

**SPORTS, YOUTH & CULTURAL
ACTIVITIES DEPARTMENT**
Government of Gujarat



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ACRONYMS

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CoE	- Centre of Excellence	LEED	- Leadership in Energy and Environmental Design
CSR	- Corporate Social Responsibility	LTAD	- Long Term Athlete Development
DLSC	- District Level Sports Colleges	MoU	- Memorandum of Understanding
DLSS	- District Level Sports Schools	MSME	- Micro, Small & Medium Enterprise
DSCC	- District Sports Coaching Centres	NADA	- National Anti-Doping Agency
DSO	- District Sports Officer	NFT	- Non-Fungible Token
EMRS	- Eklavya Model Residential Schools	NGO	- Non-Governmental Organisation
GoI	- Government of India	NSF	- National Sports Federation
HPC	- High Performance Centre	NSNIS	- Netaji Subhas National Institute of Sports
HPD	- High Performance Director	PDP	- Professional Development Programme
IBSA	- International Blind Sports Federation	PED	- Performance Enhancing Drug
IOC	- International Olympic Committee	PET	- Physical Education Teacher
ICSD	- International Committee of Sports for the Deaf	PPP	- Public Private Partnership
IoT	- Internet of Things	SAF	- South Asian Federation Games
IF	- International Federation	SAG	- Sports Authority of Gujarat
IPC	- International Paralympic Committee	SAI	- Sports Authority of India
IT	- Information Technology	SGFI	- School Games Federation of India
KMK	- Khel Mahakumbh	SGSU	- Swarnim Gujarat Sports University
KPI	- Key Performance Indicators		



VISION



Leveraging sports as a vehicle to achieve multi-pronged benefits to society including improved health & well-being of the citizens, excellence of sportspersons from the State at the global stage, growth of sports manufacturing and sports tourism in Gujarat.

OBJECTIVES



The Policy aims at achieving the following key objectives:

- Promote Sports for All
- Build a fit, healthy & active Gujarat by creating a vibrant Sports culture
- Enable the athletes from the State in winning medals at national and international sporting events and competitions
- Achieve national leadership in promotion of Sports Nutrition, Sports Medicine and Sports Science
- Ensure Good Governance and Administration for promotion of Sports

POLICY TENURE AND FOCUS AREAS



The tenure of the Policy shall be for 5 years from the date of promulgation. The Policy has a focus on 13 key areas which cover the range of initiatives that will be implemented towards the development of sports ecosystem in the State:



01 GOVERNANCE AND ADMINISTRATION

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In order to achieve the policy objective of creating a vibrant sports culture in Gujarat, a robust governance and administration structure is required. Collaboration and coordination among various concerned entities is necessary to further improve management and administration of sports ecosystem in the State. Thus, standardisation of administrative processes and a clear demarcation of roles and responsibilities is being designed to increase accountability, coordination, and transparency.

- **Sports, Youth and Cultural Affairs Department**

The Department is the foremost Authority in the State pertaining to matters of sports governance. It administers sports activities in the state, provides approvals and ensures that the sports activities in the State are governed in a transparent manner.

- **Sports Authority of Gujarat (SAG)**

SAG is the nodal agency responsible for implementing and monitoring the sports schemes and planning of sports infrastructure across the state. The Authority monitors implementation of schemes and initiatives, and acts as the single point of contact for various stakeholders of the sports ecosystem in the state.

- **Sports Associations / Federations of Gujarat**

Conduct of training camps, hosting competitions of state, national and international level come under the purview of the respective Sports Associations / Federations of the State. In order to further advance their respective contribution

towards participation and promotion of sports, the Associations and Federations will be encouraged to conduct more sporting events with support from Government through increased financial and infrastructure support. Guidelines will be issued for close interaction and collaboration between SAG and Sports Associations / Federations in the State.

An IT-enabled robust governance mechanism shall be implemented to support the various stakeholders in a transparent, fast, paperless and hassle-free manner. A dedicated portal will be created to track and monitor the grievances, fund disbursement modalities, awards, and all other information relevant to the development of sports ecosystem in the State.

A unique IT framework to be implemented ensuring time-bound, paperless and transparent governance of Sports in the State

02 SPORTS INFRASTRUCTURE

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The State will provide one of the most conducive environments for the athletes to excel. In this regard, several sports infrastructure projects will be set up in a phased manner at all levels enabling access and larger participation in sports. New Sports Schools and Colleges, Sports Complexes, Centres of Excellence and High Performance Centres will be built in the State. The development of this infrastructure will provide a pathway to the athletes and allow for the proliferation of both elite and grassroots sports across the State.

In addition, SAG will also undertake assessment of the existing sporting infrastructure in the State and take up initiatives to upgrade the same in a phased manner to make the same compliant with national/international standards, as applicable. All key upcoming and existing sports infrastructure will also be insured to safeguard against potential losses.

Existing sporting infrastructure in the State will be upgraded as per national/ international standards in a phased manner for hosting events



Sports University

- Sports Physiology
- Sports Medicine
- Sports Psychology
- Sports Management
- Sports Journalism
- Sports Administration
- Sports Physiotherapy
- Sports Science
- Sports Nutrition
- Sports Biomechanics
- Physical Education

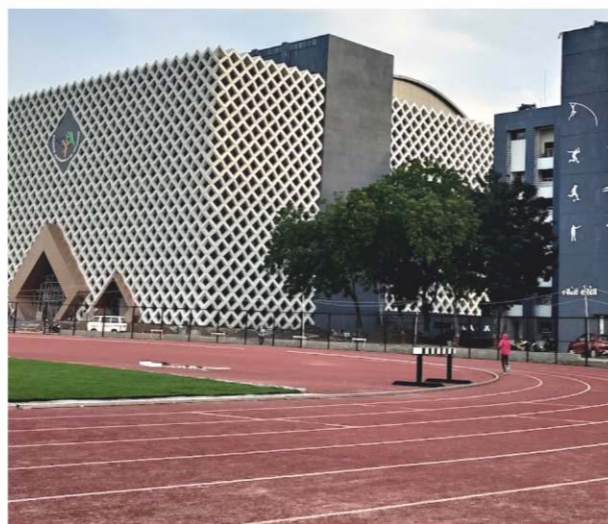
• • **Sports Schools and Sports Colleges**

