



Think India (Quarterly Journal)

ISSN: 0971-1260 Vol-22, Special Issue-08
in collaboration with

Indira Gandhi Government Post Graduate College,

Bangarmau, Unnao-209868, Uttar Pradesh, India



Challenges & Opportunities in Sports sector

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Abstract:

This paper attempts to focus on challenges of sports in our economy. Some suggestion has also been discussed in this paper for sports development. In most simple words we can say that sport is a physical activity that checks our physical abilities. It is an exercise in which we all are compete with rival. Cricket, football, volley ball, basket ball, hockey, wrestling are some of the most popular sports. Sports have many physical and psychological benefits on the players for example it increases stamina and our immune system in our body.

Key words: Sports, physical, health, fitness, training, games, budget, sportsperson.

Introduction:

In the age of globalization unprecedented speed of change in sports sector appears. Sports Management is new and emerging concept in India and has made a good beginning. Indian sports over the years have been plagued by lack professionalism, misuse of power and political influence etc.¹

In most simple words sports means physical exercise, which results in better blood circulation and an overall improved physical stamina and immune system. It positively affects our physical and mental condition. People who have very busy schedule in their life get tired easily. So it is necessary, we should give half an hour any outdoor game or yoga. Education is vital tool to get name, popularity and money similarly, getting a healthy mind and body, everyone must involve in outdoor game or in physical activities for which sports is the excellent way.

If people will pay some time for physical exercise, it will benefit in many ways because it results not only in physical power but also mental power too. Outdoor sports such as cricket, Football, Tennis, Hockey, Frisbee, golf, Volleyball, Soccer, Polo, Badminton, Canoeing, Gymnastics, Swimming, Surfing, Archery, baseball, running, etc helps in improving physical health and mental fitness. However, some indoor games and sports like brain games, Chess, Caroms, Table tennis, Billiards, Squash, snooker, basketball Sudoku, puzzle etc improves mental and concentration level.

Globalization and Sports

Globalization increased the demand for education in two parts. The first is the economic rising payoffs to higher education to global, science based, knowledge and intensive economy make university training more of a necessity to get good jobs. The second part is socio- political, demographic². If we discuss about Sports education then we find that there is limited scope in sports in comparison to other sector. The Post Graduate Diploma in Sports Management (PGDSM) is available in few universities in India. There is need to offer new courses & diplomas in sports and related sectors. The fundamental challenge that sports in India is facing is that it has been relegated increasingly to the back seat, being treated as an extra curricular activity which cannot match up to the regular curriculum in terms of importance³.

Playing sports in any age help us in building and improving our confidence level. If we practice regularly, we can be more active & healthy in our daily life. It will also protect us with numerous diseases such as arthritis obesity, heart problems, diabetes , depression etc. Sports obviously affects a person's physical development, and also his or her social and psychological development.⁴



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In the age of globalization, increasing popularity of some other entertainment things like mobile, video games, television, etc are decreasing the demand of sports and games in the life. Similarly our desi games like gilli danda, pitthu, hide & seek, marble or kancha, kite flying, lattu, kabaddi becomes out of trend which is resulting in different types of disease because in absence of games our stamina and immune system becomes weak. So importance of sports in one's life is invaluable and has many physical and mental health benefits. In present, in schools sports is compulsory, it is necessary at primary, junior and intermediate level for students over all development. It enhances their capability so that they can perform better in their academics and achieve the goal of their life. In current scenario, the importance of sports can be simply understand because most of the country is participating in sport activity at international level and sportspersons represent their countries in these sports events for the pride of their nation.

In present, sport is the best way which helps to maintain physical and mental fitness of an individual. It is also very beneficial to lose weight, controls diabetes, improves blood circulation and controls stress level. In India, a wide range of sports are played, but sponsorship, fan following, and retailer involvement differ. While some sports are treated as competitive sports, attracting viewership and sponsorship, others are played for leisure or fitness.⁵

The popularity of sports also gives rise to setting up of various sports industries and the revenue generation potential from these industries is very high which could contribute to the economy in multiple ways.



Main challenges

- Lack of basic infrastructure in rural and urban sector.
- Limited Sports training institutes in district.
- Lack of sport culture and tendency in society.
- Political interference and pressure in sports sector.
- Less budget allotment in five years plan for sports development.
- Lack of sports oriented employment programme in comparison to other sector.
- In most of the people discourages to students to make career in sports.
- Girls are not promoted for games by the parents.
- Govt. should promote every game not only cricket.
- Cost of sports items should be cut.
- Benefit of inclusive growth is not available for all category players.
- Sometimes caste, religion and gender related issue creates problem in fair & transparent selection.
- Our education system only concentrates on studies, but not on sports.

Suggestions for improvement

- Basic facilities should be provided to players during learning and training.
- Sports institute should be open in rural and urban sector.
- Our education system should be employment oriented.
- Sports scholarships should be provided to district, state and national level players.
- Intra and inter school, college sports competition should be encouraged.
- Emphasis should be given not only on indoor games but also on outdoor games.
- There is need to enhance, promote and focus on sports academy.
- Govt. should invest 2% of GDP on sports sector.
- Desi and local games should be promoted to develop sports culture in rural and urban sector.
- Quota should be given to sportsman in not only Govt. job but also in private sector.
- Primary to intermediate level players should be encouraged for regular practice.
- Trial and selection process for game should be fair and transparent.
- Girls sport academy should be established at district level.
- There is need of Research and innovation in sports.

Opportunity: career in sports

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- Athletic trainer
- Coordinators for marketing & promotions
- Sports psychologist
- Physical therapist
- Massage therapist
- Sports news reporter
- Sports cameraman and photographer
- Physical education lecturer
- Stadium manager
- Coach for different games like cricket, football, hockey, wrestling, table tennis, badminton etc.
- Physical education instructor
- Announcer in sports
- Sports news reader

Conclusion:

In our country there is need to develop sports culture, if govt. increases the budget in Five Year Plan for sports and provide quota to sportsman for service in govt. and private sector then the interest of students/players in sports will be high. There is much scope in sports industry and related activities. Medical & Sports should associated for solving health related issues for example regular outdoor game practice is helpful in reducing medical expenses. Need to set up more sports university, institutes & academy for innovation and research in sports & game which will be helpful to develop sports culture and job creation for sportsperson.

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