

# THE INDIAN SPORT MANAGEMENT CONFERENCE 2025

December 19, 2025  
Jio Institute, Navi Mumbai

## CONFERENCE AGENDA

ORGANISED AND HOSTED BY



INTERNATIONAL KNOWLEDGE PARTNER (UK)



GENERAL PARTNERS



# THE INDIAN SPORT MANAGEMENT CONFERENCE 2025

Organized by Jio Institute & INSMA | Date: Friday, 19<sup>th</sup> December 2025 | Venue: Jio Institute, Navi Mumbai

THEME: Olympic Vision 2036: Converging India's Aspirations, Capabilities and Competencies for a Global Sporting Stage

TIME	SCHEDULE	DETAILS
09:00 AM – 10:00 AM	REGISTRATION & NETWORKING	Participants to gather at the Registration Desk – Reception Area for collection of badges and welcome kits
10:00 AM – 11:20 AM	INAUGURAL SESSION (MULTI-PURPOSE HALL)	INAUGURAL SESSION
10:00 AM – 10:05 AM		Welcome Address Dr Palak Sheth, Project Director, Jio Institute
10:05 AM – 10:10 AM		Opening Address Dr Sarthak Mondal, President, INSMA
10:10 AM – 10:25 AM		Keynote Address Mr Divyanshu Singh, CEO, JSW Sports
10:25 AM – 10:40 AM		Special Address Mr Devang Bhimjyani, CEO, Reliance Sports & Lifestyle
10:40 AM – 10:55 AM		Inaugural Address Col. N.S. Johal, CEO, Target Olympic Podium Scheme (TOPS), Sports Authority of India (SAI)
10:55 AM – 11:00 AM		<ul style="list-style-type: none"> <li>• Distribution of Participation Certificates to all Research Paper Nominees</li> <li>• Recognition Certificates to Reliance Foundation Athletes</li> </ul>
11:00 AM – 11:15 AM		Chief Guest Address Mrs Vita Dani, Co-Owner, Chennaiyin FC, Chairperson, Ultimate Table Tennis, Promoter, Dani Sports Foundation
11:15 AM – 11:20 AM		Vote of Thanks Mr Shiv Shukla, Head – Policy, Strategy & Growth Projects, Jio Institute
11:20 AM – 11:50 AM	NETWORKING BREAK	
11:50 AM – 12:05 PM	Special Global Address Dr Kamila Swart – Arries, Associate Professor & Director, Sports – Hamad Bin Khalifa University, Qatar	
12:05 PM – 12:20 PM	Special Address Shri Narendra Modi, General Manager (Planning & Coordination), Gujarat Sports Infrastructure Development (GSID)	

12:20 PM – 1:05 PM	<b>PANEL DISCUSSION – I</b> <b>Panel Topic: From Grassroots to Glory: Shaping India’s 2036 Olympic Dream</b> <p>This panel will deliberate on how India’s Olympic Vision 2036 is not just about winning medals but about building an inclusive and sustainable sporting nation where every athlete finds a pathway to excel. The session brings together changemakers who are transforming India’s sports ecosystem from the ground up – <b>athletes, coaches, administrators, educators, entrepreneurs, and policymakers driving participation, performance, and progress.</b></p> <p>The discussion will explore how India can nurture its next generation of Olympians by strengthening grassroots programs, creating equitable access to training, <b>building world-class infrastructure, integrating education with sports development</b>, and leveraging technology, innovation, and governance reforms to achieve global competitiveness.</p> <p><b>Key focus areas of the discussion:</b></p> <ul style="list-style-type: none"> <li>● <b>Policy Evolution:</b> Reviewing reforms, investments, infrastructure development and institutional frameworks that have built a cohesive ecosystem for athlete development and identifying priorities for the decade ahead.</li> <li>● <b>Leadership and Governance:</b> Strengthening representation, accountability, and strategic leadership across federations, academies, and sports organizations to enhance efficiency and equity.</li> <li>● <b>Global Lessons and India’s Roadmap to 2036:</b> Learning from nations with successful sporting ecosystems and framing an India-specific Olympic roadmap that emphasizes excellence, innovation, and inclusivity.</li> <li>● <b>Sport as a Catalyst for National Well-being and Social Impact:</b> Positioning sport as a tool for education, health, and community cohesion, and embedding it within India’s broader development and youth agenda.</li> </ul> <p><b>Chair:</b> Dr Adille Sumariwalla, Ex-Olympian and Council Member &amp; VP, World Athletics</p> <p><b>Moderator:</b> Dr Sahen Gupta, Vice-President Research, INSMA</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>– Ms Somya Jain, Director, Government Consulting, Deloitte India</li> <li>– Ms Deepthi Bopaiah, Former CEO and Board Member, GoSports Foundation</li> <li>– Dr U.V. Sankar, Director of Sports, JAIN (Deemed-to-be-University), Bangalore</li> <li>– Padma Shri K.Y. Venkatesh, Indian Para-Athlete</li> </ul>
1:05 PM – 2:00 PM	<b>LUNCH BREAK</b>
2:00 PM – 2:15 PM	<b>Special Address</b> <b>Dr Shailesh Kumar, Dean Jio Institute &amp; Chief Data Scientist, Centre of Excellence AI/ML, Jio Platforms Limited</b>

