



सत्यमेव जयते
Government of Gujarat



GUJARAT SPORTS POLICY 2016

Sports, Youth and Cultural Activities Department
Government of Gujarat



Government of Gujarat

GUJARAT SPORTS POLICY 2016

**Sports, Youth and Cultural Activities Department
Government of Gujarat**

Table of Contents

1.	PREAMBLE	1
2.	MISSION, OBJECTIVE, STRATEGY AND APPROACH	2
3.	FITNESS FOR ALL, SPORTS FOR ALL	4
4.	BROAD BASING OF SPORTS	5
5.	SPORTS SCHOOLS & COLLEGES (DLSS)	7
6.	SPORTING INFRASTRUCTURE AND PLAY FIELD	8
7.	EXCELLENCE IN SPORTS	11
8.	SPORTS UNIVERSITY, SPORTS SCIENCE CENTRE & HIGH PERFORMANCE CENTRE	14
9.	KHEL MAHAKUMBH (KMK) AND THE CREATION OF A ROBUST COMPETITION STRUCTURE	16
10.	INCENTIVE STRUCTURE FOR PLAYERS	18
11.	WELFARE FUND FOR PLAYERS	21
12.	MOTIVATION FOR DIVYANG PLAYERS:	21
13.	ROLE OF SPORTS ASSOCIATIONS	21
14.	EMPOWERING LOCAL COMMUNITIES	21
15.	OTHER NEW INITIATIVES	23
16.	GOOD GOVERNANCE AND USAGE OF TECHNOLOGY	25
17.	CONCLUSION	26

1. Preamble

Excellence in sports brings pride to a nation and citizens of the nation help build a healthier and happier society. Sports enhances self-esteem, improves one's image and helps to deal with stress in a better manner. Sports unites the nation by bridging the social and cultural boundaries.

The three C's that wonderfully blend with sports are- Character, Community and Country. All round character building is incomplete without sports. 'जो खेले वो खिले' (The person who plays, shines). Without sports, there cannot be any sportsmanship! It offers a unique opportunity to sharpen skills and develop an all-round personality. Swami Vivekananda said "Instead of studying Gita, playing football will take you closer to heaven".

There is no easier way other than sports to promote brotherhood and community bonding. It is a great leveller and unifier- when playing in a team, the caste, creed or community of teammates doesn't matter. Neither does their economic status. The role of the sports in nation building cannot be emphasised enough.

The "Khel Mahakumbh" has been a giant pro-active step, awakening the citizens of Gujarat to the importance of sports, with the spirit of unity, happiness and social harmony cutting across all age groups and districts. Khel Mahakumbh has witnessed a record participation of lakhs of athletes in the last six years. The participation in this program by the people across various age groups, especially youth, has helped promote physical health and health consciousness. This success has laid the foundation for Gujarat to now detail out a Sports Policy to achieve the above objectives.

Under the scheme of the Indian Constitution, sports is a part of the State list, which means that it is the responsibility of the state to legislate, regulate and take necessary action to develop sports. The unparalleled economic growth of Gujarat, has positioned the state in the ideal position to develop sports as an important part of its culture.

Through this policy, the Government proposes to create an incentivized dynamic sports eco system, based on transparency, effectiveness and irreversibility, with inclusivity and equal opportunities for all. Such a vibrant policy will drive all coherent initiatives, which will achieve the stated objectives. This policy envisages putting in place the six fundamental pillars of sport development, so that the overall Human Performance Index of the state gets a much-needed boost. These six factors are talent identification, talent nurturing, robust competition, infrastructure, incentive to stake holders and revenue.

2. Mission, Objective, Strategy and Approach

2.1 Mission Statement

- Spread awareness of sports across different sections of society, resulting in character building and inclusive development.
- Identify and nurture sporting talent in Gujarat and give them the opportunity to shine in the global sports arena by creating a sports-centric, incentivized eco system for all stake holders.

2.2 Objective

- To create a sporting environment in rural and urban areas, forgetting social discrimination, which would result in creation of healthy society.
- Achieving excellence in sports with special emphasis on Olympic Sports & chess.
- Development of a sporting culture with special encouragement towards traditional sports and fitness methods.
- All round development of personality and improved self-esteem, especially for women.
- Establishing sports as viable industry with a contribution to GDP.

