

**IMPACT OF KHELO INDIA : A CASE STUDY OF CHURU DISTRICT**

Dissertation submitted to the Panjab University, Chandigarh for the award of Degree  
of **Executive Masters in Public Administration and Public Policy**

in partial fulfilment of the requirement for the Advanced Professional Programme in  
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submitted by

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**49<sup>TH</sup> ADVANCED PROFESSIONAL PROGRAMME IN PUBLIC  
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NEW DELHI**

## Certificate

I have the pleasure to certify that **Brigadier Shantanu Goel** has pursued his research work and prepared the present dissertation titled '**Impact of Khelo India : A Case Study of Churu District**' under my guidance and supervision. The dissertation is the result of research done by him and to the best of my knowledge; no part of the same has been part of any monograph, dissertation, or book earlier. This is being submitted to the Panjab University, Chandigarh, for the purpose of Executive Masters in Public Administration and Public Policy in partial fulfillment of the requirement for the Advanced Professional Programme in Public Administration (APPPA) of Indian Institute of Public Administration (IIPA), New Delhi.

I recommend that the dissertation of **Brigadier Shantanu Goel** is worthy of consideration for the award of Executive Masters degree of the Panjab University, Chandigarh.

Date      March 2024

Place : New Delhi

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New Delhi  
March 2024

Brigadier Shantanu Goel  
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### **Declaration**

I, the undersigned, hereby declare that the dissertation titled '**Impact of Khelo India : A Case Study of Churu District**' is my own work and that all the sources I have accessed or quoted have been indicated or acknowledged by means of completed reference. The dissertation has not been submitted for any other degree of this university or elsewhere.

**New Delhi**  
**March 2024**

**Brigadier Shantanu Goel**  
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## Summary

The 'Khelo India' initiative, launched by the Government of India, aims to foster sports and physical fitness among the nation's youth, identifying and nurturing talent at the grassroots level. This dissertation focuses on the impact of Khelo India in Churu district, Rajasthan, recognized for excellence in promoting sports and wellness. The district administration's initiatives include constructing sports infrastructure, organizing events, providing financial aid, and conducting awareness campaigns.

Despite such endeavours, there is a lack of understanding regarding Khelo India's specific impact on sports participation and community engagement in rural (semi-urban) areas like Churu. The research objectives are to assess changes in sports participation, analyse community engagement, investigate long-term implications, and make evidence based policy recommendations.

The mixed research approach involves both qualitative and quantitative methods, utilizing data from the Ministry of Youth Affairs & Sports, Churu District Administration, and local educational institutions. The study is justified by addressing knowledge gaps, offering policy insights, contributing to community development, and providing empirical evidence.

The research questions investigate changes in youth sports participation, community engagement, and long-term effects in Churu District. Limitations arise from Khelo India's recent inception, limiting available data. The literature review highlights the program's components but lacks district specific details. Selected studies evaluate Khelo India's impact at the national level.

The research methods include primary sources (surveys, interviews) and secondary sources (government documents, articles). The proposed chapter structure

covers Introduction, Literature Review, Research Methodology, Case Study Context: Churu District, Data Presentation and Impact Assessment, Discussion and Recommendations, Conclusion, Bibliography and Appendices.

The dissertation provides an in-depth overview of Churu district in Rajasthan and its participation in the Khelo India Scheme, which aims to promote sports and wellness across India. Churu district, situated in the North Eastern region of Rajasthan, boasts a rich cultural heritage and a predominantly agricultural economy. Despite its arid landscape, the district has made significant strides in sports infrastructure and facilities. Some key points about Churu district include:

1. **Geographical and Demographic Overview**: Churu district covers an area of 13,835 square kilometers and has a population of over two million people. It ranks 13th in population and 6th in area among Rajasthan districts. The economy is primarily agrarian, with crops like wheat, mustard, gram, pearl millet, and cluster beans being cultivated.
2. **Historical Perspective of Sports**: Churu has emerged as a hub for sports in Rajasthan, with notable achievements in state-level tournaments. The district administration has played a pivotal role in promoting sports, particularly among women athletes.
3. **Khelo India Implementation**: The Khelo India Scheme aims to develop sports infrastructure and talent at the grassroots level. Churu district has actively participated in the scheme, establishing sports centers and facilities across various disciplines.
4. **District Governance Model for Khelo India**: Churu district has adopted a comprehensive governance model for Khelo India, focusing on 12 verticals

including playfield development, community coaching, talent search, infrastructure utilization, and support for sports academies.

5. **Transparency and Qualitative Aspects:** The document highlights the transparent procurement process for sports equipment and the selection of players. Well-qualified coaches are appointed to train athletes, and additional support is provided by private sports academies.

Overall, Churu district serves as a prime example of successful implementation of the Khelo India Scheme, contributing to the development of sports culture and infrastructure in India.

The information gleaned from speaking with Churu District officials directly demonstrates notable advancements in athletic facilities, successes, and original Khelo India program projects. The district has developed sports facilities at the district, block, and gram panchayat levels using a three-tiered method. This entails the establishment of a district-level center of excellence, the operationalization of several sports facilities at the block level, and grassroots infrastructure development.

Churu has demonstrated exceptional athletic ability, as seen by his spectacular performance at the Khelo India Games. The district boasts the second-highest number of competitors, and athletes from Churu made up about 20% of Rajasthan's total medal haul from the 2020 Khelo India Games. There is a clear emphasis on female involvement in athletics, as seen by the 83% rise in the number of female athletes and significant medal wins.

The implementation of the "Pay and Reside" strategy, which gives athletes lodging inside the stadium, has been effective. Athletes from Churu as well as other states and districts, including the military services, were drawn to this concept. Sports

have also helped to address social concerns like substance misuse, which has helped Churu become a hub for recruiting into the military forces.

In addition to traditional sports, the area has organized events with well-known individuals, developed the idea of a rural Olympics, and actively participated in sports for development and peace.

Positive effects of Khelo India on academic performance, community involvement, psychological and emotional growth, physical fitness, self-esteem, confidence, and community outreach were found in a research survey. The need for infrastructural development and targeted initiatives to increase sports participation are among the obstacles noted, though.

Despite the early stages of the Khelo India program posing constraints to the research survey, participant replies highlighted the positive effects of the plan on different parts of their lives. The resounding endorsement of Khelo India's ability to host sporting events as a strength points to the organization's contribution to the development of a sports culture in Churu District.

Overall, the Khelo India initiative has made significant strides in promoting sports culture and development in Churu district, Rajasthan. However, several recommendations can further enhance the effectiveness and impact of the program:

1. **Infrastructure Development:** Conduct a thorough analysis of existing sports infrastructure to identify gaps and prioritize development needs. Utilize public-private partnerships and corporate social responsibility funds to accelerate infrastructure projects.



2. **Competition Schedules**: Ensure that competition schedules do not conflict with important events like state education board exams to allow maximum participation from talented athletes.
3. **Dietary Considerations**: Cater to regional differences in dietary habits and preferences during sporting events to ensure athletes receive adequate nutrition.
4. **Equitable Funding Distribution**: Consider district population size when distributing funds for district-level competitions to avoid disparities between larger and smaller districts.
5. **Talent Search**: Make talent search activities accessible to all social categories and provide equal opportunities for interested individuals to participate in talent hunt portals.
6. **Promotion of Sports in Education**: Advocate for the inclusion of sports education in school curriculums, supported by dedicated professionals like sports psychologists, physiologists, and nutritionists at the district level.
7. **Expansion of Khelo India Centers**: Increase the number of Khelo India centers and sports academies nationwide to provide aspiring athletes with top-notch training, facilities, and scholarships.
8. **Inclusive Participation**: Ensure that everyone in society, especially women, girls, people with disabilities, minorities, and marginalized groups, has access to sports participation through quotas, awards, and incentives.
9. **Media Promotion**: Encourage media to promote a wide range of sports and athletes, starting from grassroots levels, to inspire greater participation and celebrate sports celebrities.

By implementing these recommendations, the Khelo India initiative can further empower individuals, communities, and regions like Churu to realize the transformative potential of sports for holistic development and national progress.

This dissertation seeks to provide valuable insights into Khelo India's impact on youth sports participation and community engagement in Churu District, offering practical recommendations for its enhancement and application in similar settings.

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## CHAPTER I

### INTRODUCTION

*" Wearing the victory well and learning from defeat is an important art that we learn in the sports field"<sup>1</sup>*

*- Prime Minister of India, Shri Narendra Modi*

India is among the newest countries in the comity of nations and is a force to reckon with in all spheres. Similar to the universalisation of health and basic education, the growth of sports is essential to the overall well-being of our nation's children. Without a doubt, sports have a greater positive impact on India's reputation and position among other countries than any other discipline when it comes to worldwide achievement. Therefore, encouraging physical education, games, and sports is a key component of Indian governmental policy. 'Broad basing of sports' and 'achieving excellence in sports' are two goals outlined in the 2001 Sports Policy<sup>2</sup>. In this direction, a number of significant governmental initiatives and measures have been implemented in recent years.

Sports have a positive, scientifically verified impact on an individual's physical and emotional well-being. Additionally, it teaches the person human virtues like perseverance, unity, teamwork, and learning from mistakes. It permeates and

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<sup>1</sup> PIB Delhi. (2022, April 24). [Ministry of Youth Affairs and Sports, Khelo India University Games 2021]. Press Information Bureau. <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1819642>

<sup>2</sup> Government of India, Ministry of Youth Affairs & Sports, Department of Sports. (2022, March 29). *Lok Sabha Starred Question No. 369*. Retrieved from <https://sansad.in/getFile/loksabhaquestions/annex/178/AS369.pdf?source=pqals#:~:text=The%20Government%20has%20decided%20to,outlay%20of%20₹%203165.50%20crore.>

imparts self-control and commitment in a person's life. Participating in sports thus benefits the person as well as the country as a whole.

Encouraging young Indians to participate in sports will contribute to the goal of universalising education. There is no disputing that sports have a favourable effect on people's health, which not only helps the economy but also reduces the need for expensive medical treatment. Through encouraging healthy lives, sports have a direct and indirect positive impact on the Indian economy. Consequently, it is essential that the State recognize sports promotion as a 'public good' on par with health and education in order to keep up with the rapid pace of inclusive growth.

Khelo India Programme is a national Yojana / Scheme for the development of sports in India. It was launched in the year 2018 by the then Sports Minister Col Rajyavardhan Singh Rathore (Retired) in Delhi. This program has been launched to improve the sports culture in India aimed at mainstreaming sports as a tool for national development, economic development, community development and individual development.

The Ministry of Youth Affairs and Sports (MYAS) introduced the "Khelo-India: National Programme for Development of Sports" in the 2016–17 fiscal year, with an eye on the advantages of sports. The plan was distributed to all parties involved in accordance with the Ministry's O.M. No. 37-5/MY AS/RGKA/2015, dated April 22, 2016, as revised September 27, 2016.

Following the Ministry of Finance's advice, Khelo India was introduced in October 2015 as a single Central Sector Scheme by combining the three main Ministry of Youth Affairs and Sports programs as follows:

1. Rajiv Gandhi Khel Abhiyan (RGKA) (formerly called the ‘Yuva Krida & Khel Abhiyan’): To develop rural infrastructure and promote national sports culture through tournaments. At their inception, RGKA envisaged creation of sports complex in all blocks across the country and conduct competitions.

2. The Urban Sports Infrastructure Scheme (USIS) aims to develop top-notch sports facilities in urban areas so that gifted athletes can hone their abilities. USIS was the pre-cursor to the infrastructure component of the Khelo India Scheme.

3. The National Sports Talent Search Scheme (NSTSS) seeks to find and develop young athletes. The NSTSS envisaged searching and nurturing of sporting talent. However, the schemes could not take off largely owing to the lack of co-ordination and a combined vision of the Centre and the States.

A gazette for Khelo India's renovation was published in October 2017 in accordance with letter No. 29-IIMYASIMDSD/2017<sup>3</sup>. The main objective was to fortify the entire sports system by means of sports development, which included community coaching and sports, play field development, establishment of a robust competition structure at the school and university levels, and accommodations for women and individuals with disabilities in sports.

The redesigned Khelo India also prioritizes talent discovery and development, as well as closing significant deficiencies in the sports infrastructure. It also called for

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<sup>3</sup> Ministry of Youth Affairs and Sports. (2017, October 16). *Khelo India Gazette*. Retrieved from <https://yas.nic.in/sites/default/files/Khelo%20India-%20National%20Programme%20for%20Development%20of%20Sports%20Scheme.-ilovepdf-compressed.pdf>

the establishment of national physical fitness drives for schoolchildren and sports academies.

According to the gazette, the redesigned Khelo India is made up of the following elements:

1. Play Field Development.
2. Community Coaching Development.
3. State Level Khelo India Centres.
4. Annual Sports Competitions.
5. Talent Search and Development.
6. Utilisation and Creation / Upgradation of Sports Infrastructure vii.  
Support to National/Regional/State Sports Academies.
7. Physical Fitness of School going Children.
8. Sports for Women.
9. Promotion of Sports among persons with disabilities.
10. Sports for Peace and Development.
11. Promotion of rural and indigenous/tribal games.

**Key elements of the Khelo India initiative:** The Khelo India programme aims to achieve the following:

1. Encourage young people to participate in sports on a large scale through annual competitions.
2. Develop sporting talent through sports academies.
3. Build sports infrastructure at the block, tehsil, district, state, and union territory levels.
4. Offer excellence in sports.



The Khelo India Scheme consists of the following components:

1. Yearly sporting events.
2. Talent identification.
3. Infrastructure development for sports.

The National Games, the biggest event for grassroots level talent identification were held at long intervals, leaving aspiring athletes to look for avenues to showcase their talent. The launch of the Khelo India Scheme 2016, corrected these anomalies. Taking from the experience gained in implementing the Scheme during the year 2016-17 and on the basis of consultations with major stakeholders, especially the State Governments and of inputs received from them, the Khelo India Scheme was revamped with 12 verticals in 2017.

The Scheme's primary focus is to create a national level platform for athletes to showcase their talent and to identify them for further grooming and financial support. The Khelo India Games has been a harbinger of this effort. From 2017 to 2020, three editions of Khelo India School and Youth Games and one edition of the Khelo India University Games have been hosted, giving talented young sportspersons a chance to win their way to a Khelo India Scholarship and be trained for higher levels of competition by the best coaches and in state-of-art sporting complexes. The Games have seen a participation of over 18,000 athletes, with close to 3,000 athletes identified as Khelo India Athletes (KIAs) who are currently training at Khelo India Academies, revamped SAI Centres and are given an Out of Pocket Allowance of ₹10,000 per month, besides being supported for training, equipment, diet and education.

## CHAPTER II

### REVIEW OF LITERATURE

*“The image of a country is not just about economic and military strength. The soft face of a country also makes a difference. Sports is one such soft power which can capture the world’s attention to India.”<sup>4</sup>*

*- Prime Minister of India, Shri Narendra Modi*

#### Introduction

A detailed literature review was carried out to identify, evaluate and interpret the work produced by researchers and scholars on Khelo India. In the process of the review, the kinds of literature available were selected on the research problem and further identify the research gaps. The primary purpose of this review is essential to the dissertation on the ‘Impact of Khelo India: A Case Study of Churu District.’

#### Reviewed Literature

Below, is a brief review of the relevant literature which is available.

*The Gazette of India, October 14, 2017 (Asvina 22, 1939), Khelo India - National Program for Development of Sports* gives details with respect to Khelo India program with details of the various components i.e. Play Field Development, Community Coaching Development, State Level Khelo India Centres, Annual Sports Competitions, Talent Search and Development, Utilisation and Creation/ Upgradation of Sports Infrastructure, Support to National/Regional/State Sports Academies, Physical Fitness of School going Children, Sports for Women, Promotion of Sports among persons with disabilities, Sports for Peace and Development and Promotion of

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<sup>4</sup> Ministry of Information and Broadcasting, Government of India, & Sports Authority of India. (n.d). *Khelo India: [Khelo India, Khelega India Khilega India]*. Publisher [Sports Authority of India]

rural and indigenous/tribal games. This is generic in nature and does not specifically give district wise or details for Churu district.

*No. IOO--t/2016-Khelo India, Government of India, Ministry of Youth Affairs & Sports, Department of Sports letter dated 26 May 2016, Operational Guidelines on Khelo India - National Programme for Development of Sports* gives details of the funding pattern and budgeting for development of sports under Khelo India program. No specific reference to district wise allocation of budgets has however been referred to in the document.

**Operational Guidelines of the Components under Revised Khelo India Scheme (2021-22 to 2025-26) issued by Ministry of Youth Affairs and Sports (Department of Sports) dated 14 Dec 2022.** The operational guidelines of the updated Khelo India Scheme are provided in this 112-page document for States/UTs, SAI, and other stakeholders to review and take appropriate action. It spells out the scheme's goals and objectives and provides a detailed explanation of each redesigned scheme component as well as the program's monitoring system. Since they are operational instructions, the document doesn't appear to have any gaps in it.

**Effect of Khelo India Programme in Spotting Culture and School Children's of India** by Pintu Debnath, (*Journal of Advances in Science and Technology, Vol 16, Issue No 1, March 2019*). The article emphasizes the Khelo India program's goal of creating a solid foundation for all sports practiced in our nation and promoting sports for people of all racial, gender, and other backgrounds. It highlights how inclusive sports are, as well as the essence of the Scheme; nevertheless, it does not explain how the Center supports different aspects of the Scheme at the state level.

**Ministry of Youth Affairs and Sports (Department of Sports) Gazette**

**Notification No. 40-1/MYAS/MDS/2020 dated 4th March, 2022.** Through this announcement, the Khelo India Scheme will be extended or continued from 2021–2022 to 2025–2026 for the purpose of developing sports during the 15th Finance Commission Cycle (2021–2022 to 2025-26) at a cost of ₹ 3165.50 Crore. The Khelo India Scheme was revised from 2021–22 to 2025–26, keeping the basic goals, vision, and structure of the original scheme in place, but rearranging and rationalizing its components reduced the number of components from twelve to five, each with a renewed focus area. Since this is a government notification, the paper appears to be complete.

**Taking Sports to New Heights: The Finest Sports Infrastructure Company in India by S Deshpande ([www.kreedon.com](http://www.kreedon.com) dated 08 Jun 2023).** This piece explores the field of Indian sports infrastructure and identifies the eight leading businesses that are transforming sports in the country. The essay does not, however, integrate professional training and talent identification into its discussion of sports infrastructure.

