

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS AND SPORTS
DEPARTMENT OF SPORTS
RAJYA SABHA
UNSTARRED QUESTION NO. 4475
ANSWERED ON - 02/04/2026

MANUFACTURING OF SPORTS GOODS

4475 # SHRI AMAR PAL MAURYA:
DR. PARMAR JASHVANTSINH SALAMSINH:
SHRI DEEPAK PRAKASH:
SMT. SADHNA SINGH:
SHRI CHUNNILAL GARASIYA:
DR. KALPANA SAINI:
SHRI UJJWAL DEORAO NIKAM:

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

- (a) whether the Ministry has operationalised ₹500 crore initiative for promotion of sports' goods manufacturing;
- (b) if so, the details thereof;
- (c) the manner in which dedicated research in material sciences under this initiative is helping to produce affordable, high-quality indigenous hockey sticks;
- (d) the specific milestones achieved by Augmenting Study Materials in Indian Languages through Translation and Academic Writing (ASMITA) initiative in promoting gender neutrality in competitive sports during 2025-26; and
- (e) how the Target Olympic Podium Scheme (TOPS) successfully supported the training of winter athletes for 2026 Milano Cortina?

ANSWER

THE MINISTER OF YOUTH AFFAIRS AND SPORTS

(DR. MANSUKH MANDAVIYA)

(a) to (c) Promotion of Sports Goods Manufacturing aims at developing a robust and globally competitive sports manufacturing ecosystem in the country. An allocation of ₹500 crore has been earmarked for this purpose in the Union Budget. The scheme seeks to promote innovation, strengthen domestic manufacturing capabilities, and enhance the global competitiveness of Indian sports goods. The scheme will be finalized after consultations with various stakeholders to ensure a comprehensive and effective framework for the sector.

(d) Under Khelo India Scheme, Khelo India Women League was started in 2021 to offer opportunities to women for participating & excelling in sporting activities. It was renamed as ASMITA League which Stands for “Achieving Sports Milestone by Inspiring Women through Action”. Under this initiative, various Khelo India Women’s League – are being conducted. As on date, 2407 ASMITA leagues have been organised in more than 34 sports disciplines across the country, which has seen participation from 280142 women athletes. This initiative has significantly increased women participation in sports across the nation and has provided ample opportunities to women athletes to compete, learn and grow in all age groups.

(e) At present, TOP Scheme does not cover support for athletes participating in the Winter Olympics.
