

CSRI Survey
On
PARIS OLYMPICS 2024



Confederation of Sports and Recreation Industry

Rajpal Singh

Director General

Confederation of Sports and Recreation Industry (CSRI)

1, Upper 2nd Floor, 50-51 Regal Building, Parliament Street, Connaught Place, New Delhi

Email : rajpal.singh@csri.co.in

Contact : 9811046537



CSRI 2024 Olympic Survey Analysis

Over the last 6-7 years, a number of reforms have been carried out in sports primarily the Khelo India scheme for the upliftment of grassroots sports. Though India has always been a cricket-crazy country, the same enthusiasm has not been shared for those sports which belong to the Olympics. However with much improved results such as a 100+ medal tally in the Asian Games and a best ever display in the Tokyo Olympics where there was optimism at one stage that India will touch the double digit mark, the interest for Olympics has grown for the sports consumer.

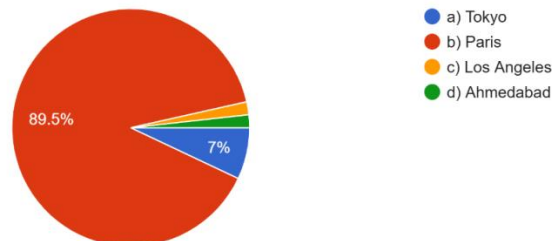
Ahead of the Paris Olympics, Confederation of Sports and Recreation Industry conducted this survey to gauge the interest of the Indian public. CSRI reached out to athletes, coaches including those who are Dronacharya awardees, members of associations like FICCI & CII and regular members of the public for their feedback. 60 people got back to us with their responses on 23 questions.

Olympic Survey was divided into different sub headings to get opinion on various aspects. This survey started from general awareness and interest in the Olympic to technical aspects related to expectations from India in 2024 or the role of corporates and sponsors. A dedicated Paralympic sub heading was created to understand expectations from the Olympians.

Awareness and Interest in the Olympics

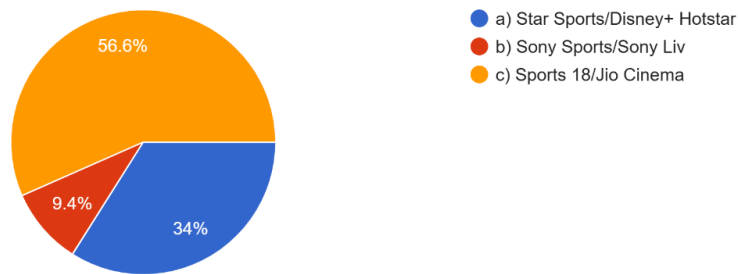
1. Almost 90% of the respondents were aware of where the Olympics were going to take place this year while 10% did not seem to be aware of the same.

1 The 2024 Olympics that will be held in July-August 2024 is going to take place in which city
57 responses

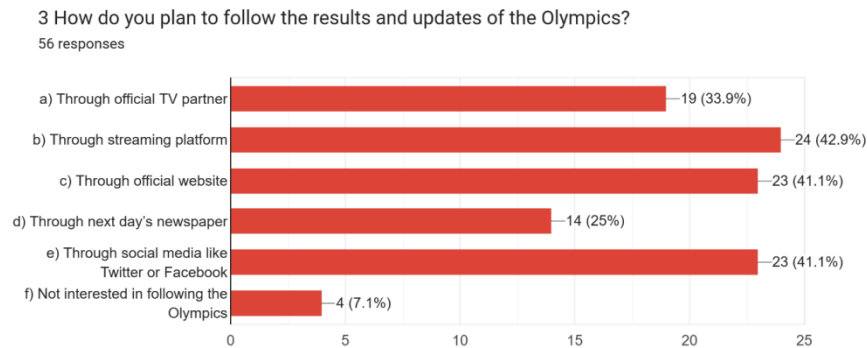


2. On the question related to the broadcast partner in India given the growth of niche channels and OTT platforms, out of 53 respondents, nearly 57% of the respondents correctly answered that the Olympics would be broadcast on Sports 18 and Jio Cinema. It was surprising that only 9.4% of people voted for Sony while 34% voted for Star Sports. It is pertinent to mention that Sports 18 has become so popular in such a short span of time and expanding its wings and capturing the market. It has also got the rights for international cricket matches played in India which used to be on Star for more than a decade.

