

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
(DEPARTMENT OF SPORTS)
LOK SABHA
UNSTARRED QUESTION NO. 1785
TO BE ANSWERED ON 28.12.2017

Mission 11 Million Programme

1785. KUNWAR BHARATENDRA:

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state the status and progress detail of Mission 11 million programme launched in cooperation with FIFA for the promotion of football in the country?

ANSWER
THE MINISTER OF STATE (INDEPENDENT CHARGE)
FOR YOUTH AFFAIRS AND SPORTS
(COL. RAJYAVARDHAN RATHORE (RETD.))

Mission XI Million was intended to engage 11 Million school kids with football in the lead-up to the FIFA U-17 World Cup India 2017. Government promoted Football through "Mission XI Million", an outreach programme, in association with All India Football Federation (AIFF) and Federation International de Football Association (FIFA). The programme was officially inaugurated on 10th February, 2017. The programme envisaged targeting boys and girls between the ages of 10 and 18 years across India in around 15,000 schools to reach to 11 Million students mark by September 2017.

Under the Programme, as on 31st October, 2017, 20,977 Schools and 21,279 Teachers were successfully registered and 11,008,561 kids were reached in 29 States and 2 Union Territories. 262 Teacher Workshops were organised and 42,229 Footballs were distributed under the Programme.

The principal objective of Mission XI Million was to create a change of perception among the school communities in India that football can be played at any place, any surface and by any number of kids. The intention was to spread this message across the country and to bring gully football into the common knowledge of Indian schools.
