

# The Role of Sports Transformation for Vikasit Bharat 2047

**Dr. M. Ravinder Rao**

Physical Director

Government Degree College, Ramannapet, Telangana

DOI:10.37648/ijps.v21i02.046

<sup>1</sup>Received: 30/11/2025; Accepted: 31/12/2025; Published: 07/01/2026

---

## Abstract

With initiatives such as Khelo India, Fit India, TOPS, new governance through the National Sports Governance Act 2025, and the Khelo Bharat Niti 2025, India's "Vikasit Bharat 2047" vision for a developed nation places a significant emphasis on sports transformation. This is because the vision views sports as an essential component for youth empowerment, national pride, and global standing. The Khelo Bharat Niti 2025 focuses on grassroots to elite development, infrastructure, sports science, and the incorporation of sports into education in order to create a healthier, economically stronger, and globally competitive India by the year 2047. The phrase "Developed India" is a vision and national mission that aims to transform India into a fully developed nation by the year 2047, which will commemorate the 100th anniversary of the country's independence. Vikasit Bharat is a translation of the local language. For the purpose of bringing about the realization of the vision of Vikasit Bharat, sports play a significant role by contributing to the overall development of both individuals and society. Sports serve as a catalyst in the process of producing a population that is healthier, more disciplined, and more powerful. This is important for India as it strives to become an internationally recognized economic and cultural force. Social inclusion across caste, class, and gender lines is promoted through participation in sports, which also helps to develop national unity, installs values like as perseverance, collaboration, and fair play, and promotes social inclusion. The Prime Minister of India, Narendra Modi, views sports as an essential component in the realization of the Vikasit Bharat vision, which brings together the concepts of physical fitness and national development in a seamless manner. The purpose of this paper is to investigate the role that sports play in fostering economic growth, encouraging health and wellbeing, social development, national development, and international recognition. Additionally, this research will highlight government efforts such as Khelo India and the Fit India Movement, amongst others.

## 1. Introduction

By focusing on holistic youth development, economic progress, and worldwide prestige, India's "Vikasit Bharat" (Developed India) goal by 2047 places a significant emphasis on sports as a critical pillar. This is accomplished through programs such as the Khelo India program, the Fit India Movement, and the new Khelo Bharat Niti 2025. The goals of these programs are to produce a population that is healthier and more disciplined, to construct infrastructure of world-class quality, to combine sports with education (NEP 2020), to encourage national unity, and to establish India as a global sporting force, with the possibility of perhaps hosting the Olympics.

India is currently at a pivotal juncture in its development, with the objective of achieving the aim of becoming a Vikasit Bharat, a fully developed nation, by the year 2047, which will celebrate the 100th anniversary of India's independence. Including economic prosperity, social fairness, robust infrastructure, technological innovation, and global leadership are all components of this ambitious agenda, which involves a multifaceted transformation. One of the many fields that are helping to the achievement of this objective is sports, which has emerged as a significant and strategic engine of national development. It is now widely acknowledged that sports have a significant role in

---

<sup>1</sup>How to cite the article: Rao M.R (2026); The Role of Sports Transformation for Vikasit Bharat 2047; *International Journal of Professional Studies*; Vol 21, Special Issue 2, 315-320; DOI: <http://doi.org/10.37648/ijps.v21i02.046>

improving public health and well-being, fostering discipline, encouraging social togetherness, offering economic possibilities, and bolstering global awareness. The Honourable Prime Minister Narendra Modi has often underlined the significance of incorporating sports into the fabric of the nation in order to form a youth population that is healthier, stronger, and more empowered. Taking into account the transformative potential of the country, the government of India has implemented a number of strategic initiatives and policy interventions. These initiatives, taken as a whole, are indicative of a significant shift in which sports are regarded not just as a sphere of physical perfection, but also as a strategic instrument for the growth of the nation.

