



SPORTZ VILLAGE
Foundation

Revitalising Traditional Games in India
Learnings, Challenges and Future Opportunities

April 2026





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INDIA'S LARGEST SCHOOL SPORTS ORGANIZATION

On a mission to get
100M Children to Play



6M+

Children & Youth



18K+

Schools



100+

Brands &
Corporates



22

States

OUR EFFORTS IN INDIA



In-School Program for all Children

Integrating structured sports and physical education program in school curricula



Govt., CSR & Philanthropic Funds for Public Schools

Using sport to drive developmental outcomes in disadvantaged children, youth and communities



Talent Identification & Development

Building country's largest talent feeder, providing a structured pathway to talented student-athletes from grassroots to elite



Integrated Brand Solutions

Experiential Sports Marketing programs, sports events, leagues, IPs and activations to help brands achieve marketing and social outreach goals



Professional Consultation for School Sports

A stand-alone service by Sportz Village that offers customized solutions and strategies to help schools optimize their sports programs



Sports infrastructure management and operations

A sports infrastructure model focused on managing and optimizing sports facilities, while also supporting their development and effective utilization

TRADITIONAL GAMES IN INDIA



- Deeply rooted in India's cultural and intellectual history, passed down across generations
- Highly accessible: low-cost, minimal infrastructure, and a key entry point to sport, especially in rural and Tier 2/3 contexts
- Over the past few decades - a visible shift towards organized and Olympic sports → class divide in participation across urban and rural communities
- Learnings at SVF: private schools lean towards Olympic sports, while government schools (serving primarily children from underserved communities) are more aligned with traditional games



OUR APPROACH

OUR APPROACH



**Curriculum Integration in
School Systems**



**Community Connect and
Leveraging Government
Pathways**



**Building Evidence for
Advocacy**

CURRICULUM INTEGRATION IN SCHOOL SYSTEMS

Deliberate integration

- ~22% of EduSports curriculum time is allocated to Kho-Kho and Kabaddi as core components of our multi-sport framework (aligned to the National Education Policy 2020)



Building foundational movement skills (Ages 6 – 12 years)

- Develops fundamental movement skills – running, dodging, turning, balance, and coordination
- Supports multilateral development in early years
 - Speed, agility, acceleration, evasion, spatial awareness
 - Decision-making, communication, teamwork, and anticipation



Aligned to modern sport demands

- These foundational skills directly map to fitness, and movement demands in sports like football, basketball, and athletics



Drives engagement and inclusion

- Culturally relevant → higher participation, especially in underserved contexts



COMMUNITY CONNECT AND LEVERAGING GOVERNMENT PATHWAYS (2/2)

Using traditional sports as entry points

- Kabaddi and Kho Kho are used to initiate engagement in rural community programs
- Familiar, culturally relevant sports → higher participation and trust within communities



Aligned to existing government pathways

- Direct linkage to school, district, and state-level competitions
- Enables talent identification and progression



Driving aspiration and visibility

- Creates local role models and pathways for children to pursue sport



OUR SUCCESSES – COMMUNITY CONNECT AND LEVERAGING GOVERNMENT PATHWAYS (2/2)



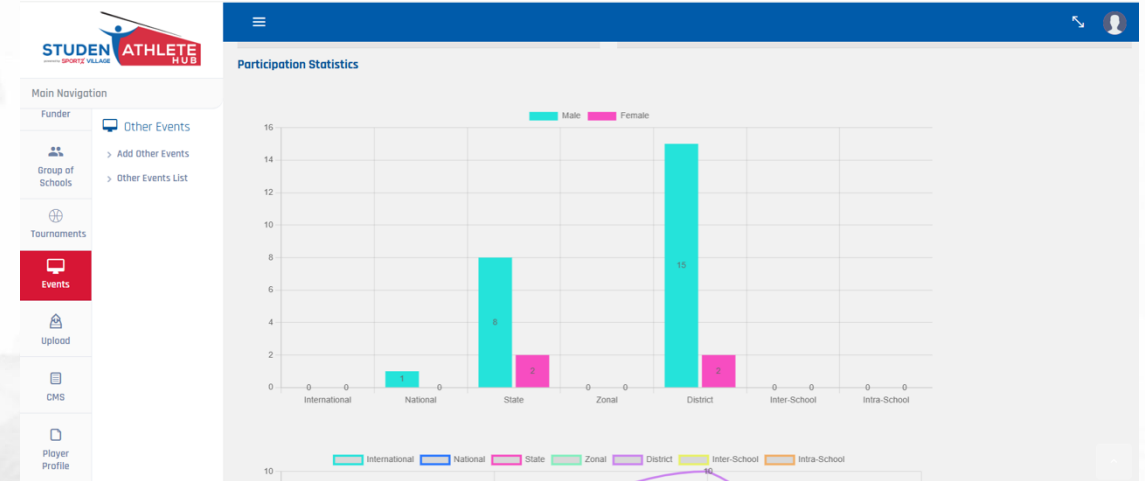
Government push: A total of 1,817 children participated in Khel Mahakumbh (an annual competition organized by the Government of Gujarat – host of the 2030 Commonwealth Games) across **Kabaddi** and **Kho Kho** competitions in FY26.

BUILDING EVIDENCE FOR ADVOCACY



Data collection across programs

- Tracking outcomes from participation in traditional sports
 - Physical literacy
 - Engagement and retention in sport
 - Athlete progression and pathway movement



Strengthening advocacy and influence

- Enabling evidence-based conversations with donors, partners, and policy stakeholders





KEY INSIGHTS

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Accessibility and cultural relevance

- Low-cost, minimal infrastructure → easy adoption
- Deeply rooted in local contexts, especially across semi-urban and rural India (where majority of youth reside)



Pool of coaches

- Large pool of trainers with lived experience of these sports
 - Within SV, out of approximately 1,150 coaches (since 2018), around 170 have specialized backgrounds in traditional sports like Kabaddi and Kho Kho
 - Predominantly deployed in Tier 2 and Tier 3 cities, largely within government school and community-based programs.



Policy push and system integration

- Government support driving inclusion in grassroots settings, schools and competitive structures:
 - National Education Policy (2020) – traditional sports embedded in curriculum
 - National Sports Policy (2025) – emphasis promotion of traditional sports
 - Traditional sports integrated in National Games – Indian Olympic Association



Economic and livelihood incentives

- Emerging professional leagues (Pro Kabaddi League and Ultimate Kho Kho) creating viable athlete pathways



KEY CHALLENGES AND WAY FORWARD

KEY CHALLENGES AND WAY FORWARD



Shifting aspirations

- Increasing digital consumption is shaping preferences towards highly visible, contemporary sports
- Traditional games face lower visibility and aspirational pull



Evidence gap

- Limited research linking traditional sports to educational and developmental outcomes
- Weak positioning within structured PE, sport for development (S4D), and LTAD frameworks



WAY FORWARD

Build the evidence, strengthen the case

- Invest in research to demonstrate impact on physical literacy, learning, and youth development
- Position traditional sports as a foundational component within structured PE/S4D programs
 - Integrate into long-term athlete development pathways

SPORTZ VILLAGE Foundation

*Join us in transforming the
lives of
children & youth with the
power of sport*

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#SportForChange

PathwayZ
Grassroot to Elite

SPORTZ
VILLAGE