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FROM
PLAYGROUNDS
TO PODIUMS:
SKILL
DEVELOPMENT
IN THE
**SPORTS
SECTOR**

07



സദ്ഭാവനാ ദിനം: രാജീവ് ഗാന്ധിയുടെ സ്മരണയിൽ, ദേശീയ ഐക്യത്തിന് പ്രതിജ്ഞയെടുത്ത് സംസ്ഥാന നൈപുണ്യ വികസന മിഷൻ



മുൻ പ്രധാനമന്ത്രി രാജീവ് ഗാന്ധിയുടെ ജന്മദിനമായ ഓഗസ്റ്റ് 20 എല്ലാ വർഷവും സദ്ഭാവനാ ദിനമായി രാജ്യം ആചരിക്കുന്നു. വിവിധ വിഭാഗങ്ങൾക്കിടയിൽ സൗഹാർദ്ദം, ഐക്യം, പരസ്പര ധാരണ എന്നിവ വളർത്തുന്നതിന് ഊന്നൽ നൽകുന്ന ഈ ദിനം, ഇന്ത്യയുടെ വൈവിധ്യമാർന്ന സാമൂഹിക ഘടനയുടെ പ്രാധാന്യം വിളിച്ചോതുന്നു. അക്രമ മാർഗങ്ങൾ വെടിഞ്ഞ് ദേശത്തിന്റേയും ഭാഷയുടെയും മതത്തിന്റേയും പേരിലുള്ള വ്യത്യാസങ്ങൾ മറന്ന് എല്ലാ വിഭാഗം ജനങ്ങളിലും ദേശീയ ഐക്യവും പരസ്പരം സ്നേഹവും വളർത്തുന്നതിനുള്ള സന്ദേശം നൽകുന്നതിനാണ് ഈ ദിനം ആചരിച്ച് പോരുന്നത്. സാമൂഹികവും ചരിത്രപരവുമായ തലങ്ങളിൽ നിന്ന് ഇന്ത്യ നേരിടുന്ന സാമൂഹിക വെല്ലുവിളികളുടെ പശ്ചാത്തലത്തിൽ, വ്യത്യസ്ത സാംസ്കാരിക-മത വിഭാഗങ്ങൾക്കിടയിൽ പരസ്പര ബഹുമാനം, ധാരണ, സ്വീകാര്യത എന്നിവ ഉണ്ടായിരിക്കണമെന്ന് ഈ അവസരം ഏവരെയും ഓർമ്മിപ്പിക്കുന്നു.

സദ്ഭാവനാ ദിനാചരണത്തിന്റെ ഭാഗമായി, സംസ്ഥാന നൈപുണ്യ വികസന മിഷനായ കേരള അക്കാദമി ഫോർ സ്കിൽസ് എക്സലൻസിലെ (KASE) ജീവനക്കാർ സദ്ഭാവനാ പ്രതിജ്ഞയെടുത്തു. സമുദായം, മതം, പ്രദേശം, ഭാഷ തുടങ്ങിയ യാതൊരുവിധ വിവേചനവും കൂടാതെ ഭാരതത്തിലെ എല്ലാ ജനങ്ങളുടെയും വൈകാരിക ഐക്യത്തിനും സൗഹാർദ്ദത്തിനും വേണ്ടി പ്രവർത്തിക്കുമെന്നും, സംവാദത്തിലൂടെയും പരസ്പര ധാരണയിലൂടെയും അഭിപ്രായവ്യത്യാസങ്ങൾ പരിഹരിക്കുമെന്നും അവർ പ്രതിജ്ഞയെടുത്തു. ഒരിക്കലും അക്രമം മാർഗ്ഗം സ്വീകരിക്കില്ലെന്നും എല്ലാത്തരം ദിനതകളും ഭരണഘടനാപരമായ മറ്റ് മാർഗ്ഗങ്ങളിലൂടെയും പരിഹരിക്കുമെന്നും പ്രതിജ്ഞ ഊന്നൽ നൽകി. മതേതരവും, എല്ലാവരെയും ഉൾക്കൊള്ളുന്നതും, ഐക്യമുള്ളതുമായ ഒരു ഇന്ത്യയെ വികസിപ്പിക്കുന്നതിന്റെ ഭാഗമായി സൗഹാർദ്ദത്തിന്റേയും സഹകരണത്തിന്റേയും അന്തരീക്ഷമാണ് സദ്ഭാവനാദിനത്തിലൂടെ ലക്ഷ്യമിടുന്നത്.

