



How the Success of Paris 2024 can guide India to win the 2036 Olympic Bid

A strategic roadmap drawn from Paris 2024's excellence, presented by the 20 Young Talents of the Chamber of Commerce & Industry French - India – 2025 Cohort

Expert Voices Behind This Study

This presentation synthesises insights from an exceptional panel of global Olympic experts, Indian sports leaders, and elite athletes who have experienced the Games from multiple perspectives.



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What Made Paris 2024 a True Success

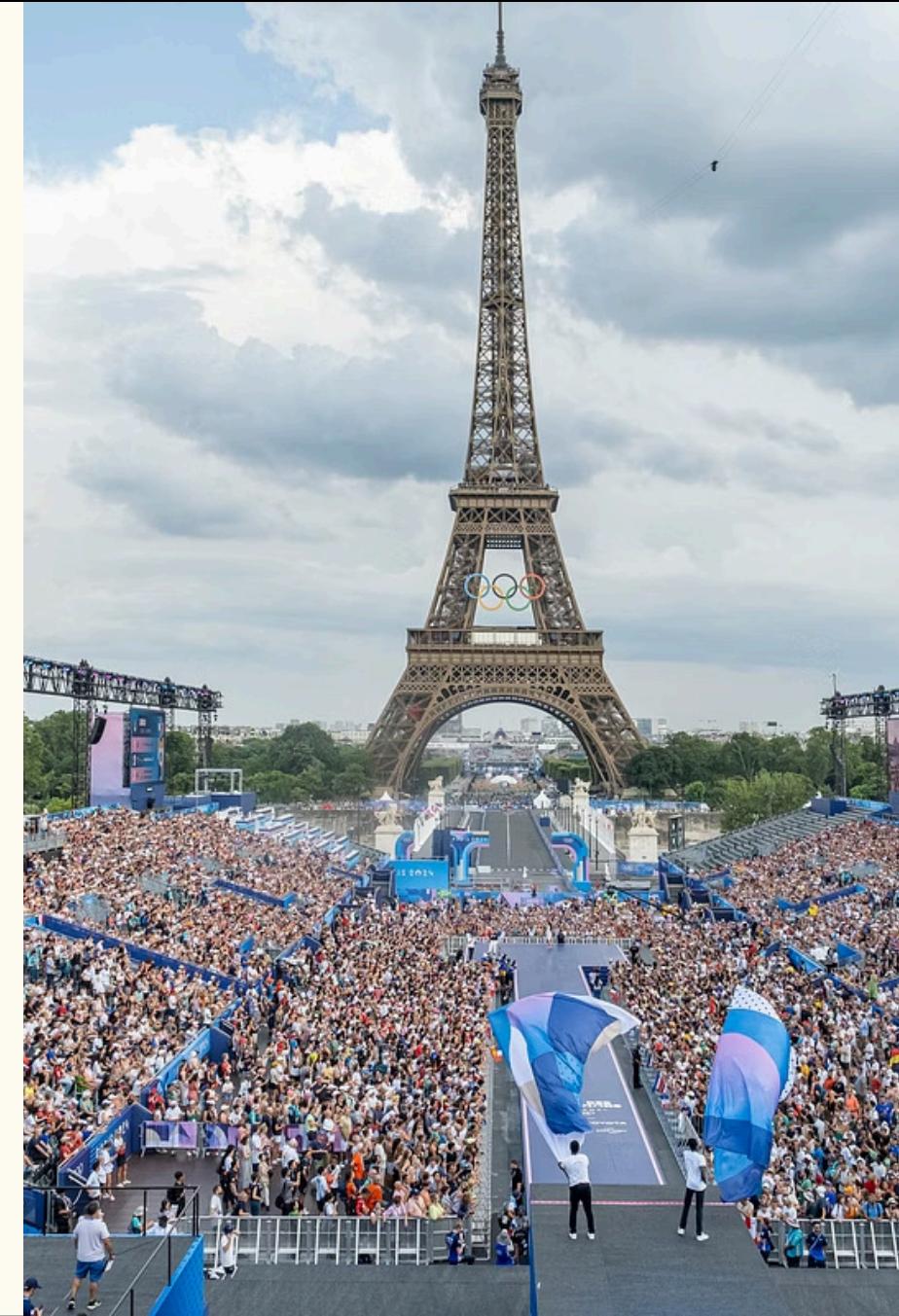
Foundations of Paris 2024

France's successful 2024 Olympic was the result of **strategic planning**, early **preparation**, and the integration of **lessons from previous editions** run overseas.

The French candidature began 9 years before the Games, providing enough time to address all operational details.

What set France apart was their ability to **mobilise international Olympic experts**, who brought invaluable guidance from previous Games.

This knowledge transfer became a cornerstone of their operational excellence and helped France anticipate challenges before they emerged.



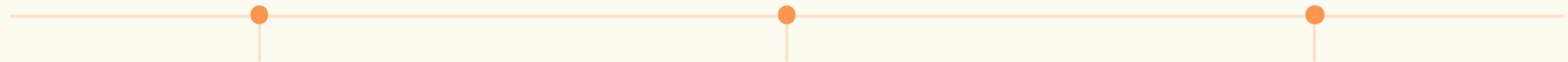
Security: The Non-Negotiable Cornerstone

The Organizing Committee views **security as a crucial aspect** for hosting the Games.

