



सत्यमेव जयते

Government of India
Ministry of Youth Affairs and Sports

KHELO BHARAT NITI - 2025



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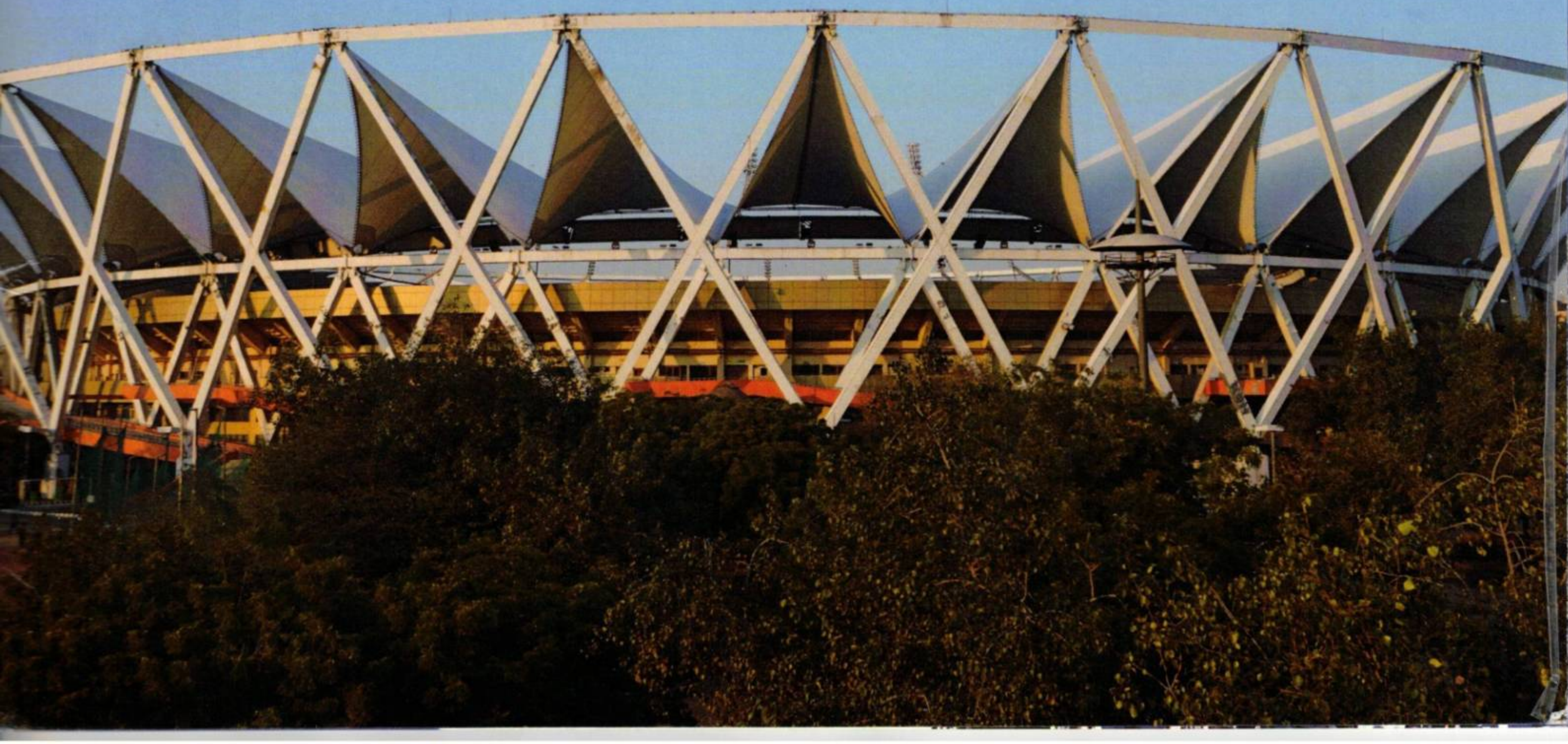


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INTRODUCTION

The Government of India, recognizing the transformative power of sports in nation-building and holistic development, hereby formulates the **Khelo Bharat Niti - 2025** (National Sports Policy - 2025). This policy aims to harness the potential of sports to drive excellence, economic growth and social progress while promoting the overall well-being of the nation's citizens. Building upon the foundations laid by previous initiatives such as the **National Sports Policy-2001**, the Khelo India Scheme and the Target Olympic Podium Scheme (TOPS), this comprehensive policy seeks to create an inclusive and robust sporting ecosystem that nurtures talent from the grassroots to the Olympic podium including **Olympics 2036**.

India, with its favorable demographic dividend and rapidly growing economy, stands at a crucial juncture in its journey towards becoming a global leader. As one of the youngest nations in the world, with a fifth of the global youth population (i.e. between the age group 15-29), India possesses immense potential to leverage sports as a catalyst for national development. The **Khelo Bharat Niti - 2025** is designed to align with the principles outlined in the "**Viksit Bharat**".

The policy takes into account India's performances in major international competitions, including the **Olympic Games, Paralympic Games, Commonwealth Games and Asian Games**. It recognizes the need to build on these achievements and create a sustainable system for long-term success in sports.



VISION AND OBJECTIVES

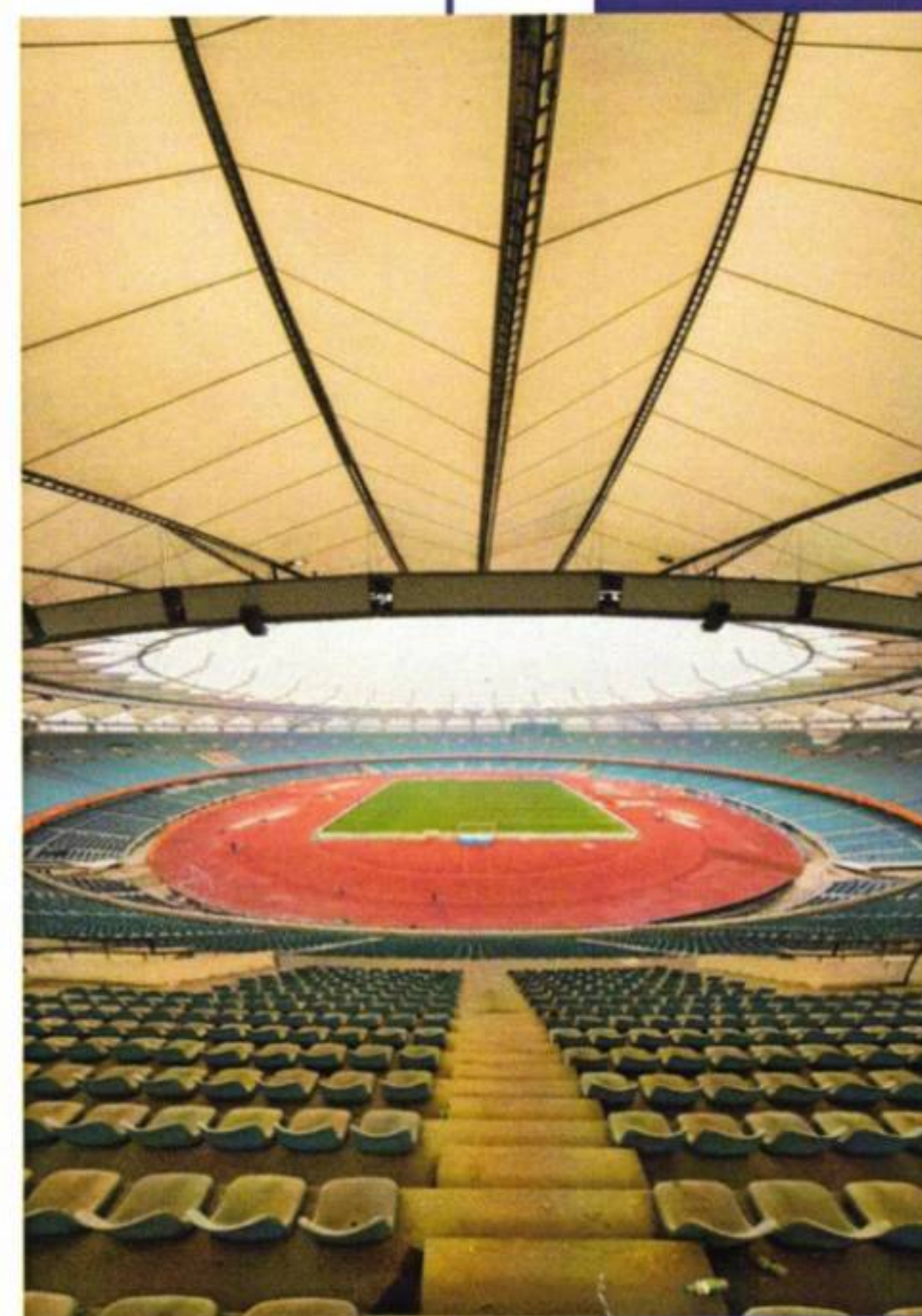
The vision of the Khelo Bharat Niti – 2025 is **"Sports for Nation Building – Harness the Power of Sports for Nation's Holistic Development"**. This policy aims to strengthen the sporting culture and ecosystem from the grassroots to the national level, ultimately achieving excellence in sports on the global stage, leveraging sports for economic development, utilizing sports as a tool for social development and making sports a people's movement for health and well-being.