SKILL TO SUCCEED: KERALA'S DSDCS EQUIP CITIZENS WITH ESSENTIAL DIGITAL SKILLS



Kerala's District Skill Development Centres (DSDCs) embarked on a new mission on July 21, 2025, by launching a five-day Digital Literacy and Basic Computer Awareness Programme. Designed to empower participants to confidently navigate today's digital world, the initiative provides comprehensive training in foundational skills, including MS Word, MS Excel, and basic internet usage. The programme, which was

launched simultaneously in Kasaragod, Kollam, Palakkad, and Kozhikode, has garnered a positive and enthusiastic response. The strong demand for these skills underscores the programme's relevance in bridging the digital divide and improving employability across the state. This initiative reinforces Kerala's commitment to ensuring that skill development is accessible and inclusive for all citizens.

FROM PASSION TO PROFESSION: DSDC KOZHIKODE EMPOWERS ENTREPRENEURS WITH CAKE DECORATION WORKSHOP



The District Skill Development Center (DSDC), Kozhikode, in collaboration with Triplequeens Institute, Kozhikode, recently hosted a Cake Decoration Workshop on August 30, 2025. This program was designed to go beyond basic decoration skills, teaching participants how to enhance their creativity in cake design while also providing crucial insights into marketing and commercializing their products. The initiative successfully bridged the gap between the artistic and business aspects of the confectionery field.



വിജ്ഞാനം പങ്കുവെച്ച് വിദ്യാർത്ഥികൾ: കോന്നിയിൽ ഡി.എസ്.ഡി.സി.യുടെ ശാസ്ത്ര ക്വിസ്

2025 ജൂലൈ 30ന്, പത്തനംതിട്ട ജില്ലാ സ്കിൽ ഡെവലപ്മെന്റ് സെന്ററും (DSDC) യുണൈറ്റഡ് വെൽഫെയർ ബോർഡും ചേർന്ന് കോന്നി അസംബ്ലി മണ്ഡലത്തിലെ സ്കൂൾ വിദ്യാർത്ഥികൾക്കായി ഒരു ശാസ്ത്ര ക്വിസ് സംഘടിപ്പിച്ചു. ജില്ലാ പഞ്ചായത്ത് അംഗം ശ്രീ. റോബിൻ പീറ്റർ ഉദ്ഘാടനം ചെയ്ത പരിപാടിയിൽ, 22 സ്കൂളുകളിൽ നിന്നായി 44 വിദ്യാർത്ഥികൾ പങ്കെടുത്തു.

ശാസ്ത്രീയമായ ജിജ്ഞാസയും ആരോഗ്യകരമായ മത്സരബുദ്ധിയും വളർത്തുക എന്നതായിരുന്നു ക്വിസിന്റെ പ്രധാന ലക്ഷ്യം. ശാസ്ത്രത്തിലും പൊതുവിജ്ഞാനത്തിലുമുള്ള തങ്ങളുടെ കഴിവുകൾ പ്രദർശിപ്പിക്കാൻ യുവമനസ്സുകൾക്ക് ഈ പരിപാടി ഒരു മികച്ച വേദിയൊരുക്കി.

FUELING KERALA'S TECH TALENT: KASE'S MERN STACK PROGRAM NURTURES LOCAL EXPERTISE



KASE's commitment to building a skilled, industry-ready workforce took a significant step forward with the successful completion of the first Full Stack Development with MERN courses at the District Skill Development Centres (DSDCs) in Kozhikode and Pathanamthitta. As part of the state's broader skill development mission, this initiative has equipped a total of 51 aspiring professionals with in-demand skills in modern

web development. The inaugural batch at the Kozhikode DSDC, consisting of 26 students, ran from July 21, 2025, to August 26, 2025. Simultaneously, the first batch at the Pathanamthitta DSDC, with 25 students, was held from July 21, 2025, to August 27, 2025. The successful graduation of these batches highlights the DSDC model's effectiveness in providing high-quality, market-relevant training at the district level.

