


Challenges of Sports Development in India

Presenters:-

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*"A vision without
strategy remains
an illusion."*

Lee Bolman

Introduction

Based on the World meter elaboration of the latest United Nations data

World population - 7,800,000,000

India -1,392,383,007

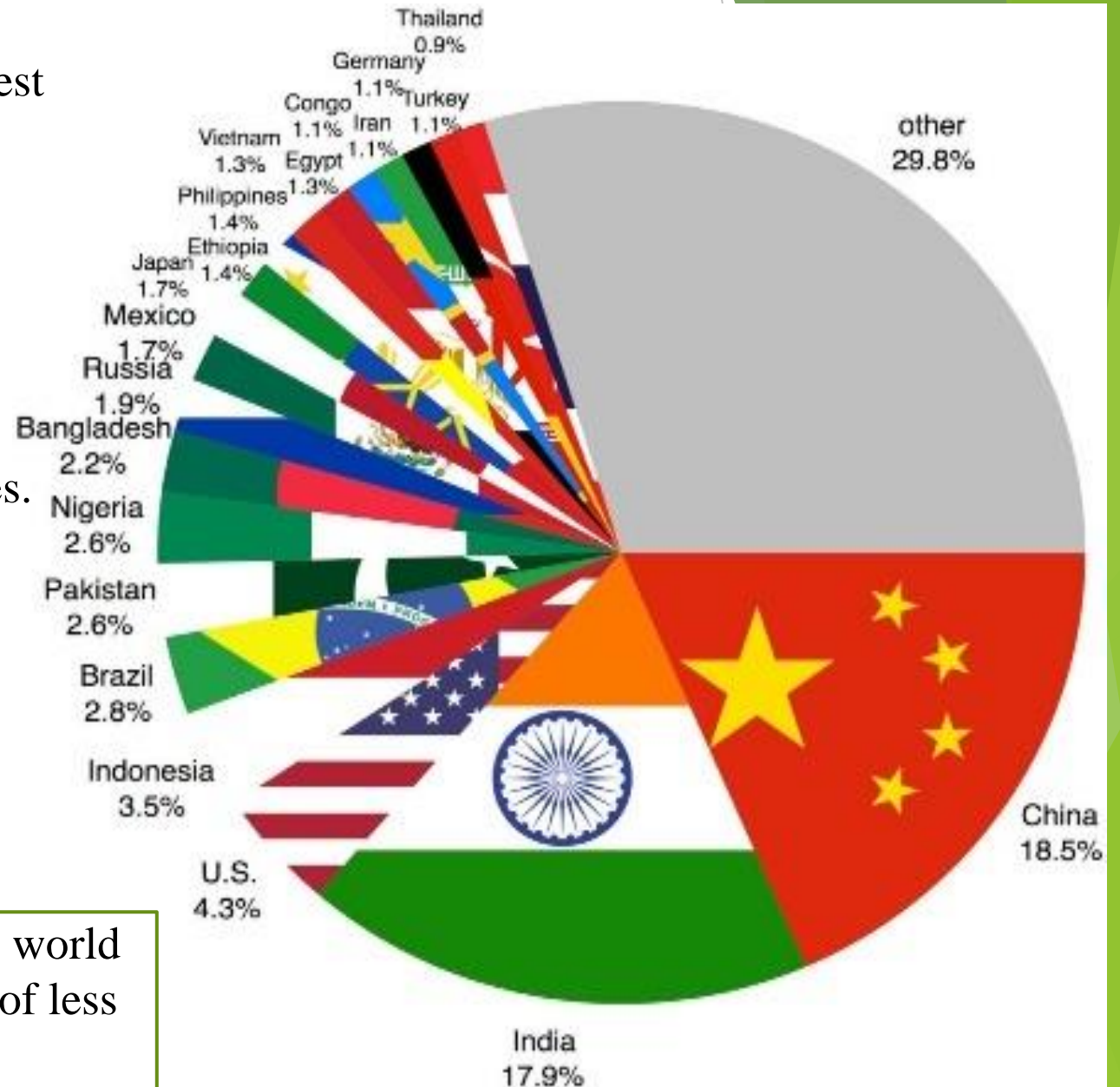
India has won **28 medals** in the Olympic Games.

