

# **FIFA**

(Federation Internationale de Football Association)

## **U-17 WORLD CUP**

(Oct: 8, 11, 14, 17, 22, 28)

**Venue : Vivekananda Yuba Bharati Krirangan, Salt Lake**



# Composite Logo.

Once launched, we may use in our  
official stationary



U-17 WORLD CUP  
INDIA 2017



KOLKATA  
BENGAL



# Interesting facts.....

- ❖ First time in India!!!
- ❖ FIFA World Cup: (i) Under-17. (ii) Under-19, and (iii) Senior
- ❖ 209 countries on Qualifiers
- ❖ 24 countries on Tournament
- ❖ 52 Games
- ❖ 6 Venues (Goa, Mumbai, Kochi, Delhi, Guwahati and Kolkata).



- ❖ 457 total broadcasting hours
- ❖ 193 countries where it will be broadcast.
- ❖ 192 million people total audience
- ❖ 499 TV and Radio stations broadcasting live.
- ❖ Careers started with U-17 World Cup: Ronaldinho, Gianluigi Buffon, Andres Iniesta, Mario Gotze, James Rodriguez, Eden Hazard, Neymar Jr.
- ❖ Worldwide Reach: Viewers from 200 countries.
- ❖ Economy: Estimated direct economic impact of USD \$40 Million (INR 270 crores) to each venue.
- ❖ 45% increase on foreign credit card expenditure through retail sale and hotel occupancy.



# Venue Coordination Board

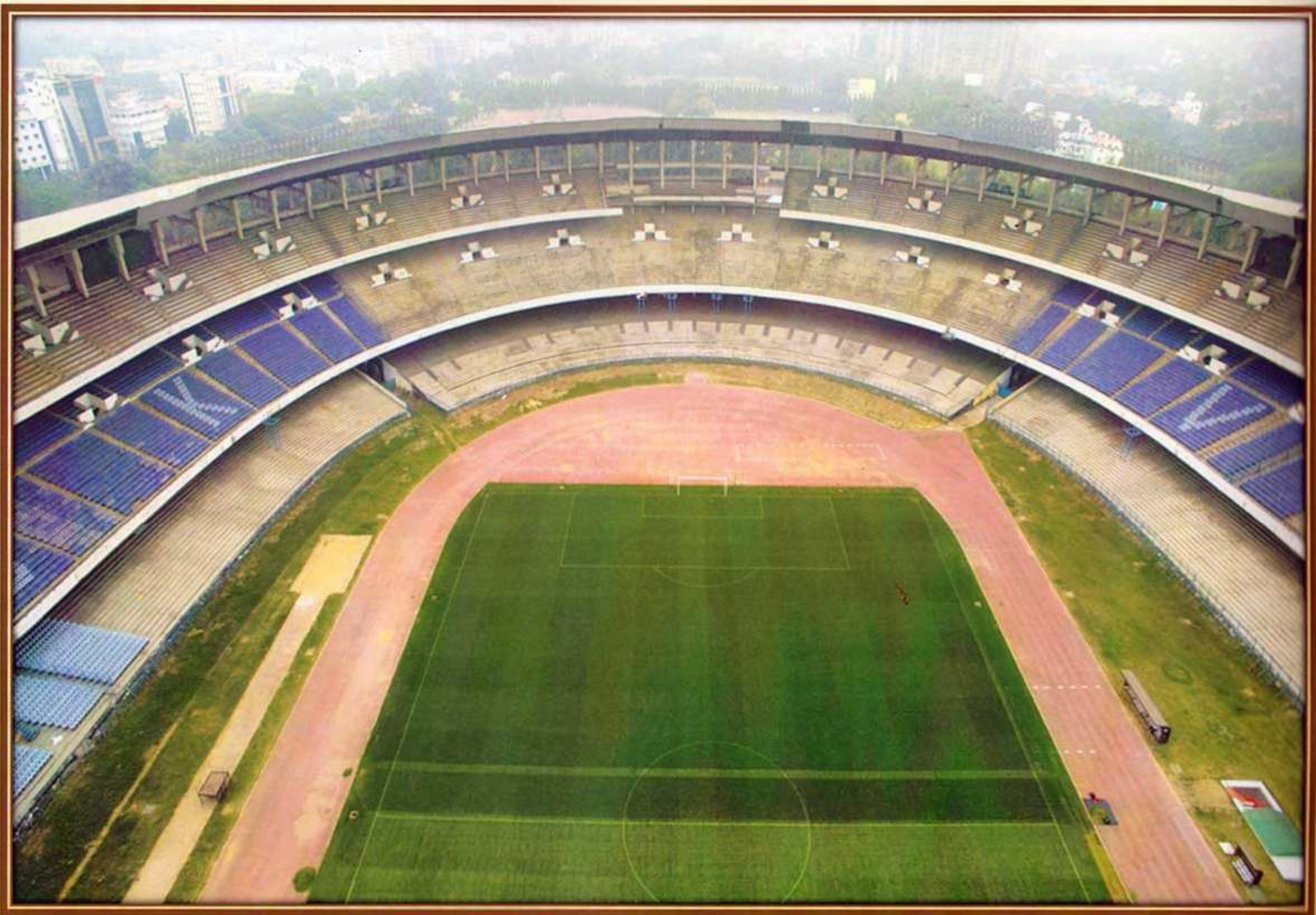
Where the FIFA/LOC, VOT and State Government/other stakeholders can meet.

