

Sports is a state subject and the primary responsibility of the promotion of sports, including identifying young Sportspersons and achieving up to excel in national and international sports events, rests with the state governments. However, the GoI supplements the efforts of the State governments and National Sports Federations through its various promotional schemes.

Medalists

- Neeraj Chopra brought India first Gold in athletics in men's javelin.
- India won a bronze in hockey, a medal after 41 years.
- India's Mirabai Chanu gave India's first ever opening day medal.
- Ravi Dahiya, Bajrang Punia, and Lovelina Borgohain won a silver and two bronzes in wrestling.
- Sakshi Malik is the first Indian female wrestler to win a medal at Olympics.

Rural Sports in India: Ancient to Modern

- Our epics like Ramayana and Mahabharat are full of incidences of sports such as archery, wrestling, horse riding, chariot racing, etc. Wrestling was known as **Malla-Yuddha** and saw participation from legendary characters like Bheem, Balram and Jarasandha. Today India is known as powerhouse in wrestling. The ancient Scriptures also point towards the presence of games such as dice in the Indian sub-continent.
- The history of sports in India dates back thousands of years to Indus Valley civilisation. The presence of seals and artefacts found from that era points to fact many forms of sports such as chess, dice, hunting and boxing.
- During the Vedic period, 'dehvada' also known as the body-way is defined as "one of the ways to full realisation".
- Sports such as swimming, running and ball games were popular among the students in ancient Indian universities such as Nalanda and Taxila.

Traditional Sports in India

- **Mallakhamb:**
 - The ultra-gymnastics – Mallakhamb is an ancient Indian version of gymnastics where a gymnast performance aerial yoga and gymnastic posture atop or with a standing pole. It is popular in rural pockets of MP and Maharashtra and requires immense stamina, practice and discipline to perform.
 - One of its earliest written descriptions is in the memoirs of the 7th century Chinese traveller Huen-Tsang. He recognises Prayagraj as a site where Hindu ascetics used to climb poles as a yogic exercise climbing onto it with one hand and one foot while the other hand and foot stretched out in the air and they watched the sunset with their heads turned right as it set which indicates a solar rite.
 - It was performed in Olympics for the first time in 1936.
 - In modern times, Mallakhamb was formally institutionalised in 1958 when introduced as a sport in National Gymnastics Championship followed by first National Mallakhamb Championship in 1962 at Gwalior, MP. The State Government of MP has declared Mallakhamb as the State sports in 2013.
- **Kalaripayattu - The Ancient Indian Martial Art**
 - Kalaripayattu, or simply Kalari, can be traced back to the Sangam period in southern India. A scientific sport, it requires great mind-body coordination and agility using kicks and swings while attacking and protecting with spears, shields, swords, etc.

- And ancient martial art, today it is practiced as a competitive sport and attracts youth mainly from Kerala. It follows a guru -shishya Parampara where students (shishya) train under master (Guru) and training centers called Kalari. Till 1936, the Kalari training continued as oral instruction (vaytharis), later it was codified in written form as a book and descriptive writings followed at scale by 1953. The Kerala government has established the Kalaripayattu Academy in 2021 which will offer training of Kalari in a formalized way through a dedicated syllabus.
- **Qila Raipur Sports Festival - India's Rural Olympics**
 - It is an annual sporting event promoting local rural sports of Punjab through competitions in the district of Ludhiana, Punjab. The brainchild of Inderjit Singh Grewal, it was held first in 1933 to bring together people and promote harmony through sports.
 - The sports Festival brings right unique mix of professional sports as well as rural sports played from your pleasure. With games like shotput, hockey, kabaddi, track basis, tug-of-war, horse races, etc., it aims at giving a platform for budding talent in professional games as well as creating a sporting culture in the area. The festival is tied to the culture of the area through folk songs, Bhangra and local food which are on display during the event.
- In Manipur, a form of rugby is played with coconut called **Yubi Lakpi**.
- The state of Himachal Pradesh is home to a sport called **Thoda** which is a combination of paintball and archery rooted in the Indian epic of Mahabharat where serious battles were fought through the use of bow and arrow.
- The sport of wrestling was famous in the tribal region of what is now known as Nagaland and was used as a means to resolve conflict.

