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Research Paper

Sports infrastructure, discipline and allocation of resources for sports in India

Master Thesis

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Major in Sports management and marketing

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Declaration of Authorship

"I hereby declare:

- That I, **HARIHAR SRIDHAR** have written this work on my own without other people's help (copy-editing, translation, etc.) and without the use of any aids other than those indicated;
- That I have mentioned all the sources used and quoted them correctly in accordance with academic quotation rules;
- That the topic or parts of it are not already the object of any work or examination of another course unless this has been explicitly agreed on with the faculty member in advance;
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Date: **3rd of June 2021**

Name: **Harihar Sridhar**

A handwritten signature in black ink, appearing to read 'Harihar Sridhar', written in a cursive style.

Signature:

Acknowledgements

The journey of being a professional in the sports industry, while coming from a country like India where stereotype and society always discourages the involvement in professional sports due to the lack of opportunities and stability, I would like to thank a few people who have stood by me and constantly supported my development and growth irrespective of prejudice and stereotype.

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Abstract

The development of any country and its achievements and accomplishments in sports vastly depends on the development, nurturing and the availability of proper resources and opportunities to athletes and potential representatives of the respective country, in any given sport. The importance of the allocation of resources, the discipline in sports organisations and the infrastructure of the sports industry in the country plays a major role in developing and providing the country with passionate young athletes who can go on to bring pride to the nation.

Leaving aside the lack of resources, incentive and infrastructure in the sports industry in India, the bigger challenge would be to tackle and overcome the hurdle of working and being successful over the influence of politics and lack of discipline in the Indian sports industry. Indian sports associations, organisations and federations are no strangers to scandals, acquisitions and corruption. Indian politics and the influence of political leaders and investors, reduce the chances of better talent being recognised, given opportunities and succeed. It also creates a mindset of interested and passionate sports persons to not consider sports as a career due to the fear of losing the opportunity or the partiality and injustice in the governing structure of the sports associations. Chandran brings to light that in 2012, the Indian Olympic Association (IOA) was suspended from the International Olympic Committee (IOC) for electing leaders with pending criminal charges, forcing Indian athletes to compete at the Sochi Winter Games under the IOC flag instead of the Indian banner (Chandran, 2016)

Most of these situations are either ignored, not reported due to fear of political influence or are ignored by the media as it is a regular event in India for organisations to be in a scandal. The need for these issues to be pressed and explored for better governing structure, possible solutions and respectable sports position for the country provides a base and foundation to address the importance of sports infrastructure, discipline and allocation of resources in the country, a topic of major interest to help build and develop the reputation and pride of the nation. Some organizations and individuals in contrast feel that the Olympic committee is to be blamed for not including the Indian and traditional Indian sports in the Olympic list of sports.

The blame game can be passed around and can lead to comfort one organisation while putting the other in a tricky situation, but from either angle

referring to all the previously written work and publications in the field of study regarding Indian sports, it is very clearly visible that the heaviest loss is beared by Indian sports in general. The organisation or the responsible committee to be blamed can not ensure or guarantee the performance of the country's sporting individuals, unless and until the omnipresent inequality which is the leading factor in driving the country's underperformance is addressed and corrected.

The root cause to the unequal distribution of resources and disciplined structure in the case of Indian sports is the ineffective and limited participation in certain sports due to the lack or constantly increasing difficulties to gain basic access and funding for the regular sports and fitness training activities required in order to excel in certain sports. Majority of the country's talent and potential go undetected and unidentified due to its vast geographical stretch and population size where these facilities, trainers, coaches and other resources crucial for developing sports talent are not accessed. India's performance compared to its human potential constantly ranks at the bottom of the world.

In India to be a serious recognised competitor and regular representative of the country, it takes a degree of privilege and resourcefulness in order to get recognition and be visible to the selectors and federations of the country. The lack of resources and the lack of opportunities in the field of sports, makes an athlete less confident about going higher up the competition levels, competing with the best and making good on the opportunities. Majority of the passionate athletes in the country give up their dreams and talents due to the lack of proper allocation of the resources in the country. In a country like India where the production of sports goods and equipment is so high, it is a matter of shame, that the country exports more of its sports produce, than distributing it amongst the country.

India exported sporting produce and goods worth around US\$ 256 million in 2013-14. A country with multiple multinational companies and innumerable private investors, finding customers for sports abroad shows the importance and the prospect of sports as an industry in the country. The country lacks awareness about multiple sports, they lack the information of sports and these sports find it impossible to attract private investors and the possibility of the privatisation of the sport due to the lack of audience, lack of PR and lack of exposure for these investing companies. According to Singh, the Indian government has turned its attention to developing the sports sector as a

strategy to create jobs, generate revenue, and attract investment into the country, aside from nurturing sports talent. For 2018-20, the federal government set aside a US\$262 million (Rs 1,756 crore) budget for its 'Khelo India' (*Play India*) program. The Indian government surely has invested in sports and its infrastructure, but in contrast to what Rohini Singh quotes, the important topic to be highlighted is that the 'Khelo India' scheme is a competition, and majority of the funds mentioned are directed towards the organising and setup of this competition, but not for the provision of resources and equipment for the preparation for the athletes. (Singh, 2018)

The need to explore and develop these areas where the visible lack of discipline and structure inspires passionate and young athletes and sports enthusiasts to look for solutions, recommendations and possible corrective measures or counter measures that can help develop the country into a developed and well organised sports super power. The benefits of the country's sports excellence is not limited to fame and superiority over other countries, but also plays a major and decisive role in the development of the country's economy, increase in tourism and various other aspects that help a developing country like India, experience a boost in its efforts to development and gaining economic stability. The increase in sports infrastructure also leads to development and visible increase in the employment sector of India, expanding the scope of study to sports medicine, sports technology, etc. Sports retail, sports production and various other sources of economic development can also experience a significant increase in interest and attract more investment nationally and internationally.

The purpose of this thesis is to explore the in depth problems, solutions, countermeasures and corrective recommendations aimed at sports organisations, federations and associations that play any role or have any impact on the development of sports, sports infrastructure and the governance of sports bodies within India.

1. Introduction

This research paper would be addressing the allocation of resources, the sports infrastructure development and the concept of sports discipline in organisations, federations and sports associations in the Indian sub-continent. In a vast country like India, with a rich and cultural heritage, having acclaimed fame and pride in majority of the competitive fields across different industries in the world, addressing the need of sports development and the possible opportunities that sports can help contribute to the developing country in terms of economy, growth and perspective development in the competitive sports industry is very important. A topic that is ignored, submerged or not addressed well in the country, it provides the opportunity for growth and development if analysed and studied properly. Identifying the key issues that pose as obstacles to the development of sports, analysing the possible solutions and addressing the lack of proper allocation of resources, lack of sports discipline and infrastructure can help the country make the necessary and feasible changes to restructure and better organise the sports industry.

India, a country with a population of 1.35 billion people, stands at a very distant position from being a country of sports supremacy and domination. Having won 28 medals since the 1900 edition of the olympics, it is important to analyse and bring effective changes to the governing structure, the infrastructure and the discipline in sports and sports related industries in the country to help the country perform better in the sporting sector, provided that India is a developing country and aims at developing and being equal to all the competitors in all possible fields. Competing with China and Russia in the continent and at all levels, India punches below its weight in the field of sports, whereas Russia and China usually lead the way in the medal tally in all the Olympic games amongst its competitors from the continent.

The country lacks a sporting culture. Education seems to be the highest preference for every Indian household, preferred over any extracurricular activities. Indians have been obsessed and work tirelessly in climbing the socioeconomic ladder of the world, giving them little or no motivation to look at other options in life. This is only a result of the poor sporting culture, the lack of organisational structure, sports resources and infrastructure that makes the Indian population look at careers that pay and support their livelihood better. As a result, the majority of the young population, potential athletes and representatives for particular sports, look at options that pay better, have a

secure income and provide for the family. Indians have been obsessed and work tirelessly in climbing the socioeconomic ladder of the world, giving them little or no motivation to look at other options in life. The contribution of the country's sporting sector to India's overall employment is at a shamefully low 0.5%, as compared to the 2.12% that China boasts. As a result, the majority of the young population, potential athletes and representatives for particular sports, look at options that pay better, have a secure income and provide for the family.

Politics in sports, its impacts on sports development and the challenges sports politics put forward to the development of the sports industry is yet another topic addressed in the thesis, which has not been explored in the past by Indian research. If the topic is addressed, the influence of politics is what stops the topic from being made public knowledge.

The allocation of resources is a subdivision of the influence of sports politics and how the resources and the funds necessary for sports are not being utilised to the maximum potential due to politics and government corruption. A compilation of the above mentioned issues, with additional venture into other problems, possible solutions and recommendations to improve the sports industry in India is what this thesis would comprise of.

Majority of the country's population is not aware of sports and major sports related development in the country making it a challenging concern for sports enthusiasts, passionate sports persons and potential youth athletes who face the challenge of growing and evolving from passionate sportspersons to professionals and expert athletes for the country. The country on the whole shows minimal interest in all sports other than cricket. This not only reduces the opportunity of development of the other sports, but also limits and restricts the flow of resources to organisations and associations for these sports.

The regular Indian media and journalists panel tend to avoid these topics and issues that could pose a threat to them and their career due to the influence of politics and the corruption and bribery in the country. Individuals who pursue the issue and press on it face threats and are not allowed to go public with their work as no platform or publisher shows interest in these topics. This poses a challenge for anyone willing to look deeper and understand and improve the condition of the sports industry in the country. The limited literature and research only give a slight overview, masking the majority of the

challenges and threats the sports industry faces, limiting its development. This provides a huge gap to be explored, ventured into and challenges the very foundation of the framework of the Indian sports federations making it a topic that will prove hard to get access to, but will open multiple opportunities with the right resource. Most of these situations are either ignored, not reported due to fear of political influence or are ignored by the media as it is a regular event in India for organisations to be in a scandal. The need for these issues to be pressed and explored for better governing structure, possible solutions and respectable sports position for the country provides a base and foundation to address the importance of sports infrastructure, discipline and allocation of resources in the country, a topic of major interest to help build and develop the reputation and pride of the nation.

The theory of my framework would be based on a foundation of existing limited literature combined with primary sources of research such as individual interviews with decorated sports coaches and athletes, public survey and personal experience in interaction with sports professionals from various countries, comparing and contemplating the differences in the growth of their careers to bring out possible and feasible solutions to develop and improve Indian sporting culture, its infrastructure and the key issues that affect an individual's development in sports. The theory of framework to develop for this topic on the whole poses a challenge to me as the author, due to limited existing academic content to refer from, few or limited expert opinions in the form of written documents and limited exposure to the public awareness. However this also poses a strength to me as an author to push beyond my limits, to motivate me to further expand my horizons while taking all possible factors and influential aspects into consideration.

In order to go beyond the already addressed issues and the already published material by various Indian media outlets, I personally feel that every story has 2 sides to its part of the story. Moving to the next step it is very important and highly necessary to listen to the challenges faced by athletes, sports persons and individuals who felt they had the potential but dropped the idea of going professional in sports due to various reasons. Thus I have designed and framed questions to analyse it as a survey by reaching out to athletes in the country through my contacts and my ex-team's contacts to understand the mindset and analogy of the Indian youth and potential athletes in the future.

The data I aim at getting through these surveys would be regarding the availability of resources, infrastructure, sports organisations discipline, the challenges they face as individual athletes, the possible recommendation they see that can change the approach of Indian sports, etc. This survey will help me compile the common similarities the management side of the sports industry had that match with the athletes perspectives. Following which the differences are analysed and reported in similar style to express the voice of the youth and the expectations they have from the sports industry within the country.

In all the above mentioned methods and scenarios, the biggest part to be played will be through the secondary sources and already published articles and literature, even though limited, provide a foundation and baseline to analyse and verify the set of questions I put forward, to limit the repetition of the same or similar questions, to explore various unventured topics and analyse the depth of the literature through the literature review of the same content.

This topic has not been explored to a great extent within the country due to the possible threat of political influence, the fear of job security and various other reasons, thus making it important to me to keep the matter of importance in mind while interviewing these sports professionals. I would do so, by sharing the questionnaire for the interview beforehand, so they can help me omit the questions that seem to attract a lot of controversy and keep the interview simple and honest. Similarly the names and responses of the public that answer the survey would be limited and no personal information that poses a threat to the individual would be accessible to anyone.

The main goal at analysing and comparing the answers obtained through survey would be to allow the author as an individual who has had his fair share of experiences in more than 3 professional sports in the sub-continent to offer a compiled and well analysed majority opinion from individuals and athletes that have been a part of sports in the past or still continue to play sports professionally. However these solutions, recommendations and results that are offered by the author are purely recommendations and possible considerations measured with relatable proof to explain why the author thinks this solution could be a better developmental step into the growth and development of the country, its sports infrastructure and its sporting governance.

2. Literature Review

The growth, development, planning, organising, establishment and execution of any particular idea or a chain of ideas is initiated with a definitive plan or blueprint of that particular concept at interest. Understanding how competitive the market around Indian sports is and identifying the closest competition India has in terms of the development and sports infrastructure we are made aware of the sudden and drastic growth in the levels of Chinese and Japanese football. This upgrade and development looks recent, but the country has shown its initial development plans and actions of football governance growth in the blueprints developed back in the 20th century.

Post the period where the blueprint was set and India's biggest competitors were all set to bring forward the best possible football from within their country, they initiated and set up the professional football leagues within their countries making the world recognise their interest, effort and growth dynamics to make football an integral part of their sporting development. For most footballing nations, the opportunity to host any major international football event would be a major privilege and honour, allowing them to get the recognition and reputation amongst other footballing countries. That being said, when Japan was showing its maximum potential and effort in building their football infrastructure, they were met with the perfect opportunity to jointly host the 2002 FIFA World Cup. This not only allowed Japan to gain the reputation of being a major footballing nation, but also brought in multiple opportunities to Asia as a continent to engage in football with more promise of better future prospects. Taking the opportunity, China made their maiden appearance at the 2002 FIFA World Cup hosted by Japan and South Korea, showing the world that Asian football will be a major topic in the future. FIFA President, Mr. Joseph Blatter stated that 'Asia will be the future of football' during the 50th anniversary of the Asian Football Confederation.