2.3 Strategy

- Broad basing to be inclusive whereas efforts for excellence to be focused. Create a player-centric sports eco system and provide wholehearted societal support to all stake holders
- To bring Government efforts at desirable level till achievement of self-sustenance
- Special emphasis on traditional games for a healthy and happier life eg. Yoga, Chess, Kho Kho, Kabaddi.

- Special emphasis on the research of indigenous methods of physical and mental fitness eg. Yoga and meditation, and its utilisation in different sports
- Encourage private ventures by coaches, trainers, institutions (corporate, schools, colleges) and sports associations to identify talent and establish sporting academics/infrastructure, for nurturing and running a robust competition structure.
- Sport fitness programs to be made universal with a special emphasis on integrating them within school curriculums.

2.4 Approach

The approach of the Gujarat Sports Policy will be aligned to the basics of the National Sports Policy, to ensure all round synergies and maximize results.

Development of sports culture is necessary for social development and enhancement of the state. This new and energized culture will also have a significant economic and commercial potential in sports development. This process will augment the soft power of the state.

3. Fitness for all, Sports for all

All round physical fitness is the foundation for a healthy and happy society and a prerequisite for achieving sporting excellence at a sustainable level. Improving the physical fitness of youth is a rewarding strategy, which not only reduces mortality and morbidity, but also nurtures their sporting and athletic potential. 'Sports for all' is the sequel to 'health for all'.

The Government will come up with incentive schemes for creating fitness awareness through sports and traditional methods, and also assist in the creation of basic infrastructure at public places, parks etc. There will be an awareness drive to promote the general fitness of the masses, especially senior citizens and pilgrims. In addition, specific steps will be taken to improve walking tracks, cycling tracks and provide basic fitness apparatus at public places. Walking tracks and cycling tracks will be developed at pilgrim places, tourist centres and forest areas. Apart from the above to increase general health awareness, lectures, awareness drives, marathons, cycling rallies, cross country races etc will be organized. Adequate emphasis will be given to educate senior citizens about self-care and understanding their physique through traditional fitness methods. Activities leading to public health and fitness will be encouraged. Sports fitness centre will be encouraged in Industrial/Commercial Park.

This will enable bench marking vis-a-vis the five components of health related physical fitness such as cardio respiratory endurance, muscular strength, endurance, flexibility and body composition. A state MIS on fitness will be created, that will be accessible to all so that assessments can be carried out in schools at regular intervals. The appraisal system of Government and semi Government employees will also include fitness level checks. Private corporations will also be encouraged to follow suit.

4. Broad Basing of Sports

4.1 Integrating Sports with the School education system

There has been a large debate in the country on the integration of sports within education, particularly after the 2012 Olympics. Our education system does not provide systematic and complete support to talented athletes; however some schools/colleges have taken the initiative to groom sports persons at their level. Therefore athletes generally have to take recourse to private coaching or rely on Government efforts. Admittedly, a paradigm shift is necessary to create a conducive environment for sports, by providing a proper support system at school, colleges and university levels.

Following steps will be taken in this regard:

Introduction of sports curriculum in schools and colleges:

- i. Sports as a subject will be included in the curriculum, at par with other optional subjects in a phased manner. Guidelines will also be issued for phase wise deployment of qualified PE teachers in the schools. To begin with schools/colleges with requisite infrastructure and qualified PE teachers will be mapped geographically and selected in the initial phase.
- ii. A scheme for the assessment of physical fitness will be introduced in a phased manner. Marks obtained in games/PE activities shall be exhibited in the mark sheet.
- iii. Flexibility of attendance requirement in the case of a sportsmen will be made in schools and colleges. In fact, a player playing school, college, state, national level or attending a camp will be treated as carrying out a state/ national duty. Thus, excellence in sports will be treated at par with excellence in education by awarding marks for sports.
- iv. Sports infrastructure will be standardized at a school level.
- v. As far as possible, no new schools will be sanctioned without a common minimum sports infrastructure/play field as prescribed by the Department of Sport.
- vi. Every student will be encouraged to play at least one game from class 1 to class 9.

4.2 Fast depleting sporting culture in colleges and universities:

While sporting activities at the school level are increasing through private initiatives, there is a need for decisive steps in the approach towards fitness and sporting culture in colleges and universities. In order to achieve the twin objective of excellence in sports as well as the creation of a healthy and fit society, the efforts at school level will have to be complimented with similar efforts at a college and university level.