Government Initiatives to Strengthen Sports in Rural Areas

- In 1954, GoI created the All India Council of Sports (AICS). AICS acted as an advisory body, informing government on numerous areas including national sports policy, government funding of national sport governing bodies, and the coaching of elite athletes.
- In 1982, a specific department for sport, the Ministry of Sport which is now Ministry of Youth Affairs and Sports (MYAS), was established.
- In 1984, the first National Sports Policy was introduced. Additionally, the Sports Authority of India (SAI) was set up to promote the development of coaches and physical education teachers, participation in sport and physical activity, and infrastructure.
- Thereafter, to emphasize the importance of sports and physical education in education sector, the National Education Policy and two distinct government units, the Netaji Subhas National Institute of Sports (NSNIS) and the Lakshmi Bai National College of Physical Education (LNCPE) were introduced in 1986.
- In 2001, National Sports Policy was introduced with a dual aim of mass participation in sport and excellence at elite level. National Sports Development Code of India 2011 aims to implement new strategies to achieve previous objectives.
- The Ministry of Finance, in 2016 has included sports infrastructure in the harmonized master list of infrastructure subsectors. Now, the sports sector is eligible for obtaining long-term financial support from banks and other financial institutions at par with infrastructure projects.
- In 2016, Niti Aayog released "**Let's Play – Action Plan for Revitalizing Sports in India**". It presents a 20-point action plan which are divided into short-term vision (4 to 8 years) and a medium to long-term vision (8 to 15

years). Various initiatives are enlisted with the desired target of achieving 50 medals in 2024 summer Olympics. The action plan makes multiple recommendations including strengthening infrastructure for sports through PPP mode, dedicating a fixed proportion of expenditure incurred by schools for bolstering sports infrastructure and equipment as well as hosting international events at regular intervals.

- At present MYAS is running the following schemes to promote sports in the country including rural, tribal and backward areas:
 - ✓ Khelo India Scheme;
 - ✓ assistance to National Sports Federations;
 - ✓ special awards to winners in international sports events and their coaches;
 - ✓ National Sports Awards, pension to meritorious Sportspersons;
 - ✓ Pandit Deen Dayal Upadhyay National Sports Welfare Fund;
 - ✓ National Sports Development Fund; and
 - ✓ running Sports Training Centers through SAI

Target Olympic Podium Scheme (TOPS)

- It was launched in 2014 under the MYAS, GoI to provide financial assistance and other help to athletes in their pursuit of medals in the Olympics and other international sporting events.
- Selected athletes are supported under the National Sports Development Fund for customized training at institutes with world-class facilities. The top performing athletes are selected by a committee who are then provided customized training with top coaches at modern and well-equipped sports facilities and institutions. Financial assistance towards diet, food supplements and equipment has also been enhanced for athletes.
- Sports such as archery, badminton, boxing, hockey, shooting, and wrestling have been recognized as “high priority” under the scheme.
- In addition to best coaching and equipments, each Core group athlete was provided Rs.50,000 monthly out-of-pocket allowance (OPA) for diet/training/miscellaneous expenditures.
- Also, Under Development Group to ensure a focused approach in India’s Olympic preparation, the talent identification of 258 best sporting talents has been completed for 12 sports disciplines. TOPS Development Group athletes receive an OPA of Rs.25,000 and customized training support at the NCoE.
- PV Sindhu and Sakshi Malik, the Rio 2016 Olympic medalists are TOPS awardees. Even the Paralympians who performed recently at Tokyo Olympics were covered under the scheme. Avani Lekhra, double Middle East, was provided with a computerized digital target and expensive here rifle to practice at home while Bhavina Patel, the silver medal list, was equipped with an Ottobock wheelchair and a table tennis robot called Butterfly – Amicus Prime.

Khelo India Scheme

In 2017, to promote mass participation in sports, the earlier schemes of Rajiv Gandhi Khel Abhiyan (RGKA), Urban Sports Infrastructure Scheme (USIS) and National Sports Talent Search Scheme (NSTSS) were merged into a single scheme as “[Khelo India: National Programme For Development Of Sports](#)”. It drew inspiration from

Khel Mahakumbh – an annual event organized by the Government of Gujarat was first organized successfully in 2018.