Olympics India Rank

2012 - 56 out of a total of 83

2016 - 67th out of 118 countries.

Country of more than 1.3 billion (17.9 % of the world population) people can only collect an average of less than one medal per Game.



Beijing 2008 was India's most successful Olympics, we finished with

1 Gold

2 Bronze medals.

That is over 383 million people per medal.



No doubt that India has sporting talent. The **Indian cricket team holds the world one-day title and Test team** in the world

But why does it fail to translate this into Olympic success??? Big Question?

Low medal tallies can arise because of mainly 2 reasons :-

- A country has very few people
- **Very few of its people effectively participate.**

Factors that affect grassroot level development of sports in India.

➤ kids early age is too young for play

Indian parents have **misconception** that children should not do any sport activity at the early childhood age.

➤ Lack of Parents support

Parents have the **authority to take the decisions** in their child's life. They gave a lot of importance to academics rather than sport. Sport is just for recreational purposes. "time pass".

“Kheloge kudoge to honge kharab,

padhoge likhoge to banoge nawab”



➤ Social and economic inequalities

Maximum number of participants in the field of **sports belong** to **Middle** class, **lower middle** class or **very poor** background. They struggle a lot for :-

- training facilities
- good coaching
- infrastructure
- latest equipment
- nutrition

They are totally dependent on the government schemes

➤ Poor Infrastructure

Lack of sports facilities at the grass root level, a major problem. If someone has a **natural talent** in a particular sport, it gets **crushed at the school/college level** itself.



➤ Lack of Knowledge

- Lack of knowledge directly **affecting performance** in sports.
- Trainers neither apply **latest research and techniques** on their trainees nor they keep individual differences in mind during their training.
- **Proper nutrition** is not administered and practiced.

➤ Lack of recognition of other sports

Cricket- Marketing is so strong in cricket that they don't let other sports **get limelight** unless its an Olympic gold.

