

**Note****9****INCENTIVES AND AWARDS**

Dear Diary,

A Day to Remember

I can hardly believe what happened today! Our school football team played in the finals against Green Valley High School. We had practiced so hard for this day! But the Green Valley Team was the District Champions last year. As we sat in the Sports Room before the match started, I could feel my heart pounding. The whistle blew, and the game began.

I gave my best — running, passing, and cheering for my team. The final score was 2-1... We had WON. I felt tears of joy stinging my eyes. My Coach patted my shoulder and said, “You played really well.”

My Coach’s words made me realize that winning is about not giving up. It is about the effort, teamwork, and belief in oneself.

Tomorrow, we’ll start practicing again — because success means working hard!!

— Yuvaan

Have you ever noticed, the awards given to sports person at national and international level? How do players achieve those awards? After winning those you may have noticed the happiness on their faces, the joy in their eyes. People feel very special at that time. This is the time when their hard work gets rewarded.

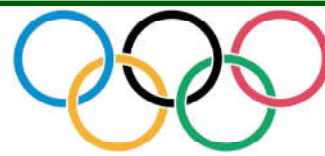
What is the criteria for these awards being given to players? And what are the names of those awards?

All these things are what we will be discussing in this chapter.

**LEARNING OUTCOMES**

The learner-

- describes the role of incentives and awards in sports performance.
- lists various awards given by Government in the field of sports.
- enumerates various Government incentive schemes for sports promotion in India.



**Note**

9.1 INCENTIVES AND AWARDS

Awards and incentives in sports performance play a big role in motivating athletes to do their best through recognition of their achievements. They give athletes something to aim for, set clear goals, and create a competitive environment. They also provide appreciation for players, boost their self-esteem, and attract talented athletes to the sport.

Incentives

Incentives are given to individuals or groups in order to push them to do, act, or achieve something better like perks, motivation and rewards. Incentives are used to inspire people to work in a certain way or reach specific goals.

Incentives also include money, praise, prizes, special access, bonus, and other physical or intangible benefits. The goal of incentives is to encourage people to take specific actions that will help them achieve certain targets.

Incentives may be applied in business, economy, education, healthcare, social settings, and other places, to modify behaviour, improve performance, boost productivity, get people to follow the rules or laws, encourage creativity and new ideas, or get individuals or groups to act better.

Effectiveness of incentives often relies on how valuable they are seen to be? how relevant they are? how far they are, and how they motivate the person receiving the incentive? Also, careful observation to any unintended changes in behaviour as a result of the receiving of incentives is required.

Awards

The term “awards” refers to forms of recognition, accolades awards, or honours given to individuals, teams, or organizations for their achievements, contributions, or excellence in a particular field or endeavour. Awards may be in the form of trophies, certificates, medals, plaques, titles, money, or prizes, and are often given by authoritative bodies, institutions, or organizations.

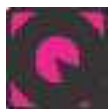
Awards are given to acknowledge and celebrate outstanding performance, innovation, talent, or dedication. They serve as a means of honouring individuals or organizations for their achievements. Awards motivate others to strive for excellence, and provide recognition for noteworthy contributions or accomplishments.

Awards help in boosting morale, self-esteem, and professional reputation of the person which may have significant impact on recipient. They often serve as milestones in their careers, helping to differentiate and elevate them within their respective fields. Additionally, awards can bring visibility and prestige to the recipients. In short, we can say, awards open doors to new opportunities, collaborations, and increased public recognition.





Note



Intext Questions 9.1

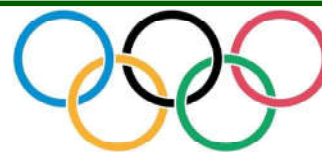
Match the following sports awards with their correct description.

Award	Description
a) Gold Medal	1. Given to the best player of the match or tournament
b) Trophy	2. Awarded for the highest position in a competition
c) Certificate	3. A document recognizing participation or achievement
d) Player of the Match	4. Given to the winning team in tournaments

In sports, incentives are rewards or benefits given to players or teams to get them to do, perform, or achieve the desired results. These incentives are in different forms and may be used for various purposes.