Sports schools allow for engagement of kids with sports and physical literacy at the grassroots level. There are 39 existing District Level Sports Schools in Gujarat supported by SAG which have curricula with focussed sports modules. In addition, there are more than 240 schools across the State supported by the In-School scheme of SAG. Each of these schools have playfields and a framework to introduce the students to various sports. SAG envisions to increase the number of schools under both DLSS and In-School Schemes to take sports to a wider number of young athletes at the grassroots.

Once athletes graduate from sports schools, it is imperative for them to continue their sporting development so that the Long-Term Athlete Development (LTAD) lifecycle can be complete. To facilitate this, Sports Colleges will be set up in all regions of the State in a phased manner.



Sports Colleges will be set up to facilitate the journey of Long-Term Athlete Development for the students passing out from Sports Schools



• • **District Sports Centre**

District Sports Centres will be set up in each of the 33 districts in the State in the next 2 years either by new construction or through the upgradation of existing facilities. These District Sports Centres will have professional standard sporting facilities for the budding sportspersons to train.

District Sports Centres will be set up in each District of the State in a phased manner in the next 2 years

• • **Centres of Excellence (CoE)**

As athletes start participating and performing at state and national level competitions, they require advanced training facilities and specialised coaching support. 8 CoEs will be set up across the State with multi-disciplinary facilities to provide this support to the athletes.

• • **High Performance Centres (HPC)**

HPCs will provide support to elite athletes with international standard training facilities. 4 new HPCs with one HPC specifically for para-athletes will be set up in the State.



These HPCs will have state-of-the-art infrastructure, equipment and training support for elite athletes to train. These HPCs will have specialised team of Physiotherapists, Psychologists, Nutritionist, Strength & Conditioning Coaches & Sports Analysts to plan personalised training and development pathways for individuals. These HPCs will ensure that all the training requirements of the athletes are met at facilities within the State.

4 new High-Performance Centres and 8 Centres of Excellence to come up in the State



• • **Sports University**

Swarnim Gujarat Sports University will play a pivotal role of providing sports education, research opportunities and sports science support to the athletes. Courses in disciplines such as sports management, sports journalism, sports law at the university will serve as career opportunities for sports enthusiasts.



The University will also support in developing programmes and frameworks to identify sporting talent. The University will also undertake research programmes and extend services to provide expertise and guidance for sports excellence. The University will provide support to the athletes in the areas of Sports Physiology, Sports Medicine, Sports Psychology, Sports Management, Sports Journalism, Sports Science, Sports Nutrition, Sports Biomechanics and Physical Education.



03

PROMOTING 'ATMANIRBHARTA' THROUGH SPORTS GOODS AND EQUIPMENT MANUFACTURING

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The State Government will promote and incentivise the production of sporting goods, equipment, and apparel in the State. A dedicated sports manufacturing cluster will be set up with a vision to make sporting goods available to aspiring athletes from across the country at affordable prices, reduce dependency on imports and create new employment opportunities. The State's geographical location also makes it an attractive destination for export-oriented units which assume a significant portion of the sports goods manufacturing sector.

Linkages will be facilitated with the existing industries in the state such as textiles. The manufacturing units shall be eligible to receive the incentives as provided in Annexure-1 of the Policy. These incentives are as per the prevailing

Industrial Policy of Gujarat and shall be administered through the Industries and Mines Department, Government of Gujarat.

These incentives will enable sourcing of high-quality raw material and managing low operational costs which will help the businesses to stay ahead of the competition from imports.

Gujarat to set up a unique cluster dedicated for sports goods, equipment and apparel manufacturing

04

ENCOURAGING PRIVATE SECTOR PARTICIPATION IN SPORTS

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Gujarat is home to some of the biggest corporate houses in the country. It is the intention of the Government to empower such corporates to become stakeholders in the development of the sports ecosystem of the State. The Government will form strategic partnerships with interested companies with a view to establish a network of corporates across the State which are working collaboratively with the Government towards the development of the sporting ecosystem.



• • Public Private Partnerships

With a vision to promote sports infrastructure in the State, the Department will come up with a comprehensive Public Private Partnership (PPP) Guidelines for engaging with the private sector. PPP will be used to develop new HPCs and CoEs to bring in private sector efficiencies and expertise in setting up world-class sporting facilities in the State. PPPs will also be encouraged for professional management of various District Sports Coaching Centres (DSCC) in the State.

Viability Gap Funding support will be extended to the private sector for setting up and operationalisation of sports facilities to promote sports coaching and training activities. SAG will map existing and upcoming private sector sports facilities and collaborate with the operators to optimise their utilisation so that the sports facilities are accessible to both amateur as well as professional sportspersons across the State.

PPP will be promoted to bring in private sector efficiencies and expertise in professional management of sporting facilities

• • CSR initiatives

The State Government will collaborate with various corporates to facilitate CSR spending towards the development of sporting ecosystem in the State. This will be done through spreading awareness and creation of specific project profiles for consideration of the Corporates in various areas such as infrastructure development & maintenance, trainings & competitions, grassroots development, sports science & nutrition etc.