2:15 PM – 3:00 PM	<b>PANEL DISCUSSION – II</b>
	<p><b>Panel Topic: Data, Tech &amp; the Future of Sports Management in India</b></p> <p>As India advances towards its Olympic Vision 2036, technology and data analytics are redefining how athletes are trained, monitored, and developed. This panel will explore how the integration of sports science, performance analytics, and digital innovation is transforming traditional coaching into a data-driven discipline. From <b>wearable tech and real-time analytics to injury prevention and talent optimization</b>, data is empowering coaches and managers to make smarter decisions, personalize training, and enhance athlete outcomes. The session will also discuss how India can build a <b>tech-enabled, future-ready coaching ecosystem</b> aligned with <b>NSP India 2025</b>.</p> <p><b>Key focus areas of this discussion:</b></p> <ul style="list-style-type: none"> <li>● <b>Building a Data-Driven Coaching Culture:</b> Integrating technology, analytics, and scientific training methods in coaching frameworks; shifting from intuition-based to evidence-based decision-making.</li> <li>● <b>Technology Integration in Athlete Development:</b> Exploring use cases of wearables, AI-driven performance tools, motion capture, and video analytics for tracking progress, optimizing training loads, and preventing injuries.</li> <li>● <b>Capacity Building &amp; Skilling Coaches:</b> Creating digital literacy and sports tech training modules for coaches in line with NSP India 2025; enabling cross-disciplinary learning between coaching, science, and technology.</li> <li>● <b>Data Ethics, Ownership &amp; Policy Framework (including global insights):</b> Understanding athlete data privacy, ethical usage, and frameworks needed to govern data-driven sports ecosystems responsibly.</li> <li>● <b>Case Studies &amp; Global Insights:</b> Learning from countries where data analytics has revolutionized athlete performance and identifying models adaptable to India's ecosystem.</li> </ul> <p><b>Chair: Mr Prasanth Shanthakumaran</b>, Partner and Head of Sports Sector, KPMG</p> <p><b>Moderator: Mr Anirudh Kalia</b>, Associate Professor of Practice, Sports Management, Jio Institute</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>– <b>Mr Murugesh Kumar S.K.</b>, Founder &amp; CEO, ATIUM Sports</li> <li>– <b>Mr James Hillier</b>, Athletics Director, Reliance Foundation</li> <li>– <b>Dr Anshul Bagai</b>, Founder &amp; CEO, Khelo Tech, Director, Academy of Sports Sciences Research and Management (ASSRM)</li> <li>– <b>Dr Rahul Tiwari</b>, Head of Sports Performance Analysis, Inspire Institute of Sport</li> </ul>

03:00 PM – 03:20 PM	FIRESIDE CHAT
	<p data-bbox="481 135 1473 167"><b>Topic: Motorsports in India: Building Structures to go from Watching to Racing</b></p> <p data-bbox="481 199 2094 327">This fireside chat will focus on the evolution of motorsports in India, moving beyond spectator interest to building an ecosystem that nurtures drivers, teams, and allied industries. Experts from sport, policy, and business will explore how India can create pathways from grassroots karting to professional racing, while also driving investments, safety standards, and technological innovation.</p> <p data-bbox="481 359 689 391"><b>Key focus areas:</b></p> <ul data-bbox="533 395 2072 619" style="list-style-type: none"> <li>● <b>Grassroots Development:</b> Creating entry-level opportunities for young racers through schools, academies, and karting circuits.</li> <li>● <b>Policy &amp; Regulation:</b> Establishing frameworks for safety, governance, and talent recognition.</li> <li>● <b>Infrastructure &amp; Investment:</b> Expanding racing tracks, training facilities, and motorsport hubs across the country.</li> <li>● <b>Industry Integration:</b> Leveraging partnerships with automotive, engineering, and technology sectors.</li> <li>● <b>Fan to Participant Transition:</b> Converting India's growing motorsport audience into active participants and stakeholders.</li> </ul> <p data-bbox="481 678 1191 710"><b>Host:</b> Dr Sandhya Manjunath, General Secretary, INSMA</p> <p data-bbox="481 710 1720 742"><b>Speaker:</b> Mr Ativ Shah, Founder, Motorsports Access, FIA Certified Strategic Leader in Motorsports</p>