(Manzenreiter & Horne, 2007)

As the other Asian countries kept taking maximum advantage of football being globalised and expanded throughout the continent, India found itself in marshy lands, struggling to make any impact as a competitive footballing

country, as majority of its funds, resources and potential was aimed at getting the country to win the ICC Cricket World Cup scheduled to happen in 2003. This was not considered the biggest challenge for a country with such a big population, as many countries such as England and Australia managed to get their respective national teams to both the FIFA World Cup and the ICC Cricket World Cup. This particular aspect of single stream flow of resources and infrastructure to develop only one particular sport within the country is still one of the biggest obstacles and challenges India faces even in the modern day scenario.

The fame, reputation and popularity of the Chinese and Japanese leagues were equally supported like other sports in the country by the audience and fans, comparing that scenario to the Indian Football fans and audience, majority of the Indian population still struggled at finding interest in football as the sport of interest for a vast majority of the population was still to keep their interests aligned with the country's most successful and popular sport, cricket. Similar preferences and prejudices towards other sports were shown by fans including the national sport such as hockey due to the generational pass on of preferences and interests. The audience and fans chose to stick to supporting Cricket at all times, with minimal knowledge about the development of other sports or how the impact of fans affected the development of other sports.

Considering all the speculation around the Asian market developing and India lacking in the development of football in the country on a continental basis, the biggest question that arises is where was India lacking? In what department was the biggest obstacle to the development of sports in general lacking? To bring to context what was happening around the other Asian countries, Sarma(2017) explains that the absence of grassroots and youth development is one of the underlying issues of India's lower ranking in FIFA. He simplifies by adding that the younger generations show a big abundance of talent, which is not supported in the best possible way as these young athletes are not encouraged to pursue sports careers due to lack of professionalism in the school level or academies based in the country. In recent history of the sport within the country, many domestic clubs and tournaments have taken the initiative to bring about change in these particular aspects and encourage the country to produce more quality athletes to go professional and perform to the best of their abilities.

A project initiated by the domestic Indian Football League, the biggest league in the country as of now called the Indian Super League, adopted a project to develop footballing talents and youth football players at the grassroots level. The project aims at reaching out to 500,000 grassroot players, who could

make their way to the elite and professional teams with the right guidance and resources. The organizers of the yearly Super League play their role to develop young footballers by making it a compulsory rule that applies to every franchise equally to motivate them to take efforts and initiatives to invest in the grassroots development of the country. Each franchise is expected to pay an yearly sum of ₹15 crores (€1,687,641) out of which ₹2 crores (€ 225,060) are allocated only for the development of grassroots level football, its development, the resources and infrastructure required for it to flourish at its maximum potential and similar projects.

Commonly known and famed for its grassroots development in cricket across the world, India taking the initiative to put this step forward for football as well is a massive upgrade to every aspect in consideration to the future of Indian football. Creating any environment even remotely as good as the cricketing environment in India seems to pose a significant challenge that is a task that requires a great amount of responsibility, transparency and motivation. However big a challenge it may seem, if cricket can generate so much passion and support from the community in general, attaining similar levels in football is not an impossible task. To secure the future, the groundwork is in play, the initiatives are in motion and the responsible governing bodies are putting forth all resources at their disposal to secure India's footballing future. Will it be a successful run? The answer to this question can only be awaited and experienced in the future that Indian football offers.

The part played by the franchises and the federations involved is a massive one in the development of these athletes, however apart from financial and resourceful support, it is also crucially important to help them develop all the technical abilities and their physical development to suit the sport and meet its requirements. These technical skills and physical attributes help shape the careers of these young football players in the long run. They need to be able to develop the right mindset and will-power avoiding any or all distractions to help them cope with unprecedented situations. In most development scenarios, including and adding psychological skill training can help the young players to develop mentally, growing more mature and will lead to have a good impact on their career growth in the future for their development. (Katiyar et al., 2016) This psychological and mental development is deeply associated with grassroots development and has been a part of grassroots development in all major sporting federations and academies on a global level. This grassroots development aims at building the right mindset and mental development for young and passionate football players, who go on to join the academies by the age of 5-6 years. This psychological development

allows them to excel at sports, complete their education and go on to become great football players, coaches, technical staff or any other field of expertise in the football sector.

The development of football on a national level or within a country surely depends on the players, resources, facilities, infrastructure, etc, but the role that the fans, audience, media and the public play in accepting, supporting and motivating these players to perform better and more competitively is massively important to the development of the sport. Considering the cases of the Asian market, John Connell chooses to highlight the Chinese promise of football development through a globalization, commercialization and constant development which evolved through a concept called the soft power.

According to John Connell, Soft power is the terminology used to describe the concept where the attraction to any particular interest comes through cultural, social and the perspective of the interest for the people, rather than by force or military coercion. In this situation, the community being considered are the football fans who regularly follow, support and have a loyal support base to their respective teams. Soft power was successful in China due to its long running history within the country when it came to interests related to entertainment such as movies, music, cultural selection, etc. This concept found its way to the people and fans which shaped the community for football and its fans within China. (Connell, 2017)

Connell brings forward to the readers a clear compilation of how China developed to have a global impact through its football developments in a clear step by step growth explanation by explaining how the initial Chinese Super League was introduced with 12 playing franchise clubs in 2004 which was the first step to Chinese football. These 12 franchises were soon upgraded to having 16 competing franchise clubs, this introduction sped up the process of globalization within football as China started taking the competition with more effort and opportunities. However, despite these measures, investment and constant development the failure of China to qualify for the FIFA World Cup in 2014 and a FIFA ranking at 109 was a major obstacle to China gaining the reward for all its efforts at developing football from the core within the country. China took on the obstacle as a challenge and started the 2015-16 influx, which saw the Chinese franchise clubs getting some big name signings from major European leagues like Ramires and Jackson Martinez from Chelsea and Atletico Madrid respectively. Following the players flying in to join the Chinese league, China invested in bringing reputed world class managers, technical staff, organisers, fitness specialists and various other managerial roles candidates to improve and develop the overall quality of football in China

to be able to compete and be recognized at a global level. These managers and technical staff had a long history with big European clubs, which made them experienced and well-suited for development from the core of football within the country. (Connell, 2017)

India however was not able to create and generate enough interest, responsibility and growth dynamics as compared to China, which made it look like a lesser competing or a lesser threat to Asian football in general. The development of Chinese football opened opportunities for India as Asian market started attracting foreign investments and similar developmental opportunities. India yet again was late to the party and was slow to catch up to speed upon all the development that was laying the foundation to the successful future that was to follow. Connell's literature clearly portrayed a well structured Chinese approach that showed promise by taking extensive measures towards diversifying their approach into the journey for successful football which stood by its core of following the concept of globalization and soft power to stay on course to reach the vision aimed at. A collective compilation of all these efforts is what led China to achieve its ranking at the 74th place amongst all FIFA World Cup playing nations, while India finds itself way behind its Asian counterparts at the 104th position. (FIFA, n.d)

Understanding how the Chinese population responded to this growth and development plans laid out by Chinese authorities for football is a very important aspect of consideration as not every country can achieve that kind of an audience response and fan engagement in similar manners and methods. Hunter, though his research and literature emphasises the importance of soft power to achieve long-term goals. Hunter goes on to keep the readers engrossed by comparing the Chinese economy to that of the American economy, to draw the theory of importance of a peaceful, economically diplomatic and a natural source open country to source its soft power. This plan of soft power and China's long term football goals went hand-in-hand complimenting each other as it portrayed China as a lucrative destination for investment and opportunity that covered all aspects of Chinese economic development, politics and international trade. Hunter profiles China as not similar to America as the latter have the reputation of using military power and political power on local and international agreements. This style of American business developments match the profuse use of political agenda and power in India, making it a less attractive investment and development destination for foreign traders and investors. (Hunter, 2012)

3. Methods

Research proposition

This research aims at understanding the development of sports in India, as compared to its counterparts from within Asia and comparing it to sports development across the world. The research aims at understanding the sports infrastructure within India, how it can be developed to reach higher competitive levels on the global scale, identifying obstacles such as governing structure, political influence and lack of financial support. While considering all the depth that can be reached while exploring the vast topic of sports development within the Indian sub-continent, it is also important to bring forward public opinion and what certain communities who voice their opinions feel about the sports governing structure within India. Understanding how the foreign and experienced leagues can help improve the conditions of sports in India, comparing how it worked out well for the other Asian countries and analysing literature that explains what India does differently is another core concept of the proposition that helps the author simplify his conclusions and recommendations for possible solutions. Adding to this, we also take a look into the influence of foreign franchises and clubs bringing the foundation to the development and rise of Indian sports as compared to that of its most developed sport at present being cricket. The strategy will take a wide cover of prospect to understand both sides of the opinions. The approach of the federations, academies and governing bodies for sports related development and the public opinions of what they feel is the biggest challenge/obstacle to India being successful in multiple sports on global levels. The study will mainly be qualitative analysis based as it provides massive insights into the general public opinions by seeking out the feedback of athletes, professional players of particular sports and individuals who have competed at various levels representing certain sports. Identifying the challenges and obstacles they faced during their peak and development periods as athletes will lay the core foundation of this research proposition.

The idea behind qualitative research is that it gives the author an in-depth analysis of diverse opinions, their knowledge about sports development in India or the lack of knowledge thereof. Analysing the research and the findings qualitatively provides a massive benefit of understanding the different points of view, perspectives and innovations that might spark any idea or

opportunity for future research and development. The approach to this research will be an inductive approach, which would allow the author to propose a working theory only after obtaining survey results that would provide a clear understanding of the public and majority of its opinion results.

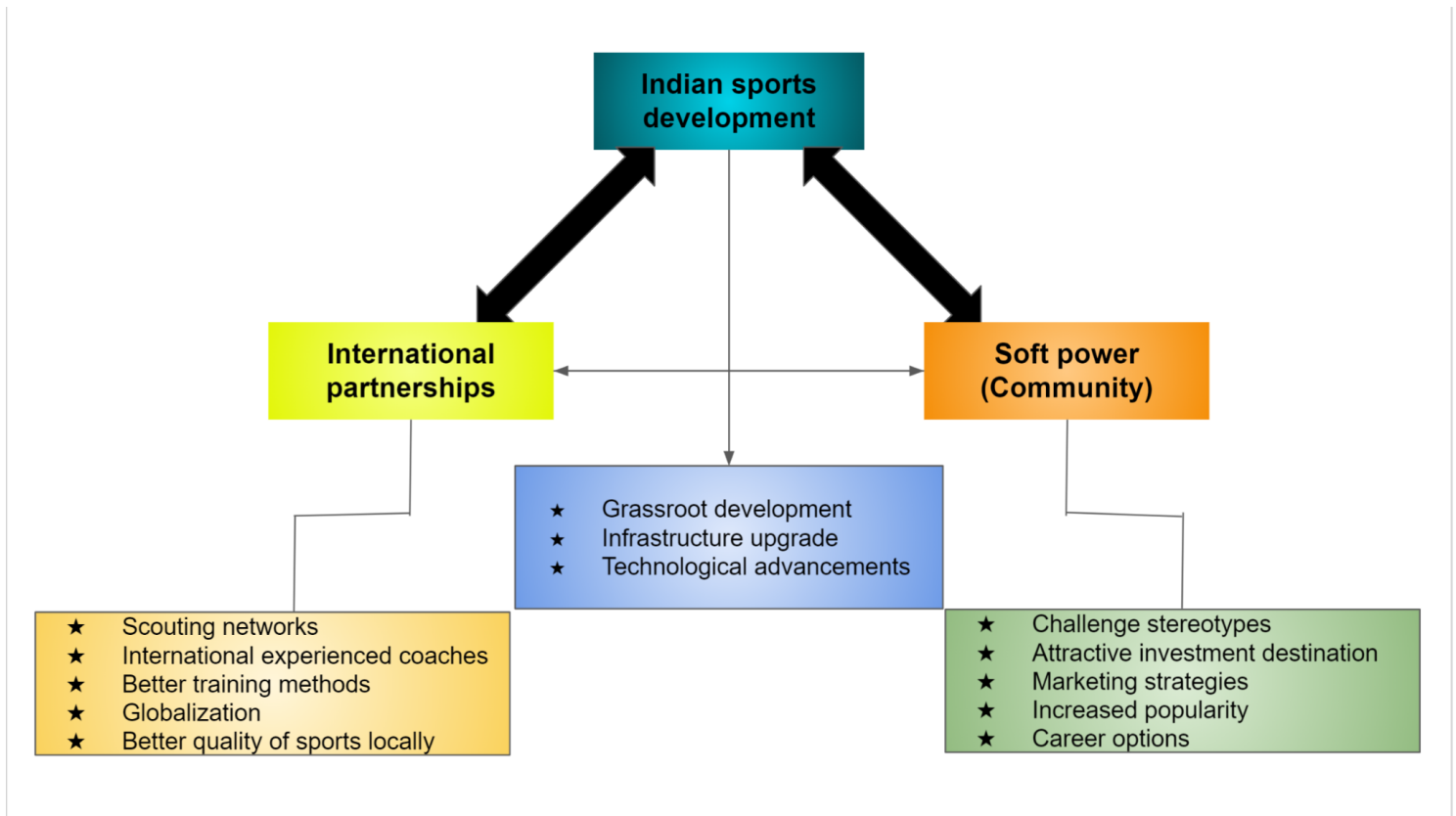


Figure 1

The model from the figure above has been proposed by the author to bring an understanding of the relation between the different aspects of Indian sports, its development and the impacts that various other factors have on the developing infrastructure of Indian sports in general. It is important to understand this co-existence of multiple aspects that are so important to help India reach its highest potential in sporting supremacy. The relation proposed between Indian sports development and the influence of international partnerships and the need for building on a sporting nation as a community through the soft power concept as studied in chapter 2 is that of a correlation theory and explains that these factors are all interdependent. Indian sports in general have a certain amount of perfectly placed aspects due to the investments and developments made in the past decade, however capitalising

on these aspects, making the highest possible impact and taking the core development responsibly is the challenge India is currently facing. There are major gaps seen in the interest of sporting communities other than cricket within India. The investments from private companies within India, broadcast rights from media and various other international investments in the past decade have allowed India to take other sports and the development of these sports more importantly due to the interest from the massive audience and their demands for more local sports entertainment and interest in watching sports other than cricket as well.

