

BIG SPORTING EVENTS- A BOON OR A CURSE

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ABSTRACT

Any big sports event organized well can be boon and bring cheers and if not organized well can be a curse on people and add to misery of the people of hosting nation

INTRODUCTION

Any big sporting event such as Olympic games, Asian Games, Commonwealth games and similar events in a country is bound to stimulate economic growth there as it is associated with activity such as construction & development of infrastructure and other facilities which stimulates demand of material resources like cement, metals, oil, gas and many other items related to infrastructure development and different type of services during this event which contributes to overall development of the area around which this event happens. This also helps in increasing number of jobs due to increased development activity and additional job is created for increasing production of material related to development. Pace of activity of development during period just before this event is so fast that rate of economic growth during this period is well beyond the normal rate of economic growth.

AIM & OBJECTIVE

Aim of writing this paper is to bring out facts about benefits and loss due to organization of megaevents and whether this will prove to be beneficial for the participating companies and nation as a whole wherever it is organized.

BIG SPORTING EVENT-CHINA STORY

We have already seen this type of abnormal rate of growth in China during period just before the 2008 Olympics games. Building of new stadiums, renovation of old stadiums, expansion of road network, arrangements for lighting on roads, stadiums and city, building of new hotels, guesthouse for visitors for their comfortable stay, beautification of city, transportation and other activities related to games was a real challenge which required more than normal effort and besides using all their resources and efforts they had to utilize services of many companies from around the world and so preparation of this mega event lead to huge amount of work being done during this period and gave very high rate of economic growth during that period. Other factor which probably was behind very high rate of economic growth during this period was that

games authorities wanted all facilities to be completed within deadline set for games and developers had to do extraordinary effort during that duration which led to increased volume of jobs done during that period. Material resources like cement, steel, different types of metals, oil, gas and many other items related to infrastructure development and different type of services from all over the world was used in huge quantities which resulted in increased demand for these item in the world market which was well reflected in Nasdaq, Dow Jones, S&P indices. Many big companies of the world were involved in preparation of these games and benefited from this megaevent either directly or indirectly.

AFTERMATH OF OLYMPICS-2010

Once Olympic 2008 was over there was a shocking silence there, in the infrastructure development front and as demand for material, manpower, energy and other things got a brake, we observed that there was a big economic slowdown throughout the world just after the magnificent and super Beijing Olympic games. It was bound to happen as economic activity and consumption of different commodities during that mega event was at peak and abnormally high and continuing that pace of that activity was not possible as event had finished and all work related to that event had completed. There was an economic activity vacuum created after finishing of 2008 Olympic Games. Demand for metal, crude and many other items fell very sharply in world market thus creating panic like situation in Dow Jones and Nasdaq which send ripples throughout the world and this created economic disaster situation of 2008 November forcing many countries of the world to think about some kind of economic package to support corporate world.

INDIAN BIG EVENT

Another Example of big event recently completed is Commonwealth games 2010, which was organized in New Delhi, India and has resulted in overall development of area in and around New Delhi in a big way. All old stadiums and sports facilities were renovated to make them the best in their class and of international standard. They were equipped with all latest technology and were beautified in best possible ways. Infrastructures like roads, lighting on roads, flyover on roads, bridges and others were planned and build according to international standards. During the CWG 2010, beautification of city was done in meticulous way and even airport at New Delhi was prepared for visitors from all over the world so that they could see themselves that New Delhi is now among few best green cities of the world.

The way of life of people of New Delhi changed substantially. There was revolutionary change in the way people used to travel inside New Delhi earlier. This was due to Delhi Metro train which expanded its network during that period and people could not believe that the time they used to take to travel earlier, decreased substantially and helped them save time and this time they could utilize elsewhere. Metro train in New Delhi was completed with the help of Japan and due to their superior technology, transport system in New Delhi got new lease of life. City bus system was

rejuvenated by introduction of thousands of new modern international standard low floor high capacity buses which were good looking, comfortable and changed the way people used to travel. Lot of spending was also done on security systems to ensure that guests and players who participated in this event do not face any problem due to security. Due to meticulous planning and execution, CWG 2010 was very successful and proved that India has capability to organize big event like this. New Delhi has changed a lot after the CWG2010. Today it is among best of international cities having best of roads, flyovers, dedicated BRT corridors, which gives tension free driving experience to commuters compared to situation before CWG2010 when people were fed up with jams all over the city. Metrotrain has become lifeline of New Delhi and this can be considered as gift of this megaevent for people of New Delhi.

WAS THIS GOOD FOR PEOPLE?

Development of infrastructure of this magnitude has been some burden on people but it has certainly changed lives of millions of people who now enjoys world class facilities and feel proud of living in one of the most green and beautiful cities of the world. In this context it is worth mentioning that anyone who has seen New Delhi 5-10 years back would not believe that New Delhi has changed so much after this game. We can easily say that Commonwealth games have been successful.

