ASMITA Initiative

Prelims: *Current events of national and international importance | Government policies and Initiatives*

Why in News?

Recently, the Prime Minister shared an article highlighting the success of the ASMITA initiative.

- **ASMITA –** Stands for Achieving Sports Milestone by Inspiring Women Through Action.
  - Earlier known as the *Khelo India Women's League.*
- **Aim –** To promote ***nationwide women's participation in sports through leagues and competitions.***
- Part of the Khelo India Mission's gender-neutral mission.
- **Launched in –** 2021, Rebranded into ASMITA IN 2023.
- **Nodal Ministry – *Ministry of Youth Affairs and Sports (MYAS)*** under the Khelo India initiative.
- **Implementation – *Sports Authority of India.***
- **Key Features –** Focus on athletics events such as 100 m, 200 m and 400 m races.
- **Category –** Competitions conducted in 3 age categories –
  - Under-13
  - 13–18 years
  - 18+ years
- **Progress –** Since launch, more than 2,600 leagues have been conducted.
- Covers around 3o sports disciplines.
- Organized across 550 districts and 700 cities in India.
- **ASMITA athletics league, 2026 –** It was organised nationwide on the occasion of *International Women's Day 2026.*
- About 2 lakh women participated in events organised at 250 locations across India.
- **Significance –** Promotes women's participation in sports and *Nari Shakti and Viksit Bharat @ 2047.*

- Strengthens inclusive sports development under the Khelo India framework.

Khelo India Mission
• **Aim –** To revive the sports culture in India at the grassroots level. • **Key Components (12 Verticals) –** - State Level Khelo India Centres - Annual Sports Competitions - Talent Search and Development - Creation and Upgradation of Sports Infrastructure - Support to National/Regional/State Sports Academies - Physical Fitness of School Children - Sports for Women - Promotion of Sports among Persons with Disabilities - Sports for Peace and Development - Promotion of Rural and Indigenous/Tribal Games • **Focus Area –** The programme focuses on *identifying young talent and providing infrastructure, training and support.*

References

1. PIB | ASMITA Initiative
2. News on Air | ASMITA Initiative

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