- It has 12 verticals as shown in the picture below and is aimed at mainstreaming sports as a tool for national, economic, community, and individual development.
- The MYAS, SAI and Lakshmbai National Institute of Physical Education are entrusted with the responsibility of implementation of various verticals of the scheme.
- Under the scheme, talent search has been started at the grassroots level into categories:
 - Sports potential talent identification and
 - Proven talent identification



- India has been divided into five zones – North, East, West, South and North-East and Grassroot Zonal Talent Identification Committees have been formed to search the remotest part of the countries for spotting talent across 20 disciplines in the age group 8–14 years, where in the country has an advantage/potential to excel at the international level.
- Under the pillar ‘**Play Field Development**’, the focus is primarily on creating base infrastructure in terms of stadia and courts for priority sports disciplines.
- Under the second pillar, ‘**Community Coaching Development**’, mentors are identified within the community and linked with the third pillar ‘**State-level Khelo India Centers for Excellence**’. The target is to open around thousand Khelo India centers over the next four years, including at least one center in every district of India. These centers will ensure excellence in the Olympics by nurturing youth from an early age. Each Khelo India Centre notified under the scheme at district levels in various states/UTS are eligible to receive Rs.5 lakh per discipline as a one-time grant and Rs.5 lakh for discipline as a recurring grant.

- ‘Annual sports competitions’ – for youth, students and different age groups – constitute the fourth pillar. Khelo India games are organized to provide a platform to budding talent at school and university level. Seeing the initial impact of the scheme, GOI has furnished an Expenditure Finance Committee (EFC) memorandum to expand the scheme from 2021-22 to 2025-26.
- Under the fifth pillar “Talent Search And Development” which is the primary focus, spotting and nurturing talent across the nation through a nation-wide hunt is done. Khelo India Athletes identified and selected are provided annual financial assistance of Rs.6.28 lakhs per athlete per annum including Rs. 1.20 lakh out of pocket allowance per annum and the remaining for expenses for coaching, sports, science support, diet, equipments, consumables, etc.
- Under the “Support to National/Regional/State Sports Academies” vertical, sports academies are accredited for the training of athletes.
- Under the vertical “Sports for Women”, various competitions are organized and others to participation in sports.
- Under the pillar “Promotion Of Rural and Indigenous Tribal Games”, Mallakhamba, Kalaripayattu, Gatka, and Thang-Ta I have been receiving support.
- Khelo India e-Pathshala programme has been introduced by SAI where in the eminent athletes and senior coaches teach different modules in 21 disciplines to improve the technical skills of the grassroots level athletes.

KHELO INDIA YOUTH GAMES 2021

- To encourage indigenous games, the Sports Ministry has approved the inclusion of four indigenous games to be a part of Khelo India youth games 2021 scheduled to take place in Haryana. Teams include the games include: Gatka, Kalaripayattu, Thang-Ta and Mallakhamba along with Yogasana.
- Kalaripayattu and Mallakhamba are already explained above.
- Indian ancient martial art Gatka originates from the State of Punjab and this traditional fighting style of the Nihang Sikh warriors is used both as self-defense as well as a sport.
- Thang-Ta, a Manipuri martial art has passed into oblivion in recent decades, but the sport will reinvigorate again with the help of the Khelo India Youth Games 2021.

- **National Education Policy 2020:**

- Sports will now be an integral part of the school and College curriculum with grading in sports counted in the education of children.
- The existing schemes of the GoI such as Samagra Shiksha, Eklaya Model Residential Schools, Kasturba Gandhi Balika Vidyalaya, etc. have a special emphasis on promoting sports in the remotest part of the country. Under the Samagra Shiksha, first time Sports grant on an annual basis to all government schools has been introduced in 2018 and from 2021, an additional sports grant of up to Rs.25,000 to schools has been provisioned in case at least 2 students of that school win a medal in Khelo India school games at the National level.

- The Kasturba Gandhi Balika Vidyalaya scheme has set up at least one residential girls school in every educationally backward blocks of India. It provides access to high-quality holistic education to girls from marginalized communities - SC, ST, OBC, BPL, and minorities – from class 6–12 in residential mode. Sports is an important component of the scheme where facilities for sports such as hockey, kabaddi, kho-kho, badminton, volleyball, etc. have been developed.
- The Eklavya Model Residential Schools are targeted at providing holistic education to students from ST category in tribal areas. Centre of Excellence for Sports has been planned and implemented across these schools that will have specialized state-of-the-art facilities for one identified individual sport and one group sport in each State with scientific backup along with specialized training and other facilities as per the norms of SAI.
- **FIT India Movement:** It was launched on 29th August 2019 to make fitness an integral part of our daily lives. The Ministry of AYUSH is also running a campaign “Yoga for All” as part of this movement to create mass awareness about the benefits of yoga and encouraging one Indian from every family to adopt the practice of yoga over the next few years. Following are its objectives:
 - ✓ To promote fitness as easy, fun and free.
 - ✓ To spread awareness on fitness and various physical activities that promote fitness through focused campaigns.
 - ✓ To encourage indigenous sports.
 - ✓ To make fitness reach every school, college/university, Panchayat/Village.
 - ✓ To create a platform for citizens of India to share information, drive awareness and encourage sharing of personal fitness stories.

