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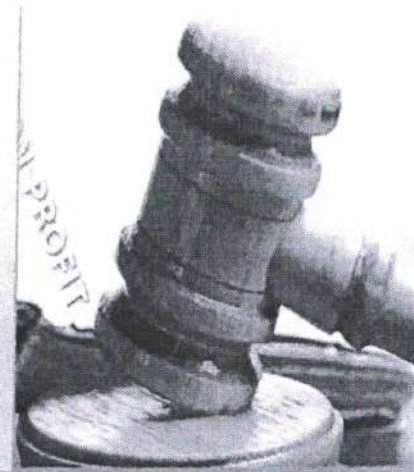
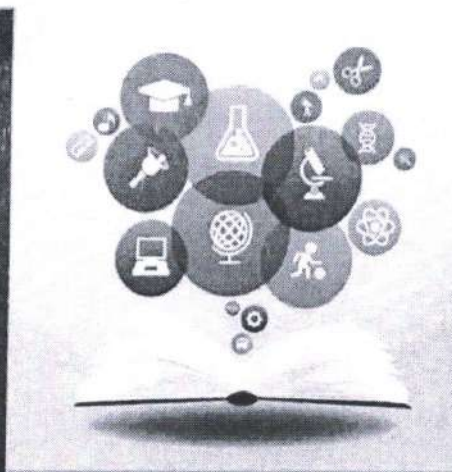
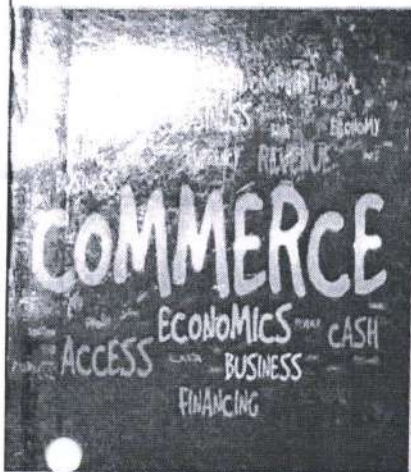
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Mission olympic gold: A quest for excellence in sports

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INTRODUCTION:

India is the country with second-highest population in the world with extremely varied socio-cultural settings. Even though, Sports was important aspect of Indian ancient culture, the focus of entire educational and social has shifted from sports to academics only. There are several reasons for our average show in the field of sports at international level such as improper educational structure, lack facilities, lack of incentives for participation in sports, physiological makeup of Indian athletes, improper government policies and their implementation etc. because of which the Indian athletes are not able to achieve excellence in sports.

The 'Olympic Gold' is not only a medal. It is symbolic representation of entire status of development of the country. Most of the countries winning Olympic gold are developed countries with ample facilities for training and coaching. The place of sports in society has dignity in these countries. On the contrary, participation in sports is considered as lost resort for any child.

This situation needs to be changed and proper measures need to be taken for achieving excellence in sports at international level.

Following measures may be helpful in achieving excellence in sports at international level.

- Development of a playfield in every village: There is availability of open space at village levels which can be used for sports activities.
- Establishment of Taluka or District level sports centre: The specific training centers for selected sports popular in that area can be established.
- Providing monetary help to each Medal winner: This is important for continuing participation in sports. This will also help in encouraging new sports persons.
- Providing training to beginners and advanced players: There should be provision of sports facilities for practice and training of players. It may differ for beginners and advanced players.
- Holding regular Taluka and district level competitions: This is very important for keeping the interest of athletes for continued participation in sport activities.
- Organization of State level and National competitions: For advanced players, there should be organization of State level and National competitions. Even though these are being organized, these need to be organized more systematically.
- Sports in the School Curriculum: No importance is being given to physical and sports activities in the school curriculum. This is the most important base from where budding athletes can be identified and nurtured.
- Establishment of Sports schools and academies at every level: There should be provision of special schools and sports academies which will be dedicated to development in sports.



- Sports for general population: There should be Come and Play Facilities available at both rural and urban areas. This will enhance the interest entire society in sports.
- Development of Sports Infrastructure: This should be done at both rural and urban level. The infrastructure plays important role in increasing participation and performance of the athletes.
- Long Term Development Programme for sports excellence: Nobody can imagine getting Olympic Gold without having long-term plan. Thus, it is important to have Long-term plan for this and this plan should be implemented rigorously.
- Centers of Excellence in sports: The Centers for excellence in sports should be established for advanced and elite athletes.
- Specialized Institution for Sports Sciences: The specialized institutions should be established for teaching and research in the fields of Sports Medicine, Sports Psychology, Sports Biomechanics, Sports Biochemistry, Sports Management, Sports Journalism etc.
- Sports Media: Even though, there are several sports channels, there should be increased number of Indian sports channels dedicated for promotion of Indian Sports on TV, Radio etc.
- Training Centers for Coaches: Specialized Institution of International Standard for Training of Coaches should be established. This will produce eminent coaches. Even though there are Centers of Excellence such as NIS, SAI and Sports federations are there, it needs to be modernized.
- Training for international matches: There should be specialized training facility for participation in international matches.
- Assured employment opportunities for Sportsmen: The players dedicate a great amount of their life time for participation in sports. In return they don't get proper returns. Thus, there should be assured employment opportunity available for sports person.
- Sponsorships for sports: There should be proper system for providing sponsorship to sports activities from corporate sectors.
- Involvement of sports organizations: There should be increased involvement of Indian Olympic Association, Sports Authority of India, Khelo India, Nehru Yuva Kendra Sangathan in development process.
- Involvement of Government: There should be increased involvement of Ministry of Youth and Sports Affairs, State and District Sports Offices in this process.
- Knowledge banks: There should be development of Knowledge banks in sports fields in the form of electronic media, library etc.
- Training teachers: There should be provision of training to the school teachers, college teachers and university teachers at various levels.
- Sports for all: Proper schemes for encouraging sports participation by all age groups and genders should be there.
- Sports for special people: There should be provision of training facilities for special sportspersons.



- Honoring ex-sportspersons: These are the assets of the country, so ex-sportspersons should be provided with financial and other aid.
- Voluntary organizations: There should be increased involvement of voluntary organizations in sports development process.
- Promotion of Indigenous Sports: The ancient Indian sorts such as Kabaddi, Kho-kho, mallakhamb, Yoga etc. should be promoted.
- Development of technical support staff: From practice to competition participation, at every level technical staff plays important role. So there should proper training facility for such staff.
- Sports Industry: The development of Quality sports goods and equipment at local level is very important as it reduced cost and improves availability. There should provision of technical courses for sports goods production industries.
- Technical staff training: There should be training facility for training the sports officials, umpires and referees.
- Awareness about Drug Doping in Sports: The awareness about drug menace should be increased at every level.
- Development of Adventure Sports: India has ample opportunity for developing adventure sports. Thus, setting up adventure sports institutions may help.

CONCLUSION:

The process of sports excellence is multifaceted process. It involves several aspects which need to be taken care of. Even though, Indian sports authorities are working very hard to achieve excellence in sports. There should be effective implementation of plans and policies for achieving Olympic Gold.

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