



**LESSONS  
FOR  
INDIAN COMPANIES  
& FOOTBALL  
FROM  
WEST HAM  
UNITED FC**



# GLOBAL FOOTBALL



Football is a big business

Football gives employment to millions globally

Football is the favourite sports of global corporate sponsors

# INDIAN FOOTBALL FANTASY & REALITY



Considering football as political subject, not as people's subject.

Surviving by praising and cheering for European and Latin American football-  
**FOOTBALL SLAVERY**

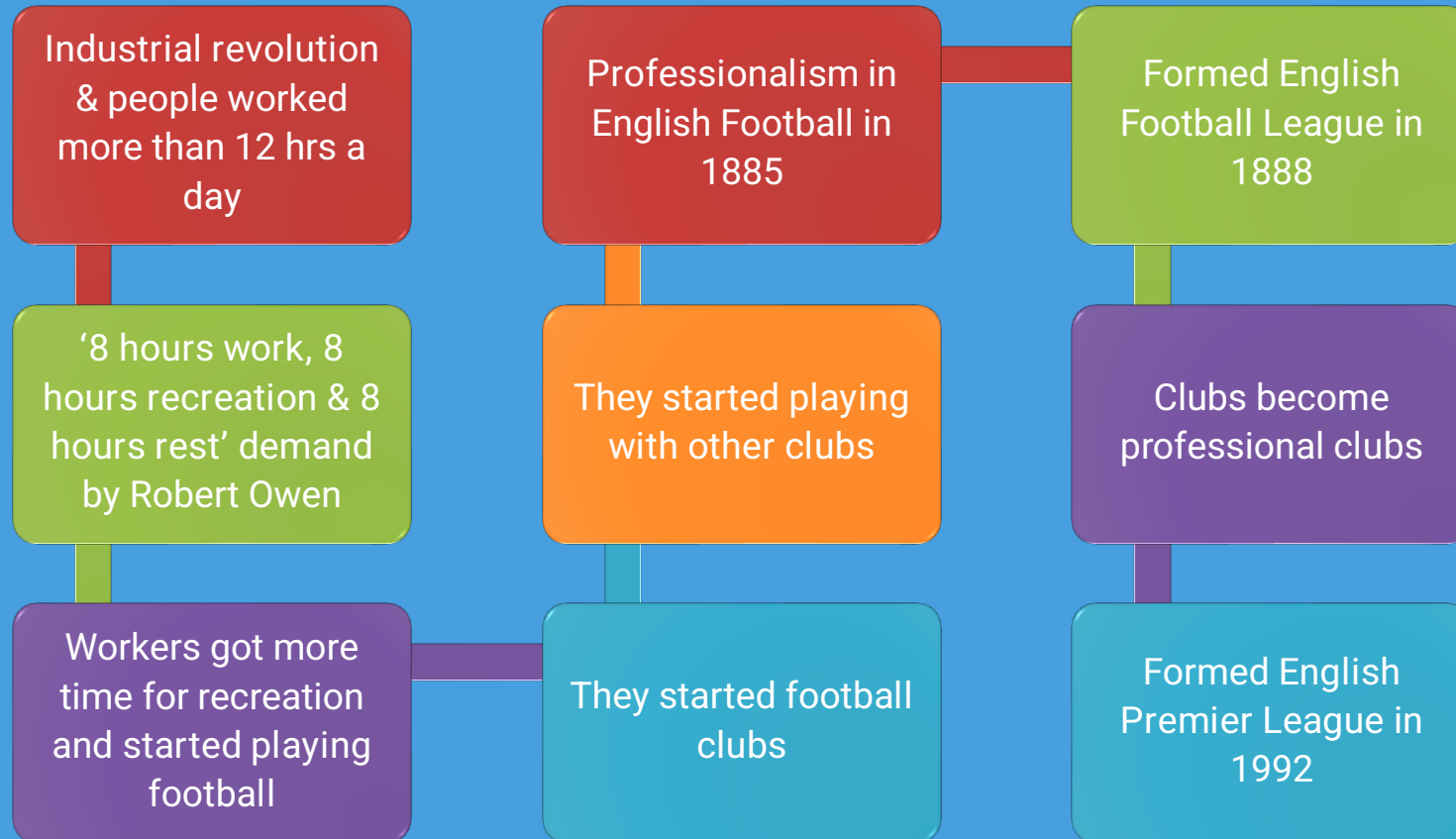
No full-time professional football clubs



