

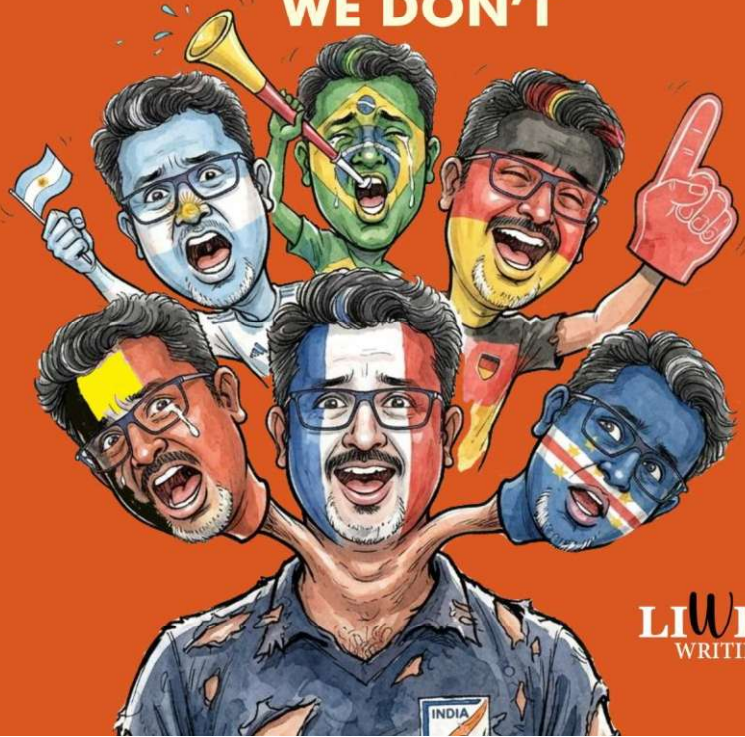
SIJIN B T

AUTHOR OF GREAT INDIAN FOOTBALL COMEDY

THEY HAVE BALLS WE DON'T

WHY WE DON'T HAVE
A FOOTBALL SYSTEM
LIKE EUROPE?

EVERYTHING
MEDIA FEARS
TO WRITE ABOUT
FOOTBALL FANS
IN INDIA



LIVING
WRITING



We dream of the day thousands of Indians invade the lush green football ground by waving the 'made in India' tricolour flag; Indian players toss their sweat-wet blue jerseys in the beautiful blue sky; an Indian player kicks the 'Made in India' world cup ball to the gallery where thousands of Indians stand by raising their fists and billions of Indians dance in front of the different 'Make in India' live streaming screens, while the final whistle of the finals of a world cup blows and all roars together "We won the World Cup."

visit www.goal2066.in



**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**

MAKING INDIA SPORTS SUPERPOWER

smri.in [f](#) [t](#) [i](#) [@](#) playsmri

**HAVE
BALLS**



HAVE BALLS

SIJIN B T

LI*W***ING**
WRITING

HAVE BALLS

Author
Sijin B T

Design
Liwing

Copyright
Sports & Management Research Institute

First Edition
August 2026

Publisher
Liwing Writings, Kanjippadom 688002, Alappuzha
Phone: **+91 9633 221 220**

Price
Rs.350



CONTENTS

TRIGGER... **9**

PREFACE...**11**

INTRO...**15**

1. SYSTEM OUT COMPLETELY... **21**
2. WAITING FOR A MIRACLE SQUAD... **31**
3. WE BROKE OUT THE EXCUSES LEAGUE... **37**
4. WHAT HAPPENS IF WE TOTAL BOTTLE IT ... **45**
5. WHY INDIAN CLUBS ARE TOTAL GHOST TOWNS... **51**
6. WHY REAL FOOTBALL STARTS IN THE DIRT... **57**
7. CLOWNS IN THE COMMENTS AND PLASTIC FANS... **67**
8. STOP CRYING FOR ARGENTINA CRY FOR INDIAN FOOTBALL... **77**
9. HOW WE MISS GOATS...**87**
10. HOW WE KILL GOATS -**97**
11. CASH COWS WITH ZERO CONTROL...**105**
12. STOP CHASING CLOUT...**111**
13. ONLY WORDS NO DEEDS...**119**
14. CRADLES BEFORE COTS **127**

END- STOP CRYING START BUILDING...**137**

IF WE CAN **DREAM** IT, WE CAN **DO** IT.



WE EMPOWER INDIA TO **DREAM** AND **DO**

11 SPORTY YEARS OF
TRANSFORMING
INDIAN SPORTS



**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**
MAKING INDIA SPORTS SUPERPOWER

TRIGGER

FIFA and Argentina can hype our vibe all they want, but where's the actual game? A two-month pop-up league is great for Instagram, but it doesn't build a football nation. Real football takes 365 days of year-round leagues, pro clubs, promotion and relegation, and proper pitches; not celeb owners or red carpets.

