

## PROMOTING EXCELLENCE IN SPORTS AND WELLNESS THROUGH 'KHELO INDIA' SCHEME, BISHNUPUR (MANIPUR)

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**In a nutshell:** To infuse the sports and sporting excellence in the State, promoting indigenous games and sports, and converting Bishnupur into the powerhouse of sports by bringing medals and laurels at national and international events.

**Nodal agency:** District administration Bishnupur in association with various line departments: Department of Youth Affairs & Sport, NYKS Bishnupur, SAI STC Utlou, Zonal Education Office Bishnupur, MGNREGS, MLA-LAD, Krishi Vigyan Kendra (KVK), Utlou, Assam Rifles through MCA, NHPC through CSR.

Since 2017, the district administration in Bishnupur has been making efforts for development of sports in the district through the convergence of different departments and programmes such as Khelo India, MLA Local Area Development Programme (MLALADP), MGNREGS, NYKS, Krishi Vigyan Kendra, Military Civic Action Programmes, CSR etc.

Under Khelo India, infrastructure development of football, swimming and water sports have been taken up. In addition, sports equipment has also been provided to the grassroot sports associations for various sports such as football, volleyball, hockey, kick boxing, gymnastics, boxing, belt wrestling, wrestling, thang-ta, softball/ baseball, water sports etc. Scholarships are also being provided to individual athletes.

Playgrounds have been renovated under schemes such as MLALAD and MGNREGS. In fact, one playground has been constructed in each of the six assembly constituencies by utilizing MLALAD funds. Further, TYDA Club football ground, which is the lone one star rated ground by All India Football Federation in the district has been constructed with MGNREGS funding. Military civic action programmes, CSR funding from NHPC have also been used for procurement of sports equipment and improvement of infrastructures.

Besides infrastructure, the absence of sports nutritionist in the district has been filled up by utilizing the services of one nutritionist of KVK, Utlou on voluntary basis.

This multi-pronged intervention at the grassroot level and convergence of various programmes and schemes has proven to be successful in the district. A testimony to this statement is the presence of more than 2000 national players, 60 sports infrastructures/playfield/water sports complexes, local playgrounds and more than 25 sports disciplines. The district is now the 'powerhouse of sports' due to the conducive environment available for athletes.

## Impact

- The district boasts 2000 active national players, 60 sports complexes and more than 25 sporting disciplines.
- Players of the water sports complex won 222 awards during the year 2019 at national and international events.
- 89.19% (99 schools out of 111 schools) schools are registered under Fit India
- More employment opportunities for youth, especially in government jobs such as SSB, CRPF, SAI, Railways, Indian Police, etc.
- Economic benefits to the district: 11 Indian Super League players from the district brought more than ₹ 10 crore per year as their seasonal fee.

## Challenges

- Absence of full-time dieticians/ nutritionists.
- Lack of knowledge about government schemes related to sports among the athletes.
- Connectivity and transportation challenges in the district

## Rewards and recognition

The initiative taken up by the district administration Bishnupur was awarded the Prime Minister's Award for Excellence in Public Administration, 2021 under priority programme 'Promoting excellence in sports & wellness' through Khelo India scheme.

## Scale-up

The administration has plans to scale up the implementation of the scheme. It is aiming for 100% registration of schools in the district under "Fit India". The administration is also aiming for the creation of a district sports development fund to help athletes excel by providing them gap funding for travel to participate in national / international competitions of Olympic sports discipline.



Sports infrastructure in Bishnupur



A sportswoman from Bishnupur felicitated for her achievements