In sports policy implementation, the Union Government and State governments each play crucial yet complementary roles. The Union government is responsible for creating national policies, providing financial and operational support, establishing regulatory standards and offering advisory guidance. It also facilitates major events and develops frameworks that set the direction for sports development across the country. Whereas, State governments focus on implementing these national policies at the regional level, managing local sports infrastructure and organizing grassroots programs. They provide additional financial support, monitor local implementation and intervene to address specific regional needs. This collaboration ensures that national sports policies are effectively executed and adapted to meet both overall broad and local requirements.



To realize this vision, the policy focuses on several key objectives, which are given below:

- Establish comprehensive sports programs for all participation groups, from grassroots to elite levels.
- Organize sports competitions and leagues at various levels, creating a robust competitive structure.
- Implement physical literacy initiatives to promote a culture of sports and physical activity.
- Develop a robust talent identification and development system to nurture future champions.
- Ensure equitable access to sports infrastructure across the country.
- Provide athlete-centric support systems for the holistic development of sportspersons.
- Promote sports science, medicine and innovation to enhance performance and well-being.
- Strengthen governance and institutional frameworks in the sports sector.
- Revamp funding mechanisms to ensure sustainable development of sports.
- Foster economic growth through sports-related industries and activities.
- Promote social development and inclusion through sports.
- Establish sports as a viable career option for youth.
- Encourage mass participation in sports and fitness activities for a healthier nation.
- Develop a robust mechanism to reward and recognize champion athletes as well as retired athletes.
- Develop a framework and guidelines for educational institutions to act as feeder institutes to impart sporting culture.



CONTOURS OF THE KHELO BHARAT NITI – 2025

The Khelo Bharat Niti – 2025 is built upon five key pillars that aim to transform India's sports landscape. First, it focuses on achieving Nation's Excellence on the Global Stage by enhancing infrastructure, talent identification and international competitiveness. Second, Sports for Economic Development emphasizes leveraging sports to boost industries such as tourism, manufacturing and sports technology. Third, Sports for Social Development promotes inclusivity, health and education through sports, fostering societal cohesion. Fourth, Sports – A People's Movement seeks to engage communities in physical activities, making sports a cultural cornerstone. Finally, the Khelo Bharat Niti – 2025 aligns with the National Education Policy (NEP) 2020, integrating sports with education to nurture holistic development and life skills in students, youth, promoting both academic and athletic excellence. Each of the above contours are explained in the subsequent paragraphs.

Nation's Excellence on the Global Stage

Strengthening the sporting culture and ecosystem from the block level to the national level is a key focus of the Khelo Bharat Niti – 2025. This comprehensive approach aims to integrate sports deeply into the fabric of Indian society, ensuring access and opportunities for all, starting from the grassroots levels. At the block level, community engagement is vital to fostering a sporting culture. Block-level sports programs need to be established to promote mass participation, targeting schools, local clubs and community centers. Regular sports festivals, talent scouting camps and competitions will encourage wide spread participation and help identify promising athletes at early stage. Additionally, sports infrastructure will be developed to ensure that even the most rural or remote areas have access to facilities, fostering inclusivity and engagement.

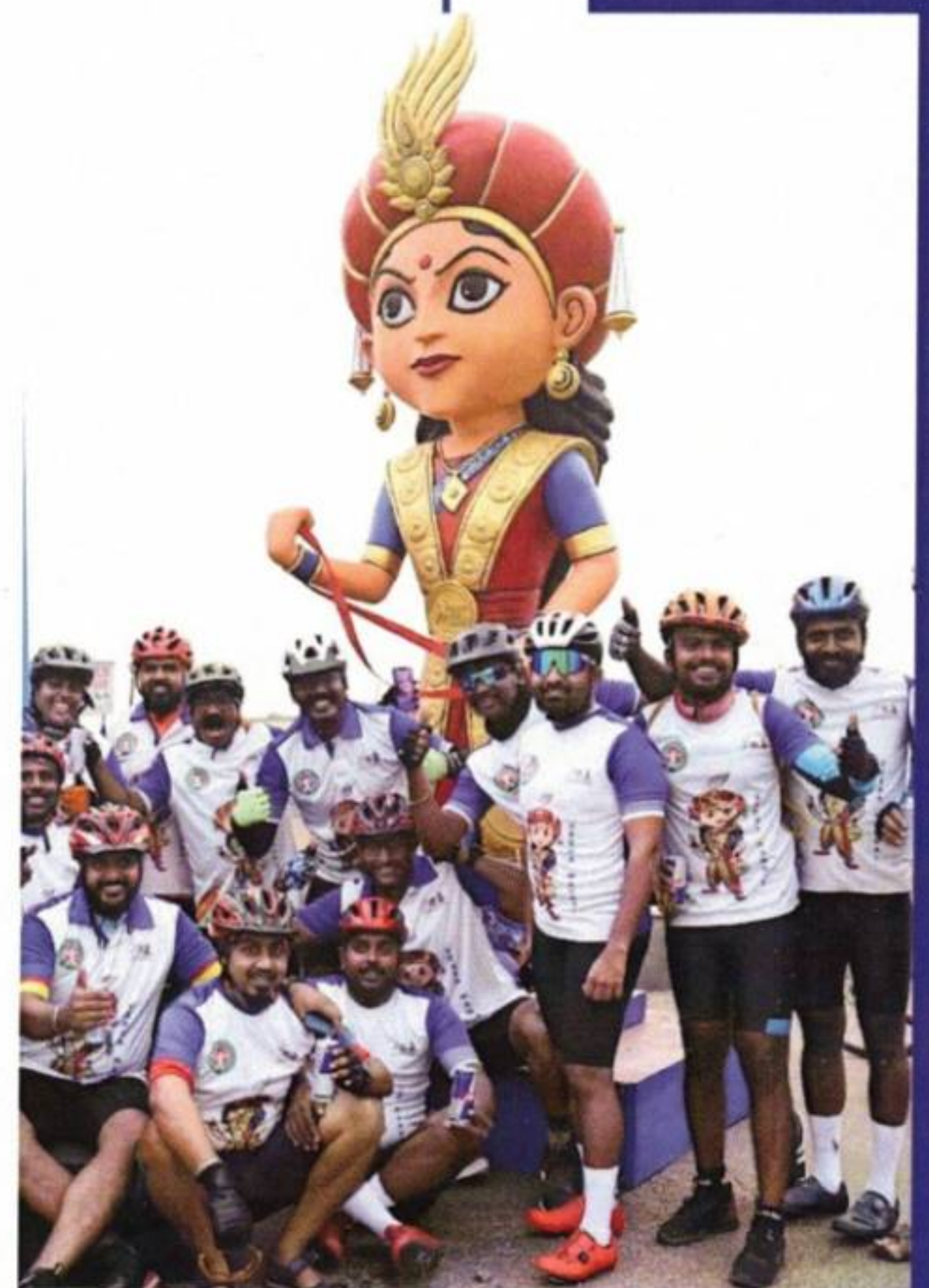


The Khelo Bharat Niti - 2025 outlines a comprehensive strategy for enhancing the sporting culture and ecosystem across various levels in India. The policy includes a range of initiatives aimed at bolstering sports programs, leagues and competitions, while fostering physical literacy, outreach and awareness.