It was expected that after these CWG2010 there will be some slowdown in economy but due to number of new infrastructures projects taken after these games and Government spending increased in these projects ensured that there is not much effect on economic growth after this event. To sustain economic growth number of new infrastructure project were planned not only in New Delhi but in other cities also, which helped MNCs and local companies, engaged in development and providing various services to people, keep continuing their business unhindered, at same pace and help providing people better facilities and at the same time also help creating number of jobs besides many other benefits to country. Today we hear about projects like national highway and expressways expansion projects, monorail, BRT Corridor, cycle track projects and many other project being implemented in near future to ease the way people travel and also many other projects to fulfill dreams of people of getting better quality of life.

ARE THESE EVENTS A BOON?

In some way, yes it is. Considering the success story given above, it can be easily conclude that these mega events are a big business opportunity for MNC's, other local companies and besides this it also improves quality of life and provides good job and business opportunities to the people of country hosting these events. Now with changing times and world moving many times faster than ever before it is high time that duration of these events is changed to every two years instead of every four years thus giving more business opportunities to MNC's and other local companies engaged in development, providing better services to people, of hosting country and in this

process also to give fillip to employment generation and many other positives, which is need of the hour.

ARE THESE GAMES A CURSE?

In someway, yes it is. Till now this was all positives but there are number of negative points also associated with organization of these megaevents .

In country like India, games have led to development of areas around the games venue. Number of people who came to work from outside the city now do not want to go back and this has lead to urbanization of areas around the capital region in a big way. Such is the pace of urbanization near capital region that New Delhi of 60s and 70s which was just in radius of about few kilometers, has become national capital region which is in radius of about 50Km or even more having few satellite cities around the main capital city area added to it. Urbanization is already soaking land in towns and cities and land sharks are making hay at the cost of consumers and this is squeezing land availability for farming thus making food availability a problem and increasing inflation. Costs of house in these cities have gone through roof and out of reach of general public. Property boom has already resulted in making only few people, engaged in construction business, extra rich at the cost of consumers whose rate of increasing income is lagging behind rate of inflation by a big margin. Inflation is the biggest worry for any government organizing this type of event and is also the most dangerous side effect. People have to face the consequences and many essential items used mostly by number of poor people become costlier and unaffordable for them. In the name of development, people given responsibility to spend public money spend it lavishly and we have seen during these megaevents that in some cases, in some countries, big amounts were spend in the name of renovation where good , strong and quality structures were brought down and same or even poor quality of structures were re-erected in its place thus wasting billions of dollars, energy, manpower, water and other resources and also resulted in increasing pollution, which could have been saved otherwise.

Huge consumption of oil, gas, water, metals, cement, other Infrastructure related items, services and many other items has put burden on people, natural resources and on nature itself. Considering that water, pure air and natural resources which is becoming a rare commodity as it is already becoming scarce and so its high consumption threatens its very existence that could have serious impact on future. It might lead to conflicts between people, organizations and countries and can even lead to war between countries. Considering all positives and negatives, planners at the global level should plan all this type of events keeping balance between how best we can conduct these activities so that economic activities and benefits to people can be maximized and at the same time wastage of energy and natural resources, pollution and other negatives are minimized.

Water, pure air and natural resources is becoming scarce day by day due to its high consumption. During this type of megaevent its excessive use will lead to its shortage to dangerous level.

Already many countries are facing drought like situation and the day is not far when millions and billions of people will suffer due its non-availability.

CONCLUSION

Organizing this type of event clearly promotes economic activity in a big way thus producing jobs for millions, development of nation in a big way, big opportunity for corporates and has potential to better lifestyle of people besides many other positives for the nation in which these events are held. These positives in comparison to negatives are much more because generating jobs and development of nation has become top most priority of all nations today and even people also wants the same.

So it can easily be concluded that these types of megaevents have become more of a necessity for people of the world rather than just a event to watch.

How can we organize future games which produces maximum of positives and minimum of negatives?

Hope exists on new research on

- Renewable energies --- for solving energy problem
- Hydrogen fusion technology --- for solving energy problem
- New building materials --- for solving infrastructure development related problems
- Superconducting materials --- for solving energy problem and design of energy efficient equipments.
- Flying human from one place to another like superman --- for solving of transportation problems and saving fuel.
- Energy tablets which can allow people to keep energetic without eating for months --- for solving of food problem.
- Obtaining pure water from Sea water at minimum cost --- for solving water problem.
- And many others

These researches if made possible and utilized intelligently can certainly help minimize all negatives appreciably and we can certainly hope that these big events can then only be a boon and never be curse for people and help in making lives of people, organizations, countries and world a better place to live.

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