

Implementation of the National Sports Policy

Posted On: 24 JUL 2025 5:16PM by PIB Delhi

No financial outlay has been allocated in the Khelo Bharat Niti-2025 as the Niti does not seek to propose any specific programme/scheme.

Under the Khelo Bharat Niti-2025, the private sector is envisioned as a key partner in the holistic promotion of sports through strategic investments, infrastructure development, and athlete support. The policy encourages corporate sponsorships and public-private partnerships (PPPs) for building sports infrastructure, funding training programs, organizing leagues, and adopting athletes or teams. Corporates are also expected to contribute through Corporate Social Responsibility (CSR) initiatives, innovation in sports technology, and supporting skill development in sports-related professions.

Khelo Bharat Niti-2025 proposes a comprehensive framework to identify and nurture young sporting talent through schools and universities by integrating sports into the education system. Key initiatives include the introduction of structured sports competitions and leagues at the community, educational institutions, and district levels for regular competitive exposure, encouraging to organize regular festivals, talent scouting camps and competitions for wide spread participation, which help in identifying promising athletes at early stage. Khelo Bharat Niti-2025 integrates physical literacy as a core component from early childhood, aligning with National Education Policy (NEP) 2020 by treating sports as an integrated subject to foster lifelong fitness and well-being.

The Khelo Bharat Niti 2025 aligns with India's preparations for upcoming international sporting events, including the Olympics, through a comprehensive and athlete-centric approach. Building upon the foundations laid by previous initiatives such as the National Sports Policy-2001, the Khelo India Scheme and Target Olympic Podium Scheme (TOPS), it emphasizes early talent identification, robust grassroots-to-elite pathways, and high-performance training programs. The Khelo Bharat Niti-2025 strengthens infrastructure, promotes sports science integration, and enhances competition exposure both nationally and internationally.

This information was given by the Minister of Youth Affairs and Sports, Dr Mansukh Mandaviya in written reply to a question in Rajya Sabha today.

MG/DK

(Release ID: 2147810)