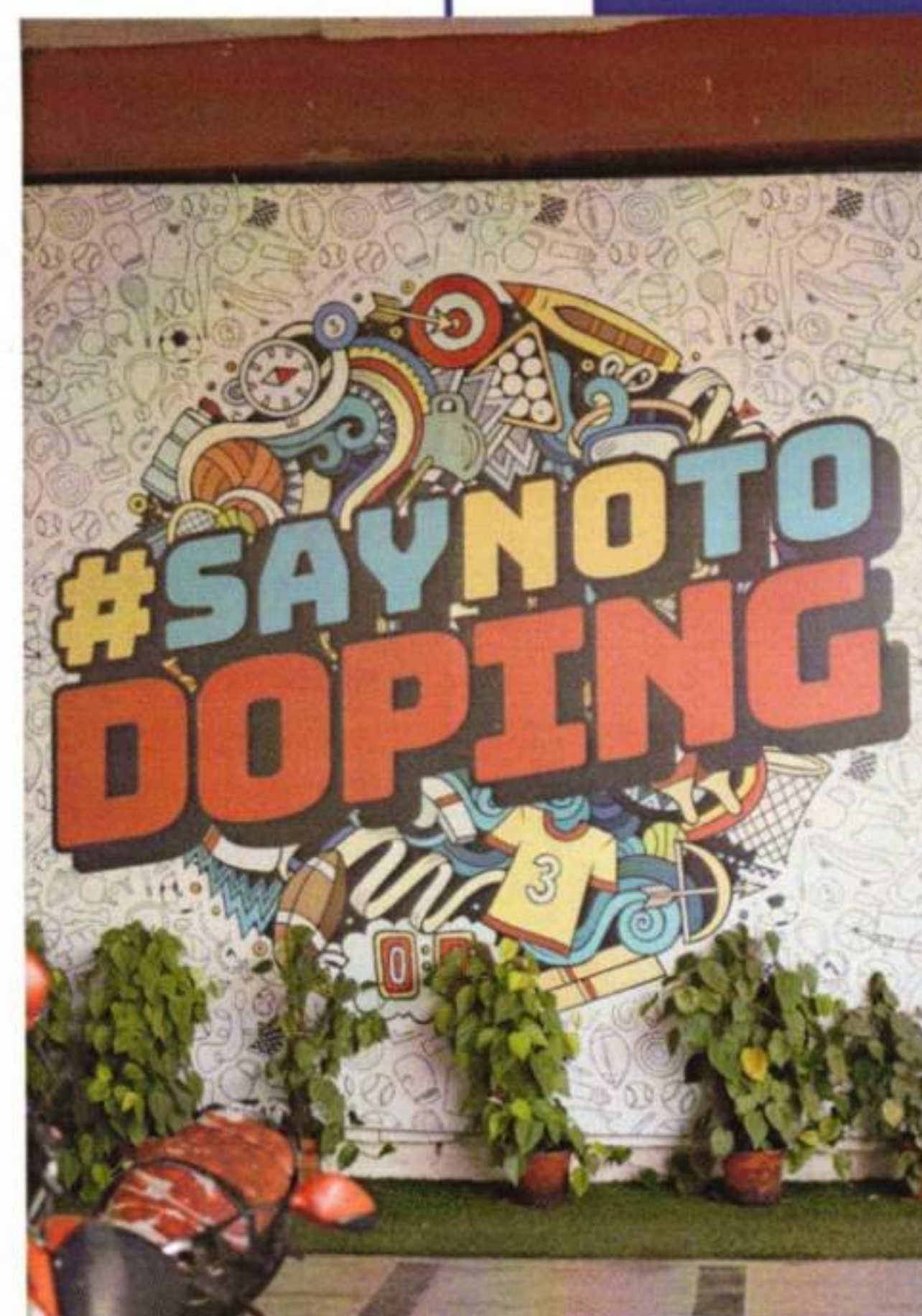
- **Sports Programs:** The Khelo Bharat Niti - 2025 advocates for the implementation of inclusive sports programs across all participation groups, starting from the unit level and extending to educational institutions like schools, colleges, universities, etc. This involves developing structured sports programs that cater to different age groups, abilities and skill levels, ensuring that every individual has access to sporting opportunities. National Sports Federations (NSFs) will facilitate to create robust program frameworks at various levels of the sports development pyramid, promoting a seamless progression from grassroots to elite levels.
- **Sports Leagues & Competitions:** The policy emphasizes the establishment of sports competitions and leagues at the community, educational institution, and district levels. By enabling NSFs to develop a sustainable framework for these competitions, the Khelo Bharat Niti - 2025 aims to foster a competitive spirit and provide regular opportunities for athletes to showcase their skills. This framework will be developed in collaboration with all stakeholders to ensure a cohesive and effective competition structure.
- **Physical Literacy:** An action plan for imparting physical literacy from early childhood is a central component of the policy. In alignment with the National Education Policy 2020, sports and physical literacy will be developed as major subjects in educational institutions, ensuring that students develop a life long appreciation for physical activity and well-being.
- **Outreach & Awareness:** Regular sports outreach programs will be organized to engage the general public and provide opportunities to interact with renowned national/international sports stars. Awareness campaign and knowledge sessions will be conducted to encourage active participation in sports and promote the benefits of a physically active lifestyle amongst masses.



- **Major Sporting Events:** A roadmap for organizing major sporting events, involving various stakeholders such as the Indian Olympic Association (IOA), Paralympic Committee of India (PCI), various NSFs, state governments and the other relevant organizations recognized by Ministry of Youth Affairs and Sports (MoYAS) and private organizations will be prepared. This includes creating a sustainable framework to ensure that these events are executed effectively and generate tangible returns for betterment of society.
- **Strong Sports Promotion Institutions:** Sports promotion institutions in the country, including NSFs, will be strengthened by focusing on operational efficiency, professional management, transparency and financial sustainability. This will call for the enhancement of national-level monitoring agencies to ensure seamless functioning and effective issue redressal mechanisms.
- **Athlete-Centric Sports Development:** A framework will be established to create an accessible and efficient sports support ecosystem for athletes. This includes comprehensive coaching, scientific support and streamlined mechanisms for addressing athlete issues. The policy also proposes a simplified funding framework to support potential and elite athletes, along with mechanisms to aid athletes at different stages of their careers, including post-retirement support.
- **Sports Personnel:** The sports personnel ecosystem shall be strengthened through effective programs for training and development. This will include focusing on continuous skill upgradation of coaches through certification and re-certification through accredited national and international training programs, workshops and online modules. Emphasis will be placed on integrating modern training methodologies, sports science, technology and data analytics into coaching curricula. Partnerships with global sports institutions and federations will be encouraged to facilitate knowledge exchange and exposure to best practices. Similarly efforts will be instituted for skill up gradation of other support personnel including referees/umpires, etc. Skill enhancement in sports support ecosystem will be emphasized such as for sports administrators, managers, commentators, editors, etc.