Advantages of Incentives

1. Financial incentives: Money is one of the popular way to motivate people in sports. Athletes may be given incentives in the form of prize money, or contracts based on their success to reach specific goals or milestones. These incentives can be used as real rewards and give players an apparent reason to do their best.
2. Scholarships incentives: Players performance may be appreciated by awarding scholarships or other rewards. These benefits motivates athlete to in continue participation in sports.
3. Training and equipment incentives: Specialised training programmes may be rewarded to athletes which may include access to advanced training with specialised coaches, or top-of-the-line equipment. These rewards can help players improve their skills, do better, and get ahead in the competition.
4. Incentives for travel and lodging: Cost of their travel and accommodation may be expensive thus athletes who attend tournaments, competitions, or training camps may be given help with travel and lodging. These incentives help athletes with their finances and let them focus on their success without worrying about other problems.
5. Endorsement deals and sponsorship opportunities: Endorsement deals and sponsorships are offered to elite atheletes. As a result, they can focus on their sport without worrying about money. Endorsements can also allow players to get recognised and validated for their actions.



6. Career advancement incentives: This could include being made captain, being offered a leadership role, or getting more playing time based on how well they do.

Incentives help athletes to stay motivated, and help them grow as responsible sportsperson as they go through their sports careers.



DO YOU KNOW?

The oldest sports trophy in the world is the Carlisle Bells, a horse racing trophy dating back to 1559 and was first awarded by Elizabeth I. The race has been run for over 400 years in Carlisle, Cumbria, United Kingdom.

9.1.1 AWARDS AND INCENTIVES IN SPORTS PERFORMANCE

Awards and incentives play a significant role in motivating athletes, recognizing their achievements, and fostering a competitive spirit. They serve as powerful tools to inspire athletes to demonstrate their powers in their respective sports. Following are the some key aspects of the significance of awards and incentives in sports performance enhancement.

Role of Awards and Incentives in Sports Performance

1. Motivation: Players are motivated to push at their best. Knowing that their efforts can be rewarded with recognition, trophies, or monetary incentives, which can fuel their drive to succeed.
2. Goal-setting: This helps in setting clear goals and benchmarks for athletes to work towards. These goals provide a sense of direction and purpose. Thus, athletes are able to focus their training and efforts effectively towards a desired goal.
3. Competitive spirit: The presence of awards and incentives in sports cultivates a competitive environment. The desire to win awards can create healthy competition among athletes, as they are inspired to continuously raise their standards.
4. Recognition and validation: Awards and incentives offer public recognition and validation for an athlete's hard work, talent, and achievements. This recognition not only boosts an athlete's self-esteem and confidence but also is an acknowledgement of their dedication and perseverance.



Note



MODULE-3

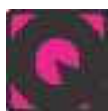
Sports Education



Note

Incentives and Awards

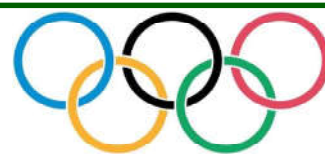
5. Talent development and retention: Incentives and awards play a crucial role in attracting and retaining talented athletes. Athletes are given the promise of scholarships, financial rewards, endorsement deals, or the opportunity to compete at prestigious events.
6. Psychological impact: When athletes win an award, it can instil a sense of pride and accomplishment, reinforcing their belief in their abilities. Furthermore, the pursuit of awards can create a positive competitive mindset. This pushes athletes to continuous improvement, enabling them to surpass their previous performances.
7. Sponsorship and media attention: The presence of awards and incentives in sports attracts sponsors and media attention. Sponsors are more likely to invest in athletes and events that have a significant impact and garner public interest. The media coverage surrounding awards and incentive-based competitions increases the visibility of athletes, their sports, and can attract a wider audience.



INTEXT QUESTIONS 9.2

1. Tick the correct option.

- 1) Which type of incentive in sports is directly tied to an athlete's performance metrics, such as goals scored or points earned?
 - A. Monetary Incentives
 - B. Recognition and Awards
 - C. Performance-Based Incentives
 - D. Team Performance Incentives
- 2) What is the primary role of awards in sports?
 - A. To create a competitive spirit among fans
 - B. To motivate athletes by recognizing their achievements
 - C. To offer scholarships to all participants
 - D. To replace financial incentives
3. Mark the following statements as true or false.
 1. Monetary incentives are the only type of incentives offered in sports.
 2. Athletes in team sports do not receive individual incentives; rewards are only given to the entire team.



**Note**

9.2 NATIONAL SPORTS AWARDS GIVEN BY GOVERNMENT OF INDIA

National Sports Awards are the highest honour that sportsperson in the Republic of India can get for how she/he performs in national and international competitions. The goal is to encourage and inspire athletes to perform better. Rewards motivate other athletes, too, to take up sports as a career. There are six categories of awards given by the Government of India in the field of sports (Source: Yas.gov-in).



