



Sports and Wellness in Meghalaya



At a glance

Meghalaya, the 'abode of clouds' is a state with a rich cultural tapestry, has embraced football as its most popular sport, driven by grassroots initiatives like Mission Football and government investment in sports infrastructure. The state has seen a marked improvement in football participation, talent development, and competitive success, laying the foundation for future growth in the sport. However, challenges remain, particularly in infrastructure, coaching, and talent retention. This case explores the football value chain in Meghalaya, the challenges faced, and potential solutions to elevate the sport further.

Key metrics

₹ 1000 CR.
Sports Infrastructure investment in next 5 Years

30-40%
Youth Participation aged 15-25

50+ REGISTERED CLUBS
Regional & National Participation

10,000+ REGISTERED FOOTBALL PLAYERS
Across Age Groups/ Leagues

SPORTS VALUE CHAIN

Stage	Activities	Key Stakeholders
Talent Identification	Scouting, grassroots programs, Baby League	Local clubs, schools, community centers
Training & Development	Skill training, fitness programs, coaching	Football clubs, coaches, academies
Infrastructure	Stadiums, training centers, sports facilities	Government, private investors
Competition	State, regional, and national leagues, tournaments	Clubs, sports associations
Support & Sponsorship	Grants, sponsorship deals, media coverage	Government, corporate sponsors

CHALLENGES

-  **Lack of Branding:** Football clubs and tournaments suffer from poor branding and marketing, limiting visibility and growth opportunities.
-  **Coaching & Talent Retention:** There is a shortage of qualified coaches, and many talented players leave the state for better opportunities elsewhere.
-  **Inadequate Funding:** Despite government investment, funding for football development remains insufficient, impacting grassroots programs and local clubs.
-  **Limited Corporate Sponsorship:** The scarcity of corporate sponsorships hampers financial support for clubs, tournaments, and player development.
-  **Gambling Issues:** The presence of illegal betting and gambling associated with football undermines the sport's integrity.
-  **Talent Migration:** Talented players often leave the state for better opportunities, resulting in a loss of local talent.

FURTHER READING

-  megsports.gov.in
-  [Meghalaya State Sports Policy](#)
-  primemeghalaya.com
-  meghalaya.gov.in

GLOSSARY

Merchandising: The production and sale of branded products, such as jerseys, sports equipment, and memorabilia, often used by sports teams and clubs to generate revenue and engage fans.

Sports Tourism: Travel organized around sports events or activities, where tourists visit a location to attend games, visit sports facilities, or participate in related activities.

Talent Management: The strategic process of identifying, nurturing, and promoting athletes' careers, including negotiating contracts, securing endorsements, and managing public relations

Grassroots Development: Initiatives aimed at nurturing young talent at the community level, typically involving training programs, youth leagues, and academies to develop future athletes.

Mission Football: An initiative by the Government of Meghalaya aimed at developing football from the grassroots level, including setting up centers and leagues.

Meghalaya Baby League: A grassroots football league for boys and girls, focusing on early talent identification and development.

Local Football Club Support Scheme: A government scheme offering financial grants to football clubs in Meghalaya to enhance their operations and competitiveness.

OPPORTUNITIES AND SOLUTIONS



- 1 Sponsorship and Branding**

Private companies can capitalize on the growing popularity of football in Meghalaya by sponsoring local clubs, tournaments, and leagues. This offers brand visibility and engagement with a passionate audience.
- 2 Merchandising and Apparel**

There is significant potential for businesses to create and sell football-related merchandise, including team jerseys, equipment, and fan gear. Local clubs could partner with apparel brands to create exclusive lines.
- 3 Talent Management and Representation**

Agencies can represent emerging football talent in Meghalaya, providing them with career management services, securing endorsements, and facilitating transfers to bigger clubs.
- 4 Sports Tourism**

Companies can develop sports tourism packages around major football events in Meghalaya, attracting visitors and boosting local hospitality businesses.
- 5 Gambling Regulation and Platforms**

With the regulation of sports betting, businesses could develop legal and responsible gambling platforms, ensuring ethical practices while tapping into a lucrative market.
- 6 Fitness and Wellness Industry**

The rise in sports participation creates opportunities for businesses in fitness equipment, wellness programs, and health services tailored to athletes and football enthusiasts.
- 7 Media and Broadcasting**

Private media companies can invest in broadcasting rights for local football matches or create digital platforms to stream games, offering monetization through ads and subscriptions.

SCHEMES



Mission Football 2.0



The Sports and Wellness Scheme



Chief Minister's Youth Development Scheme



Meghalaya Sports & Wellness Centre Scheme