

Development
Strategy for
Competitive
Swimming in India:
Mission 2028





Our Vision

Promote Aquatic Sport through the **development of Athletes & Coaches** to help them achieve their fullest potential on their journey to the highest goal of winning medals at the Olympics & World Championships and to **inculcate the spirit of sportsmanship and teamwork in our nation's youth**



OUR MISSION

We strive to reach our goals by **building a strong foundation** & focusing on **talent identification at the grass root level** by proactively working towards **increasing participation** in the sport at the district level through our state units and partnering with various stake holders including schools, academies and the “Khelo India” initiative while **implementing a long term athlete development plan for junior to elite levels.**



SFI is the apex governing body for 6 aquatics sports in India and is recognized by the Government of India as well as the Indian Olympic Association

Swimming Federation of India

Swimming



Artistic
Swimming

Diving &
High
Diving

Waterpolo

Open
Water

Masters



Setting the
Perspective:
Aquatic events
alongside
Athletics has
the potential
for the highest
medal haul

Competiton	Discipline	Events	Medals at Stake
Olympics	Swimming-Men	17	51
	Swimming-Women	17	51
	Swimming-Mixed Relay	1	3
	Diving - Men	5	15
	Diving -Women	5	15
	Waterpolo - Men	1	3
	Waterpolo - Women	1	3
	Open Water	2	6
	Artistic Swimming	2	6
Commonwealth Games	Swimming-Men	19	57
	Swimming-Women	19	57
	Diving - Men	5	15
	Diving -Women	5	15
Asian Games	Swimming-Men	19	57
	Swimming-Women	19	57
	Swimming-Mixed Relay	2	6
	Diving - Men	5	15
	Diving -Women	5	15
	Waterpolo - Men	1	3
	Waterpolo - Women	1	3



Individual Swimming Events Over-View

Events Classification at Major International Meets

Classification	Stroke	Distance	Olympics	World Championship	Commonwealth Games	Asian Games
Sprint 8 events M/F	Freestyle	50 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		100 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Backstroke	50 M	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		100 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Breaststroke	50 M	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		100 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Butterfly	50 M	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		100 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Middle Distance 5 events M/F	Freestyle	200 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Backstroke	200 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Breaststroke	200 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Butterfly	200 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Individual Medley	200 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Long Distance 4 events M/F	Freestyle	400 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		800 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		1500 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Individual Medley	400 M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Laying the foundation for a Long-Term Strategy and Medium-Term Strategy targeting 2024-2028 Olympics and 2022-2026 Asian Games



As was famously quoted by Albert Einstein

***“ IF YOU DO WHAT YOU ALWAYS DID- YOU WILL GET WHAT YOU ALWAYS GOT ”
- Albert Einstein***

We chose to rephrase the quote as under

“ IF **WE** DO WHAT **WE** ALWAYS DID- **WE** WILL GET WHAT **WE** ALWAYS GOT ”

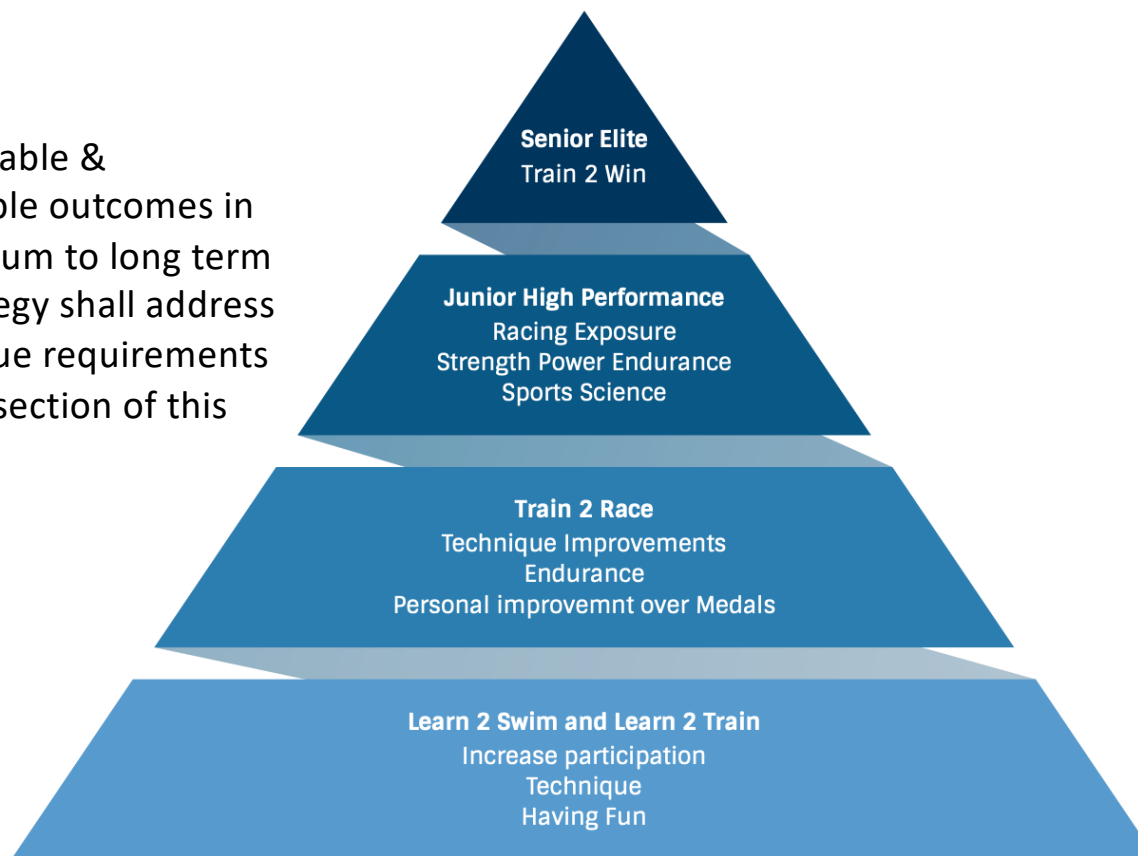
WE = collectively MYAS | SFI | COACHES | ATHLETES | other STAKEHOLDERS