**Standing Committee Report Summary : Khelo India Scheme, Article by Anya Bharat Ram. (PRS Legislative Research, Institute for Policy Research Studies, Dec 24, 2019).** The report on the Khelo India initiative, which was filed on December 10, 2019, by the Standing Committee on Human Resource Development (chaired by Dr. Satyanarayan Jatiya), highlights the main findings and suggestions in this article. It provides an overview of the Committee's recommendations for enhancing the program with regard to administration, funding use, talent identification, coaching, sports infrastructure, and education. Since the material is a report, there aren't any clearly marked gaps in the research.

**Sports Infrastructure: A Study of Sports Ecosystem in India by YK Kharade. (Think India (Quarterly Journal), 20 Dec 2019).** This essay looks at the need for improved sports infrastructure in India as well as the various obstacles preventing it. In order to meet long-term national goals, it suggests designating and utilizing SSZs, promoting PPPs, and modernizing sports facilities technologically. However, as part of a sports ecosystem, the processes for identifying potential and the function of professional training have not been integrated with sports infrastructure.

**Khelo India Youth Games : A Springboard for Olympic Gold by G Singh, (University News, 58(09), March 02-08, 2020).** This essay highlights the Khelo India program's importance in promoting sports culture in India. It outlines the program's primary thrust areas and points of emphasis. It emphasizes how important it is to use a scientific method to develop sports, train athletes, and provide them with psychological and genetically-based nutrition. The post also provides suggestions for ensuring the Khelo India program is a huge success. However, the report says very little about the need for infrastructure development and how important it is to being ready for sporting events.

**Conceptual Framework for Redesigning the Sports Policy of India by AK Shirotriya. (International Research Journal of Physical Education, Health Education, and Sports Sciences. 8(1), 27-37, Jan 2019).** The paper, which focuses on the need for a specific sports policy to attain strong performance in international sporting events, is written at a conceptual level. In order to improve the sports policy, the author also emphasizes that the government should host frequent workshops where stakeholders can participate and share ideas. Any effort to evaluate the success of the sports policy should also be welcomed and supported. Nevertheless, the report does not analyze the Khelo India scheme in relation to the author's recommendations.

**Sports Infrastructure in India by RR William and SG Kirubakar (International Journal of Physiology, Nutrition and Physical Education, SP1: 42-46, 2019).** This essay analyzes the current situation of the nation's sports infrastructure and offers a theoretical roadmap for its advancement. The report recommends policy and financial backing for a prudent upgrade of a city's metropolitan sports infrastructure. It also suggests using PPP and increasing budgetary allotment to progress infrastructure. Although the article is well-written and conceptual, it lacks actual evidence or statistics to back up its recommendations.

**Play India Youth Games (Khelo India) : Scheme for Promotion of Sports in India by G Singh and A Bali, (Indian Journal of Physiotherapy and Occupational Therapy, April-June 2020, Vol. 14, No. 02, 61-66).** This paper explains the Khelo India program's specifics, including its goal, elements, administration, infrastructure, financial ramifications, and oversight procedures. It does not, however, provide an examination of the program or the function of Khelo India centers for sports promotion.

**As Tokyo Olympics Approach, a Look at India's Sporting Potential by R Bhattacharyya et al. (The Wire, 25 to 29 Jun 2021).** Over the course of five days, the writers of five separate pieces that were published in "The Wire" conducted a thorough analysis and shared their opinions on the following queries: Does India have a culture of sports? Have professional sports leagues contributed to a rise in general participation? What effects has the Indian sports industry's existing administration and governance structure had on our performance? How other parties, such non-governmental organizations, should support the popularization of sports at the local level and strive to give every segment of the population equal chances. The article looks for reasons why there isn't a strong sporting culture and proposes that India's sports

governance structure has to incorporate a new corporate governance model that is transparent and accountable.

**Sport policy in India by J Clarke and S Mondal (International Journal of Sport Policy and Politics, 27 Sep 2022).** This article examines the policies, facilitators, and challenges related to sport participation in order to offer a thorough understanding of the extensive athletic ecosystem in India. The study emphasizes the need for more in-depth research on India's sport policy and the efficacy of its programs promoting sport and physical exercise, given the country's large population, developing economy, and rich sporting tradition.

**Schemes for Sports Development in India by J Bhatti. ([www.geeksforgeeks.org](http://www.geeksforgeeks.org) dated 30 Sep 2022).** This essay lays out in detail the several programs for the development of sports in India, as well as the country's sporting accomplishments and obstacles. The author claims that these challenges are more related to India's surroundings than to their competitors in sports. The report comes to the conclusion that in order for India to become a premier sports nation, it will need to make significant investments in building state-of-the-art infrastructure, adopt best worldwide practices in sports medicine and training, and devote enough time to all major sports. Primary education must lead the way, and the educational system needs to be adjusted to give sports the same importance as other aspects of a child's upbringing. Nevertheless, the essay has not examined or highlighted the value of the programs outlined to support sports in India.

**Comparing Indian Sports Infrastructure with the Rest of the World by K Mahtoliya. ([www.kreedon.com](http://www.kreedon.com) dated 27 Feb 2023).** This essay emphasizes how important infrastructure is for a nation to succeed in sports. It defines a strong sports

infrastructure as the foundation of a thriving and prosperous sports sector that inspires youth participation in various sports activities throughout a nation. Nevertheless, the article contains no information or report to support the same.

**The Impact of Coaching and Training Programs on Athlete's Development in India - Case Study of Successful Sports Academies by A Bhatti ([www.kreedon.com](http://www.kreedon.com) dated 08 Apr 2023).** This study looks at how sports coaching and training programs affect Indian athletes' growth. It also highlights the significance of sports academies in India; however, the report does not sufficiently explore the consequences of building sports infrastructure for the same.

**Analysing the impact of Khelo India Program on Training and Nurturing of talent in Northeast Region of India by MS Parmar, KK Sahu and P Roy, (International Journal of Physical Education, Sports and Health 2023).** This study set out to examine how the Khelo India program affected the development and training of talent in the Northeastern area of India. The Khelo India program was found to be in charge of the training and development of talent in the northeastern region of India, based on the outcomes and findings. Nevertheless, the authors of the report have not examined the effects of sports infrastructure on athletes' training.

**Overview of Sports Challenges and Policies in India by B Pradeep ([www.kautilya.org.in](http://www.kautilya.org.in)).** According to the author, the current paradigm for sports governance in India lacks transparency and accountability, which makes it easier for dishonest asset management and pervasive corruption to flourish. According to the article, policies must be created to promote student involvement in university-level athletic activities and competitions. The media must also be persuaded to change the



public's opinion of sports and games. On the other hand, no survey is conducted to find out how the community views sports and physical education.

**Game-Changing Revolution: Unveiling the Remarkable Development of Sports Infrastructure in India by K Mahtoliya ([www.kreedon.com](http://www.kreedon.com) dated 27 Jun 2023).** This essay highlights the noteworthy advancements made in India's sports infrastructure development, which have boosted the country's overall development and had a profoundly positive impact on the sports business. These developments have also helped to foster a culture of sportsmanship. The author believes that India has the potential to become a global center for sports, producing elite athletes, holding international competitions, and drawing investments from both domestic and foreign sources. However, the article does not analyze the amount of funding needed or how the funds will be used.

## CHAPTER III

### RESEARCH METHODOLOGY

*“India will become the next sporting super power in the world and the way the sports eco-system is evolving every passing day is a testament to this transformation.”<sup>5</sup>*

*- Union Minister for Youth Affairs & Sports  
and Information & Broadcasting  
Shri Anurag Singh Thakur*

#### Statement of the Problem

Despite the nationwide implementation of the Khelo India initiative, there is a limited understanding of its specific impact on sports participation and community engagement among the youth in rural and semi-urban areas, such as Churu District, Rajasthan.

This research problem highlights the need to investigate and assess the influence of Khelo India in a specific context (Churu District). It emphasizes the lack of comprehensive knowledge regarding the initiative's outcomes in rural and semi-urban communities. The dissertation aims to bridge this gap by providing insights into the impact of Khelo India in such settings.

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<sup>5</sup> PIB Delhi. (2024, January 31). [Anurag Singh Thakur gives away trophies to KIYG 2023 Champions in Chennai]. Press Information Bureau. Retrieved from <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=2000988#:~:text=On%20the%20occasion%20Union%20Minister,platform%20to%20showcase%20their%20talent.>

## Research Objectives

- 1. To Assess the Impact on Sports Participation:** Measure changes in sports participation rates among youth in Churu District before and after the implementation of Khelo India. Determine whether there are significant increases in the number of youth engaging in organized sports activities.
- 2. To Analyze Community Engagement:** Analyze the extent to which Khelo India programs encourage community engagement and collaboration, including involvement of local schools, sports clubs, and parents. Examine whether Khelo India initiatives lead to a greater sense of community among the youth and their families.
- 3. To Determine Long-term Implications:** Investigate the long-term effects of Khelo India participation on the youth's personal development, including leadership skills, discipline, and career aspirations.
- 4. To Make Policy Recommendations:** Based on the findings, provide evidence-based policy recommendations for improving and expanding Khelo India programs in Churu District and similar settings.

## Research Design

The research would be mixed research i.e., both the qualitative and quantitative approaches will be adopted, and the research design will be analytical. The study will also utilise relevant data as available in the open domain to support the research. The research would give an insight into the Impact of Khelo India with specific reference to Churu District, Rajasthan.

The research would involve collecting data from the Ministry of Youth Affairs & Sports, District Administration, Churu and identified schools & colleges in Churu District.

### **Rationale or Justification**

The dissertation on the 'Impact of Khelo India: A Case Study of Churu District' is justified by the need to fill a research gap, inform policy decisions, promote community development, and provide empirical evidence that contributes to both academic knowledge and practical applications. It addresses important questions related to youth development and sports participation in rural and semi-urban settings, which have broader implications for the well-being of youth across India. Some of the points justifying the dissertation are as follows:-

- **Addressing a Gap in Knowledge:** There is a substantial gap in the existing literature regarding the impact/ outcomes of the Khelo India initiative on youth in rural and semi-urban areas, particularly in regions like Churu District, Rajasthan.
- **Policy Implications:** Understanding effectiveness and challenges of Khelo India at the local level is crucial for policymakers to make informed decisions and allocate resources effectively.
- **Community Development:** Churu District, like many other rural and semi-urban areas in India, faces unique challenges. Investigating the impact of Khelo India in such a setting not only contributes to academic knowledge but also has the potential to uncover strategies for community development and youth empowerment through sports and physical fitness.

- **Empirical Evidence:** The dissertation will contribute empirical evidence on the impact of Khelo India in a specific geographic context. This evidence can serve as a reference point for future research and evaluations of similar initiatives in other regions.

### **Research Questions**

1. Have youth sports participation rates in Churu District significantly increased after the implementation of Khelo India?
2. Has Khelo India led to a significant increase in community engagement and collaboration among youth and local organizations?
3. Is Khelo India participation associated with long-term positive effects on personal development and career aspirations among the youth in Churu District?

### **Limitations**

The Khelo India program was initiated in 2017 To infuse sports culture and achieve sporting excellence in the country. The mission is to encourage sports all over the country thus allowing the population to harness the power of sports through its cross-cutting influence, namely, holistic development of children and youth, community development, social integration, gender equality, healthy lifestyle, national pride and economic opportunities related to sports development.

The program is still in its infancy with limited availability of information in open domain. Further, the impact of this fledgling program has not been evaluated formally and as such data sources and research is unlikely to be available with primary sources too, and hence, the extant research will focus on drawing its own conclusions from information gathered for the purpose.

## **Research Methods and Data Sources**

The methods applied in this research were a combination of exploratory and analytical. The research was mostly based on secondary sources and primary sources were limited.

### **Primary Source**

Primary sources included interactions through semi-structured questionnaires and open-ended opinions from officials of Ministry of Youth Affairs and Sports, Government of India and Churu District.

**Participants.** The sample participants of the research survey included all age groups including Churu District officials, Coaches, Players and their families. The participants belonged to various schools, colleges, universities and were mostly locals of Churu District.

**Procedure.** The potential participants were invited to participate in the survey online using Google forms. The survey consisted of multiple-choice questions regarding Khelo India Scheme. The questionnaire also sought the opinion of the participants on all key elements of the Scheme. A group of participants was met for a focussed group discussion along with their coach(es) to get data.

### **Secondary Sources**

The secondary sources were the documents MYAS and those of Churu District as related to Khelo India Scheme. In addition articles and documents published on the subject have been a major source of the research. Over and above, relevant data from open sources have been used to supplement the topical analysis to arrive at conclusive deductions.

## CHAPTER IV

### CASE STUDY CONTEXT: CHURU DISTRICT<sup>6</sup>

*“भारत की महत्वाकांक्षा का प्रतिबिंब चूरु है और चूरु ने पिछड़ा जिला होने के बावजूद खेल के क्षेत्र में जोरदार उपलब्धियां अर्जित की.”*

- *Former District Collector, Churu, Shri Siddharth Sihag*

Understanding Churu district is essential towards the study on Impact of Khelo India Scheme as it gives the perspective which aids such understanding and arriving at due analysis with respect to the recommendations.

#### Introduction to Churu District<sup>89</sup>

Churu was founded in 1620 by Jat chieftain Churu. Before India's independence in 1947, it was a part of Bikaner State. The district came into existence in 1948 comprising three tehsils Churu, Rajgarh and Taranagar when the administration of Bikaner State was reorganized.

Churu is situated in Northeast region of the state, between 27°24' and 29°0' North latitudes and between 73°40' and 75°41' East longitudes. It is bounded by Hanumangarh district in the North, Bikaner district in the West, Nagaur district in the

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<sup>6</sup> The information with respect to Churu District has been obtained by direct interaction with officials in Churu District and with then District Collector, Churu, Shri Siddharth Sihag between October 2023 and February 2024. The same has also been obtained as a result of two visits by the researcher, to Churu district in January 2024.

<sup>7</sup> Zee News Rajasthan. (22 April 2022). Churu won the Prime Minister's Award in Khelo India; Collector said 100 sports grounds will be ready in 2022. Retrieved from <https://zeenews.india.com/hindi/india/rajasthan/churu/churu-won-the-prime-ministers-award-in-khelo-india-collector-said-100-sports-grounds-will-be-ready-in-2022/1161590>.

<sup>8</sup> Government of India. (n.d.). Website of Churu District, Rajasthan. Retrieved from <https://www.india.gov.in/website-churu-district-rajasthan?page=1>

<sup>9</sup> Wikipedia. (n.d.). Churu district. In Wikipedia. Retrieved from [https://en.wikipedia.org/wiki/Churu\\_district](https://en.wikipedia.org/wiki/Churu_district)

South, Sikar district in the Southeast, and Jhunjhunu district and boundaries of Haryana state in the East. District of Churu is a part of the great Thar Desert. It is covered with a thick mantle of sand and is characterized by 6 to 30 meter longitudinal dunes trending Northeast to Southwest. The ground level in the district is about 400 meters above mean sea level the terrain in general is sloping from South to North. There is no big hill in the district except some hillocks. There are no perennial rivers or streams in the district. Wells and ponds are the principal sources of water supply.

Churu district lies in the Hyper Arid Partial Irrigated Western Plains Agro-Climatic Zone, according to the classification by Department of Agriculture, Government of Rajasthan. Commonly grown crops in this zone in kharif season are pearl, Pearl-millet, Mothbean and Clusterbean, and in rabi season are wheat, mustard and gram. In 2018-19, total sown area was 1425843 hectares, of which 310674 ha was sown in the Rabi season and 1115169 ha was sown in Kharif season. The agriculture is based on the monsoon out rightly, In some tehsils, irrigation is made by extracting water from wells but it is not successful due to salty and deep water. Hence, the future of agriculture-based units is dependent on Monsoon.

Out of the total 13,835 sq km of area in Churu district, only 82.00 sq km is under forest cover. As per the classification by Forest Survey of India, there is no area under very dense forest category, 3.00 under moderately dense forest category and the remaining 79.00 sq km under open forest category.

Established sand dunes inside Grass Reserves of inside areas, free from biotic interference, contain very poor and open forest. Important trees found in the district are Khejara, Kikar, Neem, Hingotaker, Shisham, Rohira, Bhhui, Phog, Ask, Senia, Thor, Morali, Bura, Lampre, Kucha, Mural etc. Fox, Blue, Bull, common hare, Jackal



porcupine, Bats and Bush rats etc. are found here. The common birds found here are Bulbul, kite, Owl, Pigeon, Sand Grouse, Grey partridge, Godavan of Guraha.

All the important places in the district are connected by roads. National Highway No. 8 running between Delhi and Mumbai passes through the district. Churu district had 345 post offices and 71 telephone exchanges during the year 2018-19.

As we enter the city, we get encompassed by the rich culture and tradition of the city. We can explore the sheer beauty of nature here. The mansions in the city and their raw ambience force us to explore deep into the city. While touring around the city we can find the following:

- Surajmal Bantia Haveli built in 1920
- Surana Double Haveli which has over 1100 doors and elegance and charm that is beyond description.
- Salasar Balaji is a famous temple here that attracts hundreds of pilgrims and devotees every year. Additionally, you cannot afford to miss the domes here.
- The Godia Chhatri, Aath Kambh Chhatri are some of the lovely constructions that are superbly curved.

Churu district in Rajasthan had recently received the PM's Award for promoting excellence in sports and wellness under the Khelo India Scheme. Despite being a backward district, Churu has surpassed all expectations when it comes to sports infrastructure and facilities.

The district is a trailblazer when it comes to supporting and promoting women sports players. Churu has carved out a place for itself as the nursery of sports in Rajasthan.

## **Socioeconomic and Demographic Overview**

According to the Census of 2011, the district of Churu has a population of 20,39,547 out of which 10,51,446 are males and 9,88,101 are females. It accounts for 2.97 percent of the State population. The Geographical area of the district is 13835 sq km which is 4.04 percent of the total state area. The district ranks 13<sup>th</sup> in terms of population and 6<sup>th</sup> in terms of area and 30<sup>th</sup> in terms of population density among all districts of the state.

