

Framing Policies for Sports as a Sector for Employability and National Development

Dr. Yogesh Chander¹, Dr. Varuna¹, Ms. Shivani²

ABSTRACT

The paper explores the concept of sport sector with employment opportunities along with the role of University Grants Commission and Indian universities to generate skilled human resources. Sports and youth affairs have been given in the list of various sectors identified by Federation of Indian Chambers of Commerce and Industry. In an era of transnational culture and with stupendous economic development in India, games like Cricket, Wrestling, Boxing, Formula One, Hockey, Golf, Shooting, Soccer, and Tennis have shown the potential for economic development and requirement of human resource. Sport is multibillion dollar sector around the world and India is having the potential for economic growth. This sector has the ability to generate domestic and international employability. The promising return of sports sector has drawn the attention of many corporate houses in India. Apart from economic benefits, sports uphold the health and health related values among individuals. The sport sector is the combination of sporting activities and activities associated with sports. The business of sports has huge requirement of manpower. Universities may fulfil the demands of the sports sector by delivering innovative, skill based courses, according to demands of the industry/ sectors. University Grants Commission must collect the demands of industry and start contemporary courses, accordingly. The suggestions given in this paper may be fruitful for development of sports sector related skills. The present paper has its implications for departments involved in skill development, employers, Niti-Aayog, University Grants Commission, State and Central Universities, Ministry of Labour & Development, Ministry Of Skill Development and Entrepreneurship.

KEYWORDS

University Grants Commission, Sports Sector.

INTRODUCTION

This is a harsh reality that despite world's biggest democracy, ninth largest economy, second-largest population and one of the oldest nations,

India has poor sports performances at international level. It is high time to think about sports as a sector. According to marketing experts government must

-
1. Assistant Professor, Institute of Teacher Training & Research
BPS Women University, Khanpur Kalan, Sonapat, Haryana, India
 2. Assistant Professor, N.C. College of Education, Israna, Panipat, Haryana, India

allow FDI in sports like other sectors. This will help in growth of GDP and will help in sports goods production. In the direction of sports as sectors, FICCI has taken initiatives and has kept sports and youth affair in their sectors. Sport was considered as profession since ancient time. During princely states and before merger of the states in to Indian union, the sports were patronized with sports professionals, coaches and public enjoyment by the Kings. In an era of transnational culture and with stupendous economic development in India, the concepts like leisure time activities, health and finesse has been revised. Games like Cricket, Wrestling, Boxing, Formula One, Hockey, Golf, Shooting, Soccer, and Tennis have shown the potential for economic development in India. Today, a sport is multibillion dollar sector around the world and India is having the potential for economic growth. This sector has the ability to generate domestic and international employability. The promising return of sports sector has drawn the attention of many corporate houses in India. Apart from economic benefits sports uphold the health and health related values among individuals. According to the International Olympic Committee (2015), sport is a cost effective tool for development.

Sectors as identified by the FICCI

Federation of Indian Chambers of Commerce and Industry (FICCI) has given the list of sectors. The sectors are: agriculture, against smuggling & counterfeiting, art, capital goods, chemicals, civil aviation, communication & digital economy, corporate laws, defence, disaster

management, education, electronics & white goods manufacturing, entertainment, environment & climate change, financial sector, food processing, FMCG, gems and jewellery, luxury and life style, geospatial technologies, health homeland security, HRD, Hydrocarbons, information technology, IPR (intellectual property rights), labour & employment, life science, manufacturing, medical devices and equipment, migrations and diasporas, mining, MSME (micro, small and medium enterprises), petrochemicals, power, private security, publishing, real estate, renewable energy, retail, skill development, S&T/ innovation, sports and youth affair, taxation, steel, textiles, technical textiles and apparel, tourism, transport infrastructure, urban infrastructure and smart cities, water resources, wellness, WTO, FTA & foreign trade (FICCI official website). The present paper discusses the various potentials like employability, values inculcation through sports and the role of Indian universities to fulfil the demands of sports sector.