## **2. Role of sports in Development**

The development of physical fitness, mental agility (focus, problem-solving), and social skills (teamwork, leadership, communication) are all fostered by sports. Additionally, sports help to build resilience, discipline, and self-esteem, and they have an impact on both individuals and communities by promoting health, education, peace, and even national diplomacy. They provide a means of relieving stress, provide important life lessons about how to deal with successes and failures, and act as platforms for social inclusion and the accomplishment of greater development objectives.

- **Economic Contribution:**

The Deloitte-Google analysis projects that India's sports market would reach \$130 billion by 2030, making it a significant contributor to the country's economic expansion. An estimated 10.5 million jobs are anticipated to be created by this expansion. The sports goods and clothing market, which is expected to rise to \$58 billion by 2030, is one of the main drivers of this expansion. A rapidly expanding, fitness-conscious population and rising consumer spending on sports goods are the main causes of this growth. With market estimates of \$200 million by 2030, the exports industry is also expanding. The increase in fan interaction on digital platforms is mostly responsible for this domain's growth. The way that people in India consume sports content has changed as a result of the increasing availability of smart phones and high-speed internet. High-definition access to sporting events is made possible by streaming services like Sony Live, Disney+ Hot star, and Jio Cinema, which greatly improve the fan experience. The rise of social media and websites like YouTube, along with AI-driven technologies, is making sports more accessible and engaging. The commercial opportunities that are available inside the ecosystem of sports are rapidly expanding. As well as live sporting events, sponsorships, media rights, merchandising, and exports are the sources of revenue for the organization. For instance, the Indian Premier League (IPL) alone is responsible for generating an estimated \$1.2 billion in revenue each year via sponsorship and media opportunities. It is interesting to note that over ninety percent of sports fans in India follow more than one sport, which broadens the investment landscape beyond games specifically like cricket.

In addition, it is anticipated that the increase in the number of sporting events that are held in India at both the national and international levels will result in major economic advantages distributed throughout a number of linked industries, including sports tourism. Additionally necessary for the growth of the economy is the existence of a robust ecosystem for the production of sporting goods. Increasing domestic production will not only lessen dependency on imports, but it will also result in the creation of jobs, an increase in the potential for exports, and the promotion of Atmanirbhar Bharat, which means "self-sufficient India" in the sports industry. In addition, the expansion of sports in India is creating a thriving environment for new businesses and entrepreneurial endeavours within the country. Economic activity is stimulated through operations and long-term utilization when investments are made in sporting infrastructure. This includes stadiums, training academies, and community sports centres.

- **Promoting public health and wellness**

Sports are essential for enhancing physical and mental health, especially in India, where lifestyle disorders are increasing. On World Health Day (7 April 2025), Prime Minister Narendra Modi presented a compelling appeal to Indians to address the escalating obesity pandemic by embracing healthier lifestyles. He asserted that physical fitness is crucial for attaining a Vikasit Bharat (a developed India). He emphasized the concerning forecast that by 2050, more than 440 million Indians may suffer from obesity, cautioning that this insidious epidemic endangers public

health and national advancement. He characterized health as the "ultimate wealth and fortune," emphasizing that personal decisions, such as a 10% reduction in cooking oil usage, has significant ramifications, labelling this as a substantial individual activity with communal advantages. The Prime Minister urged Indians to include regular physical activity into their daily routines, emphasizing that fitness is not just a personal obligation but also a societal responsibility that enhances the nation's health and productivity. He cautioned about the associations between obesity and serious health diseases such as heart disease, diabetes, and hypertension, while highlighting concerning trends including the increase in youth obesity and the doubling of overall obesity rates in recent years, emphasizing that 1 in 8 Indians is currently obese. The risk of non-communicable diseases (NCDs) like diabetes, obesity, cardiovascular conditions, and hypertension can be considerably decreased by regularly engaging in physical activities like sports. Due to medical expenses and lost productivity, these illnesses currently cause an annual economic burden of over ₹6 trillion. Sports also provide a vital outlet for preserving mental health in the face of fast urbanization and a sedentary lifestyle fuelled by technology. Playing sports lowers stress hormones, which elevates mood and lessens anxiety and depressive symptoms. Therefore, including sports into daily life is essential not only for individual health but also for reducing the nation's public health burden and improving the standard of living in contemporary society, thereby creating the groundwork for Vikasit Bharat?

