

CURRENT ISSUES, ECONOMY AND CHALLENGES IN SPORTS

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Abstract:

Sport has become a part and parcel of our culture. It is being influenced and does influence all of our social institutions including education, economics, arts, politics, law, mass communication and international diplomacy – its scope is awesome. Today sport has become mass participation; it is being adopted as fashion by some. It attracts the mass either for recreation or physical fitness, or as a profession. Every sportsman has to be physically, physiologically and psychologically fit. Sports hold a prominent place in modern life. Millions of people participate in sports activities, watch and hear about them and spend billions of dollars actually on sports related activities and equipments. This has lead to the competitive element in sports, as now sportsman participate to win and achieve laurels for them as well as for their country contrary to earlier philosophy of participation in sports competition for participation's sake. The political set-up of the country shapes the fate of sports and games. The reality is that the economy of the country is now subject to politicization. It may not be wrong if it is said that prior to the promotion of sports and games, the destiny of the economy of the nation is decided by the politics of the country. The responsibility of formulation and implementation of economic policies, taking into consideration the needs of the country as well as the development of national economy matching with the rest of the world lies with National Government run by the Political leaders, Economists and Bureaucrats. In the promotion of games and sports, political system of a country plays a vital role.

KEYWORDS:

Economy and Challenges , international diplomacy , mass communication , physiologically.

INTRODUCTION

The development of games and sports has relations with the economy and politics of the country. After going through the history of Physical Education and games and sports of various countries, it is inferred that rigorous physical activities, games and sports have been promoted and used in various ways for different purposes by the rulers from time to time. There are instances of nations which have promoted physical culture, games and sports for making their nation physically fit as well as mentally alert, to prepare their defence personnel for tough jobs. Even to reduce the national budget on medical expenditure of their citizens. As we all know, economy is the primary factor to influence the development of competitive sports. There is an old saying that "Money makes the mare go". Rather, in today's world, your identity is attached with your economic status, of course exceptions are always there. Then the development of sports and games too has relations with the economy of the country. It is the fact that the economy of the country is now subject to politicization. Further, the responsibility of formulation and implementation of economic policies, taking into consideration the needs of the country as well as the development of national economy matching with the rest of the world lies with National Government run by the Political leaders, Economists and Bureaucrats. Therefore, in the promotion of games and sports in the country, political system plays a

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vital role. The important thing is to be seen whether the National Govt. are sincerely doing something for the promotion of this field or to get some other benefits out of it. The number of medals in sports events fills the heart of people with pride. Sports has played a vital role in bringing the belligerent nations together; similarly games between India and Pakistan have helped in reviving peace and harmony in both the countries.

GOVT. POLICY AND SOME IMPORTANT STEPS TAKEN TO PROMOTE GAMES AND SPORTS IN INDIA:

India had been under the influence of many foreign rulers like the Muslims, the Portuguese, the French and the British. Economy of the country was ruined by such foreign invaders; however they are appreciated for taking initiative of developing games and sports in the country, though their purposes of doing so were different.

During the Muslim period, the aim was on training the army personnel only through indigenous physical activities such as gymnastics, dagger fighting, fire fighting, archery, fight with wild animals, wrestling, hunting, horse riding, swimming etc. whereas during the British rule Western civilization influenced the Indian culture. For instance cricket, hockey, football etc. are gifts of the British Rulers to India. Below is the list of various activities carried during this period.

In 1920, Mr. H.C. Buck founded the Y.M.C.A. College of Physical Education, Madras.

In 1928, Hanuman Vyayam Prasark Mandal, Amravati was formed, which played a very significant role to make indigenous activities popular and more attractive.

In 1943, in Punjab to provide training facilities in Physical Education a Govt. College of Physical Education was established at the Montmorency Park, Lahore.

In 1928, India participated for the first time in the Modern Olympics in Hockey and maintained its supremacy till 1956 Olympic Games.

In 1947, after independence the economic situation in the country was very poor, however at that time due consideration was taken by the political leaders which have been listed below for the promotion of games and sports.

In 1948, the Central Govt. Physical Education Committee popularly known as Tara Chand Committee was set up.

In 1949, a team of experts from Hanuman Vyayam Prasarak Mandal, Amravati, participated in physical activities in Lingiad at Stockholm (Sweden) and also gave a demonstration of Indian System of physical activities.

In 1951, the first Asian Games were conducted in Delhi despite the fact that the nation was in deep financial crunch.

In 1953, Raj Kumari Amrit Kaur Coaching Scheme was started for the promotion of games and sports and to train Indian sports persons for participation in the National and International Competitions.