Thousands of kids in India grind in academies chasing the dream to be the next Messi, Ronaldo, Mbappe, Yamal and Haaland. More Spanish clubs will start their academies in India to make bucks from their present World Cup win. But let's be real:

Where are these kids going to play professionally?

Less than 500 play pro football in India every year. If 10% hang it up every year, that's barely 50 spots opening up. Thousands step into the dream; fifty get the bag. The rest just slide straight into football unemployment.

The media hides this truth because hype gets more clicks than reality. Time to snap out of the delusion. Someone's gotta be the one to shout that the **emperor has no clothes**.

We **HAVE BALLS**...

We aren't a football nation; we're just a nation that parties football.



WE EMPOWER INDIA TO **DREAM** AND **DO**



**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**

MAKING INDIA SPORTS SUPERPOWER

PREFACE

THANK GOD!

WORLD CUP

IS OVER

Bruh, thank absolute God. The FIFA World Cup is finally over. Now Indian football can comfortably roll over, hit snooze, and go right back to deep sleep.

Not for a week. Not for a month. For another four whole years. Like Kumbhakarna waking up just long enough to pull an all-night bender before crashing out again.

For one glorious month, India magically transforms into a certified football nation. Streets completely blow up with Argentina, Brazil, Spain, France, Portugal, and England jerseys. Every local chai tapri instantly mutates into an elite tactical studio. Every random WhatsApp group gets flooded with armchair Pep Guardiolas who suddenly know how to fix the entire sport.

Then the final whistle blows. Absolute dead silence.

The jerseys vanish into the closet. The high-IQ tactical debates disappear. The hype evaporates. And Indian football? Ghosted. Completely **MIA**.

Nobody's asking what's happening to the **Indian Super League**. Nobody's stressing over whether local club football is surviving. Nobody's losing sleep over our embarrassing FIFA ranking. Nobody's pausing to wonder why a massive country of 1.4 billion people is permanently glued to the couch watching the World Cup instead of actually playing in it.

Nah, instead we keep ourselves busy with pure entertainment:

- Numerology behind AIFF's name change?
- Will name change bring World Cup?
- Who's the next "Messi"?
- Who's the next GOAT?

Brilliant. We have officially mastered the art of consuming football entertainment while completely dodging actual football development. We out here celebrating other nations' trophies like we personally laced up and ran ninety minutes. We're getting into digital fistfights online over clubs located 8,000 kilometres away. We're dropping cash on expensive authentic jerseys, memorising shady transfer rumours, and flexing deep trivia about European leagues.

We know everything about global football. Except how to build our own.

Look, let's get one thing straight. This book isn't hating on Messi. It's not taking shots at Ronaldo. It has zero smoke for Argentina, Brazil, or any other football superpower. This book is going to war against one single thing:

Our toxic addiction to being passive spectators.

For decades, we've been content acting as professional consumers instead of football creators. We've turned ourselves into certified experts at worshipping champions instead of manufacturing them. Whenever things bomb, we drop the classic cop-out:

"Bro, India has raw talent, we just lack a system."

Wrong. *We are the system.*

Politicians can't lock your gates and stop you from starting a local football club. The AIFF can't block you from setting up a weekend community league. FIFA can't ban you from playing football in your neighbourhood.

Nobody stopped us from becoming football builders. We just chose the sofa over the pitch every single time. Now, fair warning: this book is going to make a lot of people tight and uncomfortable.

Good.

Because being comfortable has never qualified a single country for the FIFA World Cup. So if some of these chapters sting or get under your skin, take a second and ask yourself one brutal question:

"Am I actually mad because this book is wrong... or am I mad because it's dead right?"

HAVE BALLS isn't just another boring analysis breaking down why Indian sports failed. It's a direct challenge. A cold-water splash to the face. A violent wake-up call. If you're still looking for safe, comfortable excuses, close this book right now and go scroll through some reels.

If you're finally ready to stop simping for foreign football and actually start building the game at home...

Turn the page.

And **HAVE BALLS.**

INTRO

HAVE

BALLS

BROS

How on earth did Cape Verde, with a population under five lakh people, manage to qualify for the FIFA World Cup while India, sitting at over 140 crore strong, is still glued to the telly watching everyone else's ball?

We never run out of copes. We've got an endless roster of "experts" ready to break down why we bottled it. But after decades of chat, one brutal question remains: **Why are we still nowhere near the big stage?**

- "Bro, we got the raw sauce, just zero system."
- "Zero government backing."
- "Infrastructure is dead."

- "Grassroots are non-existent."
- "Zero long-term vision."

Yeah, okay, all true. But who's actually dropping the ball here?

Today, let's skip the boring media panels and trash excuses. There is literally only one reason we haven't qualified while Cape Verde pulled up to the 2026 World Cup:

Cape Verdeans actually **HAVE BALLS**.

Indians? Don't **HAVE BALLS**.

