



Tee20

STRATEGIC PLAN



The Indian Golf Union



The Indian Golf Union



Dear Stakeholder,

Any organization, irrespective of size, needs to summarize its goals, objectives and strategy. This will not only set the way forward for those who follow but will also provide those individuals a definitive direction in all their actions.

The IGU is over 50 years old and all the knowledge and experience gained over these years, led by stalwarts of the game in India, has provided the seeds of the IGU's Strategic Plan, sown earlier. I must commend my colleagues on the Council for their steadfastness and resolve to evolve a successful strategy for the future of the Golf in India which is gradually becoming more and more inclusive.

The directive to grow, sustain and excel has powerful connotations. A part of sustenance is also retention. Our aim will be to drive this game forward using all the tools available with us and, importantly, creating synergies between various stakeholders.

As the head of the apex body for all Golf in India, it is my privilege to launch Tee20, the IGU's Strategic Plan and Vision Document and I commend this to the attention of our Nation.

Very truly yours,

Gen. Bikram Singh

President, Indian Golf Union

2 November, 2013

24, Adchini (1st Floor), New Delhi - 110 017, INDIA



THE INDIAN GOLF UNION'S (IGU) PLAN FOR GOLF DEVELOPMENT IN INDIA 2013- 2020

INDIAN GOLFING VISION (IGV) IGU's IGV - "Tee20"

In the history of Indian Golf, there has never been a stated or published Vision for the development of the game.

In designing the Plan for 2013/20, it is necessary to draw on past experiences and ensure any plan remains relevant for the stated period. The three main elements of the plan, namely 'Expanding Horizons', 'Golf Forever' and 'Be the Best' are believed to be relevant to 'Growing the Game'.

The following table summarises the Vision, the Key Outcome Areas, the actual Outcomes to be achieved and the Strategic Policies that will drive golf towards achieving its goals.



“Tee20” - THE VISION OF INDIAN GOLFING

To ensure that India becomes a leading golf nation in the world by providing more opportunities for participants to start, stay and succeed in the game.

The IGU keystones

Grow • Sustain • Excel

GROW 'Expand Horizons'	SUSTAIN 'Golf forever'
The opportunity for all to experience golf. Make IGU visible, capture its ethos with keystones.	Increasing the number of regular players and providing them with a quality experience of golf.
Increase the number of people over 16 years playing more golf. Increase the number of 8-16-year-olds playing golf at accredited clubs. Increase the number of 15-19-year-olds involved in leadership and volunteering roles. Grow golf in schools and local clubs.	Maintain the current high levels of satisfaction expressed by golf participants with the quality of their experience.
EXCEL 'Being The Best'	
Creating a system through which Indian players optimise their capabilities and perform to their potential. Incorporate Dominic Walls recommendations. Improve the skills and performances of those in the talent pool.	



THE 7-PRONG APPROACH

1. IGU's Stated Objective

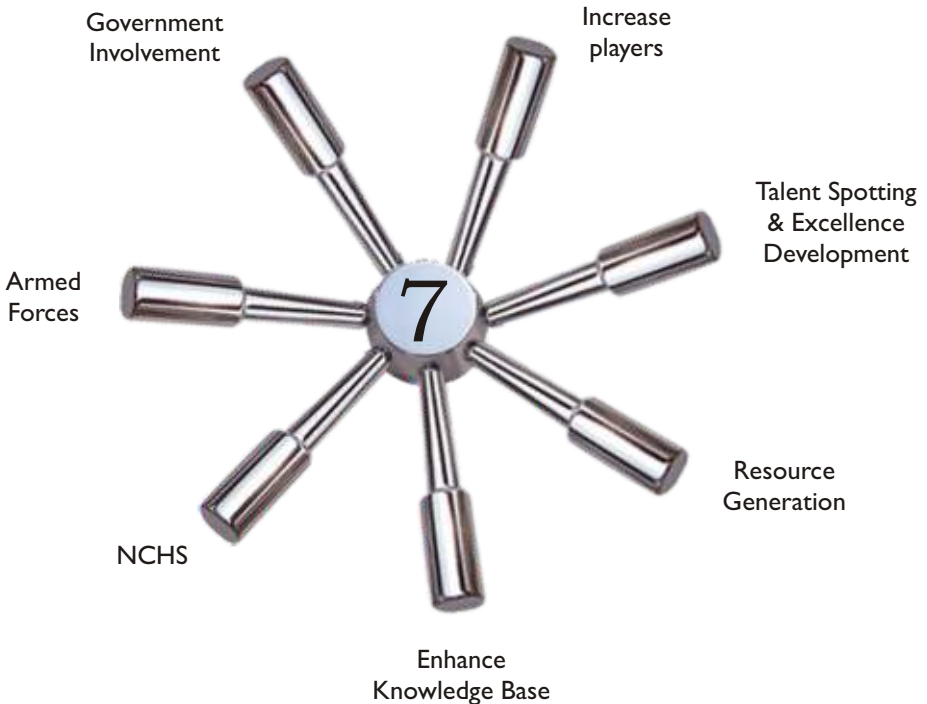
- ▶ Play a central, pivotal role for golf development in India
- ▶ Working closely with various stakeholders to develop their areas of expertise

2. Urgency

- ▶ Exponentially expand the game's footprint in India.