THE FUTURE OF SPORTS CAREERS – WHERE TECHNOLOGY MEETS SKILLING

The sports industry in India is no longer confined to playgrounds and stadiums; it is transforming into a technology-enabled ecosystem that generates diverse career opportunities. According to Kreedon, the convergence of sports, technology, and government-led skilling initiatives is creating a new class of hybrid professionals - individuals who combine a passion for sport with expertise in data, analytics, science, and management.

Technology-Driven Transformation
Emerging technologies are reshaping how athletes train, how fans engage, and how organizations operate. Some of the most notable developments include:

AI and Data Analytics – Performance analysts now use machine learning to study athlete biomechanics, predict injuries, and design personalised training regimes.

Wearable Technology – Smart sensors and GPS trackers monitor real-time performance, recovery, and health, creating demand for specialists who can manage and interpret such data.

Virtual & Augmented Reality (VR/AR) – From immersive fan experiences to virtual coaching simulations, VR/AR is opening new roles in sports training and broadcasting.

Smart Venues and Event Management – IoT-enabled stadiums require skilled professionals in crowd analytics, digital ticketing, and sustainability management.

Expanding Career Horizons

Traditionally, sports careers were equated with becoming an athlete or coach. Today, the scope has widened significantly to include: Sports Data Analysts and AI Strategists

- Wearable Technology and Biomechanics Specialists
- Performance Nutrition and Recovery Experts
- Sports Psychologists and Wellness Coaches
- VR/AR Simulation Developers
- Smart Facility and Event Managers

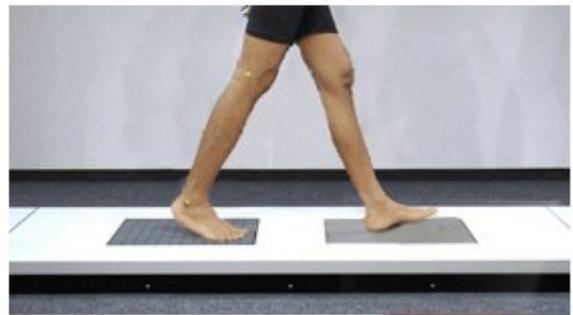


Many of these roles align directly with the 38 job roles mapped by the Sports, Physical Education, Fitness and Leisure (SPEFL) Sector Skill Council under the NSQF framework, covering domains from coaching and physiotherapy assistance to analytics and facility management.

Government Support and Industry Growth
The Government of India has reinforced this transformation through the Khelo India programme, investments in sports science centres, and collaborations under NSDC. Industry reports further project that the Indian sports market will grow from USD 27 billion in 2020 to USD 100 billion by 2027, driven by professional leagues, digital platforms, and fitness demand.

SKILL TERM

Force Plate Analysis : Force Plate Analysis is a technique used in sports science and rehabilitation to measure ground reaction forces, balance, and movement mechanics. By standing, jumping, or performing specific motions on a force plate, athletes and patients generate data that helps coaches, physiotherapists, and trainers assess performance, identify injury risks, and design personalized training programs. This skill is highly relevant for sports scientists, physiotherapists, strength & conditioning coaches, and wellness professionals. Mastering force plate analysis allows practitioners to make data-driven decisions, optimize training load, and enhance overall athlete performance.



Sector: Sports, Physical Education, Fitness and Leisure (SPEFL) Sector

SKILL THOUGHT

"Sports teaches you there is always a second innings in life."

Harsha Bhogle,
Indian cricket commentator and columnist



FROM PLAYGROUNDS TO PODIUMS: SKILL DEVELOPMENT IN THE SPORTS SECTOR

Every afternoon, across India's bustling cities and quiet villages, millions of young people step onto school grounds, dusty maidans, or synthetic tracks - not just to play, but to chase aspirations. For some, it's the thrill of sprinting faster; for others, the discipline of martial arts or the teamwork of football. But behind every athlete, from grassroots to elite, lies a foundation of skills-physical, mental, and increasingly, vocational - that shape success in sport and beyond.