Relax, I'm not talking about anatomy. I'm talking about sheer, unadulterated courage.

- The courage to actually **picture ourselves playing and winning the World Cup.**
- The courage to **grind out 90+ minutes at full-throttle intensity.**
- The courage to **take an L like a champ and bounce back.**
- The courage to **sweat blood for a dub.**
- The courage to **challenge the impossible.**
- The courage to **stop whining and making excuses.**

Cape Verde's squad has ballers who can run, press, tackle, and scrap for the full 90+ with zero fatigue. India has plenty of gifted players, too. But way too often, we run out of gas, run out of confidence, or just lose all our optimism.

Why? Who knows? Who even cares at this point?

Now, let's talk about my absolute favourite NPC group, the **"football pundits."**

Some of these clowns deadass claim,

"Bro, football just isn't in the Indian gene pool."

Really? Then, where exactly do you unlock the magic football gene? Select from the options below.

1. Spain?
2. Brazil?
3. Argentina?
4. Portugal?
5. England?
6. All the above

Do Spanish babies drop out of the womb clutching a football? Do European infants rock moulded boots before diapers? Did Messi start nutmegging people in the womb? Was Ronaldo hitting stepovers before birth? Did Haaland spawn wearing a No. 9 jersey?



"Oh My Foot!"

Nobody comes out of the factory with a football in one hand and boots on their feet.

- Not Messi.
- Not Ronaldo.
- Not Mbappé.
- Not Haaland.
- Not a single World Cup winner in history.

God isn't out here manufacturing footballers. God isn't sitting in heaven repping an Argentina or Germany kit. God is the ultimate socialist, sending every single fetus to earth with the exact same potential to kick a ball. There's no nepotism favouring Europe or Latin America, and no stepmother treatment toward India.

God gives you potential. The world gives you opportunities. **Talent only sprouts where those opportunities actually exist.** Champions are forged where people have the backbone to manufacture maximum opportunities. **Legends are born where folks have balls to chase impossible dreams. Remember...**

Football isn't hiding inside anyone's DNA strand. It's hiding inside families, dirty playgrounds, crowded streets, local schools, independent clubs, community academies, and neighbourhoods. The places that actually have balls to create opportunities, build talent, raise champions, and spawn legends.

This book isn't a deep dive into boring tactical formations. It's some raw, unfiltered truth you probably won't want to hear.

It's about pure attitude. It's about grit. It's about whether a whole nation has the spine to stop crying and start building actual champions.

Some football fans have real skin in the game. Most just have loud opinions. A handful of die-hards with guts aren't enough to give the whole country the spine it needs to play and win a World Cup.

Right now, the majority of Indian football fans are just **plastic fans**, lacking any real local, cultural, or historical connection to the club or team they claim to support. We need to convert them into actual believers in Indian football. Otherwise, every single World Cup mission we attempt is going to be a total, unadulterated disaster.

Welcome to **HAVE BALLS.**

Stop chasing other nations' football highlights. Let's turn our football fans into Indian football fans.

1

SYSTEM

OUT

COMPLETELY

Every time India fails to qualify for the FIFA World Cup, every single television studio, YouTube chat, WhatsApp group, and local tea shop turns into an armchair football think tank. And everybody drops the exact same NPC diagnosis:

"Bro, India has raw talent, we just have zero system."

Really?

What the actual hell is this magical buzzword called "**talent**"?

Can pure talent score a goal all by itself? Can talent organise a proper league? Can talent track down eleven teammates? Can talent book a football pitch? Can talent build a club? Can talent pump out 50 competitive matches every single year?

Nah. Talent can't do jack on its own. Talent is literally just the raw ability to do something. It needs a massive network of other elements to actually function. All of those moving parts combined make up a **SYSTEM**. Systems are what actually work and deliver dubs.

Football is an ecosystem.

Sure, a kid might have insane ball control. Another might possess explosive speed. A third might see passes nobody else can. So what? Where are they supposed to play if there's no solid grassroots setup consisting of safe neighbourhoods, accessible playgrounds, community clubs, and school football?

- Who is actually discovering these kids?
- Who is developing them?
- Who is feeding them enough competitive matches to turn them into elite ballers?

- Who bridges the gap between local neighbourhood hero and actual World Cup legend?

The system.

Talent is just the raw material. The system is the actual factory. Without the factory, your talent is just another unfinished product collecting dust on a shelf.

Every World Cup cycle, retired players hop on TV and complain,

"We never got proper coaching back in our day."

Fair enough. But who is supposed to be providing that coaching?

The government?

Take a state like Kerala; the government sets up football coaching camps or aids football coaching camps, and honestly, shoutout to them for making an effort. But even then...

Where are our homegrown Messis? Where are our Ronaldos? Where are our World Cup stars? Where is our ticket to the World Cup?

India has thousands of football academies. Former pros run them. Some of the biggest clubs on earth drop academies into India, claiming they want to help us out. So generous, right?