Strategy Focus Areas



For favorable & sustainable outcomes in the medium to long term the strategy shall address the unique requirements of each section of this pyramid



Sport Specific SWOT Analysis Swimming

Strength

- 6 Swimmers with a Olympic B time in 2020 of which 4 are still 21-22 old
- 2 swimmers very close to Olympic A qualification time
- 4 swimmers in under 18 world 100 rankings
- Around 40 swimmers in U17 group with AAAA+ timings Grp 1 & 2

Weakness

- Lack of domestic competitions for racing exposure
- Very less foreign competition exposure for high performance group
- Performance and talent pool in girls / women category very low
- Lack of coach education for long term athlete development
- Negible or very low visibility of Local HERO's for idolisation
- Low visibility and coverage of sport by print & electronic media
- Very low retention from age group to senior level
- Bottom of the pyramid is very narrow - participation at entry level
- Lack of attention to development of other discipline i.e. Diving & Waterpolo
- No early talent identification and development pathway

Opportunity

- Introduce club / regional meets to provide more racing opportunities
- Introduce National ranking meet in Junior & Open category
- Increase number of accredited academies across India
- Introduce Coaches Education & Certification pathway
- Invest in technology and modern equipment for training at NCoE's
- Institutional tie up with top international sports science experts

Threats

- Globally the sport is getting faster and the gap will keep widening
- Glamorous sports like cricket, soccer, badminton, tennis will keep drawing youth away
- Media and glamour will increasingly follow popular sports
- Acquatic sport is not considered a favourable alternative career opportunity
- Participation will keep dropping till an Indian HERO breaks the glass ceiling

Key Elements of the Strategic Plan

Roll Out 2020



- National Database of Swimmers, Coaches and Academies
- Indigenous Coaches Education & Certification pathway
- Systematic Talent Scouting Structure & Protocols
- Review of Competition Structure
- National Talent Pool & Athlete Development Pathway

Four phased project

Creating a software for data

A Fully integrated system

APIs for clubs to pull data for websites

One touch Elite athlete management

Phase III (KPI Monitoring)

Creating and Mapping KPIs for academies and coaches (LTAD)

Elite Athlete holistic Management

Phase II Event and time mapping

All Events to be using a specific meet manager/ input

Integration with Khelo India and FINA

Rankings

Phase I (UID Process)

Swimmer Registration

Coach Registration

Academy Registration

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National Database of Swimmers, Coaches and Academies

SFI GENERAL
MANAGEMENT
SYSTEM :
SWIMMERS &
COACHES
REGISTRATION



Registration on SFI GMS portal now open for 2020-21





SWIMMER REGISTRATION PROCESS



01

Online Application



Swimmer to submit online application for registration on SFI GMS portal. Registration compulsory for any swimmer who participates at district / state / national level SFI recognised events. Registration to be renewed every year between 1st Jan to 30th Apr

02

State Unit Verification



State Unit can log in to SFI GMS using state login ID. Secretary to verify documents submitted for address/ age etc by applicant. If satisfied approve / reject with remarks

03

SFI Approves application



SFI admin will verify application with documents and state unit remarks. If all OK then SFI will approve application. Name will appear in state dashboard on GMS. State Unit can access state dashboard with login ID to see approved / pending applications

04

SFI UID number & ID issued



Swimmer will received email acknowledgement at time of submit application and also when application approved / rejected with remarks. All approved applications will also get personal log in ID and digital ID Card with SFI UID number



Mr. Super Admin

Dashboard

Masters

Players

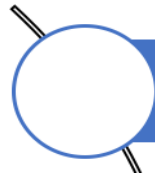
Coaches

SuperAdmin

ATHLETES	All	
All Athletes	+	3484
Approved Athletes	+	0
Verified Athletes	+	331
Pending Athletes	+	3483

COACHES	
All Coaches	595
Approved Coaches	16
Verified Coaches	0
Pending Coaches	575
Rejected Coaches	4

SFI Registration Status on GMS portal – started since 13 October 2020



National Database of Swimmers, Coaches and Academies

Targeted Outcomes

- Performance tracking and athlete profiling
- Mapping Talent and Coaching resources for targeted development
- Analytics and focused efforts for increasing participation bottom layer
- Prevent Age Fraud
- Bring Coaching talent closer to the Swimming Talent

Key Elements of the Strategic Plan

Roll Out 2020



- National Database of Swimmers, Coaches and Academies
- Indigenous Coaches Education & Certification pathway
- Systematic Talent Scouting & Development plan
- Review of Competition Structure
- Establish a Athlete Development Pathway

Current Scenario In India, Aquatics sports governed by SFI do not have a structured coach certification system. Coaches either go through the NIS Diploma and/or ASCA level 1-5 certification which is available through private agencies where SFI has no oversight on delivery and outcomes of such certificates. While the NIS Diploma syllabus has not been updated for more than 30 years, it continues to be a gateway for government jobs. This should not be of concern for SFI and we must accept that it is SFI's primary responsibility towards improving the level of the coaching in the country. Having said that, it is pertinent to bring out that SAI has also reached out to SFI for helping them restructure the NIS syllabus and provide visiting faculty to improve the NIS program. This is an acknowledgment that the NIS program as it stand today has not delivered on the desired outcomes.

It is also observed that the ASCA certification leaves much to be desired in terms of outcomes. The ASCA level 1 & 2 certification is issued by attending 2 days workshop and open book test, while ASCA level 3 certification requires a 3 days workshop and test. Neither provide enough rigour and practical training to be effective post certification and the program does not have any mechanism for continuous learning.