According to the 2011 Census<sup>10</sup>, 9,02,829 persons in the district are workers. This constitutes 44.27 of the total population. Of these, 6,28,381 are main workers and 2,73,448 are marginal workers. There are 33,747 migrant labourers in Churu district.

Churu district is backward area in perspective of industries and is declared no industry district by Central govt<sup>11</sup>. and various facilities are given to these units by the Govt. due to lack of infrastructure facilities, Metallic entity, forests. Real entrepreneurs and incessant famine are the prominent reasons for industrial backwardness of the district.

### **Percentage distribution of local work force<sup>12</sup>**

- Cultivators: 73.17%
- Agricultural labourers: 3.16%

### **Local industries**

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<sup>10</sup> Census India. (2011). *Churu Census 2011*. Retrieved from <https://www.censusindia.co.in/district/churu-district-rajasthan-102>

<sup>11</sup> Government of India, Ministry of MSME. (2020-21). *Brief Industrial Profile of Churu District*. Retrieved from <https://www.msmedijaipur.gov.in/frontupload/Churu.pdf>

<sup>12</sup> Government of Rajasthan. (2017-2018). *Industrial Potential Survey, Churu*. Retrieved from <https://environment.rajasthan.gov.in/content/dam/industries/CI/pdf/2017-2018/IPS%20Churu.pdf>

- Processing, servicing, and repairs: 2.26%
- Other workers: 21.41%

### **Major crop production**

- Wheat: 60,654 tonnes
- Rapeseed and Mustard: 24,705 tonnes
- Pulses: 9,594 tonnes
- Gram: 316 tonnes
- Bajra: 2545467 tonnes

### **Communication facilities**

- Public call offices: 682
- Post offices: 392
- Telegraph offices: 89
- Telephone exchanges: 83

### **Educational facilities and institutions**

- Primary and middle schools: 1,472
- Secondary and higher secondary schools: 207
- Private B Ed Colleges: 14
- Post graduate and under graduate: 11
- Government B Ed Colleges: 1
- Jawahar Navodaya Vidyalaya : 1

- Central School : 1

### **Historical Perspective of Sports in Churu**

Churu has carved out a place for itself as the nursery of sports in Rajasthan. In the past few years, the district has grown by leaps and bounds, both in terms of the availability of sports facilities as well as achievements earned by its sportspersons.

A total of 5 State Level tournaments were held in District Churu from 2019 to 2021. The total number of district level tournaments was 21 in the same period. Due to Corona, the sports event were not held in the period 2020-21. The total number of events held I the period 2021-22 were 22<sup>13</sup>.

### **Sports and Youth Development**

The use of sport to promote peace and development is not entirely new; the Olympics are a historic example of sport used for a higher purpose. However, until recently, sport has remained on the side-lines of mainstream humanitarian and development programming, considered a luxury in the context of other development objectives.

Sport is widely recognized as a tool to keep youth constructively engaged and is valued for its health benefits and capacity to teach life skills such as goal-setting, emotional control, leadership, self-discipline and resilience. Sport has the capacity to transform the lives of individuals. It bolsters physical, psychological, emotional, and social well-being and development. At the same time sport plays a significant role in cultures and communities around the world. These factors alone justify investment in sports programming. But there is also a growing understanding that sports programs

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<sup>13</sup> The information has been obtained by direct interaction with then District Collector, Churu, Shri Siddharth Sihag in January 2024

merit support because they are powerful vehicles for achieving broader goals, particularly in advancing development and peace agendas.

One of the most common uses of sport in the development arena is as a forum for conveying educational, public health, safety, environmental, or other messages. Sport may also be used to foster individual development and learning. Sports events may act as a magnet, drawing in people who can then be engaged in education sessions before or after an event.

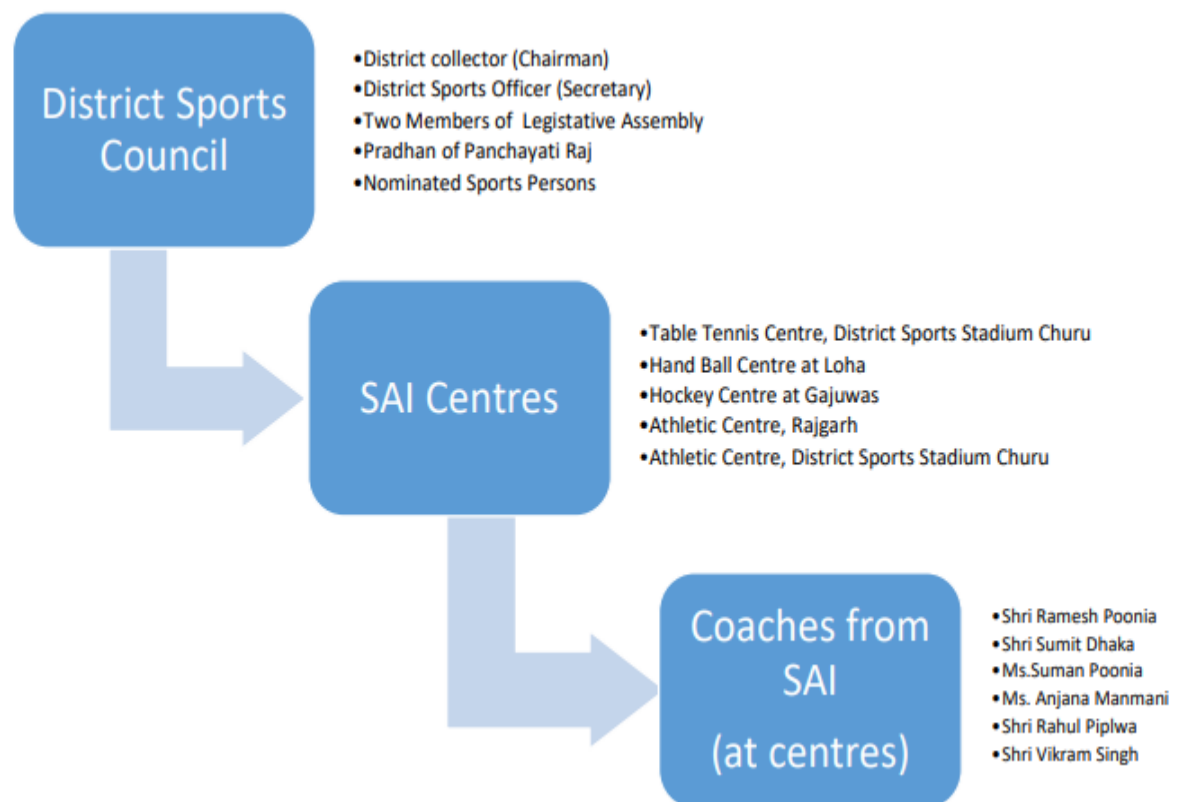
Although it is an area that requires more attention and research, there is already plenty of evidence that sport can be used to spur economic development. The construction and rehabilitation of sports facilities and development of sport for entertainment create employment and marketing opportunities. The manufacturing of sports equipment also serves as a source of jobs. Furthermore, sports programs can be used as a training ground for a new work force, teaching skills that make young people more employable and productive. The sporting achievements of Churu shall prove to be a worthy legacy of the Khelo India program. Churu's achievements serve to underscore the hope that a brilliant sporting culture can be built even while struggling to overcome deficit of human development indicators. India is also looking to do the same at the global stage and outperform countries with better Human development indices. The example of districts like Churu shall infuse everyone with hope and inspiration and catapult India to emerge as a sporting powerhouse.

### **Khelo India Implementation**

National Programme for development of sports, branded as Khelo India aims at improving India's sports outlets at the grass root level through organized talent identification, structured sporting competitions and infrastructure development. Churu district of Rajasthan has also joined and supports the Khelo India initiative to transform

India into a global sporting powerhouse in the upcoming years. The aim of implementing this scheme is 'A fit and healthy individual leads to a healthy society and strong nation'. Sport is an extremely important component for the overall development of the nation.

Good governance ensures organizations have a high standard of governance. One of the most important factors in good governance in sports is needed to preserve sports ethics to ensure that sports organizations live up to their responsibilities. Churu district has employed an exemplary model to implement Khelo India Programme which can be visualized by the below given diagram:



**Figure 4.1 : Khelo India Model - Churu District**

District administration has given special focus on 12 verticals under Khelo India Programme to achieve the desired results. With the efforts of district administration,

five centres have been established in Churu district authorised by the Sports Authority of India (SAI), New Delhi to provide world class sports facilities to the players under Khelo India Scheme. Following are the 5 approved centres by the SAI<sup>14</sup>:

1. Athletic Centre, District Sports Stadium Churu.
2. Hand Ball Centre, Government Mahatma Gandhi Senior Secondary School Loha, District Churu.
3. Hockey Centre, Government Senior Secondary School, Gajuwas, District Churu.
4. Athletic Centre, Government Mahatma Gandhi Senior Secondary School, Rajgarh District Churu.
5. Table Tennis Centre, District Sports Stadium Churu.

Further 15 more centres are run by the District Sports Council with the collaborative efforts and support of the district administration they are as follows<sup>15</sup>:

1. Kabaddi Centre, District Sports Stadium Churu.
2. Boxing Centre, Village Nayangal Bari, Tehsil Rajgarh, District Churu.
3. Weightlifting Centre, Village Nayangal Bari, Tehsil Rajgarh, District Churu.
4. Wrestling Centre, Village Nayangal Bari, Tehsil Rajgarh, District Churu.
5. Boxing Centre, Tehsil Ragarh, District Churu.
6. Archery Centre, District Sports Stadium Churu.
7. Shooting Centre, District Sports Stadium Churu.
8. Wrestling Centre, Village Hamusar, Tehsil Ratangarh, District Churu.
9. Volleyball Centre, Village Berasar, Tehsil Rajgarh, District Churu.

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<sup>14</sup> Sports Authority of India. (2021, February 23). *List of Accredited Academies Under Khelo India*. Retrieved from [https://sportsauthorityofindia.gov.in/sai/assets/news/1629976462\\_List%20of%20Accredited%20Academies%20under%20Khelo%20India.pdf](https://sportsauthorityofindia.gov.in/sai/assets/news/1629976462_List%20of%20Accredited%20Academies%20under%20Khelo%20India.pdf)

<sup>15</sup> The information with respect to Churu District has been obtained by direct interaction with officials in Churu District in January 2024

10. Volleyball Centre, Village Ratannagar, Tehsil Churu, District Churu.
11. Badminton Centre, Gandhi Bal Niketan, Ratangarh, District Churu.
12. Badminton Centre, Wooden Court-1, District Sports Stadium Churu.
13. Badminton Centre, Wooden Court-2, District Sports Stadium Churu.
14. Tennis Centre, Deco turf, District Sports Stadium Churu.
15. Coloured Synthetic Basket Ball Centre, District Sports Stadium Churu.

With the establishment of these centres there has been an increase in participation in different sports and players are being trained with great enthusiasm.

District has also started a unique scheme which is 'Pay & Reside'. Under this the district administration provides lodging facility to around 70 sports persons at district stadium itself with nominal amount of Rs.1000/- per month rent which includes light and water charges. This has helped the players to dedicate more time to the training hours and have saved their lot of time.

**Qualitative:**

The Khelo India programme has been introduced to revive the sports culture in India at the grass root level by building a strong framework for all sports played in our country and establishing India as a great sports nation. The success of every programme depends on the amount of efforts and support provided by the district administration which is involved in this. There is a district sports council with District Collector as its chairperson to see the overall implementation of the program. The Khelo India Programme's implementation is taken up by well qualified sports coaches at ground level at the centres established with the support of sports authority of India(SAI). All the coaches are selected and trained by Sports Authority of India (SAI). Manpower details are given in Table-1 below<sup>16</sup>:

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<sup>16</sup> Information accessed from concerned officials of Churu District in January 2024



**Table 4.1 : Manpower Details of Coaches Selected and Trained by SAI**

S	Name	Designation	Sports Qualification	Date of Appointment	Appointed by
1	Shri Sumit Dhaka	Athletic Coach	BPED, MPED, Diploma in Coaching from NIS, Patiala	Feb 12, 2019	SAI Permanent
2	Ms.Suman Poonia	Hand Ball Coach	BPED	May 3, 2021	SAI Part Time
3	Ms. Anjana Manmani	Hockey Coach	BPED, Certificate Course from SAI	May 3, 2021	SAI Part Time
4	Shri Vikram Singh	Athletic Coach	BPED	May 4, 2021	SAI Part Time
5	Shri Ramesh Poonia	Sr. Table Tennis Coach	Diploma in Coaching from NIS, Patiala	July 14,2016	SAI Permanent
6	Shri Rahul Piplwa	Table Tennis Coach		May 6, 2016	SAI Part Time

Furthermore, by the efforts of district administration, additional coaches have been appointed on a permanent / part time basis by the State / District Sports Council,

so that maximum number of sports can be covered and maximum spatial coverage assured.

**Table 4.2 : Additional Coaches Appointed by the State / District Sports Council**

S	Name	Designation	Sports Qualification	Date of Appointment	Appointed by
1	Shri Ishwar Singh Lamba	Athletic Coach	Diploma in Coaching from NIS, Patiala	July, 2015	State Sports Council, Jaipur Reappointment after retirement on Dec, 24,2021
2	Shri Sita Ram Prajapat	Weight Lifting Coach	BPED, Diploma in Coaching from NIS, Patiala	April 4, 2021	State Sports Council, Jaipur Permanent
3	Smt. Sarswati Munde	Kabaddi Coach	BPED, Diploma in Coaching from NIS, Banglore	June 7, 2015	State Sports Council, Jaipur Permanent
4	Shri Sanjeev Poonia	Wrestling Coach	Diploma in Coaching from NIS, Patiala	Oct 27, 2021	Part Time

5	Shri Vijay Kumar	Athletic Coach	Diploma in Coaching from NIS, Patiala	Oct. 27,2021	Part Time
6	Shri Mohit Poonia	Athletic Coach	Diploma in Coaching from NIS, Patiala	Oct. 22,2021	Part Time

Transparency matters, especially in the sports industry, when a failure to be transparent breeds mistrust between the players and public at large. The process of procuring sports equipment is done / conducted through a government open tender process where there are absolutely no chances of interference by anyone and the whole process is legally conducted as per rules and regulations. Similarly, there is a transparency in the selection process of the players, so that they can achieve their goal with the best of their ability. Grievance, if any, is considered by responsible officials and is sorted out within a stipulated time frame. All the grievances are also analysed at the level of the district sports committee so as to prevent recurrence of complaints.

#### **Quantitative:**

By efforts of District administration, in 12 verticals under Khelo India Programme to achieve desired results as given in the table below:

**Table 4.3 : Verticals Under Khelo India Programme in Churu District**

SN	Verticals	Achievement
1	Play Field Development	Five centres have been developed in the district as per the guidelines of Sports Authority of India (SAI). Out of five centres, four centres are included in Khelo India Scheme and one Athletics Centre, District Sports

		Stadium Churu was prepared as international level class I Synthetic Athletic Track with Rs.6.30 crores budget as received from Youth Affairs and Sports State Ministry.
2	Community Coaching Development	District Sports Council continuously develops community coaching through Akashwani and education department, spreading awareness among community and students about the facilities available in district and benefits of games.
3	State Level Khelo India Centres	<p>Four centres approved as a “Khelo India Centre” in district have been approved are:</p> <ol style="list-style-type: none"> <li>1. Hand Ball Centre, Government Mahatma Gandhi Senior Secondary School Loha, District Churu</li> <li>2. Hockey Centre, Government Senior Secondary School, Gajuwas, District Churu</li> <li>3. Athletic Centre, Government Mahatma Gandhi Senior Secondary School, Rajgarh District Churu</li> <li>4. Table Tennis Centre, District Sports Stadium</li> </ol> <p>Churu District Sports Council received budge of Rs.5 lakhs per centre from SAI. Budget is being utilized as per guidelines - Rs.3 lakhs for coaches salary and Rs.2 lakhs for sports material</p>
4	Annual Sports Competitions	Sports tournament are organized regularly to create competition among players at these centres and also in schools by the education department.

5	Talent Search and Development	To find talent through competition and then develop players for higher level games at State and National levels.
6	Utilization and Creation / Upgradation of Sports Infrastructure	Sports infrastructure is in better position and is upgraded as per requirement from time to time using sports material budget of Rs.2 Lakhs from SAI.
7	Support to National / Regional /State sports Academies	<p>District Sports Council has also given permission for two Private Sports Academies in the District Stadium to promote games in district; one in the field of “Archery” and other is “Shooting”. Four more academies are registered and Accredited as Khelo India Academies are:</p> <ol style="list-style-type: none"> <li>1. Urmila Sports Academy, VILL. Nayangal Bari, Tehsil-Rajgarh, Dist-Churu, Rajasthan in Wrestling</li> <li>2. Urmila Sports Academy, VILL. Nayangal Bari, Tehsil-Rajgarh, Dist-Churu, Rajasthan in Weightlifting</li> <li>3. Urmila Sports Academy, VILL. Nayangal Bari, Tehsil-Rajgarh, Dist-Churu, Rajasthan in Boxing</li> <li>4. Dronacharya National Boxing Academy, Churu in Boxing</li> </ol>

		So we proactively support sports academies in the district.
8	Physical fitness of Schools Children	District Administration organises awareness programmes in schools and its staff organise activities like Yoga, Exercises, Sports in schools for the fitness of children.
9	Sports for Women	As out of four Khelo India Centres two are specially for women and participation of women is very good at state / national level.
10	Promotions of sports amongst people with disabilities	Our unique scheme “Pay & Reside” also provides differently abled sports person in District Stadium, Churu and recently three disable sports person have got state government service in sports quota category.
11	Sports for Peace and Development	To organise rallies at district and sub district level by the district administration with sports persons on various occasions.
12	Promotion of rural and indigenous/ triable games	District Administration specially focuses on rural games like Kabaddi, Kho-Kho, Wrestling and triable game like Archery.

Churu District, located in the Northeast region of Rajasthan, is nestled between 27°24' and 29°0' North latitudes and 73°40' and 75°41' East longitudes. It is surrounded by Hanumangarh, Bikaner, Nagaur, Sikar, Jhunjhunu Districts, and Haryana State. This part of the Thar Desert is characterized by sand-covered terrain with longitudinal dunes. Water sources include wells and ponds, as there are no perennial rivers. The district

falls under the Hyper Arid Partial Irrigated Western Plains Agro-Climatic Zone, featuring sandy soils.

