

Sept 27.

Soft power

Power of attraction through culture,
political ideas, policies rather by military
hard power
- Joseph Nye Jr.

Case study

→ China's performance at Olympics has a
positive effect on its national soft power

- surveyed on French citizens.

→ Athletes from Madagascar are trained in
China which helps better people to people
relations.

→ Besides MOU with Kenya has helped China
in long distance swimming.

Measures needed

→ Forge MOUs with nations that excel in
sports . Kenya-running , Australia-swimming.

For sporting performance

→ India has just won 35 medals
since 1990 with a population of

1.3 billion.

→ Recent success at 2020 Tokyo Olympics
and Birmingham (WB) are positive signs.

→ But there's a long way to go.

Target Olympic Podium scheme

More athletes should be brought in

Funding

Only 8 paise / day per capita on sports
whereas china spends 26.1 per day
per capita

Infrastructure

Private investment should be encouraged
and identify students at early age
at district level [under khelo India scheme]

Rewards

Athletes should be adequately rewarded
including persons can be provided.

More outreach

Grass root Zone Talent Identification
committees in rural areas.

Politics

Sports and politics should never
come together, sorting out issues
in management.

Olympics

Niti Aayog's 20 point plan should be
implemented.

Comprehensive approach

to athletes along with financial aid
for physical and mental well being.

By supporting all sports through
wider mobilisation similar to IPL [cricket]
will boost sporting participation.