The research methodology employed in this study integrates both qualitative and quantitative approaches to provide a comprehensive analysis of the factors influencing non-cricket sports development in India. Qualitative methods involve in-depth interviews with key stakeholders, such as sports administrators, athletes, and policymakers, aimed at gaining insights into the challenges and opportunities within the sector. These interviews are supplemented by a thematic analysis that categorizes responses into distinct themes related to political, economic, and social dimensions. Quantitative data collection includes the use of surveys distributed to a diverse group of participants, enabling statistical analysis of public perceptions and financial trends affecting non-cricket sports (Ref-s455492). This dual approach ensures a robust framework for understanding the multifaceted influences on non-cricket sports, facilitating a nuanced exploration of the interplay between the identified factors.