



Australian Government



United Nations
Educational, Scientific and
Cultural Organization



NATIONAL ALLIANCE

— CONCLAVE FOR WOMEN'S FOOTBALL IN INDIA —

Henry Lawson Club, Australian High Commission

March 1, 2019

Report by CEQUIN



Centre for Equity and Inclusion
18, Kotla Lane, Rouse Avenue ITO,
New Delhi- 110002
Ph: 011- 45087107
www.cequinindia.org

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Abbreviations

AIFF - All India Football Federation

AUS - HC- Australian High Commission

CEDAW - Convention on the Elimination of All Forms of Discrimination against Women

CEO - Chief Executive Officer

CEQUIN - Centre for Equity and Inclusion

CII - Confederation of Indian Industries

CSO - Civil Society Organisation

CSR - Corporate Social Responsibility

FIFA - Federation International de Football Association

ISL - Indian Super League

IWL - Indian Women League

NGO - Non-governmental Organisations

PIFA - Premier Indian Football Academic

SAARC - South Asian Association for Regional Cooperation

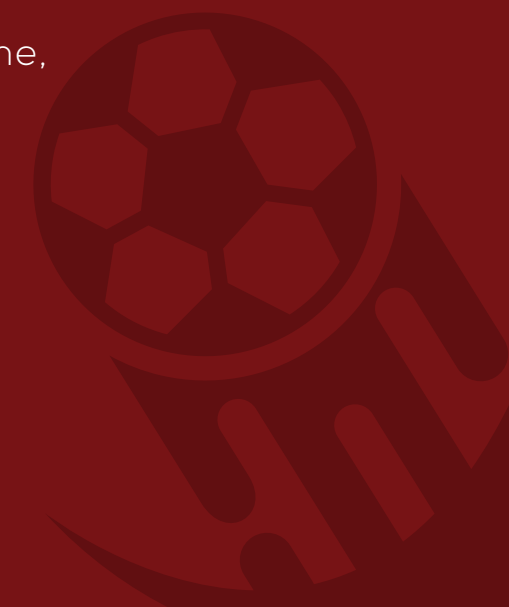
SDGs - Sustainable Development Goals

UNESCO - United Nation Education, Social Cultural Organization

UNDP - United Nation Development Programme,

UN WOMEN - United Nation Women

WFFI - Women's Football Federation of India



Executive Summary

Football has been the most popular sport other than cricket played by almost all countries in the world. Participation of women in sports defies gender stereotypes and discrimination and therefore proves to be an effective tool to promote gender equality and empowerment. Women's football is gradually gaining momentum and beginning to garner high volumes of public interest, and breaking gender inequality in sports across the world.

In India women's football is yet to take off, despite its presence since 1975 which was administered by the Women's Football Federation of India (WFFI), from 1975 until the early 1990s. It was later absorbed into the All India Football Federation (AIFF). There are several women's leagues, grassroots, baby leagues, junior, sub juniors, national championships and so on. Women's national competitions are being played at districts, state, national and international level. Despite significant growth in the women's game it has not yet realised its full potential, still suffering from lack of recognition and unequal treatment as compared to the men's football game.

Several factors have been contributing to the neglect of women in sports (football), historically. The major obstacle has been gender stereotypes, with women's and girls' being perceived as physically weak, not inclined towards outdoor, contact team sport. The structural bias in sports or in any workplace ensures that we often think men when we discuss, design and execute. This assumption gets in the way when it comes to implementing gender diversity in sports, and football in particular. Hence, positive outcomes for women's empowerment and gender equality in sports and other outdoor physical activities have been constrained by gender discrimination.

India is a signatory to several international instruments which recognize sports as human rights for the growth of human beings in a given culture. India has ratified the Convention on the Elimination of All Forms of Discrimination against Women, (CEDAW) in 1993, the General Recommendation 36, of November 2017, article 10 g calls on State parties to ensure that girls and women have the same opportunities to actively participate in sports and physical education. It calls to address traditional stereotypes and obligates to provide facilities that allow for girls/women equal opportunities and participation in male dominated physical activities and sports in both co-educational and female single sex educational institutions that benefit from the health and psychological requirements. It further articulates and calls for allocation of resources to support women's participation in sports and allocate remuneration for the same.

With this backdrop, CEQUIN mission has prioritised women's football as tool to address gender discrimination and inequality that persist in India, with adverse sex ratio, high school dropout rates at middle and higher secondary levels, early marriage and early pregnancies prevent girls' advancement of growth, development and empowerment. CEQUIN is determined to give a strong impetus to help push the Indian women's football game forward. It believes that it is the right time to encourage girls and women to get more involved in football at all levels across the states. CEQUIN further believes women's football in India has enormous potential, as Indian women national team ranks 59 in the world and 15 in Asia. But it receives limited finances, and has limited chances to compete and build a base of grassroots participation. It is critical to promote football as a powerful tool for gender equality and adolescent girl empowerment. The process of getting girls out to play has a transformative effect on their confidence and self-esteem and the way in which their families and communities perceive them. Since football is seen as a masculine sport, an increase in girls' participation would break gender

barriers and stereotypes, giving girls an opportunity to improve health, avoid or prevent school dropout rate, delay marriage, enhance their self-esteem and confidence and inculcate skills which would serve them in all aspects of life.

Over the years, CEQUIN has been promoting girls' participation in football through training, workshops, advocating, by community engagement and innovative partnership across multi stakeholders—state and local governments, the All India Football Federation, state federations, clubs, NGOs, schools, UN agencies, commercial leagues, international organizations and so on. The approach has been to develop a growth pyramid for women's football in India, linking grassroots initiatives to pathways of excellence, and creation of new role models for girls. In 2018, the efforts of CEQUIN resulted in developing a common focus on women's football in India and an idea of 'National Alliance for Women in Football' was mooted with specific objectives. The efforts of National Alliances would link to an ambitious plan for women's football in India – a "Mission 2028." The ambitious plan would be embedded into the new AIFF Strategic Plan (2018-2022), focusing on the junior girls of present, prepping them for international excellence.

CEQUIN envisages expansion at all levels of the sport across the States. The guidance, expertise, advice and resources accompanying the project are intended to give CEQUIN and National Alliances for Women in Football an expected output by transforming ambitious visions into practice, as well as allowing the associations to advance in accordance with their respective needs, while consciously integrating gender and ensuring strategic outcomes for the women's game. It pledges to lead the development of all aspects of girls and women's football as a key priority and will endeavour to act as a role model by concrete action and by bringing women into leadership positions and decision making processes.

Deliverables Actions

- ✔ Ensure strategic planning backed by financial allocations for women's football at all levels.
- ✔ Strengthen sustainability of existing women football teams cutting across all levels, to address attrition.
- ✔ Establish long-term and short term plans for grassroots and baby leagues in order to increase talent pool.
- ✔ Address prevailing gender discrimination in order to promote and increase female participation cutting across regions, caste, class and religion by creating enabling opportunities for women and girls.
- ✔ Promote women players, coaches and officials as role models to inspire more girls to take up the sport.
- ✔ Establish a robust communications strategy that engages various stakeholders including association administrators, managers, club staff, members associations, parents, communities and other stakeholders, to intensify women football presence in the communities and nation as whole.
- ✔ Harness media engagement—mainstream and social media and fan clubs, critical to creating a narrative around women's football, to popularise it and to attract resources.
- ✔ Deepen the culture of girls playing football by building relationships at every level by which people engage with the game in communities and in stadiums.
- ✔ Mainstream girls' football into compulsory physical education school curriculum through advocacy efforts with educational institutions and school administration.