It is in SFI's interest to introduce an indigenous CEDP and its own certification program with focus on effective transfer of knowledge rather than only certification.



moregold
performance consulting

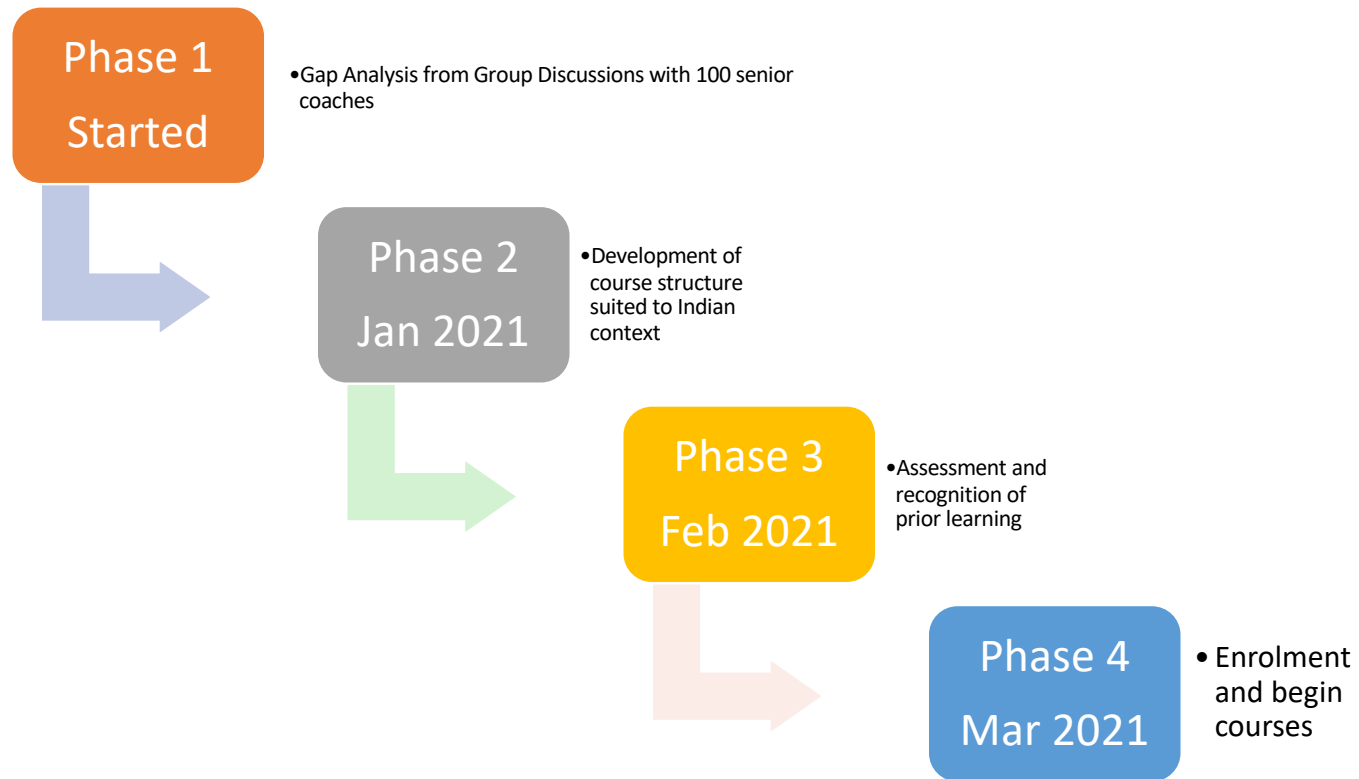
Announcing the “Knowledge & Implementation” Partnership



What Wayne Goldsmith has to say

My team and I are committed to deliver a unique and world class coach education & certification system for India with ongoing support to further develop coaches and help them in their pursuit to produce their swimmer's potential to the fullest extent.

CECDP roll out plan





Indigenous Coaches Education & Certification pathway

Targeted Outcomes

- Global best practices for technique development at junior levels
- Uniformity in coaching practices and LTAD
- Real assessment of skill and knowledge of coaching resources
- Transition of Coaching Role from “Job” to “Passion”
- 3000 certified swim coaches in India in 5 years