3. Solution

- ▶ Seven pronged, systemic approach.





PROGRAMMES

It is necessary for the Sports Authority of India to be a partner with the IGU, having a mutual interest in achieving our targets. Initiatives that are to be focused are on:

- ▶ Schools and Community
- ▶ Clubs
- ▶ Golf Partnerships
- ▶ Coaching
- ▶ Developing Talent
- ▶ Government Real Estate

It is important to acknowledge that players are at the heart of all of these initiatives at every level. We also appreciate that these initiatives require a collaborative network of people and support to maximise their success.

FUNDING

The total cost of the seven-year programme to March 2020 is INR 50 crores. Over the seven-year period, this is broken down as follows:

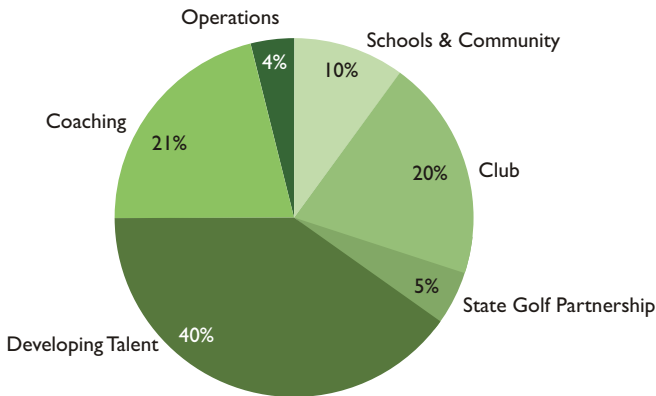
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|---------------------------|-----------------|
| ▶ Schools and Community | INR 5 Crores |
| ▶ Club | INR 10 Crores |
| ▶ State Golf Partnerships | INR 2.5 Crores |
| ▶ Developing Talent | INR 20 Crores |
| ▶ Coaching | INR 10.5 Crores |
| ▶ Operations | INR 2 Crores |

The expenditure is balanced by accruals from the NCHS and the digital GY, investment from internal sources to golf and external investment.



INVESTMENT

The pie chart demonstrates the percentage split of investment over the seven-year period. It shows that when Capital, School and Community, Club, State Golf Partnerships and Coaching are taken together, grassroots golf will benefit from about 70% of the total investment through the plan and the strategic policies that are driving golf towards achieving its goals:



NINE ACTION AREAS

There are nine action areas that drive golf development activity:

- ▶ Strategic planning support
- ▶ Accreditation
- ▶ Funding and resources
- ▶ Partnership development and support
- ▶ Playing opportunities
- ▶ Guidance and information
- ▶ Support for programme development in priority areas
- ▶ Talent development support
- ▶ Education and training

The table in the following pages, elaborates the importance of each of the nine action areas, that how we are to focus our energies in developing these areas.



<p>University & Schools</p>	<p>Set up Schools Support Committee headed by a Council Member but comprising only of external stakeholders (coaches, industry, club reps). HRD Ministry to recognise that golf is a sport, based on which admissions to be guaranteed. Allocate funds, a minimum of Rs 20 lakhs. Propagate National Initiative for Golf in Schools (NIGS).</p>
<p>Government & Defence Authorities</p>	<p>Engage SAI & Sports Ministry. Acquire such lands to establish 9-hole Executive Courses, par 3 or 4-6 hole courses. Establish driving ranges in land in Army schools. Work towards IGU's own golf course.</p>
<p>Clubs & Ranges</p>	<p>Key players, as we have limited number. Work more closely to remove current distrust and apprehensions on what the IGU can do. IGU is very reactive presently; need to be more proactive with clubs. Devise different support systems for different clubs depending on their financial strength.</p>
<p>Golf Partnerships (GP)</p>	<p>Involve State Associations through the Zonal Committees. Ensure synergy with other stake holders such as PGTI to avoid working at cross purposes.</p>
<p>Players</p>	<p>Contract our best pros and leading Amateurs to appear in our ads and promos with public service messages.</p>
<p>Coaches</p>	<p>Our first lines of attack through NGA, Establish 4 Zonal academies, strengthen relationship (increased profile, responsibilities and remuneration), constantly work to train the trainers at IGU cost. Special incentives to travel to Tier II & III towns to conduct 3-day camps. Focus on increasing C & D category. Have top Club amateurs introduce club beginners and children to the game as Golf Development Volunteers (GDV's) trained under NIGS.</p>



Strategic Planning Support	Partnership Development & Support	Support For Programme Development In Priority Areas	Accreditation	Playing Opportunities	Talent Development Support	Funding & Resources	Guidance & Information	Education & Training
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*	*	*	*	*		*	*	*
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CONCLUSION

Collaboration, partnerships and interdependence are keys to progress at every level. Sharing the one vision of 'Growing the Game' across all parts of golf will enable our objectives to be realised.

Ultimately, mobilizing the golf community and supporting activities that are focused on achieving our key outcomes will result in more people playing, more people playing more often (in better quality environments) and more people realising their potential.

This document does not purport to be a detailed action plan. It has been designed to serve as a platform, listing the big picture, from where micro issues are to be detailed and executed.



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