Challenges and Critical Concern

- ✔ Inadequacy and gender insensitivity in promoting of women football players within national associations, clubs and league.
- ✔ Inclusion of women in key positions is lacking.
- ✔ Girls' dropout rate in sports is very high at puberty. By the age of 17, less than a quarter of them are likely to continue in sports. The reasons are cultural norms, social stigma, curtailed mobility, lack of resources, to name a few.
- ✔ Dearth of women players, coaches, referees, instructors, officials - role models essential to inspire young girls to play.
- ✔ Non availability of gender sensitive infrastructure - unsafe and inadequate public spaces such as grounds, parks, lighting, washrooms and water facilities, safe transport and pedestrian walks and so on.

National Alliance for Women in Football serves as a multi-stakeholder platform, by serving the committed vision of promoting and popularizing women football in India through multiple channels and by effectively advocating for the end gender exclusion, inequality and discrimination in sports, in communities and society at large.

Developing women's football and widening its impact would require collaboration among other stakeholders—community, parents, players, leagues, clubs, national and international organisations, law-making bodies, school authorities and its departments and members of the philanthropic community. The alliances stakeholders would advocate with concerned institutions using women's football as a tool for social change and the empowerment of women and girls.

With the growing awareness and momentum being built around women's football, internationally as well as nationally, as well as India winning the bid to host the U-17 FIFA Women's World Cup in 2020 provides a great opportunity for the Alliance to collectively galvanize grassroots football for girls, create inspiring role models and script a new narrative that normalises girls in football and as corollary normalises gender equity, girls agency and leadership.

The Khelo India programme should transform producing talented grassroots girls and women with the slogan of *BetiBachao, PadaoaurKhilao*

Gendering Football, Breaking Stereotypes: Setting the Context

BACKDROP

Centre for Equity and Inclusion (CEQUIN) organised a conclave by bringing together varied stakeholders on March 1, 2019, at New Delhi. The representatives from AIFF, State Associations, clubs, academies, UN agencies (UNESCO, UNDP, UN WOMEN), Bilateral Agencies, media, NGOs, corporates etc., participated in the day long conclave opining their views on women's football, as a tool for gender specific cultural shift or change.

The purpose of the day long conclave was to bring together various stakeholders to converge on one platform to drive Indian Women's Football to the global stage, by addressing envisaged Mission 2028, to achieve wide-ranging milestones nationally and internationally, and to build alliances that would own and nurture women's football in a given diverse culture of the country. The deliberations and thematic group working session were primarily focused on four thematic technical themes that would build women's football as a powerful tool to enhance women empowerment in the country. It would garner strategic alliances and partnerships with multi-stakeholders for widened community engagement. It would build the foundation and advocate against gender discrimination. It would facilitate the creation of an ecosystem and growth pyramid for women's football, encouraging leadership roles for girls and women by sharing ideas and synergies, for future affirmatives under its innovative partnership—National Alliance for Women's Football.

DOCUMENTARY FILM

Conclave opened with a short documentary film on young girls' aspiration for self-development. The film highlighted their achievements, provided emotional testimonies, narratives of their struggle, the challenges that they face in personal and public life, with family members—particularly with their parents, to achieve their dream and aspirations. The film demonstrated the efficacy of football as a tool for adolescent girl empowerment.

INAUGURAL SESSION

Welcome Address: Ms. Sara Abdullah Pilot, Chairperson CEQUIN: Welcoming the participants and giving an overview of the conclave, Ms Pilot stated that the conclave is a culmination of the long inclusive planning process, involving the individuals, agencies, and multiple stakeholders of the alliance, as it was felt that it is vital to have diverse people on board to understand the challenges, and the different dimensions to women's participation in football. She highlighted that as an organization CEQUIN felt the need to create a platform like a conclave, with its collaborative approach to address gender insertion in sports. It has been organizing national and international consultations in pas tand building momentum towards fostering a gender based perspective in sports. She viewed that it has been a challenging process to push women's participation in sports but we need to make a change by understanding the obstacles girls face in their day to day life and at every level of their decisions. Recognizing the gender neutral efforts being undertaken to include boys and girls in football, Ms. Pilot felt that at the moment there aren't many girls entering football, so one needs to create that space with a gender lens for girls which is essential for addressing challenges of culture, building a participative movement. She said that it is decisive to draw attention to gender empowerment and gender equality with reference to women's participation in sports. India is still struggling with women's empowerment and gender

equality, citing the World Economic Forum Report, India ranks 142 out of 149 countries in the world in women's economic status. She stated the need to invest in girls, enhance their capability to take their future forward by sharing and learning from their achievements. Girls and women's achievements will contribute to the attainment of Sustainable Development Goals (SDGs), and targets of 2030, by closing gender gaps.

Eric Falt, Director and Representative, UNESCO: Mr Falt thanked and appreciated Australian High Commission for supporting the conclave and CEQUIN for created this much needed platform. He reiterated the SDGs prioritization of the advancement of female participation and gender equality in women in sports in general, and specifically in football. Globally, combative sport has been an important milestone among women. Elite sport like athletic has been yardstick of achievement at the Olympics Games, he underscored. According to him, the gender gap in being addressed gradually, for example at Rio Olympics there were 45 per cent women athletics who participated. 54 women from India took part in Rio Olympics games out of 117 Indian athletics delegation and two women won medal. He said that there has been global reduction in price gap of top female and male in sports persons. Tennis and golf sports are most published sports globally, and watched in media.

He asserted that, there are growing popularity of women football and cricket, with increased media coverage and viewership. Grassroots sports need special positive attention and importance. He highlighted the barriers such as socio-economic, culture and physical constrains which prevent women's participation in sports. Adding to that he said that there are other barriers which are increasing alarmingly—globally shrinking spaces such as declining parks and green spaces which are needed for sports.

Referring to UN HABITAT report, by 2030, he said that 60 per cent of world population will be living in major cities. The situation will be severe in India, where cities will be struggling to have even 20 square meter green open spaces. He emphasized on the alarming fact that the affluent society has reduced their physical activity, and development funds globally face this is a paradox! The marginalised and vulnerable girls are further discouraged to be exposed to any physical activity in the pretext of cultural barriers in a schools environment. He was of the opinion that this situation needs to reverse as matter of priority and physical education should be made part of school education curriculum. Girls and women need safe and secure spaces which should be in proximity to their homes.

UNESCO and sister agencies believe in holistic education and physical education should be part of a school education, he observed. We do have a common goal to promote community based and community supported participation of women and girls in sports, regardless of their age, gender, physical ability, etc. In this regard efforts are being made which is recognized globally, and there are concerns on the issue which has to be made a common mandate. Highlighting UNESCO's work, Mr.Falt said it strengthens coordinated effort to support sports activity for all. Quality physical education is primary goal to self-development, he stated. SDG 4 focuses on general quality education in schools but UNESCO focuses on quality physical education in schools as engagement. He said that at regional level UNESCO supports Asia Pacific young leaders using sport to bring change at grassroots level, and it is active in 22 countries, and the initiative is growing rapidly at regional level too.

He referred to the Kazan Action Plan adopted by sports ministerial meeting in July 2017, and stated that it offers international platform support in the area of sports and development by integrating agenda of 2030. He further said that it endorses fostering women and girls' participation in sports as a physical activity as a central agenda towards gender equality and empowerment. He concluded by saying that National Alliance for women in Football is timely initiative. UNESCO will contribute to the strategies that

would emerge from deliberations by linking the actions to international movements to bring change.

Kushal Das, General Secretary, AIFF: He focused on how to improve women football, and said that AIFF has initiated the national women's league by helping and promoting women football teams across the country for the past couple of years, which, has been successful. However, there are a few challenges which lie ahead. Detailing the AIFF football fixtures, women's national football teams have been restricted to playing few competitions and the teams have not had exposure to the right kind of teams at global level. He explained however, teams have competed within Asia and South Asia Association for Regional Cooperation (SAARC) regions, but only in 2018, AIFF started organising exposure trips and women's team were able to participate in various competitions outside country like Europe and other parts of Asia as well. He further added that in the past they have played against Romania, Jordan, Uzbekistan, and France. The first match India's women's league played against Uzbekistan was played fairly well.