Despite its arid landscape, Churu thrives in agriculture, with crops like pearl millet, moth bean, cluster bean in kharif, and wheat, mustard, gram in rabi season. The district is well-connected by roads, including National Highway No. 8. It has a significant number of post offices and telephone exchanges.

The city of Churu is rich in culture and tradition, featuring architectural gems like Surajmal Bantia Haveli and Surana Double Haveli. The district received the PM's Award for excellence in sports under the Khelo India Scheme, showcasing its commitment to sports infrastructure and facilities.

Socioeconomically, Churu, founded in 1620, was part of Bikaner State before 1947. According to the 2011 Census, it has a population of 20,39,547, ranking 13th in population and 6th in area among Rajasthan districts. The economy relies on agriculture, with millet, kidney bean, moth, gram, mustard, and groundnuts being the major crops. The district is declared a 'no-industry' area due to infrastructure limitations.

The sports scene in Churu is vibrant, with a focus on supporting women athletes. The district boasts achievements in state-level tournaments and has earned the PM's Award for promoting sports and wellness. The Khelo India initiative has been implemented effectively, with the establishment of sports centers and facilities. The district has excelled in various sports categories, including volleyball, athletics, and kabaddi.

Churu's governance model for Khelo India involves 12 verticals, focusing on playfield development, community coaching, state-level centers, annual sports competitions, talent search, infrastructure utilization, support to sports academies,

physical fitness in schools, sports for women, promotion of sports for people with disabilities, peace, and development through sports, and rural and tribal game promotion.

The district has also been transparent in matters like equipment procurement and player selection. Well-qualified coaches, both permanent and part-time, are appointed to train athletes. The district administration actively supports private sports academies, contributing to the overall development of sports in Churu. The Khelo India program aims to transform India into a global sporting powerhouse, with Churu setting an inspiring example.



## **CHAPTER V**

### **DATA PRESENTATION AND IMPACT ASSESSMENT**

*“Sports must become an indispensable and inseparable part of our social life. Competitiveness is just a by-product .”<sup>17</sup>*

- *Prime Minister of India, Shri Narendra Modi*

#### **Background**

Sports are undoubtedly a fantastic way to keep oneself physically fit, mentally alert, socially well-adjusted and emotionally balanced. To develop sporting culture in India at grass root level Khelo India programme was introduced by the Ministry of Youth Affairs and Sports. Its objective is to build a strong framework for all sports played in our country and promote ‘Sports for Excellence’ as well as ‘Sports for All’. Regardless of gender, race, or other differentiating factors, sports participation is beneficial for both the physical, social and psychological development of all young people. Khelo India is an unprecedented scheme, a first-ever scheme to be implemented for creating long-term development pathway for athletes.

Churu has carved out a place for itself as the nursery of sports in Rajasthan. In the past few years, the district has grown by leaps and bounds, both in terms of the availability of sports facilities as well as achievements earned by its sportspersons. This is inspite of the fact that the district lags the state in many human development indicators. As per National Family Health Survey-5 (2019-21) data, the status of Churu

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<sup>17</sup> Ministry of Youth Affairs and Sports. (2023). *Khelo India Booklet*

when it comes to indicators like literacy rate, child immunization, malnourishment, stunting among children, anaemia among girls, is behind the average score of the state.

The research study revealed that the Impact of Khelo India in Churu District was relevant because despite the nationwide implementation of the Khelo India Scheme, there is a limited understanding of its specific impact on sports participation and community engagement among the youth in rural and semi-urban areas, such as Churu District, Rajasthan. This highlights the need to investigate and assess the influence of Khelo India in Churu District. It emphasizes the lack of knowledge regarding the scheme's outcomes and aims to bridge this gap by providing insights into the impact of Khelo India in such settings.

#### **Data Obtained from Direct Interaction with Officials of Churu District**

##### **Sporting Infrastructure:**

District administration has undertaken several efforts to build and augment sports infrastructure across multiple disciplines. As part of a three-tiered development effort, focus has been to set up sports facilities at district, block and gram panchayat level. Firstly, a centre of excellence for multiple disciplines at the district level has been created. Towards this end, a class I synthetic athletic track was prepared in District Stadium Churu in 2020. Additionally, a table tennis centre at the district stadium has also been included in Khelo India scheme in 2020. Furthermore, a Kabaddi centre, Archery centre, badminton Hall and shooting facility is already functional at the district stadium.

Secondly, multiple sporting centres have been operationalised at different blocks, which are being run both in government as well as private facilities, so there is comprehensive convergence of efforts of various stakeholders. Three Khelo India

Centres i.e. Handball Centre at GSS Loha, Hockey Centre at GSS Gajuwas and Athletic Centre at Rajgarh were approved in government facilities in 2020-21. Similarly, four centres were approved as Khelo India centres in private academies during the same period. There are 8 SAI approved Khelo India centres in Churu, and there are 14 other centres where coaches are being provided by District Sports Council. The encouraging aspect is that the number of medals won by trainees from Khelo India approved centres is almost the same as those being won by trainees from district supported centres. Furthermore, the number of approved centres itself has seen an increase of almost 30% since 2020.

Thirdly, the district has consistently improved its infrastructure, not just at the elite centres level, but also at the grassroots. There are 292 schools in the district where playground has been developed since 2019. This has been done using funds in convergence from various schemes such as National Rural Employment Guarantee Act, Development, Member of Legislative Assembly Local Area Development Scheme, State Finance Commissions / Financial and Fiscal Commission and through public contribution. The district is steadily progressing towards its goal of providing playing fields and courts for basketball, volleyball, kabaddi, kho-kho and running track in every Gram Panchayat.

### **Sporting achievements:**

The achievement in terms of medals and participation in national level competitions is proof of the fact that Churu is punching above its weight. For example, in terms of participation in Khelo India Games in Guwahati in February 2020, Churu had the second highest number of participants, after capital Jaipur, who participated in the games from Rajasthan. The participation from Churu was higher than all other

divisional headquarters and all the districts of Bikaner division. Even more remarkably, the medal tally of Churu is truly astonishing. Rajasthan won a total of 51 medals in individual events in Khelo India Games. Out of these, 10 medals were won by sportspersons from Churu, which is almost 20% of the total medal haul.

### **Participation of Female Sports persons:**

It has been a constant endeavour under Khelo India scheme to push the female participation rate as much as possible and gradually bring it at par with male participation rate. Churu has been a trailblazer in this regard. The number of female athletes participating in 2020 Khelo India games was 11 compared to just 6 in the previous version, which marks an increase of a whopping 83%. Furthermore, of the 20 individual medals won by female athletes from Rajasthan In latest Khelo India games, 7 medals have been won by athletes from Churu, which is a phenomenal 34%. So, every third medal won by female athletes in Rajasthan was won by female athletes from Churu.

### **Rural Games:**

It has been a focus area of Khelo India to promote rural and tribal games such as Kabaddi, Archery etc so as to enable a far greater segment of population to attain fitness by engaging themselves in their traditional sports. In this regard, Kabaddi centre which is functional in District Sports Stadium, has carved a niche for itself as 18 sports persons from this centre have participated in national competitions. Furthermore, the boys Kabaddi team that won silver medal in Khelo India Youth Games (KIYG) in 2020 and the girls team that participated in KIYG both had representation from Churu, which is a testament to the success of the district in this sport.

**Pay and Reside Model:**

This is an innovation that was pioneered in Churu in Rajasthan. Under this scheme, athletes are provided accommodation within the stadium at a nominal fee per month. This comes with the obvious advantage of letting the athlete focus exclusively on his sport by allowing him to stay on site and being in continuous touch with the coach. The efficacy of the scheme can be judged from the fact that it has not just attracted talent from within the district, but from other districts and even from outside the state as well. Infact, of the athletes who have availed of this facility, 20 medals have been won by those hailing from Churu, while 23 and 40 medals have been won by those hailing from other districts and other states respectively. Furthermore, the facility has even attracted sportspersons from the armed forces and CAPF as soldiers belonging to Jat Regiment, Rajputana Rifles, Regiment of Artillery etc have also utilised this facility to hone their skills.

**Sport for Peace and Development:**

It is a truism that sport is an antidote for a lot of societal evils such as substance abuse. Churu lies in a vulnerable pocket as its neighbouring districts of Ganganagar and Hanumangarh are battling the menace of drugs<sup>18</sup>. This is both due to the fact Churu, which lies in Bikaner division of Rajasthan, is part of a division that borders both Pakistan and those areas of Punjab that have seen high incidence of drug abuse.

**Nutrition and Health Awareness:**

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<sup>18</sup> Ghosh, S. (2023, October 25). *Rajasthan: Drug smuggling, addiction set to echo in poll campaign*. *Times of India*. Retrieved from [http://timesofindia.indiatimes.com/articleshow/104687903.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://timesofindia.indiatimes.com/articleshow/104687903.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

Generally there is a lack of optimal awareness among adolescent and pre-adolescent youth regarding issues related to health, nutrition and wellbeing. This is partly due to the fact that there is inadequate focus on them in the school curriculum. For example, in Rajasthan Board, there is one book which focuses on these aspects, which is introduced in Class 11<sup>th</sup>, but being a non-scoring subject, it often doesn't get the attention that it deserves. This was also the motivation behind Fit India Quiz<sup>19</sup> but only 157 schools across Rajasthan participated in that initiative. Therefore, a simple method was devised to take forward the initiative and improve awareness on these issues.

### **Popularisation of Sport and Widening the Base:**

The district endeavours to reach out to maximum number of youth and draw them into the orbit of sports. Towards this end, they have organized 11 Aakashwani programmes with important personalities. Khel Ratna awardees Shri Devendra Jhajharia, Commonwealth Games Gold medallist Srimati Krishna Poonia as well as two Droncharya Awardees, Shri Virender Poonia and Shri Anoop Kumar in the district serve as inspiration for the youth. With this aim to increase the reach of sports, an idea of rural Olympics has been conceived in the district (even though COVID was a dampener, the district registered over 65,000 participants for the same). Only massive expansion of the sporting catchment area can fortify and amplify the sporting culture of the district and give it new wings.

### **Sports participation:**

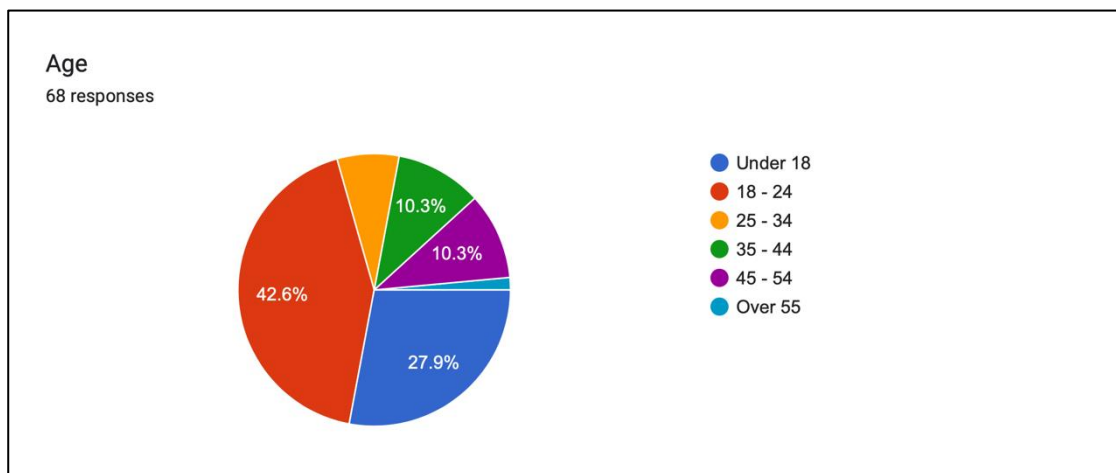
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<sup>19</sup> Press Information Bureau (PIB). (2023, July 23). *Union Minister for Youth Affairs and Sports, Anurag Singh Thakur, felicitates Fit India Quiz 2022 State round winners in Mumbai*. Retrieved from <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1941942>

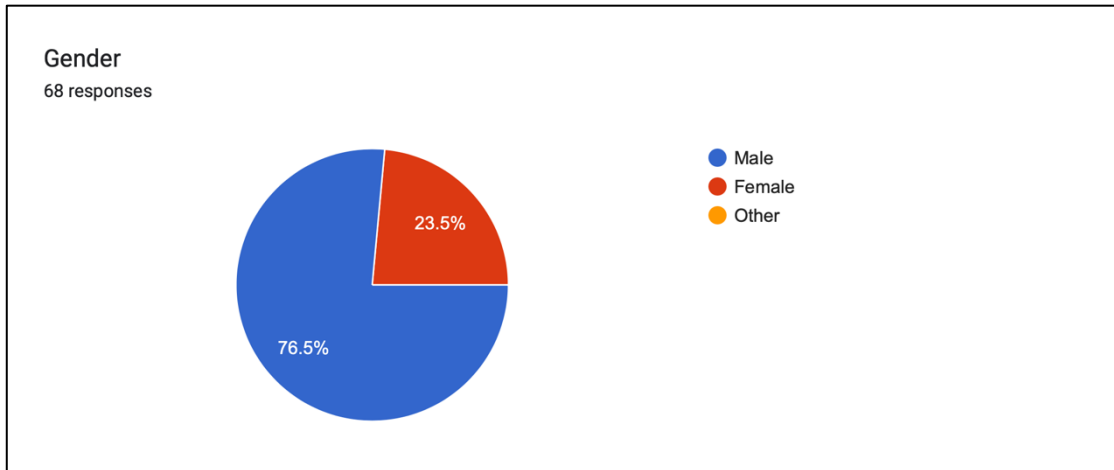
Churu has the second highest number of participants in Khelo India Games, 2020 after Jaipur. The participation from Churu was higher than all other divisional headquarters and all the districts of Bikaner division. 10 out of 51 medals won by Rajasthan in KIYG, 2020 were won by sportspersons from Churu, which is almost 20% of the total medal haul.

### **The Findings of the Research Survey**

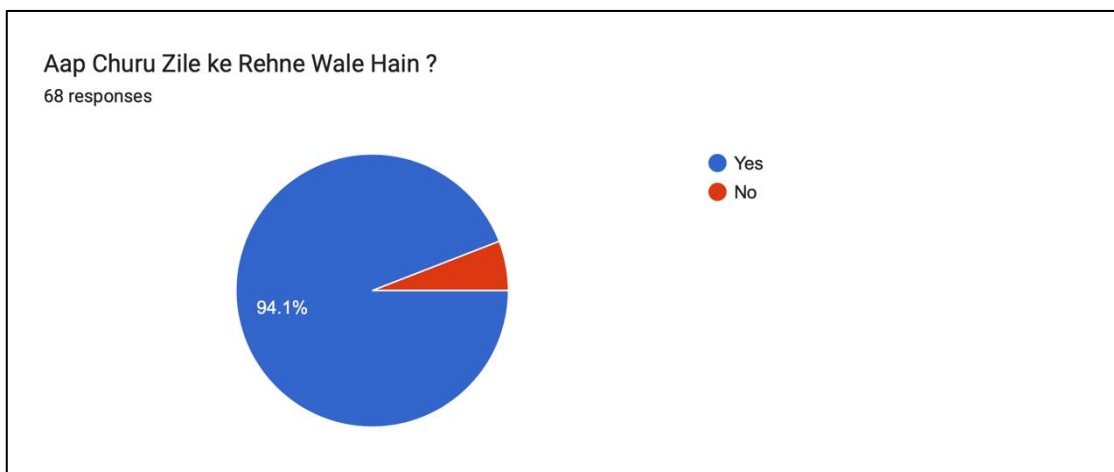
**The Target Audience.** The sample participants of the research survey included all age groups including Churu District officials, Coaches, Players and their families. The participants belonged to various schools, colleges, universities and were mostly locals of Churu District. The majority was with an educational background of under-graduation and graduation (51.5%), who were in the age group of 18-24 years. The audience also included 76.5 % males with the balance being females. 94.1% of the participants belonged to Churu district.



**Figure 5.1 : Target Audience (Age)**

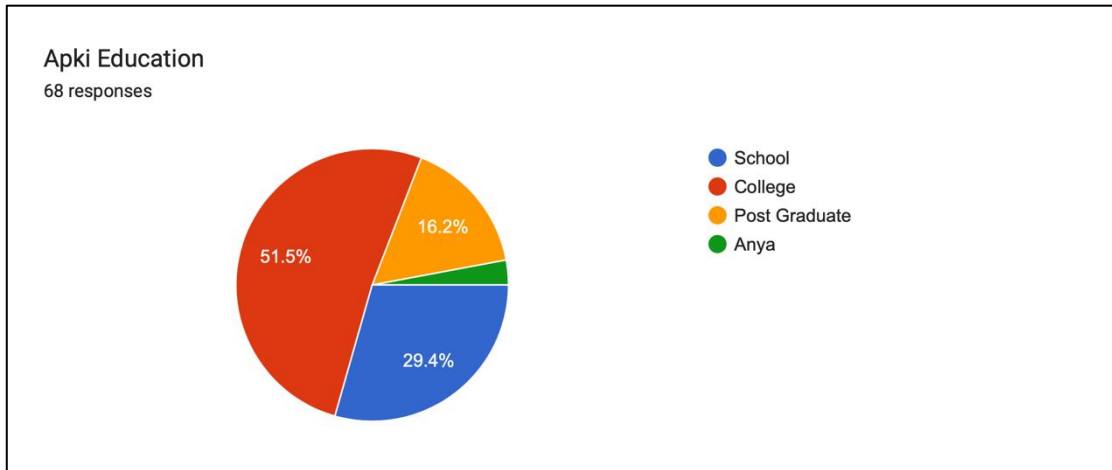


**Figure 5.2 : Target Audience (Gender)**



**Figure 5.3 : Target Audience (Residence)**



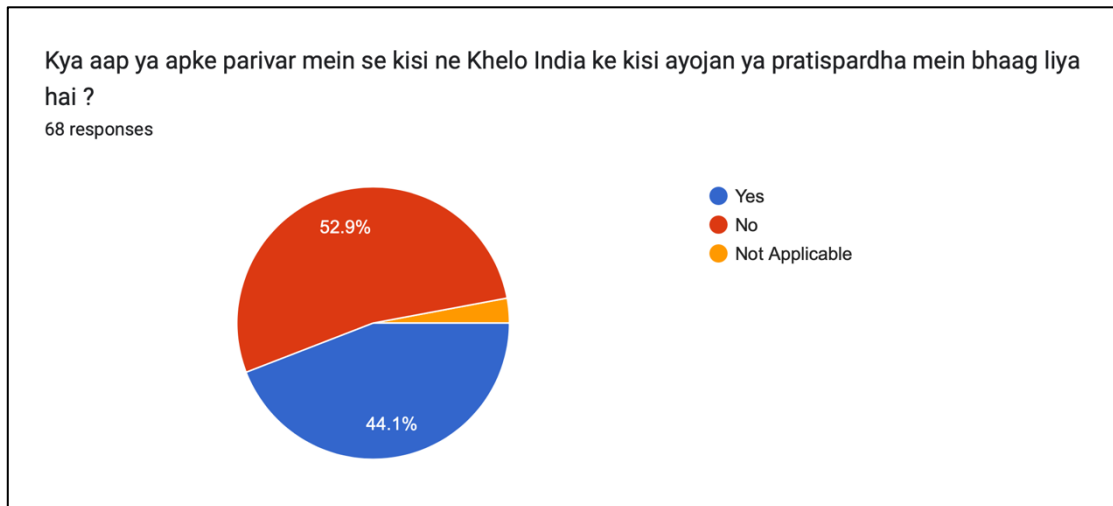


**Figure 5.4 : Target Audience (Education)**

**Limitations of the Research Survey.** The Khelo India initiative was launched in 2017 to establish national sporting greatness and develop a culture of sportsmanship. The initiative is still in its early stages, and there isn't much publicly available information yet. Furthermore, because the program's impact has not yet undergone a formal evaluation, data sources and research are not available together with primary sources. As a result, the extant research draws its own conclusions from the information acquired.