In the 21st century, sports are no longer confined to the playing field. They now represent a rapidly growing industry encompassing sports science, performance analytics, physiotherapy, coaching, event management, media, and even manufacturing. Skill development in this sector addresses the full lifecycle of sport: from identifying and nurturing talent, to ensuring safe and ethical competition, to creating sustainable livelihoods in support roles that power the ecosystem.

The Expanding Scope of Sports Careers

What once revolved solely around the dream of becoming a player has now grown into multiple parallel career paths. A young woman in Thrissur, with a passion for sports but without a competitive athletic path, can still thrive in the sector-perhaps as a certified physiotherapist working with a state athletics team. A youth in Malappuram, passionate about football, could find purpose as a tactical analyst or referee. With

the growth of professional leagues, fitness culture, and global exposure, the demand for skilled professionals across sports domains has surged. Roles such as fitness trainers, performance analysts, sports psychologists, strength and conditioning experts, rehabilitation therapists, nutritionists, sports marketing managers, and equipment technicians have become integral to India's sporting machine. Crucially, many of these careers require specialised skills and certifications rather than traditional degrees.





India's Sporting Evolution: Beyond the Athlete

India's sporting landscape has undergone a paradigm shift. According to the Nangia Nxt-FICCI Future of Sports in India report, the Indian sports industry is projected to grow from USD 27 billion in 2020 to USD 100 billion by 2027. This expansion is fuelled not only by athletes' performances but also by allied careers in sports management, event operations, sports tourism, content

creation, physiotherapy, nutrition, and data-driven analysis. The rise of professional leagues - such as the IPL (cricket), ISL (football), Pro Kabaddi League, and Premier Badminton League - has created opportunities for commentators, statisticians, physiotherapists, referees, sports journalists, fan engagement managers, and digital content creators. These off-field roles have become central to sustaining the ecosystem.

Kerala's Sporting Culture and Contribution

At the state level, local traditions often shape how sports careers evolve. Kerala stands out by combining deep-rooted passion with structured skilling initiatives, thereby carving a distinct space in India's sports economy.

Football is at the heart of this culture, particularly in Malappuram, Kozhikode, and Kannur, where community tournaments, packed stadiums, and devoted fan bases rival international standards. This passion has fuelled opportunities for certified coaches, referees, physiotherapists, sports psychologists, and tactical analysts - roles that align with job categories mapped by the Sports, Physical Education, Fitness and Leisure Sector Skill Council (SPEFL-SSC).

Athletics has also been a hallmark of Kerala's identity, producing legends like P. T. Usha, Anju Bobby George, and Shiny Wilson. Today, a new generation - led by Murali Sreeshankar and Muhammed Anas - continues to carry forward this legacy, inspiring demand for support staff in biomechanics, recovery therapy, and performance nutrition. Similarly, hockey stalwarts like P. R. Sreejesh and grassroots mentors such as R. Sreedhar Shenoy highlight how coaching and mentoring have evolved into lifelong careers.

Kerala has also played host to the National Games of India twice - in 1987 and 2015. These events not only showcased sporting excellence but also left behind a legacy of upgraded sports infrastructure and event-management expertise.

Over time, Kerala's sports employment ecosystem has shifted from departmental teams and public-sector sports quota jobs to private academies, fitness centres, digital broadcasting, event management, and sports infrastructure operations. The launch of the College Sports League in 2025 by the Sports Kerala Foundation signals how sports careers now extend far beyond the playing field into operations, logistics, media, and administration.



Equally vital has been Kerala's contribution to the Sports Authority of India (SAI) The Lakshmi Bai National College of Physical Education (LNCPE) in Thiruvananthapuram, a premier SAI institution, offers programmes ranging from BPEd and MPE to doctoral research, along with coaching and fitness certifications. Under the SAI-LNCPE region, Kerala hosts multiple SAI Training Centres (STCs) and National Centres of Excellence (NCoE). The Trivandrum NCoE trains athletes in athletics, cycling, football, taekwondo, and volleyball, while the Alleppey centre focuses on canoeing, kayaking, and rowing. These hubs provide scientific support, residential coaching, and modern infrastructure – not only producing athletes of national repute but also creating career pathways in coaching, facility management, and sports administration.