Major Dhyan Chand Khel Ratna Award

The Dhyan Chand Khel Ratna Award is a prestigious sports honour in India. Established in 1991-92 as Rajiv Gandhi Khel Ratna Award, it was renamed as Major Dhyan Chand Khel Ratna Award on 6th August 2021. It is conferred by the Ministry of Youth Affairs and Sports. It recognizes outstanding athletes for their exceptional achievements and contributions to sports. “Major Dhyan Chand Khel Ratna Award is given for the spectacular and most outstanding performance in the field of sports by a sportsperson over the period of the previous four years.” The prestigious award has a medal, certificate and cash prize of 25 lakhs. It is awarded to the winners of various sports, including individual and team sports. It also recognizes exceptional para-athletes who have achieved remarkable feats in para-sports.



Dhyan Chand Khel Ratna Award is significant in Indian sports. It motivates athletes to strive for excellence and thus, helps to inspire future generations. It plays a pivotal role in promoting sports in the country.

Arjuna Award

The Arjuna Award is a prestigious sports honour given by the Government of India to recognize outstanding achievements in sports. Established in 1961, it is named after the legendary archer Arjuna from the Indian epic, Mahabharata. The award is presented annually to athletes for consistently performing well over four years.



MODULE-3

Sports Education



Note

Incentives and Awards

Key features of the Arjuna Award include recognition and selection criteria. The award is given to multiple awardees, and for a wide range of sports. The recipients receive a bronze statuette of Arjuna, a certificate, and a cash prize, which was revised to 15 lakh in 2018.

The award promotes sportsmanship and fair play, recognizing athletes who uphold values of integrity and ethics in their sporting endeavours. The Arjuna Award holds significant value in the Indian sports community and serves as a motivation for athletes to excel and achieve greater success. It highlights the dedication, talent, and hard work of sportspersons across various sports, contributing to the growth and development of sports in India.



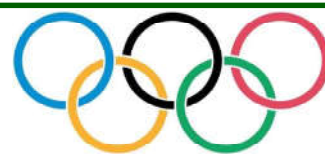
Dronacharya Award

The Dronacharya Award is a prestigious honour presented by the Government of India to outstanding coaches for their significant contributions to sports. The award, established in 1985, is named after Dronacharya, the legendary Guru from the Indian epic, Mahabharata. The award recognizes coaches who have demonstrated exceptional skills, knowledge, and achievements in “producing medal winners at prestigious international events.” The awardees are evaluated based on their coaching achievements, athletes’ performance, contribution to sports development, and coaching career span. The award is presented in two categories, including regular and lifetime achievement.

Recipients receive a bronze statuette, a certificate and a cash prize of Rs.15 lakh for the lifetime category and Rs. 10 lakh for regular category. The award promotes coaching excellence and emphasizes the importance of coaching in the overall development of sports, encouraging aspiring coaches and promoting the profession of coaching in India. The Dronacharya Award covers a wide range of sports disciplines, recognizing coaches from both individual and team sports. The award holds immense value and prestige in the coaching community, as it recognizes and honours the tireless efforts of coaches in shaping the careers of athletes. It serves as an inspiration for coaches and encourages the continued pursuit of excellence in coaching, ultimately contributing to the growth and success of Indian sports.

Maulana Abul Kalam Azad (MAKA) Trophy

The Maulana Abul Kalam Azad (MAKA) Trophy is a rolling trophy presented annually by the Government of India to recognize the “overall top performing University in sports and promoting competitive sports in University” over the preceding



year in Inter-university, National and International sports competitions. Introduced in 1956-57, the trophy acknowledges the university's sports excellence, selection criteria, evaluation criteria, and overall excellence. The award carries cash prizes of rupees Rs. 15 lakh, Rs. 7.5 lakh, Rs. 4.5 lakh for Winner, 1st Runner-up and 2nd Runner-up universities respectively and trophies for their sporting achievements. The MAKATROPHY promotes a robust sports culture, providing opportunities for students to excel in sports alongside academics. The MAKATROPHY recognises the university's achievements in sports and the importance of sports in holistic student development. The award encourages healthy competition among universities across the country and recognizes the significance of sports in the holistic development of students.