The following measures will be taken:

- i. All university/ colleges will be encouraged to have a sports team, an annual sports calendar and compete in state/national level competitions.
- ii. It will be made mandatory for the colleges, universities and schools to display information about sporting activities and achievements on their websites.
- iii. Universities/colleges will have full time coaches for core sports and part time coaches to impart professional coaching for other sports.
- iv. Colleges will be encouraged to have sports as subject, for which marks/grades can be counted towards the academic performance.
- v. Admissions in professional courses in Universities and colleges based on sports performance in recognized sports at recognized national/international championships.

5. Sports Schools & Colleges (DLSS)

The best way to achieve the twin objectives of broad basing sports and achieving excellence, is to have 'sports schools' that give adequate emphasis to sports while taking care of the educational needs of young sporting talent identified through a scientific approach. The Government, through the PPP model, will open one 'sports school' in each district to nurture talented athletes. The present education system will be modified to meet the above objectives. Sports will be offered as a subject and emphasis will be on sports, rather than other compulsory subjects.

The working pattern of this type of schools/colleges will be as under:

- 1) It will be a residential and non-residential school/college.
- 2) Players identified in the district through the "Swami Vivekananda Khel Pratibha shodh abhiyan" will be admitted to the sports school. The education and sports training expense of such talent will be borne entirely by government.
- 3) During long periods of absence from school caused due to attending of training camps for playing in tournaments, the student's education will be taken care of through a specially designed module. Evening classes, distance learning, vacation classes will be explored.
- 4) Such schools/colleges will get special recognition under the present education system.
- 5) Sports will be offered as a subject in lieu of some optional subjects. An education system, comparable with the best in the country will be established.
- 6) There will be a strong fitness regime combining traditional fitness methods (yoga, meditation, suryanamaskar etc.) and modern methods
- 7) The students will get a multi sports exposure, and move on to individual sports based on their ability and detailed analysis by the experts.

Private entities will also be encouraged to start sports school or convert existing schools/colleges to sports school/colleges. The grant-in-aid scheme will be introduced to such entities who build infrastructure facilities as per plan in reputed schools and registered sports institutions.

6. Sporting Infrastructure and Play field

6.1 Right to play and Play fields:

Play fields in towns and especially cities are fast vanishing. For children in rural places, the area around them serves as a play field. Whereas for the urban people, fresh air and sunshine are gradually vanishing. Due to confinement within apartments, the children spend their free time on video games, television, mobile phones and the Internet, leading to obesity and other lifestyle diseases that are stressing the health index of the state. Due to academic pressures, the attendance for existing games is decreasing. The impairment of health as a result of this, is a cause of concern. It is necessary to create the right atmosphere and provide the right opportunity so that every child gets a chance to go out and play.

The measures include:

- i. Creating a framework to ensure that common plots/amenities of the society/apartments are used for playing and sporting purposes. Guidelines will be issued in this regard.
- ii. Efforts should be made to provide for at least 2000 Sq. yards of open field at a distance of 2kms to play.
- iii. The sports infrastructure of schools/colleges would be used for sports/health related activities by various communities during pre/post school/college hours.
- iv. Encouraging private trusts to also run such institutions for the multipurpose utilization of land/property. Here the PPP model would be explored.

6.2 Multi-Purpose Utilization of Sporting Facility

One of the key issues is financial sustainability of the sports complex including Sports Complexes of the Government. The Government acknowledges its role in the creation of sports infrastructure and the funding of sports, but at the same time the sports complexes and sporting infrastructure must have sustainability for its long term maintenance and operations. While protecting the infrastructure, its multipurpose usage will be

encouraged for optimum utilisation and sustainability. An ideal situation would be one where for instance, badminton training ends at 9pm, post which the same venue is used for a play/ drama at 9.30pm.

At the same time, the possibility of using government/private properties created for other purposes, as play fields or sports infrastructure during off peak periods will be explored and encouraged.

6.3 Public Private Partnership

PPP model offers an excellent solution for motivating the private sector to offer innovative models for sports development whether it is by way of building infrastructure, talent identification and nurturing, organizing competitions, bringing in world class technological solutions and management practices. This model can bring in state of the art technology for improved asset utilization and bring real time solutions for relevant problem. The model also offers an opportunity to the private sector to go beyond short term financial gains and enter into emerging sectors like sports development and become more socially relevant by enhancing the value of Corporate Social Responsibility, which would cater to the rural area as well.

