 15 States to undertake the GR project with similar model.
- vi) Multiplying effect which will allow AIFF and State FAs to reach each and every corner of each state.

**AIFF GR program is based on the following key aspects:**

- i) Educate and create more AIFF trained GR leaders across each State by AIFF Grassroots courses.
- ii) Continuously encourage more and more participation in football by boys and girls (6-12) years and retain the playing numbers.
- iii) Model Grassroots centres run by State FAs and encouraging more and more GR leaders to follow the AIFF GR principles and affiliate with the State FA GR program.
- iv) Through the affiliation/certification process ensure all GR football is in line with the AIFF GR philosophy.
- v) Encourage all states in the future to undertake the AIFF GR program.

**Role of the State FAs:**

State FAs are fundamental to the administration of such a program and the idea is to work with the State FAs who are committed and show willingness in implementing the GR program in full in the future.

- i) Support the program fully and be committed to the Grassroots program in the long term.
- ii) Administer the program within the State, organize regional GR courses within the State, with the Development Officers and GR Leader in each area of State.
- iii) Bring the GR centres under the umbrella of the State FA, to ensure all GR is as per FIFA and AIFF GR philosophy and support continuous development and growth.
- iv) Work closely with the AIFF and with Government machinery within the State.

Below is a model for long term development of Grassroots football in India, in association with the State FAs. Please note that the model will vary slightly in each State based on the size of State, population, demographics, popularity of football, governance of the State FA and other factors.

**- For ease of explanation, the term GR Centre has been used to denote a GR football**

**school. GR centres can mean centres run in individual schools by school teachers, centres run be local amateur/professional clubs, or through other community driven programs.**

### **The Process:**

Each State undertaking the Grassroots Program will have the following process. Each of the points is discussed below in detail:

#### **Step 1: First GR course the State level creating the first GR leaders in the State**

The first State level GR course is held at a central venue in the State. Representatives from various districts are invited by the State FA to attend the course. This is an AIFF Grassroots Course conducted by certified AIFF Grassroots instructors. These leaders are then expected to go back to their districts and are responsible for the spread of the GR philosophy in their State.

#### **Step 2: State FA Grassroots Center and appointment of full time Development Officer:**

One Grassroots Centre will be run by the State FA where there will be a full time Development Officer, appointed by the State FA. This will act as a model GR center for the State. As per the model in Mizoram, 540 kids will have the chance to participate in one State FA GR centre each year. Eventually each district will have minimum one GR centre run directly by the State FA as per this model.

As more and more GR centres start in the State, the State FA run GR centre can also act as the talent identification centre where we can get talented players from other GR centres to come over and train under the Development Officer and the coaches.

#### **- Appointment of Development Officer:**

The Development Officer appointed by the State FA will be responsible for running the centre along with coaches appointed under the State FA program. The Development Officer has to be one who has attended a GR course. The Development Officer's overall role however, will be to oversee the entire implementation of the GR program in the State.

Appointment of full time Development Officer in each State is crucial to the success of the GR project in the States and steps are being taken in that direction

#### **Step 3:**

#### **Create a framework wherein the other GR Leaders start GR centres across the State:**

Each GR leader is encouraged to start a GR centre of their own which would be certified under the State FA GR program details of which are under point 5, which will allow more and more children to have access to football under the AIFF GR philosophy.

#### **Step 4:**

#### **Further GR courses within regions of each State and spread of the philosophy:**

As per the size of the state, demographics and the population and other factors, a certain number of GR leaders which will be required in each State will be determined in consultation with the State FA. The State FA undertakes a comprehensive program of Grassroots Leader education which is part of the Strategic plan.

### **Step 5: Bring all GR under the AIFF- State FA GR program**

AIFF is introducing an 'official affiliation/certification' program to be implemented through the State FAs. Each GR Leader/private entities/schools can affiliate their GR centre to the State FA GR program upon fulfillment of certain criteria. This would include all football clubs (professional/amateur), schools, football schools etc.

