

SPORTS PROMOTION IN INDIA

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ABSTRACT

Sports have acquired remarkable recognition and esteem all over the world and this strong trend is expected to continue in the future too. The secret of the success of the sports is combined with the organized attempts of various agencies and organizations that are involved in the promotion of sports, development of infrastructure from the grassroots level and rigorous training. As compared to the other countries of the world such as China, Japan South Korea, there have been some limitations in India's performance over the years despite having various sports programs. In this research paper, the researcher has made an attempt to highlight some of the important factors regarding sports promotion in India; these are information on the sports authority of India, promotion and development of sports – responsibilities of state Governments and Union Government, administrative control bodies within the Department of Sports, infrastructure used in sports, optimal model for sports in India and problems faced in sports. The main problems that India is facing regarding the development of sports is there is lack of sports culture within the country; there have been formulation of agencies, organizations and societies that are attempting to focus into the endorsement of sports and meeting every requirement and providing solutions to the problems.

Keywords: Sports, Government, Responsibility, Infrastructure, Development, Superiority

INTRODUCTION

Sport development is a national precedence, as it encourages vigorous lifestyle, child and youth development, social comprehensiveness, employment opportunities, harmony and development, and above all a sense of belongingness and national pride. While as state subject, sports development comes within the purview of the states up to the state level; at the national and international level, including gathering international treaty requirements, it plunges within the sphere and forward of the Union Government under its residuary powers and within the domain of entries 10 and 13 of the Union List in the Seventh Schedule of the Constitution of India (National Sports Development, 2011).

Sports and games form an indispensable part of human resource development. Government of India connects extreme significance to sports for development and sports for superiority. It has been the attempt of the Government to formulate methods for efficient organization among various agencies engaged in the endorsement of sports and enlarge needed infrastructure, training and other facilities to the sportspersons for accomplishing superiority at the international events. Internationally, countries across the world have approved laws or enunciated principles for the regulation of sports in public interest and in national interest. The

requirement to legalize sports arises due to numerous thoughts such as the need to prevent racial discrimination in sports, eliminate doping in sports, avoid age deception in sports, protect the rights of the sportspersons, avert child abuse and sexual harassment in sports, defend gender equality in sports, avert betting and gaming in sports, prohibit dangerous sports, support professional management and managerial and financial responsibility in sports, deal adequately with anti-trust and competition policy issues related to sports, control sports broadcasting rights, and control the price and entry to sports events. (National Sports Development, 2011).

SPORTS AUTHORITY OF INDIA

The Sports Authority of India (SAI) was instituted by the Government of India, on 25th January 1984. Recorded as a Society, SAI is a succeeding organization of the Special Organizing Committee, IX Asian Games-1982, in the beginning given the job of preservation and administration of stadium built for Asiad-1982. Later on, with incorporation of the Society for National Institute of Physical Education and Sports (SNIPES) on 1st May 1987, SAI expanded its activities with a general purpose of improving the sports facilities and presentation of Indian sports persons. The Sports Authority of India is dynamically involved in putting into operation the methods to support sports understanding and physical fitness. In its endeavor to build up superiority in sports, SAI carries out a countrywide aptitude scouting exercise and cultivates the promising aptitude by providing coaching, sports facilities and publicity to competitions at state, national and international level. Besides maintaining and utilizing the infrastructure created in Delhi for the Asiad-1982. SAI is continuously involved in improving the sports facilities in various states. The Sports Authority of India is administered by General Body and Governing Body. The General Body is chaired by the Honorable Prime Minister of India and the Governing Body is chaired by the Union Minister of Human Resource Development (Impact of National Coaching Scheme, 2002).

PROMOTION AND DEVELOPMENT OF SPORTS – RESPONSIBILITIES OF STATE GOVERNMENTS AND UNION GOVERNMENT

At the Union Government level, the Department of Sports has been assigned the accountability of promotion and development of sports in the country. The Government of India, 1961, the following subjects has been allocated to the Department of Sports: (Report of the Working Group, 2011).

1. Sports Policy
2. Sports and Games
3. National Welfare Fund for sportspersons
4. Netaji Subhash National Institute of Sports
5. Sports Authority of India

6. Subjects concerning with the Indian Olympic Association and National Sports Federations
7. Contribution of Indian sports teams in tournaments abroad and participation of foreign sports teams in international tournaments in India
8. National Sports Awards including Arjuna Awards
9. Sports Scholarships
10. Substitution of sportspersons, experts, and teams with foreign countries
11. Sports infrastructure including financial assistance for creation and development of such infrastructure
12. Financial assistance for coaching, tournaments, equipment etc.
13. Sports matters relating to Union Territories
14. Physical education

ADMINISTRATIVE CONTROL BODIES WITHIN THE DEPARTMENT OF SPORTS

The Department of Sports has five independent bodies under its administrative control: (Report of the Working Group, 2011).

