



ISSK

International
Sports Summit
Kerala / 2024

INTERNATIONAL SPORTS SUMMIT KERALA 2024



January 2024
23 » 24 » 25 » 26

Venue

The Sports Hub
Karyavattom, Thiruvananthapuram



A MONUMENTAL SHIFT TO SPORTS, FITNESS AND WELLNESS ECONOMY

Kerala is on a historic journey to pioneer the nation's first Sports Economy, poised to revolutionize the sporting landscape.

Kerala is all set to introduce the concept of Sports, Fitness and Wellness Economy, an all-encompassing initiative. Our relentless efforts in nurturing an impeccable sporting ecosystem within the state are set to achieve numerous milestones, extending benefits not only to Kerala but also to the whole India. The imminent integration of sports into the state's Gross State Domestic Product (GSDP) is a source of immense pride.

To set the platform for this monumental shift, we are coming up with the 'International Sports Summit 2024' (ISSK 2024) during 23rd - 26th January 2024.

This four-day extravaganza will not only unveil the unique prospects and opportunities in this sector but will also delve into the global advancements, celebrate vibrant sports activities, and showcase diverse indigenous sports across India, with an emphasis on the gems of Kerala such as Sevens Football and Vallam Kali. Join us, as we embark on this historic journey towards a brighter, fitter, and healthier future for all.

23-01-2024 Inauguration

Venue 01 - Open Stage

6.00 PM Inaugural Ceremony

Shri. Pinarayi Vijayan

Hon. Chief Minister of Kerala (Inauguration)

Shri. V. Abdurahiman, Hon. Minister of Sports, Kerala

Shri. VD Satheeshan, Leader of Opposition

Shri. A N Shamseer, Hon. Speaker of Kerala Legislative Assembly

Hon. Ministers, Government of Kerala

Hon. Members of Parliament

Hon. Members of Legislative Assembly

Smt. Arya Rajendran,

Hon. Mayor, Thiruvananthapuram Corporation

Shri. Sandip Pradhan, Director General, SAI

Shri. D Suresh Kumar, District Panchayat President, Thiruvananthapuram

Shri. Geromic George, District Collector, Thiruvananthapuram

Shri. U. Sharaf Ali, President, Sports Council

Smt. Aswini Nachappa

Shri. Sanju Samson

7.00 PM - Sports - Arts - Cultural Extravaganza

8.00 PM - Music Band



24-01-2024

Venue 01 **Music Band (06.00 PM)**

Venue 02 **Main Conference Hall**

09.00 AM to 10.00 AM : Conference Theme Presentation

10.00 AM to 11.30 AM : Sports Economy

11.30 AM to 01.00 PM : Sports Industry

02.00 PM to 03.30 PM : Tech Trends in Sports

03.30 PM to 05.00 PM : AI in Sports, E-sports & Technology

Venue 03 **Sports Expo**

Venue 04 **Lauchpad**

09:00AM - 1:00PM : Masterplans of Associations

02:00PM - 3:30PM : Project Presentations

03:30PM - 5:00PM : MOUs, Declarations and Announcements

Venue 05 **Tulip Hall**

09:00 AM - 01:00 PM : Startup Pitch

02.00 PM - 05.00 PM : Startup Showcase

Venue 06 **Sports Arena : Buyer - Seller Meet**

Venue 07 **Media Room**

Venue 08 **Recording Room**

Venue 09 **One to One Meet Up**

Venue 10 **Food Court**

Venue 11 **Pavillion : General Exhibition**

Venue 12 **Sports Film Festival**



Venue 02 - Main Conference Hall (05.30 PM to 09.00 PM)

Investor Conclave & Networking Dinner

9.00 AM to 10.00 AM

Conference Theme Presentation

Opening Session

- » Shri. V.Abdurahiman, *Hon.Minister for Sports (Chair)*
- » Dr. G. Kishore, *Principal and Regional Director, SAI-LNCPE Region*
- » Dr. V K Ramachandran, *Vice Chairman Planning Board (Guest)*