- **Safety, Ethics & Professionalism:** Strengthening institutions focused on sports safety, ethics, gender parity, grievance redressal and professionalism will be prioritized. This will include developing programs for anti-doping, officiating and para-classification, as well as encouraging research in these areas. National agencies will be formed to ensure a safe and ethical sports environment.
- **Sports Science, Medicine and Technology, Research & Innovation:** Sports science, sports psychology, sports medicine and technology will be actively promoted as integral components of India's sports development strategy. Cutting-edge advancements in these areas such as biomechanics, injury prevention and recovery, nutrition, performance analytics and mental conditioning will be encouraged to enhance athlete performance and well-being. Educational institutions will be encouraged to undertake interdisciplinary sports-related research with initiatives such as hackathons and research grants. A Sports Innovation Task Force will be established to oversee targeted innovation efforts. Facilities for sports science and sports medicine will be provisioned in major training centers.
- **Rewards & Recognition for Champion Athletes:** A framework for rewarding and recognizing champion and retired athletes will be established, alongside a recruitment mechanism for hiring athletes in government services.
- **Educational Institutions in Sports Development:** Educational institutions will be guided to act as feeder institutes for sports development, with frameworks to foster a sporting culture and identify talent early. NSFs and other sports promotion agencies will be encouraged to organize sporting activities for students. Knowledge about sports to be disseminated through interactive engagements including structured Sports Quizzes, Trivia etc.
- **Strengthening Funding Mechanism for Sports Development:** The policy proposes a revamped funding mechanism, including innovative initiatives such as "Adopt an Athlete", "Adopt a District", "Adopt a Venue", "One Corporate-One Sport", "One PSU-One State", etc. wherever feasible. An oversight body or mechanism, if required, may be formed to strategize, execute, and supervise funded activities, ensuring a collaborative approach to sports development including CSR.

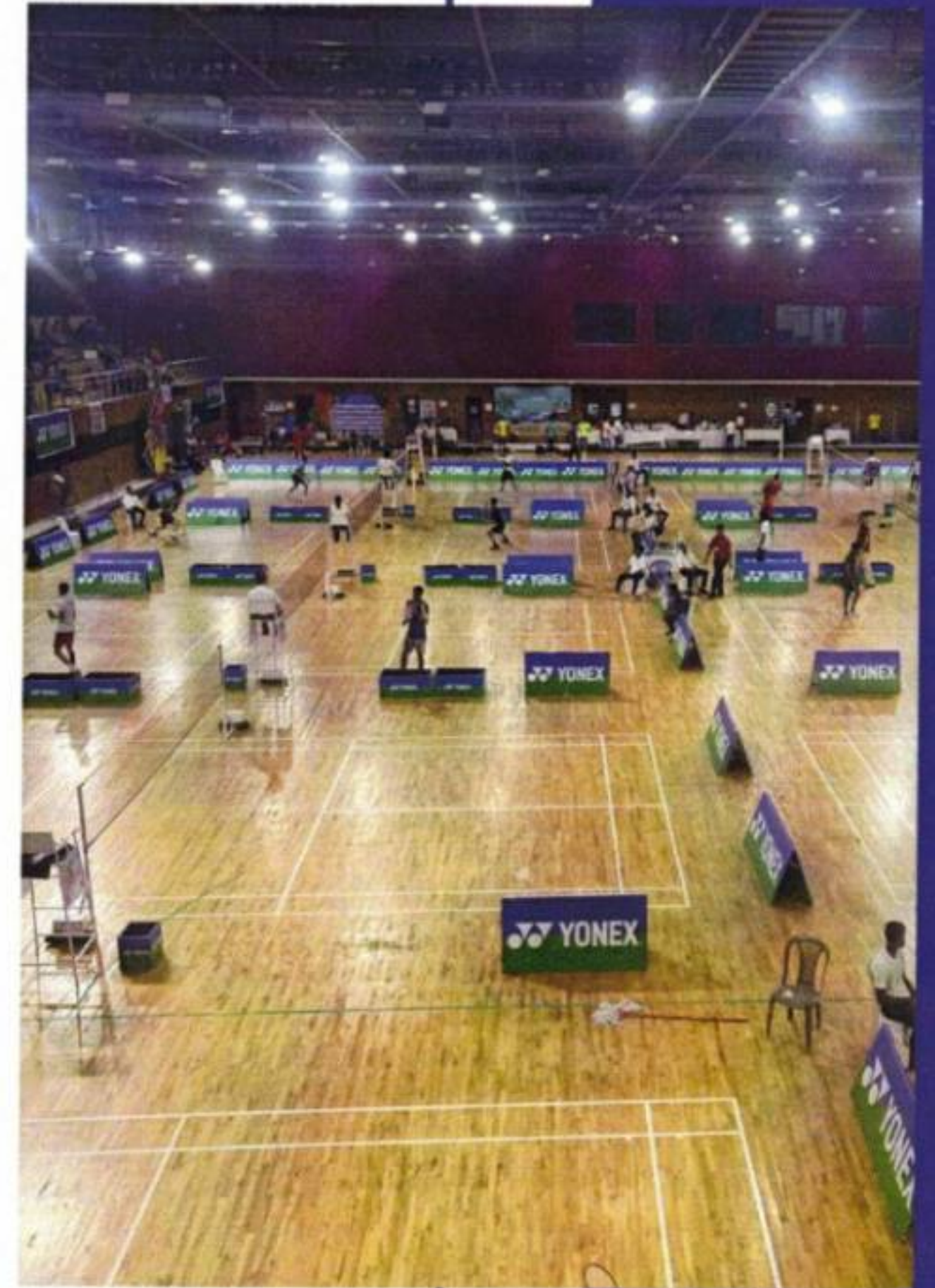


- **Talent Search & Development:** The Khelo Bharat Niti - 2025 aims to expand sports talent search and development activities involving important stakeholders like NSFs, States, educational institutes, private organizations. A National platform that facilitates talent identification, development and monitoring will also be developed to act as a single window. Integration with educational institutions and a smooth transition mechanism for athletes will be key components.
- **Sports Infrastructure:** The policy emphasizes equitable access to sports facilities, with a focus on infrastructure development from block to state levels irrespective of economic, social and geographic disparities. A targeted approach will be adopted to address high-performance needs based on regional data like demographic, personnel, previous performance etc.
- **Districts & States:** States and districts will be encouraged to strengthen their sporting ecosystems, with initiatives such as Model Sports State and Model District programs designed to enhance local sports capabilities.
- **Excellence in Para-Sports:** Athlete pathways and programs will be formulated and implemented for excellence in Para-Sports. The major focus domain will include physical literacy for the differently-abled, grassroots sports development in para-sports, elite para-sports development, para-sports compliant sports infrastructure, etc.