2 Which network/OTT platform will broadcast the Olympics in India (in addition to Doordarshan)?
53 responses



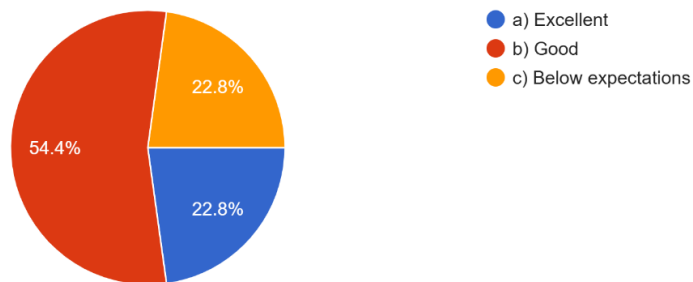
3. On the question related to how one would like to follow the results and updates of the Olympics, on expected lines there are different ways of viewership that would be adopted as per time and interest. No platform received more than 50% from the respondents. It was interesting to note that the majority of the respondents would like to follow the Olympics through digital means like OTT platform, official website and social media like Twitter and Facebook. It is with the market trend where consumers would be using multiple devices like smartphones and want immediacy of news which comes through the popularity of the internet. (Multiple choice question)



India at the Olympics

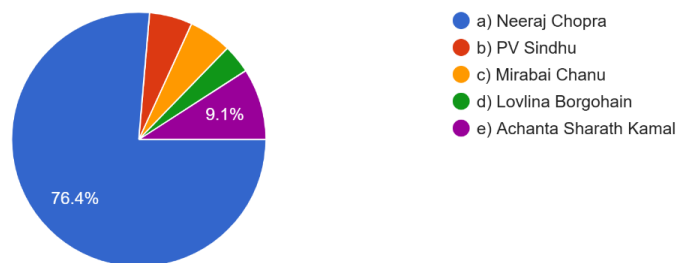
4. With reference to India's performance at the last Olympics in Tokyo, the majority of the people were of the opinion that it was good. 22% felt it was below expectations. This mixed feeling was based on higher expectations from a large country like India but reality is that lots of people still think that India is not a sporting country and sports ecosystem is still missing. Beyond few sports like cricket, parents and society do not see a full-time career in sports for youngsters.

4 What do you think about India's performance in the 2021 (2020) Olympics when they won 7 medals?
57 responses



5. Although flag bearer has now been announced with PV Sindhu and Achanta Sharath Kamal taking on the responsibility of being joint flag bearers but as per the survey more than 75% of the respondents wanted to see Neeraj Chopra being the flag bearer. We must understand that the flagbearer is a personal choice of the player and there are occasions in the past when top players have opted out because of their back to back events in the Olympics and they wanted to concentrate more on their performance rather than being the flag bearer.

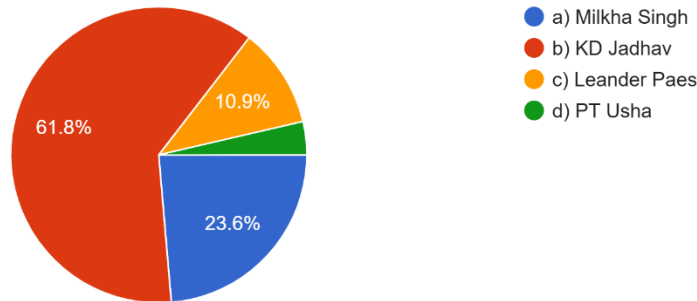
5 Who do you feel should be the flag bearer for the Indian team in the Opening Ceremony?
55 responses



6. More than 60% of respondents correctly answered KD Jadhav as the first individual medal winner for India winning the bronze medal in Wrestling at the 1952 Olympics. Nearly 24% voted for Milkha Singh which could be a perception matter, but in reality he never won a medal finishing fourth during his memorable run at the 1960 Olympics.