- **Social development**

In the context of social inclusion, sports play a significant role as a powerful equalizer because they provide opportunities for marginalized communities, such as women, people with disabilities, indigenous groups, and individuals, who are economically disadvantaged, to participate, compete, gain recognition and visibility, and build self-esteem. By doing so, this makes a significant contribution to the advancement of equality, dignity, and the cohesiveness of society. Furthermore, the incorporation of sports into the educational framework results in a significant improvement of education and life skills. This is because it installs values such as discipline, teamwork, leadership, and resilience, which are essential for holistic development. These values are essential for the empowerment of young people and their readiness to enter the workforce. Moreover, sports act as a catalyst for community engagement by enhancing the sense of local identity, promoting collective participation, and cultivating social capital. This is accomplished through grassroots initiatives and community-based sporting events, many of which are actively supported by flagship programs such as Khelo India and Fit India. Additionally, organized sports encourage social interaction, teamwork, and a sense of belonging, all of which are particularly essential in resolving concerns of urban isolation and detachment. Through the strengthening of intergenerational ties and the encouragement of youth to channel their energy in a constructive manner, community sports hubs contribute to a reduction in the tendency toward anti-social behaviour. Furthermore, it has been demonstrated that volunteerism and civic responsibility are increased at the grassroots level through the implementation of community development initiatives that are based on sports. When taken as a whole, these aspects establish sports as a strategic vehicle for inclusive growth and nation-building, and they line almost perfectly with the developmental goals that form the basis of the Vikasit Bharat vision.

- **National unity and identity**

Sports have traditionally fostered national unity and identity. They unite people across caste, religion, language, and geography to support their teams. Big sporting events bring everyone delight and celebration, increasing national pride and unity. Cricket unites people across India, a varied nation. Indians celebrate nationwide when they win. Players represent the nation, not just their hometown or state, which fosters unity and pride. Sports are more than entertainment—they shape a nation's identity. Parades and large crowds during matches unite people and foster national pride. Sachin Tendulkar and Virat Kohli's achievements inspire national pride and nationalism. Sports have become a significant tool for people to identify their national identity as they watch and talk about them regularly. Sports represent national values and culture. When a country wins an international sports event, it shows the world how strong, disciplined, and talented they are. These wins make a country look better and earn it more respect around the world. Sports success can bring respect and pride to a country even if it isn't very wealthy or strong. All citizens are proud when athletes win under their country's flag. It also raises the country's status and image around the world. Winning sports events makes the whole country feel better. It lets nations show how strong, skilled, and united they

are. People feel very strongly about these kinds of victories, and they often become proud moments in the past of a country. People look up to the players who bring home these wins. These accomplishments bring people together and make them proud of their country. Sports directly support the emotional, social, and diplomatic pillars of Viksit Bharat by bringing people together, boosting national pride, and showing the world how strong India is. Putting money into sports isn't just about getting medals; it's about building a country that is united, confident, and looking to the future.

### **3. Government initiatives and policy framework**

The Ministry of Youth Affairs and Sports has implemented a number of programs with the goals of promoting youth empowerment, igniting mass involvement in sports, and elevating India's standing on the international athletic scene. Initiatives such as the Fit India Movement, Khelo India, and Mera Yuva Bharat are not only fostering physical fitness and talent, but they are also linking the nation's physical and mental power with its aims for growth. India, the Khelo. The Khelo India Scheme, which was initiated in 2016–2017, has experienced exceptional financial expansion, which is a reflection of the government's unwavering commitment to developing mass involvement and nurturing sporting excellence across the nation. The primary objective of the Khelo India program is to enhance the sporting culture in the nation by assuring the active engagement of young people in the form of yearly sporting events. At an early level, it focuses on identifying players who have the potential to become successful athletes and then providing them with structured training and direction through established sports academies. One of the most important aspects of the program is the establishment of a comprehensive sports infrastructure at the local, district, and state levels. For the purpose of efficiently accomplishing its goals, the Khelo India program has been deliberately segmented into twelve verticals that are focused on certain areas. In addition to the establishment of Khelo India Centres at the state level, these initiatives include the development of play fields and the building or expansion of sports infrastructure, as well as the promotion of sports as a vehicle for contributing to peace and development. Furthermore, the program covers the organization of yearly sporting tournaments, the identification and cultivation of talent, and the promotion of increased participation of women in recreational sports. In addition to this, it provides financial assistance to sports academies at the national, regional, and state levels; it encourages inclusiveness by involving people with disabilities; and it revitalizes games played in rural, indigenous, and tribal communities. In addition, the program places an emphasis on enhancing the physical fitness of kids and constructing a solid foundation of coaches at the community level.