To make the model clearer, the relation between international investments and the community or fan following for the particular sport is considered. Foreign investors, coaches, clubs, academies and federations will be interested in Indian sports only when they see a potential fan base or following for the sport which makes it popular at a global level. This relation gives direct emphasis on how the community built through **soft power** (see chapter 2) has an impact on not only how far the sport develops within the country but also as to how far its reach is on a global scale to make Indian sports an attractive investment destination. The detailed explanation of the proposed model and the contents to explain the flow of the chart have been explained in detail further through this research paper.

The model works to function as a flowchart that explains the relation and the direct interdependence of Indian sports development with factors that affect and impact the development of Indian sports. The 3 main factors of relation being that the Indian sports development is directly dependent on the international partnerships and collaborations that the Indian sports teams put up, which help develop the sports within the country. However this international partnerships and collaborations with experienced teams, staff and reputed investors will not be a possibility if India does not show any kind of developmental promise, which would make the investors look for better opportunities and options. Similarly the process of soft power and community building is aimed at fighting mainstream stereotypes within India, that sports is not rewarding, not worth it and is not well paid. Upto a certain level this stereotype can be considered to be true, as in the majority of the other countries, athletes and sports persons are considered one of the highest earning salaries. This community building and engaging fans and audience to watch all sports equally, support every sport with similar enthusiasm and to accept all sports with the same drive is directly dependent on how well the country performs in those particular sports on global levels or how well they

do to represent the country, bringing pride and respect amongst other competing countries. To further understand the concept of correlation, we take a look at how international partnerships and collaborations are dependent on community building and vice versa. The prospect that international relations brings to the development of sports in India is very high, however making India an attractive investment destination is entirely dependent on how many people follow the sports being considered for investment, how well it is organised, what are the opportunities that it generates and how much return on investment will the investing parties gain. These factors are all dependent on how popular the sport is within the country, how well it is governed and how many opportunities it generates within the country. Similarly, the process of community building is also dependent on the international partnerships the country attracts through sports. The audience and fans tend to pay more attention, take more interest and develop particular liking for tournaments and well organised sports events. The audience also carry a liking from the international sports they watch and emotionally connect with the local teams within the country due to their collaborations with the international brand of their liking or support.

Furthermore these main 3 factors, have many factors down the order of the flowchart that will definitely benefit and play vital roles in the development of the Indian sports circuit on the whole. Taking into consideration the first and the most important aspect for the development of Indian sports in general, it is necessary for the international partnerships and the building of a sporting community or sport loving community within the country, these 2 factors could help Indian sports to develop from the core of the foundation. The improvement of factors such as **grassroot development, infrastructure upgrade and technological advancements** in the sports industry lay the foundation of setting up the stage for India being a multi-sport superpower. Following the basic foundational development the factors that improve due to the international partnership, collaborations with franchises and the expansion of Indian technical abilities are **improved scouting networks** for athletes and players with potential but lack of opportunities and recognition. International partnerships open up opportunities for **experienced coaches and technical staff** from reputed and well set leagues and clubs to bring forward their best experience and develop the sport with some of the best in the business. **Better training methods and improved recovery rate from injuries** are also a factor that affect athletes with great potential, and the flow in of experienced coaches and technical staff and physicians help improve the athletes overall development, performance and increases their scope for improvement. Another important factor that will help put India on the map in

these respective sports and prove to be a competitive nation globally is the **exposure and the improved quality of sporting standards** within the country. The international partnerships gives India the breakthrough in terms of marketing and recognition worldwide due to the already established communities of these respective franchises across the globe.

Going to the other side of the spectrum and talking about why educating India within the nation about its sporting importance, the development of sports in general and breaking through the stereotypes of having only one successful sport within the country we arrive at the next most important factor of gaining sports popularity through soft power and community building. Taking in consideration the history of sports and what unites all Indians in terms of sports is the sport cricket. India's first successful global recognition in team sports came when India won the 1983 Cricket World Cup making every Indian believe in the potential the country has to offer in terms of cricket. However this was not the same case for other sports because of its late arrival to the popularity contest within India. Cricket passion is passed on from generation to generation within the country making it stronger through every passing day. This is a major cause of concern for a country with such a massive population, competing in the world in every aspect to be known, but when it comes to sports being supremely known for only sport. To avoid this type of narrow-minded sports interaction with the population of the country, it is important for the federations, sporting governments and academies to start taking more effort to build strong communities for other sports as well. How is this possible? This factor, like the previous factors, is again dependent on the other 2 factors. However the community building is far more dependent on **overall sports development and international partnerships**. How does building community through soft power benefit the Indian sports? The answer to this question as explained through the model explains that when there is a stronger following and better approach to sports in general it **challenges the stereotypes** built from the past about only one high paying and successful sporting future in the country. When the public starts accepting other sports as equally important it **increases the opportunities for international investments and partnerships** due to its massive following and **increased interest**. This further **opens up opportunities** for players, athletes and experienced coaches who show more interest due to the rising popularity, interest and passion the country generates towards the sport. The community also helps in many financial and economical building of the sport and its infrastructure by attending live games, travelling in support of their teams, buying merchandise, etc which opens up new players in the market as sponsors, broadcasters, investors, etc. The next step is self-explanatory as

the number of players in the market increases, the popularity of the sport reaches higher and higher with more financial capacity, better governance and improved infrastructure.

Research setting

The development of sports has seen innumerable obstacles in India, making it a challenge to understand the areas that require immediate attention, change and possible innovation to help the country achieve its true sports potential. However this topic is a sensitive topic to be spoken about in mass media and public communities due to the influence of financial resources, politics and various other factors that make the availability of literature with any of these topics hard to obtain and challenging to publish. This lack of literature throws open a wide bridge of gap between the community and society within the country that enjoy or actively participate in sports, and the understanding of where the obstacle is throwing the highest risk and causing most damage. The study conducted attempts to bridge the gap and to offer opportunities and future possibilities that the Indian sub-continent can build on to build a promising sporting future on a global level and challenge the judgemental stereotypes that have cost India many years from its sports excellence.

Research strategy

To gather and review the key components of the research based on the topic taken into consideration throughout this research paper the author chooses to use 2 surveys to reach the sports community from India. The research surveys were designed to suit audiences from India who have had any sort of experience irrespective of positive or negative through sports. The reason for conducting 2 surveys was to identify the differences of sports interaction within the country and how it differs based on gender. Thus the surveys consist of a set of questionnaires designed as forms one for each gender. To understand the research in a more detailed and disciplined way the author compiles the data acquired from the 2 surveys into graphs, pie charts, linear scales and most common short answers to ease the process of making

accurate and precise conclusions based on the data and responses derived from the survey.

The survey does not collect any personal information other than the age of the respondent making sure their opinions and personal reasoning stay anonymous. The basic requirement of the survey requires the respondents to give the author a preliminary background regarding their age, to help the author understand the age group the author is attending to while making conclusions and suggesting possible solutions that may help the development of sports in India. Once the age of the respondent is established, it is important to question the relation of sports to the respondents by inquiring about the respondents competitive sports history. This data allows the researcher to understand the respondents sports history, allowing the comprehension of the percentage of competitive sports respondents. Further inquiring about their current interest and day-to-day following of the sports within the country and its domestic sporting circuit to understand what percentage of the respondent population takes interest and supports Indian sports and at what level they stand with important updates regarding sports and its development in the country. Connecting to the respondents at a deeper level with sports in relation to their personal experiences as sports persons, the next question aims to understand the cause of respondents quitting their sporting activities and careers. Being offered a set of options to choose from to understand which factor affected the respondents the most regarding their sports career development was the consecutive mode of approach chosen. The author then goes on to understand the perspective of the respective gender of respondents when it came to comparing the resources allocated for men and women sports within the country and what gender according to them had better resources for sports development. The respondents were then asked personal opinions about the respondents and what according to them was the most important factor in developing Indian sports, what according to them was the biggest obstacle to Indian sports and their opinions about commercialization, privatisation and investments in sports, infrastructure and development.

Data collection

The author finds multiple sources of data collected for information regarding the topic of interest in this particular research that suit the purpose, simplify research and offers a wide range of understanding regarding already

researched and analysed data about similar or relative topics. There is a clear mix of both primary and secondary data that was collected and analysed thoroughly to display the potential that Indian sports has to offer and the prospect of development and its benefits to making India a sporting superpower. These compiled sets of data were used to bridge the gap between the existing literature and proposed research model.

Primary data : The study primarily focuses on data collected and obtained through a survey conducted by the author, that was sent out to Indian public to understand their personal opinions and what according to them are the factors that influence and impact the development and growth of Indian sports in general. The survey also aims at taking a deeper look into the individual respondents and their respective history of sports and the challenges they faced during their sporting days. The goal of the survey and research was to reach and understand the maximum people, their sporting preferences, ideologies, influential factors and key impactful subjects that have the possibility of changing the Indian sporting sector to be stronger, more resourceful and even more successful. The survey helped the author to also get a clearer picture of the audience and their interest towards Indian sports.

Secondary data : The research however would never have carried the content and its responsibility unless it was reviewed and compared to existing literature and already published academic papers in the field of interest, which in this particular scenario is the development, infrastructure and the governing structure of Indian sports. The idea behind the research was to understand the already existing literature to explain and clarify initiatives and development drives that were already in action to develop the infrastructure and the grassroots development of Indian sports. The clear idea and comparison of existing ideas and strategies being implemented allows the author to make precise and more valuable recommendations and offer possible solutions by comparing the existing literature to the research and survey conducted by the author for the purpose of this study subject.

4. Findings

The following section of the research paper mainly focuses on the findings and the statistical analysis by the author based on the research survey conducted using 2 google forms. The survey was completed and taken for review by the author after having 211 (**143 male respondents, 68 female respondents**) respondents fill in their opinions from the form. Subsequently the author aims at bridging the gap and generating a link between the lack of sporting culture and dominance of other sports, other than cricket. The individual set of responses for each question will be used as the basis of understanding key factors and impactful points in the sporting culture within India. The author now explains the analysis of the responses obtained from the survey and simplifies the understanding for the readers with the use of graphs, pie charts and linear scales.

Your current age

143 responses

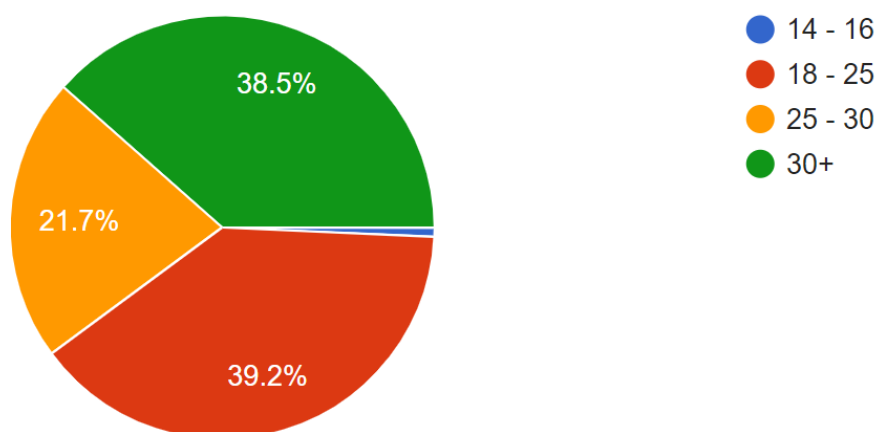


Figure 2.1 (MALE)

In order to understand a basic background of the respondents and to analyse their knowledge about sports within India, the author finds it necessary to know the demographic of the respondents' ages. This allows the author to draw conclusions about the history and experience of the respondents in relation to sports in general within the country. **Figure 2.1** shows the demographic of the **male** respondents and their ages. As seen in the pie-chart, the majority of the respondents had already crossed their sporting

career peak age, or in sporting terms ‘the age of maximum development and growth’. The biggest population of the respondents fell in the age category of **18 years - 25 years** that consisted of **39.2%** of the total population that took the survey. Closely followed by the age category of the respondents who were currently above the age of **30 years**, taking up **38.5%** of the total 143 male respondents. **21.7%** of the respondent population was from the age category between **25 - 30 years of age**. The last percentile of **0.7%**, which was the least, was from individuals who were still at a young age of **14 -16 years**, having the highest chance of going into professional sports as they have the best chance for growth and development in the physical aspect of growth.