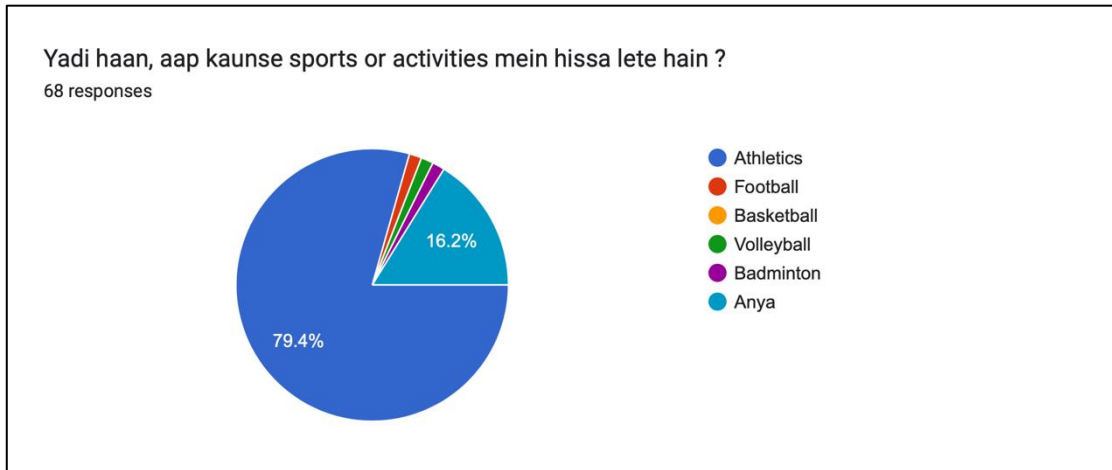
A total of 69 responses were received, and the details are appended to the research paper as **Appendix 5**, and the essence is elucidated in the succeeding paragraphs.

**Participation in Khelo India.** The questionnaire pointed to the audience if they (themselves or family members) ever participated in Khelo India programs or events in Churu District 44.1% of the respondents had answered in the affirmative.



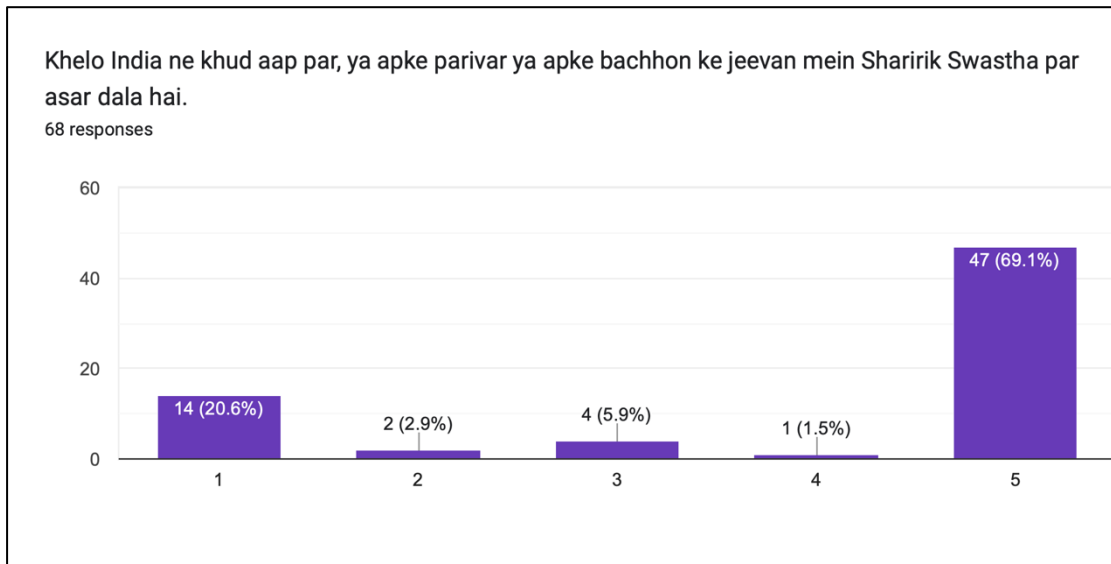
**Figure 5.5 : Khelo India Participation**

**Specific Sports or Activities.** 79.4% of the responses endorsed athletics as the chosen discipline with all other options a distant figure behind. It was evident that athletics is the chosen discipline in Churu District.



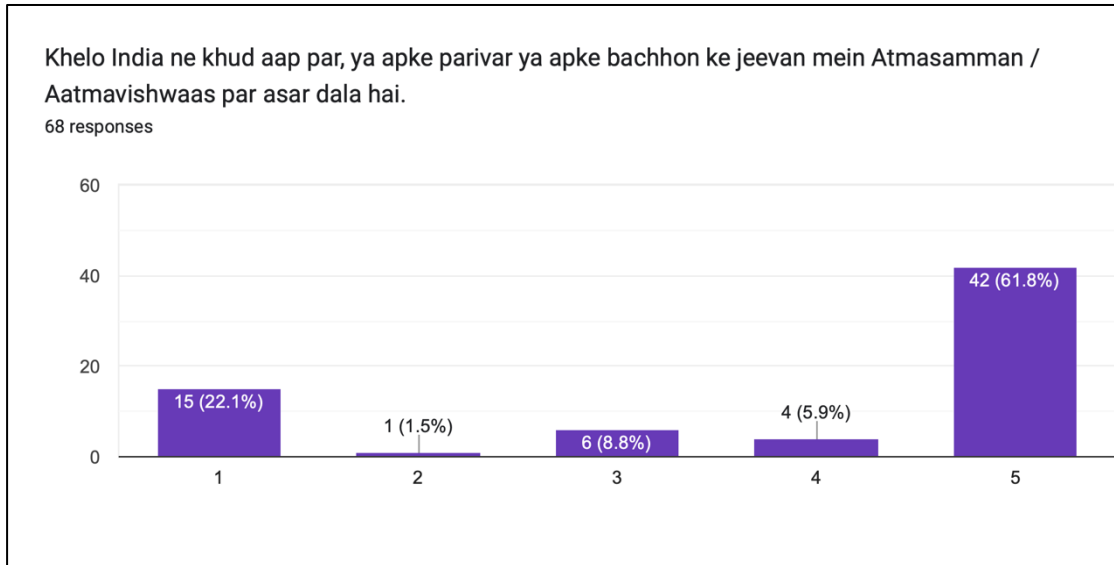
**Figure 5.6 : Specific Sports Participation**

**Impact of Khelo India on Physical Fitness.** 69.1% of the respondents were emphatic about the immense and positive impact of Khelo India on their physical fitness. 20.6% respondents however were sceptical of its contribution, with the balance opining that it had some effect on their physical fitness.



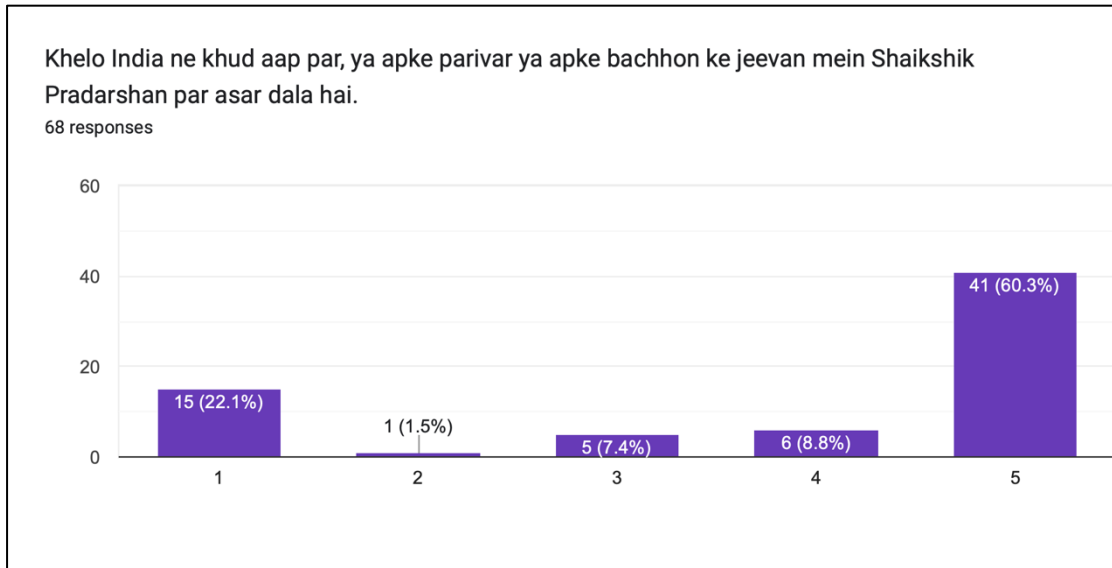
**Figure 5.7 : Impact on Physical Fitness**

**Impact of Khelo India on Self-esteem and Confidence.** 61.8% of the respondents were emphatic about the immense and positive impact of Khelo India on their Self-esteem and Confidence. 22.1% respondents however were questioning of its contribution, with the balance opining that it had limited effect on their Self-esteem and Confidence.



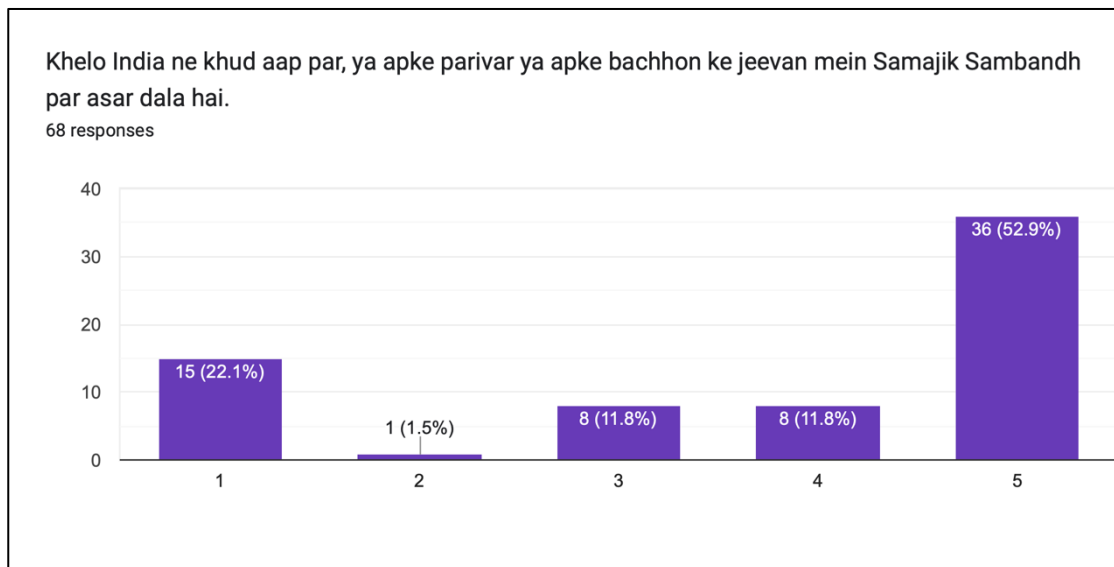
**Figure 5.8 : Impact on Self-esteem and Confidence**

**Impact of Khelo India on Academic Performance.** 60.3% of the respondents were emphatic about the immense and positive impact of Khelo India on their Academic Performance. 22.1% respondents however were sceptical of its contribution, with the balance opining that it had some effect on their Academic Performance.



**Figure 5.9 : Impact on Academic Performance**

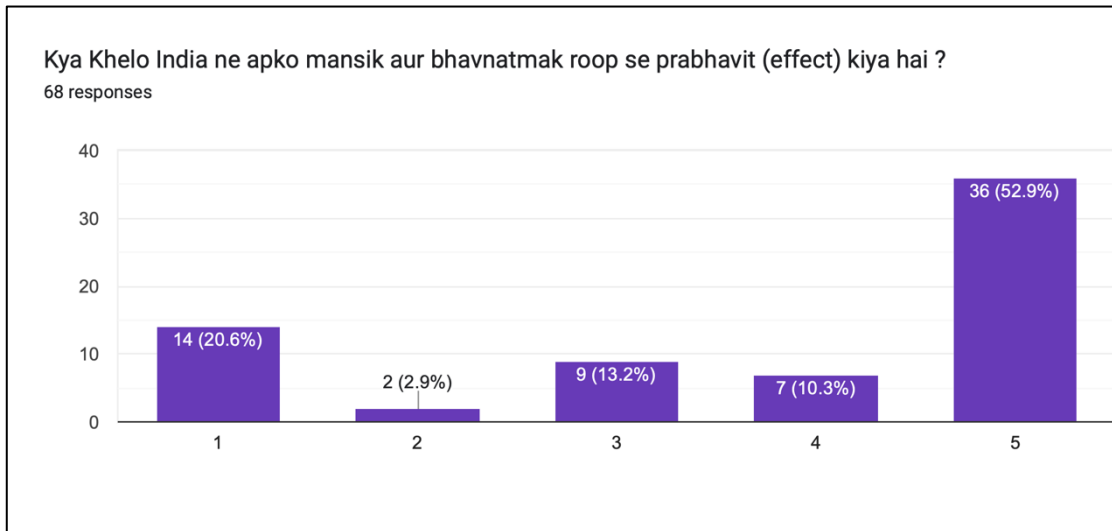
**Impact of Khelo India on Community Engagement/ Social Relationships.** 52.9% of the respondents were emphatic about the immense and positive impact of Khelo India on their Community Engagement/ Social Relationships. 22.1% respondents however were questioning of its contribution, with the balance opining that it had limited effect on their Community Engagement/ Social Relationships.



**Figure 5.9 : Impact on Community Engagement/ Social Relationships**

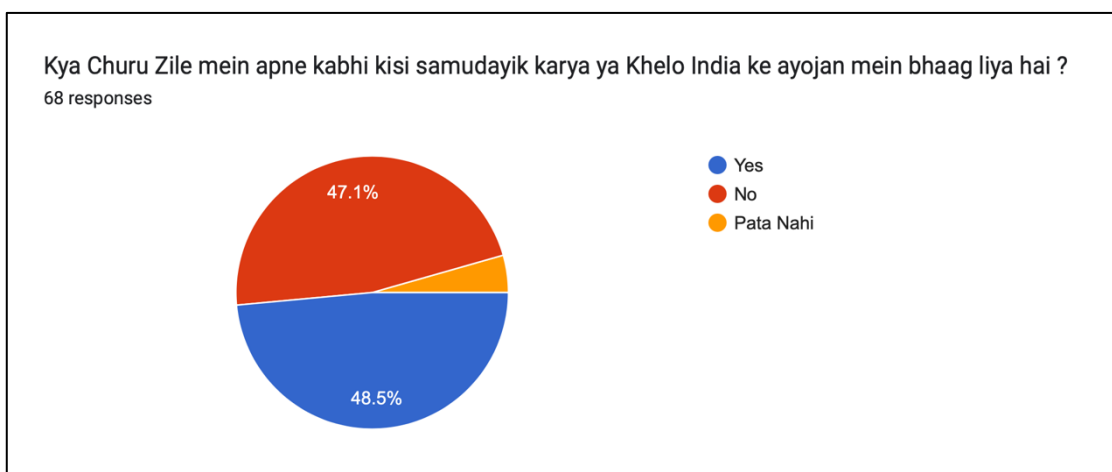
**Impact of Khelo India on Psychological and Emotional Development.** 52.9% of the respondents were emphatic about the immense and positive impact of Khelo India

on their psychological and emotional development. 20.6% respondents however were sceptical of its contribution, with the balance opining that it had some effect on their psychological and emotional development.