6 Who is the first Indian to have won an individual medal in the Summer Olympics?

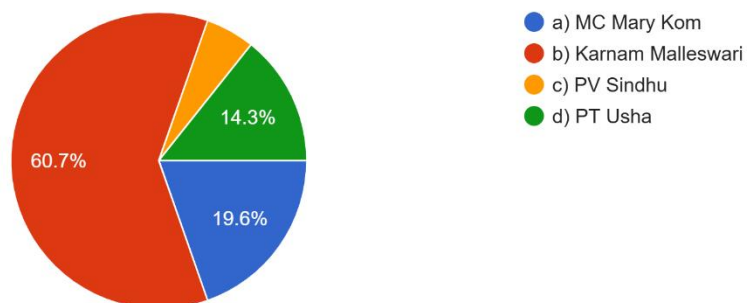
55 responses



7. More than 60% of the respondents were correct about Karnam Malleswari who was the first individual female medalist for India winning the weightlifting bronze medal in the 2000 Olympics. Here also we can see a similarity in perception where more than 14% have voted for PT Usha despite her not actually winning a medal, she came 4th in the 1984 Olympics.

7 Who became the first Indian female athlete to win an Olympic medal?

56 responses

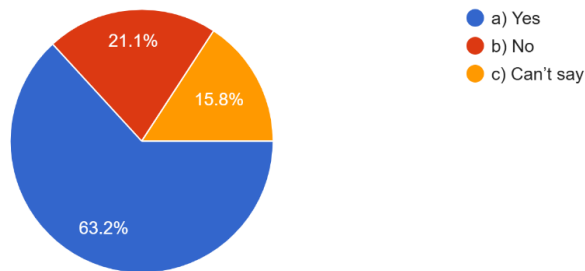


Expectations from India at the Olympics

8. Regarding India's performance in the upcoming Olympics, more than 63% of the respondents are very optimistic that India will improve on its position from the last Olympics which was 47th. In order to do this, India will have to improve its tally in the medal table in both gold and silver medals as position is determined by total golds and not total medals. The same applies to entering the Top 20 where, as per data from last seven Olympics, India would need to win at least five gold medals to give themselves an opportunity to enter the Top 20.

8 Do you think India can improve on its 47th position in the last Olympics and can even reach the Top 20 in the 2024 Olympics?

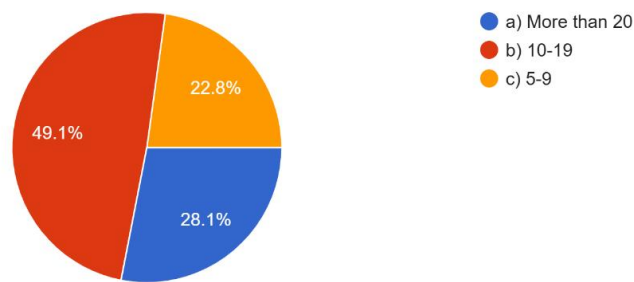
57 responses



9. Nearly 50% of the respondents believe India will win between 10-19 medals which would be a big improvement on their performance as compared to last Olympics. 28% of the respondents believe that India will win more than 20 medals while around 23% feel India will win between 5-9 medals which is in the same range as Tokyo 2021. It is very heartening to note that in spite of a smaller contingent because of absence of women's hockey team which would have had 16 members, the respondents are optimistic will record a first ever double digit performance.

9 How many medals do you think India can win in the upcoming Olympics?

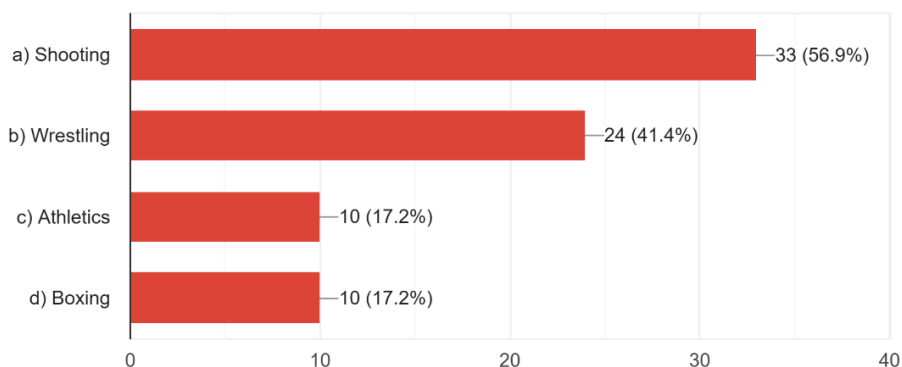
57 responses



10. On the question on which sports will deliver maximum medals for India at the Olympics, 57% of the respondents feel Shooting will deliver maximum medals while 41% believe it will be Wrestling (this was a Multiple Choice question). Despite India not winning any medals in Shooting in 2016 and 2021, it is pertinent to note that we have our largest ever contingent size with 21 athletes with credible performances in 3-4 events and India is eligible to win a maximum of 27 medals in shooting alone.