Your current age

68 responses

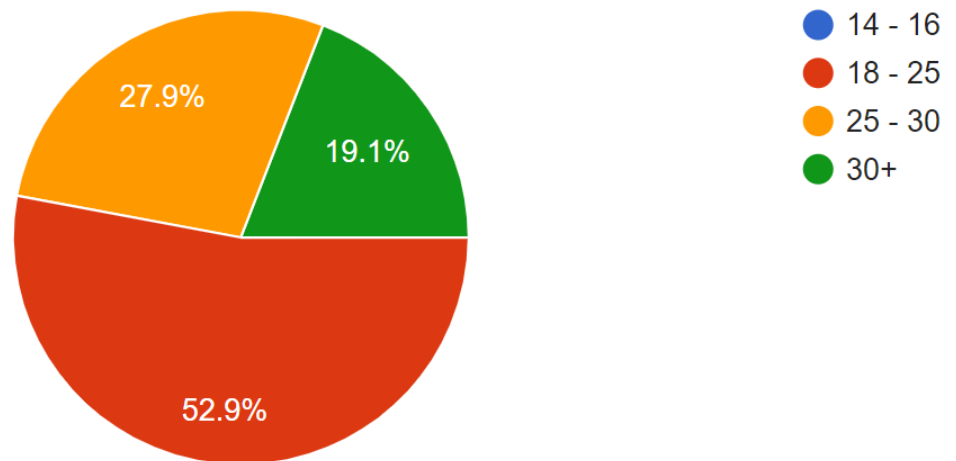


Figure 2.2 (FEMALE)

When comparing the same demographic of age amongst the male and female respondents, the author highlights the similarity of how the most populous age groups of the respondents are those who have clearly grown past their peak sporting careers or are at the end of their development phase of physical abilities. Similar to the male respondents the biggest majority of the respondents in the female category were also from the ages between **18 - 25 years** of age, that consisted of a bigger percentage than the male category with **52.9 %**. Followed by the first category consisting of more than half the population of respondents, in the female category the second most popular age category was the ages between **25 - 30 years** and consisted of **27.9%** of

the respondent population. However in the female category the **30+** age category was the least populated with only **19.1%** of the respondents falling into that category. The 30+ age category had more to offer in the males category as compared to the female category.

After establishing the age group the author finds it important to analyse each of the respondents by gaining a better understanding of the history of sports they have as experience under the next category. The next category for question was about their own personal experience in **competitive sports**, if they had ever played competitive sports in the past. The options were a simple mix of yes or no.

Have you played competitive sports at any level in your entire life?

143 responses

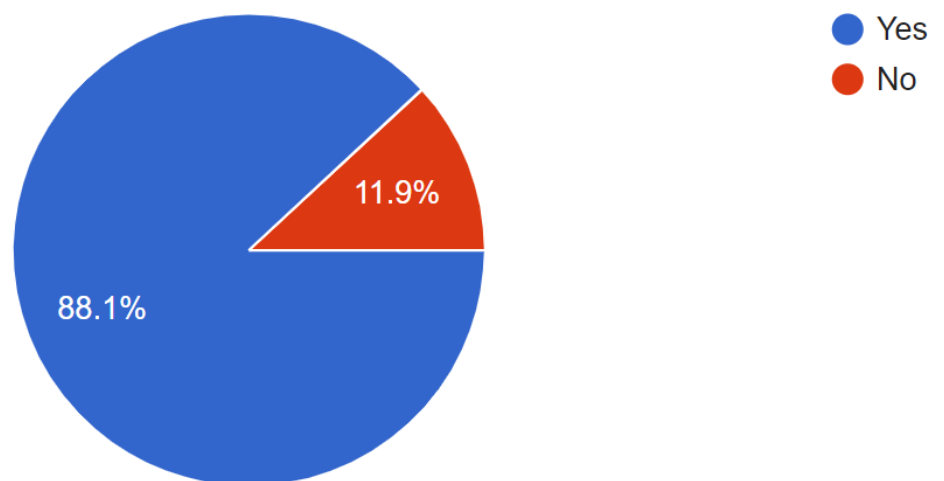


Figure 3.1 (MALE)

Considering the experience in competitive sports it is quite obvious from the pie chart that the majority of the respondents consisting of **88.1%** were actively part of at least one competitive sport currently or in the past. The minority of a mere **11.9%** of the respondents in the male category had never participated in any level of competition in sports. The difference between the 2 categories being so major allows the author to understand the interest and activity of the respondents in sports activities not only as a hobby but also as a competitive activity to be better than others participating in the same competition. The author now takes the readers to the female respondents and

their responses to the same category of questioning. This allows the author to cross reference and see the comparison between men and women in terms of sports, the opportunities and the resources for each category respectively.

Have you played competitive sports at any level in your entire life?

68 responses

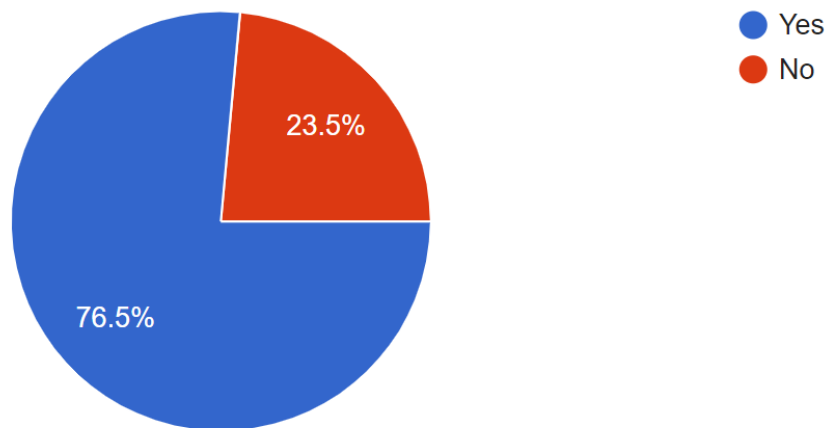


Figure 3.2 (FEMALE)

In the female or the women category the result in the data and statistics was not very different as compared to the men or male category, however the difference no matter how big or small is a factor for consideration and analysis according to the author. In the female category the author finds the percentile of the minority of the respondents that responded *no*, for any competitive sporting history to have increased to a **23.5%**, while the male sports inactive respondents were only at 11.9%. This difference of percentile between male athletes and female athletes are explained in Chapter 5 of the research paper. To conclude the understanding of this category of question as it comes very clearly, the author establishes a **76.5%** participation from the female category in competitive sports.

Once the author had established whether or not the respondents had played any sort of competitive sports, it was important to understand what the highest level of competitive sports the respondent had played. Thus taking us to the next question of 'what was the highest level of the respective sport the respondent had represented'. This question allows the researcher to analyse at what level the biggest impacts, influence and obstacles were affecting the

development of Indian sports. This also allowed the author to compare the differences of competitive levels in sports when analysing the growth of individual players and athletes during their peak development and growth phase and when. The responses the author received from the survey was as follows:

What's highest competitive level of the respective sport have you represented? (Select the highest level)

133 responses

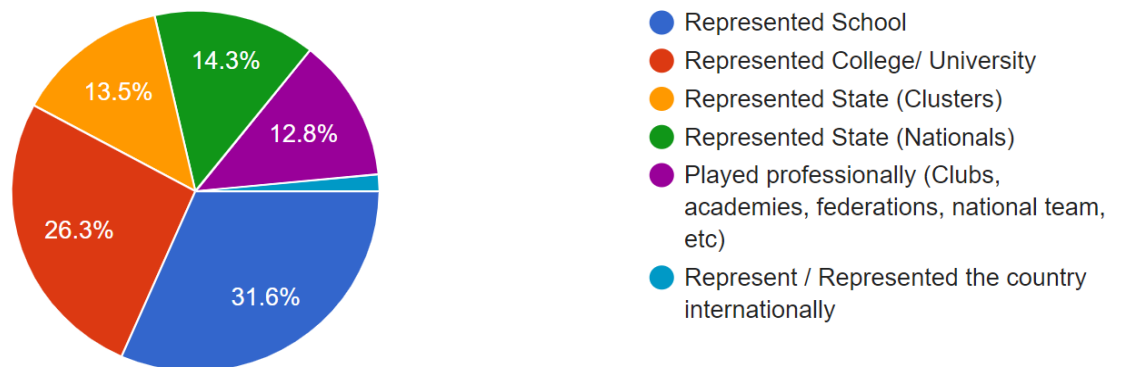


Figure 4.1 (MALE)

This category of questioning was set in the survey in order to enable the researcher to identify where the maximum opportunities were being created and upto what level of the competitive sporting circuit saw the maximum freedom in sports within the country. The author offers 6 options that keep ascending in the level of competition, from the minimum to the maximum within the country. The majority in the males category was seen in the **school level** competitions, where **31.6%** of the total respondent had represented at least their respective schools in competitive sports. The rest of the population who chose other options have to have represented their school in order to get to higher levels of the competition. So in this category everyone who chose to answer has represented their schools or higher levels of competition. The next option that was most chosen by respondents was the **26.3%** who had represented their colleges or universities in the chosen sport. The next 3 categories were not very distant from each other as they were divided by the difference of roughly 2 or 3 respondents. The 3rd place for competitive sports was taken by respondents who have represented their **states in national**

level competitions. This meant the **14.3%** who represented their states nationally were playing national level football as the maximum peak of their sporting career. Following the national level competition closely was the **13.5%** of the respondents who had represented their **states in cluster level tournaments.** Clusters in India are the equivalent of zones (south zone, north zone, etc). After the cluster representatives the second least common option to be chosen was individuals who took sports professionally and went on to continue after the national level to play for pro clubs and franchises. This category occupied **12.8%** of the total 133 respondents. The final category, which is the highest level of sporting competition in the world, is to have the pride of representing your country. This category of responses saw a mere **1.5%** of the total number of respondents with competitive sports history **represent the country at an international level.**

What's highest competitive level of the respective sport have you represented? (Select the highest level)

57 responses

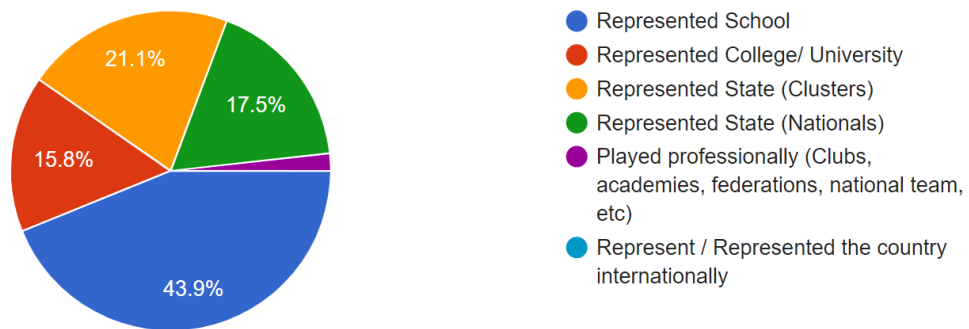


Figure 4.2 (FEMALE)

In the women category for the same subject of interest, the author brings to the reader's attention about the similarities between the options chosen where once again the maximum majority of the respondents had chosen the maximum level of competition they had taken part in as the **the school level**, with **43.9%** of the respondents choosing the least competitive level. Surprisingly in the women's category there were more representatives of the cluster level state competition with **21.1%** of the respondents than that of the respondents having represented their college or university at **15.8%** which is the 2nd lowest number of respondents for the category. In the female category of the same subject regarding the highest level of competition, **17.5%** of the respondents had represented their state in the **national level**

competitions and only **1.8%** of the respondents have played for **clubs and franchises**. The important aspect to be considered here is that as compared to the male category not even a single respondent had played any sort of international competition or represented their country in any sport or competition.

After understanding the respondents and their competitive sports background, the author feels the need of the research to identify the reason or cause for the individual respondent not going professional or taking up sports as a career. This was made possible by a short answer format question, where the respondent was allowed to type out in their own words as to why they did not continue competitive sports or did not go to higher levels of sports to advance further in sporting careers. The answers varied from person to person and had a lot of difference in the most common answers between the male and the female category. However vast the range of answers were, the author identifies the most common or the answers that related to the same problem amongst most of the respondents for both the male and the female category. First taking into account the **male category**, the author finds that the most common answer was either directly stated or indirectly hinted towards the **lack of financial support and incentive**. To put it in simpler terms, there was not a promising earning and enough individual financial stability in the sports industry. The same problem was ranked **3rd place** in the female category. The **2nd most common reason**, in both the categories were the same which was **the lack of opportunity and resources to grow as athletes**. This outcome of results was common for both genders as both the genders felt that the lack of opportunities and resources is the main reason for them to discontinue their competitive sporting activities. The **3rd place** in the male category was not a surprise to take the **first place** in the female category. Majority of the women and about a quarter of the men felt that standard stereotypes and the modern world misconception about sports not having a promising future or enough financial stability in India was the reason they quit playing competitive sports at any level. The verified proof for this question of research is added as an attachment for any further reference of the readers. The other factor that catches the authors attention in both the gender categories is the statement of **'could not balance sports and career/studies'**. Most respondents chose to separate the factor that sports could not be considered as a career option within India. Considering other countries and comparing them to India, athletes who take up sports in schools, universities and colleges tend to take up the option of being a professional athlete as a career, however this could not be the case in India

due to lack of economic and financial support for these young athletes with great potential.

The interest and passion for sports does not fade out of athletes even after they quit playing competitive sports, they tend to watch and follow sports with the same interest in most cases and in most countries, however with the help of the survey the author was able to follow this line of subject for the respondents with the general question asking '**how up to date/interested are you on following the latest Indian sports news?**'

How up to date/ interested are you in the latest Indian sports news?