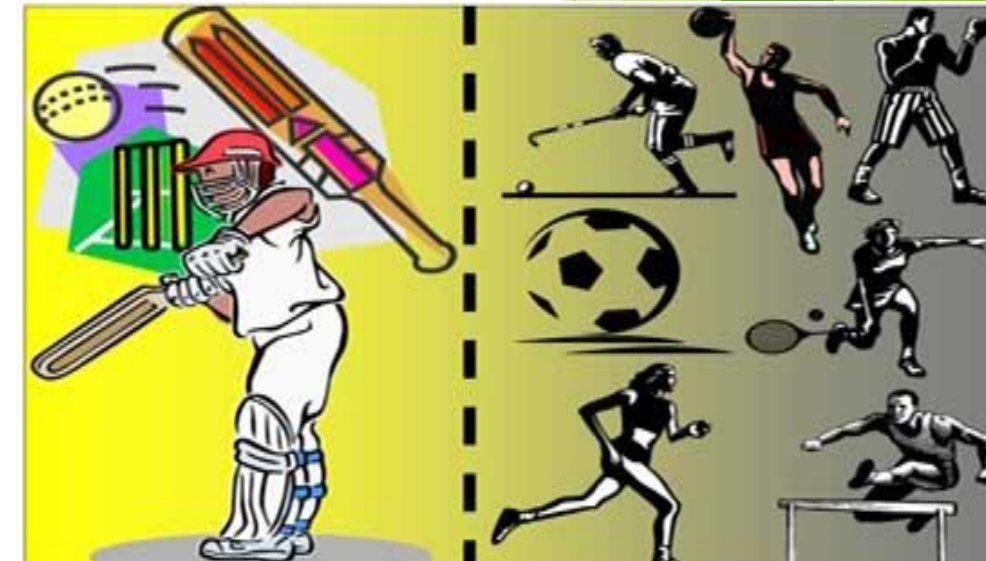
Interest percentage in individual games

Cricket – 38%

Badminton – 11%

Rest all games are below - 8%

Source - KPMG Industry report

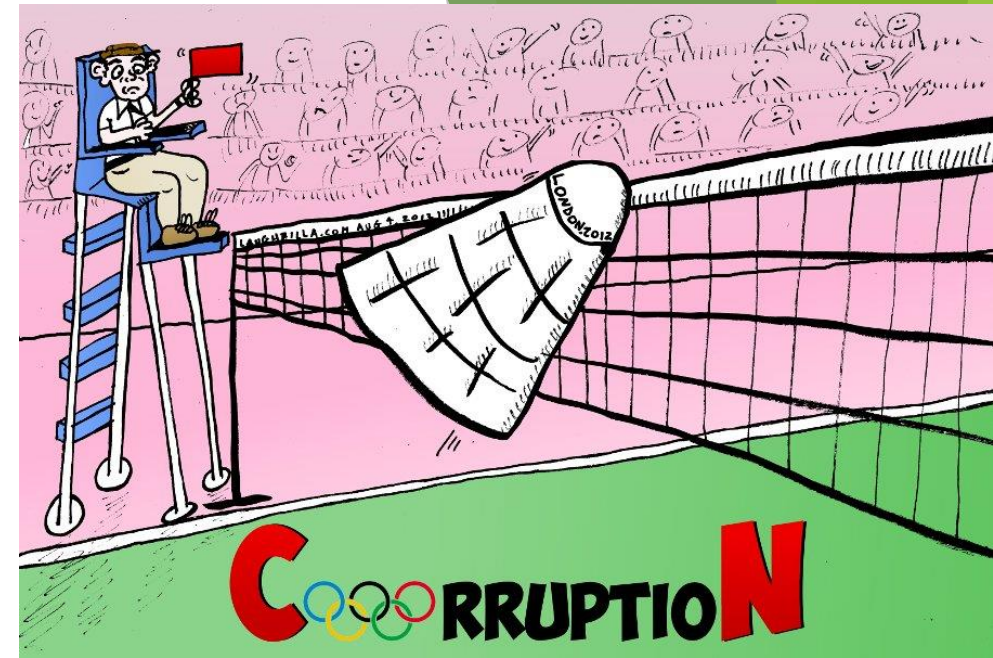


➤ Corruption

Corruption plagues all major Indian sports.

Governing boards of sports federations are under the **control of politicians and bureaucrats** who have no interest and knowledge of the specific requirements and anticipated problems.

Controversies surrounding **2010 Commonwealth Games** dented the image of sports administrators



**THE HARDER THE
BATTLE
THE SWEETER THE
VICTORY**
-LES BROWN
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SPORTS DEVELOPMENT PLAN

➤ Build awareness

- Creating awareness around sports participation & **benefits** must be launched.
- Target the age **group of 8–15-years** as active kids do well in sports.
- Encourage youth to pursue sports as a career ,to **wear the tricolour** and represent India.

➤ Athlete/Player expectations

- Acknowledged with some **reward and recognition**.
- System to **create opportunities** and platforms.
- **'hungry stomach can murder passion'** provide financial assistance.
- **Specialized coaching**, latest gear and equipment.



➤ Grassroots participation & local community connect.

- **Schools and communities** should focus on sports activities
- **Historical association** with sports in local community. Ex. Punjab is historically known to produce great hockey players, so focus on hockey in that region.
- **Test youth** in community, using a standard measure to understand basic
 - ✓ physicality,
 - ✓ level of fitness,
 - ✓ natural orientation
 - ✓ interest levels in a particular sports



A player juggles the ball with her stick during a training session at the only AstroTurf of the village.

Mecca of hockey

In Jalandhar, Sansarpur has birthed 14 Olympians

Seventh Heaven: The seven 'Kulars' from Sansarpur who featured at the Mexico Games in 1968.

➤ Recognizing Sports as an Industry

India is not just **recognised** through cricket but also through **other sports** such as Wrestling, tennis, badminton, hockey, athletics kabaddi and much more.