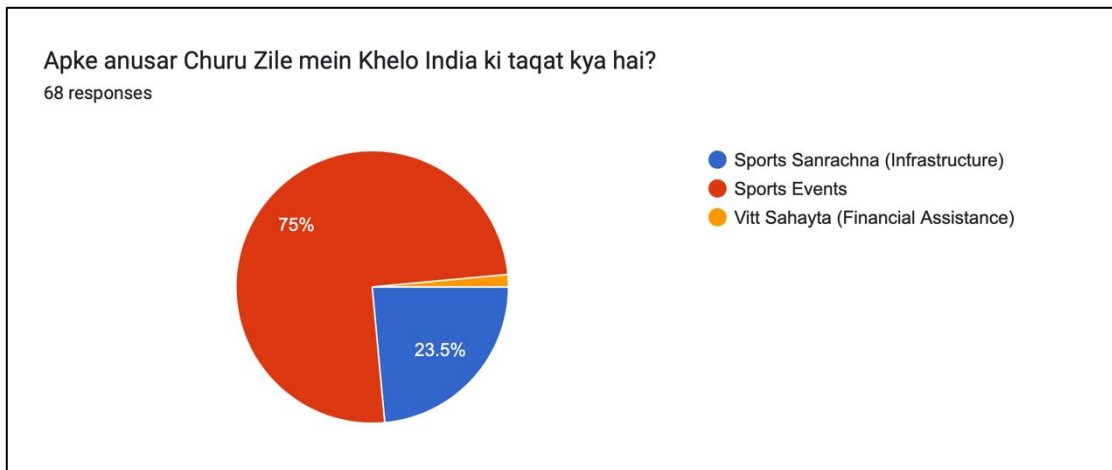
**Figure 5.10 : Impact on Psychological and Emotional Development**

**Impact of Khelo India on Community Outreach.** 48.5% of the respondents were emphatic about the immense and positive impact of Khelo India on their community outreach. 47.1% respondents however were sceptical of its contribution, with the balance opining that it had some effect on their community outreach.



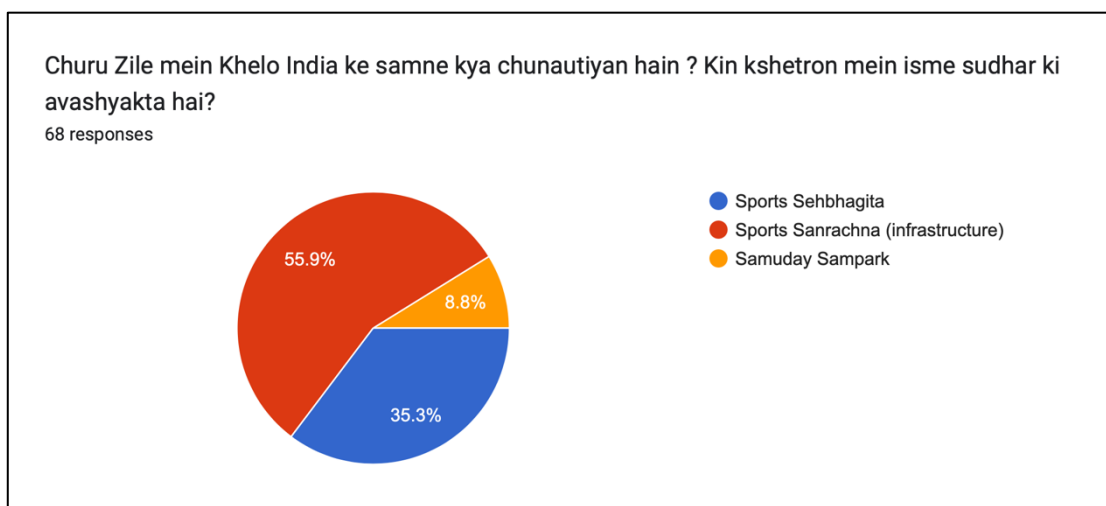
**Figure 5.11 : Impact on Community Outreach**

**Strength of Khelo India Scheme.** An overwhelming 75% of the respondents were emphatic about the immense and positive impact of organisation of sporting events towards the contribution of Khelo India. Only 23.5% opined that development of infrastructure was a strength. Financial assistance to athletes was a distant third with 1.5%.



**Figure 5.12 : Strength of Khelo India Scheme**

**Challenges of Khelo India Scheme.** 55.9% of the respondents were emphatic about the need for development of infrastructure towards the contribution of Khelo India. 35.3% opined that sports participation needs to be focussed upon and was a serious challenge. 8.8% opined that community outreach and participation was the main challenge.



**Figure 5.13 : Challenges of Khelo India Scheme**

### **The Outcome of the Research Survey**

The data obtained from direct interaction with officials of Churu District highlights significant strides in sporting infrastructure, achievements, and unique initiatives under the Khelo India scheme. The district has focused on a three-tiered approach, developing sports facilities at district, block, and gram panchayat levels. This includes a center of excellence at the district level, operationalization of multiple sporting centers at blocks, and infrastructure improvement at the grassroots.

Churu has excelled in sporting achievements, with a notable performance in the Khelo India Games. The district has the second-highest number of participants, and Churu athletes contributed almost 20% of the total medals won by Rajasthan in the 2020 Khelo India Games. The emphasis on female sports participation is evident, with an 83% increase in the number of female athletes and significant medal wins.

The introduction of a 'Pay and Reside' model, providing accommodation within the stadium for athletes, has proven successful. This model attracted athletes not only from Churu but also from other districts and states, including those from the armed



forces. Additionally, sports have played a role in addressing societal issues, such as substance abuse, positioning Churu as a cradle for armed forces recruitment.

The district has also taken initiatives beyond traditional sports, organizing programs with influential personalities, conceptualizing rural Olympics, and actively engaging in sports for peace and development.

A research survey revealed positive impacts of Khelo India on physical fitness, self-esteem, confidence, academic performance, community engagement, psychological and emotional development, and community outreach. However, challenges identified include the need for infrastructure development and focused efforts on sports participation.

While the research survey had limitations due to the early stage of the Khelo India initiative, responses from participants underscored the positive impact of the scheme on various aspects of their lives. The overwhelming support for the organization of sporting events as a strength of Khelo India indicates its role in fostering a sporting culture in Churu District.

## CHAPTER VI

### DISCUSSION AND RECOMMENDATIONS

*“The image of a country is not just about economic and military strength. The soft face of a country also makes a difference. Sports is one such soft power which can capture the world’s attention to India.”<sup>20</sup>*

*- Prime Minister of India, Shri Narendra Modi*

#### **Discussion**

The Khelo India initiative, introduced by the Ministry of Youth Affairs and Sports, aimed at fostering a robust sporting culture in India, especially at the grassroots level. Churu district in Rajasthan stands out as a testament to the success and impact of the Khelo India scheme. The district, despite facing challenges in various human development indicators, has demonstrated significant progress in sports infrastructure, achievements, and community engagement.

#### **Sports Infrastructure:**

The three-tiered approach to sports infrastructure development in Churu is commendable. From district-level excellence centres to sporting facilities at the block and gram panchayat levels, the comprehensive strategy ensures accessibility and inclusivity. The increase in the number of Khelo India centres, both government and private, indicates a growing interest in sports at various levels.

#### **Sporting Achievements:**

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<sup>20</sup> Ministry of Information and Broadcasting, Government of India, & Sports Authority of India. (n.d.). *Khelo India: [Khelo India, Khelega India Khilega India]*. Publisher [Sports Authority of India]

Churu's remarkable performance in the Khelo India Games, both in terms of participation and medals won, highlights the success of the district in nurturing sporting talent. The emphasis on female sports participation, with an 83% increase and notable medal wins, reflects a commitment to gender inclusivity in sports.

**Innovative Models:**

The 'Pay and Reside' model, providing accommodation within the stadium, has emerged as an innovative approach, attracting talent not only from within the district but also from other regions and even the armed forces. This model not only enhances the athletes' focus on their sport but also contributes to the district's success in various competitions.

**Addressing Societal Issues:**

The recognition of sports as an antidote to societal issues, such as substance abuse, is a noteworthy aspect. Churu's vulnerability to neighbouring districts battling drug-related problems makes the emphasis on sports for peace and development a crucial initiative.

**Community Outreach and Popularization:**

The efforts to popularize sports through Aakashwani programs, involvement of sports personalities, and the concept of rural Olympics showcase a proactive approach to expanding the sporting catchment area. Despite the challenges posed by the COVID-19 pandemic, the district's resilience is evident in registering over 65,000 participants for the rural Olympics.

**Research Survey Findings:**

The research survey provides valuable insights into the impact of Khelo India on various aspects of the participants' lives. The positive responses regarding physical fitness, self-esteem, confidence, academic performance, community engagement,

psychological and emotional development, and community outreach underscore the multifaceted benefits of the Khelo India scheme.

### **Strengths and Challenges:**

The overwhelming support for the organization of sporting events as a strength of Khelo India aligns with its objective to promote 'Sports for Excellence' and 'Sports for All.' However, the identified challenges, particularly the need for infrastructure development and focused efforts on sports participation, warrant attention for sustained growth.

Churu District's journey under the Khelo India initiative stands as a beacon of success, showcasing the transformative power of sports at the grassroots level. The district's commitment to inclusivity, innovation, and addressing societal issues through sports sets a precedent for other regions. The research survey findings reinforce the positive impact of Khelo India on the lives of individuals, providing a solid foundation for future endeavours in promoting sports excellence and participation. As Churu continues to punch above its weight in the sporting arena, it serves as an inspiration for other districts and regions to embrace and leverage the potential of sports for holistic development.

### **Recommendations**

The Khelo India initiative, introduced by the Ministry of Youth Affairs and Sports, aimed at fostering a robust sporting culture in India, especially at the grassroots level. Churu District in Rajasthan stands out as a testament to the success and impact of the Khelo India scheme. The district, despite facing challenges in various human development indicators, has demonstrated significant progress in sports infrastructure, achievements, and community engagement.

It has recently come to light that the construction and renovation of sports infrastructure, regardless of the size of the facilities involved, can promote economic growth. Thus, the development of this kind of infrastructure is essential to urban planning.

### **Creation / Up-gradation of Sports Infrastructure :**

The district administration has undertaken extensive efforts to develop sports infrastructure at district, block, and gram panchayat levels. This includes the establishment of centres of excellence, sporting facilities in schools, and innovative initiatives like the 'Pay and Reside' model, attracting athletes from various regions. However, the majority of the district's educational institutions are devoid of adequate playgrounds and sporting facilities. Every available sports facility across the district (and the State / Nation) needs to be utilised, with a focus on those managed by the central and state governments. A suitable system needs to be developed to determine the gaps in the athletic infrastructure availability and to provide solutions.

To determine if the schemes are showing good or negative growth over time, it is advised that a thorough analysis of a correlational study on the states' performance in Khelo India games and the funding allotted to the particular state be conducted.

In order to improve sports infrastructure, the government should also make use of public-private partnerships, corporate social responsibility funds, and convergence with other programs like the Member of Parliament Local Area Development Scheme (MPLADS).

To get to a meaningful conclusion, it is suggested that a ground-level inspection be conducted to determine the true progress of this component. They also placed emphasis on renovation and updating, which help locate and gather data on sports

facilities that are already in place as a starting step. Then, in order to guarantee that upcoming athletes utilize the facilities and training and sporting infrastructure more effectively, these assets might be promoted.

*Note : During the visit to the sporting infrastructure in Churu district in January 2024 it was woefully evident that coherent and focused steps to develop requisite infrastructure need to be enforced (please refer CD-1 attached as Appendix-6).*

### **Competition and Sporting Events:**

Churu has consistently excelled in sporting achievements, particularly in the Khelo India Games. The district boasts the second-highest number of participants and contributes significantly to the total medal tally in the state. The emphasis on female sports participation is evident, showcasing an 83% increase in participation and noteworthy medal wins. The Khelo India competitions helped to increase player participation, raise awareness of sports in society, and broaden the appeal of sports. It is also effective in bringing the many advantages of games and sports to pupils, even in the most remote areas. The current Khelo India schemes, as well as its previous iterations, are undoubtedly more well-liked by kids and are more visually appealing than the sports association or federation games.

It was discovered that the Khelo India tournament schedule largely overlapped with the state education board exams. This makes it more difficult for many gifted athletes to compete in the Khelo games. Therefore, great care should be given while creating competition schedules so that no days conflict with those of state or national board exams.

It is recommended to take proper consideration of regional differences in dietary habits and preferences. It is often stated that the food given at all India-level competitions is unsatisfactory.

The distribution of cash for district-level competitions need to be determined by the district's population size. Currently, every district receives the same amount of funding, which causes larger districts to have a lack of finances and smaller districts to have an excess of funds. MYAS ought to think about offering funding in order to organize tournaments at the block level. Khelo India does not have any funding for them either. Funds allocated to athletes at the state level are insufficient to pay their lodging, transportation, and meals; therefore, the amount should be raised.

**Talent Search:**

In addition to talent scouts and trials led by coaches, institutions, or Sports Authority, talent search should be a two-way process where interested boys and girls can express interest in being added to the select list. A legitimate player list may eventually be created. It is recommended that the talent hunt should be organized so that participation from all social categories is guaranteed, with an equal chance to take part in talent search activities or access talent hunt portals.

It is further recommended that Ministry of Youth Affairs and Sports should take the lead in promoting sports by pressuring statutory organizations like the University Grants Commission, the Ministry of Human Resource Development, and state governments to require instruction in games and sports starting in junior high school. One sports psychologist, one physiologist, and one nutritionist should be present in each district preferably.

More Khelo India Centres and Sports Academies should be built by the government nationwide to give gifted athletes access to top-notch mentoring, instruction, gear, food, medical care, and scholarships.

The government should make sure that everyone in society may participate in sports at a reasonable price, with a special emphasis on women, girls, people with disabilities, minorities, and marginalized groups. Additionally, the government ought to offer these groups quotas, awards, reservations, and unique incentives to promote performance and participation.

It is stressed to make the most of the advertising to persuade parents to encourage their kids to participate in more sports and physical education classes. It has been noted that the media's involvement in marketing sports is limited to a small number of games and sports. It is recommended that all sports and games be promoted by media, starting at the grassroots level to inspire athletes and their parents. It is necessary to market the players as sports celebrities. Additional funding may also be used for marketing and advertising.



## **CHAPTER VII**

### **CONCLUSION**

The Ministry of Sports and Youth Affairs, Government of India, launched the bold Khelo India program with the goal of mainstreaming sports as a tool for personal, social, cultural, and economic development. The program seeks to have a comprehensive effect on the whole sports ecosystem, encompassing community sports, talent identification, infrastructure, coaching for excellence, and competitive structure. On April 22, 2016, the program was created by combining the Rajiv Gandhi Khel Abhiyan, Urban Infrastructure Scheme, and National Sports Talent Search. The program's stated goals were to find talent, promote sports through tournaments, and build infrastructure in rural areas. An objective assessment of the projects' success is vital, requiring an external, independent evaluation to be conducted on a regular basis. An unbiased, independent, and objective assessment of the program's goals and accomplishments is long overdue. The specific purpose of the evaluation process is to determine whether the scheme's goals have been met, whether the programs and activities currently in place are in line with the goals, whether the current administrative structure of the scheme is suitable and conducive to goal achievement, and whether the goals themselves need to be changed.

The study used an empirical methodology to evaluate the scheme. Apart from conducting a comprehensive analysis and examination of official records, data, and information held by relevant Government departments, it gathered primary data from all relevant parties and stakeholders, including athletes, coaches and government officials at various levels. In total, interviews with 53 athletes and 4 trainers and were

conducted. Churu district was physically visited to interact with participants and stakeholders and witness infrastructure improvement in various projects completed or underway.

The research survey, despite limitations due to the early stage of the Khelo India initiative, revealed positive impacts on various aspects of participants' lives. The majority highlighted the positive influence on physical fitness, self-esteem, confidence, academic performance, community engagement, psychological and emotional development, and community outreach. While an overwhelming percentage supported the organization of sporting events as a strength of Khelo India, challenges identified included the need for infrastructure development, focused efforts on sports participation, and community outreach.

Churu District's experience with the Khelo India initiative serves as a model for fostering sports culture, overcoming socio-economic challenges, and promoting holistic development. The success stories, innovative initiatives, and positive survey findings underscore the program's transformative impact on individuals and communities. The paper concludes with recommendations for sustaining and expanding such initiatives to further enhance sports participation and community development nationwide.

In general, the Khelo India Scheme is deemed efficacious and pertinent to the advancement of the nation's sports ecosystem. The program should be maintained with improved vertical and horizontal cooperation with the state and throughout various departments, as well as increased accountability, transparency, and coverage.

It is heartening to note that Ministry of Youth Affairs and Sports announced an extension / continuation of the Khelo India Scheme from 2021-22 to 2025- 26<sup>21</sup>.