143 responses

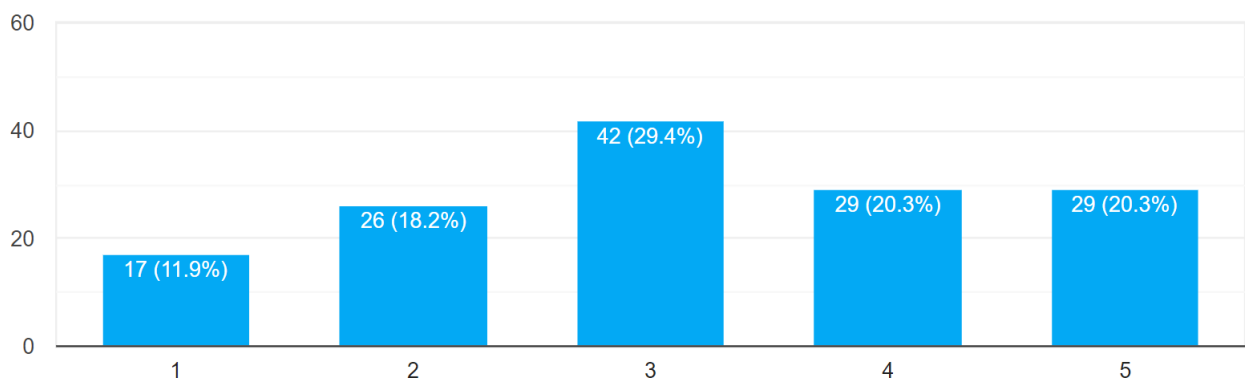


Figure 5.1 (MALE)

The ranking was rated in an ascending order where respondents who chose 1 were least up to date with the latest Indian sports news and trends and the respondents who chose 5 were constantly following and keeping themselves updated about Indian sports and any news related to Indian sports and its modern trends. The responses showed that the highest population of respondents consisting of about **29.4%** of the male respondents were at the **mid range level**, who followed sports news in India, but did not take as much passion and interest to stay constantly updated and passionately follow Indian sports as they do international leagues and competitions. The option **4 and 5** were chosen at equal amounts amongst the male respondents. **40.6%** of the respondents were above the mid range mark, showing their interest and passion towards their country in sports, even after they had stopped playing or were stagnated at their sporting careers. The options **1 & 2** were chosen popularly too, with the difference of very thin margins between them and

options 4 & 5. **18.2%** of the population chose option **2**, while **11.9%** of the respondents chose option **1**.

How up to date/ interested are you in the latest Indian sports news?

68 responses

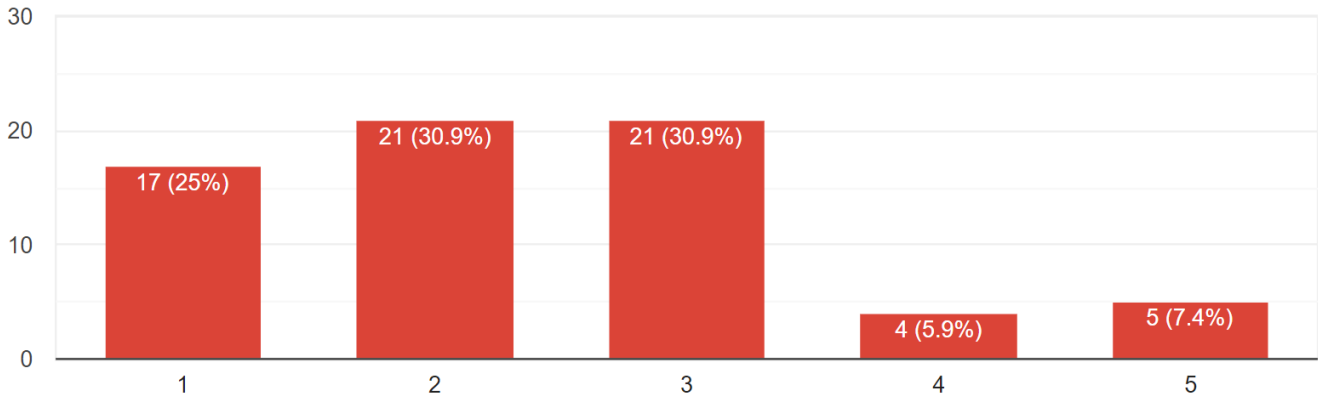


Figure 5.2 (FEMALE)

The results for the women were not as similar to the men in the subject of interest as the majority of the women respondents had a medium or low rate of interest and passion for following sports in the country. The only similar category with the male respondents was option **3**, which shared a joint **30.9%** with **option 2**. The second most popular option was the least or **option 1**, which carried a **25%** response rate. To see the difference in the number of respondents in the male and the female category to choose **option 4 and 5**, there was a surprising mere **5.9% and 7.4% respectively**. The difference so massive is the highlight that catches the attention of the author as a key factor for this research paper.

Once their interest and passion for Indian sports was established, the author takes to a more serious line of questioning and understanding as to what were the biggest factors that affected or had any sort of impact on the development of the respondents as athletes. The respondents were offered 4 options and could choose any number of options, but had to choose at least one option. The question addressed to both the males and females was the same, where the author asks **'have any of the following issues affected your growth/development as athletes?'**

Have any of the following issues ever affected your growth/ development as a talented athlete?

143 responses

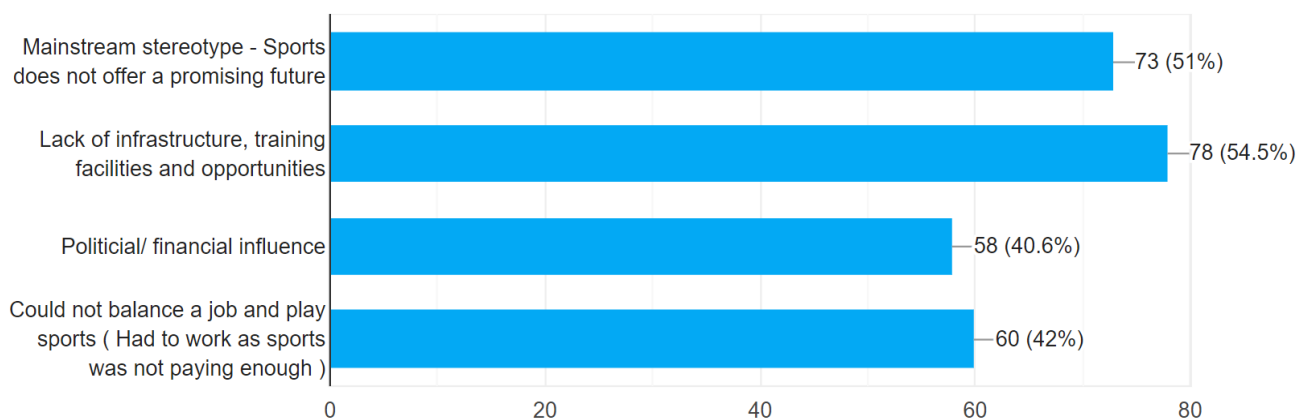


Figure 6.1 (MALE)

The concept to understand the factors that most impacted the growth or development of these athletes during the peak of their sporting development or when they were competitive athletes was to determine what according to the general respondents was the biggest obstacle that India was facing when it came to grassroots development in sports. The reason why the respondents were allowed to choose more than one option for this question was to determine if they or any sports person they knew had experienced one or more than one of these issues that impacted their growth, development and promotion in the competitive sporting environment. The author had a mixed reaction to the response of this question as it helped him prove the point of the research, but also was the sad reality that India as a country was facing in terms of sports development and opportunities. The highest popular choice for the males was clearly established as **54.5%**, or more than half the respondent population felt that the **lack of infrastructure, training facilities and opportunities** were the biggest factor that influenced their growth or served as an obstacle to their potential development in sports. Closely following behind, was the factor of **mainstream stereotype - sports does not offer a promising future**. With roughly half the population of the respondents at **51%** feeling that this factor had influenced their sports careers in ways either definable or undefinable. The previously considered factor as to how sports is not being considered a possible career option or as a stable paying job in India is further established with **42%** of the respondents feeling that they **could not balance a job and sports** (they had to work as sports was not

paying them enough). A factor that is experienced more at the higher levels of professional sports was also included to analyse if the factor also affects the younger leagues and the grassroots generations of sports. Sadly, the truth is it does affect the younger generations and the potential future of sports in the country. Maybe not as much as the other factors, but the **40.6%** from the responses shows that **political and financial influence in sports** is a major threat to the future of Indian sports on the whole.

In the case of female respondents there was a significant change in the order of popular choices and had a visible difference in the biggest issues they as women athletes faced.

Have any of the following issues ever affected your growth/ development as a talented athlete?

68 responses

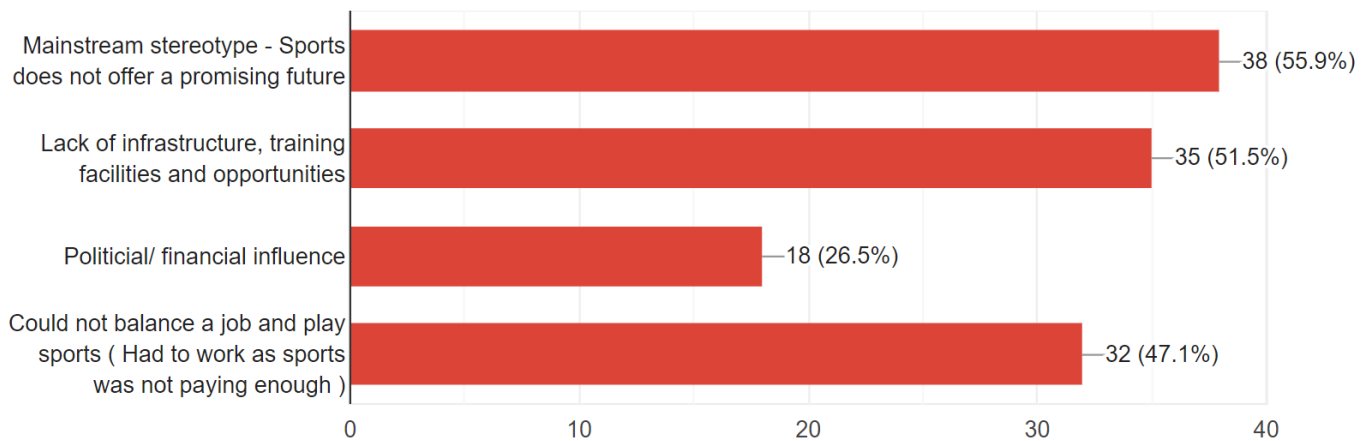


Figure 6.2 (FEMALE)

Unlike the male category of respondents, the majority of the female respondents felt that the most important and influential issues that posed as obstacles to their sports development and growth was the **mainstream stereotype - sports does not offer a promising future**, with **55.9%** of the respondent population choosing this response. In the women's case it was also the stereotype about how sports is more of a male oriented activity and women are only supposed to stick to household chores or basic education. Especially in a country like India where women are restricted and more orthodox about culture and tradition, they feel like not being allowed to do a lot of sports by the society and family was one of the biggest reasons behind

their lack of interest, passion and development in sports. Closely following the 55.9% population who believed that stereotype was the main reason, was the **51.5%** of the respondents who felt that the ***lack of infrastructure, training facilities and opportunities*** was the main issue due to which their sporting careers did not reach the peaks and potential it could have reached. Similar to the male category **47.1%** of the female respondents also felt that they ***could not balance a job and play sports*** (they had to work a higher paying job, due to the low income in sports). Yet again the issue with ***political and financial influence*** in women's sports also exists, but was less experienced amongst the other pressing issues that Indian sports is currently facing and trying to overcome. Amongst the women respondents only **26.5%** felt that political or financial influence was a major issue that caused any sort of hindrance to their sporting careers.

In the current day scenario where every industry is putting in their best efforts to make every aspect of work, society and development an equal opportunity for both genders similarly, it is important that this aspect was given enough respect and attention in the sports industry too. Specifically in a country like India where the culture and tradition from the past forces many women and female passionate athletes to never have a chance or opportunity to participate in any kind of sports. The responsibility of only being housewives and taking care of the household is the sole purpose of many women in India. Taking this into consideration, the author finds it a very important and interesting topic of discussion to analyse and get the respondents opinions about women sports and the equality of the resources and opportunities available to them. The next question was specifically for understanding how the Indian society viewed female sports and its development.

Within your country do you feel there are better allocated resources and sports infrastructure for men as compared to women?

143 responses

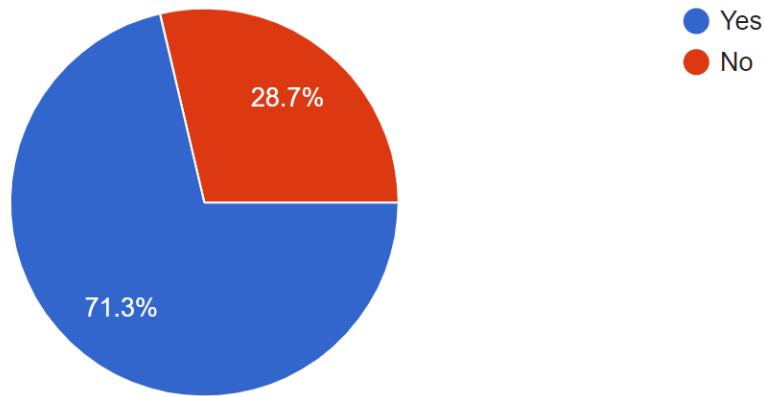


Figure 7.1 (MALE)

The majority of the male respondent population, consisting of **71.3%** felt that ***there are better allocated resources and sports infrastructure for men as compared to women within the country.*** However there were upto **28.7%** of the respondents who felt either that the women had better infrastructure and resources or they were equally allocated to both genders in the sport.

Within your country do you feel there are better allocated resources and sports infrastructure for men as compared to women?

68 responses

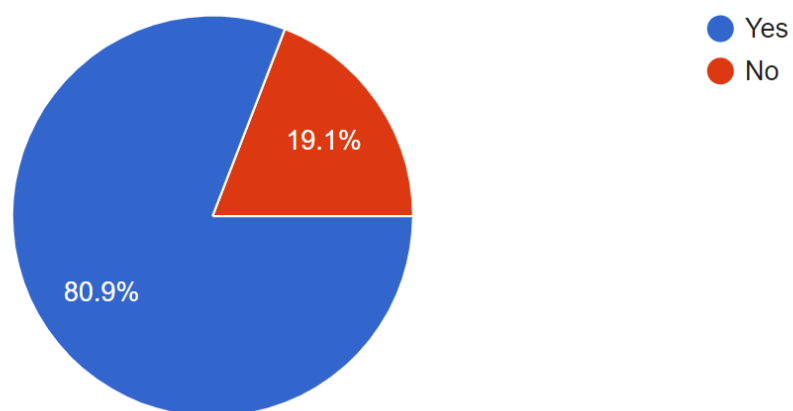


Figure 7.2 (FEMALE)

The response from the female respondents had similar results where the majority of the female respondents also felt that there were **better allocated resources and infrastructure for men as compared to women**, but there was a difference in the percentages of the responses. In the female category the majority that chose **yes** as their answer consisted of **80.9%**, whereas the respondents for **no** were a mere **19.1%**.

