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PROMOTING SPORTS IN INDIA FOR BETTER TOMORROW



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ABSTRACT

Sport management involves any combination of skills related to planning, organizing, directing, controlling, budgeting, leading, and evaluating within the context of an organization or department whose primary product or service is related to sport or physical activity (De Sensi, Kelley, Blanton and Beitel, 20003). Sport managers carry out these skills in a variety of organizational settings (for example): college sports; professional sports; amateur sports (Olympics); sport marketing and management firms; sport communications and news media firms; corporate sponsorship and advertising firms; sporting goods firms; arenas, stadium, and civic centers;

community recreation sports programs; social service agency sports programs (YMCA, YWCA, JCC); private club sports programs; and military sports programs. According to Park house (2005), the most recent research on the economic impact of sport identifies it as a \$213 billion-a-year industry, making it the sixth largest industry in the United States ("The answer is," Sports Business Journal, p.23, December 1999).

KEYWORDS : *Promoting Sports, Better Tomorrow, to planning, organizing, directing, controlling,*

THE PERSONAL ATTRIBUTES OF LEADERS

The athletics director is the head coach of a team – a master teacher and leader who has the ability to organize and inspire a group of people to achieve common goals. The athletics department team will vary in size with regard to numbers of employees, size of budget and age of student-athletes (middle school, high school and college programs). The goals of the team will vary according to the competitive level of the program and its related definition of success. However, every effective athletics director is a highly organized person who is committed to bringing the best out of his or her players and pursuing the highest level of program excellence within each philosophical context.

Leadership is a complex composite of commendable personal attributes and ways of acting that result in employees and student-athletes believing in the leader's judgment and direction and wanting to execute or fulfil the leader's assignments and expectations. Is there such a thing as a person being "a natural" leader, like a natural athlete or a gifted artist or musician whose talent

appears to come easily? To an extent, the answer is yes. Leadership qualities come more easily to some rather than others. However, all of the following personal attributes of a good leader can be developed by intent.

Skilled Communicator- Able to clearly explain tasks and inspire others with varying backgrounds and perspectives.

Confidence- Poise, clear thinking under pressure, conviction in the course being set, and decisiveness are characteristics that earn the respect and loyalty of others.

Fairness- Treats people fairly, makes decisions consistent with clearly expressed standards of right and wrong. When handling disputes, the leader's resolution engenders a feeling of justice, equal treatment and even handedness.

Generosity- A 'giver' rather than 'taker'; a giver of time, knowledge and caring.

Honesty- Truthful and openly self-critical with regard to acknowledging own errors.

Mastery- Makes decisions and demonstrates a high personal commitment to acquisition of knowledge, skill mastery and thoughtful action.

Passion- Performs work and play and approaches every task with passion and enthusiasm.

Optimism- Believes that everyone has something important to contribute to the success of the organization; creates an environment that is positive, hopeful and buoyant – a place of working, playing and human interaction that employees and student-athletes enjoy and value.

Selflessness- Puts the needs, interests and wishes of others before his or her own self interest. When the leader asks someone to do something, that person knows that what is being asked is for the larger good or good of another.

Trustworthy- Builds trust and confidence by acting in team member's best interest and not revealing confidential information.

PROMOTING SPORTS IN INDIA

Today sport emerges as an important component of socio-economic development of a country. The active participation in sports improves community health and productivity, reduces medical expenses, imbibes discipline in character and enhances social cohesion. The execution of a mega sporting event helps in developing infrastructure, generating employment, securing inflow of foreign capital and thus contributes significantly to the economic development of a country. Therefore, it can be said that the impact of sports on the society is multi-dimensional.

The government plays a crucial role in promoting sports in a country. The government and governmental organizations constitute the public sector of the sports industry, which is responsible in making sports policies, allocating grants for developing infrastructure, nurturing talents and designing specialized programmes for overall development of sports. The objective of this article is to discuss critically the role of government in promoting sports in India.

The year 1982 was significant in the history of sports in India. In that year, India organized the Asian Games for the first time. Prior to that, not much emphasis had been given to sports in public policies. The following table shows the fund allocation for sports in India.

FIVE YEAR PLAN

Five Year Plan	Duration	Fund for Sports (INR million)
6 th	1980-1985	270
7 th	1985-1989	2,070
8 th	1992-1997	2,100
9 th	1997-2002	4,730
10 th	2002-2007	11,450
11 th	2007-2012	46,360

Sources: Five Year Plan Reports in India.

Despite a significant increase in the fund allocation, it is pertinent to mention that not more than 1% of budgetary allocation has been directed to sports in India.

ROLE OF PYKKA IN PROMOTING SPORTS

PYKKA received the Union Cabinet of India's approval on 10 March 2008, and was officially launched on 1 April 2008. At the national level, PYKKA has three decision making bodies namely, the General Council of PYKKA which is headed by the Union Sports Minister of the Government of India, the Executive Committee of the PYKKA scheme chaired by the Secretary of Sports, and the Mission Directorate, headed by the Joint Secretary of Sports in the Ministry of Youth Affairs & Sports. PYKKA collaborates with other Government bodies such as Sports Authority of India and Nehru Yuva Kendra Sangathan, international agencies like UNICEF, and NGOs such as Magic Bus and Isha Foundation. PYKKA has also sought the aid of FIFA in implementing PYKKA's village level initiatives for football.

PYKKA is a Central Government sponsored scheme which is implemented by State and Union Territory administrations. Funding is shared by the Union and State Governments funding on a 75-25 proportion, respectively. The proportion of central funding for Northeast Indian states stands at 90%. The provisional budget allocation for PYKKA stands at INR 1,500 crore in the 11th Five-Year Plan period, and an allocation of INR 6,000 crore cumulatively for the 11th and 12th Five-Year Plan period. For the Financial Year of 2010-2011, the allocated budget of PYKKA is INR 205 crore.

PYKKA provides funds for the development and maintenance of sports grounds in villages and block panchayats. It plans to introduce such facilities throughout India over a period of 10 years. Depending on the population and area of the panchayat, more than one facility may be funded. Each village panchayat is given a one-time grant of INR 100,000 and each block panchayat is given INR 500,000 for this purpose.[2] Additionally, an annual grant for the purchase of sports equipment is given to the tune of INR 10,000 and 20,000 for village and block panchayats respectively. An annual maintenance grant of INR 12,000 and 24,000 is also given.

To encourage the growth of sporting talent among the youth, PYKKA facilitates the conduct of district-state and national level competitions for various sporting disciplines.

Despite these efforts, the performance of Indian athletes at the international level is not very convincing. Therefore, a few steps may be recommended to make these initiatives more comprehensive. First, the allocation of funds, as the percentage of budget, should be increased to broad-base sports in the country. Second, sports should be made as an integral part of the education

system to inculcate sports culture from the school level. Third, the effectiveness of the developmental projects should be evaluated periodically. Fourth, uniformity should be maintained in sports specific activities of various states of India to provide equal participation opportunity to its citizens. Finally, a structure of good governance should be incorporated to make the system transparent and accountable.

To revive sports culture, the government should revisit the sporting framework of India. Otherwise, the immense potential of the country in sports can never be realized. It can be expected that the government will play a proactive role in promoting sports in India to establish the country as a sporting nation.

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