Khelo India Sports Goods Manufacturing Scheme

Prelims: *Current events of national and international importance | Government Interventions & Policies | Sports*

Why in News?

Recently, the Union Cabinet has granted approval for the Khelo India Sports Goods Manufacturing Scheme.

- **Aim –** To establish a globally competitive ecosystem for sports goods manufacturing within India.
- **Aligned with**
  - Khelo Bharat Niti 2025
  - Make in India
  - Atmanirbhar Bharat
  - Viksit Bharat@2047
- **Major Components**
- **Sports Goods Manufacturing Zones (SGMZs)**
- Establishment of dedicated Sports Goods Manufacturing Zones.
- Facilitates cluster-based manufacturing and the development of integrated industrial

ecosystems.

- **Co-location of:**
  - Manufacturers and suppliers.
  - Testing facilities.
  - Design and prototyping centres.
  - Ancillary enterprises.
- **Infrastructure convergence:**
  - BHAVYA Scheme.
  - NICDC Industrial Parks (National Industrial Corridor Development Corporation).
- **Investment Promotion and Manufacturing Expansion**
- **Two major components:**

Component	Purpose
Anchor Investment Support	Attract leading domestic and global manufacturers, brands and retail chains to establish manufacturing facilities.
Turnover Linked Support	Incentivise higher production, capacity expansion and sustained manufacturing growth.

- **Strengthening MSMEs and Existing Manufacturing Clusters**
  - Strengthening MSMEs through the upgradation of existing sports goods manufacturing clusters.
  - Developing common facilities and shared infrastructure to enhance the competitiveness of smaller enterprises.
- **Quality Improvement and International Certification**
  - Provision of financial support for the acquisition and renewal of certifications issued by International Sports Federations.
  - **Significance –** Improve the quality and performance standards of Indian sports goods.
  - Facilitate international market access and enhance global confidence in Indian-made sports goods.
- **Research, Technology and Innovation –** The establishment of Centres of Excellence (CoEs) in leading educational and research institutions is proposed.
- **Key research focus areas include:**
  - Development of advanced sports equipment.
  - Innovations in material sciences.
  - Design and improvement of protective gear.
  - Application of advanced manufacturing technologies.
- **Institutional convergence initiatives –** Collaboration with the Anusandhan National Research Foundation (ANRF).
  - Engagement with the Startup India initiative.
- **Objective –** To promote sports innovation through R&D, technology start-ups, product development, testing, validation and commercialisation.
- **Skill Development Initiatives –** Implementation of skill development programmes tailored to industry requirements.
- These programmes are implemented in collaboration with:
  - Ministry of Skill Development and Entrepreneurship.
  - Relevant industry stakeholders.

- **Export Promotion and Global Market Access**
  - Undertake dedicated branding, outreach and market development initiatives through the Export Promotion Mission.
  - Enhance international market access, global visibility and exports of Indian sports goods.
- **Important Institutions and Initiatives**

Institution / Initiative	Associated Area
Khelo Bharat Niti 2025	National sports policy framework
BHAVYA Scheme	Industrial infrastructure convergence
NICDC	Industrial corridors and industrial parks
ANRF	Research and innovation
Startup India	Start-up development and entrepreneurship
Export Promotion Mission	Export promotion and market access
Khelo India	Sports development
Fit India	Fitness and healthy lifestyle promotion

Reference

PIB | Khelo India Sports Goods Manufacturing Scheme