The author feels the need to address the respondents' opinions about their ideologies and feelings regarding Indian sports and its development. The importance of understanding the key factors that ex-athletes or individuals who have experienced the flaws of Indian sports first hand allows the author to draw precise and accurate conclusions for the research paper, while also giving the author enough understanding about the subject from various perspectives to provide or suggest possible solutions or ideas for improvement. Keeping the previously mentioned facts and ideas in consideration the author next questions the respondents, **according to them what is the most essential to improve aspects of domestic sports within the country?**

Which of the following, according to you is the most essential to improve the aspects of domestic sports within the country?

143 responses

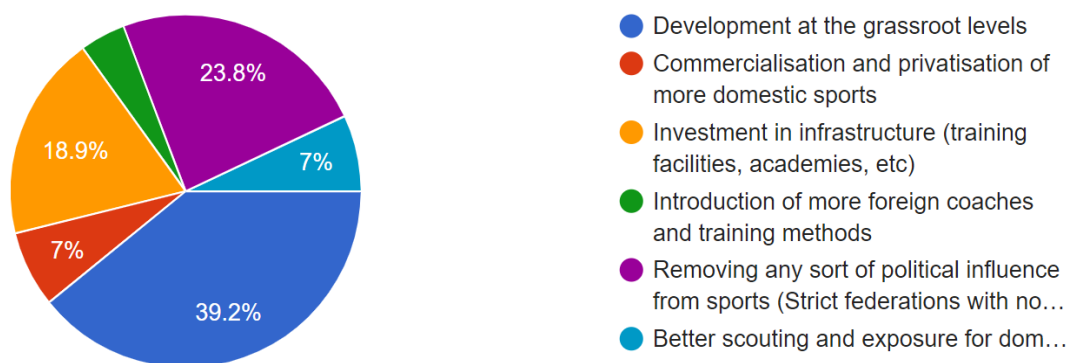


Figure 8.1 (MALE)

The author shortlisted a few key aspects essential for sports development within the country and provided them as options for the respondents to choose from. The resulting selections of the **male** respondents were as follows, in order of majority:

- **Development of grassroots level sports : 39.2%**
- **Removing any political influence from sports : 23.8%**
- **Investment in infrastructure : 18.9%**
- **Commercialisation and privatisation of domestic sports : 7%**
- **Better scouting network and exposure : 7%**
- **Introduction of foreign coaches and training methods : 4.2%**

The responses from the **female** category bore very similar results and responses with changes only in the percentile of the respondents choices.

Which of the following, according to you is the most essential to improve the aspects of domestic sports within the country?

68 responses



Figure 8.2 (FEMALE)

The results for the female respondents were as follows :

- **Development of grassroots level sports : 47.1%**
- **Removing any political influence from sports : 20.6%**
- **Investment in infrastructure : 20.6%**
- **Commercialisation and privatisation of domestic sports : 4.4%**
- **Better scouting network and exposure : 4.4%**

- **Introduction of foreign coaches and training methods : 2.9%**

After understanding how Indian sports is perceived by the respondents and general audience, the author explores the biggest obstacles India faces as a country when it deals with sports development and infrastructure. The opinions between the male and the female respondents varied with huge differences in the margins of the percentages. The results of the survey are shown and explained further.

According to your history of sports in general within the country, which of the following factors is/are the biggest obstacle to Indian sports development?

143 responses

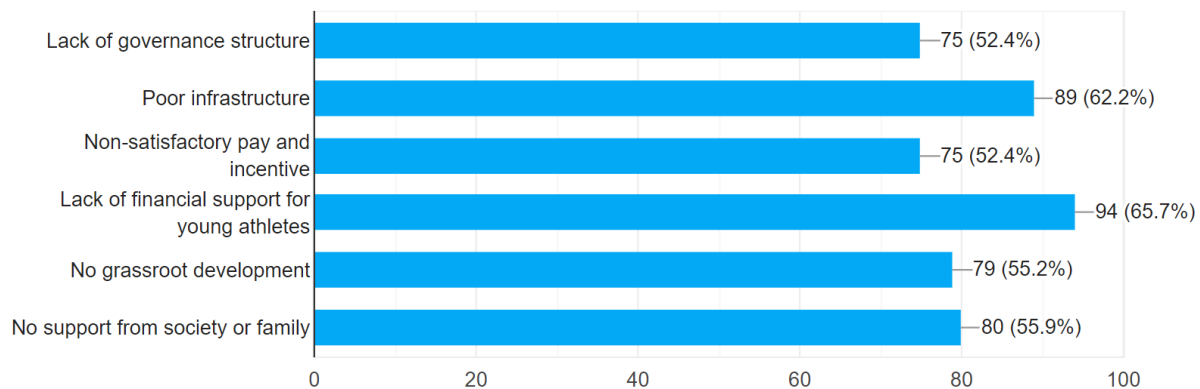


Figure 9.1 (MALE)

For the question, **which factor is the biggest obstacle to Indian sports development**, the male respondents felt that the top 2 spots deserved to be taken by **lack of financial support for young athletes** at **65.7%** and **poor infrastructure** at **62.2%** respectively. Followed by **55.9%** respondents feeling that the biggest obstacle was **no support from family or society**. The bottom three ranks were taken by the **55.2%** who felt **no grassroot development** and the shared **52.4%** who felt it was **lack of governance structure** and **non-satisfactory pay and incentive**.

According to your history of sports in general within the country, which of the following factors is/are the biggest obstacle to Indian sports development?

68 responses

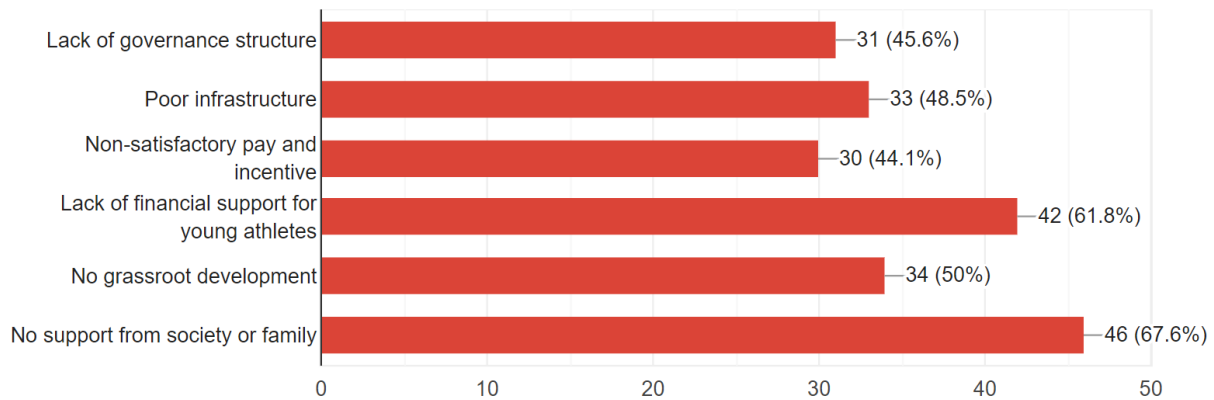


Figure 9.2 (FEMALE)

The results of the female category had a few similarities to that of the male respondents, but took a completely different structure in the preference or the ranking of popularity. According to the women respondents the most influential factor that acts as an obstacle to Indian sports is **no support from society or family**, with **67.6%** of the population feeling similarly. Closely followed by the **61.8%** who felt that the **lack of financial support for young athletes** was the main reason. **Half the population** or **50%** of the population chose the option of **no grassroots development**. The lowest in the rankings amongst the women respondents was the **poor infrastructure, lack of governance structure** and **non-satisfactory pay and incentive** with **48.5%, 45.6%** and **44.1%** respectively.

The author then enters a different line of questioning to ask the respondents about their perception and opinions about the commercialization and international partnerships of domestic sports, how it will improve and what are the opportunities that open up for domestic sports through commercialization. Through this line of questioning the author aims to analyse the deeper knowledge of sports fans and enthusiasts within the country, while at the same time drawing possible conclusions and analysis of the possible windows that would open up to benefit the Indian sports industry and the domestic sports circuit.

According to you, the commercialisation and partnerships with international sports academies/federations helps Indian sports develop best, how?

143 responses

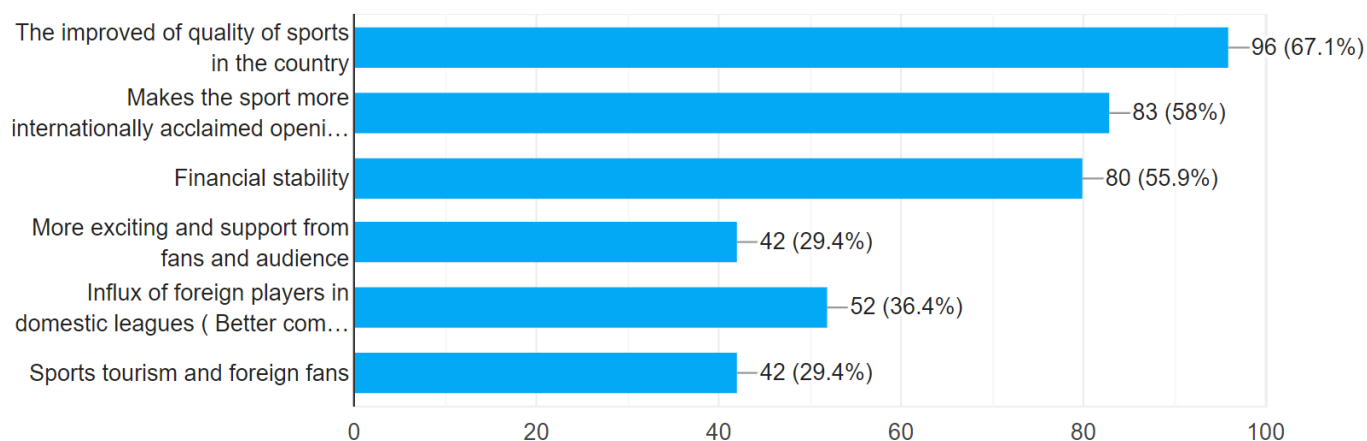


Figure 10.1 (MALE)

The question the author approached about the new line of research interest was ***the commercialization and partnerships with international sports academies and organizations helps Indian sports develop best, how?*** To which the male respondents opinions were as follows, with given percentile in the descending order :

- ***Improved quality of sports in the country : 67.1%***
- ***Makes the sport more internationally acclaimed : 58%***
- ***Financial stability : 55.9%***
- ***Influx of foreign players (higher competition levels) : 36.4%***
- ***Better support from fans and audience : 29.4%***
- ***Sports tourism : 29.4%***

According to you, the commercialisation and partnerships with international sports academies/federations helps Indian sports develop best, how?

68 responses

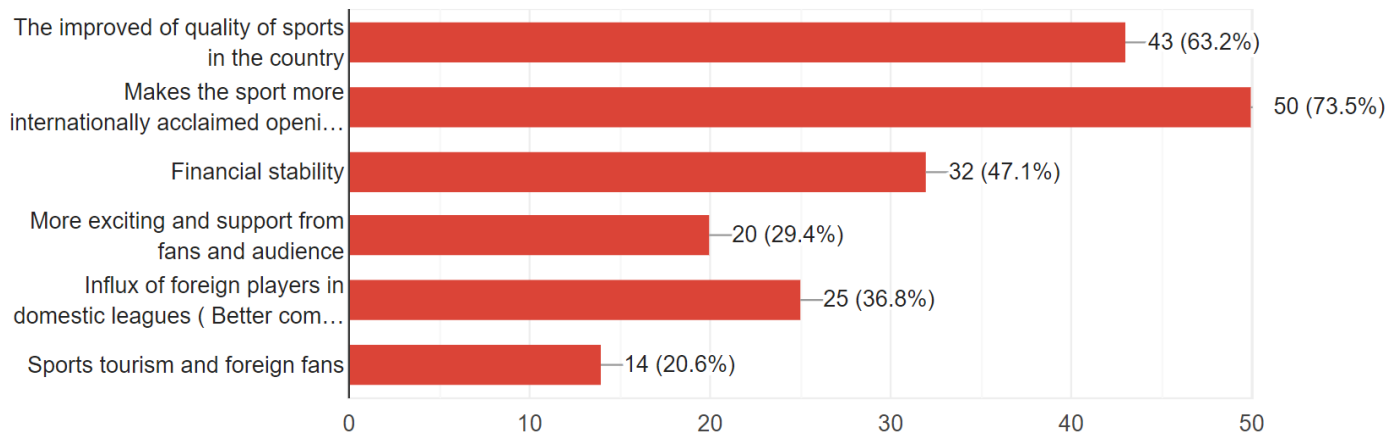


Figure 10.2 (FEMALE)

There was a difference between the male and female respondents based on the percentile, which is further explained by placing the options in a descending order based on their popularity:

- ***Makes the sport internationally acclaimed : 73.5%***
- ***Improved quality of sports in the country : 63.2%***
- ***Financial stability in sports : 47.1%***
- ***Influx of foriegn players (higher competition levels) : 36.8%***
- ***Better support from fans and audience : 29.4%***
- ***Sports tourism : 20.6%***

After understanding the benefits of commercialization and privatization for each sport individually the author tries to find the drawbacks or potential threats that the commercialization of one sport and the effects it can have on the other sports and their development. So the author questions the credibility and the impact of the commercialization and privatization of particular sports over other budding and lately developing domestic sports. The options were simple to understand and were limited to **yes, no** or **maybe**.