India women's football team has qualified for second round, for Olympic tournament Under 17. India women's team will also represent World Cup in 2020, for this AIFF has written to Government of India and the procedure and process are being followed up. AIFF also has prepared an ambitious plan from March to May 2019 for Under 13, 15, 17, and 18 national teams for exposure visit to participate in matches and games outside India. The plan has been submitted to Government of India, and AIFF is hoping that it will be approved. He underlined that AIFF has proposed close to 3 million USD for development of women's team, and we are hoping that government will consider their request favorably. He was of the opinion that conclaves like this would come up with some solutions; eliminate some of the hurdles and challenges that will help in developing women teams to grow in the country.

Her Excellency Harinder Sidhu, High Commissioner to India: Her Excellency Ms.Sidhu acknowledging the partnership work with CEQUIN, stated that Australian High Commission has been very proud to support in building National Alliance for Women Football. She gave an overview of the Australian High Commission (AUS HC) engagement with football and how vital it is to be part of shared vision to increase women and girls participation in football, to raise its profile in India and in a global context. She said that sport is globally recognised vehicle to achieve gender equality, disability inclusion and social cohesion; it also brings people and nations together. Therefore, Australian government has trust in sports diplomacy and sport for development. She remarked that Australian Foreign Affairs ministry has announced a new 10 years of partnership programme worth 6 million Australian dollars per year for investment to build and strengthen communities in Indo-Pacific region. This new announcement was made based on performances of the long commitment since 2006 in the area of sports by the Australian Government.

She recalled the recent visit of Australian Foreign Minister in January 2019 to India and emphasized that foreign minister was extremely impressed with CEQUIN's grassroots partnership programme and the girl football players. Elaborating on Australian sports programme, she said that the focus has been on promoting women's empowerment and gender equality through community engagement and participation, also to enhance and encourage leadership pathways. This was demonstrated by their engagement and support for the National Alliance for Women's Football in India. She concluded by saying that India is one of the countries that will be partnering in a sports programme with Australian government.

Breaking New Ground for Gender Equality: Emerging Themes

Gender remains a primary factor in terms of determining whether women are able-bodied as men. It is often assumed that sports are meant for men, and has been a stereotypical notion within society and in most cultures. The negative gender-based stereotypes of masculinity and femininity have been cited as the deciding factor in order to play sports, and have often been held as justifiable in dismissing sports equity. Despite, notions of societal and cultural resistance, female participation and popularity in sports has increased dramatically reflecting changes in social norms that accentuated gender parity.

Although the level of participation and performance varies significantly in different countries, but women in sports have been accepted and come of age throughout the world today. There has been significant increase in women's professional participation in all areas of sports that including football since 1990s. For instance, the female athletes have exceeded their male counterparts in popularity. Despite increase in recognition and popularity of women's participation sports, the women's professional sports leagues continue to struggle to harmonize equal spaces. There is a struggle for women to gain equality at national level and in professional leagues, for better funding and recognition, as sports still remain dominated by men, culturally, socially, financially and globally.

Asha - Football does not say boy should play or girl should play; it is for everyone to play so both should play, the narrative of football should be rewritten to inspire women's football in India

UNTAPPED GENDER PARITY

In India women's football has been making substantial growth and stakeholders in their respective institutions are thriving to promote the same in recent years, nevertheless, the passion and potential opportunities of the sport are yet to reach its optimal levels with gender inclusion perspective. The recognition of women and girls football has been marginally established, however, the concrete steps to empower girls and women as equal partners in sports is still lacking behind, due to dominance of gender barriers that prevents any class and diverse of girls and women from participation, and also manifesting into high dropout rates which, has been biggest impediment.

Every participants and panelist asserted that globally, women's football has been driving forward at a rapid pace; the progress has prompted the call for greater participation of girls and women in the associations, clubs, leagues and at grassroots, to compete in various matches and leagues, by increased number of players and talent pool. However, other host of challenges, other than gender disparities, the cultural environment and structural barriers—such as gender unfriendly infrastructures, green spaces etc., have been huge stumbling block in attracting, retaining and nurturing the talented pool of girls.

Anni Aiza Khan, 22 year Grassroots Player and Coach— Football changed my life:

I started playing football at the age of 13, around nine years back. I was a grassroots player and today I am a football coach at British School and Hindustan Academy.

My journey has taught me to challenge mindsets, identities and gender roles as a football player. In my growing up years, getting out of the house and playing football was not a very common sight in my community. I always used to feel trapped in my own house. My mobility was very restricted. I used to wonder why girls are not allowed to go out. I come from such a background where girls are not allowed to speak or voice their opinions, and girls have no right to take decisions. Through CEQUIN, I got the opportunity to go out of my house and play football. I started playing in the Jamia grounds, and the CEQUIN team gave me hope that this is the ground where I can spread my wings and fly. I felt very happy that somebody is thinking about girls like me who have limited opportunities compared to others. But today I am happy to share my experience with all of you and my background and identity did not deter me to pursue my passion that is football.

Through football and sports I learnt a lot about myself and my strengths as a sportsperson. CEQUIN created awareness on health and nutrition, and how one can eat healthy diet food with little money which really made me aware, how to use limited resources to the utmost. However, when I joined sports my family members were worried about my education suffering due to it. On the contrary I could see that my concentration and focus level increased and my grades improved. Today my friends and peers who are also continuing football are perusing higher education such as MBA and studying in Lady Sriram College. They all are doing well in their life and have represented Delhi in different league and tournaments. Today our parents have understood the importance of sports in our life and have stopped pressurizing us to get married and trust our decisions.

From a person who was restricted to play only in Jamia Grounds I along with me peers have travelled to Norway, for international matches.

PROGRESS AND DEVELOPMENT

There has been an increasing interest in developing women's football nationally, emerging as a shared passion for a sport that promotes strategic participation, competition, by creating role models and leadership. This has unfolded support and a development programme at all levels of the football sport in the respective states and cities through various leagues, under various age groups. Expansion has emerged from baby leagues, under 12-17 leagues and grassroots programmes. There are juniors and sub junior leagues, national, youth and championship leagues that have been developed with the objective of creating competition. FIFA has recognised development of football requires by increasing the female participation in football that is necessary to ensure that girls and women have clear pathways to play and govern the game all over the world, and has committed to add 60 million players by 2026, creating a more sophisticated women's football ecosystem and encouraging and enhancing leadership roles for women.

NEED FOR WOMEN ROLE MODELS

The growth of the women's football game need to ensure increase in number of top-level women footballers to look up to as role models, which would create inspiration for girls to take interest in sports. Role models are respected players in the public eye, having admirers and fan clubs. Every

panelist in their presentation felt India lacks women football role models to inspire youngsters. Therefore it is one of the major disadvantages, where young girls negate joining football. Therefore need and necessity of role models need to be strategies and create a pool, to inspire and attract to unfold young women players.

PROMOTION OF PARTICIPATION AND COMPETITION

Girls and women football teams who have been active in participating and competing in football matches at various levels are being promoted. The teams have been exposed to inter districts, inter states and national tournaments. The teams also have represented at international matches, tournaments and leagues in –Turkey, Nepal, Indonesia, Bangladesh and Hero Honda World Cup. However, the panelist envisaged the engagements of participation and competitions are too insufficient to compete in a FIFA World Cup or at Olympics games. With this backdrop stakeholders are optimizing their grassroots and leagues to retain female participation in football and provide greater opportunities for women to play in the game to promote gender parity.