Supported by FINA : OASP

| Sports Authority of India



Key Elements of the Strategic Plan

Roll Out 2021

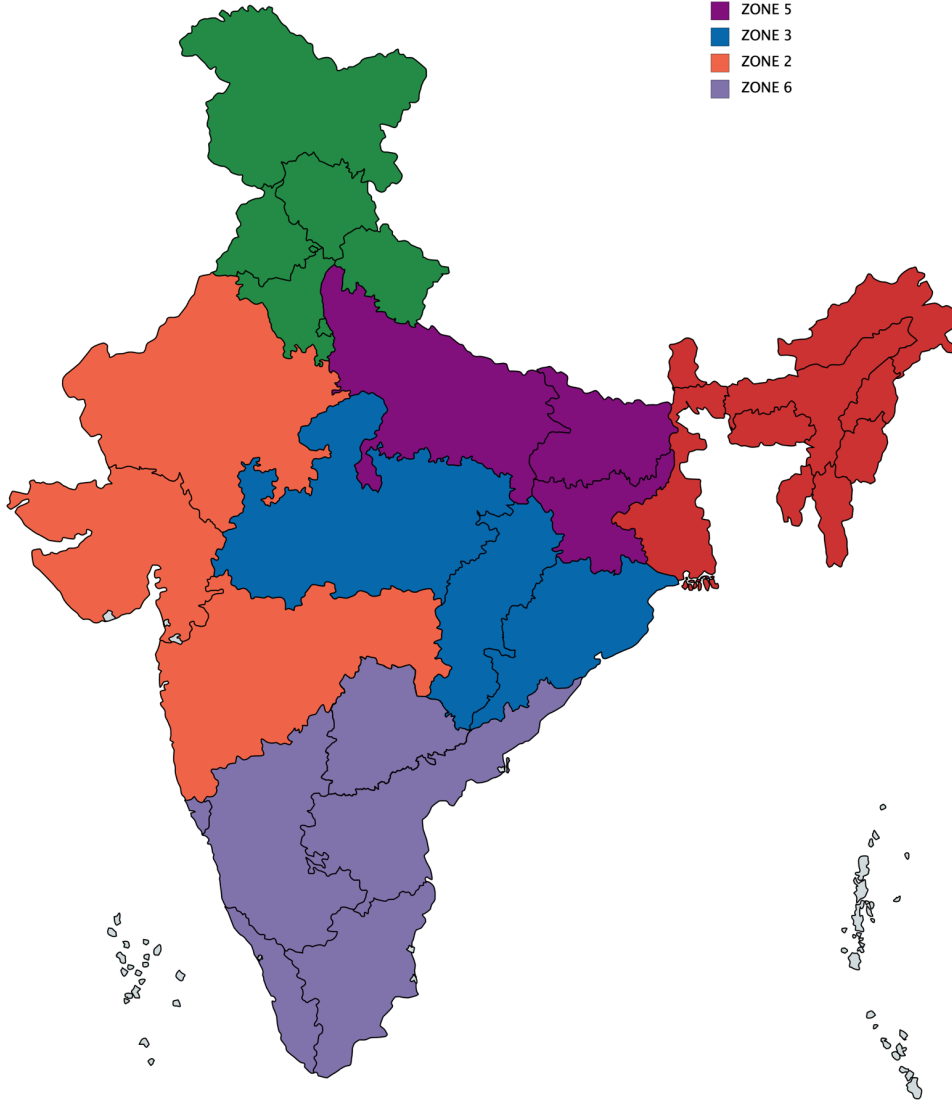


- National Database of Swimmers, Coaches and Academies
- Indigenous Coaches Education & Certification pathway
- Systematic Talent Scouting & Development plan
- Review of Competition Structure
- Establish a Athlete Development Pathway



SFI ZONES

- ZONE 1
- ZONE 4
- ZONE 5
- ZONE 3
- ZONE 2
- ZONE 6



Mechanism for Talent Scouting

- Zonal Talent Identification Committees
- Designated Coaches in each zone to act as talent scouts and visit academies / competitions within the zones for "early talent detection"
- Standardize talent identification matrix and protocol based on expert advise on sport science
- Creating the right training environment and support academies through coach development program and mentoring of coaches by experts



Systematic Talent Scouting & Development plan

Targeted Outcomes

- Focused attention on mentoring coaches handling potential talent at grass root level
- Early monitoring of future champions focusing sports science resources where it may have maximum impact for the long term
- Avoid early plateau or injuries in potential champions
- Bring the glimpses of elite sport closer to the future sportsperson
- Reduce the element of “Chance” in creating champions. Process driven approach

Detailed document developed jointly with SAI to be released shortly

Key Elements of the Strategic Plan



- National Database of Swimmers, Coaches and Academies
- Systematic Talent Scouting & Development plan
- Indigenous Coaches Education & Certification pathway
- **Review of Competition Structure**
- Establish a Athlete Development Pathway