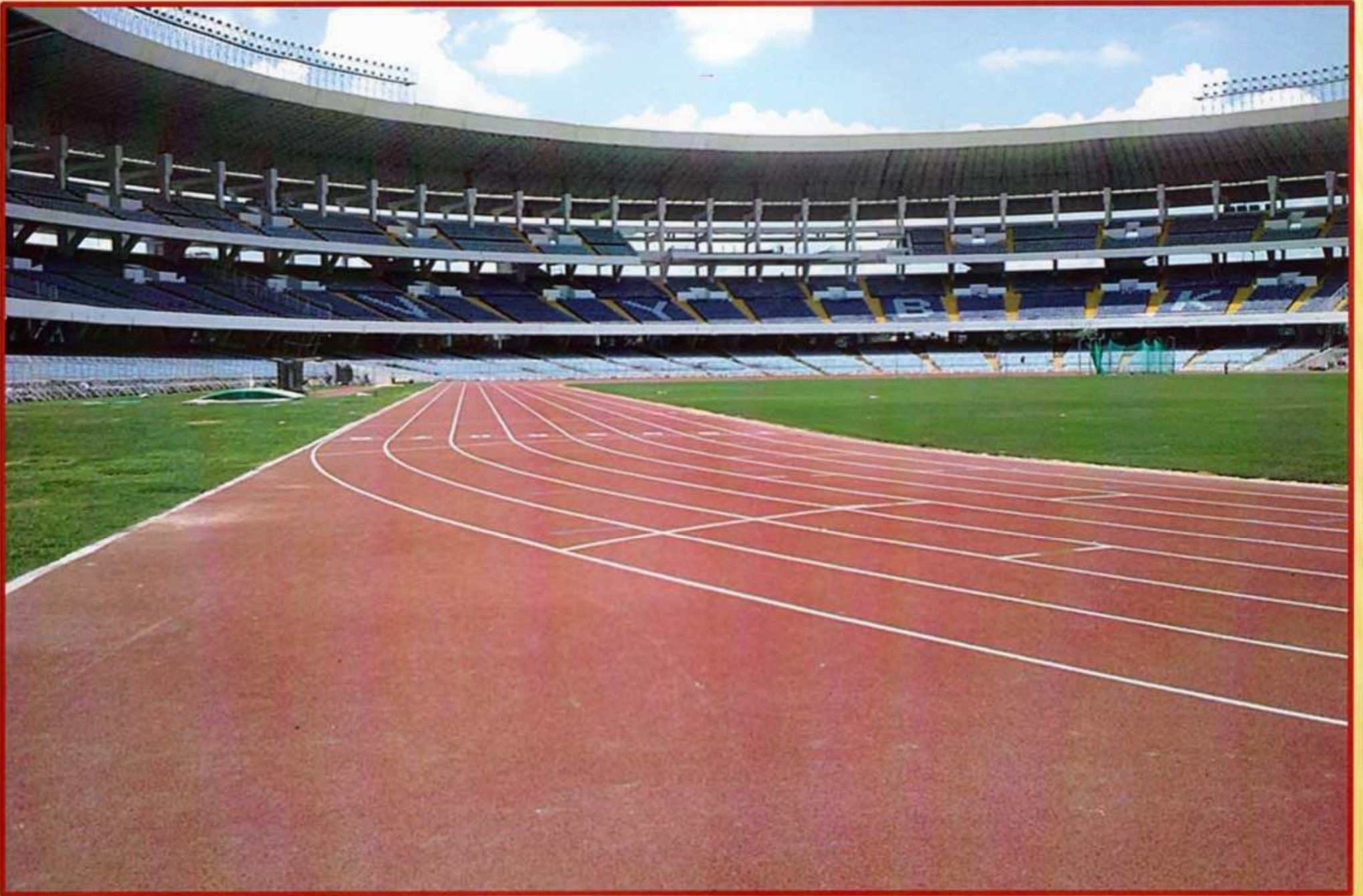
- ❖ Administrative support.
- ❖ Security, Transport, Health, Education, Public Relations, Tourism
- ❖ Propose budgetary allocations
- ❖ Approving Orders and decisions to enforce contractual obligations
- ❖ Expediency.



