



# ANALYSIS REPORT ON INDIAN SPORT SECTOR (AUGUST 2021 EDITION)

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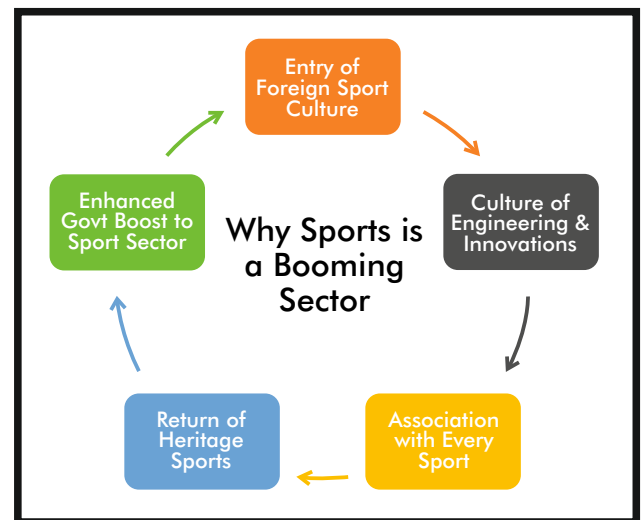
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# 1. Introduction

Sport is at the roots of Indian Culture. Right from Harappa civilization to Mahabharat, there are several shreds of evidence of sports culture in Indian Society. Over time it has evolved as one of the major sources of revenue and have a strong impact on the economy of the country. But the sports can evolve only when the whole ecosystem works in coordination from infrastructure, selection, training, opportunities to showcase the talent, etc. with one another. This also involves the process of mass awareness towards sports culture and the valuable engagement of each stakeholder across the domain.

The infrastructure support to the various sports plays an important role to visualize the future of that sport in the country. The various central and state-owned sports facilities are providing the major sport infrastructure for sports enthusiasts. These facilities are working as the base and drawing the colorful canvas of the sports sector in India. Through their constant hard work, Indian people can witness the history made by Indian athletes and sportspersons in Tokyo Olympic, 2020. The performance on such a big platform creates an identity for Indian players on international platforms and encourages a lot of young Indian souls to participate and perform their best for the country.



In India sport is followed as religion and people are attached to one or the other sports basis on their choice. Hockey is our national game still Cricket is keep binding the whole nation into one, over decades. But still, in the current scenario, people have started showing an interest in different types of sports especially after the terrific victory of Neeraj Chopra in the Tokyo Olympic, 2020. The growing commercialization of sports and sportspersons is surely changing the dynamics of the sports ecosystem in India.

This is the best time to nurture the sports in India, as the demographic dividend of the country is working in its favor. Most of the youth population is inclined towards good health with a great career and this is one such industry that fulfills both these requirements to the fullest. The growing digitalization is making policies accessible for the youth and getting the benefits of the government's schemes for the development of their respective sports and allied activities. Still to connect a major bunch of sports enthusiasts with the right opportunity is going to be a daunting task and needs a review and modifications at the grass-root level of infrastructure and policy support.

Over time corruption has brought a state of gloom in the sports ecosystem but due to changing political scenarios and continuous efforts of all the stakeholders, the Indian people are witnessing new avenues in the sports domain. Even, now the kabaddi and wrestling are also attracting a fair audience along with Cricket, Hockey, and Football. It is clearly expressing the sentiments towards the inclusion of various new sports to create new opportunities for individuals and provide the means to live a better life while following their passion for sport



## 2. Progression of Indian Sports

Sports are showing immense growth at the global level and India is also tapping its enormous growth perspectives over the decade. But Sport always had an evident part in the history of mankind. It has progressed and polished continuously through various initiatives. Thus, it reached out to the common masses and created an unparalleled evolution of sports and its allied infrastructure and services over time. The mention of Chess found from Harrapan Civilization, Archery from Ramayana, and mention of Pandavas and Kauravas playing dice in Mahabharat are prominent and ever known instances of gaming as a part of Indian culture. The mention of running, swimming, etc. as part of the Indian university curriculum in the document of Fa Hien also shows the rich involvement of sports in ancient Indian culture.