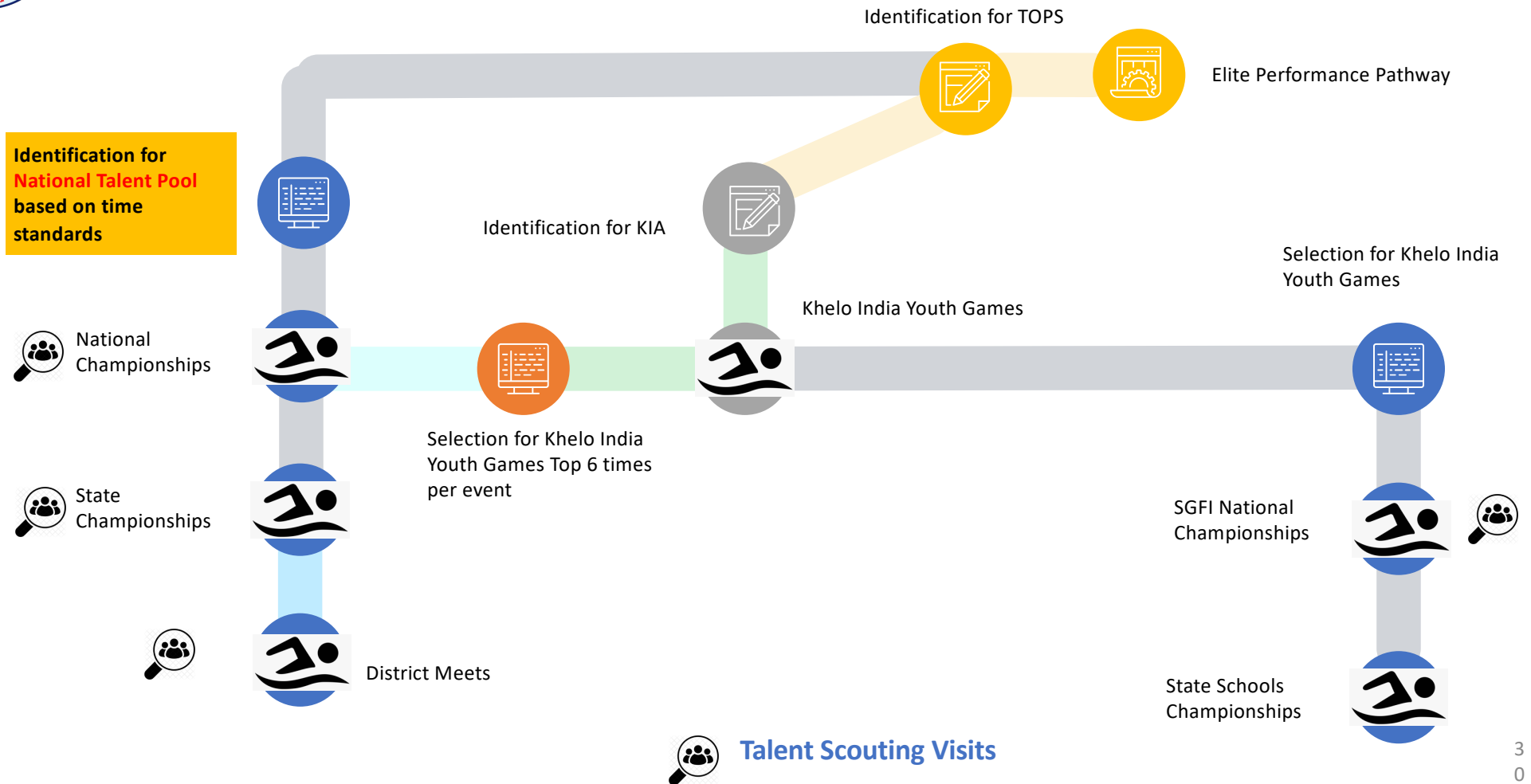
Key Elements of the Strategic Plan



- National Database of Swimmers, Coaches and Academies
- Systematic Talent Scouting & Development plan
- Indigenous Coaches Education & Certification pathway
- Competition Structure
- Establish a Athlete Development Pathway

