



**Sports and Youth
Affairs Department**

Government of Kerala

KERALA SPORTS POLICY - 2023

Draft Report



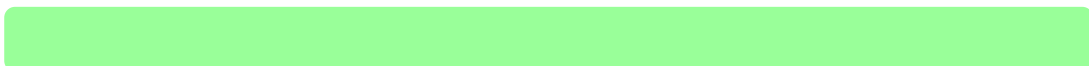
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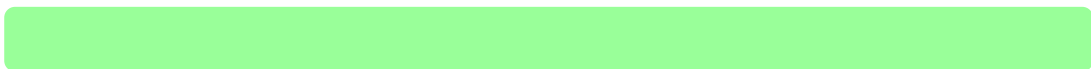




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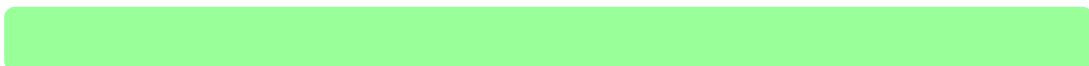
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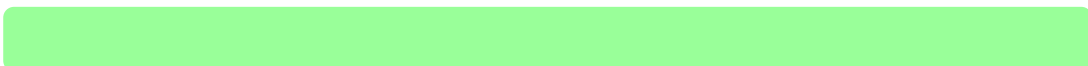


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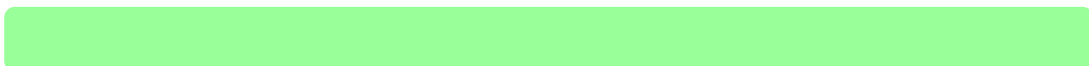


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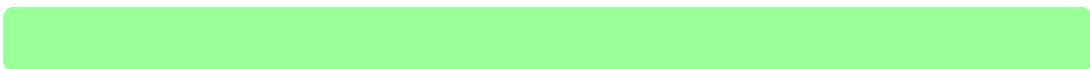


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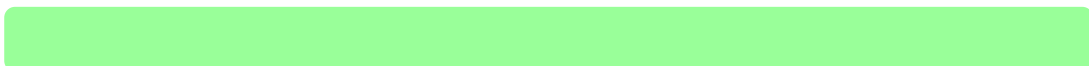
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Part 1- THE FRAMEWORK OF KERALA SPORTS POLICY

Preface

The Government Sports Policy traditionally focuses on finding and fostering talented people and also on ensuring excellence in sports at the national and international levels. Now the emphasis has been given to 'Sports for All.' The awareness of physical fitness and exercise has always been created among all sections of society.

Sports activities progress under the leadership of the government system. The government takes the initiative and determines the overall method of action. Kerala State Sports Council, on a broad basis, by strengthening the sports associations, tries to ensure people's participation by bringing sports administrators, managers, youth and sports clubs together. sports activities are organized through it.

It is clear that a sports policy should meet diverse sports requirements and expectations. This includes best performance at national and international levels, winning medals, making performances of which society, state and country can be proud of.



There is also a need to focus on improving physical fitness, health standards and exercise of the public, including children, youth, women, the elderly, and the differently-abled. Sports promotes the essence of nationalism and enhances social unity and cultural integration. Along with it, it also nurtures tolerance and team spirit and also fosters a healthy competitive spirit. It is an important matter of concern how far a government-led sports system will be able to fully fulfil more than one of the above objectives. Large-scale participation must be assured to ensure the sustainability of initiatives proposed by the government, to accomplish big goals, to search for new economic growth opportunities, to enhance employment and also to increase domestic demand. Various enterprises and initiatives should be coordinated and synchronized.



When taking into account various factors like the popularity of local sports events like Sevens Football, large investments made by individuals in synthetic turfs, expansion of physical training and fitness centres, it can be assumed that



in Kerala, the background is being prepared naturally for this. This sports policy aims to utilise personal investments and initiatives. The government will formulate appropriate policy and will coordinate and lead all activities. Emphasis will be given to shaping a sports economy. That will give the impetus to create a vibrant and sustainable sports ecosystem. An ecosystem led by the government and also fashioning new ideas, entrepreneurship and passion will be formed. The government, by designing, monitoring, making necessary updates regularly, and ensuring the quality of this system, will fulfil its leadership responsibilities. It will pave the way for an active sports economy in the state. The sports sector will be made more dynamic and sustainable with financial activities.

In this policy, the government will ensure the effective utilization of its resources. It includes materialistic, financial and human resources. Substantial government investment has been made in synthetic tracks, indoor courts, and colossal sports complexes in the last few years. This laid a solid foundation for basic sports amenities in the state. However, proper utilization and maintenance systems are not yet formed. At the same time, indoor courts and turfs etc. started by individuals, institutions, and organizations are functioning to the best standards.



Further investment may be required to improve the quality, excellence and capacity of such systems under the government. The systematic maintenance of these amenities is important. A better system is required for the management and maintenance of big and small stadiums and grounds. Sports events are also essential to use these venues regularly.



This policy is the foundation for a constructive sports economy. It concentrates on complete modification, innovation and imaginative redesigning. Bringing in a participatory nature in the management of affairs like storage of consumables, supply; manufacturing; maintenance of accommodation facilities etc. will help for increasing efficiency.

The government will make professional administration as a whole effectual. Decentralization will become a reality. New methods will be created for sports services. Market supervision will be strengthened. Ensuring equal participation, a competitive and transparent environment will be created. To guarantee this, the government makes the following recommendations.

1. About fifty prominent sports persons are recruited annually to the government service.

They can be evaluated and can be deployed to the following specific areas of expertise.

- a) Encouragement of physical fitness and exercise activities at the lower rung
- b) Facility Management
- c) Finding and training talented persons
- d) Organization of large sports events
- e) Accreditation of fitness centres, private facilities etc
- f) Program management and increase of utilization of sports facilities



Expert training in sports management will be provided for such sports stars with the assistance of leading management firms within and outside the country.

2. There are many NRIs associated with sports events, sports business and sports economy. A comprehensive database of such individuals will be prepared. It will function as a virtual guiding group and will be developed as a professional network. It will be developed as a chain worth giving contributions to the field of sports.

3. Many talented ex-sports stars have established sports academies. The government will make a system to transform such academies into internationally reputable academies of professional and management expertise. The government will also prepare a mechanism to make up for the shortage in funds (Viability Gap Funding).

4. Government will prepare three important sports databases.

- a) Sports facilities
- b) Associations and clubs
- c) Sports stars

All three databases will be updated timely and their up-to-date status, achievement and progress will be displayed transparently. The government will take action to ensure the availability of funds not only from the limited resources of the government but also through sponsorship and CSR funding. This database of sports stars will be a reference, helpful for the selection of teams and also for the consideration for government and private sector jobs.

5. The government will develop a community physical activity tracking system, with an easy and attractive interface, in the models of the Khelo India mobile app and also the Fit for Play Mobile Physical Activity Tracking System developed by TCS. The government will initiate drastic works, focusing on decentralisation and also utilising grassroots-level sports, youth clubs, sports associations, newly formed Panchayat Sports Councils, new technology



platforms etc. This is conceived as a movement. The government will provide attractive incentives to the Panchayats who make good investments as part of this movement and take initiatives in a significant way.

The objective:

- a) 10 million people who have achieved physical fitness.
- b) At least 20 million square meters of land for sports events.
- c) Five National Sports Bands from Kerala.

6. A sports development fund will be created. Scholarships will be provided for the needy talents from this fund. Interest subsidy, capital investment subsidy, support for the technology implementation and help for improving management, innovative ideas and experiments etc will be given for sports enterprises. The possibility of using a part of the library cess collected for SDF for this will be examined.

7. A comprehensive plan will be prepared and implemented to find and cultivate talented people from fisherfolk and scheduled tribe in nationally and internationally recognised sports events like Surfing, Parasailing, Archery



etc. A Paralympic centre will be established in each district for encouraging and supporting Paralympic sports events. A mechanism will be created to ensure coordination among departments to facilitate such activities.



8. Special attention will be given to fantasy games and online sports entertainment considering legal, social and ethical aspects. A framework and clear action plan will be prepared for this. For reasons such as excellent connectivity, technical expertise, and young people's interest in technology, Kerala has to utilise the capacity to make creative interventions in the field instead of remaining as mere customers.

9. In accordance with the state's startup innovation policy, special consideration will be given to startups functioning in the sports sector, and ambience will be set to provide benefits given to other startups to sports startups too. This will be beneficial for technology startups and product innovation institutions in the sports sector.

This will provide an opportunity for startups in areas like the manufacture of equipment, construction of sports turfs, installation, maintenance, sports infrastructure design, basic infrastructure construction activities, sports data and products innovation, websites, apps, application software,



fantasy games, analytics, better consumer experience and user interface improvements. A Sports Innovation Zone will be established along with Kerala Startup Mission.

Extending the marketplace policy of the government clearly and transparently along with guidelines and procedures will be encouraging for the priority in the startup scheme. Various startups will be encouraged to set aside 59% of their seed fund for startups in the sports sector.



2. Historical Background

Kerala ranks high at the national level in the overall analysis of performance in different areas of sport. It is the result of decades-long efforts. Numerous individuals, organizations, institutions and the government have their involvement in it. State sports ecosystem thus evolved over time.

Malayali athletes have conquered the peaks of Indian athletics and it continues. It has given the state an image of a perennial source of sports talent. This is not just limited to athletics. From Football, Volleyball, Basketball, Swimming, Badminton, and Hockey to even Cricket, Kerala has given birth to many stars with extraordinary talent. Kerala has won the title more than once in national championships of popular games.

The state has created expert coaches, officials and organisers in various sports items. However, in recent years, there has been a decline in the state's performance at the national level. Meanwhile, some other states made a great advancement and raised challenges to us even in what is considered our favourite sports items. So instead of basking in the past glory, now is the time to formulate a new action plan.



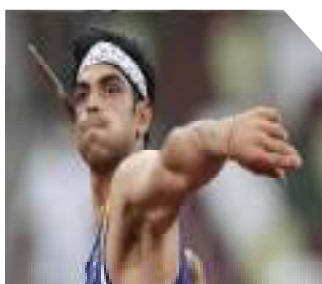


Objectives of State Policy

Kerala Sports Policy 2023 envisions comprehensively redefining the state sports sector. This can be considered as the road map to fulfil the goals defined in Vision 2033 which has been formulated to ensure the fastest growth of Kerala sports.

In Vision 2033, Kerala envisages the following:

- Excellence in sports at the international level including Olympic Games.
- Corruption-free, safe and strong sports sector.
 - To mould a well-structured sports and games industry in Kerala with a modern administrative system, enriched with world-class research and innovation and setting the stage for global competition.
 - An invigorated sports culture with robust sports and fitness literacy standards among the public and an active community sports foundation.
 - The policy prioritises the finding and nurturing of sports talent and the strong retention of the sports tradition of the state. This policy is inclusive of all people and much decentralised in nature. It aims to strengthen all existing institutions, organisations and all partners as well. The policy gives priority to recuperating the leadership and the lost excellence and glory of the state by utilising the newly emerging technologies and modern management methods.





Set the ambience in which sports activities are considered popular occupations and pastimes. Harness the multifaceted potential of sports so as to be able to influence the myriad fields such as health, education, tourism, culture etc. To create a solid foundation for the sports industry to attract large-scale investments by effectively making use of all these things.

Briefly, the policy revolves around two specific resolutions. Sports Policy evolves from the following basic concepts - Sports for All' and "Excellence in Sports". More extensive projects and programs are being prepared based on this framework.

However, the overall approach of sports policy 2023 is to bring the human aspects to the fore. Prominence is given to all-inclusiveness and for enfolding the sports talents and icons. The policy also envisions promoting private, public and cooperative sector investment considerably in various sports arenas.

4. Resolution

To implement this policy, based on the objectives explained above, three specific resolutions are put forward. 'Sports for All', 'Health through Sports', 'Sports for Transformation'. Sports Policy 2023 evolves from the framework formulated based on these resolutions.

5. Perspective

This perspective emphasises the commitment to learning and implementing the best models in a changing environment. This includes building collaboration, partnerships and relationships with education, health, municipalities, Panchayati Raj Institutions, entertainment service providers, the private sector etc using sports systems and structures. This policy also recognises the significance of a creative and progressive approach towards resource sharing, basic infrastructure development, social participation and effective implementation of projects.



The specific proposal put forward by this policy is to make sports/ physical fitness activities the right of each citizen. The fact that Kerala is a state which has successfully implemented the right to education and given all children access to educational institutions gives that historical backing. The policy tries to ensure sports facilities for every individual. There will be schemes, plans and programs to ensure the participation of each individual in sports, exercise and physical fitness activities.

They have the system to continue these activities enthusiastically, retain interest and increase participation. A monitoring system equipped with modern technology also will be arranged.

All the perspectives put forward by the sports policy are based on the five foundational pillars which mould the exemplary and strong ground for sports culture. They are listed below.

- Community service and sports talents
- Basic facilities
- Scientific support
- Education
- Good governance and strategic planning

6. Benefits of Policy

Sports and fitness activities wield multifaceted impacts on life and society. It directly impacts the economy through its contribution to GDP. There are extensive job opportunities in major sports and related fields. It positively influences the various indices of human well-being like health, fitness, happiness, habits, and attitudes. This helps individuals to achieve better



employability and skill development.

6.1 Excellence

The policy is committed to developing top talents who are competent to prove their mettle at the international level within the stipulated time. The government has started sports centres including High Altitude Training Centre where expert training is possible. The policy aims to develop similar centres of excellence for more than one item. It also aims to develop the talent pool of best performers and also the pool of best trainers.

6.2 Economic Development and Prosperity

Economic development and prosperity through sports using different projects and schemes proposed for the selected divisions, subdivisions and various sports items are ensured. It is intended to make the contribution of sports to Kerala's economy a minimum of 3-4% within five years. Now, it is estimated at 1% and is expected to grow by 4 times. The Covid pandemic badly affected many manufacturing and service sectors. It is assumed that emerging fields like sports can make a decisive contribution to this situation. The policy envisions developing the sports sector as the 40,000 crore economy by 2026.

6.3 Ensure the creation of effective job opportunities

The policy also aims to create career opportunities in multiple sports fields and to achieve 100% growth in domestic jobs in the next five years. This can be achieved with massive growth in investments in basic facilities, sports competitions, fests, facilitation, execution and services. The employment opportunities created by major sports events at national and international levels, and related potential areas also have to be utilised.



6.4 Better health and wellness

Regular engagement in fitness Activities or sports activities proves beneficial for the physical and mental health of the individuals. It bestows people with entertainment and relaxation; reduces stress, and improves physical and mental health and physical fitness. This empowers people to lead more productive lives.



6.5 Civic pride and sociological achievements

Participation in national and international sports events, achievements, and things like setting up platforms for them provide great impetus for society. It raises the pride of that community. Excellence in games, interest and popularity motivate people to work together and stand together for common goals and development.

6.6 Enhancement of employability

Sports is an effective tool for skill development. It makes people more employable. This gives them an edge in occupations demanding more physical fitness. Some basic qualities, required in all professions, can also be acquired from sports venues.



7.Relevance of sports development

In post covid planning, the potential possibilities beyond traditional sectors, need to be further addressed. Sports is an important sector in that. In the post covid era, the general public has got big angsts over health, physical fitness and immunity. Encouraging citizens from all walks of life to engage in physical activities will help to deal with these kinds of problems to a great extent.

Physical and mental health issues due to various reasons are a big challenge today. These are areas which need special attention in the present situation. Exercise through sports entertainment turns out to be a good solution. The successful models in this field, followed by the developed and developing nations, can be copied by the state.





PART 2 -STRATEGIES

The main characteristic of sports policy is that it embraces new possibilities while sustaining the traditional planning and perspective which focus on the government and depend on government fund. This also ensures meaningful participation of all stakeholders in the field of sports. Private investment will be encouraged and alternative funding options will be utilized.

8. Decentralisation

The Kerala model of development is famous. Decentralization of planning and the opportunity and freedom for the local self-government organizations to utilize the funds for regional development is the unique characteristic of this model. Similarly, the decision to form Sports Councils in Panchayats is a decisive move in the sports field. Community participation in sports will be increased. It aims at the decentralized development model of sports activities and the sports economy. Sports policy is formulated for core change which is aimed through this approach. It targets to achieve a sports development perspective inclusive of all people through many interventions. The policy also aims development at the grassroots level in a decentralized manner inclusive of school sports, community sports and indigenous sports.

9. Participatory model

There are many stakeholders who are capable of contributing to the growth of the sports sector. But only a few sections become part of this process in the perfect sense. The participation of private entrepreneurs, cooperative sector, public sector undertakings, government departments



etc. is relatively low. NGOs, SMEs, start-ups, social organizations and collectives etc, though they are active in the state, make very little interference in the field of sports. The programmes and projects of national and international organizations for the development of sports and physical fitness activities are not utilized effectively by the state. Management institutes, research institutes and industrial institutes etc make active social and entrepreneurial engagements in many key sectors. The capacity and expertise of these systems are utilized for growth. There is no limit to the resourcefulness of Keralites abroad. This can be used for many purposes including investment.

10. Synchronization

It is essential to integrate various sectors and departments for the rapid and sustainable growth of the sports sector. An example is the wellness sector. It is more related to sports and fitness activities.





The wellness industry is booming globally. More Products and services are generated daily. Health and Sports are interconnected at diverse levels. The positive benefits generated by the investment in the sports, fitness and wellness sector will help to cut down the health budget. Likewise, there is great tourism potential for indigenous sports items.



Boat races, Sevens and Tug of War are Examples. Ayurveda is related to sports through sports medicine and wellness. Now yoga is not a physical and mental exercise item alone, it has become a sports item too.

Sports activities enhance employment opportunities and help individuals to develop their skills. In modern times, technology, science, and engineering can contribute a lot to the sports sector. Media, especially social media, has a notable role in sports promotion. Sports generate a large portion of its revenue through electronic entertainment media. Sports can play a revolutionary role in education. It becomes beneficial to inculcate essential life skills in the younger generation and also to develop better habits and cognitive abilities. Startups and people with innovative ideas can make valuable contributions to the sports sector.

11. Areas to focus on

Only a few areas are completely involved in sports activities. Some are partial. Some others are not at all addressed. Professional sports, even school-college sports do not seem to work actively to their capacity. Home sports are relatively new. Kids' sports are growing. Women and senior



citizens should be more involved in the sports sector. Special schemes can be used for addressing this category. Companies and institutions need to increase sports activities among employees. Now such awareness has increased. When much more sectors start addressing sports and fitness, the growth potential will increase. And thereby, all sections, individuals and the state can make direct as well as indirect contributions to the economy.

12. Estimation of Sports Economy

It is essential to measure the financial capacity of the sports sector. The sports sector is already a part of the GDP through products and services



developed from various categories. But till now, the sports sector is not calculated separately by differentiating it into different categories and by finding related products and services. No such attempt has been made throughout the country. The government will make a collective attempt to accurately gauge the economic potential of the sports sector. For example, the number of jobs created in the sports sector and recruitments from clubs every year also should be calculated. The process of the proper assessment of the financial viability of the sports sector and its contribution to the GDP can be realized through an annual financial sports survey. This will help to determine the development objectives of the sports sector and to promote the sports economy.

13. Collaboration

Collaboration is the new path to growth. It expands the possibilities of the sector. Collaboration with engineering institutes, research centres, management experts, management firms, technology companies,



consulting firms, the sports industry, and manufacturers in the different facets of sports development activities is indispensable. Such collaborations should be ensured according to different situations. In the new era, it is impossible for any sector to stand alone; it will limit the potential for growth. The role of management firms, event management experts, broadcasters, streaming experts, branding Specialists, marketing experts, financial analysts, consulting companies, marketing research centres etc is much important if associations are planning for Leagues. The expertise of such partners can be utilised to elevate the sports leagues in the state to the status and level of successful sports leagues in the world. The relevance of collaboration with other diverse sectors will be realized if the winning strategies of such leagues are properly understood. Such collaborations are essential for the newly developing clubs, academies and training centres to make excellent achievements.

14. Contact

Contact with excellent players and coaches is important in the performance of sports players. Training under expert trainers in international academies at a young age and at various stages of growth is important in moulding a sports star. The



government will make active deliberations, consultations and planning to organise travels, training and competitions to enhance the experiential wealth of talented athletes and teams. Sports Kerala School Games and Sports Kerala University Games will be organized to ensure that students are getting better opportunities. Inviting international coaches, clubs, and experts is also important like this. Provided the opportunity, globally renowned academies are interested in operating now even in remote locations. Such academies will be encouraged to make investments in Kerala. 'Sports Kerala Elite Academy Project' will be implemented for this.



15. Modernisation

Sports has become a science discipline. Various technological skills can contribute effectively towards this field. Modern technological skills like Artificial Intelligence, Analytics, Robotics and Data Science can be



properly integrated into sports science. Sports engineering and management are equally essential for the growth and development of any sector, including the sports sector. The government will formulate a plan to utilise this expertise in the Kerala sports sector.

16. Consolidation

A well-defined framework and procedures are required for various processes related to sports and its different branches and sub-branches. It includes Legal, social, natural and functioning criteria. Such a systematic framework is much more relevant in the context of grooming categories like management and maintenance of sports arenas, turfs, wellness services and products, sports medicine and yoga.

17. Sports Curriculum

Sports is no longer considered an extra-curricular activity alone. It will be an integral part of the curriculum. Policy coordination with the Department of Public Education and the Department of Collegiate Education is required for the preparation of special sorts of curriculum. A separate syllabus should be prepared for each level as well. There should be theories and practical training also. An evaluation procedure should also be prepared for the completion of the curriculum framework.



18. Sports Categories

18.1 Priority Categories

The government's effort is to encourage all sports items regularly included in the Olympics, Asian Games and Commonwealth Games. There are 28 major categories and 44 sub-categories in the Olympics. Among overall competitions, 156 are for men, 147 for women and 18 for mixed. Total competitions are 321. Many popular sports items, including Cricket and Kabaddi, are not on the list.

The priority list will be prepared through the State Sports Council according to the medal possibilities of various sports items, their popularity and the general norms for development.

18.2 Classification of Sports Items

Based on the possibilities of holding excellence in various categories at the national and international levels, sports items will be classified into three.

1. Games with a high probability of winning

This includes team as well as individual events with medal possibilities shortly. Games with the highest possibility will be those in which Kerala players showed excellent performance at national and international competitions. The trick is retaining achievements and attaining greater excellence using sports management techniques, science and technology skills and other advanced technologies.



2. Popular sports

Popular sports items are given more importance and priority. This is because these are played across the state, and more people participate in it. This creates more opportunities. Continuous activities like competitions and training are going on there. There is a wide range of possibilities in popular sports for financial activities like leagues, championships, coaching and professional clubs. Greater involvement can be expected in all fields when people are attracted to it. Growth potential is evident in these items. A system to support this will be formed.

These popular sports generally get more priority and momentum at the national and international levels. A large part of the economic transactions revolves around it. The most popular sports items in Kerala are Football, Cricket, Volleyball, Basketball; Athletics, swimming, Cycling and Badminton.

Efforts will be made to improve financial activities focusing on these sports items. This will be done under the aegis of Kerala State Sports Council and also in collaboration with sports associations.



3. Olympic sports

Olympic Games is the only global multisport event in the world. Olympic Games underwent massive structural changes and transformations in the last two centuries. The Winter Olympic Games including winter sports, Paralympics for physically challenged athletes, Youth Olympic Games for 14 to 18 years old athletes, Continental Games for different continents, World Games for sports items not included in Olympic Games and so on, were formed during this period.



Scientific training in selected sports, aiming at the Olympics, will be provided. Training for sports talents, who have proved their excellence at the international level, is envisaged through this scheme.

18.3 Potential Sports Items

The potential sports items of Kerala are defined based on various considerations like popularity, geographical criteria; possibilities to develop financial operations, availability of talent, and the possibility of winning in any event at the Olympics or World Championships.



Water sport is a category that needs to be given more encouragement. The state has a rich tradition of expert swimmers. The boat race is a popular sports event. There is immense potential for Canoeing, Kayaking and Rowing. As there are numerous water bodies including 44 rivers, the scope for adventurous sports also exists.

Indoor sports also have equal opportunities, especially in Badminton, Tennis, Squash, Table Tennis, and Billiards. More attention should be paid to different varieties of popular sports events. Basketball, Beach Volleyball and Water Polo should be considered from such a perspective.

Futsal is a sports item similar to Football with 5 players competing on each side. This game is considered the best training feeder sport towards football. Importance should be given to such sports items too. A special scheme will be implemented for the establishment of training centres for organising and conducting tournaments in sports with high potential and for its financing.



18.4 Indigenous Sports Events

Kerala has developed some unique and indigenous sports. They have great potential to be developed as cultural and tourism products. Consolidation of rules, accreditation for competitions, the establishment of training centres, strong branding and marketing are necessary for their development.

Following are the major indigenous sports selected for special attention and policy support.

- Boat race is a popular sports item in Kerala. Many boat race championships are held at various locations in Kerala. Now Boat League has consolidated such efforts and it is developed as a beautiful tourism fair. It is a team sports with the greatest number of players in a team. Excellence of spectacle and allure are the worth mentionable characteristics of the boat race.
- Sevens football is the most popular sports item in Kerala. Sevens football has deep roots in the Malabar region. But still, it remains disorganised in nature.
- Another local sports item which is popular across the state is Tug of War. Many Tug-of-War championships are being organised in the state.
- Kalarippayattu is a martial art that originated in Kerala; it is one of the oldest martial arts in the world. Moreover, comprehensive studies will be conducted to find out more about such sports and due encouragement will be given.

18.5 New Generation Sports Items

Interest in sports items like Golf, Billiards, Snooker, Squash etc is increasing. These playgrounds are entertainment centres too. The social ambience for these sports events is being created in Kerala. Golf is an item that can be included in the green sports category. The intervention will be done to make such sports items accessible for common people too.





18.6 Adventure Sports



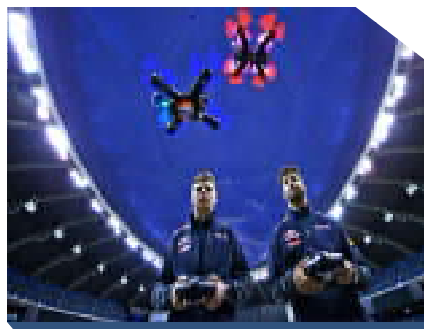
Kerala offers the most versatile adventure sports in India. Trekking, Rock Climbing, Paragliding, Parasailing, Water Rafting, Kayaking, Canoeing, Water/jet skiing, kayaking, Sailing, rowing, windsurfing, Sailing and scuba diving etc are in this category. These sports items will be encouraged in coordination with the Department of Tourism.

18.7 Non-traditional Sports Events

Due importance will be given to the non-traditional sports sector which includes some very famous international sports like Kite Flying, Drone Racing, Bike Race, Car Race, Mud Race, Futsal, Water Rafting, Beach Volleyball and Beach Football.

When the sports items are selected for training at the village, municipal, corporation, college and school level, local

administrative bodies and school/ college authorities can make decisions considering the local sports culture and the existing and emerging facilities in the locality.





PART 3 - ACTION PLAN

19. Sports and Health

Health is not simply the absence of disease and infirmity; it is a perfect situation of physical, mental and social well-being. Kerala has achieved better health standards which can be compared to developed countries. Our health indicators such as infant mortality rate, maternal mortality rate, birth rate, death rate, life expectancy etc. are far better compared to other states in India and they are comparable to those of the developed countries of the world. But our situation in terms of morbidity indices is not so auspicious. Lifestyle diseases are posing challenges for Kerala. Infectious diseases are a major threat to our healthcare system. Kerala has been in the grip of epidemics for years. Studies are conducted at various levels to identify its root causes and also to combat them. People's inherent low immunity is the main reason for this.

In the present scenario, healthcare has become more complicated and expensive. Innate immunity power can be cultivated through systematic physical exercise and physical fitness activities. The risk of infectious lifestyle diseases can be reduced too. It brings down the cost of health care for the individual and the state. So, encouraging people to lead an active life by giving opportunities for physical fitness activities, exercises, and sports is equal to better health services.

20. Sports, Physical Fitness and Exercise Literacy

Kerala has a great literacy rate in sports and physical fitness. This is the advantage of mass media. Society has a conviction that prevention is better than cure. This encourages more people to indulge in daily physical exercises. This awareness has caused the prevalence of walking, cycling, running, swimming etc. across the state. It is estimated that around 20 lakh people in the state indulge in physical exercises either in the morning or evening as a daily routine.



Sports has become an attractive career opportunity for the youth. A large number of sportspersons have made their entry into the government and private sector through sports quotas. Hundreds of players are recruited in professional clubs and premium establishments.

It is inspiring that the new generation is more interested in sports activities. Sports items ranging from Cricket to Kabaddi create many inspiring success stories. As the new generation is becoming more aware of wealth, glamour and pride as well as about opportunities in sports, even conservative families are supporting the children who show interest in sports strongly.

People understand the potential of sports in skill development which equips them to acquire many desired jobs like the Army, Navy, Air Force, BSF, CISF, CRPF, State Police, etc. that require more physical fitness. They are aware of the positive outcome of sports as a recreational activity or leisure which provides mental health and happiness. The sense of pride that sports achievements create in society and the social influence it generates are much important.





The government is committed to providing a high level of physical fitness literacy. The government will try to develop sports literacy and physical fitness awareness according to international standards. Extensive campaigns will be organised to impart sports literacy. Programs that attract children from the primary level to games and physical activities will be organised to help them to achieve sports literacy in childhood itself. Appropriate campaigns will also be conducted for this at the school level.

21. Sports and Education

Participation in sports and active physical recreation helps students to achieve better cognitive development and better habits. It also helps to achieve excellent academic results. Life skills acquired through sports will make them more productive and equip them to make achievements in life.

The steps to make sports compulsory in the curriculum are in progress. For that purpose, revision of the curriculum will be implemented in consultation with the education department. Action has been taken to prepare a sports-based special syllabus for GV Raja Sports School, and Kannur- Kunnankulam sports divisions. Subjects, useful to go forward in

the sports sector, will be included in the sports school curriculum. More importance will be given to school-level sports. All categories of schools in Kerala will be included in sports development activities.





22. Sports and Basic facilities

From grassroots facilities arranged with social participation to the preparation of the world's leading arenas are included in the sports industry's basic facilities. A foundation for sports basic infrastructure can be given to building a better-committed society at the grassroots level, improving the quality of life in the region, connecting people from different backgrounds with common goals and supporting employment and the economy. Community sports basic infrastructure, more than just a place to play, should become the platform for social unity and gathering.

Investment in sports infrastructure is held at three levels- at educational institutions, in public places through the government and in the private sector. Better coordination is required to ensure the complete utilisation of available facilities. Kerala has got the opportunity to host prestigious and big sports events like national games and international sports events. Such major events ensure the growth of infrastructure including transportation, public spaces, etc.

23. Achieving Financial Efficiency

The government will provide a better environment and equal opportunity for the partners. The government follows the method of partnership to achieve financial stability and sustainability. This policy will ensure the participation and investment of private entrepreneurs. PPP model will be promoted. The government will invite entrepreneurs to invest in basic facilities, events, professional clubs, academies etc.

Start-ups and new entrepreneurs in the sports sector will be encouraged to introduce innovative ideas. It also aims to attract NRIs to sports-based ventures.

Social commitment funding and social activation funding will be made available through effective interventions. The crowdfunding system will work in a partnership model. Profit-making Public Sector





Undertakings will be made partners in sports. Cooperative groups will be invited to the sports sector. Schools, colleges, educational institutions, local institutions and rural clubs will get better participation. Better plans and programs will be designed for this.

23.1 Maximum Utilisation of Current Facilities

Basic facilities developed in the yesteryears- stadiums, swimming pools, shooting arenas, hockey turfs - are becoming useless without adequate maintenance. As these basic facilities are prepared for specific requirements exclusively, they remain vacant most of the time due to the lack of a sufficient number of sports competitions and training. Major infrastructure projects generate income from methods other than sports like rent, entertainment, related facilities etc. Generating revenue from non-sports activities is a welcome move, but a situation where sports-based activities are neglected should not be created.

Considering the economy as one unit, it is important to go for the overall changes in the region. More leagues, championships, coaching camps, continuous coaching facilities, training for the clubs etc are part of total reconstruction.

As the economy evolves, a sustainable sports ecosystem will develop as part of it naturally. For such growth, constant effort and systematic procedures should be there.

When an event takes place, there will be many activities like business, entertainment, accommodation, food, cleaning etc. Employment opportunities will be created on a full-time and part-time basis. If these facilities could be used daily, income in one form or another can be assured. Working capital requirements will also be met. This will help to create an independent sports economy.





23.2 Handling of Working Capital

How to deal with the shortage of working capital, is always a matter of concern. The maintenance of amenities is also an utmost challenge. Sports Kerala Foundation under the Government of Kerala aims to facilitate the development of basic sports infrastructure and to run and maintain them in a sustainable and profitable way. The Kerala government has made large investments in sports infrastructure. An investment of 1000 crores has been made in 2016-21 itself. It was mainly through KIFBI. Some facilities belong to educational institutions. Some are of local administrative institutions. The maintenance of all these and the proper utilization of sports facilities becomes a real challenge. If a school gets five-star sports facilities and all funds are used for the construction purpose itself then the continuation of sports activities and the proper maintenance will become a great question. In such situations, the model of participatory fundraising in the long term can be adapted. In terms of schools and colleges, there are such successful models. Management, PTA, Alumni, public and private sector institutions, sports institutions, local self-governing bodies and the general public together can develop a fund system for managing the entire sports-related needs.

This includes training of players, food, accommodation, jersey, materials, competition participation, proper maintenance of constructed basic facilities etc. For such institutions, the government can provide further



encouragement and incentives only on considering productivity/ profit. They can increase sponsorship and branding through excellent performance and can achieve sustainability within a few years.



23.3 Investment in the Private Sector

Sports is an attractive investment sector. Entrepreneurs make large investments in sports just like in any other sector. They consider it a worthwhile investment too. Investing in sports is not just about profit. It is also a commitment to youth and society. This perspective makes it much more attractive. Sports investments are not a matter of earning income alone, but the products get better acceptance also among consumers. The government will try to set a favourable ambience for attracting investments from entrepreneurs in the sports sector.

24. Sports Equipment, Technology and Manufacturers

Basic infrastructure is an important foundation in sports. Sports equipment is necessary for sports players. On account of the increasing price of sports equipment, ordinary people abstain from sports activities to some extent. State sports depend on technology in a very limited way. Sports technologies which will support excellent performance, health and physical fitness are essential. This will be greatly encouraged.



The country as well as the state should achieve self-sufficiency in sports product manufacturing and technology. Sports goods manufacturing is a part of manufacturing self-sufficiency. The government gives high priority to the sports product industry (manufacturing of sports equipment, Jersey, scientific technologies, gadgets etc.) Competitiveness is ensured among producers and they are encouraged to rise to excellence through patent and grading.



25. The Use of Innovative Machines in the Sports Sector

Sports science basically helps maximum to improve the performance of sports players. It makes training flawless. It reduces the risk of injury. It also limits the risk arising from the injury. It helps the sports players to identify their strengths and weaknesses. In this way, everyone from young sports players to seniors can personalize the training. It will help them to improve their performance. Scientific findings and approaches help people to shift to the most effective training methods and also to make necessary corrections.

Sports players and trainers should pay more attention to sports scientists. Their findings will be decisive in rising to excellence. The suggestions given by a team which consists of sports researchers, sports medical experts, analysts and nutrition specialists will empower the players to rise to excellence. Nominal differences in performance determine the winners and sometimes change the colour of the medals. The gap between the winners and losers in the Olympics and other international competitions is very narrow. There lies the significance of sports science, sports medicine and related technology. The government will try to mould the best sports scientists by setting up research studies facilities in Kerala itself.

25.1 Sports Institute

Kerala Institute of Sports will be established. It aims to encourage sports education in the fields of sports science, sports technology, sports management and sports coaching. Best international methods and models can be adapted through collaborations with international universities. The institute will also work as the main training centre for selected sports items in the state. New ideas will be presented in ways needed to promote sports from the primary level onwards.



26. Sports Startup Ecosystem

The participation of new entrepreneurs and ventures is essential for the development of any industry. The sports startup ecosystem in India is in the phase of rapid growth. Fantasy sports ventures have become super startups. Sports infrastructure, facilitation, training, networking, media, digital transformation, science, sports equipment, online sales etc. have great potential for growth. It is time to develop the startup ecosystem for the further growth of the sports sector. There are good opportunities to develop great startups in the field of sports.

Below mentioned steps will be taken to facilitate the sports start-up system,

- Collaboration and joint work with Kerala Startup Mission.
- The process of moulding startups and their environment naturally.
- Mega Hackathon every year.
- Small events for startups to engage
- Mechanism for funding- making arrangements for seed funding
- Establishment of Sports Incubator

Government cooperation can be made possible according to the nature, vision and viability of the project.

27. Career Opportunities for Sports Players

Sports players will get more opportunities when the players are active on the field. Vibrant sports careers will be available for only a few years. Meanwhile, they should be supported to build great careers in the sports sector. Their expertise and experience can be utilised through this for the sports sector at all times. The players can continue in their areas of interest too.



28. Yoga- Part of Sports Training Programs

Sports entertainments, exercise and physical fitness are major components of our civilization and culture. The growth and development of yoga and



martial arts is an example. We have a lot of indigenous sports games. All these are derived from this cultural context. The government will give special impetus to Yoga. As part of this, an international Yoga Centre is starting in Kannur. As part of ensuring physical fitness for people of all age groups, opportunities for yoga practice will be created.

Appropriate technical skills, focusing on Yoga, will be introduced for helping the sports players to improve the physical flexibility, concentration and mental power required for excellent performance. Things must be changed to such a state in which sports players practice Yoga compulsorily. And steps will be taken to popularize Yoga and also to attract the entire population towards it.

29. Exercise- An Essential Component

Regular physical fitness activities will be helpful to sustain the overall health and well-being of the citizen to a great extent. Programs for various categories must be planned to fulfil this perspective.

29.1 Physical Fitness Mission -Extensive Physical Fitness Campaign

To encourage people of all age groups to engage in physical fitness activities, extensive physical fitness campaigns will be conducted under the auspices of Kerala State Sports Council, coordinating the departments of health, public education, local self-government, higher education and sports. The entire sports development activities of the government will also be part of the mission.



Participation of local clubs, residence associations, local libraries, community networks, social organizations and NGOs will be ensured. Digital, social, visual and print media will be part of the campaign. The aim is to make the entire population physically fit irrespective of age. Programs for comprehending the significance of physical fitness will be organized at the school level. All government systems will be used for this. People will be equipped for sports and physical fitness activities.

29.2 Youth Development and Sports

More than 70 per cent of the Indian population is under 35 years of age. Youths are the wealth and strength of a country. Their sportsmanship and excellence in sports are essential alike for the journey of the country forward. Physical activities will help to sharpen the vigour of the youth.

Sports training will be presented as an important activity in the youth development programmes of Nehru Yuva Kendra (NYK), National Service Scheme, Bharath Scouts and Guides (BS&G), and NGOs. With this purpose, special training in sports and games will be provided to youth coordinators and volunteers. Sports competitions will be organised in their state and national camps. Sports coaching also will be provided. Sports will be treated as an entry point activity in community development programmes. The service of role models from sports will be used in the character formation process of the cadets.

Physical education and the values of sports training will be approved and popularized for better academic performance, better health and well-being, better life skills and leadership qualities, social inclusion, employment opportunities growth and economic development.



29.3 Physical Activities and Exercise for Older Citizens

Special attempts will be made to encourage physical fitness activities and sports entertainment among older citizens by introducing special schemes for them. Inherent old age challenges can be controlled through this.

30. Sports Basic Infrastructure Development

Basic infrastructure is an important thing when the sports sector is considered an economy. Multi-purpose stadiums, international stadiums, stadiums of different levels and various categories, sports complexes, aquatic complexes etc. are included in this. Most of them are government owned. Private investment has increased in sports complexes, turfs, academies etc. Trusts, social organisations and social clubs have also arranged such facilities. Large-scale government investment in sports infrastructure is continuing. Investment in basic infrastructure will pave the way for a big leap in the construction sector. As basic infrastructure facilities improve, more championships will be held. This increases the requirement for temporary facilities and service providers like galleries and floodlit. Educational institutions build excellent basic facilities like turfs, wooden courts, aquatic complexes, tennis courts, net practice facilities etc. Direct Sports revenue, rental of venues, training, construction, purchases etc. generate revenue. Such initiatives can make significant contributions to the sports sector.

30.1 Sports Basic Infrastructure Network



The government of Kerala will plan sports development in a phased manner. Required basic facilities will be constructed through it within the prescribed time frame. More people can be attracted to the sports sector and talented players



players can be identified through this. Networks of basic infrastructure facilities need to be created throughout the state to expand the base of our sport sector. Basic sports facilities will be created in a way that will prove beneficial for all regions in the state. The state sports grid will be expanded making these sports basic facilities accessible and usable for the maximum number of people. The government consider sports facilities as a fundamental right.

Government policy avows to ensure the access of all citizens to the developed facilities for engaging in sports entertainment and physical fitness activities. It is considered one of the commendable achievements of Kerala that it could make education and health facilities accessible for everyone at free and affordable rates. The same approach exists in the sports sector too. It will be another milestone of the Kerala model development perspective.

30.2 Sports Facilities in Rural Area

Although the government implemented many projects for providing rural sports with basic infrastructure, its expansion is limited due to the shortage of resources. Their maintenance work has not been done for years for many reasons. The reason is the lack of systematic arrangements. Another major hindrance is the scarcity of excellent players who can attract the villagers into the sports sector, raise them to excellence and impart good training.

Locally popular sports items, as well as internationally recognised sports items, should be equally encouraged in rural areas. The government will develop rural basic sports infrastructure utilising the central state schemes and the fund provided for this specific purpose. Besides this, the service and facilities of institutions like Nehru Yuva Kendra and other local youth clubs will be made use of. Sports councils at Panchayat levels will have major responsibilities in the development of rural sports.



30.3 Grama Panchayat Level

- A mini stadium will be constructed in each grama panchayat.
- It requires an area of 1 acre or more. An approach towards creating sports facilities at the grama panchayat level, integrating the national employment guarantee scheme, will be accepted.
- Facilities for at-least five outdoor games will be created in each grama panchayat area.
- Grama panchayats will have to find out the fund on their own for the maintenance of playgrounds.
- Panchayats having basic sports facilities including school playgrounds that can be used for community sports should make it available for the public after school time and on holidays. Suitable arrangements should be made for the same. These arrangements must be made by Gram Panchayat or Gramina Sports Council

30.4 District Level

Maintenance and upgradation of district-level stadiums will be done. Facilities for a minimum of 15 sports items (ten outdoor and five indoor games) will be created.



- Gymnasiums will be set up at all district stadiums.
- District stadium will be operated and maintained professionally.

For this purpose, Sports Directorate, Sports Council and S K F will work jointly.



30.5 Sports Facilities in Urban Area

The standard of sports facilities in big cities is generally better compared to that of rural areas. But the land prices are high there. . There is prevalent great inequality in the availability of sports facilities for different categories of people. Economically backward sections, girls, children and differently-abled people cannot take full advantage of sports facilities in urban areas. Municipalities are trying to make parks and playgrounds available for all. Private institutions, sports associations and clubs arrange indoor and outdoor facilities only for those sports items which are commercially remunerated.

Though land is easily available in small towns and that too at a reasonable price, those facilities are very few in quantity and quality. Moreover, the demand for facilities for spectators is increasing due to population density and frequent competitions, especially in big cities. Taking into consideration these reasons, the government will give preference to the following.

Entrepreneurs and municipalities will be encouraged to invest in basic facilities, sports equipment and coaches in the selected sports items in urban areas to make sports facilities available for the public on a commercial basis.

Mechanisms for exercise and fitness activities should be extensive in houses and workplaces. Institutions should arrange the necessary facilities for the employees.

Municipal Towns

- At least one stadium will be constructed in each municipal town.
- Facilities for at least five outdoor games will be arranged.
- Priority will be given for building stadiums for schools and colleges



checking the availability of the land.

- Best College/School Playgrounds will be developed into municipal town stadiums. They will be used for the purpose of community sports after business hours and on holidays.
- Open spaces/green spaces/ playgrounds in municipal areas, wherever available, will be developed and maintained for sports and fitness activities. They will be for public use.
- The development of playgrounds and sports facilities will be included in the official development project of all urban areas across the state.
- More resources will be mobilised for the development of basic sports facilities in the state using the P.P.P model.

30.6 Sports Facilities at Educational Institutions

The policy reiterates the utmost importance of sports training at educational institutions.

Physical education and fitness activities will be made an integral part of the curriculum up to the higher secondary level. And well-trained physical education teachers will be appointed. The quality of playgrounds and sports facilities will be developed in time bound manner.





A system will be formed to appoint the required number of physical education teachers in schools. These things will be made official and accurate standards will be fixed. Sports policy recommends the appointment of physical education teachers and the availability of sports fields mandatory for the approval of schools and colleges.

The management committees of educational institutions in public-private sectors will be encouraged to make available for all students the background facilities of fixed standards, sports and games equipment and the services of trainers etc. at least in some sports items.

There will be no hindrance in utilising these facilities on a commercial basis after school hours. Providing these facilities for the academies, associations and clubs will serve as a means for generating income for their upkeep.

30.6.1 Basic Sports Facilities in Schools

In the state school system, the basic sports facilities are quite inadequate. Sports policy envisages this-

- Playgrounds will be developed in every school in the state.
- Support will be given for at least one sports item in every school.

30.6.2 Basic Sports Facilities in Colleges

- Playgrounds will be developed in all colleges of the state.
- Facilities will be provided in all colleges for at least five games
- Multipurpose halls at colleges will be rebuilt as indoor stadiums, wherever it is possible.

30.6.3 Basic Sports Infrastructure in Universities

Necessary basic sports facilities will be created in all universities. Sports facilities at the national level will be either created or upgraded in at least five games.

The efforts of universities, to raise funds from their own sources, from the central government or through alumni groups, will be encouraged



- High-quality basic facilities like Astro Turf, Synthetic Track etc. will be provided in each university.
- Sports labs will be established in universities. Sports science system will be ensured.

30.7 Encouraging Private Investments

Now is the time to stock up on the private sector's huge investment in sports infrastructure. The government has an open mind to utilize private

investment generally for the overall growth of the state. Sports complexes widely established across the state, multi-sports arenas and sports turfs are considered a positive move from the private sector investment in the sports infrastructure. All these are working at the commercial level on the pay-and-play model. This is proven as a practical model too. Such



investments will be encouraged on the basis of explicit criteria. These institutions should take responsibility for training at the grassroots level, sports programs initiated by the government and local administrative departments etc. as part of the social commitment.

31. Development of Sports Club Culture

Various public and private sports and youth development institutions, sports and health clubs will be started by giving special consideration to backward areas. The goal is to encourage and support establishing sports facilities in villages and towns alike in a way that is useful for people belonging to all categories. The ultimate goal is to create a befitting ambience for all categories of people including elderly people, men, women, children, differently-abled, amateur players, professional competitors, employees, health-conscious people etc. to fulfil their sport-related needs.



The important thing is the formation of sports clubs at different layers. These clubs should provide their own playgrounds and other facilities for their members. Or suitable public/ private facilities can be used on a rental and contract basis. As well as, government programs and schemes for providing necessary facilities, equipment and technical support may be utilised.

There are many clubs and private coaching institutes individually run by coaches. Many players trained here have shown exceptional performance at the national and international levels. Guidance and assistance, including training, will be provided for clubs and players.

32. Valuation and Rating

Finding the right sports talent is a decisive step in developing the sport. The various steps suggested are-

32.1 Assessment of Physical Fitness

Scientific methods will be adopted to assess the students' physical fitness and observe changes in it.

32.2 Protocol to Find Sports Talent

The existing protocol to evaluate the sports talents is the evaluation of sports aptitude and physical fitness taking into consideration their talent and skill in a particular game. It will be reorganised. Considering the vast potential of sports players, scientific evaluation of aptitude and skill based on game will



be done. This new process will be known as a Sports Talent Identification Protocol (STIP). This will be implemented in all sports schools, academies and sports hostels.



32.3 Sports Talents Continuous Evaluation Process (SCOPE)

The process is to constantly evaluate the sports talent of the academy formed for a particular sports item. Work scholarships will be provided for these talents. The selected players will have to undergo continuous evaluation. This program will be known as the Sports Talents Continuous Evaluation Process (SCOPE).

Each selected sports player will be provided with a sports id linked with Aadhar. 'SCOPE' score will be given for creating the database of players who have the potential to grow in an objective, transparent and reliable way.

32.4 Sports Scholarships and Stipends

Scholarships and stipends are required to retain the talents in sports. All sports players with government sports ID cards will be brought under a comprehensive insurance scheme. This will be coping support to confront the injuries and other hazards that may occur during the game.

33. Sports Academies

A total refurbishment is recommended for the entire sports academy and the coaching and training system.

33.1 Sports Nurseries

The existing systems of sports nurseries, academies and centres of sports excellence will be comprehensively modified. Sports nurseries will be converted into junior sports academies. Only those eligible candidates with Sports Talent Identification Protocol (STIP) will be admitted to academies.



33.2 High Performance Centres (HPC)

State level medal winners will be admitted to High Performance Centres for selected excellent players for the preparation of national and international matches. Each selected player will have an HPC.

33.3 Related Services

A panel consisting of sports psychologists, analysts and motivators will be formed and a supporting system of professionals for the sports players will be started. Necessary support in nutrition, dietetics and sports medicine will be provided for the players of academies and HPCs. An effective mechanism will be established to ensure coping sports injuries occurring from the sports grounds, character formation of sports players and the development of physical fitness.



33.4 Increase in the Number of Sports Academies

The number of sports academies will be increased to cover all sports stars with Sports Talent Identification Protocol (STIP) test eligibility. The aim is to establish at least one sports academy in each block.

33.5 Accreditation for Academies

It is difficult for the government to manage all sports academies. For providing accreditation and rating for academies, evaluation and rating will be implemented. Continuous evaluation will be conducted to maintain the quality of the academies. Government grants and other aids will be provided only on that basis.

33.6 Centres of Excellence

Top-performing academies, junior clubs, schools and colleges will get the status of centres of excellence. High-quality equipment, jerseys, technical equipment and nutrition will be provided by the government. The policy envisions that these centres should sustainably develop on their own.

33.7 Sports Hubs

Sports hubs for selected sports items will be established to raise the excellence of sports players to international standards who have already displayed excellent performance at national and international levels. Sports items to be included in this will be decided according to expert opinion.

33.8 Network of International and National Academies



A network of national academies will be established, in collaboration with the Sports Authority of India, National Federations, International Sports organizations, and the



private sector, to train the players for international competitions. This system will be implemented according to international standards. As many sports players and academies as possible will also be made a part of this.

34. Incentives for Sports Players

34.1 Awards for Medal Winners

It will be a great encouragement to acknowledge the medal winners by bestowing awards or prizes on them. Such awards will enhance their prestige and will inspire them to perform better. Cash awards and other incentives, given by the sports department to the medal winners in national and international competitions, will also be increased.

The amount paid to each member of the winning team will be equal to the amount paid to the winners in the individual events.

The State Govt will increase awards and prize money in due course. Detailed policy documents facilitating private investment in nurseries, academies, high-performance centres, centres of excellence, sports hostels, and national and international academies will be prepared and presented within six months.

34.2 Recognition for the Coaches

- A special scheme will be formulated to reward the coaches of medal winners.
- Providing financial assistance of 10 per cent of the award value to the parent institute of the sports player who wins a medal in the international event, for the basic infrastructure development and for the sports equipment purchase will be considered.

34.3 Increment for Medal Winners

It will be considered to give increment and incentive if the employees in government service or public sector organizations achieve first, second or



third positions in the recognized national/ international competitions.

34.4 Special Consideration

Special consideration will be given in government allotments for players who win medals in international competitions. Giving concessions in official services will also be considered.

35. Awards

The government will institute various awards and recognitions for sports talents and coaches. More awards and honours also have been suggested in the new sports policy.

36. Training



36.1 The Development Programme for the Coaches

The development program for coaches will be started by identifying the various roles of a coach like a trainer, evaluator, friend, mentor, facilitator, demonstrator, supporter, fact finder, advisor, motivator, counsellor, organizer and planner.

Special training programmes will also be implemented for school sports teachers. This program will empower coaches to prepare training programmes, make effective communication with sports players, assist the players to develop their new skills, observe the training progress, evaluate the performance, and conduct assessment tests. Training will be given to the best coaches in good organizations/ training centres in India and abroad.

36.2 Rating of the Coaches

The rating system based on the performance of the coaches is essential to improve the training environment. A system to evaluate their performance will be introduced to make the coaches responsible and accountable.



36.3 Deployment of Coaches

The deployment of coaches is very crucial. That will be centralized. Academies at various levels, centres of excellence. sports schools, sports hubs etc. will get efficient coaches from the centralized pool of coaches. Each coach will be deployed to the academy of his/ her specific sports item. The coach will be evaluated on the basis of the performance of that academy.

36.4 The Appointment of Coaches on a Contract Basis

The Department of Sports and Kerala State Sports Council will appoint trainers on a contract basis to give training in a prescribed standard which has clearly defined conditions. If there is a shortage of coaches in the department and if there are only a few trainers in such sports events, recruiting will be done based on the contract.

36.5 Participation of Sports Teachers

Physical education teachers in the schools and colleges actively involve in the training. Special programs will be arranged for them to achieve training excellence in specific sports events.

37. Referees and Umpires

Referees, umpires and judges are the most relevant category in the sports sector. Their work is very stressful too. It is necessary to have excellent



referees with up-to-date knowledge about the rules and regulations of respective games. Action will be taken to improve their excellence. The aim is to raise the quality of referees to national and international levels in the next five years.



Clinics and workshops will be organized for referees. Non-performers will be dropped from the list and new ones will be included. Special courses will be organized through the State Sports Council for the certification of referees. A qualifying examination will be conducted in association with sports federations to increase the number of umpires and referees.

38. Sports as an Attractive Profession

Sports developed as an attractive career option globally and talented youth get better opportunities through professional clubs. Central and state governments are recruiting numerous players in various government departments and institutions.

A policy has been formulated for giving reservations to sportspersons in government posts. Eligibility for applying for various posts in sports quota will be determined separately based on their rank and achievements. It is intended to prepare transparent guidelines to prevent the application of undeserved persons to sports quotas.

Action will be taken to train the players in related fields of sports training and for their deployment in emerging fields like facility management, sports media, event organisation, sports engineering, sports management etc.

38.1 Career Bridge

A special plan is suggested to ensure recruitment and employment in various institutions, including public sector institutions and government departments. This system is also used to find opportunities available at the state and national levels and abroad. It will act as a bridge to connect players to related recruiting agencies. As Kerala is considered a mine of sports talents, national-level institutions are interested in organizing recruitment drives in the state. Correct information and guidance can also be made available through new arrangements.



39. Sports Competitions

39.1 Encourage Sports Competition:

Organizing sports competitions on a wide range, under the auspices of the state sports associations and their district, and local constituents, sports councils, sports boards of public sector departments etc. will be encouraged. Support will be provided for organizing competitions locally in the village/block/district/state level and among schools/colleges/universities/clubs/youth clubs/sports clubs and also among different social organizations. Competitions will be organized from village level to state level for different- categories of players like men, women, junior, sub-junior, veterans and differently-abled.

39.2 League Championships

Apart from the annual knockout tournaments at the top level, the league format will be particularly encouraged for year-round competitions at the regional level. Teams will be ranked according to performance level and will be divided into grades so that everyone gets enough competition.

The advantage of the league format is that it increases the number of matches many times. Moreover, in the league, the travel expenses for home-away matches are borne by the teams, so it does not become a huge liability for the organisers. An increase in sports competitions maintains the interest in the sport at the grass-root level, and the competitors and teams get more opportunities to exhibit their talents.

39.3 Hosting Large-Scale Competitions

It is essential to conduct major national and international events like World/Asian Championships, SAFF Games, National Games, Federation Cup, National Championships, etc in different parts of the state every year.





The government intends to make sports a means to improve relationships with other states. This will enhance the image of the state. Hosting prestigious events and sending teams to other places should be a continuous process.

This will be an inspiration for the young talents. The under-17 Football World Cup is a prime example. A sports culture and a sports ecosystem can be evolved by running continuous sports competitions. The venue is an important factor in the success of big sports events. Even the small villages and small towns in the state are suitable to hold big sports events.

39.4 Sports Calendar

A sports calendar with details of tournaments planned by various associations, The Department of School Education, Rajiv Gandhi Khel Abhiyan etc. will be prepared every year. So, mixing up the schedule can be avoided. Moreover, it also helps in extensive preparation.

Funding will be provided only for those championships approved by Kerala Olympic Association and State Sports Council and those which are included in the sports calendar. Detailed guidelines for conducting such competitions will be prepared by the Department of Sports.

39.5 Rural Competitions

Sports competitions will be held rurally across the state every year with public participation to give vast opportunity for the youth, older people, men and women in rural areas to participate in sports competitions.

39.6 District and State Championships

In collaboration with State Sports Council, the state sports associations will organise district and state championships regularly. Financial support will be provided to the sports associations for organising championships.



39.7 Inter School, Inter College, Inter University Championships

Inter-school, inter-college, and inter-university championships will be organised. A special project named 'Kerala Grand Pricks' with the aim to improve the competitive power of school and college students in selected subjects will be formulated invoking the provisions of the Corporate Social Responsibility Act. A joint game of educational institutions will be organized at C.B.S.E, I.C.S.E, I.S.C and Kendriya Vidyalaya levels. A large section of students is in these schools today. Their sports talent has been neglected. A plan will also be prepared to provide special training for the sports talents identified through games.

39.8 Other Championships

Sports competitions for special categories like workers, farmers, police etc. will also be encouraged with the cooperation of related departments.

39.9 Chief Minister's Trophy

To encourage mass participation, Championship for Chief Minister's Trophy will be organized in popular events like Cricket, Kabaddi, Volleyball, Hockey and Football.

39.10 Premier League

It is suggested to organize league competitions to encourage selected sports events including rural and traditional games. State-level associations should take the initiative to develop premier leagues in various games. It is intended to organize various inter-district tournaments on a league basis in various sports items.

The government will actively involve in the existing sports leagues and will take actions to ensure in the league, the participation of the maximum number of players across the state. These will create vast opportunities for the players. It will help the players to win earnings commensurate with their merit and worth.



40. Sports Associations

The government will engage constructively in sports associations and federations. The goal is to make associations more professional. Various associations should also try to rise to excellence and to get hold of more achievements. The government will fully support it.

The government and sports council have been making many efforts over the years to give recognition to sports associations and streamline procedures for the distribution of funds. Sports associations have come forward with various schemes for the development of prescribed sports sections. The government has actively supported associations to achieve those goals. To assist associations, current guidelines need to be reviewed and revised. Discussions for the amendment of guidelines will be held with the State Olympics Association and sports associations. These are the major things to be covered in these guidelines:

- Clarity over the boundaries and identification of roles and responsibilities of agencies engaged in sports development and promotion. Clearly defined criteria to determine priority categories for government assistance. A discipline-focused, specific project approach is to be adopted in processing cases for financial assistance.
- Detailed guidelines for formulating a long-term development plan will be prepared. It also sets provisions for annual permissions of development projects. Moreover, priority will be given to meeting the specific needs of the association.
- Agreements will be made between state sports associations and sports department. The focus will be given to making the administrative and financial management of associations more professional and innovative.
- Emphasis will be given to mechanisms for handling complaints of players. The role of sports promoters, especially event management will be acknowledged.



In short, in place of annual plan permissions, a new proposal of a recognised program for the development and promotion of each sports item, according to its specific requirements, is put forward. Significant improvements are required in the management practices of associations. The important perspective of this process is to help associations to achieve financial self-sufficiency within a specific period and thereby reduce dependence on the government.

40.1 Innovation Plan for Sports Associations

The Directorate of Sports and Youth Affairs and Sports Council work on government funds. Associations are getting grants from their affiliated national federations and most of the sports associations depend on financial aid from the Kerala Sports Council. Now is the time to set the associations to work independently without dependence on government grants.

Steps to Strengthen Sports Associations:

Some of the sports organizations in the country have formulated a successful working model. They stand on their own feet and work profitably. They make notable contributions to the related sports items. Similarly, the functioning of other sports associations should also be reconsidered. The required elements of such a reconstruction:

- Structural change and a new way of working
- Defined business model
- Associations should have a proper roadmap – A model should be developed
- Long-term commercial contracts



- Professional approach and participation of industrial organizations
- Continuous skill development and mentoring programs.
- Participation of management experts/ institutions in the preparation of the framework
- Make available long-term service of management/sports experts
- A professional secretariat for all associations.
- Associations should be proactive to run missions, schemes, projects, programs and packages in respective sports fields.
- Continuous monitoring and timely planning.
- Support from the government.
- Own event properties (specifically Premier Leagues)
- Plan and implement programs on a commercial basis for large-scale skill development.

The government will support all sports associations undertaking such a restructuring program. Arrangements will be made to get assistance from reputed institutions like IIM for the implementation of innovative programs. The government instructions put forward before the associations are a clear and precise three-year program for comprehensive transformation and an agreement with the government based on precise milestones.

41. Participation of Other Sectors

41.1 Part of Public Sector Institutions

Public sector institutions have been playing a significant role in the promotion of the sports sector in the state. But this tendency is decreasing. The government wants to increase the role of the public sector.



The selected public sector undertakings should be earmarked for the promotion of sports. Public sector institutions should develop their own team in an interesting sport event. Initiatives for championships in specific games should also be taken. Public sector institutions should support sports academies and centres of excellence.

41.2 Part Played by Cooperative Sector

The cooperative sector in Kerala is deeply rooted and it has a great influence on the society. They are performing various social development programs in a very successful manner. Uralungal Labour Contractors Society is a good example. This Employees Cooperative Society is running a complete IT park at Kozhikkodu. The State Cooperative sector can contribute significantly at all levels of Kerala's Sports sector. The effective intervention will be made possible in the grassroots level development through the primary cooperative sector. Coordination with the state cooperative department is essential for that.

41.3 Participation of Private Sector

The state government has decided, as a matter of policy, to invite private investment and participation in any field within the legal framework. It is essential to amass investment in infrastructure, event properties, academies and professional clubs for sports development. Constant effort is needed to attract entrepreneurs to the sports sector. A permanent system is recommended for the coordination of investor meetings, one-to-one meetings, and comprehensive follow-ups.

42. Sports Administration & Management

42.1 State Sports Department

Department of Sports and Youth Affairs will be the nodal department in policy formulation regarding sports and physical fitness.



42.2 Sports Kerala Foundation



In the last four years, the State Government has built a lot of stadiums and related basic infrastructure. Basic amenities thus created should work in the model, creating permanent income.

A centralized arrangement is essential for the construction of sports facilities, maintenance and management. The Sports Kerala Foundation formed a new public sector enterprise (P.S.E) for that and specific duties were handed over.

Become an accredited agency for all sports engineering activities in Kerala.

Implement plans for the promotion of sports basic infrastructure across the state, construction of ultra-modern sports facilities, renovation and maintenance of existing sports basic facilities, - all these come under the purview of the Sports Kerala Foundation. The foundation will establish and maintain state-of-the-art training centres under the government, centres of excellence and sports academies. The main responsibility of the foundation is building a sustainable model based on profitable and revenue-generating strategies like P.P.P. for the sustainable functioning of such facilities.

Professionals qualified in sports management and engineering need to be hired for the maintenance and management of sports facilities.

42.3 Kerala State Sports Council

Kerala State Sports Council has decades of historical background. It is formed as Travancore Sports Council in 1954. The council got its present



name after the formation of Kerala state. Council established under the Charitable Societies Registration Act was reorganized in 1974 with the aim of promoting sports in Kerala. Later, the Kerala Sports Council was dismissed. The Kerala State Sports Council formed according to Kerala Sports Act 2000 and Kerala Sports Rules 2008 works in its current form. Many centres like centralized sports hostels, college sports hostels, training centres, rural coaching centres, school sports hostels, and day boarding centres are working under the council.

42.4 Formation of Rural Sports Councils in Local Bodies

Statutory Sports Councils have been formed at state, district, panchayat, municipal corporation and university levels for the promotion of the sports sector as a whole, to increase the physical fitness of the state and to implement the concept of 'sports for all'. Training, organizing competitions and management and maintenance of playgrounds etc. are the responsibilities of the respective sports councils.

Sports Councils are functioning well at the state and district levels. The formation of Rural Sports Councils in Panchayats and Urban Sports Councils in Municipal Corporations is crucial in planning the future development of sports.

42.5 Sports Economy Mission

The government aims to develop sports as a sector that contributes to the economy. It has been found that the contribution of this sector to GDP is currently 1%. It is aimed to raise this to 3-4% within four years. Various strategies and action plans have been prepared for the same. Sports Economy Mission has to be formed as an SPV for the implementation of these projects and to achieve the aim.



42.6 Kerala Sports Development Fund

Better funding is needed to accomplish the increasing needs of sports development in the state. The government has various financial obligations to fulfill like funds for research and development studies, cash awards for medal winners in national and international events, grant in aid for state sports associations and clubs, welfare measures for sports stars, pensions for senior sports stars and so on. It is proposed to form Kerala Sports Development Fund under the chairmanship of the Chief Minister.

42.7 Steering Committee Formation for Policy Evaluation

The state-level steering committee will review the implementation of various initiatives announced in Kerala Sports and Physical Fitness Policy 2015 from time to time. The Chief Minister will chair the steering committee.

42.8 Research Reference Cell

It is intended to form a research and reference cell in the Department of Sports to collect and keep the statistics of sports activities, to teach in detail and to train.

43. Physical Education

The government intends to integrate sports education into the existing educational system. The government will also take steps to popularize sports among children and to make schools and neighbourhoods the centre of sports entertainment. This will convince both parents and teachers that participation in sports is equally important for personality



development as commitment, persistence and cooperation among children. These characteristic features will be reflected in the growth and subsequent activities of the children. It will be inspiring for them in many ways.

The government will ensure better sports facilities in schools and colleges. The government will be particular in allocating fixed time for sports.

It will ensure adequate competition for individual players and teams at junior and grassroots levels and will also ensure their potential for growth based on their performance. The government will ensure that good financial support is available for the conduct of these competitions, getting support from industrial and commercial sectors, and a decent amount is being given as an award. This will motivate players to bring out their best performance.

The policy envisions a sports school/sports division in every district.

44. Mass Communication

The government will also launch a new campaign to create deep awareness among people about the role of the sports sector in personal development, youth engagement, healthcare, social inclusion and national unity. It aims to use information technology and social media effectively to bring awareness to the maximum number of people and thus activate them in the sports sector.

Media and prpaganda through them play a significant role in disseminating information among the public in popularizing and promoting sports. An effective and active media cell will be formed in the Directorate of Sports and Youth Affairs.

44.1 Sports History Mission

A better archive of Kerala sports is not available anywhere. The sports history of Kerala has not been recorded completely and comprehensively. There have been some isolated actions. Such a project, which will be a solid foundation for the further development of the sports sector, will be initiated.



44.2 Sports Museum

As a continuation of the sports history project, a government sports museum needs to be started and a virtual gallery too should be established.

44.3 Sports Library

Knowledge dissemination and knowledge wealth sharing are essential for the growth of any sector. A state-of-the-art library exclusively for sports needs to be established in the state. Reference materials in various formats like print, video, audio etc should be made available. As part of the Sports Library Project, an online space can also be set up.

44.4 Cultural Significance of Sports Events

Sports events always keep a cultural connection. It influences the character structure and cultural norms of individuals as well as society. Recommendations are made to take steps to strengthen the cultural exchange of sports items in Kerala.

44.5 Sports Filmfest

There have been many movies around the world with sports as their main theme. It has been still happening. The government is planning a film festival of classic sports films from different countries. Films are screened in open stadiums. It will be a special experience for the viewers. The movie can be enjoyed with the same experience as watching a sports competition.

45. Other Significant Contributions of the Sports Sector

The sports sector can make significant contributions to the individual and society directly and indirectly. Sports Ministry and different agencies under it are preparing various sports schemes by taking into account the all-encompassing impact of sports.



45.1 Health and Wellness

The contribution of the sports sector to the conservation of physical, social and mental health is not trivial. Sports activities can make positive social interventions in many aspects like following healthy food habits, discouraging the use of tobacco, alcohol and drugs, helping to control the aggressive nature, increasing functional capacity, reducing the risk of diseases like HIV/AIDS, promoting social interaction etc. This is helpful to reduce healthcare costs and to increase productivity. It will lead to healthy lifestyles and the environment.

45.2 Leadership and Combined Effort

Sports can be made a powerful tool for involving the entire community in public activities. It will warm the relationships between individuals within the society. Participation in sports activities will directly or indirectly help to encourage personal development, leadership skills, teamwork etc. It fosters interest in volunteering and develops social responsibility and participation among the citizens.

45.3 Building Better Societies

Sports can help to build better social cohesion and to instil a spirit of community and purpose among the members. Such societies will hold together women, other vulnerable groups, people with physical infirmity and differently-abled people. Such communities will play a leading role in developing their independence and confidence. Sports activities will form such social gatherings and will infuse them with values.

46. Sports Development Code

Sports federations and sports associations should adopt impeccable governance practices and it is essential for the healthy development of sports in the country as well as the state.

The state will follow the National Sports Development Code of India (NSCI)



2011 to promote good governance practices in sports management at the state level as per sports policy. Recently, efforts to improve the management of national sports federations are in progress in the country. The government has taken steps like anti-doping code notifications with the purpose of cleansing the sports sector. To ensure transparency and accountability of federations annual renewal of approval has been introduced. Age limits and term limits have been made mandatory in the case of officials of organizations including the Indian Olympic Association. Bring federations under the RTI Act, ensuring free, fair and transparent elections, measures to prevent age-related fraudulence in sports, guidelines to prevent sexual violence against women in the sports sector etc. are actions taken at the national level.

It is intended to take similar measures also in the case of state sports associations.

47. Sports Databank

The Department of Sports and Youth Welfare will utilize its resources and basic facilities imaginatively. Information technology and modern management techniques will be used to track the performance of coaches,

administrators and those appointed through sports quota.

The Department of Sports will use information technology extensively to pass on to the media, the general public and related parties, the relevant information about sports.



47.1 Digital Platform/ERP

The Department of Sports will prepare and maintain an interactive digital platform which includes required up-to-date information related to schemes, sports infrastructure, coaches, registered sports players, clubs, sports councils, and district and state sports associations. The international rules followed by various sports items will be available on this platform. Schedules



and results of various championships conducted in the state and elsewhere will be available.

The entire process in the sports sector should be mapped and brought under a single platform. Every activity should be tracked and monitored. All services will be available to the public in one place. This platform will increase the overall efficiency of the sports system. It will be simple and easy to use. On the other hand, it will be one of the devices of good governance. All stakeholders in the field of sports should be benefitted from this platform. It will also give information like career opportunities, recruitment, academy admission etc. Information such as admission will also be provided and there will be an extensive archive too.

A data bank will be prepared with the aim of regularly evaluating the performance of all sports stars.

The sports department will take steps to computerize the details of all sports stars above the district level.

Target will be fixed for each sports player and it will be timely evaluated. The documents related to the performance of coaches will also be computerized. Review and evaluation of the performance will be done at least once every three months with the purpose of bringing responsibility to all coaches.

47.2 Geological Mapping and Data Collection

It is essential for the state to have the correct statistics on sports infrastructure, facilities in various categories, coaching centres, sports competitions, rural sports fairs etc. This will be a detailed mapping of existing facilities. The aim is a complete information collection of sports in Kerala. This will be valuable data for Kerala sports. This data collection should be started from the Grama Panchayat. It is the primary data obtained from the root-level survey. Available secondary data should also be included with this.



48. Participation of Women



It is necessary to make available separate but equal facilities for both boys and girls and for both men and women. This policy envisions ensuring parity in the sports sector eliminating gender division in sports. Women's sports have a great tradition. It has given proud achievers for Kerala in items like Athletics,

Volleyball etc. Women athletes like P T Usha, Shiny Abraham etc are examples of this. Our women athletes always have great possibilities in these items. Female athletes are an example. Female players have great potential. It should be taken advantage of. Extensive plans should be formulated to attract girls to sports. Special playgrounds for women will be established and special areas will also be set up in the playing fields for them. Special training programs will be started identifying sports items that have more potential for girls.

Football academies had begun for girls in 2022. Similarly, more academies will be started for more items. The country's first sports school for girls, Kannur Sports School, will be raised to international standards. A master plan will be prepared for that.

Girls will be given special consideration in sports hostels, and academy elections. Special sports competitions will be organized for women.

Participation in sports will enhance women's self-confidence. Martial arts training centres and related programs will be started for increasing the self-defence capacity of women. Training for martial items like Karate, Kalari, Taekwondo and Judo will be given at these centres.



49. Sports for the Differently -Abled

Athletes with disabilities will be differentiated into three categories according to the level of disability and they will be trained for appropriate items. Contenders are generally divided into three categories- athletes with hearing impairment, athletes with physical disabilities and mentally challenged athletes.

With the last two Paralympics, the number of Indian para-athletes winning medals in the Olympics has increased 10 times. They proved their ability to win medals in international competitions under limited circumstances. There is only one training ground for para-athletes in India. Although there are limitations, if there is scientific support, they can raise the reputation of the country.

Programs will be envisioned which will encourage the differently-abled to come into sports with confidence, identify the skills and rise to excellence through practice. Such programs will be organised in villages as well as crowded cities. Everyone will get opportunities. The development of new sports facilities and the renovation of existing ones will be done only after considering the differently abled.





The government will ensure that there are required basic facilities, training facilities and competitive items to enable them to participate in sports competitions. For the differently abled, district and state-level tournaments will be organized in various events. Sports basic facilities at all levels will be made differently-abled friendly.

Special efforts will be made to encourage sports among the differently abled through steps like raising awareness, removing barriers to entry, increasing participation, and identifying and training talent.

Conscious attempts are required to meet the needs of the differently-abled. Sports items like Wheelchair Tennis, Fencing, Basketball, Rugby, Baseball, Blind Cricket, Blind Golf etc will be encouraged with the support of related state associations.

The recognition won by the Special Games Federation and the increasing popularity of the Paralympics events make sports for differently-abled an inevitable part of sports policy. State sports associations representing the sports items for the differently abled will be considered equal to other associations.

Moreover, a special scheme will be formulated to fulfil their special needs in areas like special sports facilities, training equipment and training. For this, we will work with the state associations. A planned competitive structure will be created for the differently abled at sub-district, district and state levels. This will help to create a special sports calendar for the differently abled. A plan of giving awards to differently-abled sports players will be prepared.



PART 4

Kerala Sports Policy 2023 - Individual Centred Approach

One of the salient features of the Kerala Sports Policy 2023 is to retain the people as the major beneficiaries of the various activities related to the project by paying attention to the maximum things available to people at the individual level. This 360-degree approach embedded in the development of the sector includes along with the actualization of the concept of sports for everyone, the multifaceted action plans starting from identifying the talents of sports stars to ensure financial incentives to the retired sportsperson. The essence of the individual-centred approach presented by Kerala Sports Policy 2023 is illustrated in Chart 1 below. Three areas are distinct in this, 'Sports for Society', 'Sports for New Generation', A Sports Eco System' Conducive to the Discovery and Development of Talent'.

Chart 1

Major Areas in Sports Sector Development

52. Sports for Society

The policy contemplates engaging each person in the community at least in one sports item properly focusing on the concept 'Sports for All, Health for All'. The plan of preparation and execution of projects that can ensure mass participation is at its core. Completing the activities, targeting different groups of people like older people and women, helps everyone to engage in at least one physical activity and maintain physical fitness. These include the development of safe areas for walking, jogging, cycling, trekking, swimming etc., the promotion of traditional entertainment, and the development/maintenance of publicly owned playgrounds (at the community level). Items like Yoga, Nature Walks etc. will also be part of this project.



53. Sports for the New Generation

Activities in this section will have two main objectives. The first is to encourage fitness and sports training in the new generation. The second is to discover talented youth and to nurture their talents. The first goal can be achieved by ensuring comprehensive physical education including sports training in schools and by introducing various items like Swimming, Cycling, Trekking, Rock Climbing, Martial Arts, Yoga etc for children and youth. Lead the young talents to appropriate sports items by finding and evaluating their talents, implement in depth training programs for them, provide facilities for continuous public education without failure in sports training are all steps towards the second target. It is also important to monitor their performance and to provide them required skill upgradation training.

54. A Sports Ecosystem Conducive to Discover and Nurture Talented Youth

This will include all activities which will make good quality outdoor and indoor playgrounds and training facilities accessible for all. The state has already begun the efforts with the aim of developing a good quality playground in all local self-government institutions and a sports complex of international level in each district. Many turfs and indoor courts have come into the private sector in recent years. It also aims to ensure perfection in the operation and maintenance of these facilities and also to elevate these achievements to the next levels. All through these, the policy envisages comprehensive programs aimed at providing the best quality training to all players in the state. Management of such projects will be entrusted with the staff retiring from active sports and necessary support and training should be provided to them for the effective handling of facilities. Coaching services in such facilities owned by the government will open up new opportunities for retiring players and it will also give the opportunities for the freshers to work



with experienced trainers. The policy also envisages the utilisation of modern technology and e-sports resources for providing better training for emerging talents.

55. Priority Consideration for Sports Talents

As already mentioned in the Sports Development Policy, the foremost consideration will be given to sports talent. In chart 2 the steps involved in developing sportspersons of the state to excellence through activities in three main areas of sports development policy are illustrated in detail.

The proposed system envisions nurturing the sports talents selected from schools and community sports sector to excellent stars and professionals (the duration of 10 to 35 years of age) by utilizing the official system of the state itself and then equipping them to work with the state sports sector in various capacities like managers, coaches, promoters and sports experts. It will also help sportspersons to remain in the field and contribute positively to the state throughout their active sports careers.



Chart 2

The Active Life Cycle of Sports Players in the New Context

Following the 55th National Games held in Kerala in 2018, many basic sports infrastructure facilities became a reality in different parts of the state in both the public sector and private sectors. This has played a crucial role in realizing the concept of a healthy society, nurturing young sports talent, and creating essential basic infrastructure in the state. Its creative utilization is decisive. The effective implementation of the project and evaluation of accurate progress is made possible through the mapping of all these systems using a software system and through the inclusion of performance indicators required for the evaluation of performance excellence in the database. This will become a dynamic system. This will also be useful for giving support to the senior sports players who complete their careers in the sports sector.

Health insurance for sports players is also under consideration. Things including sports kits and uniforms for beginners, financial support and placement opportunities for seniors are also much crucial. For the practical implementation of this individual-centred sports development policy, the detailed and dynamic database (in a way to be updated periodically) of all sports stars and sports facilities in Kerala should be prepared and maintained. This will support the government to keep a track record of every active sportsperson in the state and will help the government to support the players in case of necessity.



Appendix 1

Action Plan for Strengthening the Sports Economy of Kerala

Areas Requiring Special Attention

Kerala Sports Policy Framework is much significant as the primary step towards realizing the concept of the state's own sports economy. At the same time, there are some distinct areas requiring special attention to make the state sports economy possible.

Basic Facility Development

The first stadium in Kerala was Thalassery Municipal Stadium built in 1802. There occurred tremendous growth in the basic infrastructure development of Kerala's sports sector in the following centuries too. Many playgrounds in different parts of the state became venues for excellence and largely participated in leading sports competitions. But some of the constructions were completed without utilizing engineering expertise, modern

systems or future technical skills. So, they could not be maintained and utilized as basic infrastructure development models. Finding a solution for this should also need to be implemented as part of the sports policy. The Department of Sports is implementing the action plans in accordance with it. The sports department attempts to create an excellent sports infrastructure and also to create an adequate and easy framework for it through a multifaceted action plan like attracting investments from different sources in a way possible to give a huge leap for the development of sports basic facilities, to ensure the completion and support for the government investments in this sector through such investments, to ensure an important role for the government engineering sectors in the development of basic sports facilities.



1. Preparation to complete essential sports facilities development promptly.

A. Formation of a fully committed team for at least 10-15 years for basic sports facilities development.

- a) Planners/ Designers
- b) Engineers
- c) Sports infrastructure specialists

- i. Swimming pool
- ii. Indoor Stadium
- iii. Athletic surfaces
- iv. Shooting ranges

- d) Construction experts
- e) Material technologists
- f) Contractors

B. Prepare a plan and training framework for the team

a) Prepare a study manual with the participation of skilled private sector

b) Proceedings to find global experts in respective fields

c) Cooperation with private sports infrastructure developers

C. Starting a sports infrastructure program at the Indian Institute of Infrastructure & Construction to meet the requirements for skilled professionals and managers.

D. Collaboration with Infrastructure developers

a) Incentives/encouragement for infrastructure developers while working related to sports infrastructure

E. Sports Kerala Foundation

a) Develop the Sports Kerala Foundation into an apex body for handling sports infrastructure readiness project



2. Terms and conditions for the development of sports basic facilities

A. Creating standards and protocols (S&P) for the development of sports basic facilities based on the following different criteria

- a) Sports Item
- b) Place
- c) Level of training and competitiveness (Local/ International, School/ Professional)
- d) Non-sports infrastructure development (parking, entertainment, retail)

B. Benchmarking based on relevant global standards (Olympic/FIFA/NBA...)

C. Include private developers and expert planners to fix and implement precisely the criteria and protocols

3. New Basic Facilities Development Construction

Just because the availability of land will be a major challenge for the development of basic sports

facilities in future, the following things are very important:

A. Mapping of existing basic facilities (in the way in which upgradation activities are possible if required, considering the following factors also)

- a) Detailed evaluation of available amenities and specialities
- b) Current demand/usage
- c) Potential for more development in the future

B. Requirement for new basic sports facilities across the state (based on the following factors)

- a) Sports item
- b) Place
- c) Level of training and competitiveness (local/ international, school/ Professional)

C. Consortium of private investors for the development of sports infrastructure

a) Institutions and individuals interested to invest and to be part of the enterprise



- b) Mobilization of corpus fund
- c) Single window support for participation

D. General code for private entrepreneurs for encouraging private investment. As part of the general code, a framework needs to be prepared for handling and regularising the following factors

- a) Building permits
- b) Restrictions on land utilisation
- c) Building tax
- d) Entertainment tax

Operation and Maintenance of Sports Facilities and Enterprises

The sports-friendly state Kerala is not behind any state in the number of stadiums and other facilities. But there are so many challenges like lack of use of a good number of stadiums and other facilities, low-income availability, inadequate maintenance etc. The state sports department has plans to make more private investment available for further improvements of these things.

A smooth framework needs to be created to implement the operation and maintenance of the sports infrastructure and logistics management with private participation. The attempt is to create a professional ecosystem with the support of technology on the basis of precise standards and operational models and in a way, changes are possible if required. Entrepreneurship and new job opportunities will be added benefits of this model in addition to the creation of well-maintained and profitable basic sports facilities.

This includes a framework for O&M management in the O&M service provider's ecosystem, O&M engagement models, rating/grading system of basic sports facilities (public/ private), market entry approach, various incentives and grants and operation and maintenance of sports hostels. Details of the implementation of various projects, the criteria for the implementation of each project and the expectations about them will be included in the O&M framework.



Facility Management

- a) Professional maintenance of turfs, grounds, courts, tools and lighting
 - b) Management of non-sports facilities
 - i) Events/retail/accommodation
 - c) safety of the total facilities
 - d) Housekeeping of the total facilities
 - e) Food and Beverage – for users and walk-in consumers
1. Program / Content
- a) Academies
 - b) Camps – short-term/long-term camps; the government institutions/ bodies or those run by private institutions including schools/ colleges
 - c) Community- local celebrations and events
 - d) Non-sports - Professional events such as exhibitions and trade fairs

2. Sales and Marketing

- a) For routine use of facilities
- b) For sports competitions and events
- c) For non-sports needs
- d) For advertisement of the facility
- e) For membership

3. Logistics Management of Team / Players (Official (State/ (local/ district level) Or logistics management of professional players or teams)

- a) Travel
 - b) Accommodation
- O&M engagement models
1. Model for the payment of fees for services
- a) The owner of the facility itself is the O&M service provider. Facility owner collects revenue by providing basic facilities
2. Long-term lease model
- a) Long-term lease on the service provider model
 - b) model based on reserve price/ discount
 - c) Power to operate multiple academies
 - d) Power to organize competitions and events
 - e) 30 years tenure in the model of first right to refusal
3. 51:49 model
- a) Facility owner provides land/ basic amenities or both
 - b) O& M service provider governs facility



- c) Sharing gross income in a 51:49 proportion
- d) If the rating of the facility allows, amenities to arrange and expand the retail system, sports/ program in the facility for the service provider

Rating System for Existing Stadiums
(as per the criteria given below)

1. Location

A) Type and size

- i. Training only
- ii. Training sports allied (physio, spa, gym)
- iii. Training sports allied (physio, spa, gym) competition venue
- iv. Training and sports allied (Physio, Spa, Gym) competition venue community/event venue
- v. Training sports allied (physio, spa, gym) competition venue community/event venue retail

- 1. Basic sports facilities
- 2. Quality (Sports infrastructure)
- 3. Schedule/ Content
- 4. Other facilities
- 5. Parking
- 6. Retail/ space for entertainment

- 7. Management
- 8. Charges and fees
- 9. Income-model and operational excellence
- 10. User and community feedback

Encouragement for O&M Entrepreneurship Model and Supportive Ecosystem

The government-level interference to give loans at low-interest rates or provide grants in a way beneficial for the operators who perform in excellent ways will bring results. A rating/grading system based on excellence will force the operators to make outstanding performance. If the facilities all over the state and their grading could be made available on the common platform, that itself will work as an encouragement for the performance excellence of O&M service providers.

The government will try to create a leasing out policy for sports facilities across the state; lease rates are included in annexure 1 of this policy.



O&M Service Providers' Market Entry

As the first step, the government may consider inviting O&M service providers to operate some selected facilities. Selection must be based on rating. Priority may be given to facilities like Jimmy George Indoor Stadium, Kumarapuram Tennis Centre, Central Stadium etc.

Sports Hostels in O&M Model

1. Develop professional guidelines and standards

a) Standards for minimum facilities

b) Features of the facility

c) Nutrition

d) Sanitation (References- Sai, National Football Centre in France (INF Clairefontaine),

Tata Football Academy, LNCPE)

Private entrepreneurs as O&M service providers of hostels

a) Working hostels with government-fund or with sponsorship. (Including this in Kerala Corporate C.S.R scope would be good)

b) Work according to predefined professional standards

c) Long-term contracts upto 10 to 15 years are preferred

3) Seek possibilities for the sharing of basic facilities (MSP-Malabar Special Police, Malappuram for example)

Talent & Training

Kerala is the best in terms of is in place identifying sports personalities right from GV Raja Sports School including personal trainers and private academies, training and development. In the last decade, the importance of science technology, multidisciplinary skills increased in the training field.

The existing ecosystem, especially for professional sports stars and those preparing to become professional, (including school and college sports meets; the first level of grooming through school physical education teachers; sports council system, sports schools and private coaching academies run by former government sports stars and qualified trainers etc) it is a fact that, could not advance with the big leaps



and bounds occurred in different parts of India and at the global level.

The Department of Sports plans to increase talent, and training facilities at the state by creating an eco-system for professional private investments. The standardisation and usage of data will gain much importance in the talent hunt. Creating befitting training programs for respective regions/communities; attracting investments for establishing excellent training facilities; collaborating with major sports academies in India and abroad and developing the state as an international sports training centre etc. are aimed through this.

1. The significance of data and standardisation in talent hunt
 - a. Standardisation of tests and test conditions
 - i. Events occurring across the state to select sports talents and grade them
 - ii. Benchmark the conditions and parameters required for each item.

b. Kerala Sports Database

- i. System to receive data of all sports tests and performance
 - ii. Centralized protection of data
 - iii. From regional competitions to Olympic performances
2. Creating appropriate training programs for respective regions/communities
 - a) E.g.: Encouraging sailing and surfing in the fisherfolk community in the coastal area
 - b) Long-term comprehensive plan.
 3. Increase the volume of talent hunts and basic training facilities
 - a, Attract private investments for establishing excellent training facilities
 1. Find out items and categories with the highest number of talents in Kerala
 2. Mapping of facilities and training centres in these items
 3. Invitation to the leading training academies to establish centres in Kerala



01. Long term planning preparation
02. Make land available
03. Provide grant/aid assistance
- iv. Elite category competitions are created regularly for athletes/teams under Elite program
- v. A framework is being created for seeking and utilizing CSR funding for Elite category facilities.

b Collaboration with Excellent Sports Academies

- i. Identification of leading Indian academies which concentrate on the initial stage from finding talent to the early years of training
- ii They are invited to establish academies
 01. On their own
 02. Connecting with existing academies.
- iii Possibility of various sports items
- iv Possibility of items in which Kerala has the upper hand
- v Possibility for Olympic events which do not have much significance in Kerala

01. Shooting
02. Archery
03. Canoeing
04. Sports Climbing
05. Skateboarding

A master plan to find out available excellent facilities and to utilize them by integrating them with leading academies like the shooting range in Vattiyoorkkavu.

Developing Kerala as an International Sports Training Centre

(Reference: Sanjeevini, IAS- JSW)

01. Develop Combined Sports Training Centres
 - a) Sports training facility
 - b) Accommodation facility
 - c) Competition venues
 - d) Sports Medicine
 - e) Rehabilitation
2. Find out
 - a) Land
 - b) Existing facilities
 - c) Sports items to be focused on



3 Invest

- a) Existing Indian players
- b) Interested private entrepreneurs
- 4. Interaction patterns
 - a) Privately owned or through CSR
 - b) Single window clearances through sports department
 - c) Government accreditation
 - d) Government grants

Basic Level Activities

Even while local arts and sports clubs thrive, local turfs and gyms exhibit much stronger work even in semi-urban regions today. But, compared to the clubs of previous times, turfs and gyms do not make active contributions towards the basic level development. With the formation of panchayat sports councils, there is the possibility of planned, immense and focused intervention at the grassroots level. Grass root talent development, create active and healthy adult citizens- sports department attempts to make a framework handling two broad intentions. With this purpose,

attempts are made to encourage and utilize private investment and participation and along with it to ensure professionalism in government systems like panchayat sports councils.

01. The master program is driven locally by PSC for grassroots sports

a) PSC manual is prepared consisting of PSC objectives and operational standards, including the following

i. Program content for various regional areas

1. Selection of subjects to be focused on- based on popularity, requirement, and availability of basic facilities.

2. Present new Olympic items like sports climbing, skateboarding etc.

ii. A regional resource person pool is created- former professional players, trainers (including other sports professionals who can add value to the content of the program and training)

iii. Panchayat sports councils to manage, maintain and develop public grounds, tanks, ponds etc.

iv. All regional basic sports facilities are mapped and given rating

v. A facility management plan and



action plan to activate each facility

vi. Champions are created from respective places

1. Mapping the champions from each region- (international, national and state)
2. This will help to create a pattern of sports region connects.

vii Recognition for clubs, private sports basic facilities, leagues, competitions etc

1. The details of all institutions, facilities, competitions etc should be made available in P.S.C

viii One panchayat one sports item:

Based on

1. Popularity
2. Possibility
3. Former performances
4. Basic facilities

ix Projects to measure the activity excellence of each P.S.C

x activities to encourage based on the performance

(To maintain the competitiveness of P.S.C)

b. Action plans for respective areas

1. Gamifying active lifestyle

a) Create a game to calculate and rate every non-professional active step

i. All should make walking/ jogging/ gym exercise/yoga a habit

ii. Prize should be given to the excellent area (panchayat/city/ward)

iii. Encourage regional institutions to lead this enterprise using their active contribution and participation

b. Move While You Wait programme-encourage more people to watch sports performances in order to make all sections of people a part of sports in possible ways.

i. Basketball hoop near the bus stop

c) Other similar items; a small football post and penalty spot

d) Invite private entrepreneurs to arrange and control this like park

e) The government may make land available for this

3. Early start programs



- a) Early Start Regional Club
 - i. An Early Start Club under each P.S.C for 8 to 12 years
 - ii. Basic training in Athletics and Gymnastics
 - iii. It can be either an existing facility or a new one

- b) B leagues
 - i. For popular sports items
 - ii. Cooperate with existing programs
 - iii. These leagues should be organized under PSC leadership, free from associations

Sports Programmes and their Encouragement

The biggest cyclic sports event of the state, the Nehru Trophy Boat Race has been professionalized into a boat league. Kerala is continuously producing excellent stars in various sports items. But the state is not hosting any major championship and league in a sports item that has won national attention. Kerala is losing continuously professional sports leagues except for the 2015 National Games, some national championships and some

competitions in ISL. If sports viewership is the main criterion to select the hosting state/region, Kerala may get the first place if someone in the nation is thinking about a football tournament or league-the ticket collection from Malabar Sevens Tournament and the viewers of EPL bear witness to it. The Department of Sports attempts to make a framework for industrial exhibitions and expert communication for professionalisation and to bring private investment in highly demanded areas - the areas like sports infrastructure, appendixes, sports science and nutrition.

1. A large share of established national leagues

- a. Intervention to make Kerala a venue for national leagues of all popular sports items in Kerala
 - i. The selection of Leagues that Kerala has to target
 - ii. To find Malayali connections in the leadership of all Leagues



iii. Identify the basic facilities required for the conduct of Leagues. Modernisation of the facilities, if required

iv. Give an orientation for the entrepreneurs in Kerala regarding the collaboration with Leagues

b. Campaign to include Kerala teams actively in National Leagues (like Kochi in PVL, Calicut teams, and Kerala Blasters in ISL)

2. Athletics League

The idea of the National Athletic League in the model of the Diamond League is raised for a long time

a, Kerala can take leadership in starting the Leagues

b, The first step can be a State League. There are enough talents in the state to make League competitive

i. A group of professional teams owned by private parties

ii. Packaging

1. Local sponsors

2. National/local TV coverage

iii. Online streaming and promotion

3. Shooting League at Trivandrum

a. A National League that can be organized in a venue

b. Teams from different parts of India
c. Television streaming at the national level

4. Organize international tournaments in Kerala

a. Select sports items appropriate for Kerala

1. Surfing

2. Rowing

3. Boat Racing

4. Cycling

b. Bring regional/national/private participation in organizing the events and sponsorship

5. International collaboration in popular sports items

a. Create Kerala's sporting properties with international tie-ups

b. Select economically profitable sports entertainments like Football, Volleyball, Basketball and Marathon

c. Conduct them in participatory model

i. International participant (property owner)

ii. Private entrepreneurs (hosting participants)

iii. The state should make available the viability gap funding for handling the first 2-3 years



06. International Tie-ups for Popular Sports Items

a, Select one or two popular sports items not included in the State League now

i. Main criteria (Popularity and acceptance across the state)

1. Popularity
2. Current tournament activity status
3. High-skill availability
4. The number of students interested in sports
5. Basic facilities

07. Kerala Leagues at the bottom level

a, Select one or two popular sports items not included in the State League now

i. Main criteria (Popularity and acceptance across the state)

1. Popularity
2. Current tournament activity status
3. High-skill availability
4. The number of students interested in sports
5. Basic facilities

b. Create a framework for teams at the regional level

i. If 51% share is there for the public in that region (This will ensure public

support and viewers' support for the team)

ii. Telecast through the internet/ local O.T.T

iii Remaining ownership can be private

08. State College Basketball League

a. Utilize the existing tournaments and college championships for the formation of League

b. Streaming channel for telecasting

c. Sponsors to make teams more professional

i. Kits

ii. Training

iii Marketing

iv Conduct similar Leagues for schools

09. Kerala Sports Mart (KSM)

Organize KSM to encourage local sports entrepreneurship considering the possibilities of Kerala like sports products, sports entrepreneurship, basic facilities market etc.

i. Exhibition of sports brands-Franchises, Businesses

ii. Exhibition of product manufacturers- for local manufacturing

iii. Sessions of successful sports startups in India



10. Sports Next-An International Sports Summit

- a, The summit organized by the state which is a major sports brand and sports broadcaster
- b, A thinking forum of Indian sports items
- c, Relevant conference topics
 - i. Basic facilities
 - ii. Sports science
 - iii. Nutrition
 - iv. Leagues and professionalism
 - v. Sports marketing

11. Broadcast Platform for Existing Leagues and Tournaments

- a, Prepare a framework for creating an online broadcast platform for Kerala sports
- b, Manufactured by Kerala Tech entrepreneurs
- c, Entry to all tournaments and championships held in Kerala



Sports and Youth
Affairs Department
Government of Kerala