



# PUSHING THE BOUNDARIES

Presented By **Dr. Kishore Shallow**  
Presidential Candidate, for Cricket West Indies

CWI Presidential Campaign Manifesto © 2023



KISHORE SHALLOW 2023

# Pushing the Boundaries

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A Paradigm Shift in West Indies cricket requires drastic changes in attitude, commitment, and actions. These changes need to be evident and consistent throughout the organisation and cricket system. Dr. Kishore Shallow is committed to Leadership that drives excellence in the endeavour for a successful Cricket West Indies (CWI).

Pushing the Boundaries represents going beyond our ostensible limits, being innovative, collaborating, and surpassing our recognised potential. The efforts of all CWI stakeholders must be grounded in this concept if we are to propel West Indies cricket to our deserved standing in World Cricket.

The Four identified pillars, presented in this document, will be aligned and implemented in the concept of Pushing the Boundaries. The new Leadership will strengthen ongoing relevant programs to realise more output. Uncharted areas will complement these with great vigour and purpose in implementation.

# Introduction

For far too long, passionate fans of West Indies Cricket have been made to wait for a consistent shift of fortunes. The last three decades have been unfavorable, with some heart-wrenching moments. Of course, we have seen glimpses of hope, including victories in the last home series against Bangladesh and England. Infrequently as these successes have been, I dare say, they have kept the optimism alive.

As a regionalist grounded in the ideology of Caribbean Integration and one who appreciates that West Indies Cricket has contributed to our global recognition as a people, my desire to return our cricket to glory is unreserved. This surmountable task will not be achieved by any individual but by an understanding of “Unity of Purpose” with the collective efforts of Caribbean People, Cricket Lovers, and all CWI Stakeholders. I am resolute in this philosophy.

By and large, my esteemed colleagues at Cricket West Indies and the territorial boards (TBs) are among those dedicated to reviving West Indies Cricket. Our shared sentiment is that now is the opportune time for a paradigm shift that will precipitate the overdue success of the Men and Women in Maroon and Cricket West Indies. I am confident that this could be a reality in the foreseeable future.

My experience as President of Windward Islands Cricket Board coupled with my tenure as Vice President to outgoing president Ricky Skerritt, has given me intimate knowledge of the administrative, financial and cricket development structures, as well as the organisation's culture. It has been an invaluable exposure. This has provided me with a comprehensive perspective of the task ahead. Similarly, Azim Bassarath, the Vice President-nominee, is a seasoned director and an experienced territorial board president, quite attuned to the demands of managing cricket events and development. Our combined experience and shared vision will allow for a seamless transition and swift action.

This Manifesto presents the immediate action plan of the new CWI leadership. The theme, “Pushing the Boundaries,” is presented, as my strategic direction, bolstered by four key pillars. These pertinent pillars are **(1) Cricket Development, (2) Human Capital, (3) Commercial & Marketing, and (4) Governance.**

Prioritized areas for urgent attention are specified in this document under the section **Power Play**. These, along with the multiple activities categorized under the pillars will be adopted under my leadership as measurables. My professional profile is also presented in this Manifesto.

Dr. Kishore N. M. Shallow





# FOUR PILLARS



## Cricket Development

Development for a cricketer never stops. CWI must establish a methodological approach that is practical and effective from the point of entry into cricket right through to the exit, ideally at the senior international level. Such a systematic structure that is modern and ever-evolving is necessary for long-term success of our players and teams.



## Human Capital

An organization is only as good as its personnel. Emphasis must be on having skilled persons in the most suitable roles. This is the obvious formula to ensure optimum performance. How we utilise our human capital would determine the output and success of Cricket West Indies.



## Commercial & Marketing

CWI has yet to access the full potential global market significantly, so many untapped resources remain available. To improve the organisation's economic situation, there must be an intervention targeting revenue generation. The commercial and marketing activities must be modernised and culturally sensitive with immense intensity.



## Governance

Governance should play an integral role in the advancement of CWI. Critically, institutions must be well-governed with prudent modern practices. With gradual development, aligned structurally and culturally to our region's dynamics, CWI's potential could only improve with governance that is evolving.



## First Pillar

# Cricket Development

Development for a cricketer never stops. CWI must establish a methodological approach that is practical and effective from the point of entry into cricket right through to the exit, ideally at the senior international level. Such a systematic structure that is modern and ever-evolving is necessary for long-term success.

I

Make Cricket a Preferred Sport, with increased grassroot and school cricket

II

Increase Funding Opportunities for Territorial Boards

III

Advance the High-Performance Program / Academy

IV

Ensure more Competitive Cricket across the Levels, with Emphasis on Under 23s immediately

V

Engage our Legends to Lead a Mentorship Program for Current Players

VI

Create more Structured Introductory Cricket

VII

Expand the Sports Science and Medicine Program

VIII

Continue Improving the Franchise System for greater Return on Investment

IX

Create Development Opportunities for Officials, Analysts, Commentators etc.

X

Encourage more Decentralized Junior Academies

XI

Continue the coaching evolution in the Caribbean

XII

Improve Infrastructure



## Second Pillar

# Human Capital

An organization is only as good as its personnel. Emphasis must be on having skilled persons in the most suitable roles. This is the obvious formula to ensure optimum performance. How we utilise our human capital would determine the output and success of Cricket West Indies.

I

Conduct Human Resources Audit

II

Recruit and Appoint the Best People

III

Incorporate the West Indies  
Passion & Pride

IV

Digitize records in a robust way

V

Identify and Train Leaders

VI

Provide Capacity Strengthening  
Opportunities

VII

Ensure a Culture of Succession  
Planning



### Third Pillar

## Commercial & Marketing

CWI has yet to access the full potential global market significantly, so many untapped resources remain available. To improve the organisation's economic situation, there must be an intervention targeting revenue generation. The commercial and marketing activities must be modernised and culturally sensitive with immense intensity.