Under a scheme of government, we can have a joint venture where the Government will contribute the land and/or an initial contribution, while the private sector will raise resources, create a suitable plan, implement the projects on BOT basis and conduct better management that will give a pragmatic and qualitative push to the development of sports infrastructure across the state. This will benefit the citizens directly and indirectly. The Gujarat Infrastructure Development Act is a shining example of this and the same can be extended to sports.

To accelerate the development of sports, the PPP approach can be used to establish educational campus / units / institutions and also highly efficient sports centres.

6.4 Municipal Corporations and Nagarpalika

Municipal corporations cater to large section of the population and need to have their policy on similar lines. They will be encouraged to adopt Gujarat sports policy and introduce code which would include

- Development of sports, on land reserved for PPP model
- To encourage conduction of tournaments
- Player sponsorships
- Open plot allotments for sport purposes using build-operate model
- Encourage opening of training centre at school premises
- Sports to be included in Nagarpalika schools and schools for which land has been provided by Nagarpalika.

6.5 Urban Planning

In developed countries, a soccer stadium enjoys an iconic status. Barring very few exceptions, our cities lack any prestigious infrastructure facilities for sports. Such facilities accessible to all will act as a level playing field for the rich and poor alike and will contribute to inclusive growth. Land requirement for sports complexes will be reserved or earmarked in the Development Plans of Nagarpalika or urban development authorities.

6.6 Rural Sporting Infrastructure

At the rural level, long term planning is feasible. The Government will establish a multipurpose sports complex in every taluka in a phased manner. Hence at least 15 acres of land in every Taluka will be marked for sporting purposes. This area may be in 2 or 3 parcels and the District administration can identify suitable locations for the same in their respective areas. Each village with a population of more than 5000, to earmark a plot upto six acres for play field. This will be under the ownership of village panchayats.

7. Excellence in Sports

Excellence in sports is an important parameter for society. The state needs give priority to sports with emphasis on games played in Olympics, Asian Games and National Games..The State Government will come out with an Olympic Plan for the year 2020 and 2024. The short term and long term goal/target in quantifiable terms will be defined for the sport's governing bodies. The Government also recognizes that there is no short cut in this process. The State Government needs to align its strategy and planning with that of the nation.

7.1 Swami Vivekanand Khel Pratibha Shodh Abhiyan

Government recognizes huge untapped potential of raw talent in the field of sports especially in rural areas. Khel Mahakumbh will be used as an important event for identification of talent. Scientific tests (which measure agility, endurance, flexibility, strength etc) will be conducted on a large number of children of the state (with special emphasis on rural & tribal area girls). Shortlisted candidates out of these tests will be given short term training in sports nurseries (clubs, academies etc). The target group would specially include talent from scheduled castes and scheduled tribes. Players who are finally selected will be admitted to different sports schools for further nurturing. Players will be given a sports code which will be upgraded from time to time based on their performance. Technology will be used to make a database and track the performance of these young players.

7.2 Nurturing talented tribals

The tribal are considered physically more powerful and capable due to factors such as area, atmosphere and their community. Talent identification and specialized training of tribal will be provided in games like athletics, shooting and archery which can yield accelerated results. Gujarat has the longest coastline among all states in the country. The people living in these areas have skills in swimming and athletics. The Aravali Range provides the base for mountaineering training.

7.3 Level Based Training Program:

Creation of infrastructure and imparting systematic & level based training are two sides of the same coin. In fact, there are many success stories of excellence being achieved by dedicated coaches with very little infrastructure. Quality coaching is therefore a primary concern. Unless, we have an effective training system in place at schools, colleges, academies as well as tribal or special areas, the desired results in sports will not be achieved. The Government appreciates the need to have coaches wherever infrastructure is created. The State Government acknowledges the need for evolution of a player, from basic fundamental fitness training to sports specific excellence. This of course, starts from fitness and physical education.

It will be two pronged strategy:

1. Government Driven Mechanism: As mentioned earlier, the young talent will be nurtured through sports schools, where all the needs of the players will be taken care of by the Government.
2. Creation of conducive environment: There are various privately run sports academies. These academies will receive performance linked incentive schemes.

The above strategy, coupled with gradation of the academies will lead to the creation of the hub and spoke model.

7.4 Excellence training:

Under the present scheme for centre for excellence, encouragement to impart excellence training will be provided by S.A.G and private institutions, till the time High Performance Centre is established at Swarnim Gujarat Sports University. Apart from coaching (through PPP model), services of support staff such as sports masseurs, physiotherapists, sports medicine doctors, dietician etc. will be taken extensively to enhance performance. The identified talent will also be sent abroad for foreign training/competitions. Similarly, high performance coaches and trainers from abroad will be invited to train our players and coaches. While doing so, the main focus will be on the identified Olympic sports and chess.