State Football Association, Balasore, Odisha:

Odisha football association has been forefront in women's football since 1991. The women's football team participated in the National Championship in 1991, when players like Shukula Datta, Kuntala Datta, were pioneers in national scene. With outstanding experience Odisha introduced women's football in 32 districts in 1991-93 and conducted inter district football championships to promote women's football across the state. Aari village in District Kendrapada, has produced 25 international women football players. In 2011, the association started organizing women's leagues where 8-10 girls teams participated in women's leagues and played matches with Odisha police and railways. Women's leagues have been active and participating in many national leagues. Senior and junior inter-state tournaments were introduced, which is controlled by the state football association.

The association has registered with the all India football association. This has given an opportunity at various platforms; women players are participating in tournaments apart from inter districts matches.

Odisha has six women players in the National team who have been role models for young women football players. The Association has promoted a perfect eco system, with licensed coaches under AFCC, (Coaching Certificate with a minimum of 1 year Coaching experience) AFCB (Coaching Certificate is for Coaches who already possess the 'C' Certificate) and the senior players have been certified with C and B licenses and are responsible to train state players.

Odisha government along with State Association and the Chief Minister requested Indian Railways to appoint 11 players and together state associations and State Government has taken the policy decision that state police will recruit State and National championship players in police department. State government has also initiated developing infrastructure in Kalinga Stadium, and developed a mini football stadium in various districts.

PATHWAY TO LEADERSHIP

Efforts are being made to strengthen, expand, and increase representation of women in football leadership and decision-making. However, creating stronger networks for women football players through regionalized leadership development has been uphill task according to the presentation and formulation that emerged in conclave. It is perceived that strong women's leadership in football would address gender discrimination and build conscious of gender inclusions.

HARNESSING SOCIAL MEDIA AND FAN CLUBS

Harnessing fan clubs, social and mainstream media as communications strategies for both competition and development coverage are seen as major tools for exposure of women's football and its growth as commercial value by the stakeholders. It is believed that social media has been playing its pivotal role by creating millions of impressions at facebook and twitter, and outreach has been highest at fan clubs as well. Therefore effective media coverage for women's football has harnessed potential viewers or readers and it has created social impact among sports community. In addition harnessing digital technology and innovation through photo-shoots have attracted larger fans, and unlocked deeper connection with players and football supporters according to presentations and discussions that emerged.

SKILLS AND POTENTIAL REQUIRED TO MANAGE CLUBS AND ASSOCIATION

Specific interventions are crucial to manage associations and clubs to raise profile of women's football in the country. The foremost element is to identify talented players, build their skills and stamina, provide practical and mental trainings, conduct team building exercise etc. The other imperative division is to have good management staffs, which include practical staff, qualified coaches well adapted to working with girls, ground and admin staff, medical, physiotherapist and counselors. Besides, the management should be clear on procedures of club registration, finances, logistics, equipment's, travel etc., that are essentials. And the public relations, marketing, social media, branding are also very important, all of them together would promote good women football programmes for mainstreaming gender specifics.

PARTNERSHIP AND ALLIANCES FOR SAFE PLACES AND SECURITY

The most crucial component at grassroots is to build alliances and networks with variety of community based stakeholders, to work with parents, by developing a sense of onus with the family and the neighborhood community to promote girls participation in football. This would also enhance safety nets and security for girls who go out to play. Therefore, the grassroots clubs need to closely network and partner with local community based organisations, civil society groups, local police, civic bodies, local panchayats, youth groups, and resident welfare associations so on, to create safe places in public and encourage girls to play in open grounds and football pitches.

Bembem Devi: Former national team captain

I come from Manipur where there were not many opportunities given to me to pursue my passion as a football player. There were no coaches available earlier as compared to the present situation.

Football gives me mental and physical strength and I am the most happy when I play the game and have now become an active role model redefining women's football in the country. I feel media should give more attention to women football; there isn't much media coverage and therefore telecast time need to increase. Every state should promote and motivate women football to build confidence and their self-esteem.

OBSTACLE AND CHALLENGES

Gender barriers, its dimension:

Major obstacle girls face is gender inequality, due to imposition of gender roles, responsibilities, and prevailing traditional gender stereotypes, all of them together have created historical discrimination within families, culture and society. In addition, by creating such social norms, girls freedom of movement, is restricted, by enforced structural disadvantages—social, economic and harmful cultural prejudices together has prevented advancement of girls and women in every arena of development, sports is no exception. Persistent sex segregation, limitation of women's participation in decision making, evidence based testimonies have indicated that violence against women, exploitation and harassment in sports reflects traditional male domination in the sporting arena as well. In addition, as girls reach adolescent stage, the physical change and academic pressure built on girls, hence girls tend to dropout from school sports curriculum and move on with discriminatory family and societal binding norms without realising it is violating their human rights.

NON-AVAILABILITY OF INFRASTRUCTURES AND FACILITIES

The panel presentations highlighted, non-availability of trained and licensed women coaches and referees in the country, which is one of the main drawback to attract girls and women as professional football players, also it has limited the promotion of women football teams at every levels. In addition, gender insensitive infrastructure facilities—such as sports complexes, prescribed kits, etc., have added to disadvantages for female sports aspirants.

DEFICIENCY AND LIMITATION IN UTILISATION OF FUNDS

Insufficient fund for sports in general has been major constrain, not even a fraction of Corporate Social Responsibility (CSR) or other sources of fund from department of sports have not been effectively tapped. Donors and corporates demarcate funds for mainstream education and no separate fund for sports is being allocated. Due to non-availability in funds, women football has suffered greatly and its growth has been in slower than male counterpart football leagues.



Women Football Passage in India: Panels and Breakout Discussions

India's impact at the international level has been limited, despite being a football playing nation. Football in India received a massive boost during the hosting of FIFA U-17 World Cup for boys, which was welcomed by enormous crowds, by creating huge interest across the nation. The promotion of leagues like the Indian Super League (ISL) has shown positive signs of generating public interest and a robust grassroots development. However there is no such corresponding attention given to women's football. The lack of any established club culture for women's football in India makes grassroots a challenge. All India Football Federation (AIFF) has put its focus on growing sustainable and competitive club competition, with hope to build a talent pool which can help underpin a stronger national team by providing a crucial link from grassroots level. Initiatives like the IWL are aimed towards creating much needed platforms for women professional players. However, for the league to grow at pace with its male counterpart, a lot of effort has to go into building grassroots participation and a culture of playing and following sport among women.

The day long conclave was designed to steer experiences of stakeholders associated with National Alliance for Women's Football and to identify the vision of women football journey in the country. Four panel presentations and discussions were organized, with the following focus: i) increasing opportunities and competitions, ii) raising profile and success of women's football, iii) encourage and normalize women sports through cultural of change, iv) manage and generate resources to deeply strengthen women's football in the country.

Apart from panel discussions the conclave had four breakout group discussions and group presentations along the four themes, in order to endorse the initiatives and its accountability to upscale 'Indian Women Football' and to change the life of girls and women in—education, health, leadership skills and so on. It also sought to present the growth pyramid, creating pathways to excellence for girls in football, in the process having a transformational impact on girls lives and gender equality.

Opening Remark Sonali Chander: She stated that Indian women's football scenario is coming into prominence with India ranked 59 in FIFA women football. She highlighted that Indian women's team is playing in Turkey and Women's World Cup 2020 is on its way. She added that Yuwa, India Jharkhand-based NGO which works for girl's empowerment has bagged Laureus Sport for Good Award which is a tool for improving lives of girls in football, and is another milestone for women's football. She acknowledged CEQUIN'S effort to organize the first of its kind Under 13 Girls Football League, which saw participation of both government and private school girls. She hoped that CEQUIN's efforts at setting up the National Alliance and promoting football will lead to accolades in the future.

