

IKF Modernization and Reform Committee

Draft Proposal

Members:

- (1) Mr. Abbas Averseji – Iran - Chairman
- (2) Mr. Muhammad Sarwar - Pakistan
- (3) Mr. Laventer Oguta – Kenya
- (4) Mr. Habibur Rahman – Bangladesh
- (5) Mr. Oishik Raha – UK
- (6) Mr. Ricardo Acuna – Argentina

Mr. Vinod Kumar Tiwari, in his address after his election as President IKF identified 6 topics in which reforms needs to be carried out immediately for the proper functioning of the IKF and bring it up to date with other leading sports organizations in the world.

The 6 topics were:

1. Governance
2. Marketing
3. Events
4. Gender Equity
5. Communication
6. Digital transformation

TERMS OF REFERENCE

1. GOVERNANCE

- a. Strengthen central mechanism
- b. Role of Ethics Panel
- c. Office structure and organizational chart
- d. Constitution review/consideration of by-laws
- e. Committee/panel review

2. MARKETING AND BUSINESS

- a. Improved transparency in marketing and sponsorship agreements
- b. Proposals for tendering of marketing, sponsorship and other agreements
- c. Utilization of internal IKF expertise
- d. Consideration of third-party marketing companies
- e. Use of social media to bolster athlete and IKF marketing efforts

3. Events and Development

- a. Format of events
- b. Geographical diversity
- c. Vision for future events
- d. Grassroots development
- e. Event calendar
- f. Entertainment value
- g. Bidding process

4. GENDER EQUITY/DISCRIMINATION

- a. Institution of safeguarding policy
- b. Education of safeguarding issues
- c. Improved education programming
- d. Improved and balanced gender equity

5. COMMUNICATION

- a. Areas of Exploration
- b. Standardization of IKF communication & press releases
- c. Modernization of communication approach
- d. Promotion of IKF through communication
- e. Timing
- f. Review/refresh of website

6. DIGITAL TRANSFORMATION

- a. Creation of a fresh website
- b. Social media presence at all platforms

Twitter
Instagram
Facebook

These are some of the ideas. However, the committee is authorized to discuss and present any other reforms/points that it can think of.

The term of this committee would be for 6 months. The committee will present its report to the President IKF as soon as possible but not later than 6 months. The committee can meet virtually to discuss and brainstorm and a physical meeting can be arranged once all the details and reforms have been finalized for a final discussion.

WITH KIND REGARDS
VINOD KUMAR TIWARI
PRESIDENT IKF.