Since colonial rule, Hockey was the national game of India and between 1928 and 1980, India has secured around 8 gold medals in the same. India first participated in Olympics in 1900 and at the first instance, India became the first Asian country to secure a medal in the athlete. After Independence, the Indian Men Hockey team won the first Gold medal in 1948 in London Olympics. The journey from 1948 gold medal in Hockey to the golden boy Niraj Chopra winning India's first track-and-field medal in the Javelin throw at Tokyo Olympic, 2020 was a roller coaster ride for every Indian.

In India, out of several sports Cricket is enjoying the status of the most loved game by Indian masses and drew the attention of major sports enthusiasts as a fan. It helped the game to penetrate every corner of the country and thus attracted major investment and revenue generation. But over time, the country is all set to win medals on other sports too at both national and international levels. The Tokyo Olympics has made history by winning 7 medals including a gold by Indian sportspersons in a single Olympic event to date. It gave fresh hope to Indians and was a major development that paved the way ahead for the bright future of Indian sports and sportspersons.

The government support in the current scenario has enhanced the performance of players and made the acceptance of sports by the public at large a real thing. The government has launched many initiatives such as Khelo India to inculcate the discipline and enthusiasm of sports to the school and university students and show the health and social benefits associated with it. The private sector has also celebrated this growth of sportsmanship by actively increasing its engagement with sports activities and government vision. The sponsorship of many Indian Olympic players through private giants like JSW is an applauded step in the right direction.

In terms of coaching provisions and infrastructure development, India has started working to tap the enormous potential of the National Institute of Sports trained coaches. As the rise in the sports sector will create a higher demand for infrastructure and coaches in the future the Sports Authority of India is envisaging a holistic plan for the caching of these young sports persons. The hiring of foreign caches for Olympic training is a well-thought step by the government to create momentum for big victories.

### 3. Key Drivers to Augment Sports Sector in India

India is a country with numerous unique stories of struggle and achievements. The youth of the country has immense potential and need an opportunity to showcase their talent on the right platform. When these unique struggles get hope and support from the administration and the government, they nurture big sports names like Neeraj Chopra, PV Sindhu, ChanuSaikhomMirabai, and others.

The reason for everyone to come and play may be different, but the benefits one can leverage to be in the sport are always more than just playing. Understanding these numerous benefits associated with sportsmanship along with recognition at national and global platforms drive the growth of the sports sector in India. Some of the apparent reasons for the same are as follows:



- **Health Benefits**

Sports inculcate a disciplined lifestyle in individuals, and everybody knows that a sound mind lies in a healthy body. Sports keep players on a continuous effort to be in their best form to perform the better at each event and thus create health awareness in masses to tap the energy of Indian youth. This can also help India to get the maximum advantage of its demographic dividend.

- **Solution to Social Evils**

Many social evils such as gender discrimination, patriarchy, child marriage, drug abuse can be well challenged through the growth of sports culture in the country at large. Many successful female players like Mithali Raj, Mary Kom, PV Sindhu, Saina Nehwal, and many others are the true example of this at the grass root levels.

- **Career Opportunities through Sports Quota**

Many poor Indian families take sports to find a stable career option for their young kids. It is one of the most sought options to get a handsome government job in case of not-so-good academic records if one performs well in sports.

- **Source of Revenue**

The sports sector is one of the great sources of revenue generation for the government as well as private players associated with it. The BCCI is enjoying the title of wealthiest Cricket board in the world for a long time. The developing sports infrastructure is also provided an opportunity for India to host international events and boost the Indian tourism industry. This will create employment opportunities in allied areas and generate large revenue.