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<sup>21</sup> Government of India, Ministry of Youth Affairs & Sports, Department of Sports. (2022, March 29). *Lok Sabha Starred Question No. 369*. Retrieved from <https://sansad.in/getFile/loksabhaquestions/annex/178/AS369.pdf?source=pqals#:~:text=The%20Government%20has%20decided%20to,outlay%20of%20₹%203165.50%20crore.>



**Brigadier Shantanu Goel with Participants and Coaches of Khelo India Scheme in Churu District on 19 January 2024**

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**Appendix 1 - Churu 'Folder' provided by Sidharth Sihag, District Collector, Churu (Rajasthan)**

राजकीय आई टी आई महाविद्यालय की संख्या 2020-21 03	राजकीय पौलटेकनिक महाविद्यालय की संख्या 2020-21 01	अधुनिक महाविद्यालय संख्या 2020-21 01	शिक्षिका महाविद्यालय संख्या 2020-21 01	• कुल विद्यार्थियों की संख्या संख्या 2020-21 483642	अ. प्राथमिक शिक्षण संख्या 2020-21 18395	ब. उच्च माध्यमिक शिक्षण संख्या 2020-21 115754	स. माध्यमिक शिक्षण में विद्यार्थियों की संख्या 2020-21 93231	द. उच्च माध्यमिक शिक्षण में विद्यार्थियों की संख्या 2020-21 266282	23. शिक्षण	1. व्यावसायिक संख्या 2020-21 123	2. सहकारी बैंक संख्या 2020-21 9	3. इन्फो बैंक संख्या 2020-21 71	24. सहकारिता	• सहकारी संस्थाएं संख्या 2020-21 1000	• सहकारी सदस्य संख्या 2020-21 361565	• दुग्ध सहकारी समितियां संख्या 2020-21 301	• दुग्ध सहकारी सदस्य संख्या 2020-21 14187	• सहकारी समितियां संख्या 2020-21 185	• जल बिंदु गढ़ विकास अर्जिट कार्ड संख्या 2020-21 13323	• स्वयं सहायता समूह संख्या 2020-21 2767	• महिला स्वयं सहायता समूह संख्या 2020-21 2380	25. स्वायत्त एवं संचार	• प्रधान कार्यालय संख्या 2020-21 2	• पत्र कार्यालय संख्या 2020-21 41	• शाखा कार्यालय संख्या 2020-21 302	• टेलिकोन की संख्या संख्या 2020-21 4114	अ. ग्रामीण संख्या 2020-21 3306	ब. शहरी संख्या 2020-21 808	• पंजीकृत मोटर वाहन संख्या 2020-21 22716	• सड़कों की लम्बाई कि.मी. 2020-21 4871.93	• सड़क से जुड़े ग्रामों की संख्या 2020-21 854	26. व्यावसायिक संस्था	• ग्राम पंचायत संख्या 2020-21 304	• नगर परिषद संख्या 2020-21 2	• नगर पालिका संख्या 2020-21 8	• पंचायत समिति संख्या 2020-21 7	27. जिला परिषद /पंचायत समिति सदस्य संख्या 2020-21 27	• साततार पंचायत समिति सदस्य संख्या 2020-21 19	• सरदारसाहर पंचायत समिति सदस्य संख्या 2020-21 25	• सलमाद पंचायत समिति सदस्य संख्या 2020-21 33	• मुरुक पंचायत समिति सदस्य संख्या 2020-21 19	• सलमाद पंचायत समिति सदस्य संख्या 2020-21 19	• सुराजगढ़ पंचायत समिति सदस्य संख्या 2020-21 25	• बीदासर पंचायत समिति सदस्य संख्या 2020-21 23	28. सार्वजनिक शिक्षण असावरी	• प्रकृत मूल की दुग्ध संख्या 2020-21 890	• अनुसूचित परिवार संख्या 2020-21 00	• अनुसूचित परिवार संख्या 2020-21 22762	• अनुसूचित परिवार संख्या 2020-21 00	• शैक्षणिक परिवार संख्या 2020-21 82530	• स्टेट शैक्षणिक परिवार संख्या 2020-21 18433	• एनएफएस लाभार्थी (श्री पी.एन. स्टेट बी.पी.एन. ए.पी.एन. अन्वयेत) संख्या 2020-21 1344105	• उपजलवा योजना के लाभार्थी संख्या 2020-21 166562	29. खनन	• मार्बल उत्पादन एमटी 2020-21 8531.39	• ग्रेनाईट स्लेट उत्पादन एमटी 2020-21 4810908026	• लैम्ब स्लेट उत्पादन एमटी 2020-21 48282	• ईट मिट्टी एमटी 2020-21 174328	• लिमस एमटी 2020-21 12240.43	30. जन्म-मृत्यु पंजीयन	• जन्म संख्या 2019 84662	• मृत-जन्म संख्या 2019 242	• मृत्यु संख्या 2019 12685	• विवाह संख्या 2019 9157	31. महिला एवं बाल विकास	• कार्रवाई आंगनवाड़ी केन्द्र संख्या 2020-21 1677	• कुल पोषाहार केंद्र संख्या 2020-21 1677	• पूरक पोषाहार से लाभान्वित संख्या 2020-21 112187	• शासन पूर्व शिक्षा से लाभान्वित संख्या 2020-21 48370	32. वन	• अक्षरित वन वर्ग है 2020-21 7373.27	• अक्षरित वन वर्ग है 2020-21 719.77	• रक्षित वन वर्ग है 2020-21 4857.71	• अक्षरित वन वर्ग है 2020-21 1795.79	• ज्वारोपेण संख्या 2020-21 205132	33. आबकारी	• मादक पदार्थों की बिक्री की दुकानें संख्या 2020-21 219	• उद्योग विभाग द्वारा पंजी. सचु उद्योग संख्या 2020-21 2472	• उद्योग में अनुमानित कर्मचारी संख्या 2020-21 12229	• विनिर्माण रणियां लाख रु. 2020-21 11526	• कुल एवं मध्यम उद्योग संख्या 2020-21 2	• कुल एवं मध्यम उद्योग में रोजगार संख्या 2020-21 138	• औद्योगिक क्षेत्रों की संख्या संख्या 2020-21 7	20. शिक्षण	• विद्युतीकृत कक्षाएं संख्या 2020-21 10	• विद्युतीकृत गांव संख्या 2020-21 899	• कुल शिक्षित का उपभोग मि.कि.वा 2020-21 1647.87	• घरों उपभोग मि.कि.वा 2020-21 361.12	• व्यवसायिक उपभोग मि.कि.वा 2020-21 70.12	• औद्योगिक उपभोग मि.कि.वा 2020-21 68.12	• सरकारी रि. उपभोग (जलसंचय) मि.कि.वा. 2020-21 148.94	• सिंचाई में उपभोग मि.कि.वा. 2020-21 1180.70	• सरकारी उपभोग (स्ट्रीट लाइट) मि.कि.वा. 2020-21 5.83	• अन्य उपभोग मि.कि.वा. 2020-21 4.87	• विद्युतीकृत कुएं संख्या 2020-21 22340	21. स्वास्थ्य	• जिला अस्पताल संख्या 2020-21 1	• उप जिला अस्पताल संख्या 2020-21 2	• प्राथमिक स्वास्थ्य केन्द्र संख्या 2020-21 100	• प्राथमिक स्वास्थ्य केन्द्र संख्या 2020-21 18	• प्राथमिक स्वास्थ्य केन्द्र संख्या 2020-21 442	• जिले में एंथेल्थिक चिकित्सालयों में सैरुए संख्या 2020-21 2085	• आयुर्वेदिक एवं सुदानी चिकित्सालय संख्या 2020-21 123	• आयुर्वेदिक चिकित्सालयों में सैरुए संख्या 2020-21 37	• एन.टी.अध्यु. सेंटर संख्या 2020-21 21	• निजी चिकित्सालय संख्या 2020-21 08	• कुल प्रजनन दर (टी.एफ.आर.) प्रति महिला 2020-21 —	• शिशु मृत्यु दर प्रति हजार 2020-21 12.50	• मातृ मृत्यु दर प्रति लाख 2020-21 124.68	22. शिक्षा	• कुल विद्यार्थियों की संख्या संख्या 2020-21 2552	अ. प्राथमिक विद्यालय संख्या 2020-21 441	ब. उच्च प्राथमिक विद्यालय संख्या 2020-21 989	स. माध्यमिक विद्यालय संख्या 2020-21 431	द. उच्च माध्यमिक विद्यालय संख्या 2020-21 691	राजकीय / निजी महाविद्यालयों की संख्या 2020-21 83	शिक्षक प्रशिक्षण महाविद्यालयों की संख्या 2020-21 38
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**चूरु जिला एक दृष्टि में वर्ष - 2021**



**सिद्धार्थ सिहाग**  
(आई.ए.एस.)  
जिला कलेक्टर  
चूरु

डॉ. ओम प्रकाश बेरवा  
निदेशक एवं संयुक्त शासन सचिव  
आर्थिक एवं सांख्यिकी निवेशालय,  
जयपुर

डॉ. अनिल कुमार शर्मा  
सहायक निदेशक  
आर्थिक एवं सांख्यिकी विभाग  
चूरु

विनोद कुमार सेनी  
सहायक सांख्यिकी अधिकारी  
आर्थिक एवं सांख्यिकी विभाग  
चूरु

जयदेव  
सहायक सांख्यिकी अधिकारी  
आर्थिक एवं सांख्यिकी विभाग  
चूरु

**जन्म-मृत्यु का पंजीकरण कानूनन अनिवार्य है।**

**चूरु जिला एक दृष्टि में वर्ष 2021**

01. जिले का क्षेत्रफल 13859 वर्ग कि.मी.	02. जिले में जनसंख्या घनत्व 148 प्रति वर्ग कि.मी. (2011)	03. जनसंख्या	• पुरुष संख्या 2011 1051446	• स्त्री संख्या 2011 988101	04. ग्रामीण क्षेत्र संख्या 2011 1963312	• पुरुष संख्या 2011 755028	• स्त्री संख्या 2011 708284	05. शहरी क्षेत्र संख्या 2011 576235	• पुरुष संख्या 2011 296418	• स्त्री संख्या 2011 279817	06. परिवार संख्या	• ग्रामीण क्षेत्र संख्या 2011 348984	• शहरी क्षेत्र संख्या 2011 258868	07. कुल साक्षरता	• कुल प्रतिशत 2011 66.75	• शहरी प्रतिशत 2011 78.78	• स्त्री प्रतिशत 2011 54.04	08. कुल जनसंख्या में शहरी जनसंख्या का % 28.24	09. जनसंख्या में प्रति हजार पुरुष 640	10. जनसंख्या अनुसूचित जाति	• प्राथमिक संख्या 2011 376554	• शहरी संख्या 2011 75167	11. जनसंख्या अनु. जन जाति	• प्राथमिक संख्या 2011 11245	• शहरी संख्या 2011 3601	12. जनसंख्या की 10 वषीय वृद्धिदर (2001-11) 20.25	13. प्रशासनिक संरचना	• उपखण्ड संख्या 2020-21 7	• तहसील संख्या 2020-21 8	• उप तहसील संख्या 2020-21 6	• पंचायत समिति संख्या 2020-21 7	• राजस्व ग्राम संख्या 2020-21 918	• नगरपालिका संख्या 2020-21 269	• विधानसभा क्षेत्र संख्या 2020-21 67	14. भूमि	• कुल अनाधिक क्षेत्र हेक्टर 2020-21 1385995	• जंगल हेक्टर 2020-21 6628	• कृषि उपयोग भूमि हेक्टर 2020-21 68252	• रसाई एवं अन्य पारणाल हेक्टर 2020-21 37029	• कृषि खाती हेक्टर 2020-21 152295	• बीवा गडाल निर्मित क्षेत्र हेक्टर 2020-21 1121701	• एक बार से अधिक बार बीवा गया क्षेत्र हेक्टर 2020-21 321067	• कुल बीवा गया क्षेत्र हेक्टर 2020-21 1442728	• खाद्यान्न औद्योगिक उत्पादन प्रति हेक्टर कि.ग्रा. 2020-21 1135	• खाद्यान्न औद्योगिक उत्पादन प्रति हेक्टर कि.ग्रा. 2020-21 2068	• दालहन औद्योगिक उत्पादन प्रति हेक्टर कि.ग्रा. 2020-21 655	• व्यावसायिक कृषक औद्योगिक उत्पादन प्रति हेक्टर कि.ग्रा. 2020-21 596	• सिंचाई के लिए प्रयुक्त पम्प सेटों की संख्या 2020-21 30972	• औसत वर्षा मि.मी. 2020-21 470	• सांख्यिक वर्षा मि.मी. 2020-21 485	15. पशुपन	• बहुउद्देशीय एवं प्राम क्षेत्रिक विकास संख्या 2020-21 24	• पशु चिकित्सालय संख्या 2020-21 52	• पशु उपकेंद्र संख्या 2020-21 183	• पशु औषाखाल संख्या 2020-21 0	• जिला स्तर निदान प्रयोगशाला संख्या 2020-21 1	• वन पशु चिकित्सालय ईकाई संख्या 2020-21 3	• पशुओं की चिकित्सा संख्या 2020-21 887457	16. कुल पशुओं की संख्या	• गाय वध संख्या 2012 347470	• बैल वध संख्या 2012 292971	• ऊट संख्या 2012 33969	• भेड़ संख्या 2012 346522	• बकरी संख्या 2012 820943	• घोड़े एवं खच्चर संख्या 2012 1903	• मुसुर संख्या 2012 1202	• गधा संख्या 2012 5063	• गाय संख्या 2012 11341	• कुत्ते कुतियां संख्या 2012 549607	• कुल कुक्कुट संख्या 2012 178	• खरगोश संख्या 2020-21 20	17. बुनियात	• बुनियात सड़क संख्या 2020-21 24	• बुनियात सड़क संख्या 2020-21 5244	• पंजीकृत अपराधों की संख्या 2020-21 81	• बला अपराधों की संख्या संख्या 2020-21 883	18. जनसंख्ये	• जनसंख्ये (शहर एवं गांव) संख्या 2020-21 2868	• जन संख्या की संख्या (शहर एवं गांव) संख्या 2020-21 2868	19. उद्योग
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**Appendix 2 - Press Release Posted On: 02 FEB 2023 2:49PM by PIB Delhi**

Ministry of Youth Affairs and Sports

**Ministry of Youth Affairs and Sports receives Budget allocation of Rs.3397.32 crore for FY 2023-24, with an increase of 11% over FY 2022-23**

**Substantial increase in budget outlay for Khelo India (Rs. 1000 crore)**

**Prime Minister has given unprecedented attention to grassroots-level talent identification, infrastructure building, support to elite athletes and creating an overall sports culture that would provide equal opportunities to women, the divyang and the youth from far flung areas: Shri Anurag Thakur.**

Posted On: 02 FEB 2023 2:49PM by PIB Delhi

The Government of India under the visionary leadership of Prime Minister has brought sports and youth affairs into the centre stage and given a fillip to the overall ecosystem in the country through 360-degree support. Thus, the Budget Allocation for the Ministry of Youth Affairs and Sports has also seen a manifold increase over the years, from a mere Rs. 466 crores in 2004-05 to Rs. 3397.32 crores for the forthcoming financial year 2023-24.

The Budget allocation for the Ministry of Youth Affairs and Sports has been increased by **11%** in comparison to FY 2022-23. This is the highest ever budget allocation for the Ministry since 2010 when Commonwealth Games were held in India. The Budget allocation is **more than three times** the budget of 2011-12 and is almost **two times** the budget of 2014-15.

The Budget allocation for the Department of Sports is **Rs. 2462.59 crore** against the last year's allocation of Rs. 2254 crore and for the Department of Youth Affairs is **Rs. 934.73 crore** against the last year's allocation of Rs. 808.60 crore.

Major schemes/organisations of the Ministry having substantial increase of budget outlay this year are Khelo India (**Rs. 1000 crore**), Sports Authority of India (**Rs. 785.52 crore**), Nehru Yuva Kendra Sangathan (**Rs. 401.49 crore**), National Sports Federations (**Rs. 325 crore**) and National Service Scheme (**Rs. 325 crore**).

Union Minister for Youth Affairs and Sports, Sh. Anurag Singh Thakur applauded the Union Budget 2023-24 and expressed his gratitude to Finance Minister Smt. Nirmala Sitharaman for giving priority to sports and youth sector. Shri Anurag Thakur said, "Recognising the need to completely revamp the existing sports ecosystem in the country, Prime Minister, Shri Narendra Modi, since the very beginning, has given unprecedented attention to grassroots-level talent identification, infrastructure building, support to elite athletes and creating an overall sports culture that would provide equal opportunities to women, the divyang

Appendix 3 - Research Survey Questionnaire

# IMPACT OF KHELO INDIA : A CASE STUDY OF CHURU DISTRICT

*Iss survey mein bhaag lene ke liye aapka dhanyavad. Nimnikhit prashnon ke uttar apne anubhavaon aur jaankari ke aadhaar par dene ka kasht karen.*

\* Indicates required question

## Section 1: Sahbhagi Jankari

1.

**Name**

2.

**Age\***

*Mark only one oval.*

Under 18

18 - 24

25 - 34

35 - 44

45 - 54

Over 55

3.

**Gender\***

*Mark only one oval.*

Male

Female

Other

4.

**Aap Churu Zile ke Rehne Wale Hain ?**

\*

*Mark only one oval.*

Yes

No



5.

**Apki Education**

\*

*Mark only one oval.*

School

College

Post Graduate

Anya

6.

**Section 2: Khelo India Participation**

7.

**Kya aap ya apke parivar mein se kisi ne Khelo India ke kisi ayojan ya pratispardha mein bhaag liya hai ?**

\*

*Mark only one oval.*

Yes

No

Not Applicable

8.

**Yadi haan, aap kaunse sports or activities mein hissa lete hain ?**

\*

*Mark only one oval.*

Athletics

Football

Basketball

Volleyball

Badminton

Anya

9.

**Section 3: Prabhav Mulyankan**

10.

**Khelo India ne khud aap par, ya apke parivar ya apke bachhon ke jeevan mein *Sharirik Swastha* par asar dala hai.**

\*

*Mark only one oval.*

Koi asar nahi

1

2

3

4

5

Bahut asar

11.

**Khelo India ne khud aap par, ya apke parivar ya apke bachhon ke jeevan mein *Atmassamman / Aatmavishwaas* par asar dala hai.**

\*

*Mark only one oval.*

Koi asar nahi

1

2

3

4

5

Bahut asar

12.

**Khelo India ne khud aap par, ya apke parivar ya apke bachhon ke jeevan mein *Shaikshik Pradarshan* par asar dala hai.**

\*

*Mark only one oval.*

Koi asar nahi

1

2

3

4

5

Bahut asar

13.

**Khelo India ne khud aap par, ya apke parivar ya apke bachhon ke jeevan mein *Samajik Sambandh* par asar dala hai.**

\*

*Mark only one oval.*

Koi asar nahi

1

2

3

4

5

Bahut asar

14.

#### **Section 4: Vyaktigat Vikas**

15.

**Kya Khelo India ne apko *mansik aur bhavnatmak roop* se prabhavit (effect) kiya hai ?**

\*

*Mark only one oval.*

Koi asar nahi

1

2

3

4

5

Bahut asar

16.

#### **Section 5: Samudaya Sampark**

17.

**Kya Churu Zile mein apne kabhi kisi samudayik karya ya Khelo India ke ayojan mein bhaag liya hai ?**

\*

*Mark only one oval.*

Yes

No

Pata Nahi

18.

**Yadi upar wale Prashant ka uttar haan hai, toh apne anubhavon aur bhagidari ke baare mein batayein:**

19.

### **Section 6: Samagr Mulyankan**

20.

**Apke anusar Churu Zile mein Khelo India ki taqat kya hai?**

\*

*Mark only one oval.*

Sports Sanrachna (Infrastructure)

Sports Events

Vitt Sahayta (Financial Assistance)

21.

**Churu Zile mein Khelo India ke samne kya chunautiyan hain ? Kin kshetron mein isme sudhar ki avashyakta hai?**

\*

*Mark only one oval.*

Sports Sehbhagita

Sports Sanrachna (infrastructure)

Samuday Sampark

22.

