

Annexure

01

Projects, Programmes and Schemes

Sports Economy Mission Kerala

Proposals based on the Strategies, Segment Analysis
and Need Assessment

Language - English

Submitted to,

KERALA SPORTS DEPARTMENT



KERALA SPORTS ECONOMY MISSION

FEBRUARY 2022

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The Approach

- The proposals for Projects, Programmes and Schemes were prepared after a detailed study of the sector, segments and micro segments. The need assessment was an essential component on this in depth analysis. Perhaps, the input data is secondary, a review is required before fixing at all. The popular sporting items and potential items were considered on it. The socio, economic, cultural uniqueness of the state was the other major factor considered.
- The key takeaways are from its legacy and achievements in Sports cannot be neglected to prepare a roadmap.
- The targets decided for the growth in the Sports Sector is 3-4 percentage. The Mission aims to achieve to create the economic activities of an assumed value of Rs. 40,000 Crore in 4 years. And also to generate employment opportunities of 1 Lakh directly or indirectly in the domestic market itself. And also to see the possibilities to export the skilled personnel from Sporting talents to Trainers and Officials to Management professionals. The target is 5000 in 4 years. The cost of all projects are analysed with preliminary inputs and is plotted.
- It is on the basic concept that Govt has not to take big burden of future investment. Many participation models are on planning. It never ends up with few private investments. Thus the financial viability is ensured. It is detailed with sufficient case studies in the DPR.
- All programmes designed on this backdrop and to attain the targets.
- Few programmes are included in the roadmap like Hackathon, Sports Conclaves, Investor meets, Convergence meetups and Collaboration talks. The inputs from these programmes to be included to enhance the suggested schemes. Better to finalise the schemes after completing the preparatory events.
- The schemes are connected with the vision, strategies and targets. The impact assessment and the analysis of Economic and Non Economic outcome were also done on each projects.
- The successful schemes of International Sports bodies and National Government has been taken for reference.

Thrust Areas

Leads to Schemes, Projects and Programmes

Few thrust areas are identified which are considered as the catalyst of growth. It has been evolved from the Vision, Approach, Basic Principles and the Strategy. It leads to Schemes, Projects and Programmes. Various programmes are being planned on these thrust areas. Identifying the thrust areas is the foundation for shaping up the projects.

TALENT HUNT

We have to start preparations for the next big things like Olympics. Start early to achieve more. We can design schemes with the target of Olympics, National Games, National Championships etc. Potential in each sporting item, included in olympics is to be analysed.

COACHES TRAINING

Different programmes are needed to develop excellent pool of coaches that may change the entire scenario. Good coaches shape the talents and create champions.

DEVELOPING CENTRES OF EXCELLENCE

We need numerous Excellent centers to mould hundreds and thousands of talents in the state. It could be Schools/ Colleges/ Clubs/ Academies.

WELLNESS WITH A SPECIAL FOCUS TO AYURVEDA

Invite world to explore the power of Ayurveda as a stream of sports medicine and a matchless tool of wellness. Promote well to make the concept bigger.

PLACEMENT FACILITIES

An organised system is needed to explore recruitments and job opportunities in the Sporting & allied segments.

SPORTS LINKED WITH TOURISM

We have unique indigenous sporting products/ Extravaganzas to sell as Tourism products too. We have proven that with Kerala Boat League. Sevens has immense opportunities.

ATTRACT INVESTMENTS IN SPORTS

A massive drive is needed to grab investments in Sports. Investment of large corporates to sports startups are vital. More sports companies are to be emerged in Kerala.

ALL INCLUSIVE SPORTS

Inclusion of everyone in sports shall be a great mission. Special schemes for Women, Elders, Kids, Families, Communities, Organisations, Institutions etc will be ideal to achieve this. Schools and Colleges shall include sports in their Curriculum.

BE PART OF THE STARTUP REVOLUTION

We are looking for great startups in Sports similar to Byju's, Flipkart and Nykaa in other sectors.

FITNESS AS A PRIORITY

We have to promote fitness in different modes. Fitness Centers, Home Gyms, Fitness Centers in Institutions and in communities etc to be promoted. Cycling, Badminton, Swimming, Tennis like Sporting items are also to be promoted in the fitness perspective.

FOCUS ON SCIENCE, ENGINEERING AND MANAGEMENT

Sports will not stand out without the support of Science, Technology etc. Such efforts are needed to reshape the sporting scenario.

ASSOCIATIONS TO BE STRENGTHENED

A special mission is to be run, to strengthen the associations and to make them self sufficient. BCCI is an excellent model for a self sufficient and profitable sports association. Collaborations and Tie ups are essential.

INFRASTRUCTURE THE PRIME

Excellent playstations, Sports Arenas, Turfs, Sports Complexes, Indoor Courts, Aquatic Facilities in Private sector. A target to be fixed in numbers along with a time frame to achieve the same.