10 Which sport will India win maximum medals?

58 responses

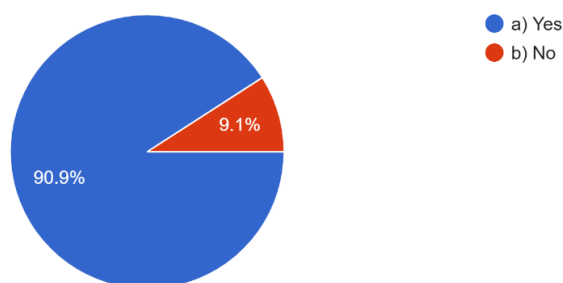


Impact of Government schemes on sports

11. In 2017 and 2019 the Khelo India and Fit India schemes were launched respectively by the Government of India. Almost 91% of the respondents were aware about these schemes and their benefits. This is a product of good outreach along with mega-events like the annual Youth Games and University Games with huge publicity in initial years.

11 Are you aware about schemes like Khelo India and Fit India

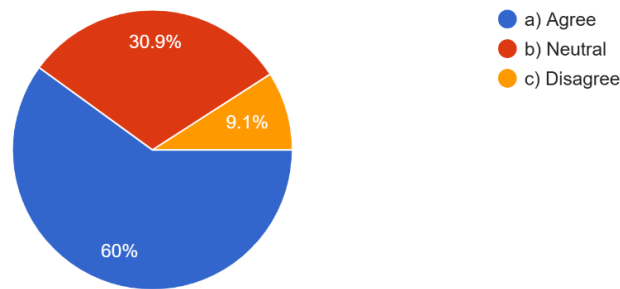
55 responses



12. While responding about the impact of schemes like Khelo India in the development of sports and producing athletes for international events, nearly 60% of the respondents believe it has made a positive impact. 31% respondents were neutral while answering the question, it is pertinent to mention that these schemes were parallel to existing National School and University Games. With the advent of Khelo India events, the value of existing competitions has been diminished.

12 Does Khelo India play a role in producing athletes who have represented India and have won medals?

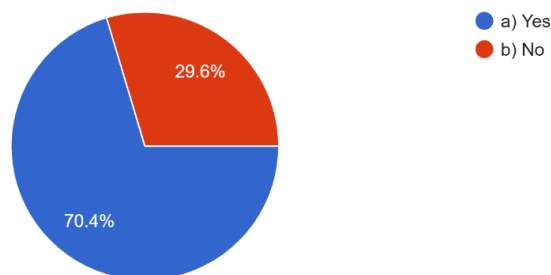
55 responses



13. Target Olympic Podium Scheme is the premier sports program run by the Government of India. The majority of funding given to athletes comes from the TOPS scheme. While it is good that 70% of the respondents are aware of this scheme, there is no doubt that the number should have been much higher. This is one scheme where players are getting maximum benefit.

13 Are you aware about the Target Olympic Podium Scheme (TOPS) that supports elite athletes primarily for their preparation for events like the Olympics?

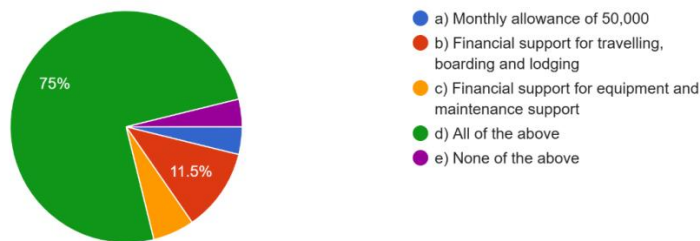
54 responses



14. This is also a positive response with 75% respondents correctly answering the question. There has been in the past a lot of confusion about what TOPS really does so to see 3/4th of