7.5 Human Resource Development:

There have been recruitments under sports quota in State Government, Public Sector Units and Central government in the past. This class of sports people is a rich unexplored

treasure for society. It is not possible to create large pool of talented and experienced trainers in a short span of time. Various schemes (such as encouraging them to come on deputation for limited period to the Sports Authority of Gujarat, running private training centres, associating with government sports training system on a part time basis) will be made operational.

Going forward, the Government through the Sports University will roll out 2 schemes for coach training, where one scheme will look at developing skills of existing coaches and the second scheme will invite people with a sports background to develop their skills further and become trained coaches for various sports. A large pool of ex-players, existing coaches, Vyayam Shikshak having great exposure in sports, PE lecturers from colleges will be prospective coaches. Whereas training would be provided by the sports university, Government will bring in new schemes and Sports Authority of Gujarat will look into their effective implementation and adherence.

An incentive scheme for coaching will be put in place. Also their training centres will receive merit based assistance. Coaching will be categorized from time to time and plans like medi-claim/insurance will be implemented.

7.6 Gujarat Police Sports Unit:

The Government, under technical guidance of the Sports Authority, will establish the center of excellence as a part of the Mission Olympic program, which will run as an autonomous institute by Gujarat Police with the help of Raksha Shakti university/Police Training Centres in line with Army Sports Institute.

The role of this Mission will be as under:

- To select children and talented sports persons from schools or colleges (particularly from rural and backward areas)
- Shortlisted students will undergo sports training in the nursery (short term sports training). The selected students will be admitted in Gujarat Police Sports Unit to undergo rigorous training in sports in the disciplines which have synergy with the police organization.

Close supervision by the sports authority will ensure quality and result oriented coaching.

8. Sports University, Sports Science Centre & High Performance Centre

With a mission to promote advanced knowledge and propagate skill to aspiring sports persons we have established the Swarnim Gujarat Sports University and thus become the epicenter for churning out qualified graduates to provide top quality professional manpower to the sporting industry and educational institutions. Its mission is also to promote sports development with scientific support by building a world-class research center. Attached to the university will be a high performance center for athlete training.

- Graduate and Post Graduate courses in Physical Education and Sports Science.
- Exchange of knowledge in the field of sports.
- GIST (Gujarat Information for Sports and Training).
- World class services in the fields of Sports Medicine, Sports Science, Sports Hydrotherapy, Rehabilitation Center, Nutrition, Sports Neural analysis and Sports Psychology will be available for the players.
- India requires a large pool of coaches and support staff. The Swarnim Gujarat Sports University will offer a complete solution in the form of trained human resource required for development of sports. Vocational courses like BPES and MPES and various courses in sports medicine, sports management, sports journalism, sports tourism, sports fitness management, sports adventure, sports administration, sports psychology coaching, sports massage therapy and team management will be offered.
- The university will also have an innovation and research center for the development of sports techniques, talent identification processes and data analysis, besides the development of sports specific fitness techniques using the traditional system of fitness practices such as Yogasan and Meditation.
- Registration of Sports associations and Coaches will be done and database will be maintained.

High Performance Centre and Sports Science Centre

- The High performance Centre (HPC) will have the latest state-of-the-art facilities and equipment with the intention of establishing itself as a world- class practice model to enhance the performance of Olympic and Para Olympic aspirants.
- World class services in the field of sports medicine, sports science, sports rehabilitation center, sports nutrition, sports neural analysis and sports psychology will be made available to the players.
- The relationship between the Education wing and High Performance Centre (HPC) will be like a medical college and a hospital. A large number of the graduates and post graduates churned out of the university will be like interns at the "Centre of Excellence". Ideas for improvement, with the help of researchers in the university, will be continuously tested on the athletes in the Centre of Excellence, so that new indigenous techniques can be validated.

9. Khel Mahakumbh (KMK) and the Creation of a Robust Competition Structure

Khel Mahakumbh, the sports competition conducted for the last six years has been a giant step in this direction. All the schemes like talent identification, incentives to the schools, clubs, associations, players etc. will revolve around this systematic competition from the village level to the state level. The program can be significantly widened and deepened by the involvement of civic and corporate bodies. Continuous efforts will be made to make qualitative improvements and ensure that the system which nurtures the talent emerging from this mega competition is in place.