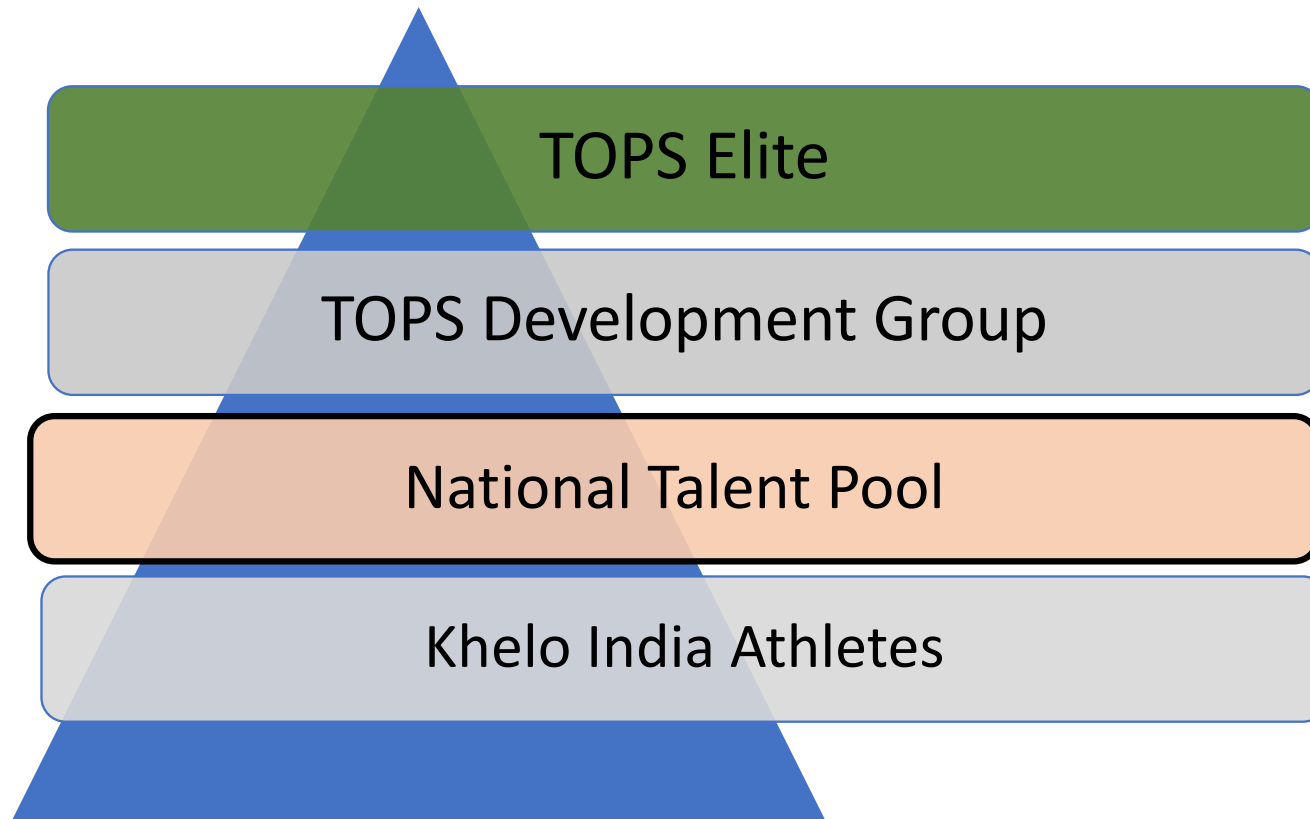


Athlete High Performance Pathway



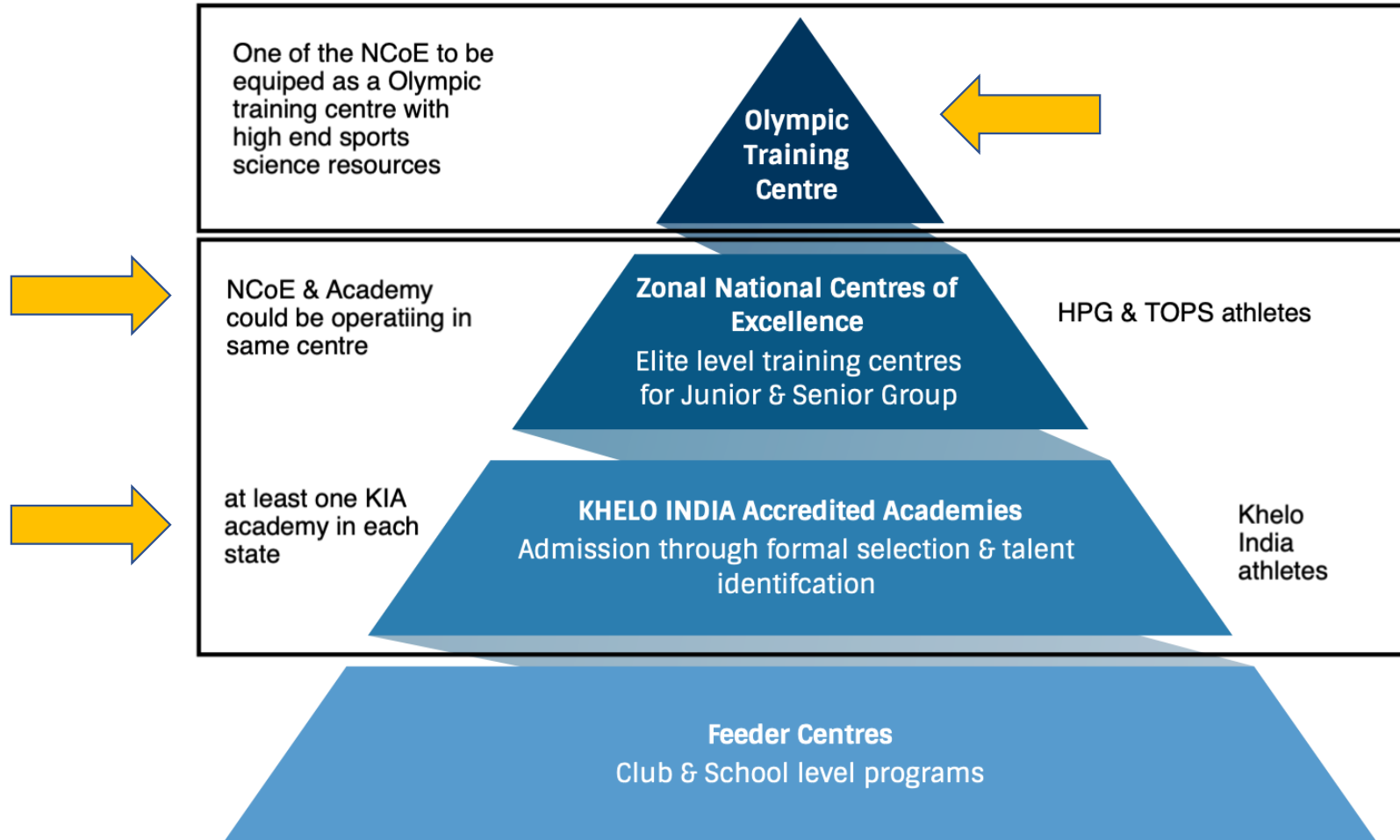


Talent Recognition & Assistance Ladder



Proposed Competitive Training Infrastructure

SWIMMING



Invest in High Performance Technology

High Tech wearables for Individual workout analysis

Bio-Mechanics & Race Analysis equipment

Strategic Tie-Up with World Class Subject Experts

Coach Education & Certification : Wayne Goldsmith, Australia

Globally sought-after coaches' trainer and motivational speaker

Sports Science: Dr Genadijus Sokolovas (USA) popularly known internationally as Dr G

Most recognized expert in sports science and physiology with experience in working with almost every Olympic medalist in swimming

Bio-Mechanics: Dr G and Stefano Nurra (ITA)

Expert in under water bio-mechanics and technique assessment of swimmer with many years experience in working at elite level swimming globally including many Olympic medalist's



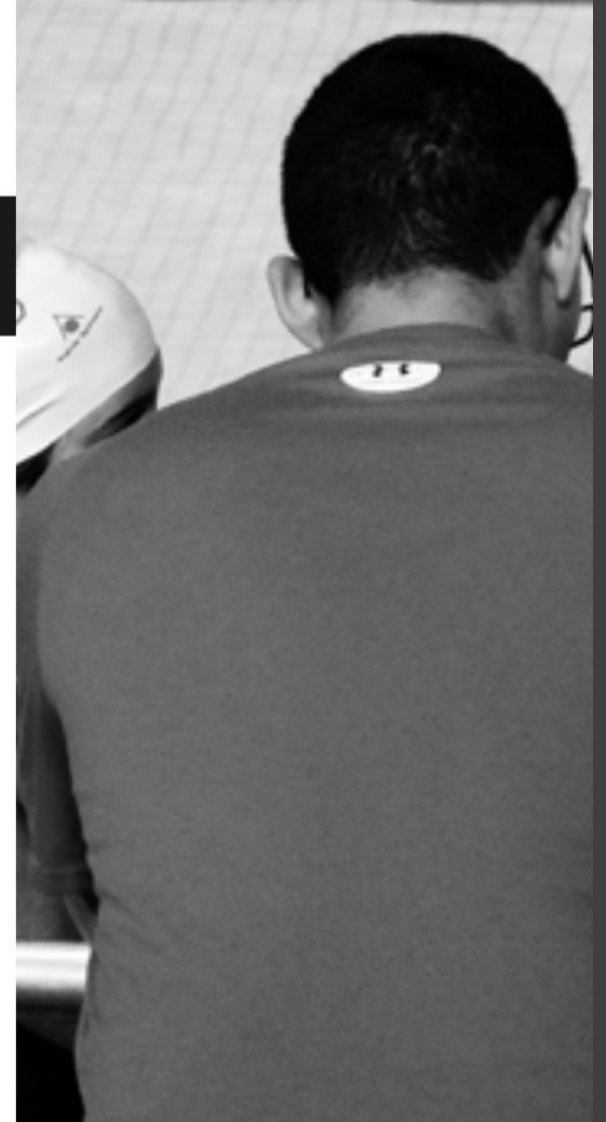


PRESENTING **CEDCP**

GOLDMINDS

BY **WAYNE GOLDSMITH**

WHAT MAKES GOOD COACHES GREAT?