### **4. Sports' Contribution to Vikasit Bharat:**

The twelve verticals that make up Khelo India serve as strategic pillars that propel India toward the vision of Vikasit Bharat. They do this by fostering a culture of sports throughout the entire country and ensuring that progress is structured. With these verticals, equitable participation, talent cultivation, and community engagement are ensured, beginning with grassroots infrastructure and progressing all the way up to elite athlete development. The government's dedication to establishing sports as a driving force behind national development is shown in the cumulative increase in financial resources that have been allocated to the Khelo India Programme during the course of its existence.

KIRTI (Khelo India Rising Talent Identification)-Phase 1 was launched on March 12, 2024, by Union Sports Minister Anurag Thakur in Chandigarh, KIRTI (Khelo India Rising Talent Identification) is India's first state-wide, tech-driven grassroots talent hunt targeting schoolchildren aged 9 to 18. Both the identification and cultivation of sporting talent in every region of the country, as well as the utilization of sports as a positive alternative to substance abuse and addiction to electronic devices, are the primary goals of this organization.

Dr. Mansukh Mandaviya, the Union Minister for Youth Affairs and Sports, was the one who initiated the second phase of the KIRTI (Khelo India Rising Talent Identification) initiative on July 19, 2024 in New Delhi. During this phase, advanced information and communication technology (ICT) technologies are introduced, and global best practices are aligned with them, in order to create a system that is athlete-focused and inclusive at the same time. With an approach at the district level and active participation from all states, the initiative intends to conduct out twenty lakh talent assessments across the country by the time the fiscal year 2024–25 arrives. The ultimate objective is to cultivate a robust talent pipeline that is capable of attaining success at renowned international contests such as the Olympic Games.

The Khelo India Rising Talent Identification (KIRTI) program substantially advances the objective of Viksit Bharat. KIRTI employs innovative ICT tools and global best practices to guarantee that every child, irrespective of socio-economic status or geographic location, has equitable access to sports activities, hence fostering inclusivity and equity, which are essential pillars of a prosperous nation. The program emphasizes athlete-centered development, promoting excellence in youngsters and fitting with Viksit Bharat's objective of cultivating a competent, confident, and globally competitive populace. Moreover, pursuing global sporting accomplishments such as Olympic medals enhances India's worldwide standing and fosters national pride. KIRTI generates employment possibilities in sports sciences, coaching, and sports administration, hence fostering economic growth and enhancing the creation of a resilient sports ecosystem vital for a developed and self-sufficient India.

## 5. Conclusion

The use of sports as a strategic tool for national development has become increasingly common. In addition to fostering public health and well-being by encouraging physical activity and reducing the burden of lifestyle-related illnesses, the promotion of economic growth can be accomplished through the creation of jobs, the promotion of sports tourism, and the manufacturing of goods. Furthermore, sports contribute to social development by fostering ideals such as inclusiveness, gender equality, youth empowerment, and national cohesion, all of which are extremely important for the formation of a society that is both just and cohesive.

