

1/12/22 Discuss the measures needed to be taken by GOI to increase  
5-2 its sporting performance & soft power

Chess Olympiad was conducted in India for the first time promoting India as sporting soft power. Soft power aims to influence international actors without any coercion.

### Sporting as soft power

China is majorly seen as a sporting power despite human rights issues. China had breached the ecosystem to train athletes from Kenya to quote.

Mega sporting events can increase the viewership as per the International Olympics Commission Tokyo Olympics viewership increased to 74% compared to Rio Olympics.

Developing countries are interested to host elite events, South Africa hosted FIFA and Brazil hosted Olympics. The door is open for us to hold an elite event.

## Measures to be taken

⑤ India has fared well in Tokyo Olympics with a gold and 22 golds in commonwealth Games

① Signing MoUs with countries which are specialised in games. Australia and UK can be roped for swimming, Kenya can help us in running.

② Increasing number of athletes in the TOPS scheme (Target Olympic Podium) to atleast 500 can bring results. The Abinav Bhardwaj committee has been constituted to serve this purpose.

③ Appointing former players in the federations instead of political / judicial appointments.

④ Suitable tax regime for conducting elite sports is required. Formula 1 has been stopped due to tax issues.

Increasing private-public partnership can help build infrastructure which can give a fillip to the sporting community to achieve medals.