# INDIAN FOOTBALL — THE SLEEPING GIANT



# INDUSTRIAL REVOLUTION TO FOOTBALL REVOLUTION



# CLUBS STARTED BY WORKERS & FACTORY OWNERS



In 1886, Scotsman David Danskin and fifteen fellow munition workers in Woolwich formed Arsenal F C



Airbus UK Broughton F.C was formed as the works team of the Airbus UK aerospace factory where the wings of the Airbus airliner are produced



Honda FC was founded as Honda Motor, Honda works team in 1971



West Ham United F.C was founded in 1895 by foreman Dave Taylor and owner Arnold Hills of Thames Ironworks and Shipbuilding Company



Bayer 04 Leverkusen was founded in 1904 by employees of the German pharmaceutical company Bayer AG



PSV Eindhoven was founded in 1913 as a team for the employees of Philips Electronics



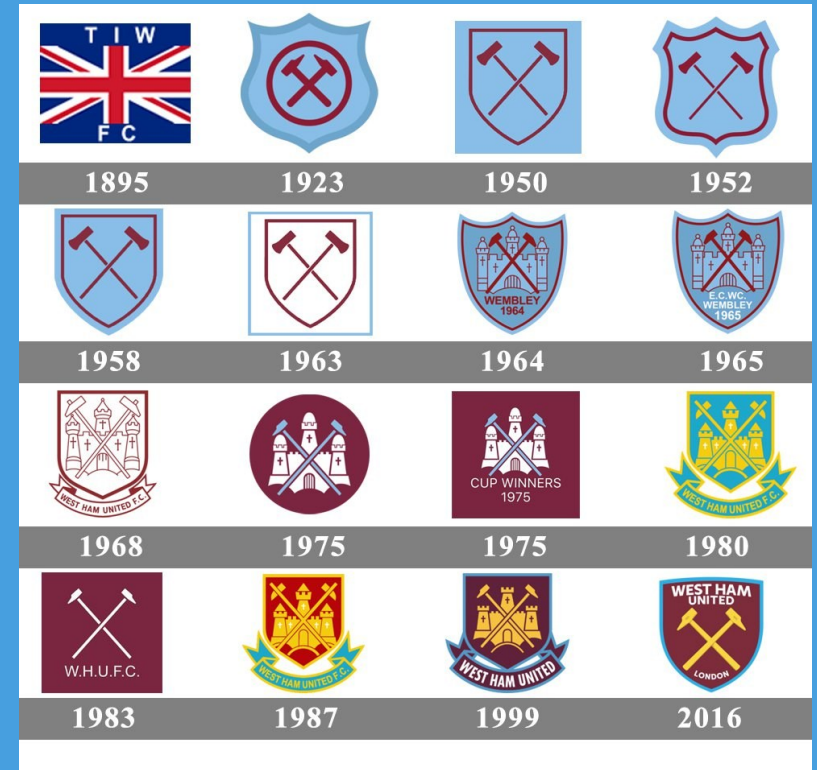
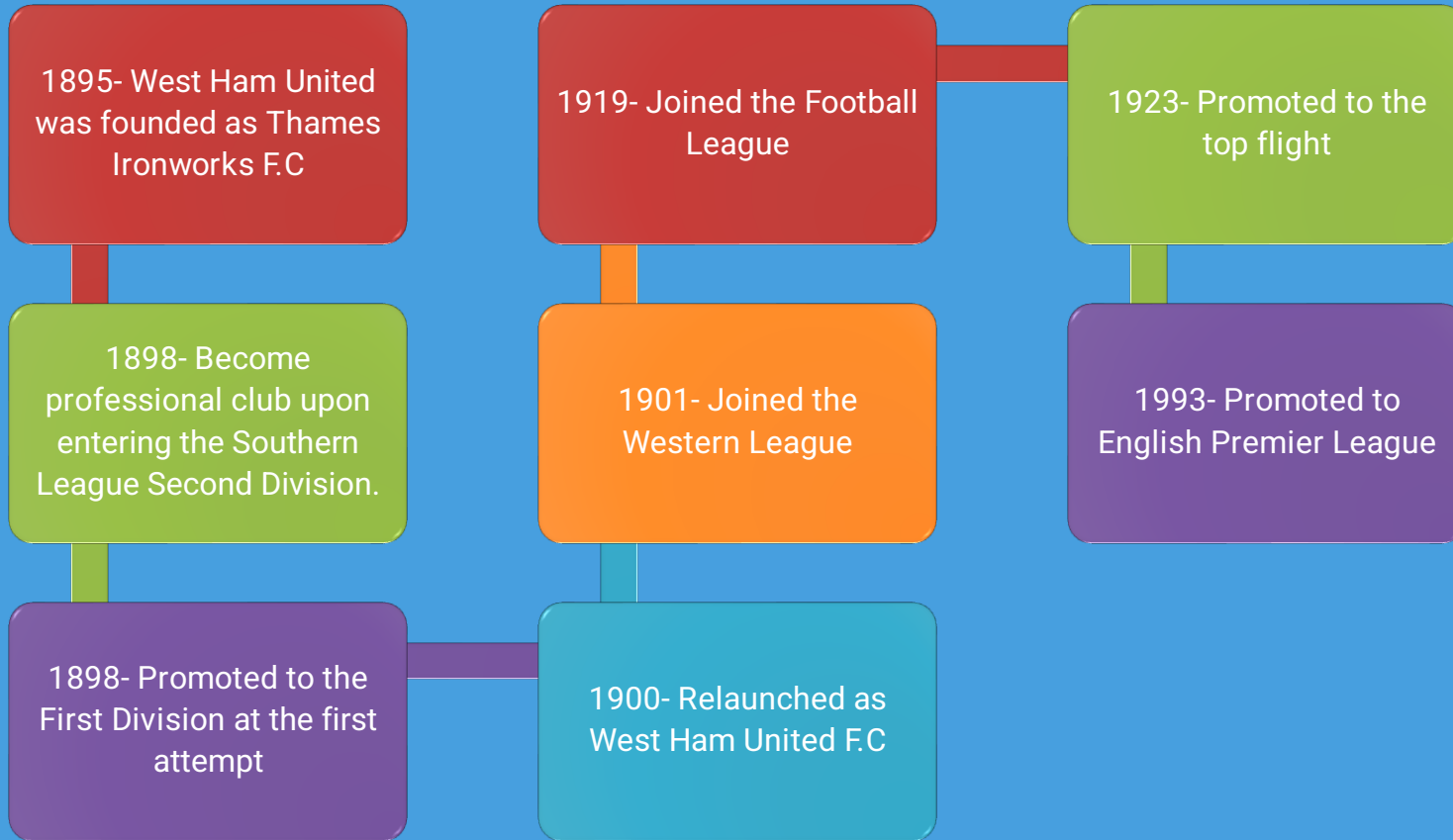
Manchester United was formed in 1878 by Lancashire and Yorkshire Railway (LYR) depot for its workers