With components like FIT India Cyclothon, and FIT India Walkathon, the focus is on integrating fitness in the daily regimen of citizens.

- The States and UTS have been urged to send proposals to open up KISCES, KICs as well as academies to further the cause of strengthening the sports ecosystem.
- The Central government has allocated Rs.200 crores under PM Development Plan for the development of play fields and indoor stadiums in the whole UT of Jammu and Kashmir. There will be one highly equipped indoor stadium in each district of Jammu and Kashmir.
- SAI is implementing following promotional schemes across the country to identify talented Sportspersons and nurture them to excel at national and international competitions: (i)National Centers Of Excellence (NCoE), (ii)SAI training Centre (STC), (iii)Extension Centre of STC, (iv)National Sports Talent Contest (NSTC) and its sub-schemes – Regular Schools, Indigenous Games and Martial Arts (IGMA) & Akharas.
- MYAS also is currently promoting sports in 13 states which include left-wing extremism areas, Jammu & Kashmir and NE-States.

Initiatives by States

- The state of Uttar Pradesh has decided to construct a playground in every village and open a gym at every gram Panchayat level. The CM has announced “Khelo India Khelo”, where the state government will adopt 2 sports and finance their promotion in the state for the next 10 years. One of them is wrestling.
- In rural Uttar Pradesh, the state government has initiated rural sports events in all 75 districts and set up mini-stadiums in rural areas.

Case study: Haryana

- In the Tokyo Olympics, Haryana sent the maximum, nearly 25% Olympians of the Indian contingent. The real thrust has been the sports policy formulated in 2006.
- Haryana has a formal institution called “**Play 4 India**” under which each student in school is encouraged to take upon a sport. With the motto ‘**catch them young, catch them right**’, Haryana conducts Sports and Physical Attitude Test (SPAT) in all the schools across the state to identify the high potential athletes in 8 – 19 age groups.
- The qualifiers enter the final round called the Sports and Physical Exercise Evolution and Development (SPEED) test to select a particular game based on their aptitude and counselling. Those who clear the SPEED test are admitted into Sports and Physical Aptitude Continuous Evaluation (SPACE) where they are trained into sports academies. A monthly stipend is also provided to students in the age group 8 to 19 years.

Opportunities

- The estimated size of the Indian Sports industry in 2020 was Rs.6000 crores which includes – sponsorship spends, celebrity endorsement, and media spend on sports properties. The media sector accounted for 62% of the total spending in sports and cricket shared 87% of the total industry in 2020.
- The various sports federations have followed the path of Board of Control for Cricket in India (BCCI), by initiating the league-based tournaments. More than a dozen major League based tournaments were launched including Indian Premier League (Cricket), Pro Kabaddi League, Indian Super League (Football), Premier Badminton League (PBL) and Hockey India League (HIL). They have acquired much success on ground and increase viewership to these sports. It has also received help from online streaming of most of these events and digital marketing through social media applications.

Benefits

- The onset of the leagues in many sports has increased the participation of rural population in various sports.
- This has also led to the development of sports infrastructure across the country ensuring every household even in villages have access to sports facilities providing opportunity.
- Sport has become an integral part of the commercialization of culture, together with cinema, travel, shopping and eating out, which has come to form part of mass entertainment industry, closely linked to the mechanisms of the market. The movies such as Mary Kom, Dangal, Bhaag Milkha Bhaag, Chak De India are few to speak of.
- Sports has become a social phenomenon. Instead of political goals, people participate in sports and physical exercises for keeping fitness; for entertainment; for communication with friends; for mental health and increasing individual physical capability.
- Another positive side is the flourishing sports goods industry. It provides employment to lakhs of people and also has increased the share of Indian exports and provided a global identity for these products.

2. TECHNOLOGY IN SPORTS

Introduction

- Sports technology uses a combination of several new-age technologies such as Artificial Intelligence (AI), Machine Learning (ML), Internet Of Things (IoT), virtual and augmented reality, robotics, drones, digitization, etc., which has drastically help in improving the overall sports landscape.

- Technology can be used at each stage for broadcasting, fan engagement, state-of-the-art equipment, live performance tracking, etc. and have a significant impact on how athletes practice and compete by using solutions like biomechanical analyses, correct techniques, etc.

