



Ministry of Skill Development and Entrepreneurship, SPEFL Skill Council, and British Asian Trust announced and conducted a workshop on “SportEdge Meerut” - India’s Model Sports Hub

SportEdge (Sports and Entrepreneurship Development for Growth and Excellence) Meerut to boost livelihoods, empower women entrepreneurs, and nurture young sporting talent

Meerut’s ₹1,500 crore sports goods industry emerges as a driver of skills, exports, and women-led enterprise

Industry leaders call for R&D, design innovation, stronger industry representation, and upgraded global standards

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In a significant step toward advancing India’s sports economy and fostering inclusive growth, the Ministry of Skill Development and Entrepreneurship (MSDE), along with the Sports, Physical Education, Fitness and Leisure Skills Council (SPEFL-SC) and the British Asian Trust (BAT), announced and successfully conducted a workshop on “SportEdge Meerut” — *Sports and Entrepreneurship Development for Growth and Excellence* — a flagship initiative to develop Meerut as India’s model Sports Hub.

The initiative aims to harness Meerut’s sporting legacy to drive economic growth, promote skill-based livelihoods, and nurture local talent, especially among women and youth. SPEFL-SC will play a pivotal role in aligning the program with sectoral skill requirements, industry partnerships, and standards, while MSDE will coordinate with central and state ministries, industry bodies, and sports associations to ensure convergence and scalability.

The workshop brought together a wide spectrum of stakeholders from the government, industry, finance, and development sectors who share a common vision of building a vibrant, inclusive sports economy. Participants included representatives from the Asian Development Bank (ADB), World Bank, ONGC Foundation, Microsoft, American India Foundation, and SBI Foundation, among others.

Their diverse expertise — spanning finance, corporate social responsibility, technology, research, and grassroots development — added immense value to the deliberations. Together, they underscored the potential of *SportEdge Meerut* to emerge as a national model that integrates sports, skills, and entrepreneurship into a unified engine for growth and empowerment.

Meerut: The Engine of India's Sports Economy

Meerut is one of India's largest sports goods manufacturing clusters and a flagship district under Uttar Pradesh's One District One Product (ODOP) initiative. The district contributes nearly ₹1,500 crore annually to the state economy and accounts for over 40% of India's sports goods exports. The cluster employs more than 3 lakh artisans, women workers, and small entrepreneurs, whose craftsmanship has built Meerut's global reputation.

Through SportEdge Meerut, this ecosystem aims to be elevated into a global benchmark for competitiveness, innovation, and social impact. The program will strengthen the entire value chain — from manufacturing and design to branding, marketing, and sustainable enterprise development.

Leadership Vision

Addressing the gathering, Shri Jayant Chaudhary, Minister of State (Independent Charge) for Skill Development and Entrepreneurship and Minister of State for Education, Government of India, said: "I am happy to announce the Meerut Sports Hub Development Model under *SportEdge Meerut* (Sports and Entrepreneurship Development for Growth and Excellence). This initiative marks a major step towards integrating sports, skills, and entrepreneurship into a single, future-ready engine of growth. Sports today is not just about winning; it is a life skill that shapes character, builds discipline, and unlocks new opportunities for livelihoods and enterprise.

Meerut — India's third-largest exporter of sports goods — exemplifies how a strong manufacturing ecosystem can propel global excellence. With this model, we aim to strengthen and scale this legacy by promoting entrepreneurship in sports manufacturing, enabling MSMEs and startups to innovate, adopt new technologies, and expand their market footprint.

By bringing together policy support, industry partnerships, training institutions, and the local community, *SportEdge Meerut* will help build a vibrant, self-sustaining sports economy that supports women-led enterprises and nurtures the champions, creators, and innovators of tomorrow.

This reflects our collective resolve: when it comes to empowering our youth, we stand united. MSDE will continue to play a coordinating role so that every stakeholder — artisans, manufacturers, coaches, athletes, startups, and local institutions — progresses together. Our vision is clear: to make sports a mainstream, skill-based, and enterprise-driven pathway of aspiration, dignity, and opportunity for every young Indian."

Institutional Synergy and Global Alignment

Speaking at the event, Ms. Debashree Mukherjee, Secretary, MSDE, said: "Meerut's story reminds us that behind every sporting achievement lies the silent skill of millions — artisans, entrepreneurs, and innovators who turn raw material into national pride. Through the *SportEdge Meerut* initiative, we aim to bring policy, industry, and people together to transform this traditional cluster into a global symbol of Skill, Sport, and Sustainability. When sports become an avenue of livelihood and entrepreneurship, we don't just build champions — we build a stronger, self-reliant Bharat."

Industry Insights and Way Forward

Industry leaders and ecosystem experts emphasized the importance of strengthening research and development (R&D), design innovation, and technology integration within the sports ecosystem. They called for the creation of a stronger industry federation to represent manufacturers collectively and work closely with the Ministry of Youth Affairs and Sports to shape global positioning and policy advocacy.

Stakeholders also stressed the need for:

- R&D and applied research in sports engineering, equipment design, and material sciences, led by universities and technical institutions.
- Innovation in product design, IP creation, and digital manufacturing to enhance global competitiveness.
- Access to affordable raw materials, upgraded certification systems, and harmonized quality standards to open new international markets.
- Participants further noted the need for a stronger industry-led organization or federation, stressing that the sector must present a unified voice and work more closely with the Sports Ministry to shape policy and global positioning.

The initiative will also bring together CSR partners, domestic foundations, and private contributors to develop a robust governance structure focused on transparency, accountability, and measurable impact.

As next steps, MSDE, SPEFL Skill Council and BAT will initiate consultations with the local government, industry representatives, and funding partners to finalize the operational framework, following which a formal Memorandum of Understanding (MoU) will be signed.

Once implemented, SportEdge Meerut aims serve as a national model for sports- and enterprise-led development, demonstrating how local strengths, when combined with skill development and global collaboration, can unlock transformative opportunities for communities and the economy.







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