03:20 PM – 4:55 PM	RESEARCH PAPER PRESENTATIONS	Multi-Purpose Hall (Sport for Economic Development)	Room 1 (Sport for Society)	Room 2 (Sports Ecosystems & Stakeholders)	Room 3 (Sports & Technology Performance)	Room 4 (Sport for Society)
03:20 PM – 03:25 PM	OPENING REMARKS	<i>Panel Judge: Anirudh Kalia</i>	<i>Panel Judge: Neel Shah</i>	<i>Panel Judge: Taruka Srivastav</i>	<i>Panel Judge: Samrat Ghosh</i>	<i>Panel Judge: Dr Sandhya Manjunath</i>
03:25 PM – 03:40 PM	PRESENTATIONS	India's Mega Sporting Events Strategy: Leveraging the Road to 2036 Olympics for Economic and Cultural Capital  [Jyesth Parmar & Yashi Goyal]	The Role of Sports in Promoting Social Inclusion and Cultural Identity among Youth in India  [D.S. Srenethi]	Multidimensional Assessment of Tokyo and Paris Olympics, to Present a National Blueprint for India  [Shiv Shukla & Anvita Mahajan]	India's Olympic Trajectory: A Machine Learning and Econometric Analysis of Performance Drivers and Medal Forecasting  [Prabal Singh & Vivek Jati]	Corporate Social Responsibility Contributions for the Growth of Paralympic Sports in India  [Ms Gautami Deolekar, Prof. (Dr) Reena Mehta, Prof. (Dr) Vandana Tripathi]
03:40 PM – 03:55 PM		Evaluating the Infrastructure Readiness of India as a Sports Tourism Destination: A Focus on Cricket, Football, Badminton, and Cycling.  [Geona Charis & Prasanth G]	Kreedakul Sports School: Grooming the Champions for and Beyond Olympics 2036  [Swapna Belsare]	Balancing the Five Pillars: A Comparative Study of Olympic Legacies and Implications for India's 2036 Bid  [Priyanka Acharya & Shubham Gurav]	Innovation in High Performance Coaching: Effectiveness of Video Analysis Tools for Skill Development.  [A.S. Adwaiyth Krishna]	Legal Foundations for India's Olympic Ambitions: Advancing and Learning from previous Olympic host nations  [Tanner Wood]
03:55 PM – 04:10 PM		Sustainable Practices in Sports Facilities: Evaluating Energy, Waste, And Resource Management in Local Gyms and Stadiums  [Khush Bhavin Kumar]	Grassroots Kreedakul: Showcasing a Rural Sports Pathway Towards India's Olympic Vision 2036  [Sankalp Thorat & Dr Anand Lunkad]	Strengthening Grassroots Sports in India: Policy, Infrastructure, and Talent Identification for Olympic 2036 Aspirations  [Varad Sonavani & Aarushi Jain]	Integrating Applied High-Performance Practices into Academic and Professional Development  [Rajmohan Sathiyam]	Sports Talent: A Legacy of Movement Education  [Prof. LT Singh]

04:10 PM – 04:25 PM		<p>Public-Private Partnerships in Indian Sports – Custodianship</p> <p>[Hardwan Vyas &amp; Vineesh Shetty]</p>	<p>Sport Tourism and Events: Opportunities and Challenges for Regional Development in India</p> <p>[Akash Bobby John]</p>	<p>Can data humour its way to fairness in wages? – A comparison of IPL, WPL and the Hundred</p> <p>[Dr Sarthak Mondal &amp; Prof. David Berri]</p>	<p>Association between self-determination theory, flow and mindfulness among adolescent athletes</p> <p>[Amanda Mascherenas]</p>	<p>Culturally Adaptive Leadership Pathways in India's Emerging Sport Ecosystem</p> <p>[Shreeya Vedak]</p>
04:25 PM – 04:40 PM		<p>Behind the Podium: The Silent Struggles of India's Emerging Olympic Hopefuls.</p> <p>[Akshita Deolal &amp; Shiny Raizada]</p>	<p>The Impact of the Fantasy Gaming Ban on Changing the Consumption Habits of Avid Gamers in India</p> <p>[Manas Sharma &amp; Pratyank Sharma]</p>	<p>Harnessing Data Analytics for Sports Performance &amp; Decision Making</p> <p>[Siddhant Kankaria &amp; Abhijit Zende]</p>	<p>Measuring the Impact of Augmented Reality (AR) on Fan Engagement in Sports</p> <p>[Manay Chawra, Rahul Malik &amp; Sagar Suve]</p>	<p>Fan Psychology &amp; Marketing Effectiveness: How Emotional Connections Drive Sports Consumption in the</p> <p>[Sanyum Datta, Shravan Samra, &amp; Siddhi Sethi]</p>

04:40 PM – 04:55 PM						Sources of professionalism and Knowledge among sports industry professionals in India  [Sandhya Manjunath]
04:55 PM – 05:35 PM	VALEDICTORY & AWARD CEREMONY (MULTI-PURPOSE HALL)					
04:55 PM – 05:00 PM	VALEDICTORY SESSION	Welcome Address – Dr Palak Sheth, Project Director, Jio Institute				
05:00 PM – 05:10 PM		Felicitating the Research Paper Award Winners				
05:10 PM – 05:25 PM		Special Address – Smt Sheetal Teli Ugale, IAS, Commissioner, Sports & Youth Services, Maharashtra State, Pune*				
05:25 PM – 05:30 PM		Vote of Thanks – Mr Sanand Mitra, Strategic Advisor, Sports Management, Jio Institute				
05:30 PM – 05:35 PM		Summary of the Conference & Closing Remarks – Dr Sandhya Manjunath, General Secretary, INSMA				