05

INCENTIVES, REWARDS AND SUPPORT TO ATHLETES

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Recognising the achievements of athletes and support personnel is imperative to celebrate and promote sports. The following incentives and rewards shall be institutionalised in the State:

• • Cash awards for sporting excellence

The State Government will further broaden the gamut of competitions eligible for cash awards, and also increase the quantum of awards for both individual and team sports with an endeavour to become the leading State in the country in terms of rewarding athletes for success at various sporting competitions. The following competitions shall be eligible for rewards:

Gujarat will become leading State in the country in terms of rewarding sporting excellence at national/ international level

SI	Event / Competition
1	Olympic Games / Paralympic Games / Deaflympics
2	Asian / Para Asian Games
3	Commonwealth / Para Commonwealth Games
4	World Cup / World Championship / Para World Cup / Para World Championship / World Championship or World Cup for Deaf - held quadrennially
5	Youth Olympic Games
6	Youth Asian Games / Commonwealth Games
7	World Cup / World Championship / Para World Cup / Para World Championship / World Championship or World Cup for Deaf - held biennially
8	World Cup / World Championship / Para World Cup / Para World Championship / World Championship or World Cup for Deaf - held annually
9	IBSA World Games
10	Special Olympics International
11	World University Games / Championship
12	Asian / Commonwealth Championship / Cup including Para Sports - held quadrennially
13	Asian / Commonwealth Championship / Cup including Para Sports - held biennially
14	Asian / Commonwealth Championship / Cup including Para Sports - held annually
15	Junior / Youth Asian / Commonwealth Championship / Cup including Para Sports - held quadrennially
16	Junior / Youth Asian / Commonwealth Championship / Cup including Para Sports - held biennially
17	Junior / Youth Asian / Commonwealth Championship / Cup including Para Sports - held annually
18	SAF Games
19	SAF Junior Games
20	National Games / Para National Games
21	National Championships / Para National Championship / Deaf Sports Nationals
22	Khelo India
23	National School Games
24	Deaf Sports National
25	Blind Sports National
26	Special Olympics National

Cash awards will be given to medal winners of sports which are part of the Olympic Games or Asian Games or Commonwealth Games, which are recognised by International Olympic Committee (IOC) / International Paralympic Committee (IPC) / International Committee of Sports for the Deaf (ICSD), Olympic Council of Asia (OCA), World Chess Federation (FIDE), International Blind Sports Federation (IBSA) or Special Olympics International, International University Sports Federation (FISU) as the case may be. In addition, cash prizes will be given for not just winning medals but participation in all the major international sporting competitions.

With regards to the cash awards for National level competitions, competitions or events organised by the respective NSFs recognised by Ministry of Youth Affairs and Sports, Government of India, as well as Indian Olympic Association (IOA) will be eligible.

• • **Incentives for promotion and participation in sports**

Key incentives that aim to benefit various stakeholders in the sports ecosystem through dedicated funding, grants, and institutional support are mentioned below:

- To promote the creation of sports academies across all districts of the State, a scheme will be formulated to render support to individuals and organisations setting up

Insurance and Mediclaim support will be provided to beneficiaries of sports schemes in the State

In addition to the medalists, the State will also reward athletes for participation at major international sporting competitions



private sports academies by matching the quantum of capital and recurring support provided by various GoI schemes such as Khelo India etc.

- An insurance scheme will be formulated to insure players against sports injuries, sports accidents, and other exigencies. The Scheme will provide support to beneficiaries of current sports schemes of Government of Gujarat such as DLSS, Shaktidoot and in-school scheme.
- Support will also be extended to students pursuing sports in line with the provisions under the National Education Policy

• • **State Sports Awards**

The State Sports Awards, an annual event, will be organised on a day recognised as 'Sports Day' in the State, ensuring concurrent disbursal of awards. The following awards will be given to various individuals excelling in the field of sports:

- Khel Pratibha Puruskar – awards for winning medals and participation at International and National competitions
- Outstanding Performance in Special Games
- Lifetime Achievement in the Promotion of Sports
- Excellence in Sports Journalism
- Excellence in Coaching



• • **Training and Competition Support to Athletes**

Elite athletes from the State will be provided with support for pursuing their sporting journey for participation in respective competitions. The athletes representing Gujarat in various National level competitions will be given facilities and benefits for training and participation at par with that provided by the Ministry of Youth Affairs and Sports, Government of India for National Campers.

• • **Existing Schemes under Sports Authority of Gujarat**

Existing schemes such as Shaktidoot Scheme, District Level Sports Schools, In-school scheme and others have played a major role in the development of sports in the State. The Government will plan to extend these schemes

to get increased number of athletes under the umbrella of the schemes and the time period of the schemes will be extended, as required, to provide support to each athlete throughout an Olympic cycle.

• • **Employment Opportunities**

As a result of various interventions under the Policy, a multitude of new job opportunities will be created at DSCC, District Colleges, CoE, Sports University etc. for PE teachers, coaches, sportspersons, sports science professionals. Similarly, the growth of sports goods manufacturing industry in the State will provide direct as well as indirect employment opportunities.

In addition, the State Government has established policies and procedures for hiring meritorious sportspersons in administrative and governance roles across different departments. This scope shall be further expanded to enable direct recruitment of medal winners in National and International level competitions, and detailed guidelines will be issued by the respective administrative Department as per the prevailing policies of the Government from time to time.



06 SPORTING COMPETITIONS AND EVENTS

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The State Government will collaborate with the relevant stakeholders to chalk out a detailed long-term event hosting strategy that will help inspire the aspirants from the State, enable a healthy and active society, provide a source of entertainment, and build a long-term legacy of sports development in the State.

The State Government will encourage hosting of major events of national importance in the State such as National Games, Khelo India, National Championships of individual sports, etc. The State Government will collaborate with the Ministry of Youth Affairs and Sports, Government of India and engage actively with the State Sports Associations, National Sports Federations (NSF) and International Federations (IFs) for hosting their respective sporting events in the State.