Note

Tenzing Norgay National Adventure Award

The Tenzing Norgay National Adventure Award is a prestigious honour bestowed by the Government of India. It is given to individuals and organizations for their exceptional achievements in adventure sports and outdoor activities. The award is named after Tenzing Norgay, the renowned Sherpa mountaineer who, along with Sir Edmund Hillary, was the first to reach the summit of Mount Everest. The award recognizes individuals and organizations who have made significant contributions to the field of adventure sports. The award encompasses various activities such as mountaineering, trekking, rock climbing, skiing, river rafting, paragliding, wildlife exploration, and more. The selection criteria considers an individual's or organization's outstanding achievements, leadership, innovation, exploration, and promotion of adventure sports in India. Recipients receive a cash prize of Rs. 15 lakh, a bronze statuette and a certificate of recognition from the Government of India.



The award also serves as a platform to promote adventure sports and outdoor activities, encouraging enthusiasts to explore and excel in various disciplines. The Tenzing Norgay National Adventure Award serves as inspiration for future adventurers. It recognises individuals and organizations that have set exemplary benchmarks in adventure sports and in raising awareness about the importance of outdoor activities and exploration in India.



**Note****Rashtriya Khel Protsahan Puruskar**

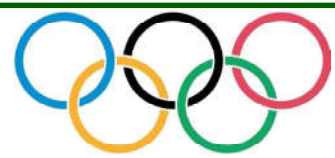
The Rashtriya Khel Protsahan Puruskar is a yearly award given by the Government of India to “corporate entities (both in private and public sector), Sports Control Boards, NGOs, including sports bodies at the State and National level, who have played a visible role in the area of sports promotion and development.” The award was started in 2009 to get people involved in sports to enhance the sports environment in India. The most important contribution of the Rashtriya Khel Protsahan Puruskar is that it recognises the importance of promoting sports because it encourages sports institutions and organizations which employ multiple categories and selection criteria. It fosters sportsmanship and sports infrastructure. It also gives out cash prizes and awards. The award recognises the critical role that organisations, institutions, and corporates play in supporting and promoting sports through sponsorships, grants, and other means. The award winner gets a cash prize and a certificate. The Rashtriya Khel Protsahan Puruskar is very important because it recognises and encourages people, groups, and institutions to promote sports in India. This encourages others to get involved in building a solid and successful sports culture.

**Other Sports Awards in India**

In addition to the awards already mentioned, there are some special awards given by the Government of India to medal winners in international sporting events. Some state governments also honour the athletes through their state level awards. In general, governments give some prize money for winning medals or cups at International Championships, Olympic Games, World Cup or World Championships, Asian and Commonwealth Games or Championships.

**Intext Questions 9.3****1. Tick the correct option.**

1. MAKA trophy is awarded to –
 - a. Best player of year
 - b. Outstanding University
 - c. Best Indian player at international level
 - d. Best dancer



2. Prize money given to Arjun awardee.
 - a. 10 lakhs
 - b. 15 lakhs
 - c. 21 lakhs
 - d. 37 lakhs
3. RKPP was established in ..
 - a. 2001
 - b. 2004
 - c. 2009
 - d. 2010

9.3 GOVERNMENT SCHEMES FOR PROMOTION OF SPORTS

The Government of India has implemented several schemes to promote sports at various levels and encourage the development of sports infrastructure, talent identification, training, and participation. Some of the prominent government schemes for sports promotion in India are:

1. Khelo India – National Programme for Development of Sports

Launched: 2016 (operational till 2025–26).

Objective: To strengthen the sports ecosystem by integrating talent identification, competition structure, sports education, infrastructure, and financial support.

Components:

- Annual sports competitions including the Khelo India Youth Games and University Games.
- Talent identification and scholarships.
- Support for sports infrastructure at the district and state levels.
- Fitness initiatives in schools under the Fit India Movement.

Background: It subsumed three earlier schemes—Rajiv Gandhi Khel Abhiyan (RGKA), Urban Sports Infrastructure Scheme (USIS), and National Sports Talent Search Scheme (NSTSS).

MODULE-3

Sports Education



Note



**Note****2. Target Olympic Podium Scheme (TOPS)**

Launched: 2014, under the National Sports Development Fund.

Objective: To support India's elite athletes and medal prospects for the Olympics, Asian Games, Commonwealth Games, and World Championships.

Support Provided:

- Funding for advanced training, foreign exposure, equipment, and sports science support.
- Monthly out-of-pocket allowance for athletes.