10.00 AM to 11.30 AM

Sports Economy

- » Shri. K N Balagopal, *Hon. Minister for Finance (Chair)*
- » Shri. Mir Muhammad Ali IAS,
Director Environment and Climate Change (Moderator)
- » Dr. KN Raghavan, *Former ED, Rubber Board,*
Former Indian Cricket Umpire & Customs Commissioner
- » Shri. Kalyan Chaubey, *President, AIFF*
- » Dr. Anwar Ameen, *President Kerala Athletic Association*
- » Shri. Navas Meeran, *President KFA*

11.30 AM to 1 PM

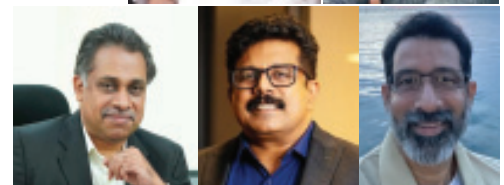
Sports Industry

- » Shri. P Rajeev, *Hon. Minister for Industries (Chair)*
- » Shri. P K Kunjalikutty MLA (Guest)
- » Shri. S Harikishore IAS,
Director, Industries & Commerce (Moderator)
- » Shri. Rajesh Kharabanda, *CEO, Nivia Sports*
- » Shri. Parthik Sarkkar, *CEO, Fast Sports UK*
- » Shri. Rakesh Rajeev, *CEO, Hyve*
- » Dr. Rajmohan Pillai, *Chairman Beta Group*

2.00 PM to 3.30 PM

AI in Sports, E-Sports and technology

- » Shri. K. Rajan, *Hon. Minister for Revenue (Chair)*
- » Shri. KK Abid Hussain Thangal MLA (Guest)
- » Dr. Saji Gopinath VC, *Digital University (Moderator)*
- » Shri. Anoop Ambika CEO, *Start Up Mission Kerala*
- » Shri. Ravi Achanta, *Founder & CEO No Scope Gaming*
- » Shri. Sreekumar V, *Central Head TATA Elxsi*
- » Shri. Bahador Shahidi Hanghingi, *Real Madrid*



3.30 PM to 5.00 PM

Indigenous Sports and Tourism

- » Shri. P. A. Mohammed Riyas, *Hon. Minister for Tourism (Chair)*
- » Shri. Ramesh Chennithala MLA (*Guest*)
- » Shri. K Biju IAS, *Secretary Tourism (Moderator)*
- » Dr. Piyush Jain, *National Secretary PEFI & Member GB SAI*
- » Shri. Parveen Dabas, *Founder, Pro Panja League*
- » Shri. Sijin B T, *MD SMRI*
- » Shri. Alenjandro Diaz De La Rosa,
Manager PA Team Soccer SL Spain.
- » Shri. Koushiq Kodithodika, *Sports Tourism Entrepreneur*
- » Shri. Jyothish Prakash, *Director, Sports Exotica*



5.30PM to 9.00 PM

Investors Conclave

- » Hon. Minister for Sports
- » Hon. Minister for Cooperation
- » Hon. Minister for Industries
- » Hon. Minister for Finance
- » Hon. Minister for Devaswom
- » Respective Principal Secretaries



25-01-2024

Venue 01 Music Band (06.00 PM)

Venue 02 Main Conference Hall

10.00 AM to 11.30 AM : Sustainable Sports Development

11.30 AM to 01.00 PM : Lessons from the Leagues

01.30 PM to 03.00 PM : Grassroots Level Sports Development

03.00 PM to 04.30 PM : Wellness in Focus

04.30 PM to 06.00 PM : Sports Excellence through Engineering, Management and Technology

Venue 03 Sports Expo

Venue 04 Launchpad

09:00AM - 11:00AM : Roadmaps of District Sports Councils

11:00 AM- 01:00PM : Panchayat Masterplan Highlights

02:00PM - 03:00PM : Schemes Announcement

03:00PM - 04:00PM : Project Pitching (Selected Projects)