Benefits

- Earlier sports training required the use of extensive paperwork and post practice effort from both the trainers and athletes alike. This time consuming and grueling system has been simplified by use of advanced technology.
- Through slow motion replays, database storage and retrieval, as well as comparison with others, players vastly improve their game by recording time speed, direction, swing, turn and bounce. Each part of a players body can be assessed and monitored during play for deriving maximum impact.
- E.g., cyclists can wear heads up display (HUD) glasses that deliver information regarding heart rate, speed, incline and other relevant sadly information which can help to cyclist focus and make adjustments while riding.
- Swimmers and divers can use technology to measure and observe metrics like rotational speed, diving angle, leg movement and hydro dynamics which helps them improve and shave off precious milliseconds from their performance.
- Even smart clothing can help in monitoring performance in real time.
- During practice sessions, players can use virtual reality and augmented reality to practice their moves or drills in a simulated match like environment.

Examples

- In 1991, Wimbledon debuted the IBM serve-speed technology.
- In 2008, a technology-based decision making system called Decision Review System (DRS) was launched.
- In 2010, Spider cam technology has released which enables film and television cameras to move horizontally and vertically.
- In 2013, smart racquets were introduced with chips placed in the handle to record data on power and spin.
- In 2014, the goal-line technology was introduced in football and World Cup to determine whether a goal has been scored.
- In 2016, sensors were introduced which were installed in players jersey to monitor health and feed in injury prevention.
- In 2017 smart chips for bats were introduced to measure speed and angle for analysis purposes.
- During 2018 FIFA World Cup, the Telestar 18 soccer ball with a Near Fields Communication (NFC) chip was released by Adidas.
- In 2019, BCCI had boarded the UK-based company STATSports to make use of their GPS driven performance tracking and analysis. The partnership witnessed high resolution chips embedded in the base layer vest of the players to monitor their workload. Sitting in a pocket between the shoulder blades, the device will measure hundreds of physical metrics of players, including distance, speed, acceleration, deceleration, high speed running, and dynamic stress load. It would help in managing players workloads, and injury rehabilitation programs.

Latest Trends

- The growth of sports industry in India has also provided an opportunity for various start-ups to take up this particular industry data/content aggregation, education and training, online retail, technology, online ticket booking as well as sports infrastructure building. The start-ups like Smaaash Entertainment (which had to wind up during pandemic) Kick, were providing an experiential infrastructure for playing outdoor games in indoor environment. The Sportspersons such as Mahesh Bhupathi and Yuvraj Singh are also backing for start-ups such as Sports 365.in.
- The other set of start-ups in this industry are trying to provide technological interventions for improving the performance of Sportspersons, by providing data and analysis based on the trends.

Recent Technologies

- Bengaluru-based sports tech start-up Stance Beam provides for real-time monitoring of players training, as well as enable coaches to provide feedback remotely. The Stance Beam Connect platform enables real-time monitoring by giving students access to features such as recorded training videos, shadow practice sessions, swing metrics, etc., which the coaches can access and provide course correction in real time.
- Criconet is an online platform launched by Selectronic India in 2017, which is a live streaming and distant coaching platform that enables coaches to train players virtually. The technology allows anyone across the country to access good coaches registered on the platform from their mobile and take personal one-on-one classes.

3. WOMEN'S PARTICIPATION IN SPORTS

Introduction

- SDG goal 5 is to achieve gender equality and empower all women and girls.
- The first Olympics was hosted at Athens in 1896. Women Sportspersons were allowed in the next Olympic games in 1900, held at Paris. The very first year that Indian women went to Olympic games was in 1924 in Paris.
- It wasn't until 1980 Moscow games that Indian women started regularly participating in Olympics. Later PT Usha emerged as one of the greatest athletes of India. Karnam Malleswari, was the first Indian woman to win a medal (bronze) in 2000 Sydney Olympics in weightlifting. Mary Kom and Saina Nehwal won medals in London Olympics in 2012. PV Sindhu (badminton) and Sakshi Malik (wrestling) won medals in 2016 Rio Olympics. In the recent Tokyo Olympics PV Sindhu, Saikhom Mirabai Chanu had Lovelina Borgohain won medals. PV Sindhu is the first Indian woman to win two Olympic medals.
- Even female wrestling has grown in India. Phogat sisters are well known.