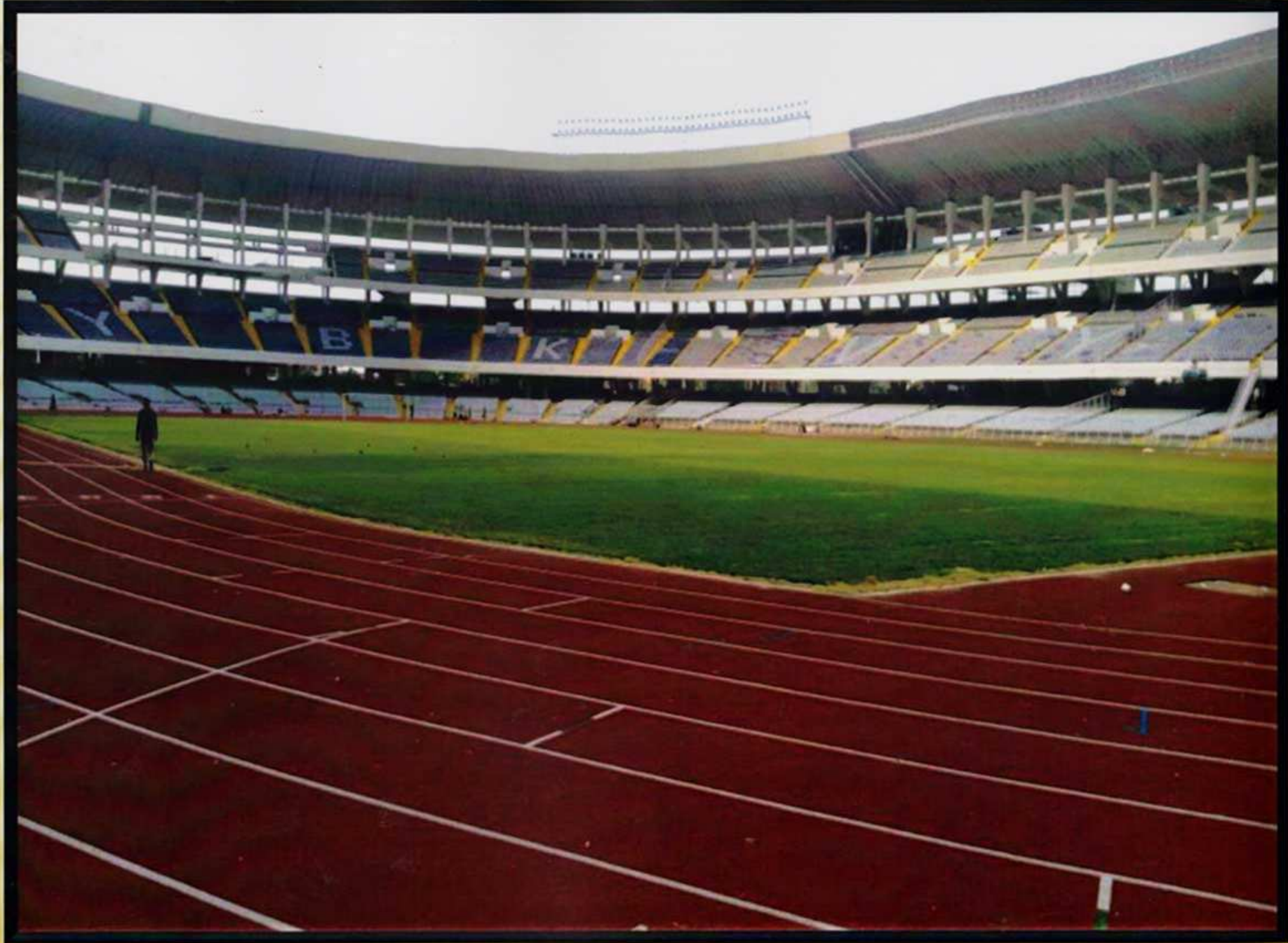
Approved Capacity during FIFA  
66,687











# Important upgradation works

- Media Centre, CCTV,
- Presidential Lounge & Hospitality Lounge
- Players Room, Referees Room
- Cantilever Roof and Face Lifting of main entrance and central lobby, including replacement of old lifts
- Training sites with flood light facilities
- Installation of Bucket Seats
- Revamping of 4 power Substations
- Landscaping and greenery around the stadium
- 8-lane synthetic track



## Monitoring Preparations

- ❖ Monthly meeting and inspection by MIC and Principal Secretary
- ❖ Monthly visit and Task Force meeting at site by Mr Javier Ceppi, Tournament Director, Head of Venues Operations.
- ❖ Weekly Review Meeting by CEO and Nodal Officer, FIFA with PWD and other stakeholders.



# Match Schedule for Kolkata

Match	Date	Time	Teams (Draw on 7 <sup>th</sup> July)
1	8/10	17.00	
2	8/10	20.00	
3	11/10	17.00	
4	11/10	20.00	
5	14/10	17.00	
6	14/10	20.00	
7	17/10	20.00	
8	22/10	20.00	Quarter Finals
9	28/10	17.00	<sup>3</sup> / <sub>4</sub> Place
10	28/10	20.00	FINAL



# Seats and Ticket Price

Seat Cat	No. of Seats	Price (Rs)
1	4,646	800
2	9,292	400
3	18,584	200
4	34,158	80



# State Government Guarantees

HCM gave her consent on 30/04/2012 to enter into required Agreements and Guarantees.

1. Home: has issued Notification for Safety and Security. Force Deployment, Fire & Emergency, Medical forces, Police escorts, etc
2. Finance: Tax exemptions at State level. Finance Department yet to issue the "Tax Exemption Notification".
3. I & C A: Notification yet to be issued for "Marketing Rights and Media Rights".
4. Host City Agreement: Sports Department has already signed. (Composite Logo, Decoration Programme, Office space, Transport management plan, No commercial within stadium).
5. Stadium & Training Site Agreement: Sports Department has already signed. (Hand over the whole Stadium as per FIFA requirement with all utilities, services. Management of Stadium becomes FIFA responsibility).