04:00PM - 05:00PM : MOUs, Declarations and Announcements

Venue 05 Tulip Hall

09:00 AM - 11:00 AM : Close Interactions - Foreign Universities

11.00 AM - 01.00 PM : Foreign Academies, Scouting Agencies

02:00 PM - 03:00 PM : Broadcasters and Streaming Specialists

03.00 PM - 05.00 PM : Close Interactions - Sport Agents, Sport Management Experts, CSR

Venue 06 Sports Arena : Buyer - Seller Meet

Venue 07 Media Room

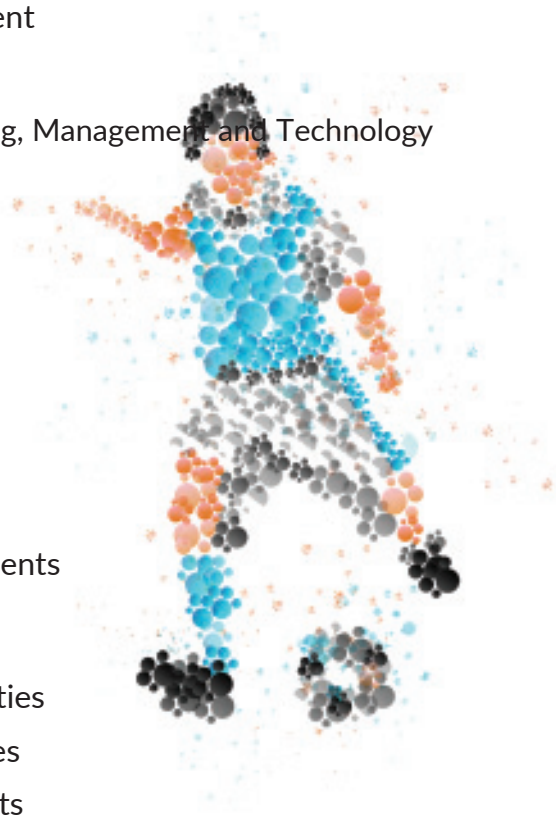
Venue 08 Recording Room

Venue 09 One to One Meet Up

Venue 10 Food Court

Venue 11 Pavillion : General Exhibition

Venue 02 - Main Conference Hall (06.00 PM to 10.30 PM)
Sports Community Networking & Dinner



10.00 AM to 11.30 AM Sustainable Development

- » Dr. Joy Elamon, *Director, KILA (Chair)*
- » Shri. Puneet Kumar IAS, *Principal Secretary
Planning and Economic Affairs (Moderator)*
- » Smt. Renjini Liza Varghese, *CEO WriteCanvas,
GRI certified Harvard Business School Fellow*
- » Dr. Abdul Salam Muhammad, *Expert Sustainability Construction*
- » Shri. Jesson Jose, *Founder SMI Foundation*
- » Mr. Takuui Kinoshita, *President, CANAAN International Education Academy*
- » Shri. Rishikesh Joshi, *Founder, Sports For All*
- » Shri. Naveen Vaishneya, *Founder, Curedemy*



11.30 AM to 1 PM Lessons from the Leagues

- » Shri. M A Baby, *Ex Minister (Chair)*
- » Dr. A. Jayathilak IAS, *ACS Taxes (Moderator)*
- » Mr. Julio Gonzalez Ronco, *Real Madrid Foundation Managing Director*
- » Shri. Ranjith Bajaj, *CEO Minerva Punjab*
- » Shri. Mathew Joseph, *CEO Score Line*
- » Shri. Antony Dias, *CEO Always Believe In Sports*
- » Ms. Prema Sharma, *Director ,3BL*