Challenges for Women

- Socio-cultural Issues: Women developing a robust physique is undesirable and rude health and abundant figure are considered plebian. Due to limited means, the diet of girls and women is the last priority, even though wholesome and nourishing diet is the most crucial component for sports.
- Access to Facilities and Safety Issues: India has around 100 sports facilities fulfilling international standards of sports infrastructure. In addition, there are government-owned college and university grounds, community centers, sporting facilities and grounds owned by urban local bodies, grounds owned by Resident Welfare

Associations, and facilities owned by private entities. A majority of them are mainly used for hosting international, national, state and district level games. Apart from this limited access, lack of security is the biggest problem. Parents are not comfortable sending girls to participate in events outside their hometown. There is also a fear that studies and academic performance will be neglected.

- Lack of Systemic Interventions and Resources: It is a general perception that Indian athletes who have achieved international success are exceptions rather than a product of country's sports system. It is not the lack of talent or capacity, it is the complications related with bringing in coaches and training persons in rural and tribal areas and providing them with the resources they need.
- Lack of Awareness among Masses: There is a need to focus on changing attitudes and convictions in our communities about playing sports and finding local models, initiate intensive mass awareness campaigns about various myths and prejudices surrounding sports and what girls can achieve through it.

4. HEALTH AND FITNESS: OTHER INITIATIVES IN SPORTS

- Swachh Bharat Mission – for hygiene and sanitation
- Integrated Child Development Services, POSHAN Abhiyan and Anaemia Mukht Bharat - for nutrition.
- POSHAN 2.0 – It aims to make India “Kuposhan Mukht”. It focuses on a targeted and intensified approach to tackle nutrition with a special focus on vulnerable groups.
- Mental health has been included as an important focus area in National Youth Policy, 2020.
- To promote yoga, International Day of Yoga is held every year on 21 June.
- In 2014, the GoI constituted Ministry of AYUSH to harness traditional learning and systems of medicine. Centers of excellence for Yoga and wellness have been established. This ministry got Yogasana recognized as a sport.
- The Ministry of AYUSH, in association with WHO, is also developing [M-Yoga application](#) for demonstrating common yoga protocol as part of the “[Be Healthy, Be Mobile](#)” initiative of the WHO and the International Telecommunication Union (ITU).
- “Fitness Ka Dose Aadha Ghanta Roz” has been lauded by the WHO.

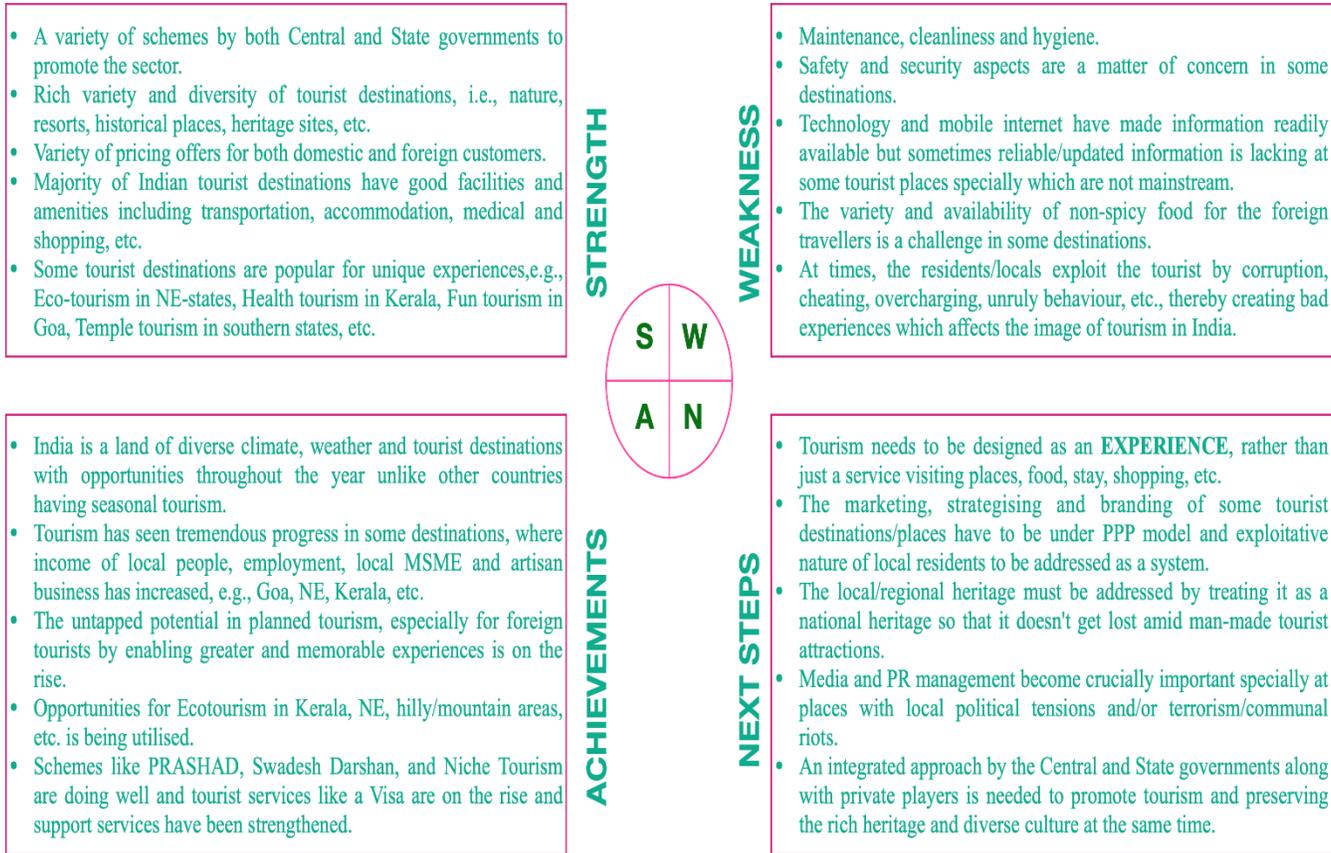
5. TOURISM SECTOR: IMPORTANCE AND INITIATIVES

