

U.P.S.C.

प्रश्न संख्या
(Question No.)

इस भाग में कुछ
न लिखें
(Don't write anything
in this part)

Discuss the measure needed to be taken by
the Government of India to increase its
sporting performance and soft power.

Ans: ⇒ The term, soft power, was coined by
an American political scientist Joseph
Nye Jr. in the late 1980s. #

It is a country's
ability to influence the preferences
and behaviours of various actors in
the international arena through attraction
or persuasion rather than coercion.

Measure by Government to increase sporting
performance and soft power

- 1) Address issues in sports governance
 - 1.1 Direct and indirect financial assistance
to sports federation eg. tax benefits
 - 1.2 sports facilities for hosting events
to National sports federations.
 - 1.3 National Sports Development Code of India, 2011
'provides minimum standards to be

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to be followed by sports bodies

(2) India should forge MoUs with nations that excel in specific sports to train Indian players overseas.

for example, Australia and UK can assist us in swimming and African nations like Kenya in running

(3) India needs to boost the number of athletes under TOPS to foster competitive climate

(4) Private investment needs to develop infrastructure

(5) Private sector entry in other sports like Indian Premier League in Cricket

(6) Implementation and execution of schemes like Khelo India, Chess Olympiad

Though, India has improved in various games and widen its genre but it has to do more to be emerged as global leader in games by collaborating with other nations