

National Sports Day Celebrations, 28-29 Aug 2014

29th August is celebrated as National Sports Day in India. It is the birthday of Major Dhyan Chand who is one of the most respected legendary figures in Indian and world hockey. The President gives away sport-related awards such as the Rajiv Gandhi Khel Ratna, Arjuna Award and Dronacharya Award on this day at the Rashtrapati Bhavan, India to sports achievers and coaches across various sporting fields.

This is because, no major formal programmes are organized on this day except distribution of awards to elite sports persons as mentioned above.

Sports give us a sense of identity and national pride. To highlight the importance of this day and to attract the mass attention there by taking small steps to create awareness about sports in the country, this celebration of sports day is first of its kind initiative by any industry chamber to celebrate sports.

Day 1 (28 Aug 2014), Federation House, New Delhi

On this momentous occasion of National Sports Day a get together of important personalities from Government, sports fraternity and India Inc would be organized at FICCI to show India's commitment to promote sports culture in the country. Here, FICCI will be honored to flag off the celebrations across India on 28 Aug, 2014.

Day 2 (29 Aug 2014), Various locations across India

FICCI has planned similar activities in multiple cities/ places throughout India at the same time on 29th Aug, 2014 with the support of important organizations like Ministry of Youth Affairs and Sports, Sports Authority of India, All India Council of Physical Education, Association of Indian Universities and other major stakeholders.

The common thread binding the nationwide celebrations are message to the nation of Hon'ble Minister of Youth Affairs and Sports, an Oath Ceremony by the gathering, similar back drop, and common press release across different institutions and organizations in India.

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National Sports Day Celebrations, 28-29 Aug 2014

29 Aug 2014, (At various locations in India)
(Tentative Programme)

0800 hrs

1-2 km Walkathon/ Run or Friendly Match

1000 hrs

Registration

1030 hrs

Welcome Address by head of the organizing institution

1040 hrs

Reading of Minister's Message to the Nation which will be circulated in advance by FICCI/ AICPE/other Representative

1045 hrs

OATH for Active and Fitness Oriented Lifestyle

1045 hrs

Address by Guest of honor

1100 hrs

Recognition of Local Athletes, Coaches, P.E teacher and other important contributor to Sports

1115hrs

Felicitation of Sportspersons

1130 hrs

Vote of Thanks by

Refreshments

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Guidelines for Participating Institutions in National Sports Day Celebrations

1. Depending upon the budget and availability of play fields or ground the institution/ organization can arrange a mass participation sport like a small 1-2Km walk for employees, parents, teachers and elderly and run for school children and youngsters.
2. The head of the institution/ organization like Principal, Chief Human Resource Officer, Chairman, and Managing Director etc. can deliver the welcome address on importance of National Sports Day for the Nation and why institution decided to be the part of this nationwide initiative.
3. The common thread binding the celebrations of National Sports Day will be Hon'ble Minister of Sports "Message to the Nation" and "Oath".
4. FICCI/ AICPE/AIU will circulate the minister's message which can be read out to everyone and oath which can be translated in the local language can be taken by everyone in the premises including but not limited to teachers, principals, students, support staff, employees housekeeping staff, security, and others. This will be in local language depending upon the profile and geographical location of the organizing institution.
5. A Guest of Honor like a local MLA, Sportsperson of repute, trustee any alumni, former or existing employee with significant achievements/ contribution in sports can be invited to deliver an address to the students on importance of sports.
6. Next step could be recognizing and acknowledging and if budget permits felicitating with garlands/ bouquet/ shawl etc. to talented sports persons who have brought laurels to the school/ institution/organization and their parents and family members for encouraging/ playing of sports. Also recognizing the contribution of grounds men, PT teacher, Principals and other pro-sports teachers and employees of the institution/ organization.
7. Head of the institution or any other important personality of the institution can deliver a vote of thanks.
8. If budget permits, it can end with refreshments.
9. Photographs must be send to sports@ficci.com
10. At the end, FICCI requests that institutions include the celebration of National Sports Day on 29th Aug in the annual calendar of activities of their institutions and organizations on the lines of Independence Day and Republic Day Celebrations.

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