Key Coaching Attributes for Athlete Development

Elite & High Performance

Sport Science & Global best practices application to training – Competition Exposure for coaches & swimmers

Age Group Swimming
Learn to Compete Years

Proper physiological development of athlete in formative years- early stroke specialisation – avoid injuries

Learn to Train Years



Understanding & Teaching the correct technique for all strokes



WAYNE GOLDSMITH TEAM LEADER

- Wayne Goldsmith has contributed to the sport of swimming around the world for the past 29 years. As an educator Wayne has designed, developed and delivered coach education and training programs in more than 20 countries.
- Wayne's articles, books, book chapters, blog posts and research papers - over 1000 in total - have been published across the swimming world since the early 1990s.
- He has been a driving force for change and improvement in coaching and coach development and a passionate leader in the area of swimming science for more than a quarter of a century.
- He's delivered FINA Olympic Solidarity clinics in Africa, Asia and the Pacific region and has inspired thousands of swimmers and coaches through his innovative yet simple, practical and applied approach to training, education and development.





Dr Ralph Richards

retired from full-time employment in 2017 as the Senior Research Consultant at the National Sports Information Centre (Clearinghouse for Sport), a program of the Australian Sports Commission.

Ralph has accumulated over thirty years of experience in Australian sport; much of that in Swimming; as a coach, educator, sport development officer, and in various executive positions.

He has held these held these key positions in Australian sport:

Senior Research Consultant, Australian Sports Commission (current)

Chief Executive Officer, ACTSport Inc. 2010-11

Chief Executive Officer, Australian Swimming Coaches and Teachers Association 2005-10





Professor David B. Pyne PhD FACSM

is a research professor at the University of Canberra Research Institute for Sport and Exercise (UCRISE). Pyne had a 30-year career as a sport scientist (physiologist) primarily working with swimming at the Australian Institute of Sport (AIS) and the Australian Swimming Team. He attended 4 Olympic Games and 6 FINA World Championships (Long Course) as a member of the Australian team.

The range of sports science activities that Pyne has experience in includes pool-based testing, training prescription, physiological and performance testing, laboratory testing, tapering, nutrition, health assessments, training camp and competition support. He has worked extensively in a multi-disciplinary support team for swimming involving extensive interaction with sports medicine practitioners, physical therapists, dietitians, bio mechanists, psychologists, performance analysts and data analysts. Much of his knowledge has derived from extensive interactions with a wide range of swimming coaches including the last seven Australian National Head Coaches.



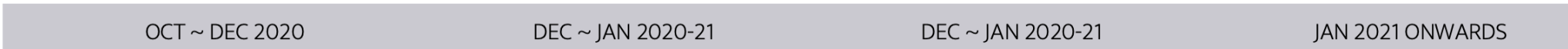
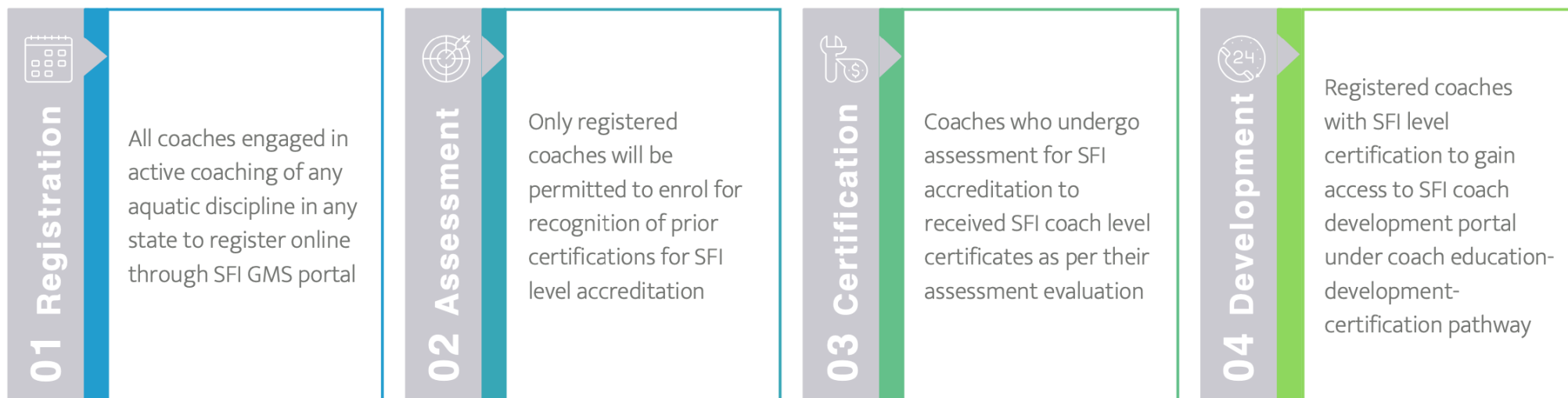
Salient Points : SFI - CEDCP

- Customized content for Indian Coaches after through research of current levels of coach's knowledge
- No textbook-based cramming & tests
- Multi-sensory learning using video, podcasts, on deck
- Certification level to match the level of swimmer coach is training
- Lateral recognition of prior certification aka ASCA etc.
- Continuous learning opportunities through webinars and mentoring of coaches
- Recognition by SAI
- International recognition by FINA