The criteria are developed by the AIFF and the criteria are simple and are developed in consultation with the State FAs.

The important reason is to bring all Grassroots activities under the AIFF-State FA Grassroots umbrella wherein AIFF and the State FA can ensure that the GR is conducted as per the AIFF GR philosophy and principles and we have the correct data on numbers and demographics

### **- About the AIFF Grassroots Courses:**

AIFF has developed its own 3-day GR courses, developed on the lines of FIFA Grassroots Course, for the benefit of other States who want to undertake the program this year.

For conduct of the AIFF GR courses, AIFF has trained instructors who will be conducting the courses. The number of courses required will depend on the number of GR leaders that the State FA requires to spread the Grassroots philosophy across the State. Also at the end of each such GR course, there will be a football festival, a brief idea of the conduct of which is given below.

### **Football Festivals:**

Festivals will form an important part of the GR program in each State, but will have to be determined in consultation with the State FA. Planning for festivals can be the second step after we have started the first few officially affiliated GR centers in each State. However at the initial stage, we can discuss and determine the minimum number of festivals that will have to be conducted in each State. Also the minimum number of festivals will also depend on the sponsor involvement and requirements.

Also each GR course will have a GR football festival at the end of the course.

Festivals present sponsors with an ideal opportunity for direct fan engagement

### **Tailor made Strategic Plan with each State:**

Once the State FA agrees to undertake the AIFF GR program, the AIFF develops a tailor-made strategic plan with the State Association taking into consideration the specific requirements of each State. This tailor-made plan is in line with the overall AIFF Strategic Plan for GR.

Currently the following States have undertaken the AIFF GR plan:

- i) Mizoram
- ii) Manipur
- iii) Goa
- iv) Maharashtra
- v) Kerala
- vi) Chandigarh

By 2017, AIFF aims to have at least 15 States undertake the program fully and further down the line, have all states to implement the GR program at the earliest..

### **Inclusion of other stakeholders in football:**

#### **Partnerships with Schools system:**

Grassroots football in schools is an important element of the AIFF GR football Strategic Plan. Schools are the best place to encourage students to play and hence need to be reached through out GR program.

The AIFF is currently developing a plan to enter the Schools system with Grassroots Football. In India the Schools football system works in two ways, one is centrally administered Education Board and the other is a vernacular medium education Board in each respective State.

AIFF will encourage and work with the State FAs, who in turn will work with the State Education Board to incorporate the GR program in the schools curriculum. Parallel to this, the AIFF will work with the Central Education Board to do the same.

#### **Partnerships with Sports Ministry:**

Sports Ministry is also a very important component of developing football in India. AIFF has already reached an agreement with the Central Government Sports Ministry to support the AIFF GR Program and has strategic objectives outlined for each States which will be administered together with the State FA and the State arm of the Union Sports Ministry and the respective State Governments.

In future too, this will continue for all new States which will undertake the AIFF GR program.

#### **Professional Clubs:**

AIFF GR also sees Professional football clubs to play an important role towards Grassroots football Development in their regions and in future would like to see all Professional Clubs also introduce a full fledged GR program. Not only the professional Clubs, but also the semi-professional/top amateur clubs also have to take up a large role in GR football development.

## **Appendix B:**

### **Case studies of successful implementation of Grassroots Programs in India:**

#### All India Football Federation - Mizoram FA Grassroots Program

An example of a proper implementation of the AIFF Grassroots philosophy is the Mizoram Football Association which undertook the AIFF Grassroots Program last year. Mizoram is a State in the North-East of India with a population of about 1 million people. Football is the number one sport there and what the State lacks in infrastructure and resources, they make up in the sheer passion and love for the game.

The State FA undertook the first Grassroots course last year in October which was also the first FIFA Grassroots Course to be conducted in India. 30 participants involved in Grassroots football were trained under the course. Subsequently, Mizoram FA also conducted another Grassroots course in February, there are more than 60 trained Grassroots Leaders in Mizoram within a year. Mizoram FA also conducted another GR course in February this year with 3 more GR courses planned for the coming year.