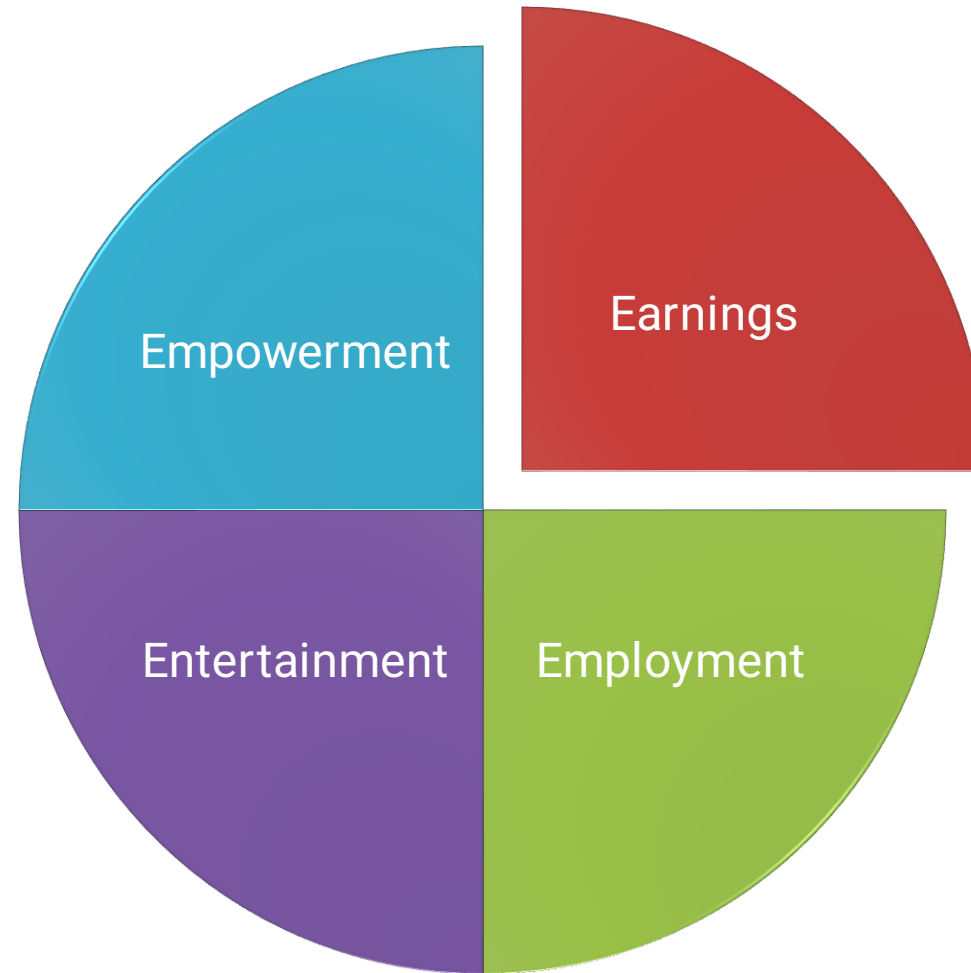
The city of Wolfsburg was founded in 1938 to house autoworkers building the car 'Volkswagen Beetle'. These workers formed a football team, now known as VfL Wolfsburg