Plenary one: Increasing opportunities for girls to participate and compete.

Ramit Singh Chimni - Co-Founder 8One Foundation: Their organization's work and its initiatives were major highlights of Mr. Singh's presentation. He shared that a baby league initiative in Mizoram's Champhai region was organized. 8One has a gender neutral approach and has over 600 children

playing football in their club. Elaborating on the years of their work promoting football, he said that in season one there were only eight girls registered for baby league, and now it has scaled up to 26 girls presently. The girls have increased in numbers over the years. He believed that the change has to be made at grassroots level in the age group of 4-7, without differentiating boys and girls to develop "legends" in football.

Anjali Shah, President of women league, PIFA: She gave a presentation focusing on Premier Indian Football Academy's (PIFA) contribution to football. PIFA has been promoting girls participation in football through their club for the past 16 years, she said. Elaborating on girl's football as a game, she emphasized that when a girl kicks the football, the kick demonstrates physical strength which helps girls in many areas of life –physical, mental and emotional strength and helps them to cope with various situations in their life. She stressed that it develops leadership quality and breaks stereotypes about football being a man's game. The game teaches strategic thinking when girl chooses to pass a ball from one player to other and builds self-esteem.

She explained PIFA's academy and club activities and said that PIFA leagues have different age group team players starting from baby league of 3-4 years, to Under 12-16 etc. The leagues play inter- school and inter academy matches in Mumbai. Under 12-16 players have excelled to play matches at inter district, state and national level tournaments. She said that PIFA also organises inter university; inter college tournaments, and from there the teams gain exposure to play professionally. Recognizing the great opportunities that have opened up for women players–Indian Women League (IWL), need to be tapped, since it is the most important and highest level of opportunity, she stated. PIFA girls' teams have taken part for the second time in IWL this year. It is important to prepare a team of 30 players for ten months to play at IWL. She stressed that PIFA girls' team have got various other opportunities, like the team is representing India in Austria in September 2019. She concluded by saying that eliciting other opportunities for girls, such as– inter NGO tournaments, global world cup organised by UNDP and slums soccer tournaments, etc. are also needed to be tapped to popularize women's football.

Lora K Prabhu, Executive Director CEQUIN, U-13 Delhi School Girls League: Ms Prabhu focused on CEQUIN's work on grassroots football programme for the last 9 years in Jamia Nagar, Delhi and Mewat region, Haryana. Her presentation highlighted critical challenges faced by women's football, namely, opportunities for girls, sustainability, socio-cultural norms, gender roles and responsibilities, academic pressures at elite schools, financial constrain and pressure of marriage, all prevent girls from participating in sports. She stressed that there is lack of safe spaces in cities, which is the most crucial element and prevents girls to play in open grounds. The other influences that are critical for girls to come out and play football are women coaches, role models, parental support, working with multi- stakeholders– police, Resident Welfare Association, Panchayats, Civil Society Organisations (CSOs), civics bodies etc. All of these contribute to create safe environments in neighborhood and ensure accountability for girls safety in open space she stated. Therefore, she said that there is a need to have strategic planning, and the safest space to work together are educational institutions–schools that have basic infrastructure available within the institutions. She was of the opinion that this reduces burden on parents and facilitates easy accessibility for girls overcoming social-cultural barriers that prevent girls from their freedom of movement. She presented the successful partnership model of the U- 13 girls League in Delhi, which CEQUIN has organized along with Football Delhi and Delhi Dynamos.

Anju Turambekar, Head Grassroots and Instructor, AIFF: Her presentation focused on competition and participation, highlighting the existence and legacy of football in India for both women and men. India has both national and championship leagues and there is a need to assess what is available for both sex. There are agencies that are engaged with varieties of initiatives and programmes which are primarily feeder programmes, she explained. Under scoring grassroots centers and their efforts she said, these centers have been trying to develop grassroots football for women. These different agencies are being engaging by promoting national leagues in order to popularise women's football in India. Therefore, there is a need for both long term and short term goals, to encourage girls' participation and competition. The short term goals need to focus on concrete structures– by detailing elements of achievements for the next 2-3 years, through leagues and championships to develop a pathway, so that girls start building confidence and ability. The long term goal has to focus on local leagues, increase the duration of league for girls to participate and compete in tournaments by promoting sustainability, so girls and women's teams can build their capacities to participate in FIFA World Cup in the future.

Plenary 2 Raising the profile and successes of women football in India:

Belinda Wilson, Women's football Instructor, FIFA: She provided a global perspective on women football, for the next four years from 2019 to 2023 and upcoming FIFA women's world cup 2019, which she said was going to be an amazing year for women's football. FIFA has developed a very ambitious tournament and it is expecting to sell full stadium tickets at 11 venues in France. Women's football visibility and increased fan's engagement through social media, based on massive slogans, hoping to reach out to one million viewership globally to watch the game, has been the focus of FIFA, she said. Further, FIFA is also aiming to get people to buy business class tickets to generate huge money. FIFA aims at a minimum of 1.3 million spectators to visit France to watch the leagues and to generate one million Euros through National TV in France alone and this generated revenue will be invested in local and global clubs. The objectives 2.0 FIFA transformation is to build women's game and mainstream it in sports. The funds for this purpose have been centralised through member associations, for development of women and men football teams which would be a forward programme across the global.

Lalnginglova Hmar, State Football Association, Mizoram: Introducing the work of Mizoram Football Association, Mr. Hmar spoke of the support provided by the Tata Trust, which is running one of the best football academies run by any association in the country, in his opinion. The association has initiated grassroots football academy through Sarva Shiksha Abhyan and school education department. Both supported ventures are being implemented across the Mizoram districts. The association baby league was initiated in 2017 in the district bordering Myanmar. Women's league was started with sub junior national in 2015. It could not be expanded beyond 10 or 11 players until last year. He said that 78 grassroots centers have been setup across the state in various districts in order to promote the state teams. Inter village women's football tournaments have exhibited talented girls and that is how the association was able to identify and select many talented girls. 6 of them are representing in the women's team touring in Turkey. He said that presently, the association has more than 350 girls registered in the age of 6 to 13 under baby league and grassroots.

Subhasis Behera, Development Officer, State Football Association, Balesore: Mr. Behera's presentation focused on the contribution of Odisha Football Association, which has proved to be an effective platform for many powerful women footballers in the country. He shared that in 1991 Odisha

participated in the National Championship during which time Bengal was the most powerful centre. In 1991-93 women's football teams were revitalized. Women's football was introduced in 32 districts by conducting inter district football championship. He said that it focused on certain pockets in cities like Bhubaneswar, Cuttack and Rourkela. 10 to 12 districts in Kendrapada, and in particular a village called Aari, have produced 25 international women football players.

In 2011 the Association started purely women's leagues. 8-10 girls' teams participated in the women's leagues and played matches with Odisha police, Railways, etc. The Association also introduced senior and junior interstate tournaments, which gave several opportunities at various platforms for girls to participate in tournaments. He mentioned that the association has four state sponsored sports hostels, one each in Bhubaneswar and Sundargarh for girls and residential trainings are being undertaken for approximately to 70 players, trained by qualified coaches. He stated that Chief Minister along with the State Association has requested Indian railways to appoint 11 women players. Besides this, the state association and state government have taken a policy decision for the state police to recruit State and National champion women football players in the police department.

Swati Kothari, General Manager-Strategy and Operation, AIFF: Ms Kothari emphasised on raising the profile of senior women national team players at AIFF. AIFF is trying to give more exposure to the senior women's team and to qualify for the second round qualifiers, to reach the Olympics as its ultimate goal. AIFF team has played matches against Myanmar, Nepal and in Anand Hero World Cup, hence, women leagues have grouped in to second round with Myanmar, Nepal and Indonesia. She said that in order to test the opposition, at the moment a team is playing in Turkey which is highly competitive process.