Following that, the Mizoram FA started with the first State FA-run Grassroots centre in December. The AIFF follows a dual model of Grassroots centres:

- i) GR centres run by the State FAs
- ii) Private GR centres who are certified by the State FA.

In essence, the objective is to bring all GR football under the AIFF playing philosophy and umbrella.

Subsequently, the Grassroots centres have spread to all the districts of the State giving more than 2000 kids the opportunity to play football currently. Now Mizoram FA have started GR centres (one in each district run by the State FA-District FA cooperation) and are looking to expand this.

In addition to this there are private GR centres (in schools, clubs and communities) certified under the State FA program and run by AIFF trained Grassroots Leader. This ensures that all Grassroots initiatives are in line with the Mizoram FA- AIFF Grassroots program.

The State Government has also been very supportive of the State Football Association with the installation of three artificial turfs (of approved FIFA quality) in the State and has been very supportive in the other programs as well.

In Mizoram we see a perfect synergy between the All India Football Federation, State Football Association the State Government and other stakeholders from within football which forms an ideal setting for growth and development of the game.

## **Case Study 2:**

A similar pattern can be seen in the other North Eastern State of Manipur. Football is the most popular sport in Manipur as well and the AIFF GR program has started in May 2013. However rapid progress has been made in a very short time.

Each State has a tailor-made strategic plan under the AIFF GR Strategic Plan in which the State is set definite objectives.

Manipur have already conducted 2 Grassroots courses within 5 months and have started with 2 State FA run GR centres which will go to 11 GR centres before the end of the year. Also Manipur FA will start the certification program to bring all Grassroots activities in the State under the State FA-AIFF GR umbrella.

AIFF have now such strategic plans in place with other States such as Maharashtra, Goa etc which will allow the correct implementation of the AIFF GR philosophy throughout each State and then eventually have each State to implement the GR program.

All stakeholders are actively encouraged to participate and be part of this unique program:

These include:

- State/District Football Associations
- Schools
- Football Clubs (amateur and professional)
- Football Academies
- Community football initiatives and Private entities
- Sports Ministry and Education ministries of respective States
- FIFA and AFC and other interested development partners have continuously supported this program and their support will be crucial in the future too.
- Parents and volunteers

## **Appendix C:** **Schools Competitions and participation at the Youth Level:**

### **Youth Football:**

There are schools competitions run in India under the AIFF and private organizations at the Youth Level.

The prominent schools tournaments are:

- Coca Cola cup:

The Coca Cola cup in India is run by the AIFF in association with the sponsors Coca Cola.

This tournament has a very widespread reach with the tournament being conducted in 86 cities.

This year 2,610 schools participated in the tournament and over 41,000 children participated in the Under 15 event.

- Also there is the Subroto Cup which is organized by the Indian Air Force and has long been one of the main schools football tournaments in India.

The tournament is conducted in two age groups: Under 14 and Under 17 and has had massive number of schools participating in the same. This tournament including the preliminary rounds reaches almost all cities in India

In addition to this there are many city based school football tournaments which are conducted in the major cities. These tournaments receive a large participation and good response.

### **Grassroots Football:**

For Grassroots football (6-12) the AIFF encourages schools to undertake the GR program which will increase participation in the sport and create a wider playing pyramid. Though competitive football is discouraged by the AIFF at this age group, since development objectives have to come before winning, the schools should organise GR football festivals in order to give the children playing opportunities and a chance to interact and play with children of other schools. However any football at this age should adhere to the AIFF playing philosophy of small sided games and age specific activities.

The idea is to have more participation at the Grassroots level (6-12 ) which will then result in more and more children taking up the game, so in future we have a strong youth football structure in the country.