Importance

- Contribution to GDP/National Income
- Contribution to Direct Employment
- Medium and Avenue for Cultural Exchanges
- Local/Rural Area Development
- Inclusive Development
- Foreign Exchange Earnings
- Contribution to Indirect Employment
- Market for New Products and Services

- Increase in Revenue and Additional Income
- Equity and Empowerment

SWAN Analysis of Tourism Sector



Government Initiatives

- The Ministry of Tourism, GoI launched a social awareness campaign in 2005, “**Atithi Devo Bhava**”. The very purpose of the drive is to extend our good behaviour towards tourists, make their stay happy and to motivate the members of the community to demonstrate generous behavior during visitor’s stay. The campaign provides training and orientation to police, immigration officers, drivers, guides and other personnel who interact directly with the tourists. The core agenda of the campaign is to make India a preferred tourist nation.
- Under the scheme of “**AatmaNirbhar Bharat**”, the government has launched various schemes in support of tourism development.
- **Swadesh Darshan** is an initiative taken by GoI to enrich the tourist experiences and to enhance opportunities and to promote lesser-known destinations.
- **National Mission on Pilgrimage Rejuvenation And Spiritual, Heritage Augmentation Drive (PRASHAD)** launched by the Ministry of Tourism has a special objective of holistic development of pilgrimage and heritage destinations.
- Other schemes for tourist development include: Central Agencies for Tourism Infrastructure Development; Gap Scheme for Revenue Generating Tourism Projects; Capacity Building for Service Provider; Domestic

Promotion and Publicity including Hospitality; Overseas Promotion and Publicity including Marketing Development Assistance; Champion Services Sector Scheme; Safe Tourist Destination for Women; Development of Iconic Tourist Destination, etc.

- To minimize the adverse effects of tourism on the environment, the concept of “Sustainable Tourism” has been initiated. “Sustainable Tourism” is a kind of shift from “Seasonal Tourism” to “365 Days Tourism” and to meet the needs of the new customer segments with a distinct experiences.
- GoI has started **new-age tourism** which includes **niche tourism** to attract inbound and domestic tourists. Niche tourism undertaken includes: cruise, adventure, wellness tourism, medical, golf and Polo, film tourism, health tourism, heritage tourism, ecotourism, rural tourism and sustainable tourism.