Corporate giants run academies for their CSR brownie points just to give back to the community. Not-for-profit outfits and

insanely passionate fans run local academies, charging pocket-change fees. Major hats off to them.

Parents happily cough up the cash. Kids walk around in expensive jerseys. Parents snap aesthetic Instagram stories. Everybody is out here daydreaming.

Yet, nobody asks the uncomfortable, elephant-in-the-room question:

Where are the actual results?

Where are the players who can carry India to global relevance? Don't sit there and tell me, "*We're grinding, the system just isn't cooperating.*"

Football isn't a university degree. You don't get handed a bachelor's or master's certificate in football just because you attended a fancy football coaching academy.

You need to play every single day. You need to grind through hundreds of brutal matches to sharpen your footy IQ and build a competitive mindset. You level up. Over and over. And over again.

Prasanth N., an IAS officer who serves as Kerala's Special Secretary for Sports, dropped an absolute banger of a book titled **System Out Completely** before stepping into his current role. Honestly, I couldn't think of a more accurate name for the entire Indian football setup. Because our whole system is literally... *System Out Completely.*

We keep hyping up our goal of producing elite footballers. Cool. From where, exactly?

Whenever the World Cup comes around, media outlets shove mics in kids' faces and ask, "**Who's your GOAT?**"

Messi, Ronaldo, Mbappé, Haaland, Yamal... the list goes on. The media is thrilled, viewers are happy, and the kids are smiling.

Newsflash, bro: Mindlessly worshipping global icons will never magically make you an icon.

Elite footballers don't just spawn out of the sky.

They get bred inside actual, professional football clubs. Real superstars don't grow out of WhatsApp chat groups or random fan communities. They aren't cultivated on turf cages running midnight pick-up matches. They don't hatch from occasional football knockout tournaments.

We're talking about **legit professional clubs**. The world's top football superpowers have hundreds of pro clubs, and every single one runs an academy designed to forge tomorrow's elite champions. Every academy is directly wired into local community clubs. Scouts are constantly out on the grind, scouring local neighbourhoods and Latin America to unearth the next Messi. They watch kids play week in and week out, logging data, analysing performances, and catching them early.

And what do we do in India? We'll get into that mess later.

In a real setup, every player has a clear pathway. Every single season delivers a heavy slate of competitive matches against different squads and varied opponents. Promotion. Relegation. Cutthroat competition. Survival. Growth.

It reads like a high-stakes Bollywood thriller. Life out there is tough, but it forces players to build the mental armour needed to compete at the elite level. Everything is interconnected. Everything has a purpose.

Now look at our domestic scene.

We love to proudly announce basic football camps. We boast about opening academies and grassroots development programs.

We throw massive "penalty shootout" contests to promote the game, launch campaigns like the "One Billion Goals Challenge," host freestyle showcases, stream World Cup matches on big screens, and hold painting contests. Shoutout to the effort, I guess. It's almost too much "development" to handle.

Maybe we should throw a "World Cup Theme Song Singing Contest" and a "World Cup Choreography Challenge" next. Nothing wrong with over-engineering things, right?

But... where are the actual professional clubs?

Most of our semi-pro clubs only crawl out of hibernation right when a league starts. Once the league wraps up? The club completely ghosts everyone. Next season rolls around:

Surprise, we're back.

To make matters worse, some people low-key hate the word "league" because it reminds them of Muhammad Ali Jinnah, the villain behind the partition of India. We really need to realise that Jinnah's League and a football league are two completely different universes.

Leagues are the absolute lifeblood of football because they drive continuous growth, development, and long-term sustainability. Unlike random tournaments that just give

you short, intermittent spikes of hype, leagues create an unbroken cycle of progress.

Take a look at why leagues matter:

- **Regular Competition:** Leagues provide a locked-in, structured schedule of matches all season long. This consistent grind helps players level up their technical skills and lets teams build proper tactical systems.
- **Player Development:** Young prospects actually get regular minutes on the pitch to bank real experience. Strong league structures build a concrete pipeline from youth squads straight to the pro ranks.
- **Financial Stability:** Leagues pull in heavy bags through broadcasting rights, massive sponsorships, gate receipts, and merchandise sales. That cash flow sustains clubs, builds infrastructure, funds academies, and runs community programs.
- **Fan Engagement:** Weekly fixtures keep supporters hooked and emotionally invested. Local rivalries and title races build genuine hype and cement a real football culture.
- **Talent Identification:** Scouts, coaches, and national team selectors use league tape to spot raw prospects. Almost every international superstar first blew up playing regular league football.
- **Raising Standards:** Head-to-head competition forces clubs to invest heavily in top-tier coaching, facilities, sports science, and recruitment. That naturally elevates the quality of the entire sport.
- **Building the Ecosystem:** Leagues tie clubs, players, coaches, sponsors, broadcasters, and fans together

into one functional machine. Without a league, football just relies on random, scattered tournaments that completely bottleneck growth.