9.1 Creation of a robust competition structure:

The State Government recognizes the importance of supporting the State/ National Sports Association for organizing competitions. Schools and colleges will be encouraged to form associations at district, city and state level. Such organizations will be encouraged to conduct events with corporate partnerships. Corporate and other entities will also be encouraged to partner Khel Mahakumbh and other competitions organized by the Government. The above competition structure will throw up new talent year on year, which can potentially represent the state and the country in many national and international events. The best talent will be spotted by sport committees set up by the state High-Performance Center and its network of coaches at various state level academies. The criteria for selection will be objective and clear, to ensure the elimination of favoritism.

9.2 Khele Gujarat-Summer camp:

Khele Gujarat summer camp was organized for players of Khel Mahakumbh recently. During summers, an intensive training will be conducted for Taluka, District and State level winners of Khel Mahakumbh. International coaches in addition to support staff will be arranged at the residential camp at state level. Talented sports persons identified during the camp can be admitted to sports school and can also be given scholarship benefits.

9.3 National & International tournaments:

Hosting an important sporting tournament like Olympics or World cup enables a nation to showcase its culture and history to the entire world. Such events also boost the tourism and economy.

- National/ international level participation of the players at all levels to be supported and encouraged;
- Efforts will be made to organize National/ international tournaments and National Games in Gujarat
- Cash prize/ award for winners in national/ international competition.
- A fund can be set up for promoting the sporting events of national and international stature, which would be initially funded by the Government with contribution from the state sports federations; (through corporate donations and sponsorship) on a model of self-sustenance with a promise of return in the future.

9.4 Organizing Sports League at Regional, Zonal and State level in schools and colleges

Schools and Colleges will be made in charge of organizing sports leagues in various sports at Regional, Zonal and State level. Cash prizes will be given by the government. Efforts will be made to provide a competitive structure for high performing players from the league. Institutions will be encouraged to develop sports league with corporate sponsorship/donations.

10. Incentive Structure for Players

10.1 Special provision for jobs and admission into professional courses for players with extraordinary achievements

The Government of Gujarat will roll out various scholarships and incentives to attract the youth to take up a career in sports. The biggest worry for the parents and sports persons pursuing a career in sports is job security. The Government will ensure that high performance athletes are given jobs so that they can concentrate on sports.

The following schemes will be introduced:

- i. Class I jobs to be offered to Olympic medal winners, Asian Games Gold medalists who are domicile of Gujarat.
- ii. Class II jobs to be offered to the silver and bronze medalists of Asian games who are domicile of Gujarat.
- iii. 2% of Group C of the total recruitment in Government to be reserved for meritorious sports persons who are domicile of Gujarat and who are medal winners in national championships or who have represented India in international championships organized by recognized sports federations in recognized sports. Detailed guidelines regarding the eligibility would be issued by the government.
- iv. Gujarat Sports Service (Gujarat Ramatgamat Seva): A separate cadre for people appointed in sports will be created so that their services are properly utilized for development of sports at a later date. They will manage the sports eco system in the state. The Swarnim Gujarat Sports University will devise an extensive special training module for managing sports in the Government.
- v. 2% of the total seats in the colleges including professional courses such as engineering, medical and other colleges will be reserved for meritorious sports persons who are domicile of Gujarat(admission on the basis of excellence in sports with minimum cut off to be defined).

10.2 Cash Prizes:

It is necessary to reward the players, coaches, associations, NGOs, schools and colleges supporting an athlete and promoting sports. While the heart and soul put in by all stake holders cannot be equated with money, a reward will encourage every stake holder to achieve higher. The holistic scheme put in place for the first time during Khel Mahakumbh will now be extended to performers of other competitions. The prize money offered will be comparable with the best in the country and there will be an incentive for coaches/academies training these players.

10.3 Revamping of Shaktidoot scheme:

Scholarships will be made available to select top athletes that are selected from the various training modules by a selection committee comprising of coaches, management and sports authorities. The training of these athletes will be completely sponsored by the government in order to develop sportsmen who will represent India in international sports meets. The present scheme of Shaktidoot is being revamped to have different categories of players.