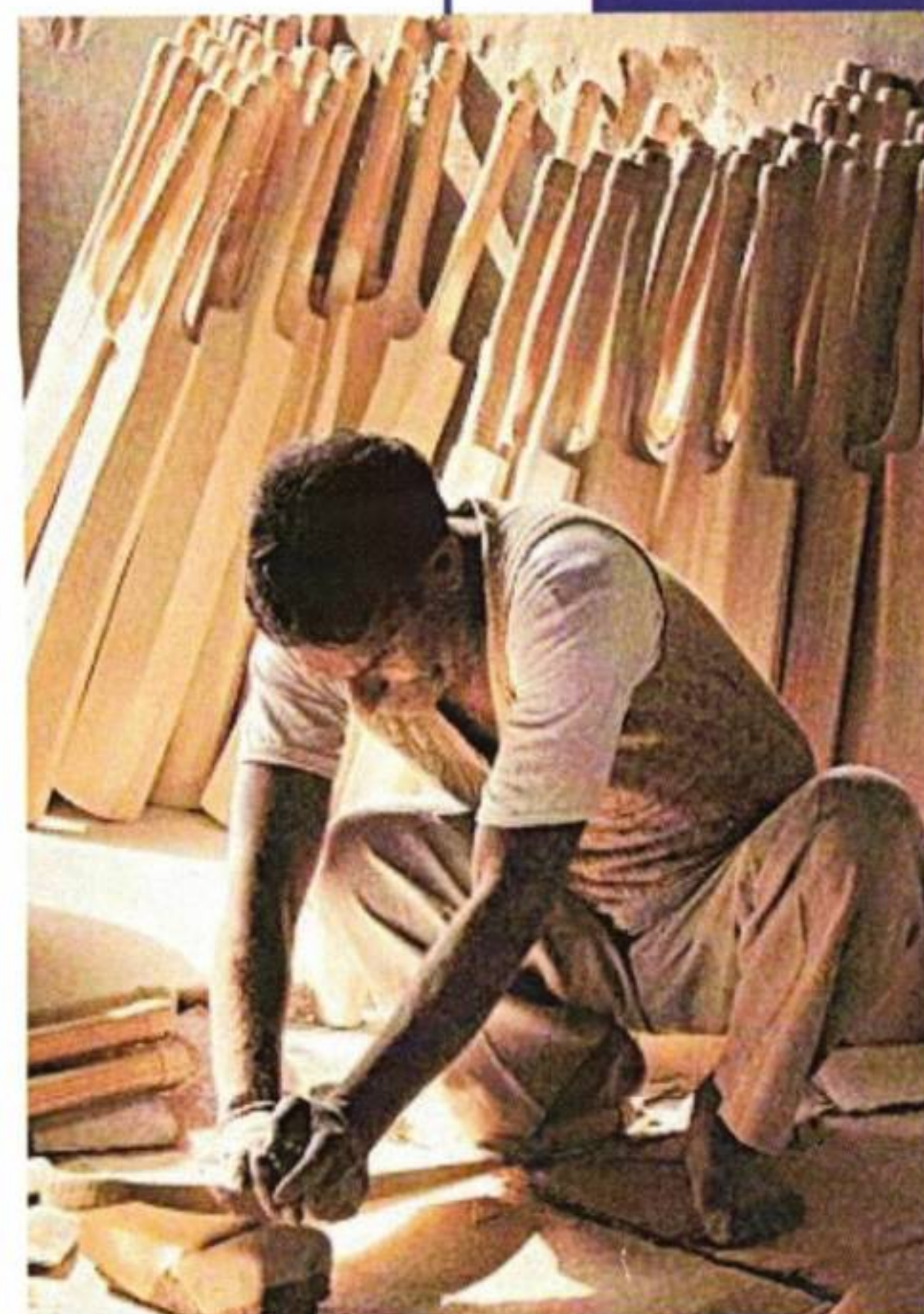
Sports for Economic Development

Sports play a pivotal role in driving economic development and several strategies can enhance this impact. The initiatives for promoting economic development through sports encompasses various measures including tourism, entrepreneurship, manufacturing, etc. These are enumerated below:

- **Sports Tourism through major Sporting Events:** To position India as a global sports tourism hub, it's essential to capitalize on major sporting events. By attracting international participants and spectators, India can significantly boost its tourism sector, create jobs, and stimulate local economies. To achieve this goal, major International tournaments/games will be hosted in India which can generate substantial revenue and enhance the country's global image.



- Strong Sports Equipment Manufacturing Ecosystem:** Developing a robust sports equipment manufacturing sector is crucial for economic growth. Integrating this sector with national schemes such as "Make in India" and "Atmanirbhar Bharat" will be emphasized which can drive innovation and create significant job opportunities. Additionally, the manufacturing and distribution of sports equipment shall be encouraged to ensure high standards, which will further enhance product quality and market competitiveness.
- Strong Sports Startup & Entrepreneurship Environment:** Fostering a thriving environment for sports startups and entrepreneurs is vital for innovation and growth. Government initiatives such as procurement programs, innovation hackathons, sports incubator programs, etc. will provide the necessary support for startups. Sports Startup & Entrepreneurship Accelerator Program shall be established to further promote ventures that contribute to sports development, providing them with mentorship, resources, and networking opportunities.
- Operational & Financial Sustainability of Hard & Soft Sports Assets:** Ensuring the financial sustainability and operational excellence of sports infrastructure is essential for their long-term success. Both hard (stadiums, arenas) and soft (digital platforms, community programs) sports assets shall be considered to monetized to attract private investment through Public-Private Partnership (PPP) model and increase participation. Effective management and strategic partnerships will enhance revenue streams and maintain high operational standards.
- Recognition for Innovation:** Innovation in sports will be encouraged in various emerging areas such as digital technology, affordable products, and inclusivity.
- Global Sports Destination:** Leveraging India's diverse geographic and climatic conditions can transform it into a premier global sports destination. Regions with unique attributes shall be promoted — such as Himalayan States for winter sports, the coastal States for beach sports and hill states for adventure sports. By this, global athletes and tourists will be attracted.



- **Sports Business Advisory Group:** Efforts shall be made to establish Sports Business Advisory Group comprising representatives from relevant Ministries, the private sector, and other stakeholders for fostering the growth of the sports industry. This committee will provide strategic guidance, facilitate collaboration, and support the implementation of policies and initiatives aimed at expanding sports business activities across the country.

Sports for Social Development

By leveraging sports as a unifying force, global peace and mutual understanding can be promoted. Emphasizing inclusivity ensures that all individuals, regardless of background, have equal opportunities to participate and excel. This inclusive approach, combined with efforts to promote sports careers and educational pathways, paves the way for the prosperity of youth, empowering them to achieve their full potential and contribute to positivity of society.

- **Reduced Barriers for Participation of Underrepresented Population Groups:** To foster inclusivity and increase participation in sports among underrepresented groups such as women, economically weaker sections, tribal communities, and those with physical or psychological challenge, dedicated sports facilities will be established along with services tailored to their unique needs. Creating and maintaining such facilities can significantly reduce barriers and promote active participation among them. Additionally, regular sporting leagues will be organized which are specifically designed for these groups to boost engagement and provide ongoing opportunities for their involvement. Developing and enforcing guidelines to be undertaken to ensure a safe and inclusive sports environment is essential to safeguard against discrimination and creating a welcoming atmosphere for all participants.