6. PRADHAN MANTRI AWAAS YOJANA – AFFORDABLE HOUSING

Introduction

- Affordable housing refers to any housing that meet some form of affordability criterion - income level of the family, size of the dwelling unit or affordability in terms of Equated Monthly Instalment (EMI) size or ratio of house price to annual income.
- PMAY covers both rural and urban India. It includes in-situ rehabilitation of existing slum dwellers using land as a resource through private participation; credit linking subsidy for economically weaker sections (EWS) and low income group (LIG); affordable housing in partnership with private and public sector including parastatal agencies; subsidy for beneficiary led individual house construction/enhancement for individuals of EWS.
- PMAY is being implemented by providing central assistance to urban local bodies another implementing agencies through states and UTs.
- Affordable housing (AH) policy – AH is basically built by private players with government subsidies. Subsidies for AH fall in the planning and land use regime or take the form of financial incentive mechanisms. In planning subsidies, AH developers maybe provided bonus relevant entitlements, concessions on development standards, reduce fees or reduced regulatory compliance.

Selection of Beneficiaries

- Beneficiaries under PMAY-G will include all the houseless and households living in zero, one or two-room houses with kutcha wall and kutcha roof as per Socio-Economic Caste Census (SECC) – 2011 data.
- Priority will be assigned based on the parameters reflecting house in deprivation in each category viz., SC/ST, minorities and others.
- The Permanent Wait List so generated also ensures that the States have ready list of households to be covered under the scheme in the coming years leading to better planning and implementation.

Features

- With the target “Housing for All by 2022”, Indira Awaas Yojana (IAY) was restructured as Pradhan Mantri Awaas Yojana -Gramin (PMAY-G) with Ministry of Rural Development (MoRD) as the implementation agency. The restructured mission has two phases:
 - Phase-I aimed at providing pukka houses to one crore households living in kutcha/dilapidated houses in FY 2017–19.

- Phase-II aimed at providing coverage to 1.95 crore households in FY 2020–22, with an immediate target of completion of 60 lakh houses in FY 2019–20.
- The scheme is aimed at providing a Pucca house with basic amenities such as piped drinking water, electricity connection, and LPG connection, by convergence of different schemes and programmes run by the GoI, to all homeless and those households living in kutcha and dilapidated houses by 2022. Even the minimum size of PMAY-G house is increased and includes dedicated area for hygienic cooking.
- The beneficiaries are provided with Unit assistance of Rs.1.2 lakh for plain areas and Rs.1.3 lakh for hilly, difficult, and Integrated Action Plan (IAP) areas, and the funds are directly transferred into the bank accounts of the beneficiary.
- Apart from the unit assistance, they are provided with option of availing institutional finance up to Rs.70,000 and are entitled to 90–95 days of employment under MGNREGS, Rs.12,000 for constructing toilets under Swachh Bharat Mission, etc.
- In addition, the beneficiaries are endowed with a number of other support services such as training to masons and skill certification for the good quality construction of houses, sources of construction material, support to old and disabled beneficiaries and getting the house constructed, development and provision of housing design topologies, etc.
- The cost sharing between GoI State governments is in the ratio of 60:40 in general category states and 90:10 for special category states and IAP districts. This provides the full cost in respect of UTs.
- Monitoring of the physical progress of construction is done with the help of **AwaasSoft** and AwaasApp at the level of both GoI and by State/UT government. National Technical Support Agency (NTSA) acts as a nodal agency to assist facilitating the same.
- The Credit Linked Subsidy Scheme (CLSS) for EWS/LIG is given in the name of female head or for a joint name between the male head and his wife. In case of MIG scheme, overriding preference is given to widows and single working women. In case of CLSS for EWS/LIG, preference is given to manual scavengers, transgender, and persons with disability. Therefore the scheme is also attempting to promote ownership amongst female population and weaker sections of the society.

Challenges

- On the demand side, the critical issues include identification of the right clientele, increasing reach through micro-mortgage financing mechanisms and self-help groups, and flexible paying mechanisms to cater to variable income flows.
- On the supply side, incentivizing through policies (extra floor space index, free sale areas and so on), schemes for slum redevelopment and rehabilitation, ensuring adequate availability of land, streamlining of land records, inclusion of mass housing zones in comprehensive development plans (CDPs), encouragement to private participation and partnership, and single window clearance for smaller projects on the lines of large township projects are necessary.
- Inadequate infrastructure is also a challenge.
- The state has a social responsibility to create an enabling environment for AH developers, not necessarily through subsidies but also by fast tracking approval processes, demystifying landlords, deconstructing the financing and land assembling processes, and through innovative mechanisms such as earmarking areas for development, encouraging public private partnerships, and rethinking floor space index (FSI) limits.

- **AwaasSoft:** It is a management information system to ensure payments to beneficiaries through direct bank transfer.
- **AwaasApp:** It is a mobile application used to monitor real-time, evidence-based progress of house construction through date and time stamped and your reference photographs of the house.