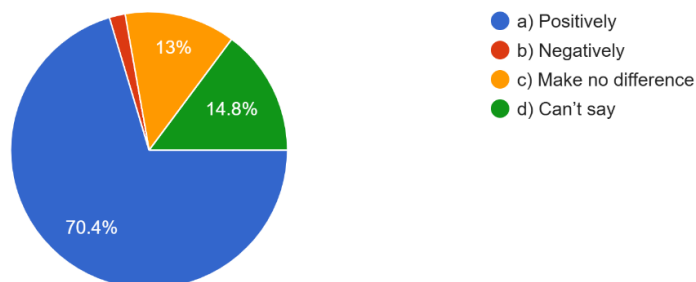
respondents correctly identifying its benefits is a positive outcome. TOPs support is a mixture of financial support for international exposure, equipment and maintenance and monthly allowance to the players. There are two sets within TOPS scheme Core and Development where Core is mainly for those athletes who are in contention to play elite events like Olympics, Asian Games, Commonwealth Games whereas Development group is for the second rung of athletes who are on the verge of breaking through into the main squad of their respective sports. As of now 306 athletes are a part of both sets of TOPS which include 172 in core and 134 in development.

14 In what way do TOPS support athletes?
52 responses



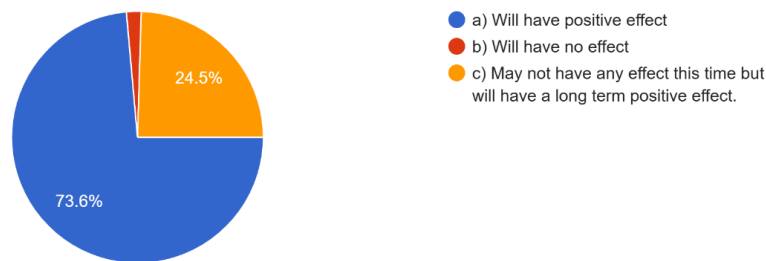
15. There has been lots of structural changes in the operations and eligibility of the office bearers due to implementation of Sports Code and also Supreme Court judgement of 2022. Almost 70% of the respondent feel that it is a positive change. But we must understand that after these structural changes there are many federations which are under Government/Court appointed administration which are not healthy for the sports operation in the long-term.

15 Do you believe structural changes that have taken place in the Indian Olympic Association (IOA) and in National Sports Federations (NSFs) in recent times will impact Indian sport:
54 responses



16. There has been a near unanimously positive response to this question with 52 out of 53 respondents believing that initiatives like Khelo India and Fit India and an increase in the budget will improve performance of India in the Olympics. Here the interesting fact is that over the period many of the federations have become very professional and doing quite a bit to improve performance of their athletes. In fact they have hired top experts from around the world to improve the performance. But definitely due to Khelo India scheme popularity of sports have increased in the perception of the general public.

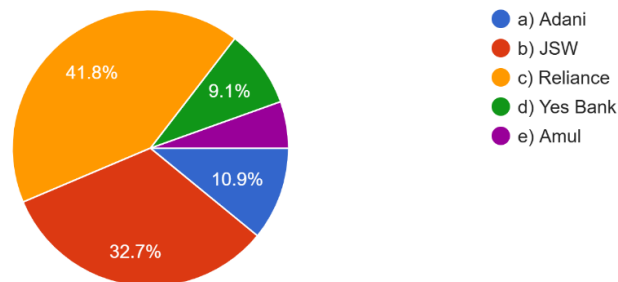
16 With initiatives like Khelo India and Fit India along with higher budget allocation for sports by Government, performance of India in upcoming Olympics:
53 responses



Role of Corporates and Sponsorships

17. 42% respondents correctly answered Reliance as the Principal Partner of the Indian team. 18 responded with JSW who while not the principal partner is also a sponsor of the Indian contingent. It is heartening to see so many big conglomerates like Reliance, Adani Group and JSW take an interest in sports and we hope their lead is followed by more business houses.

17 Which of these companies is the Principal Partner of the Indian team for events like the Olympics & Asian Games
55 responses



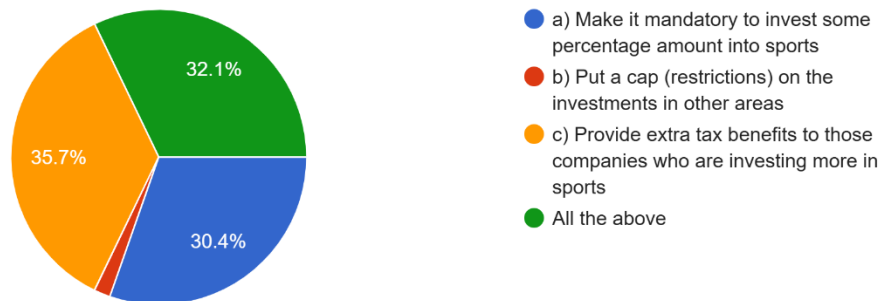
18. No sports or activity can be successful without the cooperation of corporates. Corporates play very positive role either in terms of giving fund as part of their CSR or sponsorship. In the upcoming Olympics corporates have been playing a very important role.