- **Promote the Spirit of One Nation**

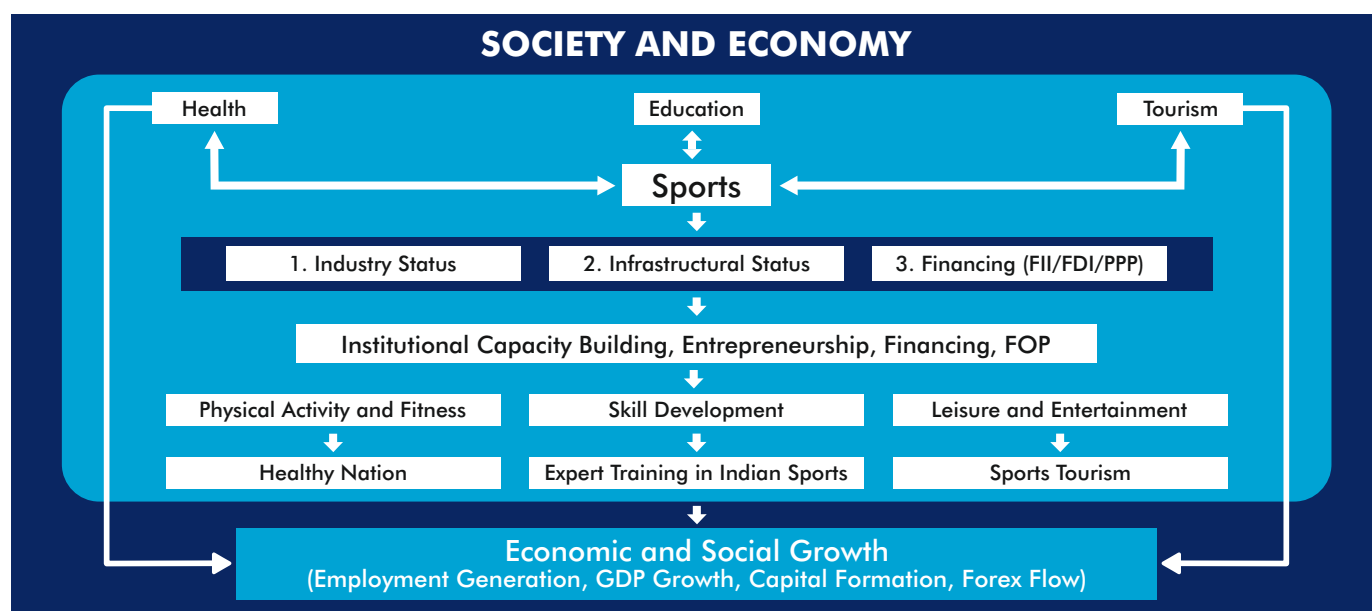
Team sports promote the spirit of “unity in diversity” and put great performance over the field irrespective of their local regional interests. Even people admire the sportsperson on the basis of their performance on a particular game irrespective of their caste, region, language preference, etc. It gives strength to the spirit of One India as a whole.

In this way, promoting sports culture in India will draw multiple benefits for Indian society and individuals. The infrastructure and policy support through the government will make the path much clearer in the coming future.

## 4. Impact of Rising Sports on Indian Economy

The global sports market is growing fast and thus became a major source of revenue generation for any country. The same is true in the Indian context too. The growth in the sports sector is inter-disciplinary and impacts the large scale of industries. In 2020, the Indian sports Industry was evaluated around worth Rs 16 Billion. The budget allocated to the Ministry of Youth Affairs and Sports for the financial year 2021-22 is around Rs 2596Crore. In this way, the sports sector in India is also playing a significant role and is capable of influencing the Indian economy at a high rate as discussed earlier it has been proved to be beneficial for society as well as the economy.

The commercialization of sports in India has played an important role in generating large revenue. In this regard, privatizations of sports since 2008 in from the private sports events like the Indian Premier League, Pro Kabaddi League, and many more played a revolutionary role. But the legal and other policy regulations related to these commercial events are still not clear and draw a clear picture over time and strengthen the revenue model. The association of sports icons with advertising agencies is also a source of high-value revenue generation.



The skill training and sports education in India have immense potential and have rising demand. The large consumer base in India also shows the bright future for Sports media. Consultancy services, intellectual property rights, training infrastructure, coaching, sports science, and sports medicine are some of the major areas where commercialization and privatization will benefit at large. The government is also working to develop human resources in these areas to tap the other revenue models.

During COVID19, when the lockdown hit the country and everything was on standstill, a new trend of online gaming had started. It saw a major increase in the number of users for e-sports as the physical sports activities were on rest. Now it added a new stream of business in the sports sector and there was an almost double user of online gaming during the last 3 years which is showing a great trend for the economy. During this period, the social media activity of popular sports persons has increased significantly and that too ruled by Cricket Icons to keep their engagement ongoing with their fan following. As per the records, cricketers got 92% offers of endorsement in comparison to other sports icons and thus it generate a major revenue source for the sports economy too.