10.4 Scholarship schemes:

Currently 1400 players are being provided scholarships (food and tour expenses) under non-resident Centre of Excellence. (A resident Excellence Academy will be established)

10.5 Incentives to other stake holders:

- The schools, college, clubs or any other entity grooming the player will be awarded by way of an incentive and grant, based on the performance of the player.
- Schemes for encouraging people to form sports clubs at rural, community groups, taluka level or city level will be introduced.
- The schools, clubs, colleges, universities and associations will be given special rewards/grants for achieving excellence in sports.
- Organizations recruiting sports persons (eg. Police Department etc) will be encouraged through performance based schemes.

10.6 Encouragement / Motivation to Private Centre of Excellence:

As mentioned earlier, the academies, schools, clubs, coaching centers capable of producing national and international champions will be recognized as Centers of Excellence and a special grant and other assistance will be provided. The privately run academies will be graded. Nagarpalika, Universities, schools, associations and private academies will be encouraged to create and upgrade their academies. The present scheme of Centre of Excellence will be revise to compensate expenses of these centers for round-the-year high performance training.

11. Welfare Fund for players

It is proposed to set up, a Gujarat Sports Welfare Fund, the interest of which can be used for welfare of sportsperson. Corporates will be encouraged to give project based donation, exempted u/s 80G. Eminent persons from different walks of life will be invited to be a part of the management of this fund whose main objective would be welfare of ex-players.

12. Motivation for Divyang players

Special Khel Mahakumbh was organized along with Khel Mahakumbh for Divyang players. They should be provided with opportunities in order to display their talent. Winning a medal or a cup is a great gift to our country. Invariably, success in these games is linked with national pride. Special provision will be earmarked in the budget for Divyang players (including participation in tournaments; incentives on achievements).

13. Role of Sports Associations

The Government acknowledges that associations have an important role to play in development of sports. Institutions working towards sports management, training and research will be encouraged for their contributions. Participations of boards and associations in this regard with relevant organizations will be augmented as well as transparency will be brought in their functioning.

14. Empowering local communities

Universalization of sports will not be fully successful if sports is only managed centrally. Better facilities, more funds and better equipment can create conditions for change. In this, along with the Government, Municipal corporations and Panchayat bodies, corporate, NGOs and civil society groups interested in sports development, can play a significant role. Here, instead of a command and control approach, the Government

intends to play the role of a facilitator. At the district level, the District Sports Development Council will be made with a Mamlatdar, senior officials from the police, forest department, DDO, a representative from the local sports association, local eminent sportspersons, Vyayam Shikshak, Physical Education Coaches or Director (sports) of the colleges/Universities, representatives of Swami Vivekananda Mandal and Mahila Mandal and Local Sports Officers. The same will be extended at Municipal Corporation, Prant and Taluka Level. Similarly, for promotion of sports in schools and colleges, encouragement will be given to form local bodies. For development of sports & fitness related activities, a committee in each village will also be formed. The sporting infrastructure can also be developed from Central sponsored schemes/MP/MLA Local Area Development Scheme.

Involvement of Corporate/Public/Non Resident Indians

Corporates would be encouraged to set up a corpus so that budding sportspersons can get constant world class training opportunities along with other facilities. This can be a part of their CSR. Likewise, NRIs who never shy away from helping their motherland can contribute in the same way or even by sponsoring tournaments and help create sporting infrastructure in their villages.

Corporate will be encouraged:

- To adopt players who can reach international levels
- To develop sports infrastructure and be actively involved in its management
- To support tournaments and sports leagues
- Non-residents Indians to be encouraged to organize sporting events in their villages/towns
- Partnership with the Government to be encouraged for sports related CSR activities

15. Other New Initiatives

15.1 Water Sports

Gujarat has a long coast line with rivers and lakes. There is natural bounty of talent for various water-sports in the state. Special academies will be established for water sports in the state.

15.2 Sports Manufacturing Park

Our country can become a major sports goods manufacturer. For this it can be arguably said that Gujarat can become a dominant state with cheap and skilled craftsmen available in the country. Sports equipment produced with advanced technology will boost Research and Development in the sports industry, state will create new opportunities and amplify the speed of development in the sports.

15.3 Categorisation of Sports

In modern days, many sports are being played. The State Government needs to prioritize the games, especially for excellence and reward, based on the performance and potential of the state and nation.

15.4 Encouragement to traditional games:

All over India and Gujarat in particular has a great heritage, culture and also its own traditional games. These games generally do not require any equipment and are easy to play. These games can be learnt very quickly. We need to take them to the next level by extending state support. A committee will be set up to study and suggest an action plan to promote such sports.