Do you think the commercialisation and overflow of resources for some sports is also a factor that affects the growth and development of other sports within the country?

143 responses

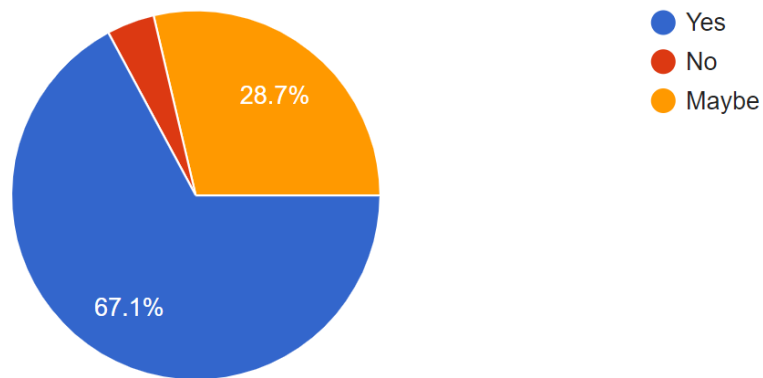


Figure 11.1 (MALE)

The biggest majority of the population felt that **yes, definitely** there was an effect on other sports due to the commercialization and overflow of resources in particular sports. **67.1%** of the respondents felt that this impact affects the growth and development of other sports within the country. There were **28.7%** of the respondents who were not entirely sure about the effects or impacts of commercialization but they felt that **maybe** there might be an impact on the other domestic sports. A mere **4.2%** respondent population felt there was **no** impact at all on any other sport due to the commercialization of one sport.

The female responses had similar popularity standings, but however the percentile was different and showed the gap in knowledge about sporting organisations and the way they function between male and female respondents. **55.9%** of the female respondents were sure about the effects of commercialization of particular sports over other sports and responded **yes**, but a vast **39.7%** were not entirely sure and felt **maybe** these selective commercializations have impacts on the development of other domestic sports. There were a few women respondents, **4.4%** to be precise, who felt there was **no** impact of commercialization of one sport on any other sport.

Do you think the commercialisation and overflow of resources for some sports is also a factor that affects the growth and development of other sports within the country?

68 responses

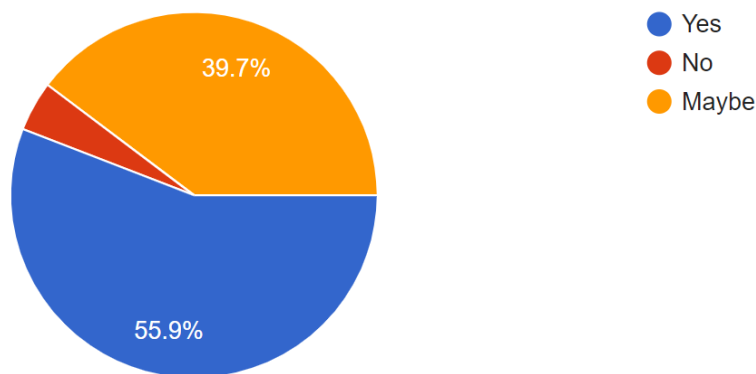


Figure 11.2 (FEMALE)

The author addresses the result of the previous research question and further deepens the inquiry span by following down the same ideology of research and trying to dig at the respondents mindset regarding the interest shown by private companies and sports federations and academies and how it allows the growth of particular domestic sports if they were shown equal interest as sports such as cricket. This question was approached with a simple option scale ranging from ***strongly disagree to strongly agree***.

The male respondents picked their opinions and the popularity in the descending order was as follows:

- ***Strongly agree : 34.3%***
- ***Agree : 34.3%***
- ***Neutral : 19.6%***
- ***Strongly disagree : 9.8%***
- ***Disagree : 2.1%***

"There will be much better opportunities for cultural and traditional sports to grow, if equal interest was shown by private companies to all sports". (Kabaddi, hockey, badminton, etc)

143 responses

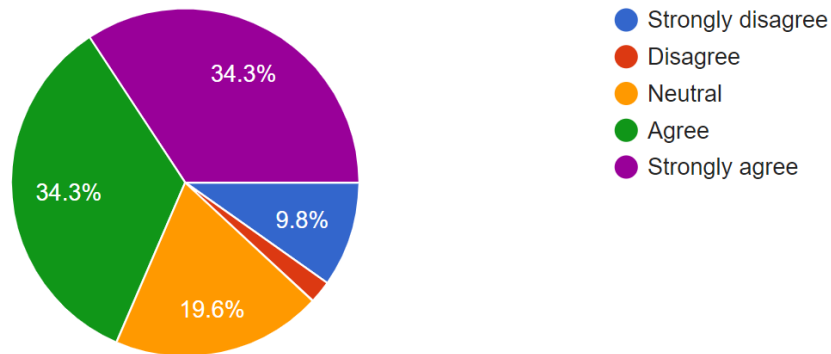


Figure 12.1 (MALE)

"There will be much better opportunities for cultural and traditional sports to grow, if equal interest was shown by private companies to all sports". (Kabaddi, hockey, badminton, etc)

68 responses

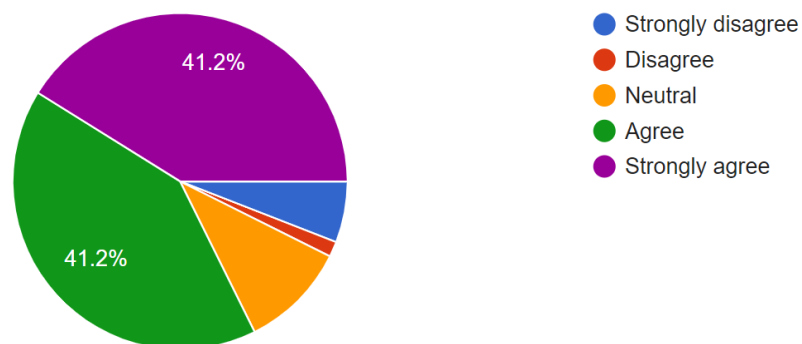


Figure 12.2 (FEMALE)

The female respondents displayed similar thinking styles and ideologies while choosing their respective preference, and the female popularity in the descending order was as follows :

- **Strongly agree : 41.2%**
- **Agree : 41.2%**
- **Neutral : 10.3%**
- **Strongly disagree : 5.9%**
- **Disagree : 1.5%**

The author concludes the survey with that final question to proceed to his conclusions and perception of Indian sports, its development, infrastructure and the governance of sporting bodies and legislations within the country. These conclusions and recommendations are further explained in detail in the next chapter of this research paper.

The author highlights and precisely identifies the drawbacks and shortcomings that Indian sports currently experiences by compiling the results from the survey and reviewing existing literature about the same subject or a similar line of research which allows the author to draw conclusions, recommendations and identify the limitations that these recommendations could experience. The purpose of the survey was to understand the personal individual experience of athletes and those individuals who had any relation to sports at competitive levels during their sporting career. This allows the author to understand how the Indian sporting structure and governing bodies work, exploring their limitations, shortcomings and drawbacks. The questions inquiring about issues related to infrastructure and politics were also a part of the survey allowing the author to describe the problems in a more solid base to prove his theory about the corruption and lack of resources provided in sports organisations and academies. This line of research simplifies the readers' understanding about the background setting of Indian sports and how it currently operates with limited government support and lack of adequate resources limiting the development of the country in sports other than cricket.

The commercialisation and privatisation of most domestic sports leagues are also a line of research the author attempts to explore in order to understand how the respondents feel about international partnerships, more private leagues and franchise established tournaments that allow growth opportunities for potential athletes and sports professionals who wish to go higher up in their sporting careers.

Compiling all the results, the research and everything the author was able to conclude from the results of the survey the author brings forth all the possible recommendations and suggestions that can allow development of Indian sports to reach greater heights.

5. Conclusions, Limitations, and Recommendations

The conclusion of the survey brings about a lot of development in terms of knowledge regarding the sporting structure within India. The author analyses and compiles the mentality of young Indian sports enthusiasts, passionate athletes and those individuals who have practiced sports at any competitive level by understanding their prosocial behaviour, the limitations and obstacles they faced as developing sports persons and the mindset of Indian public regarding the sports development, infrastructure and the impact of influence and financial conditions for these sports persons being considered. The author was also able to stitch a fluid free-flowing relationship between the introduction of private and commercial leagues for domestic sports and how this impacts the development of Indian sports and also helps build a more passionate sporting community amongst the Indian audience.

Despite all the analysis based on the survey and previously existing research literature about this subject, the author bears in mind the credibility of the survey as some individuals who had not participated in competitive sports still share their personal experiences and opinions regarding the obstacles in India for sports professionals or those athletes who wished to take up sports as career. Keeping in mind that these opinions are based on true life incidents or personal experiences for these respondents or based of some sports person who they personally know, the author moves forward to weigh and measure the outcome of the survey results by drawing conclusions about the most important factors affecting India from achieving and competing at the highest competitive levels in all sports equally.

Moving forward to explain the outcome and conclusion of the survey, the author addresses how each question brings a different understanding to help the readers understand the logical reasoning for the particular line of questioning and how the results help the author prove his particular approach to this subject of research.

The initial approach the author takes is to understand the background of the respondents he is attending to through this research. The main reason to understand the age of the respondents was to understand the experience they had in relation to the sports industry and to understand at what age of their particular sports growth they experienced the drawback that affected their growth as a competitive sports person. In this question the author highlights how more than 95% of the respondents collectively were over their peak sports age. In simpler terms that portion of the respondents were all

above the age of 18, showing their experience and that they had enough mental maturity to understand the preferences as adults.

Following this the author sets forward a series of questions that ask the respondent about their sporting history and the competitive levels they had reached before they stopped playing competitive sports and took to a different direction in their careers, this line of questioning was designed to help the author get a clearer picture of what was the most productive phase of every individual respondent's competitive sports career. To which the majority of the respondents had the response of having a growing sports career with enough opportunities and growth dimension till finances and professionalism was involved. Simply put, as long as the respondents were playing for universities and schools they had a possibility to grow constantly and keep playing competitive sports. The limitations to their growth in sports and development was most majorly experienced when they had to balance sports and their careers.

Which brings the author to his next and the most important approach to this research paper, where he addresses the problems like the lack of financial support, lack of infrastructure and shortage of sports resources allocated as the major problem the country collectively faces for every sport other than cricket. In India, a 3rd world country, where India is competing with its continental competitors for development and reputation, sports is always the last preference for the majority of the massive population. Most respondents feel that sports does not offer enough career opportunities or promise as a steady and financially rewarding career path. For a country with the lack of economic domination, the mindset of every household is to look for careers with enough financial resources and stability to be able to provide a decent lifestyle for the family. This mindset and the stereotype of sports not having any stability or promise financially affects the number of individuals, who are passionate about sports, but choose to pay more attention to their educational growth and ignore their sports development.

The factors, according to these respondents that would allow India as a sporting country to experience the best development phases through more private and international partnerships can be ranked in the order of importance as:

1. **Grassroot development** : Allows more young and developing athletes to gain more opportunities, better coaching and training, proper guidance from industry specialists and experts and more stability in

career growth in terms of economic and financial support that the parents can not afford over the education and tuition fees.

- 2. Infrastructural development in general :** The partnerships allow the private sector to have a strong financial foundation and influence in making the sport reach better competitive levels and have improved infrastructure as the flow of money into the sport is more organised and the private sector takes enough interest to get returns on investment of the sport, which can be made possible only when enough fans and audience follow and watch the sport. This factor of getting the audience involved and more passionate about domestic sports development is possible only when the sport starts to engage in better competitive levels, attracts internationally acclaimed athletes to Indian leagues and has better standards of coaching and training resources available.
- 3. Allow the foundation and development of a sporting community :** The influx of foreign coaches, training methods, players, academies, etc allows Indian sports competition levels to reach much greater heights and grow to stronger with experience. This attracts greater crowds, audience and passionate fans who support and appreciate Indian sports competitions as passionately as they follow international sports leagues and teams. Building a strong sporting community within the country is not just limited to producing world class athletes, but is also majorly dependent on the support and growth dynamic offered by the country's audience and governance structure. Also a stronger community that follows and keenly stays loyal to domestic sports and leagues forces the government and sports ministries to take more effort and allow transparency in regards to the development and allocation of resources for particular sports that are not allowed to grow due to a few dominating sports.
- 4. The breakthrough phase :** In India, except cricket every other sport is still experiencing its development and growth phase. Unlike cricket the other sports were not given enough support, budgetary allocations, resources and development opportunities in their respective histories. This challenge set every other sport to come to a momentary standstill, while all the sports budget from the government was being directed towards the improvement of cricket and only cricket. The internationalisation and privatisation of sports, will encourage other sports and federations to take interest and challenge the singular flow of budget towards only cricket, allowing the sport to develop, gain popularity and bring pride to the nation by representing the country at higher levels of the competition with greater standards.

5. Indian economy : The growth and development of Indian sports leagues does not only benefit the players and frontline sports representatives involved in the sporting sector of the country, but also contributes to the economic growth and the development of the country on the whole. As we are all aware of how passionate sports fans and enthusiasts travel across the world to witness their favorite team/player/club play, this opens up the opportunity for travel from various countries to India, increasing sports tourism, allowing better economic growth through tourism. The economic growth is not limited to tourism, but also how India becomes an attractive destination for investments and gains international sponsors, representatives and media attention. This is an overall benefit for Indian economy in more than one way. It also helps the economy of the country by opening up new job opportunities, better pay grade for players and everyone involved in making the sport or competition happen. The higher the number of paid professional athletes, the better for the Indian economy as it contributes to increasing the value of the Indian currency by reducing the levels of poverty within the country.

Using these arguments to lay the foundation and provide a solid base defense for the research subject as it provides logical and precise conclusions that have been drawn from respondents and their individual perception of the sporting background India as a country carries.