## 5. Global Opportunities and Constraints

With changing dynamics every day and changing attitudes towards sports in India, the sector has seen immense growth. Indian player has developed themselves as a global icon through their dedication and hard work. Some of such names are Virat Kohli, PV Sindhu, Sania Nehwal, Neeraj Chopra, etc. The Indian players not only became part of several international events such as the Olympics, Commonwealth, and Asian games but also winning the medals for India at each level. To date, India has secured 35 medals including Gold, Silver, and Bronze in the Olympics and two Cricket World Cup trophies in its kitty. The major global platforms which provide opportunities to Indian sportspersons to showcase their immense talent are:

### • **Olympics**

The rise of India from the 1900s to the 2020s has been a great journey for India. In Tokyo Olympic, 2020, India won seven medals including one gold, two silver, and four bronze which was the highest tally in the Olympics by India to date. 2021's gold medal was long due by Indian athletes and won by Neeraj Chopra for the pride of the country.

### • **Paralympics**

India is actively taking part in the Paralympics too. India first participated in the Paralympics in 1968 and then 1972; however, after that, India went into a hiatus and appeared again in the Paralympics in 1984. Since then, India has taken active participation in the summer and winter Paralympic games. In the Tokyo Paralympics, 2020 India has secured total of 19 medals too.

### • **Asian Games**

India has taken an active part in all the Asian Games. India has had the honor of hosting the Asian Games twice, in 1951 and 1982, respectively. India has become one of the most successful teams at the Asian Games over the decade. By the year 2018, India won around 672 medals, 155 of which were gold. In every edition of the Asian Games, India has secured around one gold which is a proud fact for Indian sports enthusiasts.

### • **Commonwealth Games**

The Commonwealth Games are one of the most anticipated and popular games in India. India has been able to host the commonwealth games only once in 2010. Till now, they have registered around 503 medals to their name, 181 out of which are gold.

### • **The National Games of India**

The Indian Olympic Association holds the National Games of India. The main aim of this event is to identify the potential candidates for the international Olympics. The event aims at uplifting and promoting national sporting talents who can shine in the Olympics.

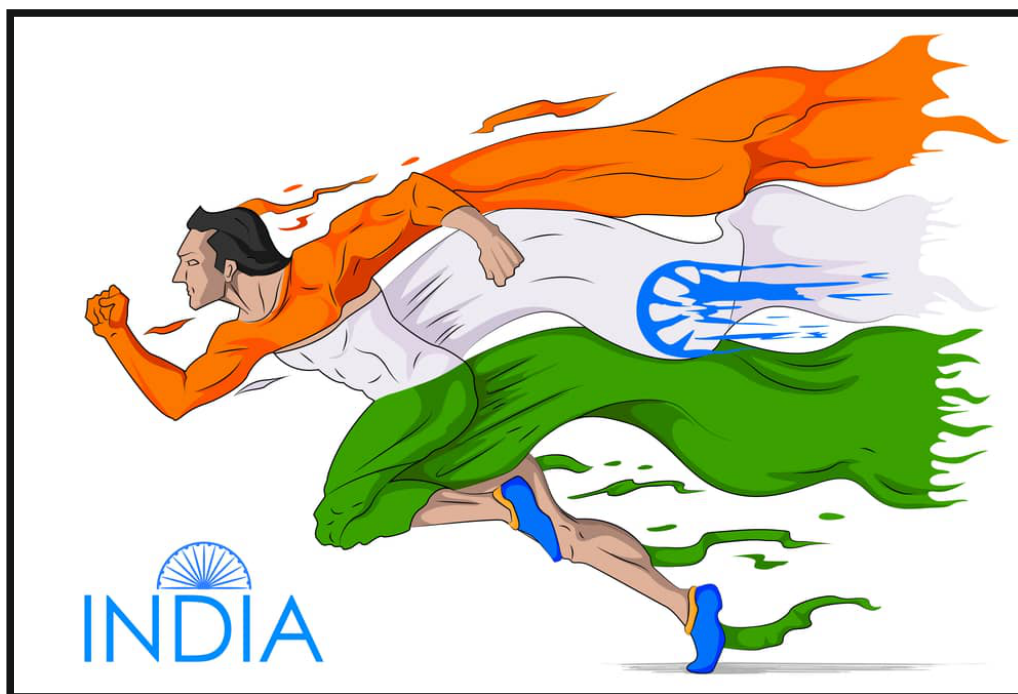
### • **ICC Cricket World Cup**

It is the most sought-after international sports event by Indians. Indian men, Cricket team won the ICC world cup two times in 1993 and 2011. They have spotted the runner up position for one time and were qualified for semifinals for 4 times.