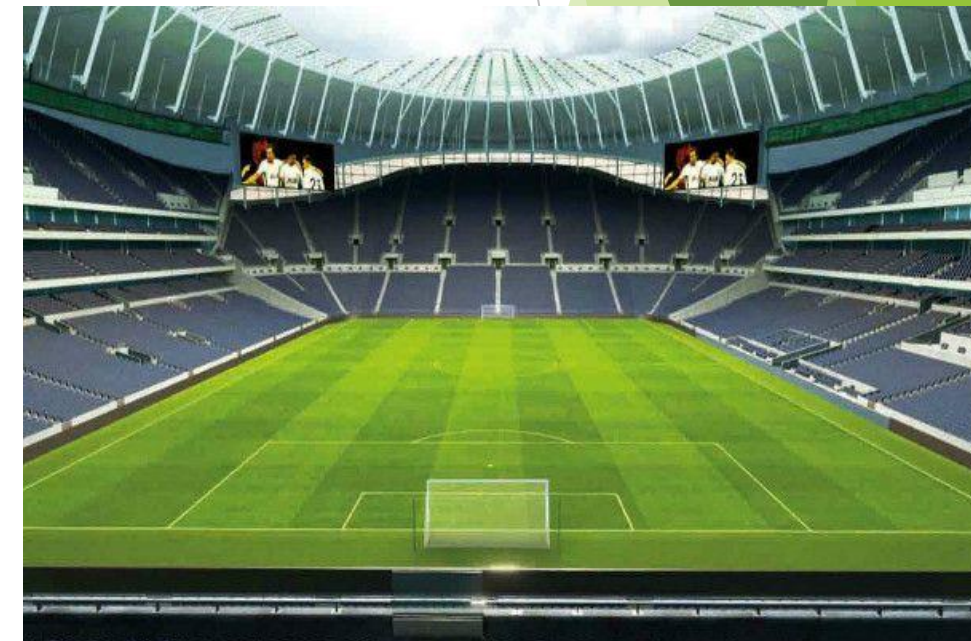
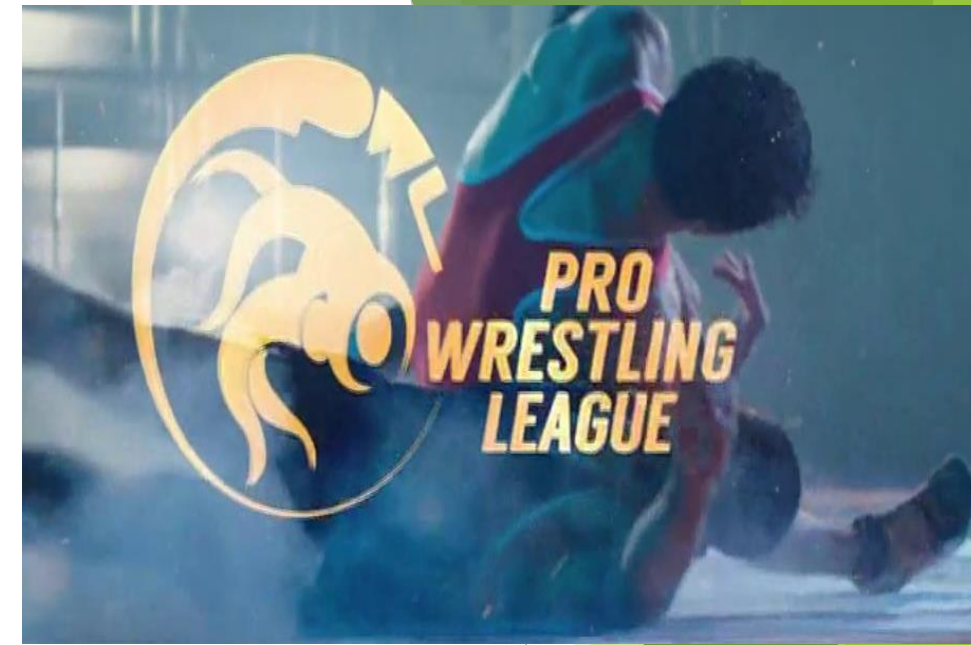
- Pro Wrestling League,
- Indian Super League (football),
- Pro Kabaddi League
- Indian Badminton League

➤ Invest in Sports Infrastructure through P3 Model

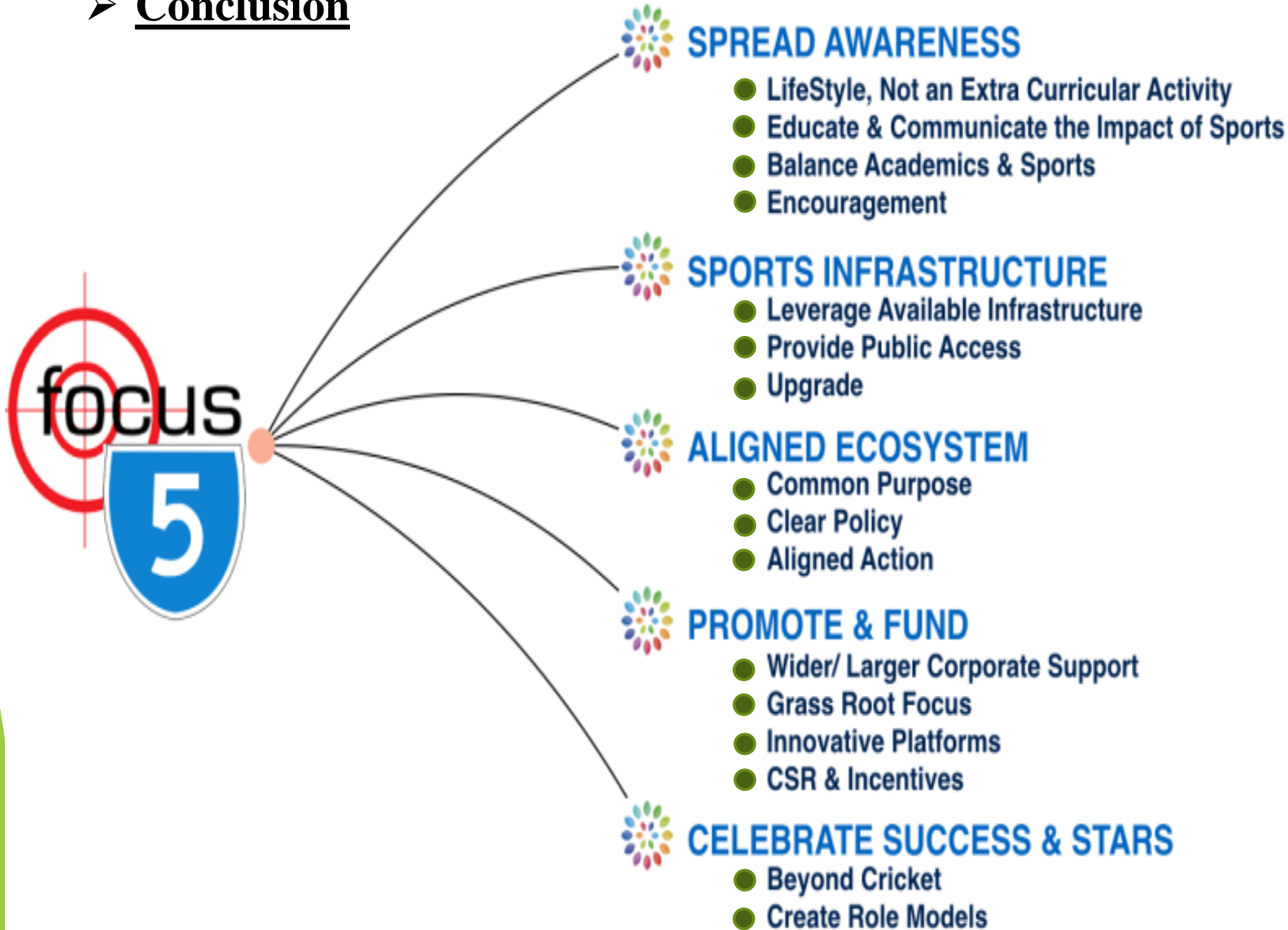
Public-Private Partnership (PPP)

Countries like Australia or the United States often have stadiums partially owned by both the **government and corporates**.

- Building sports infrastructure.
- **Development** of mega sport projects like **stadiums or sporting complexes**
- Responsibilities for **construction and maintenance**.



➤ Conclusion



*Set your goals high,
and don't stop
till you get there.*

Thank You,

*Dr. Harender Sangwan
Dr. Balbir Singh*