

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS AND SPORTS
(DEPARTMENT OF SPORTS)

RAJYA SABHA
UNSTARRED QUESTION NO-640
ANSWERED ON- 24/07/2025

Implementation of the National Sports Policy

640 Shri Satnam Singh Sandhu:

Will the Minister of Youth Affairs and Sports be pleased to state:

- (a) the financial outlay allocated for the implementation of the National Sports Policy and the sources of funding;
- (b) the role envisaged for private sector partnerships and corporate sponsorship in sports promotion under this policy;
- (c) the initiatives proposed to identify and nurture young sporting talent through schools and universities; and
- (d) the manner in which policy aligns with India's preparations for upcoming international sporting events, including the Olympics?

ANSWER

THE MINISTER OF YOUTH AFFAIRS AND SPORTS
(DR. MANSUKH MANDAVIYA)

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

(c) 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.

(d) 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.
