

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
(DEPARTMENT OF SPORTS)
RAJYA SABHA
UNSTARRED QUESTION NO- 1587
ANSWERED ON- 12/02/2026

PROMOTION OF SPORTS IN KUSHINAGAR

1587. SHRI RATANJIT PRATAP NARAIN SINGH

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state :-

- (a) the measures taken to promote indigenous and rural sports in Kushinagar district;
- (b) the details of 'Sansad Khel Mahakumbh' or similar sports tournaments organized in the constituency;
- (c) the status of financial assistance provided to the rural sports associations;
- (d) the measures taken to create a fitness culture among youth through the Fit India Movement; and
- (e) Government's plan to scout talent from the grassroots level tournaments?

ANSWER

THE MINISTER OF YOUTH AFFAIRS & SPORTS

(DR. MANSUKH MANDAVIYA)

(a) to (e) 'Sports' being a State subject, the responsibility of development of sports, including promotion of indigenous and rural sports, organising sports tournaments, providing financial assistance to the rural sports associations, creating fitness culture among youth and scouting talent from the grassroots level tournaments, rests primarily with the State/Union Territory Governments. The Union Government supplements their efforts by bridging critical gaps. The Ministry of Youth Affairs and Sports implements the following schemes for development of sports in the country, including in Kushinagar district of Uttar Pradesh:

- i. Khelo India – National Programme for Development of Sports;
- ii. Assistance to National Sports Federations (NSFs);
- iii. Cash Incentives to Medal Winners in International Sports Events and their coaches;
- iv. National Sports Awards;
- v. Pension to Meritorious Sportspersons;
- vi. Pandit Deendayal Upadhyay National Welfare Program for Sportspersons;
- vii. National Sports Development Fund;
- viii. Running Sports Training centres through Sports Authority of India (SAI); and
- ix. National Centre for Sports Science and Research (NCSSR).

Details of the above schemes are available in the public domain on the websites of this Ministry and the Sports Authority of India.

In addition to above, the 'Promotion of rural and indigenous/tribal games' sub-component of the Khelo India Scheme, is specifically dedicated to the development and promotion of rural and indigenous games across the country, including in Kushinagar district of Uttar Pradesh. Indigenous games like Mallakhamb, Kalaripayattu, Gatka, Thang-Ta, Yogasana and Silambam have been identified for promotion under this component and were made part of Khelo India Games.

The Fit India Movement was launched on 29th August, 2019, to encourage citizens to adopt healthier lifestyles through regular physical activities and sports. Its primary objectives are to inspire people to integrate fitness into their daily routines, raise awareness about the importance of health and wellness, and to foster community participation in fitness programs. Key initiatives include Fit India Week, where schools and universities across the country engage in physical activities; the Fit India Freedom Run, a unique event combining fitness with environmental awareness; and the Fit India Quiz, which promotes knowledge about health, among students. The movement also includes the Fit India Mobile App, which helps users track their fitness progress, and the "Fit India Champions Podcast," featuring inspiring athletes. Additionally, National Sports Day is celebrated to emphasize the role of sports in overall well-being. The movement plays a key role in motivating youth to take up sports and fitness. Social media influencers have further amplified the movement's message, reaching a broad audience and promoting fitness and wellness nationwide. Overall, the Fit India Movement is creating a culture of health, fitness, and well-being at the grassroots level.

The identification of Khelo India Athletes is carried out based on specific guidelines and benchmarks prescribed under the relevant protocols. In accordance with these protocols, a specialised committee, namely the Talent Identification and Development Committee (TIDC), comprising Olympians, eminent athletes, and experienced coaches of the concerned sport, is deputed to various competitions to identify promising players and prepare a scouting list. The scouted athletes are subsequently assessed through scoring and evaluation camps, following which a final list of selected athletes is prepared in accordance with the prescribed protocols and available vacancies.