- **Promotion of Indigenous Sports and Games:**

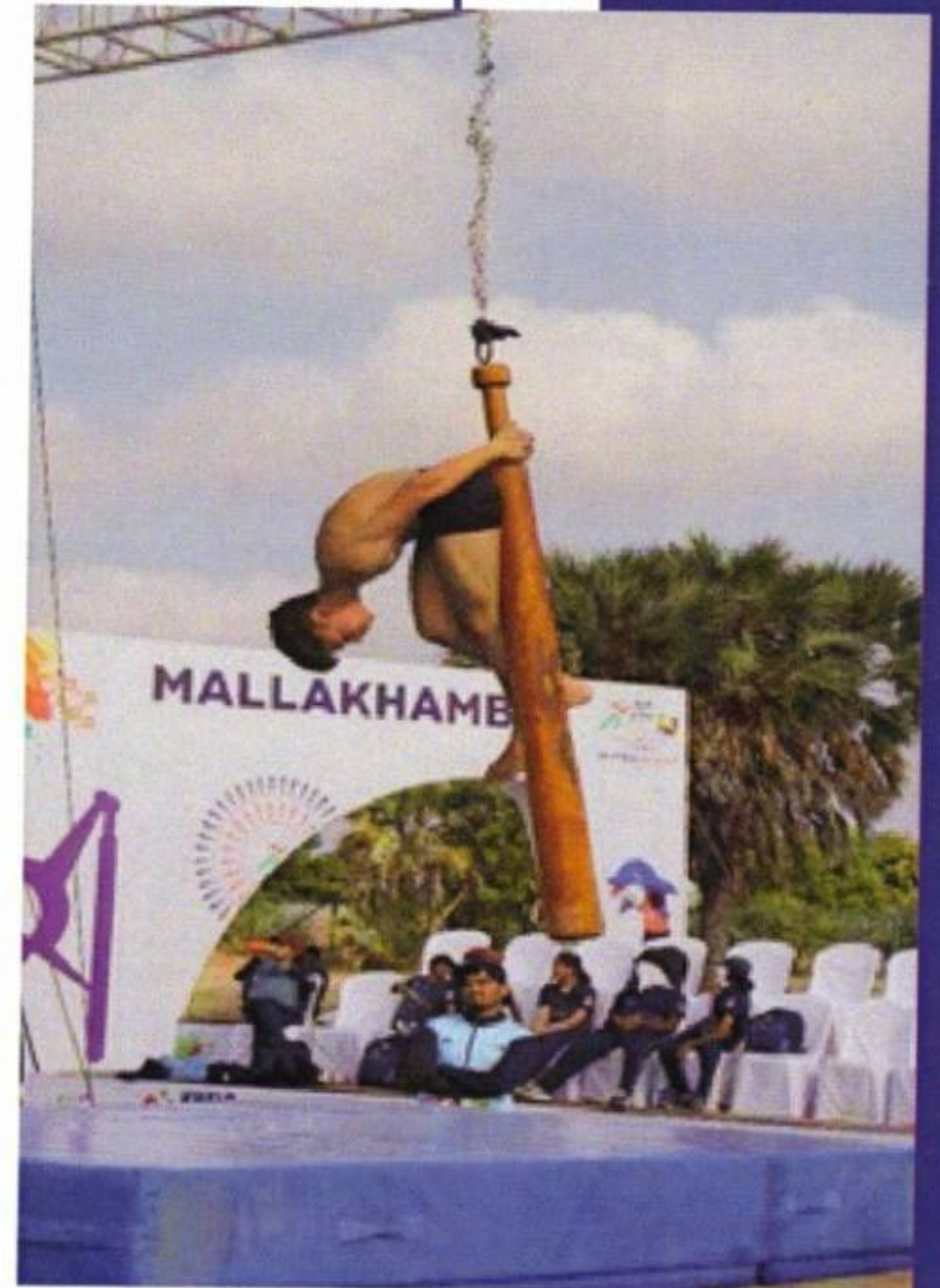
Expanding the recognition and support for indigenous games from various states can enrich India's sports landscape and preserve the cultural heritage. Research will be promoted for documenting the historical roots and development of various games in India. Strengthening the infrastructure, training personnel, and establishing a robust competition framework for these games will be ensured to help elevate their profile and ensure their sustainability. Investing in the promotion and development of indigenous games will not only celebrate cultural diversity but shall also provide new avenues for talent discovery and community engagement.

- **Underrepresented Population Talent Development Initiatives:**

A comprehensive talent development mechanism tailored for underrepresented groups shall be established which is vital for nurturing sports talent across the country. Special focus shall be given to tribal talent development initiatives, considering anthropometric, genetic, and other factors that may influence performance in specific sports. Targeted events, such as tribal games and women's games, will be organized that will provide platforms for showcasing talent and identifying potential athletes from these groups. These initiatives will help bridge participation gaps and foster a more inclusive sporting environment.

- **Peace & International Cooperation Activities through Sports:**

Sports can serve as a powerful tool for international diplomacy and cooperation. International sports exchange programs will be promoted to allow knowledge sharing, capacity building and collaborative development efforts. Sports can serve as a powerful bridge between the Indian diaspora and India, fostering enduring emotional, cultural and social connections. To strengthen this bond, dedicated sporting events and leagues can be organized specifically for and among the Indian diaspora. Wherever feasible, promising and prominent Indian-origin athletes living abroad may be encouraged to come back and play for India at the international level. Together, these efforts can transform sport into a dynamic tool of cultural diplomacy and nation-building, strengthening the global Indian identity.



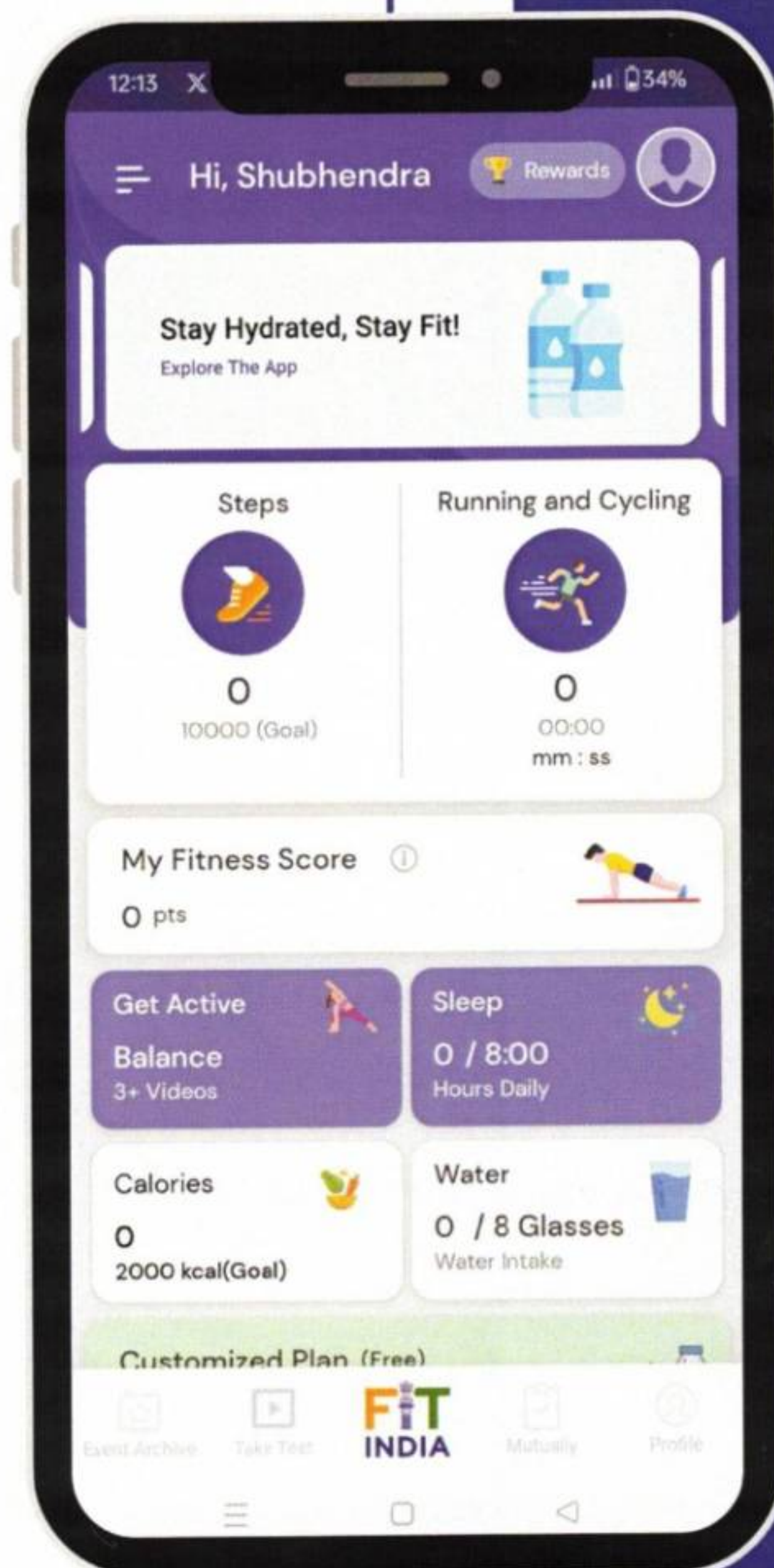
- Promotion of Sports & Allied Services as Mainstream Career:** To enhance the recognition and attractiveness of sports as a career option, it is important to promote sports professional education through structured frameworks and regulations. States and other stakeholders shall be encouraged to establish sports educational institutions which will provide more pathways into the industry. Creating resources to raise awareness about sports careers among youth, along with a national platform for sports certifications, degrees, courses and job vacancies, will help streamline career pathways. Dual-career programs will be promoted that balances academics and sports which will also support students in pursuing their athletic and educational goals simultaneously.
- Sports Volunteering Programs:** Engaging the youth in sports volunteering can enhance community involvement and support various sporting schemes. Robust sports volunteering mechanisms, such as the Khelo India Sports Activator and FIT India Volunteer programs, will be established in order to encourage active participation. Recognizing and rewarding volunteers will be promoted through incentives like course credits, event passes and opportunities to meet champion athletes which will further motivate young individuals to contribute to the sports sector and foster a culture of volunteerism.