In 1954, Central Advisory Board of Physical Education and Recreation was established by the Govt, of India to advise the Government on the coordination of all programmes and activities in the field of Physical Education and Recreation in the country.

In 1957, Lakshmi Bai national college of physical education was established at Gwalior to produce Physical education teachers.

In 1982, Sports Authority of India (SAI) was established with the twin purposes i.e. to promote games and sports in the country and to maintain and utilize the existing sports infrastructure.

In 1987, to have an integrated approach towards the development of Physical Education, Games and Sports in the country, the controlling body of Lakshmbai National College of Physical Education and Netaji Subash National Institute of Sports, Patiala, known as Society for National Institutes of Physical Education and Sports (SNIPES) was merged with the Sports Authority of India.

In 1995, the premier institute of Physical Education, being run by the Centre Govt, under the name of L.N.C.P.E. Gwalior was given the status of "Deemed University", which is now known as Lakshmbai National Institute of Physical Education, Gwalior.

India has hosted and co-hosted several international sporting events, such as the 1951 and the 1982 Asian

Games, the 1987 and 1996 Cricket World Cup, the 2003 Afro-Asian Games, the 2010 Hockey World Cup, and the 2010 Commonwealth Games. Major international sporting events annually held in India include the Chennai Open, Mumbai Marathon, Delhi Half Marathon, and the Indian Masters. The country hosted the 2011 Cricket World Cup, the first Indian Grand Prix in 2011 and 2013 World Chess Championship.

INTERNATIONAL POLITICS AND SPORTS:

Sport is an element of social reality, strongly anchored to the political-economical system in which it is placed, that has significance far beyond the trivial. In the developed countries the politicians use sport for political mileage. At the International level the sport is not only commercial but political too, having significant impact on both national and international levels. Sport continues to be used to promote both the political aspirations of individual politicians and the nationalism, ideology and prestige of nations. Practically all nations now consider achievement in sport as characteristic of their vitality and ideology. Sport has been used by political figures to enhance their image as a sport participant or performer. Sport is not used only at the community level to develop social integration locally, but also at the national and international levels to demonstrate national supremacy in ideology and economic sufficiency. At the local levels, school, college and university teams are expected to bring credit to the community. People identify with the total community and institution through the winning team.

In London 1948; Germany, Japan and Italy were debarred from participation in the Summer Games at London by the Victorious allies.

In Helsinki 1952; Controversy, concerning the validity of both East and West Germany, participating in the Summer Games at Helsinki.

In Melbourne 1956; Controversy, concerning the validity of both Mainland and Nationalist China, participating in the Summer Games at Melbourne.

In Rome 1960; Protest against participation of South Africa and Taiwan in Summer Games at Rome.

In Tokyo 1964; Indonesia and North Korea withdrew after the IOC decision to ban teams that took part in the 1963 Games of the New Emerging Forces. South Africa was suspended from the Olympics due to its apartheid policies.

In U.S. 1968; Black athletes of the U.S. organized a boycott of the Olympic trials.

In Munich 1972; Members of the Israeli Olympic team were taken hostage by the Palestinian terrorist group. Eleven athletes, coaches and judges were murdered by the terrorists.

In Canada 1976; The 1976 Olympics in Canada saw boycotts from several Commonwealth countries over the South African situation, but the Games were not badly hit because most of the teams that withdrew would not have been expected to finish high up the medals table.

In Moscow 1980; the same could not be said of 1980 in Moscow, when the United States pulled out and the athletes representing Great Britain had to fight parliamentary intervention in order to take part. The issue which brought about the boycott was the Soviet invasion of Afghanistan, which the US rightly condemned.

In Los Angeles 1984; 1984 Los Angeles Olympics was boycotted by the Socialist countries led by the U.S.S.R in retaliation to 1980 Olympic boycott by the U.S. and others.

During Seol 1988 games; North Korea boycotted the Olympics in Seoul. Albania, Cuba, Ethiopia, Madagascar, Nicaragua, and Seychelles also did not attend the games.

CONSUMERISM IN SPORTS:

Sport is both a consumer good and a consumer of goods. Numerous recent studies attest to the rapid development of the sports economy as an independent branch of economics, and have highlighted the amount of turnover generated by sport; the building of infrastructure, the manufacture of capital and consumer goods, the provision of services, the dissemination of information, and taking from sports events, advertising expenditure and sponsorship budgets.