I

Increase CWI Revenues

II

Diversify CWI Revenue Streams

III

Strengthen existing partnerships while exploring new ones

IV

Create a Membership Fan Club

V

Enhance Public Relations to Promote Cricket as the Number One Sport in the Caribbean.

VI

Assist TBs to Create and Maximize Commercial Opportunities

VII

Review our Tendering Process



## Fourth Pillar Governance

Governance should play an integral role in the advancement of CWI. Critically, institutions must be well-governed with prudent modern practices. With gradual development, aligned structurally and culturally to our region's dynamics, CWI's potential could only improve with governance that is evolving.

I

Create a Stronger Working Relationship with Territorial Boards grounded in the philosophy of Unity of Purpose

II

Align Actions with CWI Core Values

III

Encourage Greater Diversity

IV

Revise Committee Structure

V

Review Bidding Procedures

VI

Capacity Strengthening for Directors

VII

Establish Stronger CWI Administration

VIII

Ongoing Review and Restructuring of CWI



# POWER PLAY

The new dispensation will hit the ground running. In the first six months, there will be the immediate implementation of fundamental programs. The following TEN activities lead the agenda. There will be purpose and vigour in all actions to ensure the ideal start to achieve targets!

- 1 **Meeting with key stakeholders.** Engage Governments, Corporate Caribbean, Legends of our cricket, WIPA and global Cricket Counterparts to forge strategic partnerships to advance West Indies cricket.
- 2 **Revise Committee Structures.** Establish purposeful committees with appropriate personnel to improve the overall efficiency of CWI.
- 3 **Review Territorial Boards (TBs) Development Funding.** Assess the financial positions of TBs and provide them with a more sustainable and favourable funding model. Debt repayment will be prioritized!
- 4 **Establish a diverse Commercial Arm.** Assemble a group of business and marketing experts to identify new commercial opportunities to increase revenue for CWI.
- 5 **Revise Financial Management Strategy.** Establish best practises to gain a greater degree of efficiency with CWI financial management.
- 6 **Champion a Under 23 Program.** Initiate and fund a structured under 23 program across the region that will complement the Emerging Players program.
- 7 **Conduct a Human Resources Audit.** Examine our HR policies, practices, and personnel, to identify opportunities for improvement, with the aim of increasing productivity.
- 8 **Governance Reform.** Strengthen the philosophy of Unity of Purpose with key stakeholders while continuing the evolution of CWI governance to ensure it is in alignment with modern-day best practices, and culturally applicable.
- 9 **Audit Training And Playing Facilities.** Conduct a thorough assessment of the facilities across the region. This would be the initial phase of a broad capital project to improve cricket infrastructure across the region.
- 10 **Implement Franchise Review Recommendations.** Implement the recent recommendations to improve the franchise system.

# Cricket Background



**DR. KISHORE SHALLOW**

Candidate for CWI President

My passion for cricket began while observing the joy that West Indies team brought to many in the 80's. Soon as I was able to hold a bat, my desire was to wear the maroon. I spent the next 20 years on this mission, with some success: making my national and regional teams at the junior and senior levels. During this time, I also played five years of league cricket in England, an incredible experience that exposed me to the intricacies of club cricket.

Fast forward, with no burning ambition more than to serve, I immersed myself in cricket administration. Subsequently, I was entrusted with the responsibility of being the youngest President of a national cricket association in the Caribbean.

An immediate impact on the finances and visibility of St. Vincent and the Grenadines Cricket propelled me to Windward Islands Cricket Board (WICB) as Director, then President. At CWI, I served as a Director, then was elected Vice President.

**Some notable accomplishments in Cricket Administration:** Transformed SVG Cricket Association financially; established a commercial arm; and led governance reform, with the inclusion of a term limit for the president. Additionally, created the first lucrative T10 league in the Caribbean, Vincy Premier League, while creating international relationships for other national boards to benefit similarly, hence, other successful T10 tournaments. **At Windwards level,** revised constitution, including term limit for the president. Further, there were substantial investment in youth cricket with returns of winning the West Indies Under 17 Boys tournament in 2022. Also hosted the first-ever international Under 19 girls tour by USA in 2021. **For CWI,** chaired the Taskforce that developed the first West Indies selection policy. Worked closely with outgoing President Ricky Skerritt to maneuver a challenging COVID-19 pandemic and to stabilize the organisation's financial state. As Chair of the Franchise Review Committee, made viable solid recommendations to improve the outputs of the professional setup.

## Personal Information and Education

**Born:** 23 Jan 1984, in St. Vincent and the Grenadines (SVG)

**Education:** Doctorate in Business Administration (Specialization in Financial Management) from Walden University. Master's Degree in Business Administration from University of Wales, Cardiff. BSc (Hons) in Applied Business Computing from University of Sunderland.

## Professional Activities

- Vice President, CWI (2019 – 2023)
- President, Windward Islands Cricket Board (2019 – 2023)
- President, SVG Cricket Association (2014 – 2020)
- Technical Specialist, Populus Global Solutions (2014 – 2023)
- SVG Sporting Ambassador (2019 – 2023)
- Commissioner, CARICOM Marijuana Commission (2015 – 2018)
- CARICOM Youth Ambassador (2013 – 2015)
- IT & Business Consultant, Ishallz (2009 – 2023)



# Pushing the Boundaries

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