1.30 PM to 3.00 PM Grassroot Sports Development

- » Shri. MB Rajesh, *Hon. Minister for LSGD (Chair)*
- » Ms. Sarada Muraleedharan, *IAS ACS LSGD (Moderator)*
- » Dr. Sharmila Mary Joseph IAS, *Principal Secretary, Social Justice*
- » Shri. BVP Rao IAS, *Clean Sports India*
- » Dr. Shaji Prabhakaran, *Former FIFA South Central Development Officer
and Former Secretary General, AIFF*
- » Shri. Amit Malik, *Country Lead-India International Physical Literacy Association.*
- » Dr. Mona Nargowala,
Founder SPAA, Consultant & Advisor CSR, Social Impact and Sustainability.
- » Shri. Jimmy Alexander Lidberg,
Olympic Medalist, Wrestler & Trainer, Sweden



3 PM to 4.30 PM Wellness in Focus

- » Smt. Veena George, *Hon. Minister for Health (Chair)*
- » Shri. Muhammad Hanish IAS,
Principal Secretary Health (Moderator)
- » Dr. Jayan D, *Ayurveda Sports Specialist*
- » Smt. Jessika Gonzalez Larsson, *Manager MGL Evolution*
- » Shri. Amit Sinha IPS, *Special Principal Secretary Sports Uttarakhand*
- » Shri. Babu Joseph, *Chairman, Bless Retirement Living. President, SLAK*
- » Dr. Shine, *Sports Ayurveda Dept. Of Indian Systems of Medicine*
- » Ms Satoko Wada , *GM, CANAAN International Education Academy*



4.30 PM to 6.00 PM Sports Excellence, Engineering, Management and Technology

- » Smt. R. Bindhu, *Hon. Minister for Higher Education (Chair)*
- » Guest : Shri. Shafi Parambil, *MLA*
- » Smt. Ishitha Roy IAS, *Secretary, Higher Education (Moderator)*
- » Shri. George Thomas, *Arjuna Awardee, GM-HR BPCL*
- » Col. Sanjeev Nair, *CEO, Technopark*
- » Shri. Mark Arthur King, *Professor, Loughborough University*
- » Shri. Kamyar Vatankhater, *Sports Business Management Expert Iran*
- » Shri Karthik Yanamadra, *Founder 360D Sports*



6 PM to 10.30 PM Sports Community Networking & Gala Dinner

- » Hon. Minister for Sports, Govt of Kerala (Presiding Chair)
- » Hon. Minister for Electricity
- » Hon. Minister for Co-operation
- » Hon. Minister for Forest and Wildlife
- » Hon. Minister for Transport
- » Hon. Minister for Food and Civil Supplies
- » Hon. Minister for Ports, Museums and Archaeology
- » Hon. Minister for Agriculture
- » Hon. Minister for Irrigation
- » All Important Sports Personalities of Kerala



26-01-2024

Venue 01 Music Band (06.00 PM)