Several years ago, a number of highly instructive studies were undertaken in some countries. In the United Kingdom, for example, the total amount of resources provided by sport to the State is times greater than expenditure on sport in the budget. A Netherlands study seeking to evaluate the impact of sport on the economy showed that the elimination of sporting activities would lead to the loss of 300,000 jobs and a drop in domestic consumption of billion guilders. In France in 1980, the Federation of Sports Equipment Industries comprised 6,482 businesses employing some 300,000 persons.

COMMERCIAL SPONSORSHIP OF GAMES:

As the Olympic Games prospered the mass media grew side by side, the Games began to attract commercial interest. The sale of television rights and corporate sponsorship helped offset the operational expenses of the IOC and local organizers. The nature of commercial sponsorship changed radically with the 1984 Los Angeles Games. The innovative and aggressive marketing of the Games, and the existence of suitable facilities that precluded that need for expensive construction, helped produce a surplus of \$225

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million (U.S.) a staggering sum by all previous standards, before that organizing Games was considered as waste of money. The Los Angeles organizers demonstrated that corporations were willing to spend huge sums of money to associate themselves with the Olympic Games.

Sports are a big business. The growth of sports industry in the last half century has been phenomenon. According to a study, if all the elements of sports industry were combined from the manufacturing of sports goods to the sports research, developing sports infrastructure, media investment, players payment, event management etc. Sports have become a big business making it the 22nd largest industry in U.S.A. compared to other industrial giants. Sport is bigger than the automobile, petroleum and air transport sectors of the U.S. economy.

Experience tells that the more advanced a country is in application of science and technology in the field of sports, the more is the probability to win or become champion and development in science and in technology demands a huge amount of investment which a rich country can afford.

ROLE OF INDIAN POLITICIANS IN SPORTS:

Nowadays, no sport in India is free from interference of politicians. In cricket, it is not that visible as BCCI is the richest sports body of the world. Indian sports have become the rehabilitation asylum for politicians and retired bureaucrats. For them chairing an apex body of any sport is all about power, money and publicity. The main purpose of the apex body like talent hunt, providing adequate and modern training to the players, grooming next generation players and development of sports infrastructure are the second or perhaps the last priority for these bosses. Indian Men's Hockey team may be an example. It is the team that gave 8 Olympics gold medals to India. Once its administration went to the hands of ex- bureaucrats, India could not even qualify to take part in last Olympics. When the boss is ignorant what to do, the fate of the game is nothing but bleak. Hence, passion and professionalism need to replace politics for the betterment of Indian sports.

CHALLENGES IN SPORTS:

Sports are one area where India lags behind even some of the poorest nations in the world. This despite the huge pool of talented sportsperson that exists in all parts of India. At the junior levels, our boys and girls can compete with the best in the world in almost every sport. However when it comes to the senior levels, where the actual capabilities of our sportsperson are tested, we fail miserably. This shows that it is not the lack of talent that bogs down our athletes but somewhere along the line; it is the lack of proper training that lead to their poor performances in the international arena. The fact that professional sportsperson in our country face a lot of hardships cannot be denied. There are usual problems of lack of infrastructure and funds, lethargic approach on the part of government agencies and indifference of the corporate sector in providing sponsorships. However the fundamental problem lies in the absence of a sporting culture in India. Sports in India are considered a secondary and supplementary activity. The corporate indifference stems from the fact that they are not sure that the sponsorship money will be efficiently used in promoting the game and for the welfare of the players. International sports are highly competitive where only the best and the brightest can hope to reach the top position.

CONCLUSION AND RECOMENDATIONS:

In modern age, sports have become completely economic-oriented. Either it is interest of public or enthusiasm of players; all are inclined towards that game which is helpful in money transactions.

Now-a-days everybody wants to be associated with some sport or the other because of the money involved but at the same time not all make it.

After going through the influence of national / international politics on the promotion of games and sports, it may be concluded that the International politics should not do such work so that countries boycott the Olympics because of spermatic ego and deprive off their athletes from participation in such a religious Olympic festival.

The endeavour should be toward the idea of sharing in the struggle, enjoyment, and achievement of mankind on international level rather than asserting the Polito-economical superiority of nations or races. Sports, at its best need not be a barrier against mindless isolationism, but rather a bridge to equality living and filling up a socio-economic, racial or religion, or political ideological.

Despite its number of draw backs and evils coming in, sport has the latent capability to promote international understanding and good will among nations and their youths.

Sports in India need passion, technical expertise and strategic approach from the bosses of their respective

associations. Revival of sports in India requires passionate sports persons as the bosses not the politicians.

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