The State Government would also engage with International private entities who hold the rights of commercial sports IPs across the world to host their events in the State. To enable this, SAG will map existing sports infrastructure facilities across the State to determine sporting events which can be attracted to the State, and also plan for setting up additional facilities on the basis of gaps identified.

The State will also attract non-conventional games such as World Chase Tag, Ironman, and similar others which are popular amongst the youth.

Khel Mahakumbh will be Asia's largest grassroots sports talent identification and development programme

Professional and grassroots sports leagues will be promoted for proliferation of sporting spirit.



The State Government will reach out to citizens across the State through sporting competitions under Khel Mahakumbh (KMK) at Taluka, District and State level. KMK will also serve as the competition for selecting the State teams for participation in National Games and respective National Championships. The winners of Khel Mahakumbh events shall be funnelled into the sporting excellence programme and tracked for their development journey to ensure that no winner is left behind.

The State Government will also support and encourage the establishment and conduct of professional and grassroots sports leagues in the State.

No winner to be left behind - Each Khel Mahakumbh winner will be tracked for their development journey and integrated with the sports excellence programme

07 EXCELLENCE PROGRAMME

A focussed approach and framework is envisaged to inculcate sporting excellence amongst the elite athletes and aspirants in the State. The framework will be designed for each sport based on its specific requirements in consultation with the respective DSOs, Coaches and Officials along with the collaboration of State Sports Associations.

• • Focus Sports Programme

Targeted interventions will be introduced for achieving sporting excellence in Focus Sports through a Sports Prioritisation framework. The Focus Sports Programme will be a phased initiative with initial beneficiaries being the sports that are part of the Olympic / Paralympic Games, Asian / Para Asian Games, and Commonwealth / Para Commonwealth Games. The subsequent phase of the Programme will include additional sports identified based on the demand, status of the sport on the international stage, local popularity of the sport and infrastructure feasibility.

The timelines and the guidelines for the framework shall be deliberated with key stakeholders in the State's sporting ecosystem towards creating sporting champions for long-term success.

• • Elite Athlete Development Programme

The State Government will adopt a focussed approach in inculcating sporting excellence amongst the elite athletes and aspirants to enable them to perform at the highest potential:



01

Long-Term Development Pathway

The programme will support potential athletes in their entire sporting journey including in terms of sports science, rehabilitation, sports medicine, analytics and other technological development that may aid in improving their performance. This framework for achieving elite-level success shall provide equal opportunity and benefits to female, para and special athletes.

The framework will define the journey of a potential athlete starting with In-School Program which will be a space to get introduced to the basics of sports and learn the fundamentals in a fun and interactive manner. The Learnings and Trainings module will cover the educational and sporting support provided to the aspirants and highly talented athletes through District Level Sports School / College and Sports Adopted Schools. The Competitive Participation phase will define the journey through Centre of Excellence (CoE) / High Performance Centre (HPC) which will train the elite athletes with the best-in-class methodologies and infrastructure.

ELITE ATHLETE DEVELOPMENT PROGRAM



MULTI-TIERED TALENT IDENTIFICATION FRAMEWORK



KEY HIGHLIGHTS OF THE POLICY

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 <p>Sports Goods Manufacturing</p> <p>Gujarat to become the first state in India to set up a sports goods manufacturing cluster</p>	 <p>Cash Awards</p> <p>Athletes & para-athletes to be given equal and leading awards</p>	 <p>Sports Infrastructure</p> <p>New sports infrastructure in Gujarat to be of Olympic standard</p>	 <p>Coach Pathway</p> <p>First-of-a-kind coach accreditation and coach career pathway programme</p>
 <p>Grassroot Sports</p> <p>Khel Mahakumbh to be Asia's largest grassroots sports talent identification and development programme</p>	 <p>International Events</p> <p>Multiple single and multi-sport international events to be organised in the State</p>	 <p>Data Analytics and Sports Science</p> <p>Data-analytics & Sports science modules to be implemented through Sports University</p>	 <p>Athlete Welfare</p> <p>Dedicated athlete welfare programme to be launched in the State</p>
 <p>Para-Sports</p> <p>Gujarat to set up India's first para-athlete focussed HPC</p>	 <p>High Performance Centers</p> <p>Four new world-class High-Performance Centres (HPCs) to come up in Gujarat</p>	 <p>Tribal and Indigenous Sports</p> <p>State to have dedicated programmes to promote sports among tribal and indigenous people</p>	 <p>Sustainability</p> <p>Carbon neutral sports infrastructure and net zero sports events to be planned</p>
 <p>Sports Leagues and Competitions</p> <p>Amateur and professional state sport leagues to be organised across various sports</p>	 <p>Sports Incubator</p> <p>A first-of-its-kind incubator for sports sector start-ups to be set up in the State</p>	 <p>Governance</p> <p>Transparent, time-bound and paperless Sports governance to be ensured through use of IT</p>	 <p>Ethics & Integrity</p> <p>Implementation of a strict code of conduct to reduce doping violations and incidences of sexual harassment</p>

02

Multi-Tiered Talent Identification

Identifying talent at the right age and nurturing the identified talent is key to producing high performing athletes. To achieve this, the State will follow a scientific data-based approach incorporating age-based fitness parameters, participation & performance in various competitions, physiological parameters, etc. A multi-tiered framework at Taluka, District and State level integrating these parameters shall be implemented to identify and scout high performing talent in the state. Schools and educational institutes shall be the starting point for identifying the potential talent base. The potential athletes shall be identified through the designed framework and through various official competitions including Khel Mahakumbh.



03

Training and Competitions

SAG intends to provide direct entry to the teams / athletes from various Sports Schools, Sports Colleges and Sports Academies in the respective official tournaments for providing regular match / game time experience to the elite athletes. SAG will engage in dialogue with relevant stakeholders such as respective NSFs, State Associations, SGFI, SAI, etc. on creating this provision for the elite athletes / teams. The State Government shall enable Memorandums of Understanding (MoU) with international sports academies, training institutes, sports clubs, sports universities and other similar organisations to support the training regime for the elite athletes.