Careers Beyond the Field: Jobs That Power Sports

- The non-playing side of sports has undergone rapid professionalisation. Key areas include:
- Sports Science & Analytics – Biomechanists, data analysts, and GPS-tracking specialists help athletes optimise performance and prevent injuries.
- Physiotherapy & Rehabilitation – Certified therapists and strength coaches play a critical role in recovery, especially in injury-heavy sports like football and athletics.
- Event & Facility Management – Stadium managers, logistics coordinators, and tournament planners ensure smooth execution of competitions.
- Sports Media & Broadcasting – Commentators, journalists, production crews, and digital storytellers connect fans with the game.
- Sports Marketing & Sponsorship – Brand managers, fan engagement experts, and merchandising professionals expand the commercial reach of sport.

A Nation in Motion: Why Sports Matter More Than Ever

India's demographic advantage is clear: over 65% of its population is under the age of 35. Recognising this, the Government of India has significantly expanded investments in youth empowerment through sport. The Ministry of Youth Affairs and Sports received a record ₹3,794 crore allocation for FY 2025–26, including ₹1,000 crore for the Khelo India programme—a 130.9% increase since 2014–15. This is not just funding for infrastructure but a signal that sports are now a strategic national priority.

Khelo India: A Pipeline of Talent and Opportunity

The Khelo India initiative has emerged as a national talent incubator:

- 326 infrastructure projects worth ₹3,124 crore
- Over 1,000 Khelo India Centres (KICs) nationwide
- 34 State Centres of Excellence and 306 accredited private academies
- 2,845 athletes supported with coaching, nutrition, medical care, and stipends
- Flagship events like the Khelo India Youth Games, University Games, Para Games, and Winter Games engaging over 50,000 athletes

Through the new KIRTI (Khelo India Rising Talent Identification) system, scouting has become data-driven, with 174 Talent Assessment Centres enabling transparent, merit-based talent pipelines.

Beyond the Athlete: Expanding Career Horizons

What was once a player-centric industry now demands hybrid professionals. The SPEFL-SSC has mapped over 38 job roles under the NSQF - from coaches and fitness trainers to lifeguards, yoga instructors, and sports psychologists. These roles emphasise practical training, certification, and domain expertise over conventional degrees. Importantly, they extend beyond competitive sports into wellness, recreational fitness, schools, corporates, and community clubs. Thus, skill development in sports serves both as a performance enabler and a broad employment generator.

As sports become increasingly data-driven, careers demand fluency in technology and analytics. Motion analysis, GPS tracking, AI-enabled video reviews, injury prediction tools, and performance nutrition apps are reshaping athlete support systems. To prepare youth for this future, blended learning models are integrating sports science with technology, ensuring professionals are both future-proof and field-ready. At the same time, inclusivity remains key - through affordable, multilingual, and accessible skilling offered via ITIs, community skill parks, and digital platforms, with equal opportunities for women, persons with disabilities, and rural youth

From Fields to Futures': The Way Forward

Sport is no longer just about medals - it is a livelihood strategy, a development pathway, and a social equaliser. Just as the IT revolution created new-age careers, the sports revolution is driving opportunities in performance science, recreational fitness, e-sports, broadcasting, and sports law.

By aligning with national missions like Khelo India, tapping into the growing economic footprint of sports, and deploying skill development as a driver of equity and innovation, Kerala can position itself as a national model in sports skilling. Through thoughtful governance, strategic partnerships, and the leadership of the Kerala Academy for Skills Excellence (KASE), the state is working to transform sports from a recreational pursuit into a structured career pathway. By embedding skilling opportunities across the state, KASE ensures that young people can channel their passion for sports into sustainable professions that contribute to both personal growth and national progress.



CRAFTING CAREERS: DSDC PALAKKAD'S WORKSHOP NURTURES BEAUTICIAN AND FASHION SKILLS

The District Skill Development Centre (DSDC), Palakkad, hosted a dynamic one-day workshop on Beautician and Fashion Designing on August 23, 2025. In partnership with Chithira Women's Academy, Patambi, the event attracted a group of enthusiastic women from various panchayats. The workshop provided crucial practical exposure and skill-building opportunities. Expert resource persons demonstrated essential techniques such as hair cutting, threading, and cloth cutting, receiving strong appreciation from the participants for the valuable, hands-on learning experience.





Department of Labour and Skills
Government of Kerala



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