It is also a fact that in spite of all the contribution from corporates, share is still negligible. Government of India through its new company's law brought CSR concept in which sports is one of the options for the contribution. Unfortunately in spite of that, the contribution coming towards sports is still insignificant.

To overcome these issues 36% of the respondent believes that we must make it mandatory on corporates to invest some percentage of their CSR amount into sports by keeping a cap on contribution to other categories. Of course respondents are also of the opinion that for their contribution to be acknowledged, extra tax benefit should be extended by the government towards those companies.

18 Less than 2% of total CSR (Corporate Social Responsibility) contribution is coming from Indian Businesses towards sports. How this can be increased?

56 responses

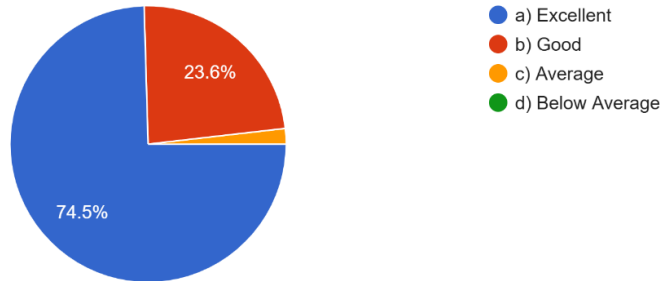


Paralympics

19. On question regarding India's performance in last Paralympics, it was the first time in India's history that the double digit mark had been crossed. Predictably 75% of respondents found a performance of this scale to be excellent.

19 What do you think about India's performance in the last Paralympics when they won a record 19 medals?

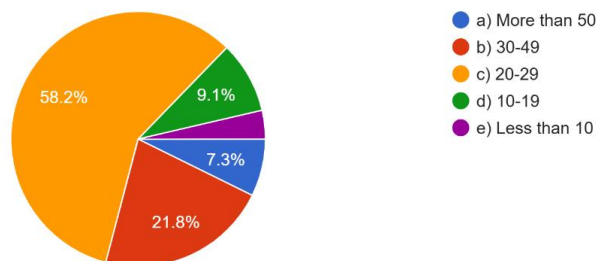
55 responses



20. On question related to expectations for upcoming Paralympics, nearly 60% of the respondents believe that India can win between 20-29 medals in the upcoming Paralympics while nearly 22% believe India will win between 30-49 medals. After winning 19 medals in the last Paralympics there appears to be great optimism amongst the Indian public that India can only go higher and higher. Only a miniscule number of those surveyed felt that India will dip below the 10 medal mark. It is pertinent to mention that there is a two-fold effect, one because of good performance in the last Paralympics, many of the other Para-Sportspersons are inspired to give their best in the upcoming Paralympics whereas unlike previous Paralympics, in the Paris edition there will be a stronger competition as many athletes from developing nations did not come because of Covid pandemic that year, and who will be participating this year.

20 How many medals do you think India will win in the 2024 Paralympics?

55 responses

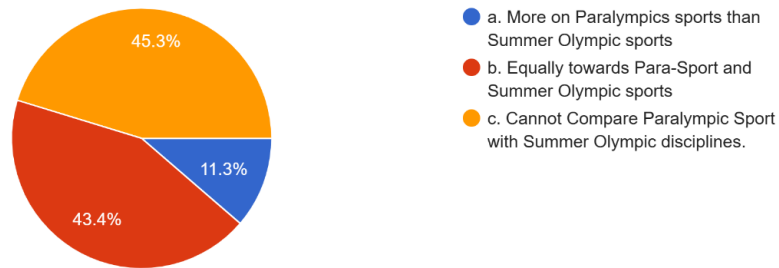


21. Question related to resource contribution of Paralympics versus other athletes, more than 45% of the respondents believed that we should not compare Paralympics with other

athletes and should allocate differently as done in past. At the same time 43% of the respondents believe that we should not differentiate between Paralympics and other athletes and equal focus and funding should be given to both.

