



Khelo Bharat Niti 2025 Driving Holistic Development

The National Sports Policy 2025 marks a transformative shift in India's approach to sports, positioning it as a strategic driver of national development, social inclusion, and global excellence. Approved on 1 July 2025, the policy replaces the 2001 framework and adopts a holistic vision anchored in five pillars—global excellence, economic development, social empowerment, mass participation, and education integration. By strengthening governance, infrastructure, technology, and private participation, NSP 2025 aims to build a fit, inclusive, and globally competitive sporting nation.

In recent years, sport in India has undergone a profound transformation—from being perceived largely as a recreational or extracurricular activity to being recognised as a strategic instrument for national development, social inclusion, youth empowerment, and global engagement. As India advances towards its vision of becoming a developed

nation by 2047, sports has emerged as a key enabler of physical fitness, social cohesion, economic opportunity, and international prestige.

In this context, the approval of the **Khelo Bharat Niti (NSP) 2025** by the Union Cabinet on July 1, 2025, under the chairmanship of the Prime Minister Shri Narendra Modi, marks a historic milestone in India's sporting journey. Replacing the National Sports Policy of 2001,

Cabinet Approves **National Sports Policy 2025**



Supersedes the existing
National Sports Policy, 2001



Lays out a **visionary & strategic roadmap** to establish India as a **global sporting powerhouse & a strong contender for excellence at international sporting events**



NSP 2025 provides a comprehensive, future-oriented roadmap to transform India into a global sporting powerhouse and a strong contender for excellence at major international events, including the **2036 Olympic Games**.

The NSP 2025 is the outcome of extensive consultations involving Central Ministries, NITI Aayog, State Governments, National Sports Federations, athletes, domain experts, and public stakeholders. This collaborative process has resulted in a holistic and integrated policy framework that positions sports not merely as a competitive activity, but as a catalyst for economic growth, social empowerment, educational reform, and national well-being.

Vision and Strategic Pillars

Anchored in a long-term developmental vision, the Khelo Bharat Niti 2025 is structured around five strategic pillars: global excellence, economic development, social inclusion, mass participation, and integration with education. Together, these pillars aim to create a vibrant and inclusive sporting ecosystem that nurtures talent from the grassroots, builds world-class infrastructure, strengthens governance, and creates sustainable career pathways for athletes and sports professionals.

Excellence on the Global Stage

The first pillar focuses on strengthening India's performance in international sports. It envisages a

robust pipeline from grassroots to elite levels through early identification and systematic nurturing of talent. The policy promotes the establishment of competitive leagues and tournaments, alongside the development of sports infrastructure across both rural and urban areas.

A strong emphasis is placed on creating world-class systems for training, coaching, and holistic athlete support, including sports science, sports medicine, and the use of advanced technology to enhance performance. The policy also seeks to strengthen the governance and capacity of National Sports Federations, and to expand the pool of trained sports personnel such as coaches, technical officials, and support staff.

Sports for Economic Development

Recognising the growing economic potential of the sports sector, NSP 2025 positions sports as a driver of economic growth and employment generation. The policy seeks to promote sports tourism and attract major international sporting events to India, thereby boosting local economies and global visibility.

It also aims to strengthen the sports manufacturing ecosystem and encourage startups and entrepreneurship in areas such as equipment manufacturing, sports technology, fitness services, and event management. Private sector participation is actively encouraged through Public-Private Partnerships (PPPs), Corporate Social Responsibility (CSR) initiatives, and innovative funding mechanisms.

Sports for Social Development

The policy underscores the role of sports as a powerful tool for social inclusion and empowerment. Targeted initiatives are proposed to enhance participation among women, economically weaker sections, tribal communities, and *Divyangs*. Special emphasis is placed on ensuring equitable access to facilities, coaching, and competitive opportunities.

NSP 2025 also aims to revitalise and promote indigenous and traditional games, recognising their cultural significance and community value. By integrating sports with education and skill development, the policy positions sports as a viable career option, promotes volunteering, supports dual-career pathways for athletes, and engages the Indian diaspora through sporting platforms.

Sports as a People's Movement

To embed sport and fitness into everyday life, the policy envisions sports as a nationwide people's movement. It proposes large-scale campaigns and community-based events to drive mass participation and foster a culture of fitness across age groups.

The introduction of fitness indices for schools, colleges, workplaces, and other institutions is intended to promote accountability and awareness. The policy also seeks to enhance universal access to sports facilities, particularly in rural and underserved areas, ensuring that physical activity becomes an integral part of daily life.

Integration with Education (NEP 2020)

In alignment with the National Education Policy (NEP) 2020, NSP 2025 emphasises the integration of sports into formal education. Sports and physical education are to be embedded within school curricula, recognising their role in holistic development.

The policy proposes specialised training for educators and physical education teachers to improve the quality of sports instruction, promote awareness,

and identify talent at an early stage. This integration aims to create a seamless link between education, physical fitness, and sporting excellence.

Strategic Framework for Implementation

To translate its vision into measurable outcomes, NSP 2025 outlines a comprehensive implementation framework. This includes strengthening sports governance through a robust regulatory and legal framework, ensuring transparency and accountability.

The policy encourages innovative financing models and sustained private sector engagement through PPPs and CSR initiatives. Technology and innovation form a core component, with the use of artificial intelligence, data analytics, and digital platforms for performance tracking, research, and programme delivery.

A National Monitoring Framework with clearly defined benchmarks, Key Performance Indicators (KPIs), and time-bound targets will guide implementation and evaluation. NSP 2025 will also serve as a model policy for States and Union Territories, encouraging them to revise or formulate their own sports policies aligned with national objectives. Importantly, the policy adopts a whole-of-government approach, integrating sports promotion into the schemes and programmes of all Ministries and Departments.

Conclusion

The Khelo Bharat Niti 2025 represents a paradigm shift in India's approach to sports—from isolated excellence to ecosystem-driven development, from elite performance to mass participation, and from recreation to nation building. By integrating sports with education, economic growth, social inclusion, and technological innovation, the policy establishes sports as a powerful driver of holistic national development.

With its focus on grassroots talent identification, world-class infrastructure, scientific training systems, governance reforms, and private sector participation, NSP 2025 lays a strong foundation for sustained sporting excellence. More importantly, it envisions sport as a people's movement—one that promotes fitness, discipline, teamwork, and national pride across every segment of society—towards building a healthier, stronger, and more confident India. ■

Khelo Bharat Niti 2025

Nation-Building
Foster unity and pride through sports.

Economic Growth
Drive tourism and startups via sports.

Social Inclusion
Empower women and marginalized groups.

Olympic Excellence
Target 2036 Olympic success and hosting.

Sports Industry Ecosystem
Boost investment through PPPs and CSR.

Career Pathways
Make sports a viable career option.

People's Movement
Promote national fitness campaigns.

Diaspora Engagement
Connect globally via sports.

Education Integration
Embed sports in school curricula.

Source: Ministry of Youth Affairs and Sports