Venue 02 Main Conference Hall

09.30 AM to 11.30 AM : Learn from the Legends

11.30 PM to 01.30 PM : Academies and High Performance Centres

02.00 PM to 03.30 PM : Train the Trainers

03.30 PM to 05.00 PM : Sports and the Broadcasting Media

Venue 03 Sports EXPO

Venue 04 Launch Pad

09:00AM - 1:00PM : Aligned Organisations Pitching

02:00PM - 3:30PM : MOUs and Project Announcements

03:00PM - 5:00PM : Declarations and Announcements

Venue 05 Tulip Hall

09:00 AM - 05:00 PM : Academic Paper Presentations

Venue 06 Sports Arena : Buyer - Seller Meet

Venue 07 Media Room

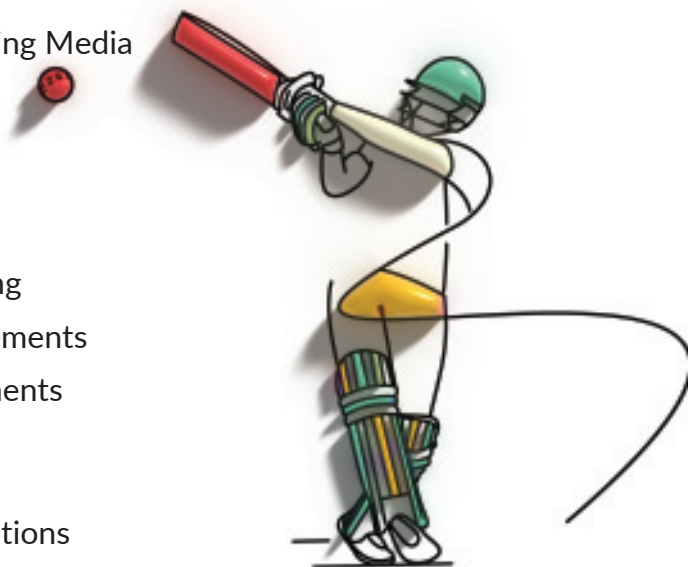
Venue 08 Recording Room

Venue 09 One to One Meet Up

Venue 10 Food Court

Venue 11 Pavillion : General Exhibition

Venue 12 Autocross Championship



Venue 02 - Main Conference Hall (05.00 PM to 06.00 PM)

Valedictory Function

9.30 AM to 11.30 am

Learn from the Legends

- » Shri. V.Abdurahiman, *Hon.Minister for Sports (Chair)*
- » Smt. Anju Bobby George, *Vice President AFI (Moderator)*
- » Shri. I M Vijayan
- » Shri. Gagan Narang
- » Shri. Kishor Kumar
- » Smt. Geethu Anna Jose
- » Shri. Bhaichung Bhutia

11.30 AM to 1.30 PM

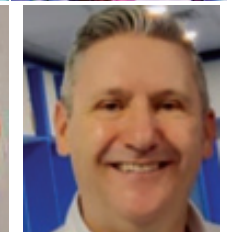
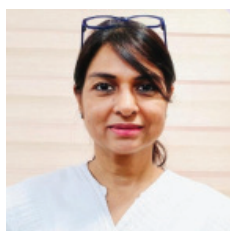
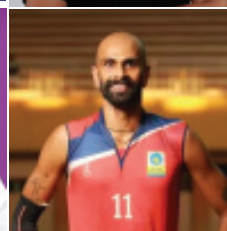
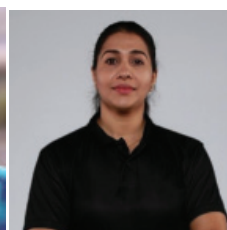
Academies and High Performance Centres

- » Shri. V Sivankutty, *Hon. Minister for General Education (Chair)*
- » Dr. G. Kishore,
Principal and Regional Director, SAI-LNCPE (Moderator)
- » Smt. Rani George IAS, *Principal Secretary , General Education*
- » Shri. Vikram Pal, *Infrastructure Specialist*
- » Shri. N V Nishad Kumar, *NIS Coach*
- » Shri. Naveen Vaishneya, *Founder Curedemy*
- » Shri. Alberto Lecandela, *Technical Director AC Milan*

2 .00 PM to 3.30 PM

Train the Trainers

- » Smt. J.Chinchu Rani
Hon. Minister for Animal Husbandry (Chair)
- » Shri. Radhakrishnan Nair
Chief Coach of Indian Athletics (Moderator)
- » Smt. Ekta Bishnoi, *Mission Director, Fit India.*
- » Cdre. Pushpendra Garg, *CEO TOPS*
- » Shri. Miguel Gonzalez Larsson,
Former Real Madrid Player & MGL Manager, Sweden
- » Shri. Paul Wozney,
Global Football Development Manager,Bolton Wanderers FC



3.30 PM to 5.00 PM

Sports and the Broadcasting Media

» Shri.Saji Cherian,

Hon. Minister for Culture & Youth Affairs (Chair)

» Dr. John Brittas MP (Moderator)

» Shri. Subhash IAS , *Director, PRD*

» Shri. Raveendra Das, *Sports Journalist*

» Shri. Angat Walia, *MD Creators*

» Shri. Anoop Ali, *Director RGB*

» Shri. Partha Acharya, *Sports Journalist, MD, PR Solution*

» Shri. Vipin Nambiar, *MD & Founder Emurge Sports*



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