21 India's performance in Paralympic Sport disciplines has been considerably better in recent times than Summer Olympic disciplines. Therefore our Focus/Funding needs to be :

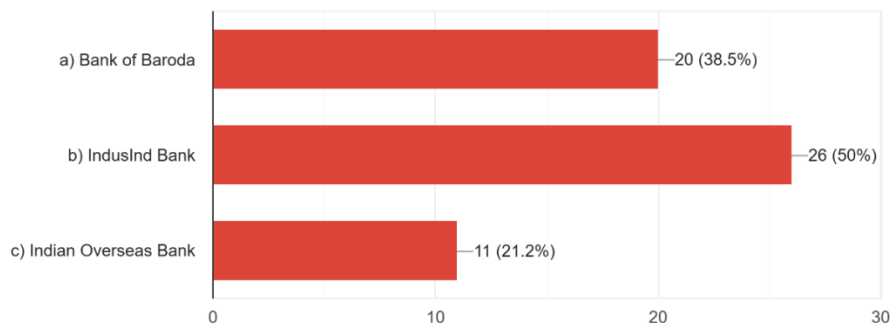
53 responses



22. In addition to many corporates who are just focusing on mainline of Olympians there are certain corporates who are more contributors to the Para-Athletes. And citizens are taking note of those companies. 50% of the respondents have correctly IndusInd Bank as a dedicated supporter of Para-Sportspersons in India.

22 Who are some of the major corporates who have supported Para Sport in India

52 responses



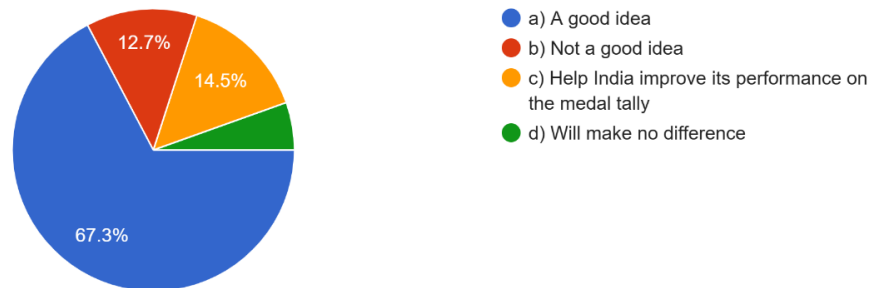
India's bid to host 2036 Olympics

23. A last and final question is related to India's bid to host 2036 Olympics. More than 67% of the respondents feel that this is a good idea and India must bid for the same whereas almost 13% respondents feel that it is not a good idea and we must concentrate on the

performance. Almost 15% of the respondents believe that by bidding to host the 2036 Olympics it will help India to improve its performance on the metal tally.

23 Indian Government has announced that it will bid to host the 2036 Olympics. Do you think it will be:

55 responses



Recommendations

1. The Indian public is more demanding than before, it is imperative that the Sports Ministry continues to invest in creating better sports facilities and improving schemes like TOPS and Khelo India.
2. The interest in hosting the Olympics is definitely something the Indian public has accepted. To ensure India gets the Olympics, the administration should start working parallelly, on the bidding process and on the other side creating right infrastructure and better training facilities to enhance better performance.
3. It's evident through the survey, Internet will be the primary choice for receiving news and updates related to the Olympics. The Sports Ministry should look at promoting their initiatives and performances of athletes through digital avenues like the Sports Ministry and Sports Authority of India website and social media handles.
4. Khelo India is a highly popular scheme according to the results of this survey. We need to use this immense popularity to audit infrastructure and facilities under Khelo India which will enable better standards of facilities and thereby help in creating better athletes at the grassroots level.
5. The lack of support via investment through Corporate Social Responsibility has not gone unnoticed according to the result of the survey. As this survey has pointed out, the Government should reward and provide benefits and incentives to those organisations who are supporting sport.
6. While the survey says there should be equal funding for Para-Sport with able-bodied sport, we must understand that at the end of day, getting more medals is important in the Olympics therefore it is important through various policies and financial support to create right ecosystem to enhance medal chances in main Olympics.

Disclaimer: The outcomes of the CSRI Survey on the Paris Olympics 2024 are based on collected data and are subject to limitations of survey methodologies. The findings do not necessarily represent the views of all stakeholders and should be used as one of several information sources.