**Appendix D:****Birth States of current International Players<sup>72</sup>:**

<b>SL.NO.</b>	<b>NAME</b>	<b>State</b>
1	Subrata Paul	Kolkata
2	Karanjit Singh	Punjab
3	Sandip Nandy	Kolkata
4	Subhasish Roy Choudhury	Kolkata
5	Denzil Michael Franco	Goa
6	Nirmal Chettri	Sikkim
7	Arnab Kumar Mondal	Kolkata
8	Moirangthem Gouramangi Singh	Manipur
9	Raju Eknath Gaikwad	Maharashtra
10	Sandesh Jhingan	Punjab
11	N Mohanraj	TN
12	Mehtab Hossain	Kolkata
13	Lalrindika Ralte	Mizoram
14	Arata Izumi	Japan/Pune
15	Lenny Rodrigues	Goa
16	Lal Kamal Bhowmick	Kolkata
17	Alwyn George	Maharashtra
18	Mohammed Rafique	Kerala
19	Asif Kottayil	Kerala
20	Jewel Raja Shaikh	Kolkata
21	Francisco Fernandes	Goa
22	Tsewang Karma	Karnataka/Tibet
23	Malsawm Tluanga Syhlo	Mizoram
24	Clifford Rayes Miranda	Goa
25	Sunil Chhetri	Delhi/Nepal
26	Robin Singh	Delhi
27	Dawson Dino Fernandes	Goa
28	Je Je Lalpekhlu	Mizoram
29	Syed Rahim Nabi	Kolkata
30	Vineet Chekiyot Kizhakkevettill	Kerala

**Summary of Birth Places:****Kolkata : 27%****Goa: 17%****Kerala & Mizoram: 10%**<sup>72</sup> As supplied by the AIFF

### Other Products from Sports Path™

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- Course 1: 'Creating a Culture of Excellence'

Focusing on leadership for soccer coaches and including 6 hours of video clips with Sir Alex Ferguson, Arsene Wenger, Fabio Capello, Roy Hodgson, David Moyes and Howard Wilkinson

- Course 2: 'Evaluating Performance' –in conjunction with Prozone Sports the world leaders in Performance Analysis

Focusing on improving how coaches evaluate players and teams the course highlights good practice in English, French, Dutch and Turkish clubs with over 300 Video Interview clips from 15 respected experts including LMA Managers, Youth Academies Directors and respected Performance Analysts.

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#### ***Online Course - Soccer Diet: Soccer Diet: The Simplest Way to Improve Your Team's Performance***

Professor Jay Williams of Virginia Tech, USA, has combined with Sports Path™ to develop an online course to assist coaches to improve the diet of their players with the goal of *improving performance on the pitch*.

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## Books

- ***'Potentialing Your Child In Soccer'***  
 A parent's guide for helping kids maximize their potential in soccer and in life'  
 See [www.amazon.com](http://www.amazon.com)  
 Includes access to 4 Free Soccer Parent Online Courses
  
- ***' Soccer Coaching and The Web : A Guide to support Player Development'***

*The purpose of this book is to provide guidance for soccer coaches who would like to use the web to support the development of the players they coach: that is using the web to SUPPORT your coaching not INSTEAD of your coaching!!*

*The basis of player development is of course the face to face interaction between the coach and the player, but our analysis of responses from over 500 practising Soccer Coaches in Europe, Asia and North America, clearly shows that this is not the only way coaches are now engaging with players . The top 5 reasons given by these coaches as to why they use the web to support the development of their players as follows:*

1. *The Player is encouraged to take more OWNERSHIP of their own development*
2. *It's an EXTENSION of the coaching session for the players*
3. *An opportunity to REINFORCE MESSAGES when they are away from the coach*
4. *It's an opportunity to provide ADDED VALUE to the coaching they receive from our club and this DIFFERENTIATES us from other clubs*
5. *It maximizes the CONTACT TIME the coach has with the players*

*This book is a Simple Guide to use the web to achieve these objectives whilst the companion online course will provide you with the SKILLS for immediate use.*

See Reviews of this book on Amazon [here](#)  
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