08

DEVELOPMENT OF SPORTS ECOSYSTEM PROFESSIONALS

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Skill enhancement for the sports ecosystem professionals such as PE Teachers, Coaches, Gym Trainers and others is crucial to ensure holistic development of the sporting ecosystem. Towards this, the Government will create avenues for sports ecosystem professionals to upgrade their skill-sets through the following targeted initiatives:

- • **PE Teachers' (PETs) Capacity Building**

PETs are primary stakeholders responsible for grassroots sports development. The Government intends to ensure that PETs are fully equipped to conduct sports education classes covering information around but not limited to sporting events, rules of the game, benefits of sports, career in sports, anti-doping, nutrition and wellness.



- • **Technical Officials' Training Programme**

Induction of new officials and skill upgradation of existing personnel is required to maintain a large base of technical officials across sports. The Government will support the State Sports Associations / Federations in providing quality training and enabling them to perform at high standards in-game scenarios. In addition, support will be offered towards workshops / seminars for technical officials to stay up-to-date with the latest technological developments in respective sports. The Government will also create a mechanism towards ensuring fair remuneration policies for officials to encourage more sportspersons to transition towards becoming Technical Officials like Umpires, Referees, etc.



PETs at schools, colleges and universities will be responsible for the first step of talent spotting in the State. Training / refresher programmes shall be conducted at regular intervals for the PETs to stay updated on latest rules and knowledge on sports. Selected PETs across the state will undergo dedicated sports training programmes annually by Intermediate / Performance coaches to provide game-specific coaching and sessions on sports science.

The State will have a dedicated PE Teachers' Skill Enhancement Programme

• • **Coach Development and Accreditation**

A coach accreditation system will be implemented to identify and categorise state coaches according to their expertise and level of experience. The coaches shall be offered training programmes, refresher courses and experiential workshops at regular intervals. The training offered shall be in line with the international standards as well as those under the Khelo India Community Coach Development Program. Professional sports management agencies will be empanelled for running coaching programmes in various sports disciplines as per requirement.

The accreditation will be conducted by Swarnim Gujarat Sports University based on objective

evaluation criteria, including coaching certifications, number of years of experience and performance. A record of all graded coaches will be maintained in a digital platform for performance monitoring. SGSU will engage with respective State Sports Associations in shaping the accreditation programme in alignment with that of the respective NSF/IF.

First-of-its-kind coach accreditation and coach career pathway programme will be implemented in the State

09 PARA AND SPECIAL SPORTS

In order to create an inclusive and engaging sports ecosystem, there is a need to create a supportive and nurturing environment for Para and Special athletes. One key initiative towards this is that the Government will ensure that rewards to para-athletes are at par with other athletes.

Currently, there is a requirement of participation of minimum eight countries in international competitions for champion athletes to be eligible for cash prizes. This criterion shall be relaxed suitably so that Para-athletes do not miss out on hard-earned rewards due to overarching rules.

A state-of-the-art High-Performance Centre for Para sports will be established which will also



have support system in terms of nutrition as well as mental health. Further, it will be ensured that the existing sports facilities in the state are upgraded suitably to ensure accessibility for Para-athletes and Special athletes.

In order to identify more Para-athletes and Special athletes to pave the way in sports, a special talent development programme will be institutionalised. Talent identified through this programme will then be included in the sports excellence programme.

In the past, Indian para sports have been facing issues in classification of athletes due to a lack of qualified classifiers. The State will ensure smooth induction of Para-athletes into professional sports by facilitating qualified classifiers. This initiative shall be aimed at increasing opportunities for athletes in the State

to align their preparation as per classification and facilitating qualification for international events. Recognition in the form of annual awards will be given to top-performing Para and Special athletes on the State Sports Day.

India's first para-athlete focussed High-Performance Centre will be set up in the State



10

UPSKILLING AND RESKILLING OF ATHLETES



SAG in collaboration with Education Department and Labour, Skill Development & Employment Department will create bespoke upskilling and reskilling pathways for the athletes to acquire necessary skills which they might have missed out on in their pursuit of sporting excellence. The following initiatives will be implemented towards this:

- **Professional Development Programs (PDPs) for State Athletes**

Through a collaborative effort between SAG, concerned Departments and professional agencies, specialised upskilling and reskilling programme shall be created for the athletes to acquire new skills. The athletes will have provision at each stage of their sporting journey to take up professional certificates post their sporting career. The Government will also explore collaboration with Ed-tech platforms in creating a bespoke educational programme for athletes.

- **Support to Professional Teams & Academies**

The Government will provide guidance to professional teams and academies on holistic athlete skills development. The beneficiaries of such programmes will enable their athletes to acquire skills for building a career post active sporting career.

One-of-a-kind Athlete welfare programme will be rolled out in the State



11

INCREASED PARTICIPATION IN SPORTS AND FITNESS



One of the core focus areas of the State Government is to encourage more people from all sections of the society to participate in sport and fitness initiatives towards leading a healthy and active lifestyle. The following initiatives will be taken up towards this:

- **Promotion of Yogasana as a Sport**

Yoga helps in enhancing physical flexibility and strength, developing concentration, boosting self-esteem and strengthening the mind-body connection. State Government shall create a framework for promotion of Yoga in schools across the State. In addition, training camps and competitions on Yoga shall be conducted for the athletes to excel at National and International level competitions. Usage of tech-based platforms and applications in delivering Yoga lessons shall also be explored.