In short, leagues provide the competitive engine, financial backbone, talent pipeline, and fan hype required to make the sport succeed at every single level.

And what about our domestic leagues?

Our top tiers—the **Indian Super League (ISL)** and the **I-League** (now the **Indian Football League, IFL**) are an absolute circus of chaos.

Does it have promotion and relegation like a standard pyramid system?

Technically... yes. Clubs have to drop massive crores just to buy a spot in the ISL. Clubs have to shell out a few crores just to play in the I-League. But hey, an I-League club can theoretically earn promotion to the ISL! What an absolute masterpiece of a system, sirji.

Don't call it a pyramid. Call it a puzzle. Or better yet... modern art. Promotion, relegation, weird exceptions, special bureaucratic permissions, temporary rulings, and permanent confusion.

If anyone can look at the Indian football league structure without getting an instant migraine, congratulations. You deserve an honorary PhD. Don't stress, though; we'll laugh at that comedy routine later.

Before we can even think about fixing Indian football, we have to address the most foundational part of the entire system.

It's not the players. It's not the coaches. It's not the AIFF, and it's not the government.

It's the football fans.

Because football doesn't belong to some out-of-touch federation. Football belongs to the people. And the ultimate question this book puts on the table isn't:

"Does India have raw talent?"

The real question is:

"Do Indian football fans actually have the balls to build a real football ecosystem?"

HAVE BALLS SYSTEM

14

CRADLES
WITHOUT
COTS

Let's talk straight. Right now, the fanciest buzzword echoing through Indian football corridors is **"grassroots."** Everybody is shouting from the rooftops: *"We need world-class academies! We need grassroots development!"*

For what?

Look around. Tata's **Jamshedpur FC** literally stepped away from the Indian Super League spotlight to hyper-focus on grassroots. But here is the brutal, unfiltered reality check: **For what?**

Walk into most of our shiny, heavily promoted football academies today. What do you see? Zero professional teams. *Zilch. Nada.*

Where on earth do the talents they churn out go to play once they graduate?
Who knows? Who cares?

They pack their bags and join the League of Unemployed Footballers Clubs of India; that's where!

Welcome to the grand illusion of the grassroots nonsense.

WHY WE BUY CRADLES BEFORE THE HONEYMOON COT?

The Cart Before the Horse (Or Better Yet... The Cradle Before the Cot) Syndrome

Here is how simple logic works in the real world: **First comes the honeymoon cot, then comes the cradle.** You don't walk into a furniture store, buy a baby's cradle, stock up on rattles, and set

up a nursery when there isn't even a marriage, let alone a honeymoon!

Yet, that is precisely what Indian football is trying to pull off.

We are obsessed with building standalone academies in a vacuum, as if kids are training just to kick balls against brick walls for eternity.

- **Clubs come first, and clubs will form leagues.**

Clubs need raw, hungry talent. When a real, competitive club system exists, they will either build their own tight academies to feed their squads or aggressively scout standalone academies to snap up the best ballers.

Academies are the cradles designed to nurture the next generation. But without a professional *honeymoon cot*, a robust ecosystem of vibrant, competing clubs and weekly leagues, that cradle is just an expensive piece of furniture collecting dust in an empty room.

HAVE BALLS

Stop putting the cart before the horse. Stop hiding behind the safe, bureaucratic corporate buzzword of "grassroots" while avoiding the real heavy lifting.

Have the balls to start clubs.

Build real, community-driven, passionate football clubs with skin in the game. Once you build the clubs, they will automatically

demand talent, scout ruthlessly, and build an organic, bulletproof grassroots system from the ground up because their survival depends on it.

Quit worrying about the nurseries when you haven't even built the house. Put the cot in place first. The cradles will follow naturally!

THE TATA LEGACY: GOOD, BUT WHERE ARE THE GIANTS?

Let's give credit where it's due. The Tata Group didn't sit on their hands. Since 1987, the **Tata Football Academy (TFA)** has been churning out talent, with over 275 elite players, with more than 150 pulling on the national jersey. They gave us legends. Captains and icons like **Bhaichung Bhutia, Renedy Singh, Clifford Miranda**, and current AIFF boss **Kalyan Chaubey** walked through those doors.

That's good work. But let's be brutally honest: **Good isn't great.**

TFA has been feeding players straight into a chronically mediocre Indian football setup. And where does the national team's FIFA ranking sit? In the gutter, exactly where it always is.

Even a corporate titan like Tata, the legendary builders of global empires and household brands such as **Tata Motors, Tata Tea, Tata Salt, Tata Steel and TCS**, failed to mint world-class ballers capable of walking into top European leagues. Why?

Because **a cradle alone isn't enough!** You can build all the nurseries you want, but without a professional environment waiting for them, those kids hit a dead end. Tata needs to wake

up and build a powerhouse professional club *first* to throw these kids into the fire of high-intensity, cutthroat competitive matches.