Scope of Sports as a Sector

The sector is the union of sporting activities and activities associated with sports. The sporting activities include sports clubs, gym, and swimming pool, sporting events or series of events. The activities associated with sports include manufacturing of sports items, apparel, etc. Hence, it can be said that it is related with the sport and sport related economic activities. The prospective of sports sector may comprise of several segments such as sports tourism, sporting goods manufacturing and

retail, sports apparels, amateur and professional sports, recreational sports, school, college and university games, outdoor sports, sports businesses such as sports marketing firms, the sport sponsorship industry and sport governing bodies. Following are the areas where sports have potentials for economical transactions along with sports activities.

□ *Sports Tourism*

Sports tourism is the term used for travelling, which involve the individual to witness and participate in any tournament or sports event. The sport fans are frequently visiting different countries. It is a very fast growing business activity in world travel industry. Mega events like Olympic Games, FIFA World Cup, commonwealth games, ICC world cup etc. have shown the ability to attract tourist for attending these events across the world.

□ *Sporting Goods Manufacturing and Retail*

This is another promising area where the Indian market has potential for employability and economic activity. This area is related to competitive marketplace by providing services, schooling, training to sporting goods manufacturing and business.

□ *Sports Apparel*

Sports apparels are the sportswear which is related with active wear in sports outfits, footwear for games and exercises. The apparel includes shorts, tracksuits, T-shirts, footwear underwear, sports bra etc. Apart from sport participation these apparels are

now in trend with general fashion cloths among fashion loving people.

□ *Amateur and Professional Sports*

Amateur sports are the sports entirely based on philosophy of recreation and enjoyment. The participants are not paid remuneration for participation. Working individuals have limited opportunities to play in their busy schedule. Therefore, these working people are involved in amateur sports. In contrary to amateur sports, professional sports are financially compensated for the time, they play or during preparation training camps. Professional athleticism has become the latest trend in modern sport. Due to effect of media and increased leisure time the audience are increased and this leads to large income for organisers.

□ *Recreational Sports*

A recreational activity is done with amusement, enjoyment and contains the elements of fun. Aerobics, yoga, play and pay schemes, fun- park, water parks are the example of recreation that includes physical activities. These activities are rejuvenating in nature. At present, so many agencies are providing recreational facilities, but not in an organised form. The recreation is an area that can create employment opportunities with or without government support.

□ *Adventure Sports*

An adventure sport is a variation in sports activity. This has increased worldwide recognition as an activity that leads to all round development of youth. This helps in facing challenges against all odds, boldly. Adventure sports may be sky oriented, water

oriented or land oriented. This is the reason that for last ten years the demand of adventure sports has increased in India. The elements of adventure sports involve excitement, physical challenge and risk. Some of the adventure activities are adventure cycling, camping, hiking, horse riding, Trekking, water rafting, rock-climbing, skiing and river-crossing.

□ *Sports Marketing*

Marketing has become an important concept of ideas, persons, institutions, events, and facilities. The development of special sports marketing strategies and presentation of sports goods with services to consumers are gaining importance (Ekmekci & Ekmekci, 2009). The concept of marketing is to meet the demands of the consumers profitably.

□ *Sports as Profession*

Now days, sport is full time profession and professional athleticism is taking place in as compared to amateur sports participation. Apart from career in sports as an athlete, one can opt for varied areas like coaching as coach, training as trainer, sports journalist, physiotherapist, sports medicine practitioner, groundsman, pitch curators etc.

□ *Global Trends in Sports Sector*

Today, sports have the potential in an area of management, employment and industrial expansion. There are visible changes in sports conduct, globalisation, technologies and ageing of the population. In the beginning of 21st century, globe has seen the progression of participation in sports activities.

□ *Sports Enterprises*

Sports enterprises are responsible for organising the sports events in electrifying and organized manner. Today, the sporting events are available for participants and fans. The best tournament experiences are available for audiences. They help in to create an atmosphere that is safe, fun, and beneficial to everyone involved.

□ *Machinery and Fitness Equipment*

The world has witnessed the sports manufacturing units in cities like Jalandhar and Meerut. There are machines and training equipment manufacturing units in India. But the lacking of skilled labour and quality issues the Indian products has low demand in international market. Sports engineering has wider scope to produce quality products and human resource.

□ *Sport Sponsorship Business*

In general, sports sponsorship may be understood as a fee paid in sports with the aim to get economic returns. Further, it gives access to potential commercial activity in the field of game/sport.

How can Universities meet the set Target?