# Tourism, I & CA

## City Branding

- Sightseeing: Kolkata city tour, Shantiniketan, Sunderbans, Darjeeling
- Display of FIFA-BB logo in the city and districts
- Hoardings: Messages “Kolkata hosting FIFA” from airport to VYBK. Other important roads and intersections.
- Updates on Egiye Bangla.
- Cultural programmes.
- FIFA Nodal Officer, Health Department may consult with Special Secretary (JC), Sports for any information on 3rd and 4th July. Final Plan may be shared by 30th July.

## City Branding City Points





## City Points



## Railway Stations



# City Branding and Promotion

## □ Airport branding



# Transport

- FIFA-BB logo in all public transports
- FIFA special shuttle service from few city points to VYBK
- Parking issues.
- Action: Nodal Officer of Transport Department to finalise transport plan with Special Secretary, Sports (JC) and Police on 3rd and 4th July. Final Plan may be shared by 30th July.

# Health

- Medical emergency, medical camps for spectators at different points during match days.
- A medical team inside the stadium for attending medical emergency to any State VIPs and senior officials.
- Provision of ambulances at Stadium during match days.
- Medical plan may be shared with us to include. FIFA Nodal Officer, Health Department may consult with Special Secretary (JC), Sports for any information on 3rd and 4th July. Final Plan may be shared by 30th July.

# Security

- Report of Sports Ground Safety Authority (SGSA, FIFA) may be incorporated in Security Plan by State Police Authorities.
- Police escort from airport to hotel/stadium.
- Deployment of police forces at stadium, Places of stay
- Evacuation Plan.
- Control of traffic, spectators movement.
- The Police's Security Plan may be shared with us.

