


The background of the slide is a blurred photograph of a cricket stadium. In the foreground, a large, ornate trophy is visible, featuring a golden cup at the top and a silver base. The text is overlaid on this background.

# Why Should India **Promote** and **Invest In** Sports and **How Close** are we in Reaching the **Global Standards?**

History of Sports performances of the Indian team in the global level has been extremely rich. Indian athletes have shown remarkable performances at the global level, winning medals in events like the Olympics, Commonwealth Games, and international championships. From cricket and badminton to wrestling and athletics, Indian sportspersons are earning worldwide recognition and making the country proud.

<b>Football</b>	<b>The Indian National Football team had won the first ever Asian Cup football Gold in 1951. The went to reclaim the Gold again in 1961.</b>
<b>Athletics</b>	<b>P.T Usha has won 4 gold and 7 silver medals at the Asian Games, and narrowly missed a bronze in the 400m hurdles at the 1984 Olympics.</b>
<b>Hockey</b>	<b>The Indian National Hockey team has won 13 Gold medals in the Olympics from 1928 to 2024.</b>
<b>Chess</b>	<b>Vishwanathan Anand is a five-time World Chess Champion (2000, 2007, 2008, 2010, 2012) and a global chess icon.</b>
<b>Boxing</b>	<b>Mary Kom Boxing is a Six-time World Amateur Boxing Champion and Olympic bronze medalist (2012), a trailblazer for women's boxing in India.</b>

# India's Promising Future



**India's large population** is like a **vast ocean filled with hidden pearls**, representing **immense untapped talent** in sports. With over **1.4 billion** people, if our young athletes are equipped with **proper resources**, the **potential talent pool is massive**. Just as a big field has more chances of growing rare and valuable crops, a populous country like India has massive chances of producing world-class athletes across various sports. As **awareness, infrastructure, and support improve**, more **individuals** from diverse backgrounds will **emerge and shine**.

# Competition

SPORTING BUDGET IN M.



■ SPORTING BUDGET IN M.

The **Sporting** budget in India is **very low** in comparison to many other top **Sporting Nations**. However, India still manages to produce **world class athletes** who manage to **dominate the global stage**.

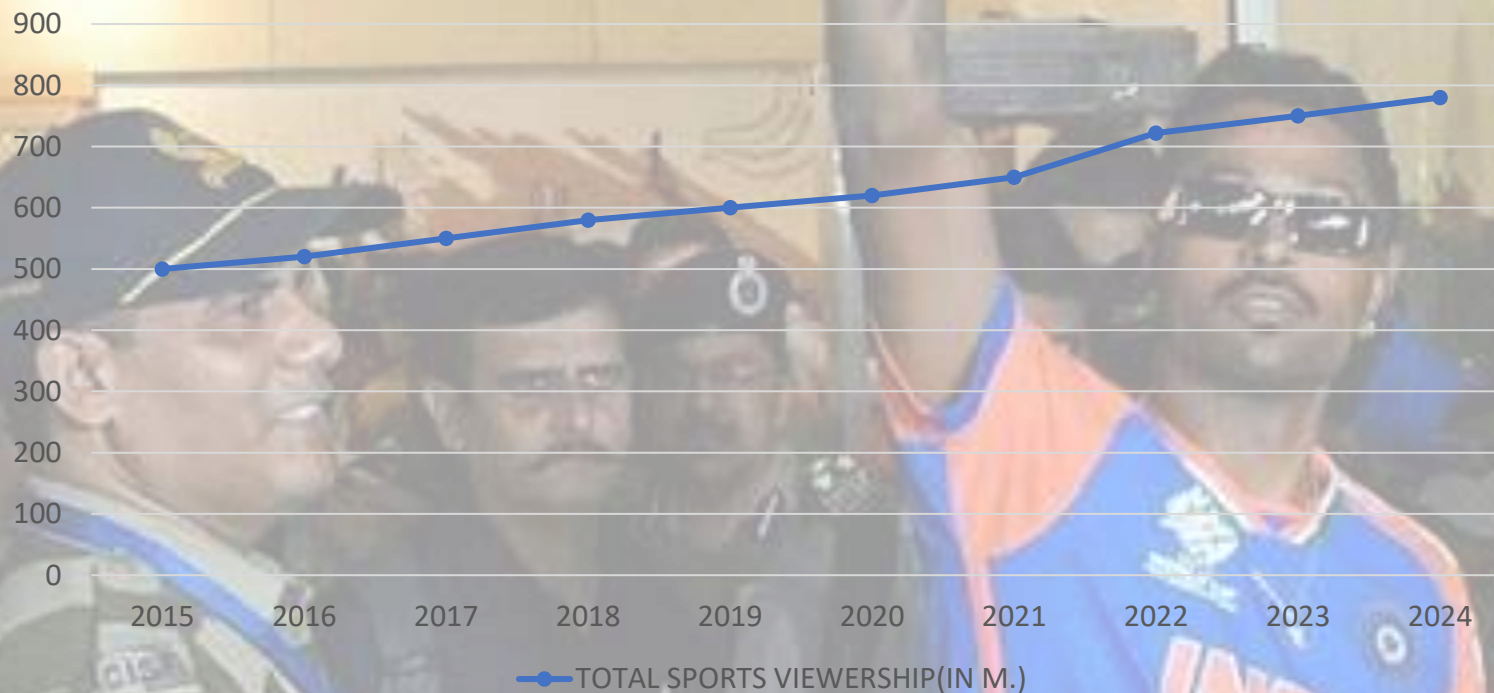
With **more support** from **both public and private sectors**, India has the **potential** to become the **Sporting Leader of the World**.