The government of India has established a number of forward-looking projects, such as Khelo India, TOPS, and the Khelo India Niti 2025, with the intention of constructing a robust sports infrastructure, identifying and cultivating talent, and developing a sporting environment that is accessible to all. These initiatives are in recognition of the numerous benefits that may be gained from these initiatives. These policies not only have the objective of elevating the sporting standards in India, but they also correlate closely with the goal of Viksit Bharat, which is a vision of an India that is developed, self-sufficient, and fully inclusive. In order for the nation to make progress toward becoming a worldwide leader, it will be essential to incorporate sports into the tactics that are used for national development. One of the most important pillars of Viksit Bharat will be the promotion of a population that is physically fit, psychologically strong, and socially bonded through the use of sports. This will ensure that all citizens will experience sustainable progress and a higher quality of life.

## References

- Chandran, V., & Kumar, A. (2021). Assessing the impact of Skill India Mission on employment outcomes. *Journal of Vocational Education and Training*, 73(4), 451–468.
- Delhi Government Education Department. (2023). *Education revolution: Innovations in public schooling in Delhi*. <https://education.delhi.gov.in/>
- EY. (n.d.). *INDIA@100: Realizing the potential of a \$26 trillion economy*. [https://www.ey.com/en\\_in/insights/india-at-100](https://www.ey.com/en_in/insights/india-at-100)
- India Skills Report 2024. (2024). Wheebox. [https://wheebox.com/assets/pdf/ISR\\_Report\\_2024.pdf](https://wheebox.com/assets/pdf/ISR_Report_2024.pdf)
- Kundu, A., & Singh, R. (2020). Quality of education in India: Challenges and reforms. *International Journal of Education and Development*, 49(2), 123–140.
- Khelo India. (n.d.). *Khelo India Rising Talent Identification (KIRTI)*. <https://dashboard.kheloindia.gov.in/kirti-sports>
- Ministry of Youth Affairs and Sports. (2025). *Khelo Bharat Niti 2025*. [https://yas.gov.in/sites/default/files/Khelo-Bharat-Niti-2025\\_0.pdf](https://yas.gov.in/sites/default/files/Khelo-Bharat-Niti-2025_0.pdf)

Outlook Business. (2023, August 22). *India needs average annual growth of 7.6% to become a developed nation by 2047: RBI article*. <https://www.outlookbusiness.com/news/india-needs-average-annual-growth-of-7-6-to-become-developed-nation-by-2047-rbi-article-news-303635>

Pratidin Time. (n.d.). *India's sports industry set to skyrocket to \$130 billion by 2030*. <https://www.pratidintime.com/top-stories/indias-sports-industry-set-to-skyrocket-to-130-billion-by-2030-7582151>

Press Information Bureau. (n.d.). *Press release on sports initiatives* [Press release]. Government of India. <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1966719>

Press Information Bureau. (2023). *Khelo India updates* [Press note]. Government of India. <https://www.pib.gov.in/PressNoteDetails.aspx?NoteId=155107&ModuleId=3>

Sanyal, S., & Arora, A. (2024, September). *Relative economic performance of Indian states: 1960-61* (EAC-PM Working Paper Series). [https://eacpm.gov.in/wp-content/uploads/2024/09/State-GDP-Working-Paper\\_Final.pdf](https://eacpm.gov.in/wp-content/uploads/2024/09/State-GDP-Working-Paper_Final.pdf)

SDG India Index 2023-2024. (2024, July). United Nations Development Programme. <https://www.undp.org/india/publications/sdg-india-index-2023-2024>

Sports Authority of India. (n.d.). *National Centre of Sports Science and Research (NCSSR)*. <https://sportsauthorityofindia.nic.in/sai/public/assets/ncssr/ncssr.pdf>

The Hindu. (n.d.). *Sports nation-wide talent hunt scheme KIRTI*. <https://www.thehindu.com/sport/sports-nation-wide-talent-hunt-scheme-kirti-launched/article67943089.ece>

Virmani, A. (2024, July). *Viksit Bharat: Unshackling job creators and empowering growth drivers* (NITI Aayog Working Paper). [https://www.niti.gov.in/sites/default/files/2024-07/WP\\_Viksit\\_Bharat\\_2024-July-19.pdf](https://www.niti.gov.in/sites/default/files/2024-07/WP_Viksit_Bharat_2024-July-19.pdf)