Sports – A People’s Movement

Sports can transform into a powerful people's movement by addressing key aspects of physical and mental well-being while serving as a major leisure and entertainment activity. Prioritizing physical health through sports improves overall fitness, reduces healthcare costs and promotes a healthier lifestyle. Mental health benefits are also significant, as regular physical activity can reduce stress, anxiety and depression, while fostering a sense of community and belonging. Additionally, sports offer a valuable source of leisure and entertainment, enriching lives and enhancing quality of life.



- To support this movement, a **Fitness Ranking & Indexing system** will be implemented to incentivize educational institutions and workplaces to excel in their sports and physical education programs. Mechanisms like the School Fitness Index and Fit Workplace Index will be developed to drive excellence and innovation in fitness initiatives. Furthermore, a robust **Personnel Training & Certification** programs would be established as it is crucial for equipping trainers and educators with the skills necessary to deliver effective sports and Physical Education programs, enhancing health outcomes and talent identification.
- **National Sports Federations (NSFs)** shall be actively engaged with educational institutions to promote their disciplines and formulate frameworks focusing on physical and mental well-being. This will be achieved through initiatives such as School Soccer Programs and Tennis for Tots. Standard Operating Procedures (SOPs) would be created for fitness programs at schools, colleges and workplaces which will ensure structured and consistent delivery of fitness activities, supported by a resource repository like the FIT India Information & Knowledge Hub.
- **Physical Education Framework** will be revamped in collaboration with the Ministry of Education to enhance the effectiveness of physical education programs and improve talent development mechanisms.
- **Access to sporting facilities** will be improved through guidelines and frameworks that will facilitate greater public participation and support the establishment of social sports hubs at block and district levels.

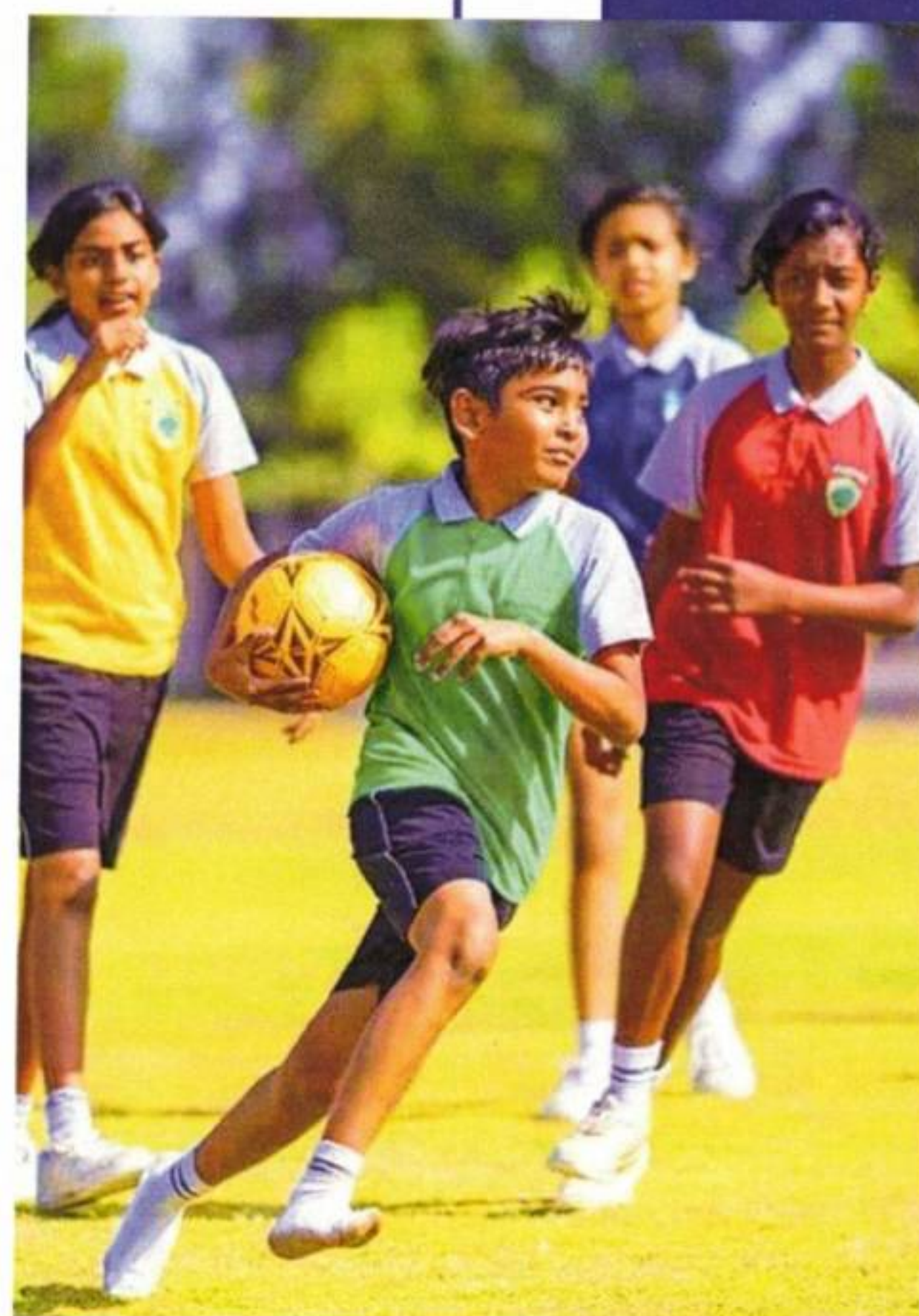


- **Model sports programs and events**, such as Family Sports Weekends and periodic community engagement activities will be encouraged to promote regular participation and foster a culture of active living. Barriers to participation will be reduced and underutilized public facilities will be leveraged to further enhance accessibility. Finally, national-level programs and digital initiatives, like the Yoga Challenge and 10,000 Steps a Day Challenge, will be conducted which will drive large-scale engagement and cement sports as a central element of community life, transforming it into a true people's movement.

Major Focus Areas to Harmonize Khelo Bharat Niti – 2025 with NEP 2020

To achieve alignment between the Khelo Bharat Niti – 2025 and the National Education Policy (NEP) 2020, several key focus areas will be addressed. A framework and delivery of sports modules for the holistic education program will be facilitated to ensure that sports and physical education are integrated seamlessly into the overall curriculum. This approach will promote a balanced development of students, combining academic learning with physical fitness and personal growth.