15.5 Sports Tourism

The state has the advantage of a long coast line with many lakes, rivers and canals. The state will develop tourism using these natural resources. Infrastructure around water bodies will be developed to serve the dual purpose of developing sports tourism and excellence.

15.6 Beach Sports

Using natural resources, beach sports should be developed from the point of view of developing tourism as well as driving excellence.

15.7 Adventure Sports:

The importance of adventure sports in a human's life is immense. There will be a long-term action plan to develop mountaineering institutes and to undertake other adventure activities in a big way. A working group will be formed to work out a detailed strategy in this regard.

15.8 Vibrant Gujarat India Sports Summit (VGISS)

VGISS, is a means to attract global stakeholders to interact with the state functionaries in promoting sports development. Such a summit will bring in new ideas and business in the field of sports. The summit will aim to bring together notable sports persons, administrators, business and industry, investors, speakers from the global sports industry and international organizations, media owners, advertisers and marketers and league owners on one platform. An exhibition to show case sports products and concepts will be organized as part of the summit.

16. Good Governance and Usage of Technology

The implementation of any policy depends on transparency of systems, merit rulings and the integrity of people administering the system. Our goal specifically would be merit based selection to sports bodies, transparency across all facets, and strict enforcement of accountability and greater participation of people with proven achievements in sports. The government will undertake the required steps to ensure principles of good governance in sports administration. Guidelines will be issued for regulation of sports in public interest. The need to regulate sports arises out of several considerations such as the need for eradication of doping, prevention of fraud, prevention of child abuse and sexual harassment, protection of gender equality, prevention of betting and gambling, banning of dangerous sports and addressing anti-trust and competition policy issues related to sports. Mechanism for addressing grievances of the stake holders will also be established.

Basic universal principles of good governance and sports movements will apply to all activities, agencies and administration. Steps will be taken to ensure that the conduct of sports bodies in the state will be governed by clear, transparent and fair rules. Guidelines will be issued to ensure that there is no conflict of interest. The best national and international practices will be followed in this regard.

All schemes will be player centric and there will be machinery for the redressal of grievances in a time bound manner. This machinery will be vested with the authority to speedily sort out grievances.

The Government will review and revise the grant in aid policy so that it is in alignment with the goals and objectives set forth by this policy, and also to enforce the accountability of the grant receivers. The Government will also fix measurable objectives for every agency getting a grant in aid from the Government for carrying out sports activities.

Technological support

Newer technologies are emerging with rapid speed. India has leap-frogged generations in technology in several economic fields. The time has come to use technology advancement to the fullest use which includes the multipurpose utilization of sports facilities, sports medicine, sports specific physiological analysis, data management and analysis, payment system etc. The Sports University will take up extensive research; suggest ways and means to use technology for advancement of sportspersons and enhance efficiency in all segments evolving a dynamic sports eco system.

17. Conclusion

The policy will have an all-round impact on the emerging sports paradigm with the government playing a pivotal role with active participation from supporting institutions, communities and corporates. This calls for the widest possible participation at all levels and the policy needs to be an enabler for this. This policy therefore will be path breaking, and become a land mark in the development of Gujarat.

CONTACT DETAILS

Designation	Address	Email ID & Phone No.
Secretary Sports, Youth & Cultural Activities Department	Block No 2, 8th Floor, Gandhinagar - 382010 New Sachivalaya	secsyc@gujarat.gov.in Phone: (079)23251371
Director General Sports Authority of Gujarat	Sports Authority Of Gujarat, Block No: 14, 3rd Floor, Jivaraj Mehta Bhavan, Gandhinagar - 382010	dg-sag@gujarat.gov.in Phone: (079)23254791
Commissioner Youth Services & Cultural Activities Department	Commissioner Office, Youth Services & Cultural Activities, Block No: 11, 3rd Floor, Jivaraj Mehta Bhavan, Gandhinagar - 382010	commi-synca@gujarat.gov.in Phone: (079)23254095
Vice Chancellor Swarnim Gujarat Sports University	Swarnim Gujarat Sports University, Govt. Commerce College, Sector-15, Gandhinagar - 382010	vc.sgsu@gmail.com Phone: (079)23288604 23288364
Joint secretary (Sports) Sports, Youth & Cultural Activities Department	Block No 2, 8th Floor, New Sachivalaya Gandhinagar - 382010	jt-secsyc@gujarat.gov.in Phone: (079)23254672



**Sports, Youth and Cultural Activities Department
Government of Gujarat**