Yoga to be promoted as a sport across all schools in Gujarat

- **Physical Literacy**

A comprehensive Physical Literacy framework will be created to implement all the four components of Physical Literacy, i.e., Physical, Psychological, Social, Cognitive Skills at various developmental stages of a child. SAG will work

with the respective nodal agencies of Health, School Education, Rural and Urban Development Departments, towards embedding physical literacy in the policies and programmes of the respective Departments.



- **Children, Youth and Senior Citizen Participation**

SAG will encourage more people of the State to engage in sports and physical activities. Towards this, plans will be developed to implement community activities such as 'Fit-runs', Public gyms, mass Zumba and 'Active Days' in collaboration with the concerned Departments and Agencies to promote fitness activities as per the age-appropriate fitness protocols released by the Fit India Organisation in a phased manner. To promote holistic sports participation and remove barriers to participation, the Government has strived to move away from the 'Pay & Play' model towards 'Welcome-to-Play' model, where access to sports facilities will be extended to all citizens of the State.

Shift from 'Pay & Play' to 'Welcome to Play' model

SAG will also collaborate with the concerned Departments and agencies to formulate and implement schemes to create fitness awareness through sports by creation of basic infrastructure such as public gyms, walking, and cycling tracks.

Sports Ambassadors will be appointed to help create promotional campaigns for promoting participation and increasing the involvement of citizens in fitness and recreational activities.

Sports Volunteers will be identified and deployed to assist SAG in conducting various programs across the State.

Sports Ambassadors to be appointed for promotion of sports

initiatives for gender equality within sports. SAG will also study various successful institutional initiatives implemented globally for promotion of participation and excellence of women in sports and replicate/expand the learnings in the State.



Awareness campaigns and focus programmes will be organised to encourage more girls to take up sports

Women Participation

Women athletes from the state are seeing great success at international platforms and showing that women participation in sports is on the rise in Gujarat. The State is committed to facilitating more opportunities and participation of women in sports which would require greater awareness, support, and access.

Inspiring change and increasing participation among young girls can be best achieved through schools. School curriculum focussed on inclusivity, education, and sensitisation of sports personnel, awareness, and acceptance around opportunities in sports are some key aspects that will be addressed through various initiatives. The Government will collaborate with corporates and organisations that work in the areas of inclusion to develop innovative

Tribal and Indigenous Sports

Popular sports amongst tribal and indigenous communities shall be identified and supported in terms of playfields and equipment. Village and taluka level leagues of select sports will be organised to add structure to the sports promotion amongst the tribal and indigenous communities.

SAG will collaborate with existing Eklavya Model Residential Schools (EMRSs) and other residential schools in the vicinity to further elevate the level of sports training being conducted at these schools for the benefit of tribal and indigenous youth. Further, accommodation facilities will be provided for athletes from tribal and indigenous communities travelling for training and coaching to District Sports Centre.

Playfield Development

Accessibility to playfields is one of the essential requirements for the overall development of sporting culture in the State. Identified land parcels shall be developed with sporting facilities based on the popularity of the sports in surrounding areas. To augment this initiative, schools and colleges in the neighbourhood of such land parcels will be encouraged to conduct sporting activities at these playfields. Private sector organisations wishing to contribute towards the development of the sports ecosystem in respective regions shall be encouraged to take up professional operation and management of the playfields.

12 ETHICS AND INTEGRITY

It will be an important objective of the State Government to have zero violations of ethics, and to also bring down the incidences of sexual harassment to zero in sports. Towards this, the following measures shall be implemented:

• • Integrity in Sports

SAG will collaborate with agencies that promote ethics in sport to implement the best practices for preserving values such as honesty, trust, morals, respect, fairness, beliefs and simultaneously promote the spirit of fair play and integrity. The following key set of stakeholders shall be made aware regarding the best practices:

- Organisers of Events and Competitions - To address issues related to fair play, manipulation of competition, providing a safe space to compete, external safety, and hazard
- Sports Organisations - Pertaining to good governance, transparency in selections and appointments, corruption and match-fixing and other such administration and governance-related issues that can affect the integrity of the sport

- Athletes and Coaches - To safeguard athletes and coaches from various issues such as violence, bullying, harassment, abuse, overtraining and ensure their safety and security

Awareness and education programmes to instil sports ethics in athletes

• • **Ethics in Sports**

SAG will develop Code of Ethics to raise awareness and education programmes for instilling sports ethics amongst athletes and coaches. The Code of Ethics will guide the stakeholders on the best practices to promote friendship, right to play, application of sporting rules, and also the promulgation of Olympic Values of excellence, friendship, and respect.

• • **Anti-Doping Awareness**

SAG will collaborate with the Education Department, National Anti-Doping Agency (NADA) and other stakeholders in creating awareness campaigns in schools, colleges, and other institutes where sports is practised such as clubs and gymkhanas on adverse effects of

using Performance Enhancing Drugs (PEDs). Trained professionals with backgrounds in Sports Science, Nutrition, and Medicine will ensure that elite athletes are guided on the dangers of PED and fair use practices.

• • **Prevention of Sexual Harassment**

SAG will implement strict measures to combat the prevalence of sexual harassment in sports. Towards this, clear guidelines will be developed that will enable generating awareness, providing guidance on creating sexual harassment-free environment, and evolving a mechanism for prevention & prohibition of sexual harassment towards reducing such incidences to zero.



13 NEW-AGE AND FUTURE-READY INITIATIVES

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Various additional new-age and future-ready initiatives will be taken up to facilitate a sustained ecosystem and help the State emerge as a global sporting hub. The following initiatives will be implemented:

• • **Sustainable Sports Development**

It will be an endeavour to conduct “Net Zero Sporting Events” which would aim to ensure that the overall carbon footprint generated while conducting various sporting events is zero. This would entail measures such as but not limited to:

- Encouraging use of sustainable sources of fuel, where feasible, to conduct the event
- Encouraging sourcing of sports equipment from vendors that use sustainable fuel and infrastructure, and maintain sustainability in sourcing and production processes
- Encouraging use of uniforms made out of high quality, recycled content for the athletes

SAG would also strive to ensure that the new sports infrastructure developed is LEED Certified, wherever possible. It would also entail safe and healthy conditions for the players, coaches, and staff making use of the facility.