**Report on Venues  
FIFA World Cup U17**



**SGSA**  
Sports Grounds Safety Authority

# Schools and Colleges

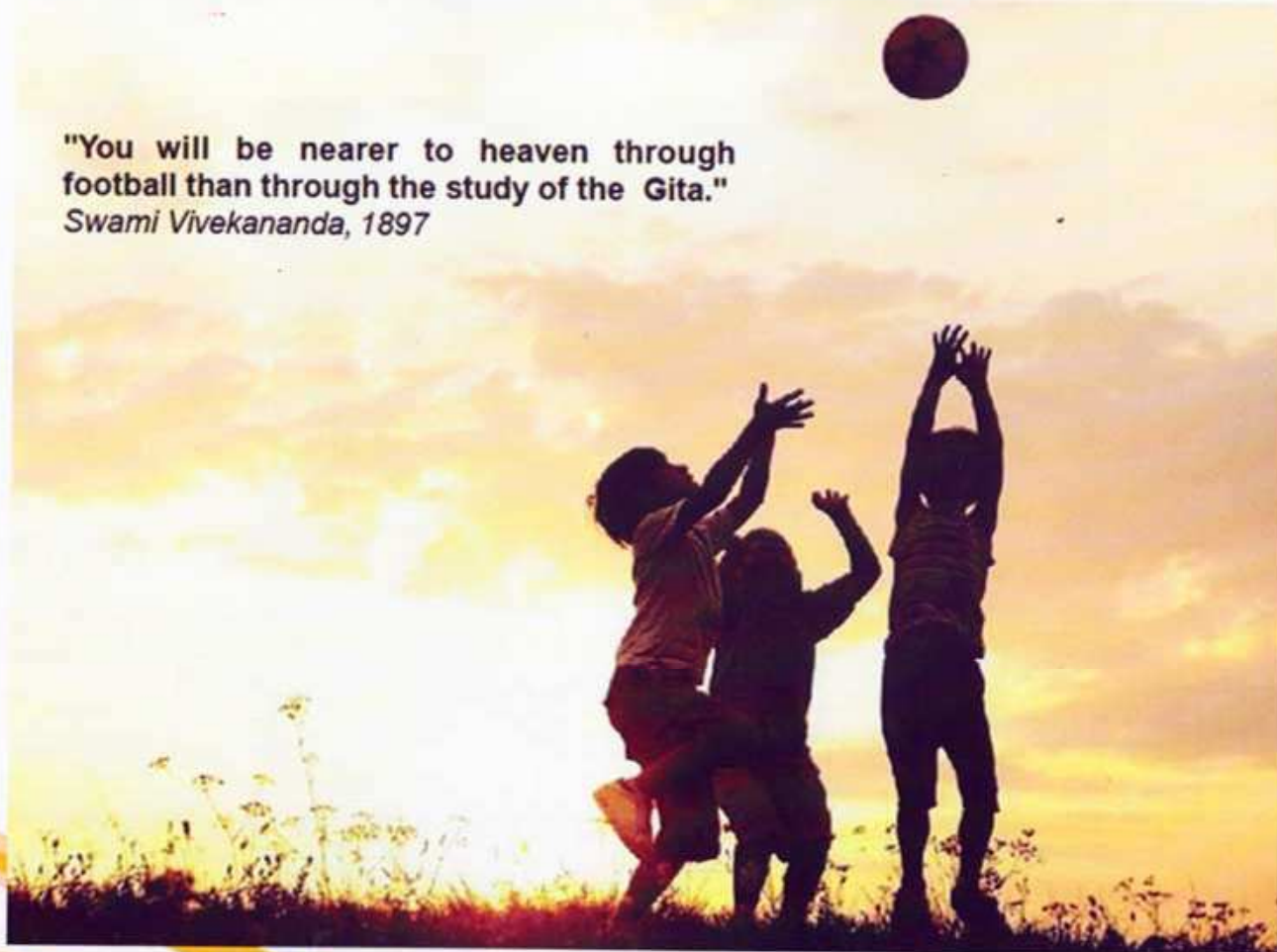
- School and College level football matches.
- Complementary tickets for students.
- Transport and other arrangements to bring students to Stadium.
- Departmental FIFA Nodal Officers may consult with Special Secretary, Sports (JC) on 3rd and 4th July and share the final plan by 30th July.





## Mission XI Million Project

**"You will be nearer to heaven through  
football than through the study of the Gita."  
*Swami Vivekananda, 1897***





**Legacy Programme for the  
FIFA U-17 World Cup India 2017**



# Urban & Municipal

- Special Cleanliness drive in the twin cities during match days.
- Maintenance of roads, street lights, waste management, Drinking water, Drainage,
- KMDA's two under passes be completed by mid September
- ULBs may be advised to display hoardings in their areas about "Kolkata- Proud to Host FIFA"- type messages, courtesy the ULB.



# Power Committee

- To ensure, uninterrupted supply of power during matches:
- A Power Committee was formed with CMD, WBSET Co Ltd as Chairman and PWD (E) and others as members.
- Power supply to the flood lights are through 6 synchronised generators.
- Load testing exercises are being carried out to check faults in system.



# Commerce, Industry & Enterprise

Biswa Bangla branding to showcase heritage, art and crafts of Bangla through its different Biswa Bangla outlets.

Traditional welcome to FIFA delegates/players/officials at NSCBI Airport.

Biswa Bangla Welcome Gates and Hoardings.

Biswa Bangla banners inside the Stadium, reserved for Host City's advertisement.

Souvenirs (paintings, wall hangings, terracotta horse, scarf) to be distributed to delegates.

Publicity for upcoming BGBS.



# Bengal Olympic Association

- To organise:
  - Sports Rallies
  - FIFA Kolkata Marathon
  - Felicitation of FIFA U-17 WC Players
  - Participation of Sports Associations/Clubs/  
Prominent Players from Districts to Kolkata.





सत्यमेव जयते

## **DEPARTMENT OF YOUTH SERVICES AND SPORTS**

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