

INDIA SPORTS FORGE

An Innovation Playground for the Future of Indian Sport

Northeast × Bengaluru Edition

THE VISION

India has extraordinary sporting talent, but the people closest to sport and the people equipped to innovate around it often operate in separate ecosystems.

India Sports Forge creates a bridge between these worlds.

The central proposition is to create an open innovation playground where the Northeast's lived sporting experience meets Bengaluru's technical, creative and entrepreneurial capabilities to explore, test and develop new possibilities for Indian sport.

The ambition is to create more than a successful event. It is to establish a new way of discovering innovation — one that begins with lived experience and brings diverse youth capabilities together around opportunities that matter.

THE OPPORTUNITY

The Northeast has a deep pool of young sporting talent. Athletes and sporting communities understand challenges across training, coaching, facilities, equipment, access, performance, competition, sponsorship, career pathways and participation because they experience them directly.

Bengaluru has a concentration of young people developing capabilities in technology, AI, data and analytics, design, management, marketing, entrepreneurship and business.

The Northeast brings **knowledge of the field.**

Bengaluru brings **the ability to explore, innovate, build and scale.**

Neither is sufficient on its own. Together, they create the possibility of seeing problems differently and developing solutions that are grounded in actual need.

THE PLAYGROUND

India Sports Forge is not merely an event or hackathon. It is a shared, experimental environment — a living laboratory where participants can examine real challenges, question assumptions, develop early responses and discover what might be possible.

Young athletes and sporting communities bring experiences, barriers, workarounds and unmet needs. Young innovators bring different ways of analysing, designing, building and creating value.

Participants work across disciplines to move from

experience → problem → opportunity → experiment → create value.

Collaboration is the foundation; experimentation is the method.

The process deliberately avoids starting with predetermined technology solutions. Instead, participants discover where innovation is needed and what form it might take.

THE PARTICIPANTS & POSSIBILITIES

The Forge brings together **athletes, coaches, technologists, data and analytics talent, designers, management and business students, marketers, entrepreneurs and young sports professionals.**

They could explore opportunities across talent identification, athlete development, coaching, performance and data, equipment, facilities, access, injury prevention, sports management, sponsorship, fan engagement, career pathways, grassroots sport, women's sport and sports technology.

The objective is not to prescribe the answers.

It is to create the conditions in which **unexpected ideas, collaborations and opportunities can emerge.**

For participants, the Forge offers the opportunity to work with people they would rarely encounter, gain exposure to real-world challenges and develop ideas with genuine users. For sports organisations, brands, entrepreneurs and ecosystem leaders, it creates access to emerging talent, new perspectives and potential solutions.

THE FIRST EDITION:

FROM PLAYGROUND TO PODIUM

NORTHEAST × BENGALURU

The first India Sports Forge will connect two distinctive youth ecosystems.

The Northeast brings sporting experience that is rich, diverse and often under-connected to India's innovation networks. Bengaluru brings a generation of young people equipped with the capabilities to experiment, build and take ideas forward.

The first edition is therefore both a **challenge and an experiment**:

What happens when young people who understand the realities of Indian sport are given a playground to build alongside young people who have the capabilities to reinvent it?

The most promising ideas can continue beyond the Forge through connections with sports organisations, mentors, entrepreneurs, industry and other ecosystem partners.

Over time, India Sports Forge can become a platform for discovering **people, problems and possibilities that can shape the future of Indian sport**.

REGISTER NOW:

<https://forms.gle/cT7B7pMGezUUfCVL6>

**Building India's Sports Ecosystem-
Preparing for the Olympics 2036 and Beyond!**