MORE EVENTS, LEAGUES AND CHAMPIONSHIPS

More Leagues, More Championships, Beautifully designed event properties and an event calendar. It's essential to revamp the premium championships and tournaments.

TECHNOLOGY NETWORKING

An integrated platform with different interface for multiple stakeholders.

CULTURAL LINKAGE

Museum, Archive, Sports Film Festivals, Indigenous Sports with cultural extravaganza are few examples of cultural linkage with Sports.

SMART WALKWAYS, CYCLE TRACKS & OPEN GYMS

Public amenities to maintain fitness and health.

SEGMENT BASED SCHEMES

Address the segments like Kids, Girls, Women, Elders, Family, Community, Institution and design special programmes. Eg- Home Sports

MASSIVE DRIVE ON SPORTS SKILL

Programmes to provide basic skills in different sporting items to mass- especially kids. Eg. FIFA schemes of developing basic skills in Football through Futsal, Swimming Practice to all.

Plans, Schemes - Proposals

Schemes in Kerala are launched by the government to address the social and economic welfare of the citizens of this nation. These schemes play a crucial role in solving many socio-economic problems that beset the Kerala society. These schemes are structured based on certain plans, projections and trials. So in this section we are highlighting certain suggested plans that lead to schemes. It has been evolved through a long process where detailed researches, studies, analysis, insights, experts inputs, assumptions are involved.

Below are some proposals which lead to plans and schemes with certain models, impact and fund mechanisms.

1. SPORTS GOVERNANCE - Sports Council & Associations

Sports Directorate and Sports Council are Government funded and associations are getting grants from their corresponding National Associations. Government is spending huge amount every year to manage the infrastructure and facilities. Kerala Cricket Association is getting huge funds from the cash rich BCCI and they are building good Stadiums, Academies, Training facilities. They are also conducting tournaments. All other associations are heavily dependent on Sports council grants. Kerala Football Association has long term tie ups with corporates. Other associations are running on shortage of funds. They are not even trying to stand self sustained. Its high time to equip Associations to run independently without govt grants.

1.1. REVAMP PLAN - SPORTS ASSOCIATIONS

Associations to be revamped with ultimate professionalism and Self sustainability

Model- BCCI

Advantage

1. Associations for all major sporting events
2. Few have professional leadership
3. An environment to excel
4. Huge public support

Requirement

1. Structural change and a new working model
2. A defined Business model like BCCI
3. Each association should have self sufficiency
4. Associations should have proper roadmap- A model to be chalked out.
5. A revamp is needed from district levels
6. Long term Commercial tie ups
7. Corporate involvement
8. Continuous skill development and mentoring programmes.
9. Involvement of Management experts/ institutions for the framework

10. Avail long term service of management/ sports experts
11. All associations should have a professional secretariat
12. Associations are to take initiatives to run all missions, schemes, projects, programmes and packages in their sporting areas.
13. Continuous monitoring and up-to-date planning.

1.2. PHASE TO PHASE PLANS

- Start with major State level associations
- Continue with District level bodies
- Spread across the state with Rural Sports Councils

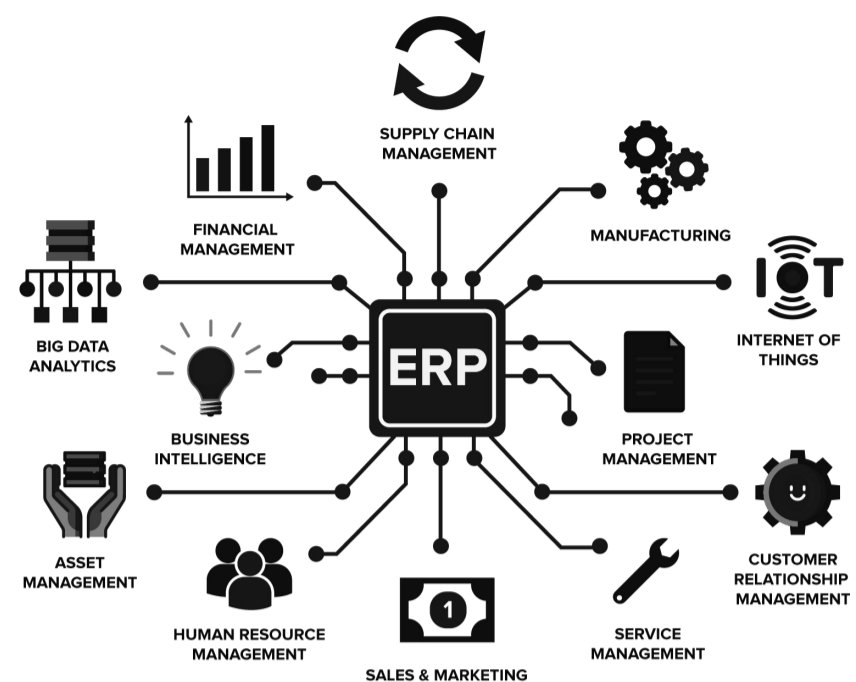
1.3. PROTOTYPE

A prototype can be set up with any prominent association. Explore the possibilities of Collaborations, Tie ups, Networking, Partnering, Events, Leagues, Root level programmes, Infrastructure, Govt. funding etc.