- (i) The Sports Authority of India (SAI) is the nodal agency at the national level to support superiority in sports.
- (ii) The Lakshmi Bai University of Physical Education (LNUPE) is the national apex institution for Physical Education.
- (iii) National Anti-Doping Agency (NADA) is accountable for test-planning, effect management, disciplinary and appellate functions to avert doping in sports.
- (iv) National Dope Testing Laboratory (NDTL) is accountable for dope testing and related research activities.
- (v) National Playing Fields Association of India (NPFAI) has been just set up to guard, encourage and protect playing fields throughout the country.
- (vi) The National Institute of Sports Science and Medicine (NISSM) is recommended to be formulated as a self-governing body, which will be a centre of brilliance for providing highly integrated, quality assured services, testing, development of leading experts, training, who will consequently necessitate modernization and contribute to knowledge, research and cooperation to optimistically influence the performance of the sportspersons.
- (vii) The National Institute of Coaching Education is being de-merged from SAI and is being developed as a coaching institute of superiority for coaches at NIS Patiala.

INFRASTRUCTURE USED IN SPORTS

All kinds of sports necessitate some kind of infrastructure, but the requirements differ across different kinds of sports. For example, team sports like football, cricket and hockey

require stadiums, while chess can be played in a room with a chessboard. Similarly, all sports require some sports product or equipment. For instance, a person can stay physically healthy by running for which he needs running shoes or by skipping for which there is a requirement of a skipping rope. Sports like cricket, hockey and tennis require equipment like bat, balls, kneepads, specialized shoes and racquets. Some sports like shooting and motor racing require sophisticated infrastructure and technology-oriented, expensive equipment, while equipment for sports like cricket, badminton and tennis are available at all price ranges and are convenient to purchase and store. Overtime, across all sports, equipment has become more sophisticated, for example, lightweight metal sticks have now been substituted for the wooden hockey sticks. In the past, many sports equipment or products were unbranded, but with enhanced superiority and research and development, branding and specialized equipment manufacturers have emerged. Invention of brands and specialization in manufacturing has led to the development of sports product retailing (Mukherjee, Goswami, Goyal & Satija, 2010).

Sports retailers can be multi-brand retailers or single-brand retailers; they can sell products for one single sport or meet the requirements of multiple sports. For instance, Reebok sells products for a number of sports including football, rugby and tennis while Nordica (Italy) specializes in footwear, equipment and accessories such as jackets, gloves, etc. for a single sport that is skiing. They can meet the requirements of niche consumers such as in the case of racing cars or a large number of consumers such as the case for a tennis racquet. The consumers of sports products can be massive consumers such as the government, federations, schools, academies and individual consumers. Sports products can also be utilized as a casual wear or a lifestyle product for instance, a Reebok t-shirt. Sports retailers normally have to make a decision regarding how they would situate and advertise their products in the market (Mukherjee, Goswami, Goyal & Satija, 2010).

OPTIMAL MODEL FOR SPORTS IN INDIA

Functioning under the Prime Minister of India, there is an independent sports regulator called Sports Regulatory Authority of India (SRAI). Although SRAI will operate under MYAS, it will have an independent role similar to that of SEBI and TRAI. Under the supervision of SRAI, the following three divisions will operate: (Choudhary & Ghosh, 2013).

1. Sports Authority of India (SAI) – This would supervise the training of athletes and coaches and would be responsible for the sports infrastructure development. The sports universities and schools will function under the guidance of SAI.
2. Sports Development and Events - This would center on planning, funding, supporting and servicing relationships with national sporting organizations. Organizing sporting events at the district, state, national, and international level will be the main job of this division. The existing IOA, representing Olympic sports and other Sports Federations like BCCI,

IHF, etc., representing the non-Olympic sports shall report to it. For the Olympic sports, the respective NSFs and SOAs will be under the IOA. The State Sports Federations will have a double connection towards the SOA as well towards their NSFs.

3. Corporate Functions - This division will be accountable for marketing, sponsorships, finances and business characteristics of the sport and will maintain all sections of the SRAI to facilitate it to distribute on its strategic plan.

PROBLEMS FACED IN SPORTS

In sports promotion, there have been occurrences of problems which are stated as follows: (Singh, Singh & Chawla, n.d.).