Using the comparison of the Indian Super League to the Chinese Super League, as the Chinese Super League has shot to popularity and has tasted initial stages of success despite attending to similar population structures and having a similar franchise model in their leagues. The author highlights the fact stating that the Chinese Super League got its shot at glory, popularity and fame due to the constant development phases they implement in collaboration and partnership with international leagues and teams. The Chinese Super league reached the highest of its fame due to the financial capability these internationally well acclaimed partnerships, players and management brought with them. The difference the Indian Super League had to the Chinese Super league was that Indian Super League also roped in big name players from reputed teams and leagues, but they were signed in the twilight of their careers and when they were not fit to compete with younger players in the foreign leagues. This put the image of the Indian Super league to be considered as a lesser competitive, less physically demanding and attending to the older population of the professional sports players. This reduced intensity and lower level of competition is the main reason why the majority of

the Indian population do not choose to follow the Indian leagues and go on to watch and support European leagues across the world. The author also brings to the notice of the readers about how the Indian Super league is not popular enough to attract players who are at the peak of their careers due to the lack of popularity of the Indian Super League. He also mentions that the lack of resources and infrastructure for sports within the country not only adds to the disadvantage of Indian sports in general but also carries a bad reputation and degrades the country as a sporting nation.

The author also draws comparisons between India's most advanced and developed sport, cricket, and football which allows the readers to understand the dynamic about creating a multi-sport community and attracting fans and audience for more than just cricket. Majority of the countries across the world have national teams competing at the highest levels in more than one sport, however this is not the case in India. The author sheds light upon how the Indian Premier League (*India's franchise cricket league*) is considered to be the best cricket league in the world attracting crowds and audiences which are bigger for every individual team in the Indian Premier League than all the Indian Super League fans combined. Despite being from the same country Indian Premier League is only able to reach the popularity and the greatest of developmental heights as compared to the other sporting leagues due to the massive crowds and excitement levels it attracts. Indian cricket team also carries the pride of being the front runners for every ICC Cricket tournament held. The author states that 2 leagues coming from the same country and having such different spectrums in growth dynamic does not suit the country's sporting reputation and causes many young and passionate sporting talents that the country produces to go to waste. The importance of building a sporting community for other sports to match or at least closely follow the cricketing community in the country will help all the other sports develop as the community generates demand amongst the government, sports ministries and increases interest from the private sector of the country to invest and organise more opportunities for other sports to get popular and grow.








#	Stadium	Capacity	Spectators	Average	Matches	sold out	Capacity
1	 Vivekanada Yuba Bharati Krirangan ATK	85.000	200.917	22.324	9	-	26.3 %
2	 JRD Tata Sports Complex Jamshedpur FC	24.500	181.218	20.135	9	-	82.2 %
3	 Jawaharlal Nehru Stadium - Kochi Kerala Blasters FC	41.000	157.641	17.516	9	-	42.7 %
4	 Sree Kanteerava Stadium Bengaluru FC	25.810	131.592	14.621	9	-	56.7 %
5	 Jawaharlal Nehru Stadium - Goa FC Goa	25.000	117.057	13.006	9	-	52.0 %
6	 Indira Gandhi Athletic Stadium NorthEast United FC	30.000	63.280	15.820	4	-	52.7 %
7	 Jawaharlal Nehru Stadium - Chennai Chennaiyin FC	40.000	57.277	9.546	6	-	23.9 %
8	 Gachibowli Balayogi Athletic Stadium Hyderabad FC	30.000	52.599	8.767	6	-	29.2 %
9	 Kalinga Stadium Odisha FC	60.000	51.081	6.385	8	-	10.6 %
10	 Mumbai Football Arena Mumbai City FC	18.000	40.639	5.806	7	-	32.3 %
Total:		379.310	1.053.301	13.859	76	0	40.9 %

Figure 13 (transfermarkt, 2020)

The figures and numbers about Indian stadiums, infrastructure and fan attraction from the above table shows a clear comparison between Indian football standards and the following as compared to that of the European clubs and leagues. The reading from the data shows that despite having bigger crowd capacity, the stadiums on an average filled only 40.9% of its total capacity. Talking about the stadium capacity and infrastructure much can not be said in terms of investments being made. However there has been significant evidence that these stadiums when renovated have a greater economic value and increase the attractiveness of the club. The best example to discuss this in further detail, is the example of the new Tottenham Hotspur stadium in England, which was built to hold a maximum capacity of 62,000 spectators, 65 food outlets and also had a microbrewery inside the stadium. The pitch was built to be retractable, to be used for other sports such as NFL. The stadium also was available for the entertainment industry to have concerts and other such events. The author discusses that this renovation was not only developmental for the club and the sporting facility it was built around, but also created a greater excitement for the fans and attracted lots of sports tourists to come visit the stadium and experience the atmosphere of watching the matches with huge crowds. The experience was described to be unique and generated more passion for the team. (Tottenham's new stadium, 2019).

The solution to attract crowds into stadiums and build a stronger sports community within the country, is not just limited to building billion dollar stadiums, but it certainly helps with creating respectable hospitality and improves the quality of the fans' passion towards the team. Talking about sports infrastructure in the country, the first thing that crosses anyone's mind is the stadiums and training facilities, however the author argues there is much more to sports infrastructure than just that. Technological investments and advancements in sports are equally crucial and important for Indian sports to reach the competitive levels of European sports. The technology can vary from monitoring players and athletes performance levels to corrective solutions for their recovery. European sports has various multitudes of technology involved to monitor every aspect of the sport and contribute to its development. Data analysts are a crucial part of today's sporting world, where they monitor and help improve every aspect of the sporting community. This is yet another crucial industry that India is lacking behind in, other than in cricket. The technology along with investment in sports science is an integral part of sports development within sports infrastructure.

The author concludes with explaining the logical reasoning behind why international partnerships and involvement of private companies to organise more tournaments and help Indian sports bridge the gap between the competitive levels that it experiences as compared to that of the rest of the world in all sports. India has the potential and the talent to reach the greatest heights in sports, and these international partnerships and investments allow India to get to that level of sporting excellence.

The author offers the following recommendations as a suggestive panel for reference to further simplify the process of understanding why Indian sports needs to develop and what are some possible suggestions that might push the growth of India in sports in the direction of growth and development.

1. International partnerships and training facilities:

Referring to the previous parts of the research paper where it is strongly recommended and encouraged that the Indian sports academies, federations, clubs and franchises take up partnerships with international clubs or international teams that are part of the same sport from a different country. This possible recommendation is to encourage the exchange of sporting culture, resources and various other possible development schemes that can benefit both the parties involved in whatever possible way. The international partnerships allow the local clubs to use the resources, training facilities and the new

training methods of the international clubs while at the same time giving the clubs a good investment opportunity and an expanded fan base. These partnerships also help bridge the competition level gaps between the continents and countries allowing the improvement of the sport on global levels. International club partnerships also generate a better response and interest rate from the fans and audience enabling a stronger and more passionate Indian sports community.

2. Initiatives to host and conduct more reputed and internationally acclaimed tournaments or competitions:

While comparing the levels of tournaments and competitions held within the country, the author brings the topic of how only cricket has constantly been organising world level competitions that attracts the best of the best within the sport to participate in. This narrows the stream of focus to one particular sport and labels India as a one sport country, with limited sporting pride. The possibility of having the World Cups of other sports or hosting the Olympics and other such reputed tournaments in the country, forces Indian government authorities to take more effort and meet the expectations, in terms of infrastructure, technology and development. Thus the pitch to organise international and world level competitions opens up opportunities for Indian sporting development.

In the recent past, India has started organising more tournaments that attract active investments and a good amount of sports attention. For example, the FIFA U-17 World Cup held in 2017 was a stepping stone to develop Indian football standards not only in the players and competing levels but also in terms of the standard of Indian football facilities and the resources directed towards football. This developmental step for football was made possible only because of the exposure the grassroots level football experienced when other countries visited India for the World Cup.

3. Avoiding selective privatisation :

The author recommends that selective privatisation is the cause for the lack of development of other sports. The selective privatisation attracts all sponsors and various other possible investment options to go in a singular direction, restricting the developmental options that other sports and facilities experience. The best case scenario to explain this issue is the number of cricket tournaments and facilities available to cricket as compared to any other sport within the country. Indian

leagues have the capacity and capability to be the world's best leagues for all the sports equally like cricket. However due to the selective privatisation of cricket, other sports have been ignored and lack audience attraction due to shortage of developmental facilities. If the level of private investment that cricket attracted was offered to other sports, these sports and teams would use the investment to improve facilities, training methods and attract professionals to instruct, coach and develop the sporting circuit of the particular sport not only within India, but also on a global scale.

4. Technological upgrades and updates :

India as a country in general apart from sports, is still behind in terms of technological development. This casts a shadow on sports and its technological development too. However cricket, like in every other aspect has reached great heights in terms of technological development and upgrades of training facilities using the latest technology. Science in sports is really important in multiple aspects such as improving performance levels of athletes, better response and recovery rate from injuries, higher intensity in training levels, regulatory change in scheduled growth, etc. Considering all these factors that play a crucial role in making the sport more competitive and of higher quality in terms of intensity and popularity, the investment of the academies, the federations and sports ministries in technology is crucial. If large investments can not be made at once, identifying sponsors or making step by step investments that contribute to the overall development of technology in sports, can be another factor that allows India to break its shackles and attain sports supremacy.

5. Ensuring that politics is not involved in sporting federations and developments :

When such big developmental projects and investments are being considered, there is always room for politics or deals to be made under the table which affect the best quality development to face obstacles. These can be avoided if the sporting agencies and federations appointed professionals from the sports field and individuals who have a great deal of experience in sports to manage and spearhead these developmental plans. The involvement of politicians and ministers from the political background only increases the number of obstacles the country faces due to their hidden political agenda or money oriented schemes. According to Srivatsava and Atreya, currently in the Indian

sporting legislation, there are 47% politicians who have the bare minimum knowledge in sports, and have a problem in understanding the demands of the sporting development set to take place. This political influence on sports is the cause for slow or minimal development in Indian sports and why India has not been able to reach global recognition in other sports, other than cricket. (Srivatsava & Atreya, 2020)

6. Well developed and educated sporting community within the country :

The need for a well developed sporting community and passionate sporting audience for all sports alike can not be stressed upon enough. The development of the sporting facilities and infrastructure to entice and attract more fans and audience to come watch the sport live at the stadiums is a major need during the different phases of Indian sports development. When a sport like cricket can attract housefull crowds and lasts minimum 3 and half hours in length, it does not seem impossible to do the same with other sports that are shorter and equally as thrilling and interesting. The marketing strategies and the in stadium improvements could be the key to reaching that kind of audience interaction and interest.

7. Transparency in scouting and grassroot level development :

The future of the Indian sports is in the hands of kids and young athletes who have not yet started playing professional sports or have not shaped their development based on a sporting career. This shows the importance of having grassroot development initiatives and encouraging more sports and sporting careers from the very beginning of an athlete's sporting interest. This includes the right kind of training facilities and the ideal scouting network, to carry these young athletes into a more promising sporting future. Sports education can be a part of these young grassroot level initiatives, where the athletes are educated about injuries, nutrition and all the other aspects that define any athlete's career in the long run. The grassroot level initiatives should be transparent and the scouting of these young talents must be done without any prejudice regarding influence or financial bias.

The author brings this research paper to a conclusion with particular hope and promise of seeing the Indian sporting community reach the greatest of heights in sporting history across the globe.

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Appendices

The following questionnaire was used to determine the results of the research where **143 male respondents** and **68 female respondents** participated in the survey and helped the author draw conclusions about the sporting structure within India. The questions asked were:

1. Your current age

- 14 - 16 years
- 18 - 25 years
- 25 - 30 years
- 30+

2. Have you played competitive sports at any level in your entire life?

- Yes
- No

3. What's the highest competitive level of the respective sport have you represented? (Select the highest level)

- Represented School
- Represented College/ University
- Represented State (Clusters)
- Represented State (Nationals)
- Played professionally (Clubs,academies, federations, national team,etc)
- Represent / Represented the country internationally

4. If you have played competitive sports before, explain in brief why you did not choose to go to higher levels in sports? (If you have quit playing competitive sports now)

5. How up to date/ interested are you in the latest Indian sports news?

- 1
- 2
- 3

- 4

- 5

6. Have any of the following issues ever affected your growth/ development as a talented athlete?

- Mainstream stereotype - Sports does not offer a promising future
- Lack of infrastructure, training facilities and opportunities
- Political/ financial influence
- Could not balance a job and play sports (Had to work as sports was not paying enough)

7. Within your country do you feel there are better allocated resources and sports infrastructure for men as compared to women?

- Yes
- No

8. Which of the following, according to you, is the most essential to improve the aspects of domestic sports within the country?

- Development at the grassroot levels
- Commercialisation and privatisation of more domestic sports
- Investment in infrastructure (training facilities, academies, etc)
- Introduction of more foreign coaches and training methods
- Removing any sort of political influence from sports
- Better scouting and exposure for domestic sports

9. According to your history of sports in general within the country, which of the following factors is/are the biggest obstacle to Indian sports development?

- Lack of governance structure
- Poor infrastructure
- Non-satisfactory pay and incentive
- Lack of financial support for young athletes
- No grassroot development
- No support from society or family

10. According to you, the commercialisation and partnerships with international sports academies/federations helps Indian sports develop best, how?

- The improved quality of sports in the country
- Makes the sport more internationally acclaimed
- Financial stability
- More excitement and support from fans and audience
- Influx of foreign players in domestic leagues (Better competition levels)
- Sports tourism and international fans

11. Do you think the commercialisation and overflow of resources for some sports is also a factor that affects the growth and development of other sports within the country?

- Yes
- No
- Maybe

12. "There will be much better opportunities for cultural and traditional sports to grow, if equal interest was shown by private companies to all sports". (Kabaddi, hockey, badminton, etc)

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree