

KERALA SPORTS POLICY 2015

**A REPORT
SUBMITTED BY HIGH POWER COMMITTEE
CONSTITUTED BY GOVERNMENT OF KERALA TO
MODIFY STATE SPORTS POLICY
2015**

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PREAMBLE

The Government of Kerala had constituted a high power committee vide G.O (Rt) /24/15/S&YA dated 13.02.2015 and G.O(Rt)/37/15/S&YA dated 9.03.2015 to make recommendations to modify the existing Sports Policy 2012 with an aim to improve the sporting system of the state.

The committee realises that the state of Kerala recognises Physical education and sports as integral part of Kerala culture and desires to translate them into the benefits in terms of health, social cohesion, economic activity, cultural enrichment and improved quality life. The government should aim to create awareness among the people of Kerala regarding significant benefits of Physical activity and participation of sport keeping in tune with the principle of ‘Sports for All’ and ‘Health for All’ as envisaged in the Kerala Sports Act 2000. In order to achieve this aim, the government of Kerala seeks to encourage cooperation among various institutions of local government, the communities of physical activity and sports and the private sector in the promotion of physical activity and sports.

The Government of Kerala should cherish and supports the pursuit of excellence in sports, to enhance capacity in Kerala Sports environment. It reiterates its commitment to promote participation, inclusion and excellence in sports at all levels. Toward this end , it will put in place merit based instruments and seek convergence with other stakeholders in and out of the government, through collaboration and synergy, and will also ensure that there is sufficient facility, opportunity, incentive and awareness for all to play at least one game of their choice. Kerala State Sports Council which is the apex body of Sports in the state shall ensure that its activities and schemes shall envisage the aim and vision of the sports policy. The Directorate of sports shall work in close liaison with the state sports council and apart from this the directorate

will have specific role with regard to development of sports infrastructure and procurement of international quality sports equipment.

The committee has framed the Sports policy on highest ethical standards and values, including the doping free sports, and full and fair participation of all persons in sports and fair, equitable, transparent and timely resolution of disputes in sports.

Dr. G.S.G.Ayyengar IAS
(Chairman)

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CHAPTER - I

1.1 INTRODUCTION

The policy sets direction for the next 5 year period for all government and non government organisations that are committed to realise the positive impact of sports on individual, social group and the society. The state government has been active in sports promotion since its inception because it recognises sports as a powerful means of enhancing society's health and well being. The government has articulated its public policy on sport in the year 2012. But with the successful conduct of the 35th National games and considering the excellent performance of the state team in the National games it was felt that the existing sports policy need to be revised for the optimum utilization of the newly created infrastructure and also to cater the thrusting demand of retaining our athletes and sportsperson in the state by providing a positive environment for their training and also providing social security to these athletes by providing jobs and incentives so as to target Olympic podium. Apart from this new technologies and new trends in the sports have made it imperative to evolve a new policy framework for effective promotion of sports across the length and breadth of the state.

The vision of this policy reflects government's commitment for increased effectiveness of the sports system and enable Kerala athlete to move to the forefront of international sports.

1.2 SOCIETAL OUTCOMES OF THE POLICY

Qualitative and innovative sports programmes will contribute to the broad societal outcomes.

Fig – 1



1.2.1 EXCELLENCE

The policy shall help sportspersons to excel in sports to the extent of their abilities, and excellence is embraced as an aspiration worthy of pursuit in all facets of delivery and practice.

1.2.2 ENHANCED EDUCATION AND SKILL DEVELOPMENT

The policy aims to enhance physical literacy and sports skills by providing opportunity to participate, compete and excel in sports, deriving personal pleasure and pride in accomplishing it , and acquiring skills that can be transferred to other fields of practice.

1.2.3 IMPROVED HEALTH AND WELLNESS

The policy aims in accomplishing improved health and wellness among all section of the society, thus providing a platform for personal development, recreation, reduces stress and to improve physical and mental well being enabling to live more productive and energetic life.

INCREASED CIVIC PRIDE, ENGAGEMENT AND COHESION

The policy aims in building cohesion among the various cross section of the society through participation in sport and also by hosting sports activities, events and major games.

1.2.4 INCREASED ECONOMIC DEVELOPMENT AND PROSPERITY

The policy aims to improve the standard of living and economic well being through sports. Sports participation will help in developing a healthier society which will result in reduction of health care cost and tourism sector will benefit from the legacies of hoisting, local, regional, national and international sports events.

1.3 VISION

To develop “A dynamic and innovative culture that promotes and celebrates participation and excellence in sports”.

Inherent vision is the notion that Kerala is a leading sports hub where adequate opportunity is being provided to all the cross section of the society to participate in sports and support them to perform at the highest competitive level at the same time to improve individual health and well being and contribute to socio economic outcomes.

The vision emphasises a commitment to learning and implementing best practices in the changing environment. This includes building collaborative partnerships and linkages within the sports system, as well as with other sectors such as education, health and local self government bodies.

The vision also recognises the importance of having a progressive approach to resource sharing, infrastructure development, community partnerships and programme delivery. It also reflects the importance of nurturing a culture that develops all aspects of sports participation, recognising high performance athletes and the benefits of sports for the youth and the enhancement of its communities.

The policy intends to broad base sports at all levels, to resonate to provide opportunity to practice sports in all its forms and contexts, including organised and unorganised, in schools, colleges and universities.

Participation includes all individual sports participants, organisations and sector involved in the realisation of broader socio economic outcomes through sports.

1.4 PRINCIPLES OF THE POLICY AND VALUE MATRIX

Quality sports is dependent on seven principles approximately integrated into all sports related policies and programs:



1.4.1 Value Based

All Sports programs are value based, designed to increase ethical conduct and reduce unethical behaviour

1.4.2 Inclusive

Sports programs are accessible and equitable and reflect the full breadth of interests, motivations, objectives, abilities, and the diversity of Kerala society.

1.4.3 Technically Sound

Principles of long term participant development sports programs fully supported by technology and scientific techniques.

1.4.4 Collaborative

Sports is built on partnership with other sector – most importantly with education, health and recreation and is fostered through linkage with community organisations, service providers, and the private sector.

1.4.5 Intentional

Sports programs are based on clear objectives in order to achieve their desired outcomes.

1.4.6 Effective

Monitoring and evaluation of programs and policies support improvement, information and accountability. A research agenda supports the identification of conditions under which programs and policies have the strongest potential to deliver on their objectives.

1.4.7 Sustainable

For sports to achieve its potential as a driver of personal and social development, sports programming must be of sufficient quality in relation to the varied motivations, interests and abilities of participants. Quality sports is value based and appropriately inclusive, technically sound, collaborative, intentional, effective and sustainable.

1.4.7 Values Matrix

Values are the foundation of participation in sports . Stakeholders should be encouraged to understand the design and implementation of policies and programs. Recognising the interpretation, application and emphasis are context specific: Fun, safety, Excellence, commitment, personal development, inclusion and accessibility, respect, fair Play and ethical behaviour

1.5 POLICY FRAMEWORK

The policy's framework draws on the full spectrum of sports practices. The graphic below identifies four common contexts of sports participation and physical literacy

Fig.3



1.6 CONTEXTS OF SPORTS PARTICIPATION

For the purposes of this policy, participation in sports is characterized by four general context:

Introduction to Sports

Recreational Sports

Competitive Sports

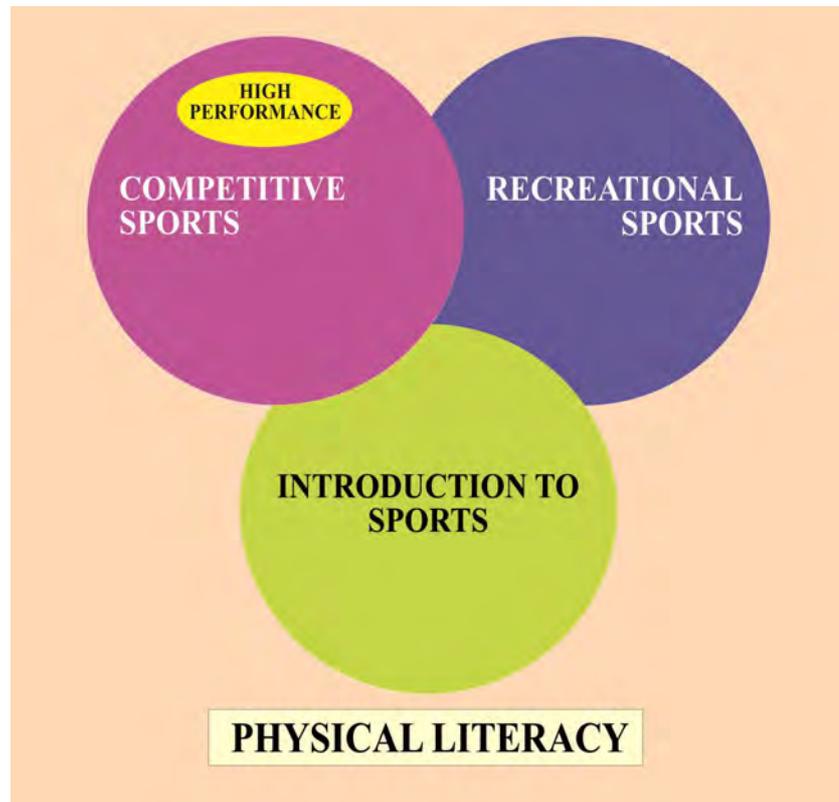
High Performance Sports: and

Sports for development

The graphic demonstrates the complementary nature and independence of the contexts. The graphic also recognises movement of participants between the contexts: movements that can be fluid, self directed and multi directional.

Professional sports enterprises have powerful influence on sports and society, both positive and negative which cannot be ignored. Exceptional role modelling and community building by professional athletes and organisations serve as inspiration. The often sensationalised incidents of violence, doping and cheating distort sport's fundamental values and necessitate vigilance and proactive measures to protect the integrity of sports and its potential contribution to society.

1.6.1 PHYSICAL LITERACY IS THE CORE OF THIS POLICY



Physical literacy is the ability of an individual to move with competence and confidence in a wide variety of physical activities in multiple environments that benefits the healthy development of the whole person. Physical literacy is recognised as a precondition for the lifelong participation and enjoyment of sports. Ideally, development of physical literacy is begun in childhood and improved throughout one's life. It is both a driver of performance for the competitive athlete and a foundation for active living and health for everyone. Physical literacy can be learned through physical activities other than sports, such as physical education and play.

Physical literacy is depicted in the graphic because it provides the foundation for optimal participation in each other of the contexts .Physical literacy is one of numerous essential conditions for quality participation in sports and is highlighted in this graphic because of its current relevance to policy

stakeholders. Its inclusion in the graphic also recognises the important role sports participation plays in contributing to physical literacy.

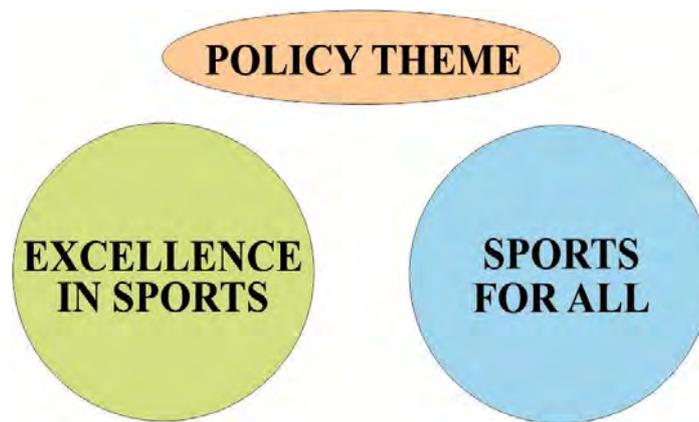
1.6.2 SPORTS AND SOCIO ECONOMIC DEVELOPMENT

The education and recreation sectors play critical role in sports participation as both providers and partners in its delivery. Educators recognise the many academic and developmental benefits derived from sports participation. Accordingly, Sports is included in school curriculum and in after school, inter scholastic and intramural programmes. School plays an essential role in increasing and promoting program that allows participants to develop physical literacy, practice the fundamental of sports and to participate in sports recreationally or competitively. Post secondary institutions are significant contributors with regard in providing opportunities for sports participation, building and managing facilities, training leaders, officials, administrators and volunteers and conducting research and evaluation. The recreational sector plays a large role in facilitating sports contribution to personal, community and socio economics development.

1.7 POLICY GOALS AND OBJECTIVES

This policy aims at two specific themes: “ Sports & Health for All” and Excellence in Sports”. This policy resolves around these themes and accordingly goals and objectives have been set up in relation to elements presented in the policy framework.

Fig.4



The following five broad goals of this policy are presented in relation to the elements presented in the policy framework graphic.

INTRODUCTION TO SPORT

Keralites to have the fundamental skills, knowledge and attitude to participate in organised and unorganised sports.

RECREATIONAL SPORT

Keralites to have the opportunity to participate in sports for fun, health, social interaction and relaxation.

COMPETITIVE SPORT

Keralites to have the opportunity to systematically improve and measure their performance against others in competition in a safe and ethical manner.

HIGH PERFORMANCE SPORT

Keralites to systematically achieve world class results at the highest levels of international competition through fair and ethical means

SPORTS FOR DEVELOPMENT

Sport is used as a tool for social and economic development, and the promotion of positive values at home and abroad.

Under each of the five goal statements, policy objectives are presented to enhance the quality of sports programming and its potential to achieve intended outcomes. The objectives also help existing and new partners and stakeholders to understand their important role in implementing this policy.

Each context of sports participation is characterised by its unique set of stakeholders, support needs and outcomes, and by the motivation of its participants. The framework reflects only the contexts in which sports participation occurs without prescribing pathways between the contexts. However each context can often be associated with stages of participants development as described in long term participants development models.

1.8 INTRODUCTION TO SPORTS

In the introduction to sports context, participants are introduced to the fundamentals of sports through programmes delivered primarily by Kerala State Sports Council, State sports associations, clubs, schools, and colleges. Participants develop sport specific skills with an emphasis on fun and positive attitude towards sports and healthy human development.

This context is most closely related to the acquisition of fundamental movement skills and positive attitude contributing to an individual's physical literacy and lifelong appreciation and participation in sports. Fundamental movement skills can be learned through a variety of organised and unorganised sports and physical activities. This highlights the need for linkages and partnerships with other sector such as education and recreation which have the potential to provide programming, leadership and facility access.

POLICY GOAL

To develop the fundamental skills, knowledge and attitude toward organised and unorganised sports.

POLICY OBJECTIVES

- Educators, parents and community support the development of physical literacy and safe, healthy value based play and sports among children and youth.
- To provide opportunities for persons marginalised populations to actively engage in all aspects of sports participation.
- Partnerships among sports and other sector deliver quality and stage appropriate programmes to an increasing number of participants.
- To make the programme accessible, equitable and inclusive to meet the needs, motivation and interests of participants in a fun and safe experience.
- Children and youth to have safe and appropriate spaces for unstructured play and self organised sports
- To increase the opportunity for children to learn and practice the fundamentals of sports.

1.9 RECREATIONAL SPORTS

In the recreational sports context, individuals participate in organised and unorganised sports programmes. These are delivered primarily by clubs, state sports associations, schools and local self government and often involve some form of competition. In this context, even when participation is competitive, participants are motivated primarily by fun, health, social interaction and relaxation.

Intentionally designed, barrier free and relevant sports program can help benefit physical health, mental health and psychological well being. In this context it is particularly effective to promote quality programme for

marginalised populations to increase participation for the personal and social benefits. Strong linkages with stakeholders in other sectors, such as education etc will ensure in achieving the potentials in social and personal development.

POLICY GOAL

To provide opportunity to participate in sports for fun, health, social interaction and relaxation.

POLICY OBJECTIVE

- To provide leading edge and to make sure that opportunity to marginalised populations is provided to actively engage in all aspects of sports participation.
- To partner with other sectors to deliver quality programmes to an increasing number of participants.
- To foster linkages with local self government, schools etc to provide leadership and resource for recreational sports programme. Programmes will be accessible, equitable and inclusive to meet the needs, motivation and interest of participants so as to make it a pleasurable experience.
- Capable volunteers and salaried workers are recruited and retained in order to achieve system objectives.
- Collaboration among community, regional partners support the development of sustainable sports facilities, green space and equipment accessible to all.
- To partner with other sports organisation and local self government for athlete, coach development and to maximise facility utilization.

1.10 COMPETITIVE SPORT

In this context, programme is focused on facilitating the pursuit of competitive objectives by participants and is organised and regulated within the set of rules and codes of conduct. The objective of competitive sports system is

to ensure that the essential elements are in place and aligned so that participants can pursue their objectives in a safe and ethical manner and also excel to the best of their abilities.

The sports system and its efforts to ensure technically sound programme has evolved significantly in recent years with wide spread effort on long term athlete development principles. Progress in this area needs to continue and a number of elements need to be strengthened including coaching and instruction facilities and equipment. Stronger alignment among the various elements of the system is essential to improve efficiencies and effectiveness. Finally, government and sports organisations need to continue their effort to partner with the private sector in pursuit of common objectives. This context is most often associated with the Train to Train, Train to compete and Train to win stages of participant development.

POLICY GOAL

To provide opportunity to improve their performance and measure their performance against others in competition in a safe and ethical manner.

POLICY OBJECTIVES

- To ensure that all the athletes participate in competitive sport adhering to a code of ethics and code of conduct.
- To provide opportunity to underrepresented populations to actively engage in all aspects of sports participation.
- To ensure that sports programme are based on principles of long term athlete development and promote safe and ethical participation.
- To provide opportunity to sportsperson to have access to quality coaching that is based on sound techniques and principles of athlete development.

- To ensure that sports competitions are associated by competent officials who have the knowledge, skills and judgement to support fair and safe competition.,
- Roles and responsibilities in the competitive sports system are clearly defined in the context of organisational capacity to achieve system objectives.

1.11 HIGH PERFORMANCE SPORTS

In this context, the most talented athletes perform at the highest levels of competition. Athletes require highly specialised coaching, facilities and athlete services. In turn athletes are expected to show respect for, and adhere to rules and ethics and to demonstrate a strong commitment to succeed at the highest level.

To effectively deliver high performance sports, several fundamental elements need to be strengthened including, coordination and communication among government and key stakeholders, athlete support, coaching and technical leadership, research and innovation in training methods and equipment design. It also aims to develop qualified and ethical officials, talent identification, recruitment and development.

POLICY GOAL

To provide an opportunity for the athletes to achieve world class results at the highest levels of international competition through fair and ethical means.

POLICY OBJECTIVES

- To provide leading edge scientific practices and knowledge are integrated into athlete and coach development.

- To provide technical leaders plan and deliver world class high performance programs
- To ensure that sports competitions are officiated by competent officials who have the knowledge, skill and judgement to support fair and safe competition.
- To develop strategies for the systematic identification and development of potential high performance athletes and they are implemented.
- To provide performance targets for major international events and assist in the valuation of performance and the effectiveness of the sports system.
- To ensure that the roles and responsibilities in the high performance sports system are clearly defined in the context of organisational capacity to achieve system objectives.

1.12 SPORTS FOR DEVELOPMENT

Recognising that sports participation in all contexts contributes to community building in a wide variety of ways, sports is being used intentionally, with increasing frequency for social and economic development purposes.

Social development takes various forms. Sports may be used as a vehicle for social change and development. Social issues that can be addressed through sports include those relating to humanitarian, cultural, ethical and peace building interests.

There are many opportunities in the state to work together deliver sports programmes designed to build respect, tolerance and relationship and assist in the integration of various caste and provide opportunities for youth at risk.

Additionally Olympians, Paralympians and other high performance athletes serve as valuable role models promoting sports and all its benefits, while their performance inspires excellence in all aspect of human endeavour.

With regard to economic development, sport's is integrated into policies and programme targeting the promotion of healthy living and reductions in health care costs. Further in addition to sports development one of the prime motivations for the hosting of sports events by local, national and international partnership is the realization of economic gains.

Unlike the four contexts of sports participation, sports for development is not generally associated with pathways of development. The emphasis is on socio economic outcomes, not the systematic technical development of the participant.

POLICY GOAL

Sports is used as tool for social and economic development and the promotion of positive values at home and abroad.

POLICY OBJECTIVES

- To ensure the development of the athletes as leaders and role models in sports and society.
- Sports related sectors to incorporate sports intentionally to achieve social development.
- To ensure that the sports events are designed to benefit host community and local economics.

1.13 IMPLEMENTATION OF THE POLICY

Successful implementation of the policy will require:-

- Commitment by the state government in the form of action plans and linkage with other departments.

- Strategic communication of the policy and its implementation throughout the sports community and other sectors in order to invite and maintain the engagement of stakeholders and partners.
- Assessment of progress through ongoing and transparent monitoring of implementation led by government , Kerala State Sports Council and Directorate of Sports and youth affairs.
- Oversight of policy implementation to identify and respond to emerging issues, opportunities and changes in the environment.
- Consideration of opportunities to align the implementation of current and future policies in related sectors with that of the policy to take advantage of synergies and for collaboration.

The emphasis on linkages and partnership is transformational. Implementation in this key area will be both challenging and incremental, but will ultimately constitute one of the single most critical indicators of the policy's success.

1.14 MONITORING AND EVALUATION

The government will establish an implementation and monitoring group responsible for collating and sharing the action plans of government, Kerala State Sports Council and Directorate of sports and youth affairs and for monitoring progress. This group will oversee the development of appropriate indicators and metric and ensure that long term impacts are tracked and evaluated.

1.15 CONCLUSION

The creation of earlier sports policies sparked debate in the society about the positive role sports could play but these policies failed to meet the growing aspiration of the sporting community. Apart from this the excellent

performance by the state in the 35th National games mooted the necessity to renew the existing sports policy with a concrete athlete centred policy so as to tap the best out of our athletes not only at national level but also at international level with a specific objective to Target Olympic Podium.

The renewed policy is mature and is ambitious in its vision and goals. This policy is also more reflective on the role of sports and physical fitness play for Kerala and its society. It seeks to strengthen the networks, resources and infrastructure on the twin objectives of broad basing of sports to achieve the goal of “Sports for All” ,” Health for All” and “ achieving excellence in sports”.

To realise the goals of the policy commitment will be required to drive its implementation. With the combined efforts government, Kerala State Sports Council, Directorate of Sports and Youth Affairs, State Sports associations and all other stakeholders the state will be able to achieve the policy’s vision, further affirming Kerala’s role as a emerging leader in sports.

This policy is intended to promote sports and physical fitness. Detailed schemes, guidelines and procedures would be made subsequently, to effect to the provisions contained in this policy document.

PART – II

ACTION PLAN AND STRATEGY

2.1 POLICY IMPLEMENTATION AND ACTION PLAN

The policy is ambitious in its efforts to improve the full spectrum of sports. This policy is focussed on both sports and physical fitness and its scope is much broader. This a comprehensive sports policy based the themes, Sports for All, Health for All and Excellence in sports.

The renewed policy direction is supported by government and Non Government stakeholders to the extent of their desired commitment. The development of complementary action plans, both individual and collective, will advance specific elements of the policy. It is expected that action plans will be developed in a fixed time frame.

An important feature of this policy will be the incorporation of a mechanism to share the action plans of the government, National sports federations, State Sports Association, institutions working in the area of sports development and to monitor progress towards achieving the five goals of the policy over the next five years.

2.2 ROLES OF GOVERNMENT AND KEY STAKEHOLDERS

The policy sets direction for the period 2015-2020 for government, its institutions like Kerala State Sports Council, Directorate of Sports and Youth Affairs and organisation that hold a stake in sports and its positive

impacts on individual, communities and society. There are a multitude of individuals, organisation and institutions that contribute to the development and delivery of sports in each of the four sports participation contexts and in relation to each of the five goals.

2.2.1 Role of Government of Kerala

The government of Kerala focuses on participation, volunteerism, athlete development, coaching and coach education, training of officials and high performance sports through Kerala State Sports Council, Directorate of Sports and Youth Affairs, State Sports associations, regional sports centres and academies. Government of Kerala provide support to host district, state, National and international events. The government of Kerala has also been supporting athletes to buy sports equipments of international quality, assistance to train abroad.

3. SPORTS DISCIPLINE

It shall be the responsibility of the Government and Kerala State Sports Council to promote all sports discipline which is regularly featuring in Olympic, Asian Games and Commonwealth games.

The Kerala State Sports Council has recognised the following sports disciplines till to date:

Athletics	Softball
Aquatics	Kabaddi
Badminton Shuttle	Boxing
Basketball	Mountaineering
Cycle Polo	Canoeing & Kayaking
Cycling	Powerlifting
Football	Chess
Handball	Rowing
Kho-Kho	Fencing
Tennis	Tennikoit
Volleyball	Wrestling
Rifle	Ball Badminton
Table Tennis	Roller Skating
Weightlifting	Body Building
Judo	Tug of War
Archery	Karate
Taekwondo	Throw Ball
Kalaripayattu	Gymnastics
Baseball	Netball
Atya patiya	

3.1 CLASSIFICATION OF GAMES BASED ON POTENTIAL TO EXCEL

Based on the potential to excel in various games at international and national level, the games should be grouped in three categories so as to deploy resources with an intention to achieve the best out from them.

3.1.1 PRIORITY GAMES/ HIGH POTENTIAL GAMES

In this category such sports can be listed in which the current standards are at or close to international competitive standards and where the team or individual is likely to win medals in future. The strategy in these games would be to maintain and upgrade achievements by making use of sports science and other advance techniques. The suggestive list of games in which the state should concentrate may be limited to:-

- a) Athletics
- b) Swimming
- c) Badminton
- d) Volleyball
- e) Cycling
- f) Fencing
- g) Canoeing & Kayaking
- h) Rowing
- i) Shooting

3.1.2 GENERAL CATEGORY/ MEDIUM POTENTIAL

Sports which are included in Olympic, Commonwealth and Asian Games and where there is a proven aptitude but not yet close to international competitive levels.

The strategy in these games would be to improve game specific skills and techniques of players and to upgrade infrastructure and coaching facilities. The efforts would be directed towards ensuring a substantially better performance at national level. The suggestive list of games in this category may be:

- a) Football
- b) Basketball
- c) Tennis
- d) Taekwondo
- e) Handball
- f) Hockey
- g) Wrestling
- h) Table Tennis
- i) Weight lifting
- j) Judo
- k) Archery

3.1.3 OTHER CATEGORY/LOW POTENTIAL GAMES

In this category such sports can be listed which are not covered under priority games and general games categories.

Low potential games where athletes of the state have not performed fairly well but substantial number of athletes have shown interest and the game is popular in the state . The strategy in these games would be to focus on improvement through quality coaching and vigorous efforts.

4. TOTAL PHYSICAL FITNESS PROGRAMME

TPFP which was launched by the state in the year 2007 should be revived. The second phase of TFPF programme should be conducted in both government and Aided schools along with the active cooperation and participation by Department of Public Instruction. Kerala State Sports Council shall take initiative to revive the prestigious programme and should ensure that the programme should have remedial measures once the results of the test are arrived. Special fund allocation shall be made by the government for the remedial measures.

5. DEVELOPMENT OF SPORTS INFRASTRUCTURE

5.1 STATE SPORTS GRID

Government shall plan development of sports infrastructure in the state in a phased manner so that necessary infrastructure is built up over a period of time. The government shall concentrate on the districts which were not identified as the venue for the 35th National games. Priority shall be given to districts which were not national games venues while considering building of the new sports infrastructure, so that quality sports infrastructure is developed uniformly across the state. State Sports Grid would be developed so that maximum people have access to use sports infrastructure.

5.2 SPORTS FACILITIES IN EDUCATIONAL INSTITUTIONS

The policy reiterates the critical importance of sports and games in educational institutions to the achievement of the policy's objectives and seeks to:

- Physical Education and Sports to be made an integral part of the curriculum up to higher secondary education.
- Adequate number of Physical Education teachers to be appointed in each school from lower primary to high school.
- Sports at higher secondary level have come to a standstill due to lack of qualified Physical education teacher and programmes. The state had a rich pool of talented athletes when Pre-degree system was there. But due to the delinking of pre degree and introduction of higher secondary system sports was marginalised and thus resulted in the depletion of the rich pool of talented athletes. Hence Government should create at least one post of Physical education Teacher in each higher secondary School, so as to maintain the continuity of Physical education programmes and sports at higher secondary level.
- Ensure that all the educational institutions in the state should have sufficient playfields.
- Ensure that all the educational institutions both public and private sectors to allocate adequate resources in a time bound manner for infrastructure, equipment and physical education teacher to provide all students with minimum prescribed standard of facilities for a selected sports and games.
- Encourage the managements of educational institutions in both the public and private sectors to optimally utilize their sports facilities by making them available on commercial terms during off hours or weekends to local communities, academies and clubs for regular practice.

5.2.1 SPORTS INFRASTRUCTURE IN SCHOOLS

Sports infrastructure within the school system is not only inadequate; in fact there has been a serious decline. It is intended that:-

- Playfields to be developed in all schools in the state
- At least one game facility to be provided in elementary schools, two games facilities in secondary schools and three game facilities in senior secondary schools should be provided.

5.2.2 SPORTS INFRASTRUCTURE IN COLLEGE

It is intended that:

- Playfields to be developed in all colleges in the state
- At least five games facilities should be provided in all the colleges.
- Multipurpose halls in the colleges would be remodelled for use as indoor stadium for games wherever feasible.

5.2.3 SPORTS INFRASTRUCTURE IN UNIVERSITIES

It is intended to:

- Requisite sports infrastructure would be created in all the universities of the state. National level sports facilities in at least five games would be created/ upgraded in the universities.
- State government would support universities in up gradation of their sports infrastructures either from its own resource or making funds available from Government of India under USIS scheme.
- Faculty of sports sciences with adequate laboratory may be set up in the four major universities in the state.

5.2.4 PPP MODEL FOR DEVELOPMENT OF SPORTS INFRASTRUCTURE

- The PPP model would be used to mobilize additional resource for development and maintenance of sporting infrastructure as approved by the government.
- Sports infrastructure development fund to be opened by the state government with the chief minister as the chairman and Minister for sports as the vice chairman and director of sports and youth affairs as the treasurer.
- 1% Cess on diesel and Beverages may be introduced and the amount thus collected may be deposited in the Sports Development Fund for the development of sports infrastructure in the state and also for the specialised training of the elite athletes of the state.

5.2.5 FOSTERING A SPORTS CLUB

- Kerala State Sports council should encourage the state sports association to set up sports clubs and health clubs in both Rural and urban areas, so as to enable the young and the youth of the state to find a suitable playing environment to meet their playing needs.
- These sports clubs would either create their own facilities or access public or private facilities and shall provide these facilities to the public through suitable schemes like “Pay and Play” or “Come and Play”.
- There are a large number of clubs or private coaching institutions run by private coaches. Several sports persons from these clubs or centres have performed remarkably well at the national and international levels. The Kerala State sports council and the Directorate and Sports and Youth affairs shall provide need based

guidance and financial assistance including introducing the scheme for providing assistance to train these players at these centres.

- Club culture shall be promoted to create a competitive sporting environment in the state. For this purpose a committee shall be set up to suggest a detailed action plan.

6. IDENTIFICATION – SPORTS TALENT HUNT

At present the Kerala state sports council is being conducting sports talent hunt both at school, higher secondary and undergraduate level across the state annually to select talented sportspersons to be admitted to the school, higher secondary and undergraduate sports hostel. The talents are selected by administering APPHERD physical fitness test battery and game specific skill test. It is felt that the present method of identification of talents is not scientific and lacks to test the basic motor qualities specific to the game.

Hence it is suggested to form a ‘Talent Scouting Team’, which shall include a senior coach of the concerned game, GTMT, Sports Medicine doctor, Performance analyst and the Technical officer of the Kerala State Sports Council. The TST team shall conduct the talent scouting in the schools of each district and shortlist the talents to be called for the final centralised screening at KSSC. These candidates shall be made to undergo seven day rigid selection process including medical check up and age verification, and the best shall be admitted to the schemes of Kerala State Sports Councils for further training.

6.1 SPORTS HOSTELS AND ELITE TRAINING CENTRES

The present system of sports hostels run by Kerala State Sports Council need to be revamped totally. The total number of sports hostels in schools and colleges should be limited. These hostels should be monitored with regard to their performance and facilities. Hostels

without proper facilities should be terminated and only performance and quality should be the criteria.

Kerala State Sports Council should encourage Centralized Sports hostel scheme as far as possible and discourage school and college hostel systems. Kerala sports council shall begin elite scheme hostels in Basketball, Cycling, Canoeing & kayaking and Rowing apart from the existing elite schemes in Athletics, Volleyball and Swimming.

Kerala State Sports council should meticulously assess the performance of each of its trainees regularly as a continuous process and should weed out stagnated and poor performers from the scheme through a systematic and scientific process, thus bringing in accountability on part of the athlete and coach.

Kerala State Sports Council shall consider setting up academies in certain games at certain centres considering the popularity of the games and talents in these areas. Kerala state Sports Council shall start innovative schemes to support talented athletes who all are outside the KSSC and SAI schemes. Veteran Sports persons with a flair and aptitude for coaching should be motivated to supervise and guide the training programme of the athletes in the KSSC Scheme.

7. INCENTIVES TO SPORTSPERSONS – CASH AWARDS Etc

Recognition of Medal winning sportsperson and coaches by way of cash award is the most effective way of promoting excellence in sports. Such awards will enhance their prestige and motivate them and their coaches to perform better and to produce results. The committee recommends the following cash award schemes:-

1. To institute Sports Scholarships scheme to meritorious sports persons not included in the schemes of Kerala State Sports Council/ SAI

2. The committee proposes the government to declare the following rates of cash award to sportspersons and coaches for their outstanding performance as mentioned in the table below.

Sl.No	Championship	Medal	Cash Award for Sportspersons	Cash Award For Coaches
1	Olympic/Paralympic Games	Gold	1 core	50 Lakhs
		Silver	75 Lakhs	35 Lakhs
		Bronze	50 Lakhs	25 Lakhs
		Participation	20 Lakhs	10 Lakhs
2	World Cup/ World Championship (Once in 4 Years)	Gold	75 Lakhs	35 Lakhs
		Silver	50Lakhs	25 Lakhs
		Bronze	30 Lakhs	15 Lakhs
		Participation	10 Lakhs	5 Lakhs
3	Commonwealth Games	Gold	50 Lakhs	25 Lakhs
		Silver	25 Lakhs	12.5 Lakhs
		Bronze	15 Lakhs	7.5 Lakhs
		Participation	5 Lakhs	3 Lakhs
4	Asian/ParaAsian Games	Gold	40 Lakhs	20 Lakhs
		Silver	20 Lakhs	10 Lakhs
		Bronze	10 Lakhs	5 Lakhs
		Participation	3 Lakhs	2 Lakhs
5	SAF/ Youth Olympic/Youth Commonwealth/Youth Asian Games	Gold	20 Lakhs	10 Lakhs
		Silver	10 Lakhs	5 Lakhs
		Bronze	5 Lakhs	2.5 Lakhs
6	National Games	Gold	10 Lakhs	5 Lakhs
		Silver	7.5 Lakhs	3.5 Lakhs
		Bronze	5 Lakhs	2.5 Lakhs
7	Nationals	Gold	5 lakhs	2.5 Lakhs
		Silver	3 Lakhs	1.5 Lakhs
		Bronze	2 Lakhs	1 Lakh
8	All India Inter university Championship	Gold	2 lakh	1 lakh
		Silver	1 Lakhs	50000
		Bronze	50000	25000
9	School Nationals	Gold	1 lakh	50000
		Silver	50000	25000
		Bronze	25000	10000

Amount of cash award for each member of position holder team and team coaches will be 50% of the amount to be given to the position holder of individual events. The scope of award shall be suitably increased and notified by the state government from time to time.

ELIGIBILITY CONDITIONS FOR CASH AWARD

- The sports person must have represented the state of Kerala in the nationals in the current year to make him or her eligible cash award in any of the above category.
- Players shall be given award for the past performance of the preceding financial year only. No past award for past performance will be considered.
- The above mentioned rates for cash award shall be multiplied to the number of medals and the cumulative sum total shall be given to the athlete/ sports persons.
- Application should be forwarded to Kerala State Sports Council along with the attested copy of merit certificate for which cash award is being claimed for through the state association concerned.

7.1 FINANCIAL SUPPORT FOR INFRASTRUCTURE DEVELOPMENT AND EQUIPMENT

A new scheme shall be formulated to identify the mother institution of the medal winning sports persons who participated in the international

events. If these athletes qualify for cash award scheme then the mother institution would be given financial support to the tune of 10% of the total award value for the infrastructure and equipment support as an encouragement to produce more sportspersons from those institutions.

7.2 GRADE PROMOTION/ INCREMENT FOR MEDAL WINNER EMPLOYEES

The employees of the state Government who win medals at approved senior nationals shall be given 3 additional increments for gold medal winners, 2 additional increments for silver medal and 1 additional increment for bronze medal. The winners of approved International competitions and National games shall be given grade promotion along with 3 additional increments for gold medal winners, 2 additional increments for silver medal and 1 additional increment for bronze medal.

8. WELFARE MEASURES FOR SPORTSPERSONS

❖ Government shall introduce new scheme to issue complementary pass to travel in the KSRTC Bus to the Medal Winners of Kerala in the International and National Games.

8.1 INSURANCE SCHEME FOR THE SPORTSPERSONS

An insurance scheme for the players would be formulated to insure them against sports accidents, sports injuries and other exigencies.

8.2 PENSION SCHEME FOR EMINENT SPORTS PERSONS

A pension scheme shall be designed to give a clear cut message to all the athletes that they will be given an additional social security by providing an

assured decent monthly pension based on the medals won by them at approved international competitions. The need for assured monthly income through annuity for outstanding sportspersons has become imperative due to the fact that sportspersons spend prime of their youth in pursuit of incentive training, sacrificing other lucrative opportunities which are usually available. This will further attract more youth taking up sports as a career.

8.3 HONORARIUM AND PENSIONS FOR AWARDEES

State Government shall provide honorarium and pension to be given to Arjuna Awardees, Dhyanchand Awardees, Rajiv Gandhi Khel Ratan Awardees and Dhronacharya Awardees from the state in addition to the incentives given by the Government of India.

8.4 ALLOTMENT OF LAND FOR SPORTSPERSONS

The government shall provide free land to sportspersons who has performed well at international competition if they require the same for construction of their house. If the athlete has his own land the government shall provide financial assistance for the construction of the house on a need basis.

9. AWARDS

The Kerala State Sports council has instituted G.V Raja award for the best athletes, Olympian Suresh Babu Life time achievement for the life time contribution by an athlete, Best Coach, Best Physical Education Teacher in both school and college, awards for print and visual media awards. The cash award for the G.V.Raja award for the best athletes may be enhanced to Rs 10 Lakhs and for the best coach Rs 5 lakhs.

The committee recommends the government to institute a cash award of Rs 5 Lakhs for the state association considering their performance and achievement with regard to their athlete's performance every year at national and international award. The Kerala State Sports council shall develop an objective and transparent criteria keeping merit and performance as the yard stick for selecting the best state association every year.

10. COACHING

10.1 SPECIAL COACH DEVELOPMENT PROGRAMME

Special coach development programme would be initiated to keep the coaches updated with the latest trends and techniques in the coaching and training area, so that the coaches are able to discharge the responsibility of training the athletes by analysing their performance.

The programme will aim to develop capacity in the coaches to create the right conditions for learning to happen and to find ways of motivating the athletes to give their best performance.

High performance coaches should be given training in the quality institutions/ coaching centres aboard with financial support.

10.2 ACCOUNTABILITY

A scientific system to evaluate the performance of coaches needs to be developed by the Kerala State sports Council to make the coaches accountable. At present there is no mechanism to evaluate the productive outcome of the coaches and performance.

Performance oriented/Grading System/Incentive Cash award System to be introduced for the Coaches.

The Olympic medalists/participants to be appointed as coaches in the Council on contract basis with a high salary

11. SPORTS AS A VIABLE CAREER OPTION

The government will take steps to develop sports as a viable career option for talented youth. To achieve this government shall provide necessary infrastructure, equipments and exposure to international competitions to the high performance sportspersons. The government shall take all steps to give them a sense of security through awards, government jobs to boost their morale.

11.1 SETTING UP OF KERALA STATE SPORTS SERVICE

The committee recommends to the government to set up Kerala State Sports Service in line with Kerala Police Service/ Kerala Forest service, so that there is a permanent framework and hierarchy for the management of sports affairs in the state. This will help in giving a continuity of the schemes and programmes for the development of Sports in the state.

11.2 SPORTS QUOTA APPOINTMENTS

The government is already having a scheme of giving appointments to 50 outstanding athletes in government service every year. These appointments are made annually on a regular basis. The norms should be transparent and merit alone shall be the criteria for the selection. It is recommended that the total number of appointments may be enhancing from 50 to 100 every year.

The committee further recommends that even though the government makes these appointments on supernumerary posts, relevant amendments shall be made either in the KSR or special rules to declare their probation in line

with other regular employees and eligible increments to be given to these sportsperson on their eligible date annually.

The committee also recommends to the government that on duty leave shall be sanctioned to the sportspersons in the government service for participation in approved coaching camps and competitions starting from district level to international level without having any upper levels for availing such leaves. Necessary amendments shall be made in the KSR and special rules in this regard.

11.3 RIGHT TO EMPLOYMENT TO MEDAL WINNERS IN INTERNATIONAL COMPETITIONS/ NATIONAL GAMES

The committee recommends to the government to start a new scheme called Right to employment to medal winners in approved international competitions/ National Games over and above the existing scheme of sports quota jobs. The qualification for the job shall only be the medals won by the athletes irrespective of their qualification. Special rules in this regard may be issued by the government. This scheme will definitely attract more talented youth to taking up sports seriously and also motivate the existing athletes to perform their best. Further this scheme will help in stopping the draining out of our talented athletes to other state and will in turn make the state the most dominating state in the country in terms of performance.

12. ROLE OF PUBLIC SECTOR UNDERTAKINGS FOR PROMOTION OF SPORTS

Public sector undertakings of the state government have been playing substantial role for promotion of sports in the state. Government shall initiate steps to revamp the role of public sectors in this regard. Selected public sector undertaking would be required to earmark funds for the promotion of sports.

These public sector undertakings would also opt for a game to be promoted in the state by developing their own team. To give focused attention for sports promotion sports board shall be set up in these public sector undertakings.

13. SETTING UP OF STATE INSTITUTE OF SPORTS SCIENCE AND RESEARCH AND SPORTS UNIVERSITY

The committee recommends the government to set up State Institute of Sports science and research being a leading state in sports. The institute will be the leading centre in the country to support high performance sportspersons and integrate sports science and medicine into the training of elite sportspersons.

SISSAR is envisaged as an autonomous institute at par with IIM and gradually emerging as the first sports university in the state.

- SISSAR shall be have three specific roles:-
 - Training of elite athletes and state teams
 - Academic programmes in allied sports sciences
 - Research and Development
- SISSAR will impart scientific training to elite athletes with the support of sports sciences.
- Athletic performance enhancement in the field, physiological reactions and characteristics of exercises, adaptive reactions of the human body, and analyzing the motor skills.
- In addition, through the most advanced research methods, psychological and social factors may be analyzed to maximize the performance of our athletes.

ACADEMIC PROGRAMMES OF SISSAR

The SISSAR will have five Departments under the rubric of sports sciences namely;

- Exercise Physiology
- Performance Psychology

- Performance Nutrition
- Sports Biomechanics & performance Analysis
- Sports Medicine

RESEARCH PROGRAMMES OF INSTITUTE

The secondary responsibility of SISSAR is to have inter disciplinary research. Thus contributing to-new research findings through networks and cooperation with scientists and researchers within the institution and also on an international level.

INTERNATIONAL COOPERATION AND COLLABORATION OF SISSAR

SISSAR will collaborate with German Sports University, Australian institute of sports, English Institute of sports and Victoria University to develop its legitimacy.

The institute will help in bridging the huge gap of qualified personnel in sports physiotherapy, conditioning experts, sports nutritionists, sports psychologists and sports analysts who are an essential part of the coaching team of elite sportspersons.

14. MASS COMMUNICATION

A well thought communication strategy should be planned to raise the level of awareness among masses about sports role in personality development, youth engagement, preventive healthcare, social inclusion and national integrity. Information technology and social media platforms should be used to reach out to the people and encourage them to lead a active and healthy sporty lifestyle.

Publicity and media plays an important role in the dissemination of information, popularization and promotion of sports amongst the masses. The directorate of sports and youth affairs shall bring out a quarterly magazine on sports and physical fitness.

15. USE OF INFORMATION TECHNOLOGY AND CREATION OF SPORTS DATABANK

The Kerala State Sports Council will harness its human resources and infrastructure imaginatively to deliver to the people increased participation, greater inclusion and higher level of excellence in sports. It shall use information technology and modern management techniques to track performance of its coaches, administrators and sports quota inductees on above lines.

Both KSSC and Department of Sports and Youth Affairs shall make extensive use of information technology tools for dissemination of relevant information on matters relating to sports to the various stakeholders, media and public at large.

Kerala State Sports Council and Directorate of Sports shall setup and maintain an interactive website that shall contain necessary up to date information on matters relating to schemes, sports infrastructure, coaches, athletes, club, district sports associations, state associations. The website shall inter alia host information relating to the rules of the various sports disciplines, results of various championships conducted in the state elsewhere and sports infrastructure.

There shall be a data bank of all sports persons along with their performance so as to evaluate their performance on regular basis to achieve excellence in sports. Necessary steps should be taken to computerize the data of all sports persons above the district level.

There shall be a periodic analysis of each sports person by setting targets and evaluating the same. There shall be computerization of records regarding

performance of coaches. Quarterly review and performance evaluation of all coaches should be done to bring accountability in their performance.

A special IT cell will be setup to oversee the implementation of this policy initiative. A unique ID shall be issued to every sports participants and organisers shall be advised to insist on the unique ID number for participation in various sporting activities.

16. SPORTS FOR DIFFERENTLY ABLED PERSONS

The Kerala State Sports Council shall develop affirmative programs for differently-abled to enable them to take to sports with confidence, realise their potential without inhibition and attain glory. Due care shall be taken to ensure that there are sufficient infrastructure, training facilities and competitive events to enable them to participate fully in sports. Tournaments from district level to state level shall be organised.

Conscious efforts shall be made for adapting different sports disciplines to meet the needs of differently abled persons and state sports associations shall take all steps to attain this goal.

The recognition given to the special Games federation, and growing popularity of Paralympics events provide the appropriate opportunity to focus on sports for the differently abled as an essential component of the sports policy. The state sports association representing sports for differently abled will be treated at par with other associations. In addition it is intended to formulate a separate scheme to meet their specialized needs in the area of specialized training infrastructure, training equipments and coaching. The Kerala State Sports Council in association with the state associations shall prepare the annual sports calendar. Apart from this they will also be considered eligible for cash awards at par with other athletes as recommended in this policy.

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SPORTS POLICY 2015