- A framework for the active engagement of sports groups and circles in educational institutions will be formulated to enhance the presence and impact of sports in schools. This shall involve establishing partnerships with local sports organizations and creating structured programs that encourage participation and talent development within educational settings.
- A sports and physical education skill development program for teachers will be framed and facilitated for the effective delivery of sports education. Providing educators with specialized training and resources will ensure they are well-equipped to teach and inspire students, thereby improving the quality of sports programs across schools.
- Liaising with various stakeholders to develop an action plan and timeline will be encouraged to address the infrastructure and resource needs for effective sports program delivery. This will include ensuring adequate manpower, securing necessary resources such as playgrounds, and implementing school-level programs on a regular basis. Coordinated efforts among government bodies, educational institutions and sports organizations will help achieve these objectives and create a sustainable framework for integrating sports into the educational landscape.



STRATEGIC FRAMEWORK

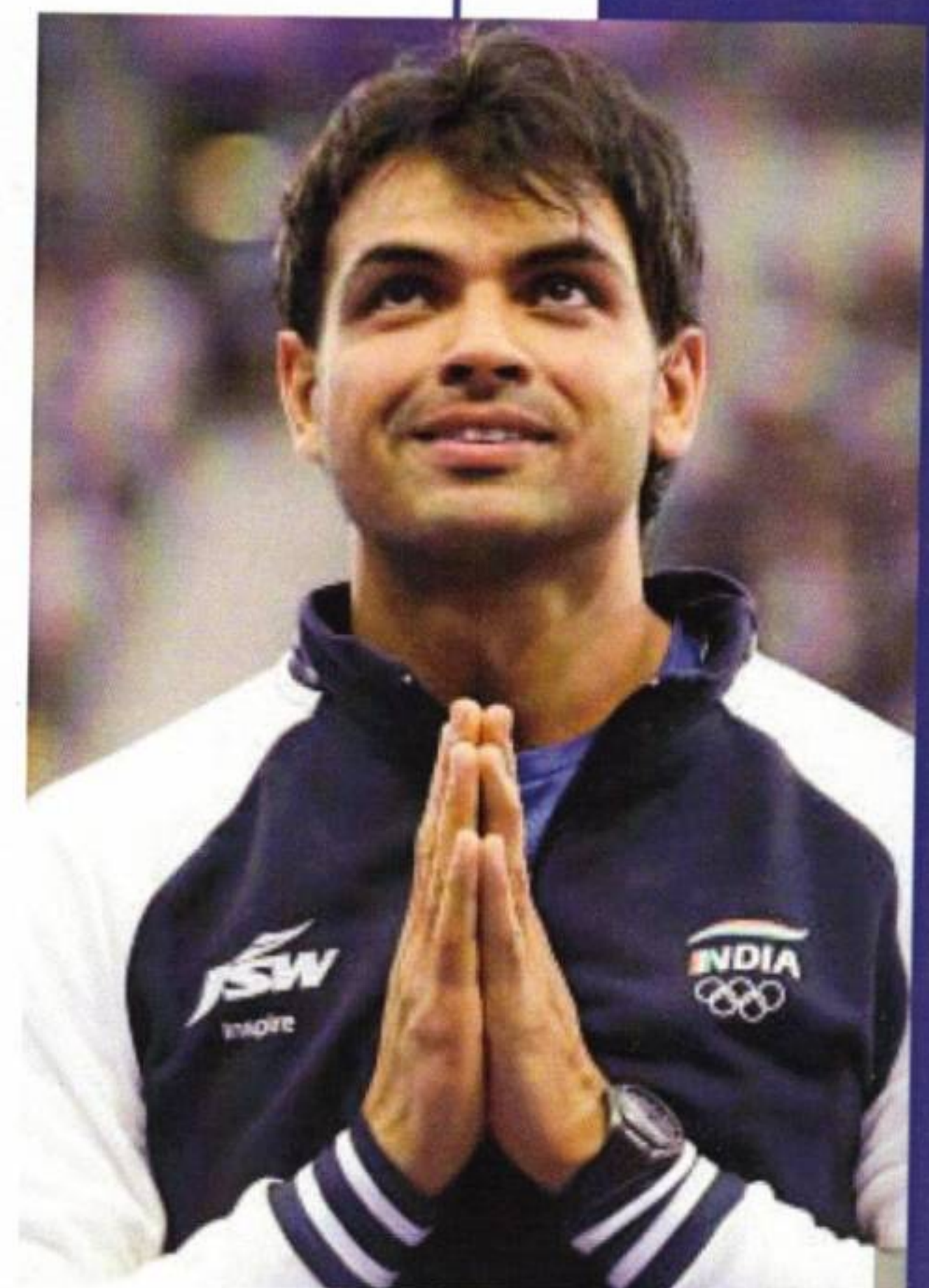
FOR ACHIEVING THE OBJECTIVES

The strategic framework outlines a comprehensive strategy to advance the sports ecosystem in India through robust governance, education, technological integration and private sector engagement. Key pillars of this framework include:

- **Strong Professional Sports Governance, Implementation & Monitoring:** With a view to prepare India's sports ecosystem for Olympics 2036, the requisite regulatory framework including law, if required, for governance shall be established. In line with the international code on doping, a national law shall be enacted. National-level regulatory bodies and/or processes shall be established to ensure ethical practices, fair play and healthy competition in the sports sector. It will also involve the creation of national agencies and inter-ministerial committees to facilitate swift action and effective issue resolution, promoting transparency and seamless operations across the sports ecosystem.



- Technological Intervention:** Existing platforms will be revamped to enhance efficiency, transparency and effectiveness in implementing and monitoring various sports schemes and projects. By utilizing technology including artificial intelligence for data-driven analysis, it aims to monitor and analyze performance, enabling timely interventions for ongoing programs to ensure optimal outcomes and continual improvement in the sports sector.
- National Framework & Regulatory Bodies:** A robust national structure with clear benchmarks, key performance indicators (KPIs), and time-bound targets will be established to guide the development of sports in the country. It will focus on holistic growth by encompassing grassroots development, elite athlete training and infrastructure enhancement. Additionally, it will support the organization of sports leagues at various levels, to ensure comprehensive and inclusive progress in the sporting ecosystem.
- Private Sector Engagement:** Policies and schemes will be developed to actively encourage extensive participation from the private sector in sports development activities. To incentivize this contribution, the policy will incorporate Return on Investment (ROI) considerations for private entities, making their involvement in sports development both attractive and sustainable. This approach aims to foster a collaborative environment where the private sector plays a crucial role in advancing the country's sports infrastructure and programs.



CONCLUSION

- The Khelo Bharat Niti – 2025 embodies a visionary and comprehensive framework aimed at revolutionizing sports development in India. It is designed to align sports advancement with the broader objectives of economic and social progress, leveraging sports as a powerful tool for nation- building. The policy adopts a multi-faceted strategy that addresses critical areas such as infrastructure development, talent identification, nurturing, governance reforms, and enhancing mass participation. By improving sports facilities, creating robust talent pipelines, implementing governance reforms and encouraging widespread involvement, Khelo Bharat Niti – 2025 aspires to elevate India to the status of a global sporting powerhouse to host major international sports events and also improve its participation as well as its medal tally in international sports competitions.
- The Khelo Bharat Niti – 2025 will serve as a model policy for States who shall be encouraged to modify their existing Sports Policy, if any, or adopt new Sports Policy in line with this policy. Further, following a whole of Government approach, this Policy needs implementation and integration by all Ministries/Departments in their work domain, policies, schemes, etc. to ensure promotion of sports.
- Achieving the ambitious goals outlined by Khelo Bharat Niti – 2025 will require a unified effort from all relevant stakeholders, including State Governments, government agencies, sports federations, private sector entities, and the general public. Each stakeholder will play a crucial role in the successful execution of the policy's initiatives. Government agencies will provide the necessary regulatory framework and funding, sports federations will drive talent development and competition, the private sector will contribute resources and innovation, and the public will engage in and support sports activities.
- Through this collaborative approach, India has the potential to unlock its full sporting potential, setting the stage for a transformative impact on the nation's global standing in sports and contributing significantly to its overall development.





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