- Establishment of centralised department with University Grants Commission for the collections of demands of industry.
- Universities must think out of box and design the contemporary courses according to the demands of the sport sector.
- The universities should frame a national pattern for imparting diploma/ certificate courses. It is recommended that universities

should develop a professional criterion for the sports aptitude for sports aspirants. This will help in developing and strengthening new and standardized criteria for potential human resources.

- Today, most of the universities in India are offering pedagogical traditional courses that aim to prepare physical education teachers for schools, colleges and universities. However, we need professionals to work in sports clubs, fitness centres and professional coaching. Therefore, it is recommended to modify the degree/ diploma programme according to the demand of sports sector.
- Discrepancy between supply and demand in staff is to be met with innovative courses in university teaching departments.
- Development of communications skills especially in foreign languages in order to meet the gap of international sports market.
- Academic courses for athletes after completing active participation in sports.
- Regular refresher and orientation courses for department of physical education to integrate various areas of sports.
- Establishment of national sports council for coordination among different stakeholders of sport, i.e., sports medicine people (doctors), sports psychologist university psychology departments, sports training (coaches), physical education teachers, heads of various sports associations etc. Further abovesaid council will be required for providing funds, mass participation, elite sports person's training and most important R & D in sports related to employment generation.
- Regular organisation of professional sports leagues on the pattern of IPL, ICL, IBL and Kabaddi league.
- Sports as a sector for business, sports tourism, on the pattern of PM's 'Make In India' Concept; which will encourage manufacturing of sports goods, sports apparel etc and same may be supported by Govt., as small scale industries.
- Universities should encourage recreational sports by maximum utilization of playfields and other sports related infrastructure.
- Model sports law can be framed by the universities.
- Universities must provide professional training programme with different specializations i.e. Sports Training, Exercise Physiology, Sports Psychology, Sports Management, Sports Medicine etc. Other areas like sports commentator, diplomas for groundsman, gym trainers and curators.
- Public Private Partnership in sports with support of private companies. The universities must produce skilled man power for these companies.

- Setting up the centre of excellence, and sports clubs/academies on PPP model etc.
- Sports ombudsman for resolving issues related to sports sectors.
- Universities must adopt nearby villages for sports promotion of skilled person's for sports sectors.
- Develop on line information portal, containing information related to sports sectors demands. Organization of seminar and conferences on sports with implementation of its outcomes.
- Research & development centres for innovations and sports related demand.
- Sports journals in English and Hindi, along with other regional languages, for awareness.
- Game-wise collection of Ph. D. thesis by all central libraries of the respective universities with the help of UGC INFLIBNET/shodhganga.
- Awards for new researchers in sports sectors.
- Last but not least, framework of sports entrepreneurship/ business policy and wide circulation of the policy.

CONCLUSION

It is concluded from above views that sports sector is one of the fastest growing sector in India. Today, from Wrestling to Formula One has promised the potential for economic activity and employability. The sector ranges from amateur sport to professional Athletics. It contains elements from direct physical activities to sports related activities. The business of sports has huge employability potential for youth. Keeping in view the promising returns from sports sector corporate houses are attracted towards sports in India. Along with business opportunities sports has health and health related benefits too for common man. Universities may fulfil the demands of the sports sector by delivering innovative, skill based courses according to demands of the industry/ sectors. The suggestions given in this paper may be fruitful for development of skills required in sport sector. The present paper has its implications for departments involved in skill development, employers, Niti-Aayog, University Grants Commission (UGC), Ministry of Skill Development And Entrepreneurship.

REFERENCES

- Ekmekci, R., & Ekmekçi, A. Y. (2009).** Sport marketing. Pamukkale Journal of Sport Sciences, 1(1), 23-30.
- Federation of Indian Chambers of Commerce and Industry (FICCI) 2016** retrieved from <http://www.ficci.in/#>
- International Olympic Committee (2015).** The Contribution of Sport to the Sustainable Development Goals and the post-2015 Development Agenda retrieved from file:///F:/skill/sport_contribution_to_post_2015_agenda-eng-feb.pdf
- National Skill Qualification Framework, NSQF (2013)** retrieved from http://mhrd.gov.in/sites/upload_files/mhrd/files/NSQF%20NOTIFICATION.pdf