# JOURNEY OF A COMPANY TEAM TO PREMIER LEAGUE



# WHY DO WE NEED MORE PROFESSIONAL FOOTBALL CLUBS?





## WHY INDIAN FOOTBALL CLUBS DO NOT GROW?

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**NO TEAMWORK AMONG CLUBS**

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**NO VISION FOR THE FUTURE**

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**FEAR TO GROW**

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**WAITING FOR GOVERNMENT SUPPORT**



# INDUSTRIAL FOOTBALL LEAGUE

AN INITIATIVE TO PROMOTE THE 'INORGANIC' GROWTH OF FOOTBALL IN INDIA BY COPYING THE 'ORGANIC' GROWTH MODEL OF EUROPEAN FOOTBALL INDUSTRY FOR ESTABLISHING FOOTBALL INDUSTRY IN INDIA

# IFL FOOTBALL



League of football clubs formed by the companies with their employees and local players

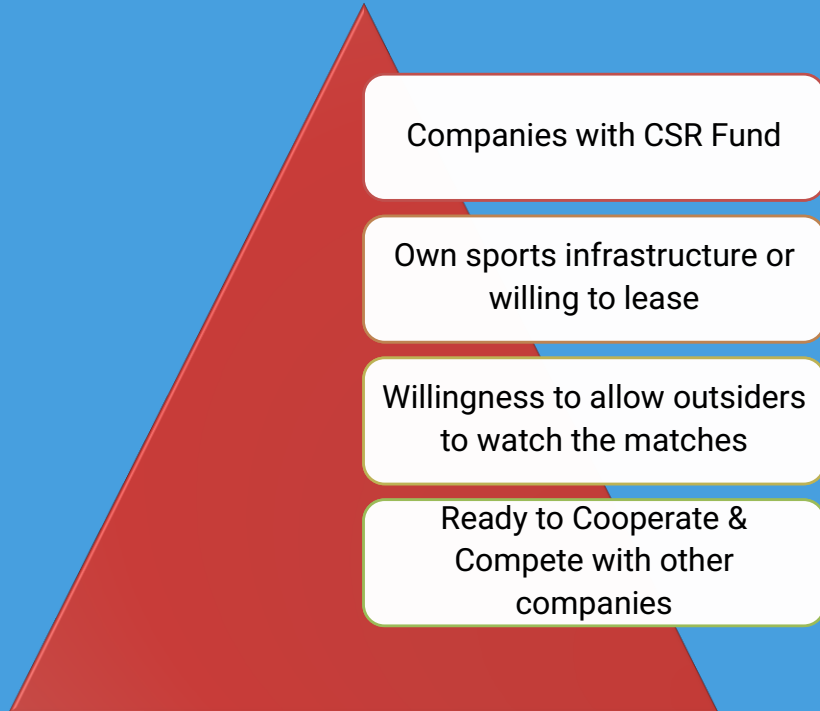
Home & Away Matches

Initially 2 to 3 months. Later 10 months

Yearly Schedules

# FORMATION

## IDEAL CLUB



## FORMATION



# ADVANTAGES TO COMPANIES



Great marketing tool



CSR Activity



Engaging local community



Public Relations



Employee Engagement



Employee Empowerment



New revenue in future



Company chairman can be a celebrity

# POSSIBILITIES



**YOUR COMPANY CAN  
ALSO DO WONDERS LIKE  
WEST HAM UNITED FC.**

**PLEASE CALL 8891994467 FOR MORE DETAILS**



# Thank you!



**SPORTS & MANAGEMENT  
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