LOOK AND LEARN FROM MRF

Want a masterclass in how a corporate giant actually fixes a national sport? Look at the **MRF Pace Foundation**.

Before MRF stepped up, India had a pathetic, historic shortage of fast bowlers. We were a laughingstock in world cricket's pace department. What did MRF do? They built a breeding ground for fire-breathing demons.

They mentored absolute legends: **Zaheer Khan, Javagal Srinath, Irfan Pathan, Venkatesh Prasad, S. Sreesanth, Munaf Patel, and R. P. Singh**. They didn't just stop at home; they coached global icons like **Brett Lee, Chaminda Vaas, Glenn McGrath, Heath Streak, Henry Olonga, and Mitchell Johnson**.

Hell, even a young **Sachin Tendulkar** walked into the MRF nets in 1987 wanting to bowl fast, until Dennis Lillee took one look and told him, "*Kid, pick up a bat instead.*" That's what a legendary institutional intervention looks like.

MRF diagnosed the exact disease plaguing Indian cricket and dropped the ultimate cure. That is what responsible corporate giants do.

WHY MRF SUCCEEDED: THE COTS WERE ALREADY BUILT

Let's talk about why the MRF Pace Foundation turned India into a global factory of fire-breathing fast bowlers while football academies keep spinning their wheels in neutral.

It's simple, brutal logic:

MRF made elite pacers for India and the entire world because there were already enough cots for them to show their stuff!

Think about it. When a tearaway fast bowler walked out of the MRF nets with a smoking-hot action and raw pace, where did they go? They didn't vanish into an unemployed void. They walked straight into a ruthless, fully functioning cricket ecosystem.

- There was domestic first-class cricket waiting to chew them up and spit them out.
- There were fierce Ranji Trophy battles.
- There was a raging, professional IPL and international calendar built like a fortress.

The cots were locked, loaded, and built to handle heavyweights. MRF didn't have to worry about where their prodigies would play because Indian cricket had actual infrastructure, professional leagues, and clubs that demanded high-performance monsters every single week.

THE FOOTBALL TRAGEDY

Contrast that with Indian football academies. You churn out a kid with slick footwork and raw hunger, and what happens? He

steps out of the gates and looks around to find... absolute emptiness. No competitive clubs, no high-intensity leagues, no stage to showcase the fire.

You can build all the fancy training nets you want, but if you don't build the damn cot, the professional club ecosystem, your talent is just sleeping on the cold, hard floor.

HAVE BALLS

Wake up, and build the clubs first. Give the ballers a cot to sleep in, and watch them conquer the world!

BUILD THE COT, STOP PLAYING AROUND

Tata, listen up: Stop treating football like a CSR checklist.

If you want to actually change the game, help Indian football grow organically with fierce, professional football clubs and ruthless, competitive leagues.

Stop obsessing over isolated cradles when there's no bed to sleep in. Let's stop talking about the nursery and build the damn cot first. Let's roll up our sleeves, dive into the actions, and embrace the raw pain and absolute pleasure of making something real. Have some balls and build the clubs!

THE ULTIMATE CON GAME: PAYING TO PLAY VS. BUYING A FUTURE

Let's rip the Band-Aid off and look at the pathetic, money-hungry circus of Indian youth sports.

In Europe, elite clubs treat their academies like holy investments. They spot raw talent, drag them in, and give them **free** world-class football coaching, education, and gear because they know these kids are assets.

Meanwhile, what's happening in India? Our academies are basically commercial cash-grabs, charging fees for literally everything: training kits, turf rentals, water bottles, and hollow promises.

And the parents? They march right up, swipe their hard-earned credit cards, and happily shell out cash while staring into a crystal ball, completely convinced their kid is going to wake up tomorrow as the next Messi or Ronaldo.

THE BLAME GAME

When the inevitable happens, when the kid finishes years of expensive academy training and realises there is zero professional team waiting for them, zero leagues to play in, and nowhere to go, the meltdown begins.

What do they do? Do they look at the broken system? Do they admit they got played?

Hell no. They sit back and whine about **destiny, nepotism, and a rigged system.**

Newsflash: It's not bad luck. It's basic economics. You bought a ticket for a lottery that was rigged from day one. You paid for a

dream in a market that doesn't even have a professional product to sell.

HAVE BALLS

Build Your Own Club

Parents, listen up. Wake the hell up.

While throwing lakhs of rupees at fancy private academies that treat your kids like monthly subscription fees, **have some balls to start actual clubs for your kids.**

Look around; plenty of wealthy parents pour fortunes into launching mediocre, failing businesses just to give their uninspired kids a corporate title or a safety net. There is zero shame in that. So why not invest that same energy and money into building real, community-owned football clubs, local leagues, and actual competitive platforms where your kids can actually play, bleed, sweat, and showcase their talent?

Stop buying into the grassroots trap. Build the damn clubs, create the cots, and take control of the game!