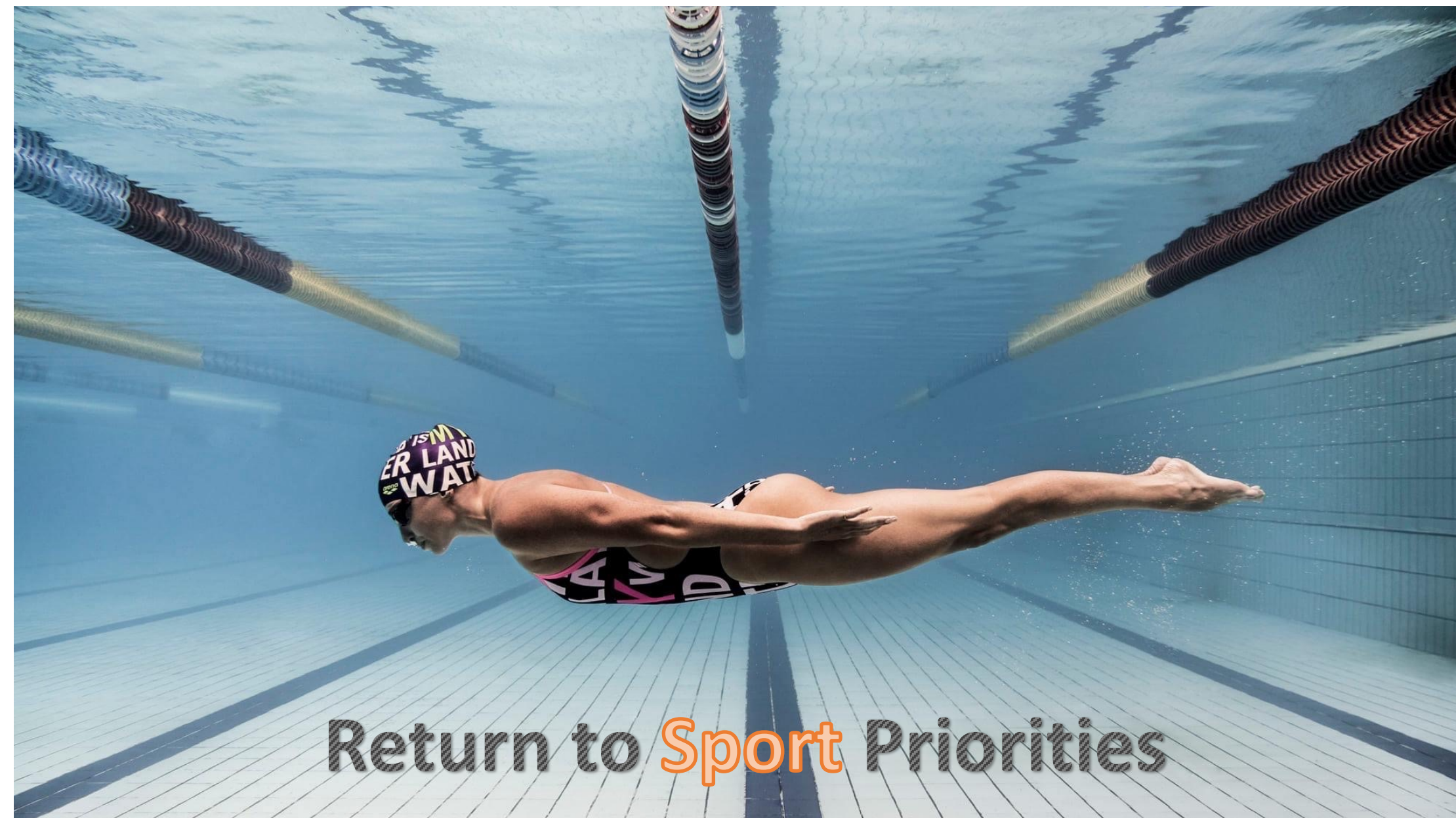
4 PHASE COACH CERTIFICATION PROCESS



SFI : CEDCP platform in partnership with MoreGold Sports (Australia) will provide coach certification courses , webinars , mentoring for coaches from global experts

Table 4: Elements of the operational model 2020 – 2025.

YEAR	RESEARCH AND INVESTIGATION	ONLINE CONTENT DEVELOPMENT	WEBINARS and OTHER LIVE AND ON DEMAND PROFESSIONAL DEVELOPMENT INITIATIVES	CERTIFICATION PROGRAMS	IN-SERVICE TRAINING AND DEVELOPMENT	NEWSLETTERS / COACHING UPDATES	SWIMMING CLINICS – COMBINED SWIMMER AND COACH TRAINING AND EDUCATION CLINICS	MENTORING AND INDIVIDUALIZED DEVELOPMENT, HIGH PERFORMANCE COACHES ONLY.	NATIONAL CONFERENCE / NATIONAL COACHING WEEK
2020	Y	Y	Y	PARTICIPATION, DEVELOPMENT, HIGH PERFORMANCE STAGES.	UNLIKELY DUE TO COVID19	Y		Y	
2021		Y	Y	ALL STAGES	Y 4 per year	Y	Y	Y	
2022	Y i.e. Project review	Y	Y	ALL STAGES	Y 6 per year	Y	Y	Y	Y
2023		Y	Y	ALL STAGES	Y 6 per year	Y	Y	Y	Y
2024	Y i.e. Project review.	Y	Y	ALL STAGES	Y 6 per year	Y	Y	Y	Y
2025		Y	Y	ALL STAGES	Y 6 per year	Y	Y	Y	Y



Return to **Sport** Priorities

Priority List Oct ~ Dec

- Work with state units and respective state governments to **Reopen Training Centers** and complying with SOP's
- Release **"Guidance Document"** for Coaches for slow ramp up and injury free return to sport
- Ramp Up **"training of Olympic B qualifiers and other Olympic hopefuls"** Finalize their training and racing calendar for 2021 Olympic qualification events
- Initiate individual **consultations by sport science experts for development of the identified talent for 2022/24**
- 2021 Domestic Competition Calendar to be decided after review of return to training in all states and COVID guidelines by the government





**Thank You
for your time**