Emphasizing on importance of social media, she stated that AIFF has promoted digital media and during Hero World Cup they introduced a new kit and a photo shoot with senior women's team for more visibility. She said that the photo shoot received 1.4 million impressions on facebook and 1 million tweets only for the tournament. The main objective was to raise fans clubs for women players. The Asian football tournament, although not massive, but it has 4 % female players and participation rates are 8.7 % which is a good number according to her. The social media content have to be quality orientated in order to engage the mainstream media. She stated that by using Manipur video usage at Asian Cup women's tournament, there was about 9% viewership, which is good increase in the commercial perspective.

Plenary 3, Cultural Change to Encourage and Normalize Women in Sport:

Anirban Ghosh, Co-founder and Trustee, KhelKhel Mein Foundation: Mr Ghosh provided a brief on his organization's work in Sangam Vihar area of New Delhi. He began his presentation by narrating a case study of Razia, who went on to excel at the national level tournaments at Cuttack and Goa. He said it is imperative that the football sports infrastructure have to be localized and the game has to reach the children. Secondly, the culture of playing football has to be promoted among children by working with different stakeholders in a community setting. By localising the tournaments more youth will come forward and participate in sports. However, the ratio is very low, around 4:1 between boys and girls. Representation of girls remains very low despite Razia being role model in the community.

Abha Jain, HOD, Physical Education, Janaki Devi Memorial College. Ms Jain in her presentation said, sports gives an opportunity to do something, be something and explore and understand life in many ways by bringing cultural change personally. Safety, societal attitude and culture are obstacles. To bring change these barriers have to be removed, safe places need to be created. Unless that happens there will be low representation of girls in sports. Other fundamentals that discourage girls from sports are family financial conditions, educational pressure and job security, all these together push girls out of sports. We need to encourage more girls to take part in sports which will enable quantity and quality of life. Although, parental support is very critical, even if parents are not supportive, it is the responsibility of teachers to counsel and help girls to take part in sport, since it is critical for the development and growth of girls, which make all round personality growth.

Alifiya Loharchalwala, Senior Programme Officer of India, Empowerweb: In her presentation Ms Loharchalwala emphasized that discussing women in sport without addressing other gender related issues is problematic. Though there is no difference in terms of ability between men and women, but there is huge difference in the number of women represented in football and across other sports, an acknowledgement that gender barriers are a critical hindrance. She highlighted that there are social exclusion based on gender, caste, religion, gender based violence, lack of quality education and health care. In the transition of girls from adolescent to adulthood, all these barriers are challenges for any individual who is excluded from mainstream development, because we live in a culture where caste, religion and gender based discrimination and gender based values. Girls and women are potential partners for development and sustainable, effective projects. Yet their voices are often side lined altogether. In her opinion, as a strategic decision the space need to be created by providing more opportunities for girls to draw up their own agenda. Urging people to move away from being a protectionist and patronizing approach to women, she felt there is a need to unfolded women and girls as partners, allies in activities that structure our institutions, programme and projects. The big gender gap needs to be bridged, women and girls have to be active partners in sports, their decent livelihoods and earning need to be ensured, so that they don't have to depend on other males in the family, and not be at risk of gender based discrimination. She highlighted safety as an imperative concern.

Plenary 4: Generating and Managing Resources:

Manvendra Singh, President, Rajasthan Football Association: Mr. Singh's presentation focused on the association's initiatives and women's football position in the state. He said that Rajasthan women and girls have been playing football since 1990s. They have been national champions at junior, sub junior and at senior levels for number of years. Due to administrative change in the state, women's football team sank. Lack of coaches and referees made difficult to manage women's football teams. He said that Rajasthan culturally is very feudal which is quite visible. The restriction is so imbedded, that few women opt for sports. However, he stated that there are pockets where girls do opt for sports, mostly in villages, where they tend to play more sports than urban centers girls. Rajasthan football association has been reactivated for the last two and half years and it has created a small pool of coaches. But getting women coaches in the state remains a challenge. A few years ago there was a match in Manipur. Parents refused send their daughters by train and the Rajasthani people pooled and contributed donation money to send girls by flight to Manipur. He added that the biggest issue is lack of funds, unavailability of resources to sustain the sport and infrastructure. Managing a club, finding physical teachers are a difficult task.

For a football club to survive in India and to grow funding has to be committed for long term and investments have to be made in that direction, he stressed.

Deep Mukherjee, CEO, CII National Committee on Sport: Citing the examples of education gap and quality of learning, Mr Mukherjee said, to close the gap in sports there has to be through quality education, supplemented with quality sports. Sports therefore have to be integrated into the formal curriculum system in schools. For child development and cognitive development, children need sports as a part of the curriculum. It also helps in stress management, behavioral molding and learning application, he remarked. He said only 5.8 % of the children who are in school under the age of 17 years, actually play sports in India. Star TV conducted a study to understand the average time a child plays games in this country. The study observed it is less than 18-20 minutes per week, which is against global norms of 10-12 hours per week. As per WHO mandate, a child should play 60 minutes per day. Based on this, CNN Sports decide to invest on sports for 300 million children to play 60 minutes daily. CII has created vision, fundamentally, to assess sports at different levels—the outcome perspective, number of talents developed, sports deployed, hours a child plays sports in her/his daily life and so on. CSR investment in the previous two years has been two thousand crores budget, only .5 % was allocated for sports and not even 1 % of that money has been invested or spent. IT industries have been brought on board by NASCOM, which has initiated sports development body called Sportscom which is the driving force for industries to use sports as a business, by initiating training, capacity building, identifying talent etc.

Kanta Singh, Gender Lead, UNDP. Focusing on fund generation, Ms Singh said that recently UNDP has contacted Star TV for funding and they have shown interest, as sports is one of their priority. UNDP also has contacted couple of other CSR donors and identified possible partners who could be brought under funding fold. However, 14 % of total CSR money is spent on education she highlighted. So, the proposal has to be designed in such a way, that sports become part of education and not stand lone unit she said. Secondly, invisibility of women's football is relatively obvious. Therefore there is a need for investment to create visibility of women's football as a professional sport, she viewed. Emphasizing on media air time and investment, she said that we need to utilise this platform by taking grants from somewhere else and use TV channels to create awareness and popularise women's football.

D.K. Bose, Working President Hindustan Football Club: The presentation focused on the club's initiatives and history. Mr. Bose said in 1996 the organisation received corporate sponsorship. That is when the club changed its profile and it was possible to recruit better coaches, provide better facilities and other related matters. Every organisation must have better coaches and infrastructure, as football is very challenging. To survive, generating funds is critical. He explained that those who are not in the fold of corporates, it is very difficult for them to influence sponsors and investors, as sponsors and corporates demand results and achievements. Therefore, institutions have to create the right kind of environment to convince them to get, funds. Any corporate is a profit oriented business entity, so they think twice before spending on any institution, in order to be convinced, to get the right kind of mileage for their investment. Hence, the overall system has to be reworked to attract sponsors or corporates support. To move in the right direction for everyone—the clubs, state associations and other stakeholders all have responsibilities, he stressed.

Omkar Kedia, Retd Special Director General, Sports Authority of India. Mr. Kedia spoke on behalf of government funding. The budget that government allocates is insufficient for a sport. He said that the

department of sports receives a budget of around 700 to 1000 crore per year, which has gone up marginally in this year's budget. He flagged that sport is a state subject. States spend a very small amount from their own budget on sports. If funding is required from potentials contributors, then there has to be systematic education programme, because potentials contributors see sports as entertainment. He said that there is national sport development fund available with Government of India, and Government of India takes grants from corporates and contributes matching grant to support sports programmes. However Government of India has not been able to generate that kind of grant because potential contributors want a very transparent system and they want to ensure that they have say in utilization of funds, and some of these requirements government is not able to meet.

Breakout session and its formulations:

The formulations from breakout session have drawn up a list of values, based on panel presentations, its suggestions and successes stories that were delivered to fit the overall vision of the National Alliance for Women's Football in India. The outcome of group discussions has suggested to lead the development of all aspects of girls and women's football as a key priority and will endeavor to act as a role model by concrete actions. The discussions have envisaged promotion of the game within districts, state, national associations, ensure that all associations have domestic women's leagues, baby leagues across all ages, and grassroots activities to be intensified. Further, it has envisaged to engage and encourage both public and government school girls participation. It has committed to network and build alliances with local community stakeholders and engage team as localised partners. Recruitment plans, career in sports and job opportunities across the board, would help players find their appropriate levels of job. A commitment to facilitate gender friendly environment and gender friendly structures, which are suitable for women players and by increasing number of women in leadership roles and decision making, was undertaken. A programme to identify individuals who have the potential to become best players and leaders, and helping them to develop the necessary appropriate skills—in communication, leadership and problem solving processes would be undertaken. To increase visibility of women football, it is necessary to have engagement with mainstream and alternative media as specific tools to promote and popularise women's football and to publicise role models. Set up strategic and financial goals through CSR and marketing approach for fund generation in this respect, were some of the underscores of the group discussions.

- ✔ **Increase baby leagues and grassroots.**
- ✔ **Create partnerships with multi stakeholders.**
- ✔ **Build sports hostel, safe dedicated sports facilities for girls.**
- ✔ **Develop national teams for excellence.**
- ✔ **Address mind set and culture.**
- ✔ **Create role models for girls in sports.**

Closing Remark and Conclusion

Closing remark by Nishta Satyam, Dy Director, UN Women:

In her closing remark Ms. Satyam said that women sports has been a challenge because of gender discrimination and stereotypes that are practiced widely. She further added how important women in sports is, has been a very old conversation. We has super women athletics in 1988 and women boxing in 2012, yet gender equality in sports is a long debate and it has a long way to go. Sport need to be considered with a more holistic approach looking into health, education, livelihoods, leadership and decision making, which are all crucial to women's empowerment she advocated. Besides, she said that localization to nationalization in football is extremely critical. We need to build teams by investing, interfacing and structuring through feminine perspective.

Conclusion:

Mind sets and assumptions get in the way when it comes to implementing gender diversity in sports, in spite of all the evidence that shows that if females are better represented in the sports, it has a positive knock-on effect for the sports business. Yet there is an immediate judgment made, and often, men are promoted as sports persons and in leadership positions based on an assumption of their potential. Women have to struggle against biased perception of their abilities as also barriers from reaching their true potential. Panelists pointed out that women bring their own special qualities when they join sports or when they take part as administrator, managers and in decision-making processes.

Women's football is potentially a sound investment for the future, as it is outcomes are multifarious - excellence in sports, national pride, gender equality, women and girls empowerment to name a few. Men and women leaders from inside and outside football are playing critical role of mentors - by giving crucial training, managing the associations and clubs, exchanging experiences with partners, building alliances, increasing participation with leagues and grassroots development, enhancing visibility and creating role models. It has been recognized and accepted that football cannot be a male-dominated game in the world. A distinct niche for women must be created, with adequate investment and prioritization. The role of the National Alliances for Women in Football assumes a great significance at this junction.

Recommendations

- ✔ Implement the National Alliance for Women in Football forward development programme.
- ✔ Develop performance in Asian Football Championships by focusing on the junior girls.
- ✔ Prepare representation for Youth World Cup scheduled in 2021 and the FIFA Women's World Cup scheduled in 2022.
- ✔ Develop, intensify, expand and execute girls and women's football, by bring it to the mainstream.
- ✔ Work towards enhancing and expanding women coaches, referees, instructors.
- ✔ Avail professional club licensing programme, coach's licenses' such as B and C license.
- ✔ Optimise infrastructure with gender sensitive design and creating safe spaces .
- ✔ Innovate and strengthen E learning sports presence in women football.
- ✔ Pursue venture opportunities to benefit all aspects of the game at grassroots, baby leagues, junior, sub junior, leagues and national championships to increase girls and women's representation and participation .
- ✔ Harness and enhance the fans clubs by innovative strategies of interaction management system through social media–facebook, instagram and twitter etc., to establish women's football in the country.
- ✔ Strengthen and expand effective media relations through content, footage, photo shoot; optimise and showcase competitions, and create a women's football-specific commercial programme for wider impression in both mainstream and digital media .
- ✔ Build stronger institutions through creating a pool of talented staff, maximising community support, parents, neighbourhood youth clubs, resident welfare association, civic bodies, and police, for women's football access, visibility and safety.
- ✔ Promote women's leadership in decision making, gender equality in policy
- ✔ Develop good football ecosystem by fostering greater collaborations with aligned stakeholders at stadiums, clubs, associations etc.
- ✔ Develop mandatory grassroots funding programmes at associations, clubs etc., by providing women with greater opportunities to showcase their talents at national, baby leagues and club levels.
- ✔ Enhance partnerships with organisations–NGOs and women's group, gram sabhas, women councils, women panchayats working for the needs of girls and women at blocks, districts, state and national level.

ANNEXURE - I

AGENDA

9.00am-9.30am	Registration/Tea
9.30am-10.00am	Inaugural Session Speakers: Sara Pilot, Chairperson, CEQUIN and Chairperson Women's Committee, AIFF Rod Hilton, Deputy High Commissioner, Australian High Commission Kushal Das, General Secretary, AIFF Eric Falt, Director and Representative to Bhutan, India, Maldives and Sri Lanka, UNESCO Upma Chawdhry, Secretary, Youth Affairs (tbc)
10.00am-10.40am	Plenary 1 - Increasing opportunities for girls to participate and compete Speakers: Anjali Shah, President, PIFA and Ex Com Member, AIFF Lora Prabhu, Executive Director, CEQUIN Ramit Singh Chimni, Co-Founder, 8One Foundation Anju Turambekar, Head of Grassroots & Instructor, AIFF Moderator: Sonali Chander, Sports Journalist, former anchor at NDTV
10.40am-11.25 am	Plenary 2 - Raising the profile and success of women's football in India Speakers: Subhasis Behera, Development Officer, State Football Association, Odisha Lalnghinglova Hmar, Honorary Secretary, State Football Association Mizoram Swati Kothari, CEO, AIFF Belinda Wilson, Women's Football Consultant, FIFA Bembem Devi, Indian Footballer Moderator: Sonali Chander, Sports Journalist, former anchor at NDTV
11.25am-11.40 am	Tea Break

11.40am-12.30pm	Plenary 3 - Cultural change to encourage and normalize women in sport Speakers: Anne Khan, Grassroots player and coach, CEQUIN Anirban Ghosh, Co-Founder and Trustee, Khel Khel Mein Foundation Abha Jain, HOD, Physical Education, Janki Devi Memorial College Shivani Chauhan, Co-Founder, She Kicks Football Academy Alifya Loharchalwala, Senior Program Officer of India, Empowerweb CHAIR: Geetanjali Master, Communication Specialist, UNICEF
12.30pm-1.10pm	Plenary 4 - Generating and managing resources Speakers: Deep Mukherjee, CEO, CII National Committee on Sports Kanta Singh, State Project Head, UNDP Manvendra Singh, President, Rajasthan State Football Association D.K. Bose, Working President, Hindustan Football Club Sandip Pradhan, Dy Director General, SAI (tbc) CHAIR: Onkar Kedia, Retd. Special Director General, Sports Authority of India
1.10pm-2.00pm	Lunch
2.00pm- 3.30pm	Breakout sessions (4 groups aligned to each plenary session topic)
3.30pm-4.00pm	Final presentations with recommendations from 4 breakouts groups
4.00pm-4.30pm	Closing Plenary Speakers: Sara Pilot, Chairperson, CEQUIN Chairperson, CEQUIN and Chairperson ,Women's Committee, AIFF Rod Hilton, Deputy High Commissioner, Australian High Commission Nishtha Satyam, Deputy Country Representative, UN Women, India, Bhutan, Maldives and Sri Lanka Praful Patel, President, AIFF (tbc)
11.25am-11.40 am	Evening Reception at the Deputy High Commissioner's Residence

ANNEXURE - II

— LIST OF PARTICIPANTS —

S.No.	Name	Organization	Profile	E-mail Id
1	Abha Jain	JDMC	Asst. Professor, HOD, PES	aquasporty9@gmail.com
2	Alifya Loharchalwala	EMPOWERWEB	Senior Program- Officer for India	jai@the-aiff.com
3	Aman Sharma	TATA TRUSTS	Sports	amansharma@tatatrusters.org
4	Anirban Ghosh	KHEL KHEL MEIN	Co-founder	anirban@kkmfoundation.org
5	Anjali Rawley	PIFA, AIFF	Faculty- Comp Sc	sabrawley@yahoo.co.in
6	Anjali Shah	PIFA, AIFF	President, Ex. Co- Member, AIFF	anjali@pifa.co.in
7	Anjan Roy	YAAP	Senior Partner	anjan@yaap.in
8	Anju Turambekar	AIFF	Head of Grassroots Development and Instructor	anju@the-aiff.com
9	Anne Khan	CEQUIN	Delegate	annie.sabha@gmail.com
10	Arka Bhattacharya	SCROLL. IN	Journalist	arka@scroll.in
11	Asha Kumari	YUWA	Coach	rose@yuwa-india.org
12	Ashish Shah	DDFC	CEO	ashish.shah@delhidynamos.com
13	Belinda Wilson	FIFA	Women's Football- Instructor	belinda.wilson@thegoamfa.com
14	Bembem Devi	INDIAN FOOTBALLER	INDIAN FOOTBALLER	bembemdevi8@gmail.com
15	Bency Issac	CEQUIN	Staff	bency.issac.10@gmail.com
16	Bhargarb Sarmah	HT	Senior Content- Producer	bhargabsarmah.93@gmail.com
17	Claire Ripley	AHC	Trade and Economic	claire.ripley@dfat.gov.au
18	Deep Mukherjee	CII	CEO, National- Committee on Sports	deep.mukherjee@startv.com
19	DK Bose	HINDUSTAN FC	Working President	hfc_delhi1948@hotmail.com
20	Dr Timothy Kendall	AHC	Economic Counsellor	Timothy.Kendall@dfat.gov.au
21	Eric Falt	UNESCO	Director and UNESCO Representative to Bhutan, India, Maldives and Sri Lanka	newdelhi@unesco.org
22	Falak Choksi	Naz Foundation	Coordinator- Communications and Fundraising	falak@nazindia.org
23	Geetanjali Master	UNICEF	Communications Specialist	gmaster@unicef.org
24	Geraldine Gante	AHC	First Secretary, Public Affairs and Cultural Relations	geraldine.gante@dfat.gov.au
25	Govi Tyler	Football coach	Australian football coach	govityler@gmail.com
26	Guy Broucke	UNESCO	Programme Specialist- for Natural Sciences	g.broucke@unesco.org
27	Harinder Sidhu	AHC	High Commissioner	ahc.newdelhi@dfat.gov.au
28	J.B. Oli	Butterflies	Head Programmes	jboli@butterfliesindia.org
29	Jai Kumar	AIFF	Manager (Strategy & Operations)	jai@the-aiff.com
30	Kalpana Das	PIFA	Football player	footballkalpana@yahoo.com

S.No.	Name	Organization	Profile	E-mail Id
31	Kanta Singh	UNDP	State Project Head	kanta.singh@undp.org
32	Kavita Kohli	CII	Senior Director	kavita.kohli@cii.in
33	Keshav Duklan	Sanskriti School	HOD- Sports	keshavchandraduklan@sanskritischool.edu.in
34	Kushal Das	AIFF	General Secretary	kushaldas@the-aiff.com
35	Lalnginglova Hmar (Tetea)	MIZORAM SFA	Honorary Secretary	teteamizo@gmail.com
36	Lora K Prabhu	CEQUIN	Executive Director	lora.prabhu@yahoo.com
37	Mala	CEQUIN	Delegate	mala02396@gmail.com
38	Malini Kumar	THE TIMES GROUP	Special Projects Head	c-malini.kumar@timesgroup.com
39	Manvendra Singh	RAJASTHAN SFA	President	rajasthanfa@gmail.com, president@rajasthanfa.in
40	Md. Amin	CEQUIN	Staff	mohdamin@cequinindia.org
41	Neeru Malik	Air Force Bal Bharti School	PTE Teacher	prernamalik@gmail.com
42	Nishtha Satyam	UN Women	Deputy Country Representative, India, Bhutan, Maldives and Sri Lanka	nishtha.satyam@unwomen.org
43	Nitin Pant	CII	Sports Development- Expert	nitin.pant@cii.in
44	Onkar Kedia	SAI	Additional Director General	okedia@gmail.com
45	Pallavi Nayek	AHC	DAP- Administrator	Pallavi.Nayek@dfat.gov.au
46	Prakhar Soni	8 ONE	Founding Member	prakhar@8one.in
47	Prashant J Singh	FD	Director Technical and Operations	prashant.singh@footballdelhi.com
48	Pratishtha Chaudhary	CEQUIN	Staff	pratishtha@cequinindia.org
49	Radha Gusain	Sanskriti School	Faculty- Yoga	radhagusain@sanskritischool.edu.in
50	Rajesh SS	Magic bus	Director Sustainability	rajesh.ss@magicbusindia.org
51	Ramit Singh	8 ONE	Co-Founder	ramitsingh@rasich.com
52	Rod Hilton	AHC	Deputy High Commissioner	Rod.Hilton@dfat.gov.au
53	Roma Khanna	AIFF	Director - Special Projects & Infrastructure	roma@india2017wc.com
54	S Zainab Khatri	S Shining Star	Manager	iramkhatri625@gmail.com
55	Saiba	CEQUIN	Delegate	saiba@cequinindia.org
56	Sara Abdullah Pilot	CEQUIN	Chairperson	saracequin@yahoo.com
57	Shubhasis Behra	ODISHA SFA	Development Officer	faorissa@gmail.com
58	Sonali Chander	Sports Journalist, former anchor at NDTV	MC	chandersonali1974@gmail.com
59	Sunila Singh	RAPPORTEUR	RAPPORTEUR	sunila.singh@hotmail.com
60	Sushant Dhal	CEQUIN	Staff	sushanta.dhal@cequinindia.org
61	Swati Kothari	AIFF	CEO	swati.kothari@the-aiff.com
62	Tarushikha Yadav	CEQUIN	Staff	tarushikha@cequinindia.org
63	Varun Achreja	8 ONE	Founder	varunachreja@footballsolution.in
64	Vikram Philip	8 ONE	Senior Consultant	vikram@8one.in
65	Vivek Gaur	Naz Foundation	Senior Manager- strategic Partnerships	vivek@nazindia.org
66	Vivek Sethia	INDIA ON TRACK	CEO	viveksethia@indiaontrack.in
67	Vivek Vashist	Imbue Education	CEO	vivekvashist07@gmail.com
68	Zeba Kazmi	CEQUIN	Staff	zebakazmi@cequinindia.org
69	Zulfia Masood	CEQUIN	Staff	zulfiamasood@cequinindia.org