HAVE BALLS

SPORTS & MANAGEMENT RESEARCH INSTITUTE (SMRI)

Sports & Management Research Institute (SMRI) is a premier sports education and research organisation that offers world-class **education, training, propaganda** and **consultancy** in different domains of sports such as **Sports Management, Sports Engineering, Sports Science, Sports Coaching** and **Sports Culture**. Established with the objective of “**Making India a Sports Superpower**”, SMRI supports people and organisations beyond Indian boundaries to excel in sports. SMRI strongly believes in the power of sports to transform lives and economies. As many of us think, sports is not just a few minutes of entertainment or winning a few medals. For us, sports is a fast-growing and sustainable industry that can create ample employment opportunities and revenue for economies. Sports gives **employment, entertainment, earnings, empowerment, engagement, exercise** and **education**. We focus on helping countries build strong and sustainable sports ecosystems through new knowledge and well-trained sports professionals.

SMRI LEGACY

Promoters of

- Fans-owned cooperative sports clubs
- College sports leagues
- School sports leagues
- Heritage sports
- 3Wheeler Racing

- Rickshaw Racing Leagues

Developed

- 11 Ps of Sports Marketing
- 8 Es of Sports
- 5 Ss of Athlete Management
- FORMULA EX, pedagogy
- Sports Industry spectrum
- PRIZE- Sports Association Performance Model
- Sports Engineering Spectrum
- TEA- Communication Club
- KHELDO- Sports framework
- FUN GYM- Community Happiness Arena



SIJIN B T

Sports Management Guru | Business Coach
Motivational Speaker | Author | Sports Consultant
Management Consultant | Creative Consultant
Educationalist | Retail Trainer | Ludologist

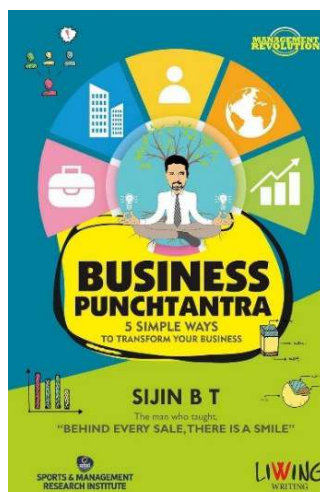
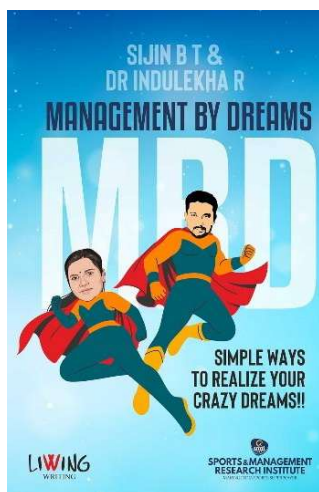
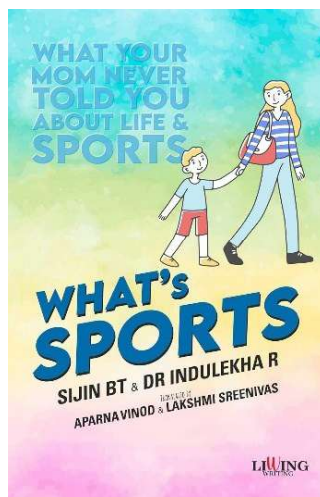
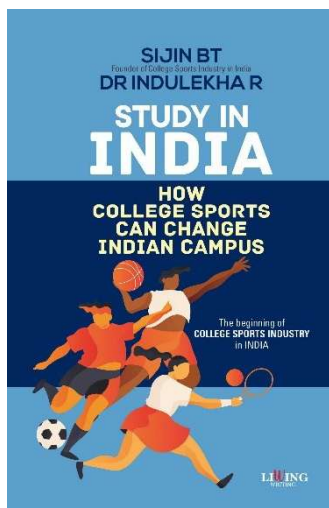
HE IS THE PROMOTER OF

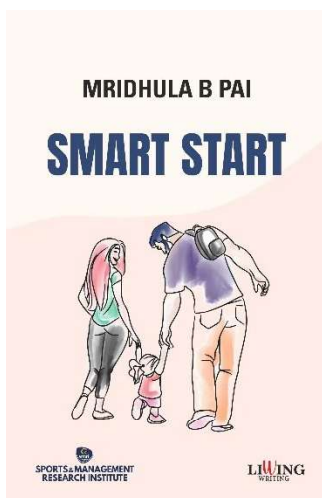
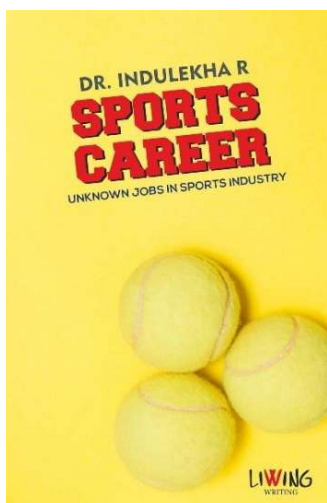
Fan-Owned Cooperative Sports Clubs
College Sports Leagues | School Sports Leagues
3Wheeler Racing | Childhood Olympiad
Labour Olympiad | Her Games | Everyday Sports Leagues
Heritage Games

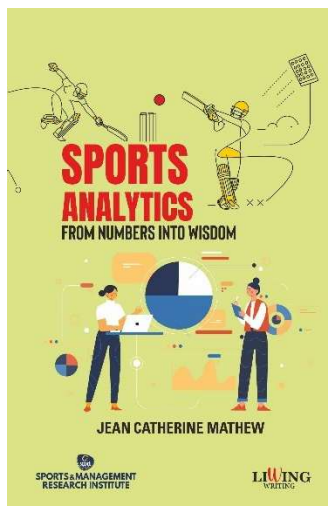
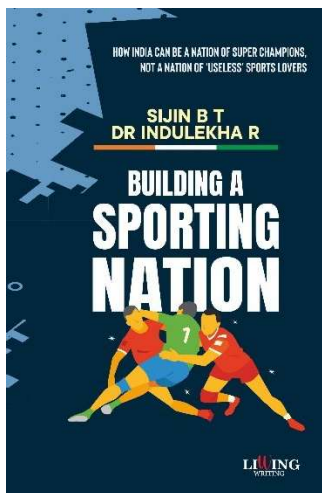
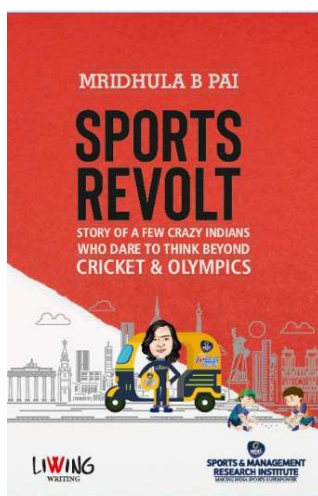
HE IS THE DEVELOPER/DESIGNER OF

Management By Dreams | 11Ps of Sports Marketing Mix
7Es of Sports | Passenger Rights | Creed of Bus Workers
5Ss of Athlete Management | PRIZE model of Sports
Administration | Superbmarket- HR model for Retailers
Trimurthi Model HR Management | KHELDO Principles

BOOKS IN ENGLISH







For Books contact: +91 9633221220



WE CREATE
SPORTS MANAGERS,
SPORTS ENGINEERS &
SPORTS PSYCHOLOGISTS
SKILLED TO WIN
FOOTBALL WORLD CUP



**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**

MAKING INDIA SPORTS SUPERPOWER

smri.in [f](#) [t](#) [i](#) [p](#) [l](#) [a](#) [y](#) [s](#) [m](#) [r](#) [i](#)

WHILE EUROPE'S FOOTBALL GLORY IS BUILT BY ORDINARY PEOPLE WHO STARTED SMALL &
DARED TO DREAM BIG,
WE KEEP WAITING FOR HEROES & MIRACLES.
WHEN EUROPEAN FOOTBALL FANS MAKE BIG FOOTBALL CLUBS & LEAGUES,
WE MAKE BIG HOARDINGS & CUT OUTS, BECAUSE

THEY
HAVE

BALLS
WE DON'T

THIS BOOK IS A WAKE-UP CALL FOR EVERY FAN, PLAYER, COACH, PARENT, CLUB OWNER &
LEADER WHO TRULY WANTS INDIAN FOOTBALL TO RISE.

REAL STORIES

FROM EUROPEAN CLUBS STARTED BY STUDENTS, WORKERS & FANS, NOT BILLIONAIRES.

BOLD TRUTHS

WHY OUR CLUBS DON'T GROW, WHY OUR FANS COMPLAIN BUT NEVER BUILD.

PRACTICAL IDEAS

HOW YOUR SMALL CLUB CAN CREATE A FOOTBALL REVOLUTION.

A SIMPLE MESSAGE

STOP WAITING. STOP CRYING.
START A CLUB. BUILD THE FUTURE FOOTBALL SYSTEM.

LIVING
WRITING


**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**

MRP ₹350

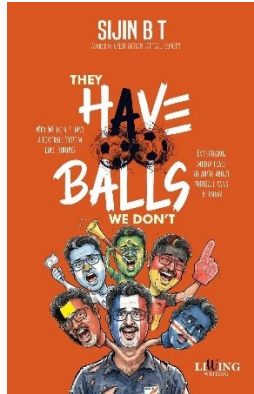
SPORTS



 smri.in   playsmri   +91 9633221220

9 788168 593121

DO YOU LIKE TO CONTINUE READING



Available on
amazonkindle



SCAN TO READ IT ON AMAZON KINDLE

OR CALL US FOR A HARD COPY

+91 9633221220