France understood this implicitly, making it one of the centrepieces of their bid organization.

Their approach involved over **200 private security providers** with 115% staffing levels to ensure complete coverage across all venues and events. This wasn't just about numbers, it was about creating harmony between public and private security actors.

To ensure robust protection, their strategy was built upon three core pillars:



1. Government Guarantees

National control over security operations with political backing and budget commitment

2. Private Partnership

200+ security providers coordinated with 15% buffer capacity

3. Cyber Resilience

Advanced cyber-defence systems protecting against digital threats and ensuring data integrity

Infrastructure Excellence

France's technological readiness extended far beyond security. The government's guarantee of radio spectrum availability—free of charge—was crucial for seamless communications across all Olympic operations. This seemingly small detail proved essential for coordinating thousands of simultaneous activities.

Spectrum Guarantee

Government ensured free, dedicated radio spectrum for all Olympic communications, eliminating one of the most common operational bottlenecks

Smart Venues

Innovative technologies like Portic Express Evolve and Thales Smart Digital Platform enabled real-time crowd management and data-driven decisions

Sustainable Design

Maximum reuse of existing venues combined with temporary structures, with the Olympic Village designed for long-term residential legacy



Infrastructure Legacy That Endures

Paris 2024 accelerated **major infrastructure projects** that would have taken decades otherwise.

Transportation: The expansion of the metro system, modernisation of transport networks, and urban renewal initiatives were all brought forward.

New Infrastructure: The Olympic Village exemplifies sustainable thinking; designed from the outset as **permanent housing** rather than temporary accommodation. This approach ensures that the investment continues delivering **long-term value** rather than an event's element.

Prioritizing existing venues over new construction: France minimised environmental impact whilst maximising financial efficiency. This strategy has become the new gold standard for Olympic planning.

Operational Mastery in Action

Deadlines Respected

Every milestone achieved on time through rigorous retro-planning from the Opening Ceremony backwards

Real-Time Management

Seamless coordination of simultaneous events across dozens of venues using data-driven decision-making

Crowd Intelligence

Advanced analytics optimised crowd flow, reduced bottlenecks, and enhanced spectator experience

The operational excellence of Paris 2024 set a new benchmark for Games delivery. Through meticulous planning and real-time data analytics, organisers managed the extraordinary complexity of hosting hundreds of events simultaneously across metropolitan Paris. The integration of public and private security actors created unprecedented safety whilst maintaining the celebratory atmosphere that defines the Olympic spirit.

Values That Resonated Globally

Beyond Medals: A Legacy of Inclusion

Paris 2024 championed mixity, inclusion, and gender parity at every level, from athlete selection to volunteer recruitment and venue accessibility. The Paralympic Games achieved equal prominence with the Olympics, receiving unprecedented media coverage and public engagement.

This commitment to universal values strengthened France's global reputation and demonstrated that the Olympics can be a force for social progress. The Games became a platform for celebrating diversity and breaking down barriers.



Critical Lessons for India's 2036 Bid

Drawing from Paris 2024's success, India must adopt a national strategy that addresses security, infrastructure, governance, and cultural legacy.

National Strategy & Mobilisation



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| Security as Foundation Make security the absolute cornerstone of India's bid with comprehensive government guarantees and private sector partnerships | Unified National Voice Establish seamless coordination between Union and State governments, presenting a single, coherent vision to the IOC | Iconic Spokesperson Appoint a globally recognised Indian sports champion as the face of the bid to inspire national pride and international recognition | Diaspora Networks Leverage India's vast global diaspora to build international support and demonstrate India's worldwide cultural influence | Educational Legacy Promote sports education and grassroots development programmes that will deliver benefits long after 2036 |
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Operational & Technical Priorities

India must adopt the same rigorous operational standards that made Paris 2024 successful. Early preparation and strategic planning will be essential.



Retro-Planning

Work backwards from Opening Ceremony to establish all milestones

Maximise Venue Reuse

Leverage existing stadiums and infrastructure wherever possible

Balance Ambition

Match aspirational goals with operational realism

Data Governance: India's Strategic Advantage

India's technological prowess positions us uniquely to excel in Olympic data governance, a critical success factor often underestimated by bidding nations. Paris 2024 demonstrated that sophisticated data management drives operational excellence, from crowd flow optimisation to budget efficiency.



Building the Right Organisational Culture

Hybrid Expertise Teams

Blend Indian talent with international Olympic experts ("game gypsies") who bring experience from multiple Games editions

Decentralised Decision-Making

Empower venue-level teams to make real-time operational decisions without bureaucratic delays

Discipline & Punctuality

Instil Olympic-level operational discipline across all organisational levels, where every minute counts

International Observation

Invest in sending Indian teams to observe upcoming Games (Milano-Cortina 2026, LA 2028) for direct knowledge transfer

India's Olympic Moment

India stands at a historic juncture. With a young, dynamic population, world-class technological capabilities, and growing global influence, 2036 represents our opportunity to showcase India's transformation on the world's biggest stage.

Paris 2024 has provided the blueprint. We have the expertise, the infrastructure potential, and the national will. What remains is strategic execution, unified commitment, and the courage to dream boldly whilst planning meticulously.

"The Olympics are not just about sport, they're about demonstrating a nation's ability to deliver excellence under the world's scrutiny. India is ready."

Thank You For Your Attention.