Extension: From 2018 onwards, a junior category has also been added to groom young talent for future Olympics.

3. Sports Authority of India (SAI) Training Schemes

- National Centres of Excellence (NCOE): Provide specialized, residential training to medal prospects.
- SAI Training Centres (STC): Cater to talented boys and girls (12–18 years) through residential and non-residential coaching.
- Special Area Games (SAG): Identify and nurture talent from tribal, coastal, hilly, and rural regions.
- Army Boys Sports Companies (ABSC): Run in collaboration with the Indian Army to train boys (8–16 years) with assured career opportunities.
- Come & Play Scheme: Opens SAI facilities to community youth for training under expert coaches.

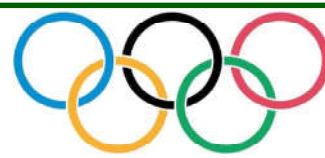
4. Scheme of Assistance to National Sports Federations (NSFs)

Objective: To provide financial support to recognized federations for conducting national championships, organizing international events in India, foreign exposure of athletes, and engagement of coaches.

5. National Sports Development Fund (NSDF)

Established: 1998.

Purpose: To mobilize resources for sports development through contributions from government and private entities.





Note

Utilization: Training of athletes, infrastructure development, and support for TOPS.

6. Pension to Meritorious Sportspersons Scheme

Introduced: 1994, revised in 2017.

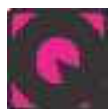
Eligibility: Sportspersons who have won medals at the Olympic Games, Asian Games, Commonwealth Games, World Championships, and World Cups. Pension becomes available after 30 years of age or retirement.

7. Pandit Deendayal Upadhyay National Welfare Fund for Sportspersons (PDUNWFS)

Established: 1982, revised in 2017.

Objective: To provide one-time financial assistance to outstanding sportspersons facing financial hardship or health issues.

Coverage: Medical treatment, injuries sustained during training/competition, welfare support, and assistance to dependents of deceased sportspersons.



Intext Questions 9.4

1. NSTSS was implemented by.
 - a. Government of India
 - b. Prime Minister's Office (PMO)
 - c. Sports Authority of India (SAI)
 - d. Maulana Abul Kalam Azad (MAKA)
2. The Dronacharya Award is given to recognize excellence in which category?
 - a) Sports coaching
 - b) Sports journalism
 - c) Sports administration
 - d) Sports medicine



MODULE-3

Sports Education



Note

Incentives and Awards

3. Answer the following question.

What is the full form of TOPS?



Activity 9.1

Fill the following table with the National Sports Awards.

Major Dhyan Chand Khel Ratan Award	Dronacharya Award	Arjuna Award
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.



DO YOU KNOW?

List of State Award

State	Sports Award
Maharashtra	Shiv Chhatrapati State Sports Award
Madhya Pradesh	Vikram Award, Vishwamita Award Coaches, Eklavya Award
Uttar Pradesh	Laxman Award, Rani Laxmi Bai Award
Karnataka	Eklavya Award
Punjab	Maharaja Ranjit Singh Award
West Bengal	Khel Samman Award, Banglar Gourav Award, Krira Guru Award, Life Time Achievement Award, Special Award

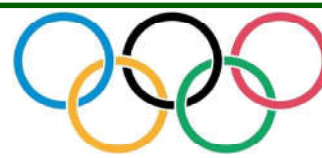


Activity 9.2



List any 3 sports state awards.

- 1.
- 2.
- 3.





Terminal Questions/Exercise?

1. List three awards given to sportsperson in India?
3. What is the significance of the Arjuna Awards in recognizing and promoting sporting talent in India?
4. What are the major sports awards in India, and what criteria are used to select the recipients?
5. What are the main objectives of the government sports incentive schemes?
6. How do government sports incentive schemes support grassroots sports development and participation?
7. Explain any 3 schemes for sports from government of India.

Concept Map



Note



MODULE-3

Sports Education



Note

Incentives and Awards



Answer to Intext Questions

9.1

a-2, b-4, c-3, d-1

9.2

1. C) Performance-Based Incentives
2. B) To motivate athletes by recognizing their achievements
3. True & False
 1. False
 2. False

9.3

1. b) Outstanding University
2. d) 15 lakhs
3. d) 2009

9.4

1. c) SAI
2. a) Sports coaching
3. Target Olympic Podium Scheme

