

## **Youth empowerment in national sports industry as a component of appreciating pluralism and national development**

### **ABSTRACT**

This paper focuses on a balanced, integrated and blended effort at every level of government administration and community structure to empower and strengthen the nation's sports industry. In accordance with the endemic era, it was then used as an element of appreciation for the unity of Malaysia's plural society. This paper attempts to address the following topics: (i) the potential income of youth through the sports industry; (ii) The status and future prospects of the country's sports industry; (iii) The Ministry of Youth and National Sports Key Performance Index target and unemployment among the youth; (iv) Challenges and empowerment on the implementation of the term youth age limit; and (v) The spirit of Malaysian Family Sports. The primary objective of the discussion is to identify the debate regarding the government's role and efforts to align national sports with national development. In reality, the method utilised by the Ministry of Youth and National Sports is competitive with foreign sports industries. This paper uses secondary sources, such as research results published in journals, scholarly writing, online news sources, and public forums, to employ a qualitative methodology. According to the findings of the study, the progressive development of the country's sports industry can generate numerous benefits for individuals, communities, and the country, thereby boosting the country's total income and economy. Therefore, drastic measures must be taken so that the development of the sports industry is in line with the development of the nation and is not solely dependent on the Ministry of Youth and National Sports.