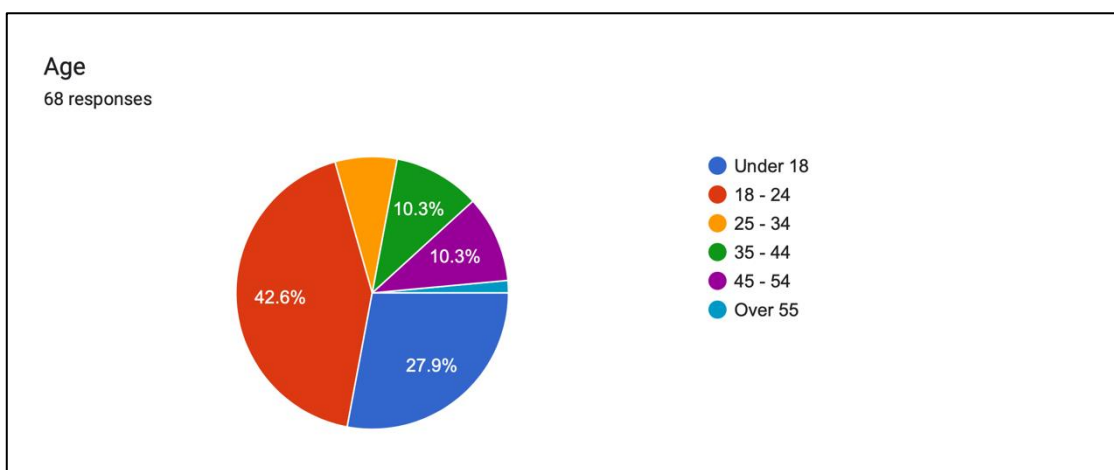
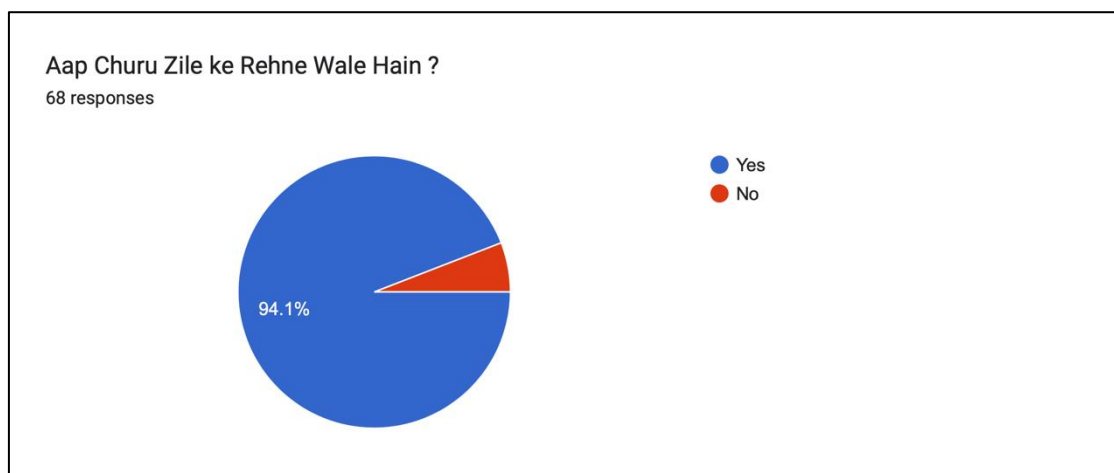
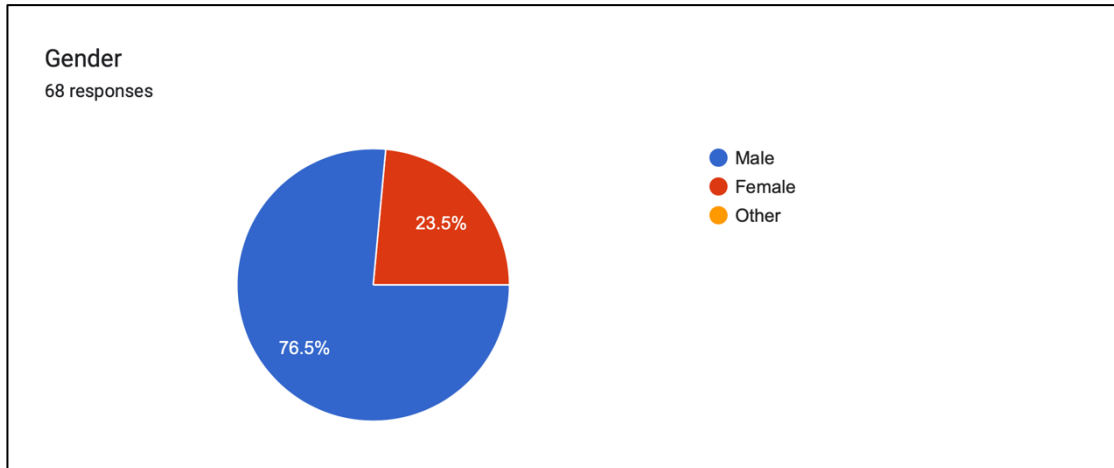
### **Section 7: Atirikt Tippani/ Sujhav/ Sifarish**

23.

***Survey mein hissa lene ke liye dhanyavad. Apka feedback hamare liye moolyavaan hai. Agar apke paas kuchh atirikt sujhav ya tippani hai toh aap mobile # +917774035012 ya email [shantanugoel12@gmail.com](mailto:shantanugoel12@gmail.com) par sampark kar sakte hain***

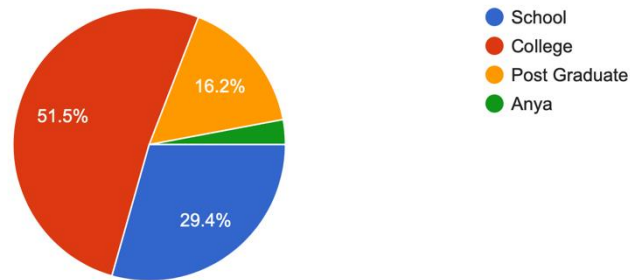
## Appendix 4 - Research Survey Responses

### Impact of Khelo India : A Case Study of Churu District



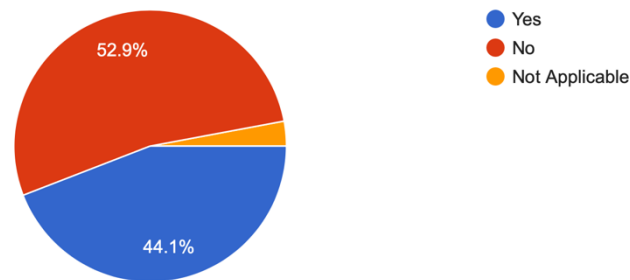
### Apki Education

68 responses



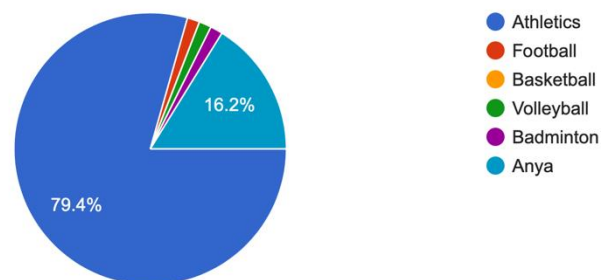
### Kya aap ya apke parivar mein se kisi ne Khelo India ke kisi ayojan ya pratispardha mein bhaag liya hai ?

68 responses



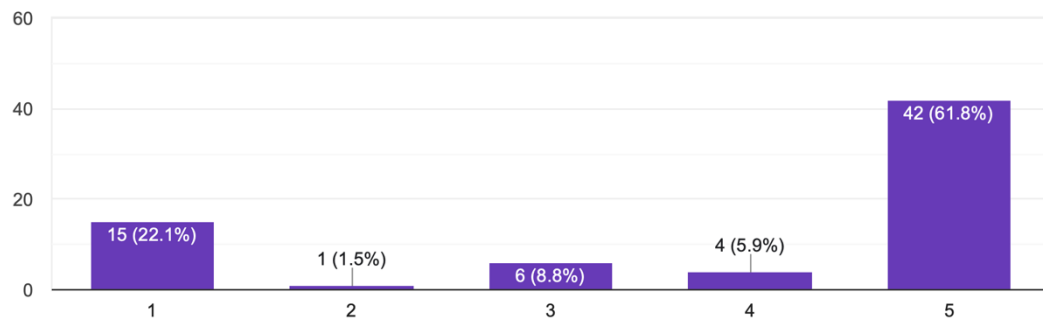
### Yadi haan, aap kaunse sports or activities mein hissa lete hain ?

68 responses



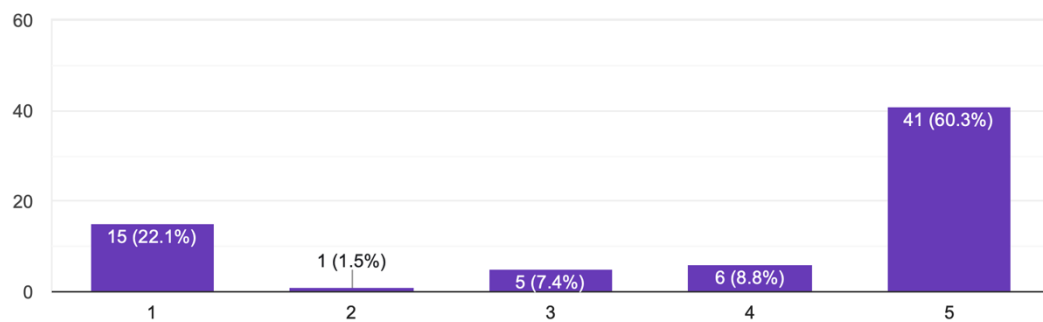
Khelo India ne khud aap par, ya apke parivar ya apke bachhon ke jeevan mein Atmasamman / Aatmavishwaas par asar dala hai.

68 responses



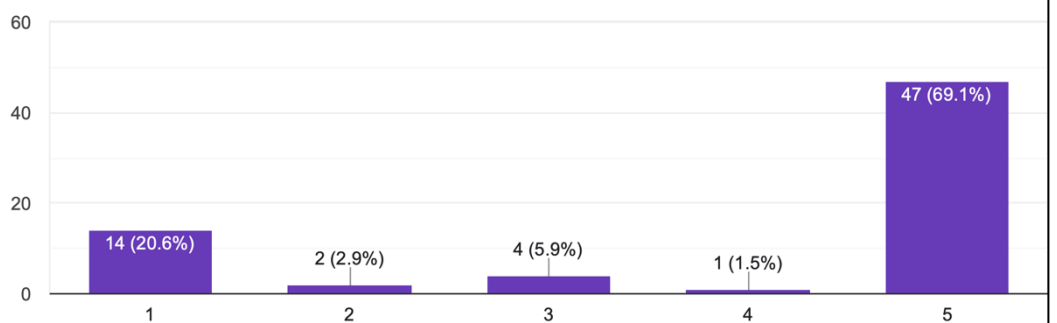
Khelo India ne khud aap par, ya apke parivar ya apke bachhon ke jeevan mein Shaikshik Pradarshan par asar dala hai.

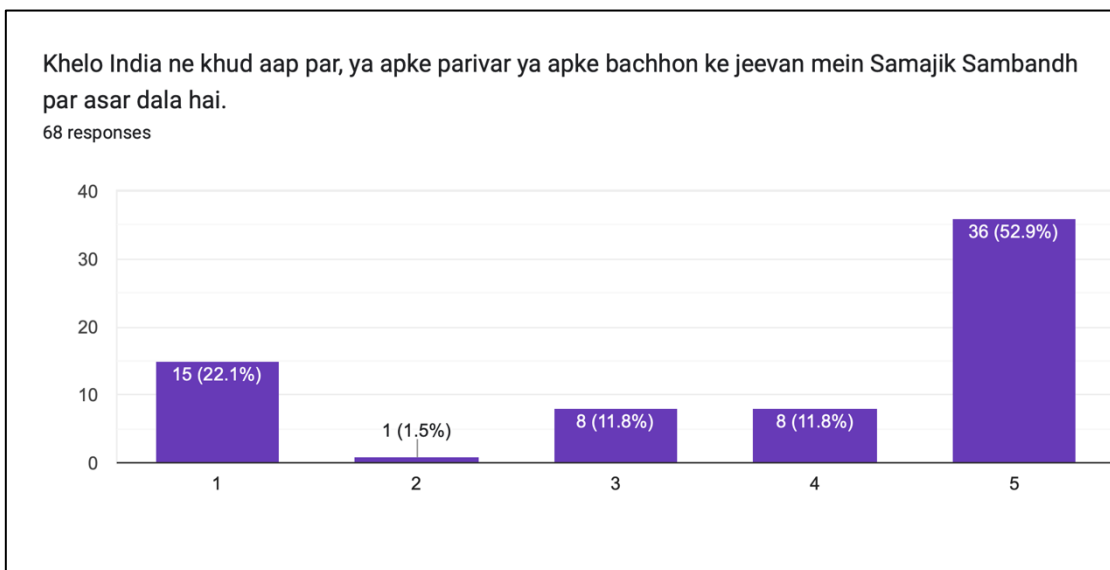
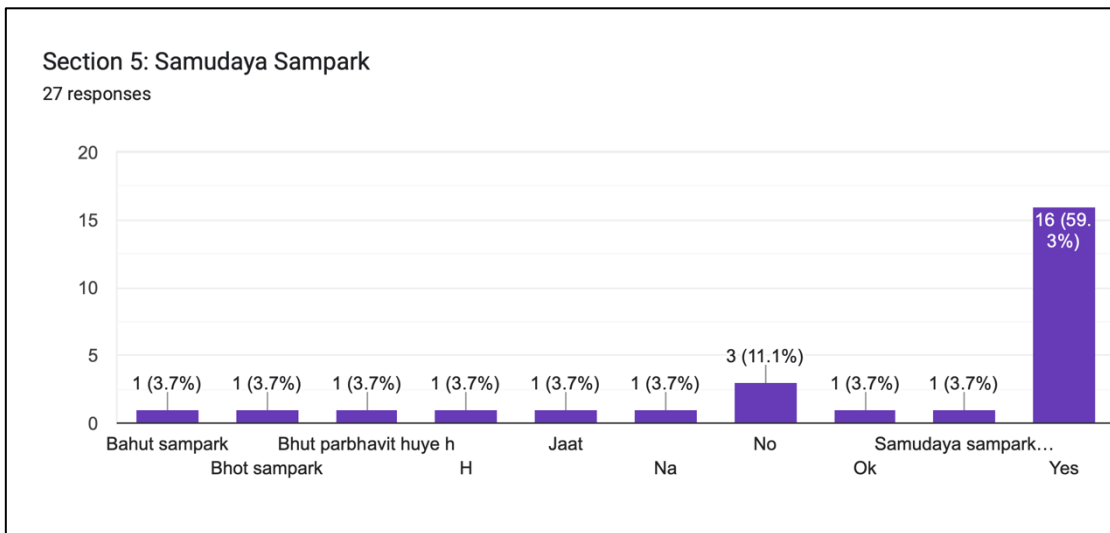
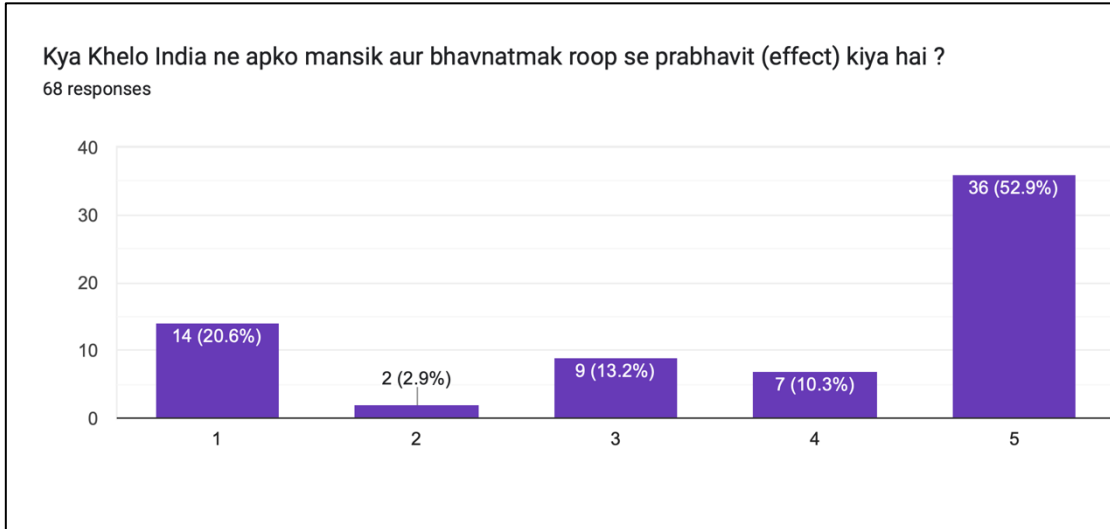
68 responses



Khelo India ne khud aap par, ya apke parivar ya apke bachhon ke jeevan mein Sharirik Swastha par asar dala hai.

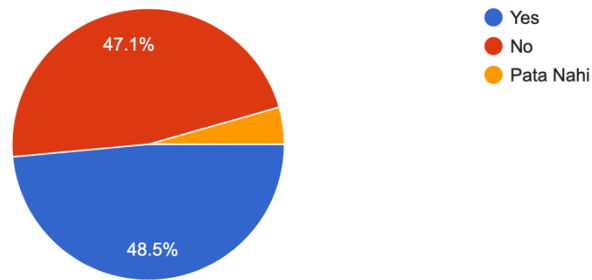
68 responses



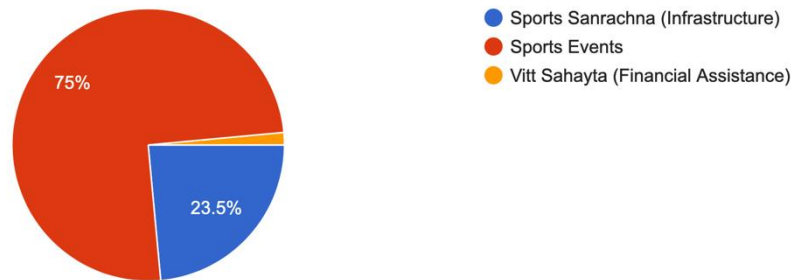




Kya Churu Zile mein apne kabhi kisi samudayik karya ya Khelo India ke ayojan mein bhaag liya hai ?  
68 responses



Apke anusar Churu Zile mein Khelo India ki taqat kya hai?  
68 responses



Churu Zile mein Khelo India ke samne kya chunautiyan hain ? Kin kshetron mein isme sudhar ki avashyakta hai?  
68 responses