• • **Future-Ready Sports**

The State Government envisions to promote contemporary and upcoming sports such as Rugby, Ball Hockey, Esports, Breakdance, Skateboarding, etc. which are increasingly being included in global competitions such as Olympics, Asian Games etc. The identification of these sports shall be done in consultation with top athletes who have proven their merit in those

sports and review of global developments. Subsequently, a roadmap shall be prepared to detail the framework to promote the select sports.

• • **Water and Air Sports**

The long coastline of over 1,600 kms allows for the development of water sports in the State.

Systematic development of Air sports such as Handgliding, Aerobatics, Aeromodelling etc. is at a nascent stage in the country. Given its existing prowess in the aviation space, the State aims to be a pioneer in creating conducive infrastructure for Air sports.



SAG shall appoint a panel of experts comprising of top athletes who have proven their merit in water and air sports, top coaches in the field, representatives from various sports associations, and other concerned stakeholders to help prepare a roadmap for concerted development of water and air sports in the State.

Major Sports events in Gujarat to become 'Net-Zero'

• • **Sports Technology**

The use of technology in sports is growing at a rapid pace. While technological incorporation in sports is relatively at a nascent stage in India, Gujarat would like to take a lead in terms of integration of technology with sports through various interventions including the use of appropriate technological additions such as IoT, Drone technology etc. in sports stadiums, use of smart wearables and IoT sensors to allow coaches and athletes to set personalised and more objective goals as a part of latter's athletic journey, use of Virtual Reality to review an athletes' performance, etc.

Metaverse, NFTs and Blockchain technology are emerging technology areas that are witnessing increasing integration with sports. A dedicated team of experts will be tasked by SAG to study how these technologies can benefit the development of sports in the State and identify interventions that could be implemented to benefit the sports ecosystem in the State.

Planned integration of emerging technologies such as NFT, Metaverse, and Blockchain into sports in Gujarat

• • **Promotion of Sports Start-ups**

A first-of-its-kind dedicated startup incubator in the field of sports will be set up in the State. The incubator will serve as a conducive environment for startups to innovate and accelerate solutions in the rapidly changing sports ecosystem. Entrepreneurs and sportspersons alike will be able to develop their ideas and avail mentoring, infrastructure, and funding support in an institutionalised manner through the incubator.

A first-of-its-kind incubator for sports sector start-ups will be set up in the State

MONITORING AND EVALUATION OF THE POLICY

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Monitoring and Evaluation of policy implementation is a detailed consultative process which is essential to ensure that the initiatives contained within the Policy are executed with the intended spirit. The Department will deploy a robust mechanism to monitor the implementation of the initiatives through nodal agencies such as SAG and Swarnim Gujarat Sports University. Key Performance Indicators (KPIs) for various provisions will be defined and quarterly reviews of the same will be undertaken.

CONCLUSION

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The proposed interventions and initiatives in the policy aim to create a magnitude of avenues for further development of the sports ecosystem in the State. The Policy will have operational guidelines for implementation of various provisions.

SAG, being the nodal agency for implementing the policy initiatives, along with institutional support from the concerned stakeholders, will strive to fulfil the sporting needs of all citizens in Gujarat, making it a regional, national and international sports hub in the country.



ANNEXURE 1 - INCENTIVES FOR SPORTS GOODS MANUFACTURING

The following incentives shall be extended to sports goods, equipment and apparel manufacturers setting up manufacturing facilities in the State:

SI	Incentive	Quantum of Assistance												
1	Assistance of Capital Investment Subsidy	For Large Scale Industries												
		<table border="1"> <thead> <tr> <th>Taluka</th> <th>For General Sectors</th> <th>For Thrust Sector</th> </tr> </thead> <tbody> <tr> <td>Category 1</td> <td>10% of eligible Fixed Capital Investment (FCI) (excluding land)</td> <td>12% of FCI eligible (excluding land)</td> </tr> <tr> <td>Category 2</td> <td>8% of eligible FCI (excluding land)</td> <td>10% of eligible FCI (excluding land)</td> </tr> <tr> <td>Category 3</td> <td>4% of eligible FCI (excluding land)</td> <td>6% of eligible FCI (excluding land)</td> </tr> </tbody> </table>	Taluka	For General Sectors	For Thrust Sector	Category 1	10% of eligible Fixed Capital Investment (FCI) (excluding land)	12% of FCI eligible (excluding land)	Category 2	8% of eligible FCI (excluding land)	10% of eligible FCI (excluding land)	Category 3	4% of eligible FCI (excluding land)	6% of eligible FCI (excluding land)
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		Category 3	4% of eligible FCI (excluding land)	6% of eligible FCI (excluding land)										
		<ul style="list-style-type: none"> The eligible capital subsidy will be given over a period of 10 years from the Date of Commercial Production in equal annual instalments subject to annual ceiling of ₹ 40 crore If the total eligible capital subsidy is not disbursed within period of 10 years due to upper ceiling of ₹ 40 crore per annum, for such unit the eligible period will be extended further up to 10 years. The annual ceiling will remain ₹ 40 crore per annum during such extended period In case, if the total eligible capital subsidy is not disbursable within period of 20 years due to upper ceiling of ₹ 40 crore per annum, the total entitlement of capital subsidy will be disbursed in equal 20 yearly instalments without any upper ceiling 												
		For MSME Units												
		(MSME definition will be in alignment with the Government of India definition so that a large number of units may take advantages of the provisions under MSME policies)												
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3	Assistance for Technology Acquisition	Assistance for acquisition of appropriate technology from recognised institution for its product / process during the operative period of the scheme will be provided by way of 65% of the cost payable subject to a maximum of ₹ 50 lakhs, including royalty payment for first two years								
4	Assistance for Patent Registration	Assistance of 75% of cost/expenditure incurred for any number of patent applications subject to maximum ₹ 25 lakhs per applicant/Enterprise for obtaining Patent registration								
5	Exemption from payment of Electricity Duty	Eligible to obtain exemption from the payment of electricity duty for a period of five years								
6	Assistance for saving in consumption of Energy and Water	<ul style="list-style-type: none"> 75% cost of energy/water audit conducted by a recognised institution/consultant subject to maximum Rs. 50,000/- for each will be reimbursed once during the operative period of the scheme 25% cost of equipment recommended by the Auditing authority subject to maximum ₹ 20 lakhs one-time assistance will be eligible during the operative period of the scheme. 								
		7	Assistance for raising Capital through SME Exchange	25% expenditure incurred on raising of fund through SME Exchange maximum to ₹ 5 lakhs one time after successful raising of equity as per approved scheme by SME Exchange during the operative period of the scheme						
8	Assistance for reimbursement of CGTMSE fees	<ul style="list-style-type: none"> Government of India has introduced instruction to financial institution to sanction Collateral-free loans up to ₹ 2 crore by charging additional fee on such loans Annual Service fees: 1st Year - 1.8% + Risk Premium 2nd Year onwards - 0.85% or as amended by CGTMSE (Credit Guarantee Fund Trust for Micro and Small Enterprises) Trust/RBI from time to time Assistance as reimbursement @ 100% annual Service fees paid to Bank/Financial Institution by entrepreneur for availing of collateral-free term loan under CGTMSE, for the period of five years 								
9	Assistance for Power Connection charges	Assistance @ 35% of charges paid for LT/HT service line, maximum limit up to ₹ 5 lakhs								
10	Assistance in Rent	<ul style="list-style-type: none"> The assistance @ 65% of rent paid by the enterprise with maximum limit of ₹ 1,00,000/- (one lakh) Per Annum 								

SI	Incentive	Quantum of Assistance										
11	Assistance in participation in Exhibitions (National and International)	<ul style="list-style-type: none"> State Level Exhibition – Assistance @75%, maximum up to ₹ 50,000 National Level Exhibition – Assistance @75%, maximum up to ₹ 1 lakh International Level Exhibition (Inside India) – Assistance @75%, maximum up to ₹ 2 lakhs International Exhibition (outside India) - Assistance to MSMEs to attend National & International Exhibitions for 60% of stall rent up to ₹ 5 lakhs 										
12	Assistance in participation in Exhibitions (in Gujarat)	Assistance to organisers – Assistance @60% of bill of electricity consumption during the exhibition and pre-preparation period of the exhibition										
13	Assistance in implementation of Information and Communication Technology (ICT)	Assistance of 65% of the capital expenditure related to ICT facilities, maximum up to ₹ 5,00,000										
14	Assistance for Environment Management	<table border="1"> <thead> <tr> <th>Eligible Activity</th> <th>Quantum of Assistance per Project</th> </tr> </thead> <tbody> <tr> <td>Implementation of cleaner production technology in place of existing process</td> <td> <ul style="list-style-type: none"> Up to 35% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs Up to 10% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs for large projects </td> </tr> <tr> <td>Any other environment management project with use of clean, efficient and innovative pollution control equipment</td> <td> <ul style="list-style-type: none"> Up to 25% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs Up to 10% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs for large projects </td> </tr> </tbody> </table>	Eligible Activity	Quantum of Assistance per Project	Implementation of cleaner production technology in place of existing process	<ul style="list-style-type: none"> Up to 35% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs Up to 10% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs for large projects 	Any other environment management project with use of clean, efficient and innovative pollution control equipment	<ul style="list-style-type: none"> Up to 25% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs Up to 10% of the cost of plant and machinery with a ceiling of ₹ 35 lakhs for large projects 				
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16	Financial Assistance for Common Environmental Infrastructure Facilities	Assistance up to 40% of eligible fixed capital investment in the project for Common Effluent Treatment Plant, Waste Management System, upgradation of existing CETPs, common spray dryer, common multiple effect evaporator etc. up to ₹ 50 crore								
17	Skill Development Support to MSMEs	100% of course fees, maximum up to ₹ 10,000 per trainee for a one week or for more duration of skill upgradation for MSMEs in a training programme conducted in institutions recommended by an Anchor Institute or as per existing provision in force in MES / NCVT / GCVT / Sector Skill Council etc. in specific sector								
18	Assistance for Tuition fees for Enhancement of Skill	Financial assistance shall be given for per training programme per candidate as under: <ul style="list-style-type: none"> ₹ up to 15000/- for 121 hrs and above training duration ₹ up to 10,000/- for 61 to 120 hrs training duration Up to ₹ 5,000/- for 40 to 60 hrs training duration 								
19	Financial support for ZED certification	The enterprise will be eligible for subsidy @ 50% of all charges on the amount after deducting the assistance received from Government of India for ZED Certification, up to a maximum amount of ₹ 50,000								
20	Assistance to establish R&D/Product Development Centre	<ul style="list-style-type: none"> For institutions/companies Eligible institutions can avail assistance of up to 30% of the project cost of machinery and equipment maximum up to ₹ 5 crore for setting up Research & Product Development centre in the state								
21	Assistance for Contract/Sponsored Research Work	<ul style="list-style-type: none"> For institutions/companies Assistance for Contract/Sponsored research work from any industrial enterprise/Industrial association to recognised R&D institution / technical colleges approved by AICTE, at 50% of project cost, excluding cost of land and building, subject to maximum ₹ 50 lakhs								