1. Lack of Discipline and Dedication - Lack of discipline, dedication and a strong sense of pride, both amongst the sportspersons and coaches, has been found to be one of the major factors contributing to the decline of Indian sports. In the present world, international occasions sometimes are being taken simply as shopping jaunts for sportspersons and the management. Coaches and managers are worried of exposure against them because of various reasons. As a result, even after meeting the required criterion in the selection trials, most of the athletes do not succeed in matching their own best performance in competitions like Olympics, Asian and Commonwealth Games.
2. Inadequate Incentives - There are no points of view on the information that congenial atmosphere for the promotion of sports culture in the country has not been created; the efforts so far made are periodic. Combined with the lack of appropriate amiable atmosphere for sports, there is a feeling that sports do not offer adequate career and job opportunities for the youth. Parents, therefore, do not want their children to take up sports as a profession. There is no scarcity of talent in the country for sports but the relevant point is that an atmosphere which is pleasant for the promotion and development of sports has not been created nor there have been provision of sufficient and suitable job opportunities for the young generation in the field of sports.
3. Lack of Coordination and Accountability – There have been lack of coordination between various organizations involved in promotion of sports, there is no accountability and responsibility for unfortunate performance in sports at the international events. In fact, these bodies blame each other for the inadequate performance. The requirement for adequately defining the duties and responsibilities is neither of each nor of the organizations so that responsibility could be properly taken into consideration.
4. Last Minute Selection of Teams - There have been complaints regarding the late selection of teams. There is anxiety in the minds of sportspersons till the last minute as they are uncertain about their final addition within the team. The outcome would be total perplexity and players are not able to focus on their sporting activities. It is often viewed

that teams are selected virtually almost on the last day and at times had reported after the events had already started.

5. Funds Crunch - In some instances, the Government is paying only 90% of the fare and the remaining 10% is to be borne by the player himself or herself; the logic behind this part of payment is not lucid. Moreover, international air passage fares are extremely expensive that it would not be possible for any of our players to bear even the 10% of the expenditure by themselves; it is very regrettable if such a thing has happened with any player. The Government is nonetheless, not giving any grants for the boarding and lodging of players. The federations and associations are supposed to bear the boarding and lodging cost of the players. Many associations do not make payment of the boarding and lodging expenses although there is no scarcity of finances with them.
6. Training for Sportspersons - Sportspersons in India are provided training normally a couple of months before the real beginning of the competition. Training is the center for good performance and champions cannot be generated by training the sportspersons just for few months before the games. Sports training are a methodical processes broadening over a long period of time. For enhanced consequences, the system of training has to be based and conducted on systematic processions. Therefore, the sports training have to be appropriately designed and controlled for achieving the best results.
7. Supply of Equipment - Sportspersons are not provided with the proper kits and gears in advance. Most of them are not in a position to purchase the kits at their own cost as they are quite expensive. Besides, there is an anxiety of getting poor quality kits if purchased by the player himself, which may have unfavorable results on the eminence of their performance, creating unnecessary pressures and dilemmas at the last minute. Kits should be provided to players and teams well in advance before they leave for international meets. Non-supply of kits in time hampers their practice, causes perplexity and stress in the minds of the players and also influences their performances in the game.
8. Nutritious Diet - Availability of nutritious diet and food is one of the basic requirements of any sportsperson to do extremely well in sports. Efforts should be made to make sure that the diet available to sportsmen and women has the nutritional value needed to meet the precise conditions of different games and sports in which they participate. In the absence of proper and nutritious diet, the sportspersons cannot show stupendous effects irrespective of the amount of training that they have had. At present lack of proper and nutritious diet for the sportspersons is perhaps one essential factor for the sportsmen that they are not able to meet their desired goals.

DISCUSSION

Sports have achieved immense popularity all over the world and it has become a way of life. Sports serve as a fundamental, social and cultural purpose in the society and assists in all

round improvement and growth of human personality. It makes provision for abundant scope and healthy means for leisure and relaxation of human mind and society. A healthy body is always distinguished as vital as a healthy mind. It provides opportunities for social communication, fostering peace and understanding among different people, belonging to different nations, race, religion, caste and so forth. Sports also make provisions for platforms for the people and nations to compete with each other for achieving heights of excellence in human endeavor. From ancient times, yoga, sports and games, martial arts etc. have been the characteristics of the country's history. It is not unanticipated therefore; that the same practice continued and sports started receiving a great deal of attention in India since independence.

There has been development of different kinds of equipment, gear, apparatus and infrastructure for different sports. In order to excel in sports, the proper requirements have to be met when performing a particular sport, for example, while playing tennis; the players are required to have proper attire, shoes, balls and the tennis racquet. There are certain problems that are faced by the players in the field of sports such as lack of discipline and dedication, inadequate incentives, lack of coordination and accountability, last minute selection of teams, funds crunch, training for sportspersons, supply of equipment and nutritious diet. The administrative control bodies within the Department of Sports have formulated certain goals and objectives to meet requirements of the sportspersons, supervise the training of athletes and coaches and adequately implement the managerial and the administrative functions of planning, organizing, directing and controlling. Sports are considered to be kinds of fields that can be enjoyed and excellence can be achieved with hard work, enthusiasm and dedication.

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