2. AN INTEGRATED PLATFORM - TECHNOLOGY DRIVEN

Like An Enterprise Solution With A Public Interface

The entire process is to be mapped and shall be brought under a single platform. Each and every activity is to be tracked and monitored. It will give better access for public to avail entire services. The platform will increase the efficiency of the system. It shall be simple and easy to use. In other end it should be a tool for better governance. Every stakeholder in the Sports sector should get benefited with the platform. Employment openings, Recruitments, Academy admissions like informations also shall be provided. An archive, memory line, the history etc to be included.



Digital Platform- ERP & App

Model- Utility Apps, Corporate ERP

Advantage-

1. Networking
2. Mobile Density
3. Governance to technology
4. Transformation to technology

Funds -

1. Govt input
2. Tie up with Technology Companies

Requirement

1. Professional ERP connecting entire Operations
2. Networking entire Utilities, Services, Facilities
3. One end for Operations and other interface for utilities
4. Startups could be engaged
5. Public get easy access to entire services
6. Simple Interface
7. Reliability of Services

3. Coaches Clinic - Intensive Coaching - Short Term

The project target to the Skill Development and Overall Performance development of Coaches. Developing good coaches is a priority in the Sports development area. Key role is with Associations and the Sports council to coordinate and collaborate. All popular and potential items shall be considered.

Model

BCCI, Basketball Association are models in Indian scenario. FIFA, NBA and many International sports organisations were developed excellent coaching schemes for coaches training. .

Impact

- Well-trained, professional coaches with proper exposure will have the sufficient capabilities to develop excellent talents.
- It will act as an additional skill acquisition programme apart from the formal certification programme.

Funds

1. Govt and Associations
2. Sponsorships
3. Fund Assistance from PSUs and Corporate

4. Coaches Clinic -Long Term

The projects target to the Skill Development And Overall Performance development of Coaches. Developing good coaches is a priority in the Sports development area. Key role is with Associations and the Sports council to coordinate and collaborate. All popular and potential items shall be considered. Its One year lengthy programme with direct sessions frequently. Few sessions will be managed through online. The service of the International experts will be available.

Model

BCCI in India, Hockey India are models in Indian scenario. FIFA, International Olympic Association and many International sports organisations were created excellent models.

Impact

- Well-trained, professional coaches with proper exposure will have the sufficient capabilities to develop excellent talents.
- It will act as an additional skill acquisition programme apart from the formal certification programme.

Funds

1. Govt and Associations
2. Sponsorships
3. Fund Assistance from PSUs and Corporate

5. Centers of Excellence

This is one of the key programmes suggested for a rapid growth. The Centers of excellence shall be the working sports centres. It can be Schools, Colleges, Academies or Facilities. Here operate a participatory model. The Corporate, NRIs, Local body, Local business fraternity, Cooperative, NGOs, nearby PSU etc can be participate in developing such centers. Government shall do funding on a performance basis. The programme envisages to develop at least few centers in global standards. These specialised centers will produce excellent talents as sure. A special attention will be provided. More special schemes of the Central and State Governments will be implemented on the basis of an year to year analysis.

Model

Premium Management and Technology institutes like IITs and IIM's in India.

Impact

- These centers will be developed like feeder centers of next levels
- Specialised centers grow independently
- They will create standards on their own levels
- These specialised centers with excellent coaching facilities, infrastructure and coaches will mould excellent talents.

Funds

1. Govt and Associations
2. Sponsorships
3. Fund Assistance from PSUs , Corporate, NRI and many others
4. Other stakeholders

6 Talent pool- Target Olympia

A pool of talents to be selected from different age categories and to be provided with better mentoring and coaching. Foreign, National exposure is to be provided. The target shall be big such as Olympics, Asian Games, World Championships etc. The players will get performance based incentives.

Model

- Govt of India schemes of Talent development.
- Schemes for high performance in US, UK and Australia

Impact

- Selected candidates under the scheme will get special privilege and attention.
- The authorities can provide them with special focus and care.

Funds

- Sponsorships and corporate involvement is suggested to reduce the government spent.

7. BRIDGE - Placement and Recruitment Facility

Special focus and monitoring on the job openings and career opportunities in entire sporting and allied sectors. All opportunities available both nationally and internationally shall be identified and enlisted. A formal network is to be developed connecting both recruiters and recruitees.

Can be organised special drives for recruitments. Premium academies also can depend the mechanism. The bridge is supposed to manage the information channel too. Then only the beneficiaries will get informed on the opportunities. This will become one of the unique project in Sport in the country.

Model

- The ODEPEC, state owned company managing the recruitment of Nurses and teachers. Its a successful model.
- NORKA is also a working model in the state on the same vertical

Impact

- The talents will get placed properly.

- If a system in place for monitoring, it will increase the chances of talents to be placed in good positions.

Funds

- It shall be managed by the Govt. directly.
- Can follow ODEPEC to develop a sustainable and self sufficient model.

8. Sports Conclave

A general ideation and consolidation programme conceived in hybrid model (Online and Offline combined). It will be a pitching platform for Kerala sports to share its opportunities and potential before the world. Opening and Conclusion with massive Online- Offline Seminars to be complemented with micro level programmes. The micro events shall be in root level including the local bodies. Encourage sports associations, organisations to conduct such programmes. Media also can be participate in organising this. These conclaves aim to create an ecosystem and to generate better ideas from the sports fraternity. It should be completed in a prescribed time frame. The output shall be comprised in a hub for further processing and analysis. This outcome could be contributed to the State sports policy.

Model

- Emerging Kerala, Vibrant Gujarat like Summits
- Water Summit, Economic Forum

Impact

- It shall create a feel that the state is much dedicated with the sector and open for investments, participation and collaboration.
- It will create a confidence among the stakeholders.

Funds

- Government
- Sponsorships

9. Hackathon

To get better ideas with an out of the box approach. It will be an initial step to promote the startup

environment in Sports. Ideas are to be compiled and evaluated for further process. Good ideas to be acknowledged and materialised. It shall be linked to the policy framework too. This is conceived as a one month online - offline campaign to get better ideas from the public for the development of sports.

Model

- Startup Hackathon in Kerala
- Technology Hackathon
- Green Hackathon of UN

Impact

- ★ The inputs may enhance the process
- ★ It will become participatory and inclusive.

Funds

- Government
- Sponsorships

10. Investor Meets

It shall be conducted at various levels and different formats. One to one meetups, Cluster meets, large conclave etc are needed in the segment. Seeking supports from some prominent management associations like CII/ KMA will be ideal. Such a collaborate move will enhance the process. Thorough follow ups essential for the success of such initiatives. Investor offer document is also an important component. The investors must convinced on the direct and indirect benefits of the project.

Model

- Emerging Kerala, Vibrant Gujarat
- Initiative of Kerala Government Industries Department

Impact

- It shall create a feel that the state is much dedicated with the sector and open for investments, participation and collaboration.
- It will create a confidence among the stakeholders.

Funds

- Government
- Sponsorships

11. Lets Startup

Various components are included in it. Primarily inviting fresh ideas to setup startup ventures in sports. Fund support is to be provided. Networking with Venture Capitalists interested in Sports, is needed. Incentives and other support are to be provided for the startups. It can be aligned with the state startup policy and all institutions related with the Startup mechanism.

Model

- Kerala Startup Mission
- Startup Villages

Impact

- The innovative ideas will transform the sector significantly.
- Startups have the capability to disrupt the current scenario and grow significantly. .

Funds

- Government

12. Sports Startup Village

Dedicated space can be allotted with the available sports infrastructure such as Stadiums or Sports Complexes. Kochi, Kozhikode or Thiruvananthapuram can be considered. An atmosphere for budding ideas and new entrepreneurs to be created there. The Startup village in Sports will be a pioneer initiative in India and even in the world. Government should provide special privilege to the startup initiatives launching from the Sports Startup villages.

The venture capital networking, seed funding, exposure etc to be offered in addition with mere infrastructure. Collaboration with the State startup mission is required.

Model

- Startup Village in Kochi

Impact

- Kerala will become the 1st state to setup startup village dedicated to Sports.
- Provide a great eco system for aspirants

Funds

- Government
- Sponsorships

13. Sports Incubators

Invite Sports incubators from the performing Colleges/ Academies to facilitate the sports startups. Especially in infrastructure and other sports related facilities. The Centers for excellence can give priority. Also performing sports teachers training centers and research institutes can give priority in setting up Sports incubators. It will give opportunity to students and youngsters to come up with good ideas and develop in good ecosystem. Government should give support to them like the budding ventures in the Startup villages. The venture capital networking, seed funding, exposure etc to be offered in addition with mere infrastructure. Collaboration with the State startup mission is required.

Model

- Atal Startup Incubator at Colleges
- Startup village incubators at Colleges in Kerala.

Impact

- It will support the startup ecosystem and will help youth with innovative ideas to shape up and to develop.

Funds

- Government

14. Sports Medicine

Sports medicine is an opportunity area which is expected to grow with the implementation of Sports Economy. As health is a top priority for Kerala, the infrastructure and facilities are excellent. Identify the centers with the necessary facilities and build a network or consortium. Integrate all streams of medicine. A media campaign is essential for the promotion world wide. At present many hospitals including Ayurveda centres have specialised services in Sports medicine. We wanted more such centers.

Model

- Medical Trust, Kinder Hospitals in Kochi

Impact

- Kerala will become a destination of Sports Medicine
- Can be developed as a part of Medical Tourism
- Ayush stream also get benefitted

Funds

- Government
- Stakeholders

15. Wellness- Special Focus on Ayurveda

Wellness side of Ayurveda to be focused as a part of the mission. Standardisation to be ensured in case of treatment and procedures. Wellness part of Ayurveda is more connected with Tourism.

In the new definition of Sports Industry the segments Sports, Fitness, Physical Activities and Wellness comes together, under it. With a high volume campaign the wellness segment can be developed in an un imaginary mode. A special attention is needed. With a global campaign can attract the whole world to Kerala. Most of the tourists from the Middle east and Europe are visiting Kerala for Ayurvedic treatments.

Model

- Atal Startup Incubator at Colleges
- Startup village incubators at Colleges in Kerala.

Impact

- It will bring a great boost to the wellness industry. Wellness has the potential to become a major contributor to the Sports Industry.
- More centres to be developed and the segment is to be developed with specific identity.
- A world wide campaign is to be arranged, branding Kerala as the destination of Wellness solutions.

- It's also possible to integrate with multiple ayush streams and rich herbs.

Funds

- Government
- Stakeholders

16. Sports for All

It's an integrated campaign to promote all inclusive sports and to ensure the participation of all in sporting activities. The main objective is the massive participation of the public itself. All segments should be the part of Sports irrespective of gender, age, caste, community, geography, institution, organisation so on. Everyone should benefitted in one way or in another way. People must convinced on the positive aspects and benefits of the involvement in Sports and Physical exercises. Then they all will be a part of any sporting event or any type of physical activity.

Model

- Khelo India, Fitness challenge'

Impact

- It can influence the mindsets of people so that gradually, sports and sporting games becoming an integral part of life.

Funds

- Government

17. Sports for Change

The integrated campaign to tell the stories of achievers who could transform their lives through Sports. All these will be inspiring stories focusing the youth to get motivated. It will be an inspiration for parents too to support their children to get engaged in Sports.

Model

- Khelo India, Olympic Council
- Startup village incubators at Colleges in Kerala.

Impact

- The campaign is supposed to be a game

changer. It will inspire the young generation.

- The ultimate aim is that more people would start loving sports and consider sports as an agent of change

Funds

- Government

18. Soccer Premier League

KFA has already initiated such a league in collaboration with a corporate sports entity. Soccer is the most popular sporting game and massive fans and spectators for that. It is to be developed as a premium screen product as well. The huge success of ISL and the un imaginary fan followers of Blasters are inspiring. The classic model of IPL/ ISL can be replicate in state level league. Ensure the telecast in any sports channel will be an important factor of the success of any leagues now.

Model

- ISL, IPL, Hyderabad Premier League

Impact

- Regional clubs and players will get better opportunities and exposure
- Become a feeder league

Funds

- Kerala Football Association
- Sponsorships

19. Volleyball League

The state has enough and more players and enthusiasts statewide. The state is considered as a feeder point of volley talents in both men and women. One third of the players in the national volley league is from Kerala. The case is almost similar for Coaches and officials. Good volleyball teams are across the state. They can be easily converted to professional clubs. Tie up with a Television channel is required. Kerala can plan for leagues in both men and women.

Model

- Pro Volley League
- Pro Kabaddi League

Impact

- The campaign is supposed to be a game changer. It will inspire the young generation.
- The ultimate aim is that more people would start loving sports and consider sports as an agent of change

Funds

- Government

20. Basketball League

Basketball has equal roots, talents and fans like Volleyball. Many schools and colleges have good coaching facility for decades and produces excellent pool of talents. There is a lack of professional clubs and events. A league will compensate it to certain levels. The approach to such a league can be with an outlook of the potential which is proved NBA in US. Basketball is such a fast game and when it become a screen product it will be more attractive.

Model

- NBA, ISL, IPL, Hyderabad Premier League

Impact

- Regional clubs and players will get better opportunities and exposure
- Become a feeder league
- Kerala Basketball become more professional
- The infrastructure and allied facilities will increase

Funds

- Kerala Basketball Association
- Sponsorships

21. Cricket League

Huge scope to conduct Cricket Leagues similar to the way it's conducted in Tamil nadu, where it is a huge success. Cricket association is wealthy and capable of managing a big league in Cricket. More players are emerging. Enough facilities are there. No doubt for the fan followers. Kerala cricket is matured now in all aspects for such a league. Corporate is also shows interest in branding Cricket

kerala. Television tie up will be possible.

Model

- Tamil nadu Premier League

Impact

- It leads to better professionalism
- More young players get the opportunity to perform
- Youth will get opportunity to play with the experienced Indian and Foreign players.
- KCA become more rich and can spend for root level development and infrastructure.

Funds

- Kerala Cricket Association
- Sponsorships

22. Sevens Football Premier League

Most favorite and crowd pulling local sports. Enormous potential for the same, if developed scientifically. Pro Kabaddi League is a model for the same. It is almost similar to 20-20 cricket which revolutionise the league cricket. As sure sevens can be developed as a good screen product. It's a new format and will be a fresh experience to the television viewers. Indian football players are familiar with the format because the rules and regulations are almost similar as Football. The Kerala Football Association is not yet recognised the format and its necessary to bring under the association framework.

Model

- Pro Kabaddi League, ISL

Impact

- A new format and a new product can provide with a different experience
- Can be connected with Tourism
- Cultural flavors can be added.

Funds

- Kerala Football Association
- Sponsorships

23. League in Tug of War

Important local sports product with huge potential and popularity. There are enough chances for the Tug of War to be recognised as an olympic event. It's getting better popularity in Tamilnadu and in other South Indian states. It can be easily developed as a screen product which will be a game changer. Tourism and Culture can attach with the game. The success of the Pro Kabaddi league is definitely an inspiration for developing league in Tug of War.

Model

- Pro Kabaddi League

Impact

- Scope of Tourism and Culture related development.
- Tapping a new area in the sector
- The indigenous sports will get better attention
- Develop better talents

Funds

- Association
- Sponsorships

24. Water Sports Academy

Water Sports is so special for Kerala with its geographical advantages. We haven't tapped its potential so far. Water Sports consists many events from Swimming to Waterpolo. Kerala has a unique sporting item on it- Boat Race. We have developed a league and become a point of attraction in Sports and in Tourism. The proximity and easy access to the different types water bodies is a prime attraction for Kerala. The state has contributed many olympians from its pools. Natural resources are enough to develop Kerala Water Sports. Facilities like Swimming pools are increasing.

Even though we cannot consolidate it well. Many associations are managing different sporting events in the segment. A common agenda has to set. In this segment many items are popular. Some items are potential to attain a medal in Olympics or in any

other major events. Both parts should address. A centralised Water Sports Academy is conceived on this backdrop. Aligned feeder centers also needed to develop. The Academy shall keep International standards.

Model

Bangalore has developed as a city of swimmers

Impact

- Kerala can make a leap in the segment
- Target for Olympic medal
- Many talents will emerge

Funds

- Government
- Partnerships
- Associations

25. Event strategy and Calender

A mechanism/ Special Purpose Vehicle to coordinate with associations and do plan the events and to prepare a calendar for at least two years. Also to initiative to conduct more tournaments in multiple sports. Special focus to be there to revive the faded championships which were hugely popular once. The sporting events conducted in Semi urban towns, Urban panchayats are seemed so successful. Appreciated the distribution of the events shall be in a decentralised format. Participation with experienced sports management entities, event management companies will be ideal. The SPV may coordinate with associations to give a momentum by adding more events to the calendar of sporting events. The SPV management shall be be experienced professionals in both management and sports. Tournaments to be conducted at different levels. Events to be conducted in both cities as well as rural areas. More focus to be given for small towns and rural areas which are really sports enthusiastic.

Model

- Nehru Cup, Nagjy Trophy

Impact

- The ecosystem become vibrant

- The Economy will be strengthened
- The rural and semi urban areas of the state will be engaged with professional events
- An ecosystem will be developed

Funds

A self sustainable mechanism to be planned.

26. One School One Sports

Schools, Colleges, Self Finance Institutions and Technical Education institutions will come under this scheme. One institution to promote at least one sporting item as their area of focus. Focusing on multiple items and developing more teams is acceptable; but there shall be focus for at least one item.

This will be a really big input for the root-level development of Sports. The performing Schools can have the opportunity to update to Centers of Excellence. Schools following any syllabus, Colleges affiliated with any universities can be the part of the scheme.

Model

- Kerala Schools performing exceptionally well in some areas of Sports

Impact

- De centralised growth
- All inclusive development
- More centers will emerge to excellent levels

Funds

- Participatory Model
- Self sustainable mechanism

27. Sports Council in Local bodies

Government has already initiated this as a policy. A decentralised approach will help for the all inclusive growth. This policy will be a real game changer to the Sports Kerala. This also a pioneering step in the country and a model to other states. A proper implementation results for sea changes as sure

Model

- People planning, De-centralised planning and

development model of Kerala

Impact

- All projects and scheme will reach to basic levels
- Can ensure the mass people participation
- The indigenous sports will get better attention
- More talents will emerge
- Sports Economy process will be flourished
- Local body can allocate more funds for infra, training and events in sports sector

Funds

- Local bodies
- Participation

28. One Cluster One Event

Local Bodies/Sports Council/ The Centers of Excellence/ Deemed to be excellent centers/ Sports Arenas/ Sports Complexes/ Sports Clubs to take the initiative for such events. The SPV for the events to coordinate the scheme. Motivate all sports centers to conduct at least one event in a year. It will enhance the root level engagements in sports. It will be useful for developing an environment.

Model

- Inter School, College Championships, Sevens tournaments, Inter turf matches

Impact

- Highly Decentralized growth
- More inclusiveness
- A boom to all allied segments
- Create an environment and ecosystem

Funds

- Participatory Model
- Self sustainable mechanism

29. Infra Mission

The most crucial scheme in the mission. Stadiums, Arenas, Coaching Facilities, Sports Complexes, Swimming pools etc to be constructed in places on

a requirement basis with detailed need assessment and impact studies. At present the Govt. investment in infrastructure is not done on requirement or need based. It never gives good outcome. Careful allocation of Govt funds is essential. At the same time Govt itself cannot spend big amounts for it. Large private participation is essential. Invite private investors by convincing them on the benefits it really important. The Infra Mission is also conceived as a SPV coordinate the entire infrastructure initiatives in the sector.

Model

- Haryana Govt policy and the massive investments in sports infra followed by it.

Impact

- Good infrastructure is the foundation of development
- More people come and engaged with sports
- More entrepreneurs get opportunities
- Sports Economy process will get a leap

Funds

- Government
- Private Investments
- PPP Models

30. Survey and Geographical Mapping

The State essentially needed a proper statistics of Sports Infrastructure, Facilities in different segments, Coaching Centres, Event properties, Rural events and so on. It shall be a detailed mapping of current facilities and infrastructure. By this we should aim to capture a complete data of the current scenario of sports in Kerala. It will be a valuable data for the Kerala Sports Economy Mission. The Data is needed to capture from the root level ie from the local bodies- Grama Panchayath. It's the primary data and is sourced from the root level survey.

Model

- Basic surveys like Poverty mapping

Impact

- Planning will be get easier
- Need assessment become possible

- Essential component of an Economy development process

Funds

- Government

31. Departmental Participation

KSEB and Kerala Police is still the hope of Kerala Sports and both are producing excellent talents in few items. Kerala women volleyball team which won nationals for 6 consecutive times are filled with police and board players. Kerala police Football Club is a part of Kerala's golden era in national Football. Many International players were risen from the police team and played for the state and the nation for long time. Kerala Police maintained teams in Volleyball, Basketball, Athletics and in Swimming. The glory was diminished later due to various reasons. Revamp the departmental teams like Kerala Police, KSEB, AGs office, Water Authority, Port Trust and many other government departments and boards have the capacity to build and maintain squads in some popular sports. The players will have always an attraction on playing, joining and growing with the government entities. A common SPV for Department, PSU and Cooperative mobilisation and activation towards

Model

- Kerala Police, KSEB

Impact

- Can recap the golden age of Kerala Sports
- Players will be much attracted on joining in Govt. departments
- Will be a real contributor to the employment aspect of sporting talents

Funds

- Government

32. PSU Activation

The profit making PSUs under the State Govt and Central Govt can actively participate in Sports

related initiatives. The common SPV has to initiative. BPCL is managing a volleyball team. FACT had a great football team earlier. Titanium also managed good football squad in 90s. It's all diminished later. But still there is scope for developing sports align with PSUs, both state or central managed. BPCL, Cochin Shipyard and many PSUs have the capacity for managing teams and infrastructure.

Model

- Attraction for job seekers in the core sporting area
- Widening the scope of the economy
- Many state run PSUs are now started running in profit

Impact

- Planning will be get easier
- Need assessment become possible
- Essential component of an Economy development process

Funds

- Government

33. Co-operative Activation

The strength of Cooperative sector in Kerala is incomparable. If the sector actively participate in the Sports economy and activities, it will be a real game changer. Kerala Bank, Uralunkal Labour Contract Society, Calicut City Cooperative Bank and many cooperative which running in operational profit can participate in various sporting activities. At present the co-operative participation is very less. Even few primary cooperatives are doing fantastic operations. They can actively participate in root-level development.

New cooperative ventures dedicated to Sports is also needed get promoted. Altogether the cooperative organisations and the concept should get a better representation in Sports sector.

Model

- ULCC Craft Village, Hospitals of cooperatives

Impact

- A strong stakeholder in the development process
- Helps for an inclusive growth
- A huge potential segment in the state

Funds

- Cooperative

34. Sports Goods Manufacturing Industry Cluster

Govt has already taken up the proposal, started discussions, and planning to set up the first cluster at Kozhikode. The scope for Sports Goods and allied product manufacturing industries in Kerala is high. We have to tap the potential. Rubber is a major component of many sports goods including balls. Many sports related products are being explained in the world sports manual. Kerala is a big consumer society and its a strong base for sports goods manufacturing. There is no such hubs in South India and is leverage the chances. The footwear industry in the Kozhikkode region has set a successful model.

Model

- Jalandhar, Patiala sports goods manufacturing clusters

Impact

- As a strong consumer state, we must focus more on manufacturing to balance the growth and to tap the real potential.

Funds

- Government to do set up the basic infrastructure

35. Sports Hub

The mission conceived a Sports Hub in international standards. Its like the great Madrid Sports Hub or Melbourne Sports City with all most modern amenities. This will cater the highly talented players and support them for their peak performance. It is conceptualised as a model center and centers like High altitude training centre will become extension for specialised coaching. Its

suggested for a seashore center as an extension.

Model

- Madrid Sports Hub

Impact

- Focus to Peak performance
- Offer all most modern amenities for higher end training
- Available internationally acclaimed coaches
- Common fitness facilities

Funds

- Government
- Corporate

36. Sports management, Research and Technology Centre

A special centre like IMG to train Coaches to perform to their peak levels. All modern facilities for Analysis, AI intervention, management mantras, motivation techniques required. It can be developed as a part of the Sports Hub. All premium coaches training programmes will be conducted here. The service of internationally acclaimed coaches, sports management experts, sports analysts, technology experts will be available here.

Model

- IMG Kerala

Impact

- Can develop Coaches in global standards
- Creating highly sophisticated environment for trainers training
- All integrated with technology

Funds

- Government

37. Sports Museum

An archive of World, India and kerala- Sports history, landmarks, achievements and many more. Will be an inspiration to the youth especially the sports aspirants. This will be the first of this kind in the country. It gives a strong linkage to culture, heritage and tourism. Such connectivity is essential for the overall development of a sector. It will

become a center of attraction and a model. The Maharajas Stadium complex will be an ideal space for developing a sports museum. It can be run in a sustainable model by attracting School, College students.

Model

- Naismith Memorial Basketball Hall of Fame
- Wimbledon Lawn Tennis Museum

Impact

- Opportunities in Tourism
- Cultural/ Heritage linkage

Funds

- Government
- Participatory Model

38. Sports Film Festival

It shall be conducted in Open stadiums preferably at night. It will be truly a new experience. Sports based films in all languages are available now and new films are releasing every year. The Cultural linkage of Sports will be a new approach. It will attract a new community to sports. For sports enthusiast, it will be a value addition. The cities with a strong affection to sports and a rich cultural heritage is ideal for hosting such events. Outdoor festival screenings on the huge inflatable movie screen AIRSCREEN® will make the atmosphere of this event even more fascinating.

Model

- ONA Short Film Festival in Venice

Impact

- Linkage to Culture through Film
- Attract new category of people to Sports

Funds

- Government

39. Smart Walkways

The public has big concern over health and they would like to walk and do some physical exercises regularly. We have only limited dedicated walkways in the state. The local bodies to initiate

for smart walkways. The standardisation guidelines to be provided from the Sports Department. The newly developing Village Sports Council can assure such a facility in every village in next 5 years. There are some models are there in the State ideally replicated.

Model

- Kochi Marine drive walkway, Kochi International Stadium

Impact

- Smart walkways will ensure safe and healthy walk everyday.
- More people will start doing this in such a safe environment.

Funds

- Local bodies

40. Professional Cycle Tracks

Cycling is one among the best physical exercises and an important sporting event. We don't have enough facilities for professional cycling. Such facilities needed a priority across the state. Some organisations are doing remarkable initiatives on promoting cycling related activities

Model

- Kochi Metro Cycle ride

Impact

- Benefitted for fitness
- Develop talents in the various sporting items of Cycling
- The retail segment will get a market push

Funds

- Local bodies, Organisations, Clubs, PPP

41. Root-level development programmes

The scheme envisage a massive drive on the basic skills development in all popular and potential sports. It is suggested to implement participatory model to make it viable. All associations should plan and implement one scheme for each sporting item. For the viability of implementation Schools

will be ideal to consider as basic unit of the working model. The village sports councils formed with the new policy can contribute effectively in this programme.

Model

Root-level development programmes of FIFA, NBA, All India Football Association etc

Impact

- It can be developed as a massive root-level programme in Sports Development.
- It shall be a target oriented programme.
- The results will be tangible.
- Smart walkways will ensure safe and healthy walk everyday.
- More people will start doing this in such a safe environment.

Funds

- Associations with corporate support

42. Institutional Sports

A special scheme to promote sports in Corporate, Companies and in SMEs. A special body by including representatives of associations needed to coordinate the Scheme. They should explore all the opportunities connecting with the sports development in the institutions. The Corporate leagues initiated by IT companies and parks are very popular. Various trade unions also successfully conducting tournaments for the employees where they represent their entities.

Model

- Technopark Corporate Leagues

Impact

- It will improve the participation of the employees in different levels.
- More events, Grounds and other facilities will be taken place.
- It will get benefited to the employees in multiple levels such as physical and mental fitness

Funds

- Corporates, Organisations

43. Fitness First

A technology embedded campaign to promote fitness awareness among all categories. It shall be rewarded with the output and the participation levels. It can be connected with the tangible health aspects like obesity, Body mass index etc. The campaign should ensure a massive participation.

Model

Fitness India by Government of India

Impact

- It will increase the awareness.
- It will show the capacity of the technology when integrated with a conventional process.
- More people will inspired and engaged in different fitness procedures.
- Slowly it become a routine and a part of lifestyle.
- Many positive outcome can expect.

Funds

- Government, Participatory Format