# The Public Sentiment

Sports in India is **much more than just a game** of winning and losing. It is **filled with emotions**, starting with **emotions for the nation** to **emotions a player**. People in India **live and breath sports** and wouldn't miss watching their **favorite sports star** pull up a **comeback**.

TOTAL SPORTS VIEWERSHIP(IN M.)



# Investment and Return

## RETURN ON INVESTMENT IN SPORTS IN CR.(APPROX)



Investment in Sports comprise the IPL, Khelo India, Pro Kabaddi League, Indian Super League, etc and is estimated to become a **100B USD** industry by **2027**.  
([Source](#))



# Infrastructure

INTERNATIONAL STANDARD SPORTS FACILITIES  
RATION(2024 APPROX.)



Sports infrastructure in India **needs improvement** to provide athletes with the right environment for **training** and **development**. Better facilities like **stadiums, gyms, and training centers** help in **nurturing talent** from a **young age**. Many athletes, especially in rural areas, **struggle due to lack of access** to basic sports equipment and grounds. **Improved infrastructure** also **encourages** more people to **take up sports**, building a **healthier** and more **active society**.

([Source](#))

# MEETING GLOBAL STANDARDS

Many **Indian athletes** meet global standards due to **right guidance and access** to resources, however, **millions of other potential athletes** fail to do so due to **poor living conditions** and lack of resources and equipment. Many athletes are **forced to leave sports** to find **other means to sustain their family** due to **poor financial conditions**. The **Government and the Private sector** have launched a few schemes to **support budding athletes** to help them **realize their potential**, however, **more such programs** are necessary.

Khelo India Scheme

JSW Sports

Target Olympic Podium Scheme(TOPS)

Reliance Foundation Youth Sports

Fit India Movement

Tata Trusts – Sports for Development

National Sports Development Fund(NSDF)



# Champions

The background image is a blurred photograph showing a person in a wheelchair being pushed by another person on a track. The person in the wheelchair is wearing a blue and white striped shirt and green shorts. The person pushing them is wearing a white shirt and a green vest. The track is light-colored and has some markings. The background is out of focus, showing other people and what appears to be a stadium or outdoor setting.

In spite of the **challenges** faced by our athletes, India is becoming a **Sporting Nation**, giving us the **hope** and the **reason** to invest more into sports as a nation. **Education** and **Awareness** about Sports **should increase** as well, as **the more people** know about different sports, the **better the infrastructures** become. **India** is a **leading cricket team** and **BCCI** is the **richest cricket board** in the world as **people love watching cricket**. That is the **potential** of **every sport** in **India**.

THANK YOU

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