To showcase the immense talent hidden in a vast country like India, the government and authorities need to handle the limitations associated with it at each stage. Some of the major constraints in the growth of sports culture in India are poverty, inequality, poor nutrition, lack of facilities at local level, lack of infrastructure at school and university level, corruption, and many more to count. The investment made by the government of India for the facilitation and coaching of young sports persons and the related physical activities with the help of state governments and other stakeholders has appreciated steps in the current scenario.

## 6. Government Initiatives and Performance of Sports

In India, sports are followed like a religion. Cricket enjoys its unique position as one of the most popular sports in India. But, there are other sports too that get equal importance from their fan following in current times. In this way, the government of India is working hard to provide an equal and designated share of each sport across the



Indian masses. The Sports Authority of India is the leading autonomous sports body under the Ministry of Youth Affairs & Sports is acknowledging Indian's sports ambitions and working to provide an ecosystem to nurture the same. Some of the major initiatives taken by the government of India to achieve excellence in the field of sports are:

- **National Center of Sports Sciences and Research Scheme**

The initiative promotes high-level research, education, and a culture of innovation for the upgraded performance of elite athletes of India. The scheme also incorporates the establishment of a fund for Sports Science and Sports Medicine Departments under six universities.

- **Khelo India Program**

A nationwide program launched in 2018 to develop local level young talents by providing them a national-level platform. The motto for this program is to use sports as means of national, economic, community, and individual development.

- **Target Olympic Podium Scheme**

The scheme has the aim to identify the right talent and medal contenders for the Olympics and Paralympic. This also involves the grooming and preparation of those prospects through customized training support with well-established infrastructure and international coaching.

- **Olympic Action Plan**

The Olympics has always been one of the major sports events for India. The Olympic Action Plan was launched in 2016 by the NITI Aayog to train professionals to excel in their respective sports. The main

goal of the plan is to achieve 50 medals by the year 2024 Summer Olympics.

### • **Army Boys Sports Company Scheme**

The scheme is launched by the Sports Authority of India in collaboration with the Indian Army. Under this scheme, 8-16 years of boys were trained by the army in its well-established infrastructure and disciplined ecosystem to perform best in their respective sports for India.

### • **COME and PLAY Scheme**

The scheme is formulated to tap the optimum benefit of the sports facilities established by the Sports Authority of India across the country and develop the culture of sports at local levels. The local youths can get the assistance of the authority's coach as well under the scheme.

Through such prominent initiatives, the government of India is trying to develop an ecosystem for the excellence of sports through the involvement of different stakeholders and utilization of its sports infrastructure at best. The vision is showing up the result and we are on the right path for nurturing the young sports icons like Aditi Ashok, etc to show the light of success to coming generations.





## 7. Conclusion

The sports sector in India has immense potential for growth. But only the strong political impetus and clear regulatory regime can shine up the way forward. Recently held Tokyo Olympics have started a new passion for athletes and other sports in India beyond Cricket, Football, and Hockey. E-sports are also gaining lots of enthusiasm from the young generation and opening new avenues of sports in India.

The government is launching various initiatives to create the right momentum for the sector's growth in its entire facet. But the increasing fund allocation through an equitable share of funds in terms of sports, gender, and region is also the need of the hour. The sports infrastructure and allied activities are required to be supported at school and grass root level to show their best results as in the case of China and the US. The government also needs to work on firm guidelines for the commercialization of these sports so that the young enthusiasts will not get misguided and can achieve excellence in their choice of sport.

Sports in India have not been seen as a primary career but over time the perspective of Indian parents and society has changed drastically. Thus, the contribution of each sports person has been celebrated by Indian people with full devotion and enthusiasm. This shift of thought is highly appreciable and set the right path for the growth of sports in India and ready to redraw the canvas of the Sportsman spirit with more dedication.

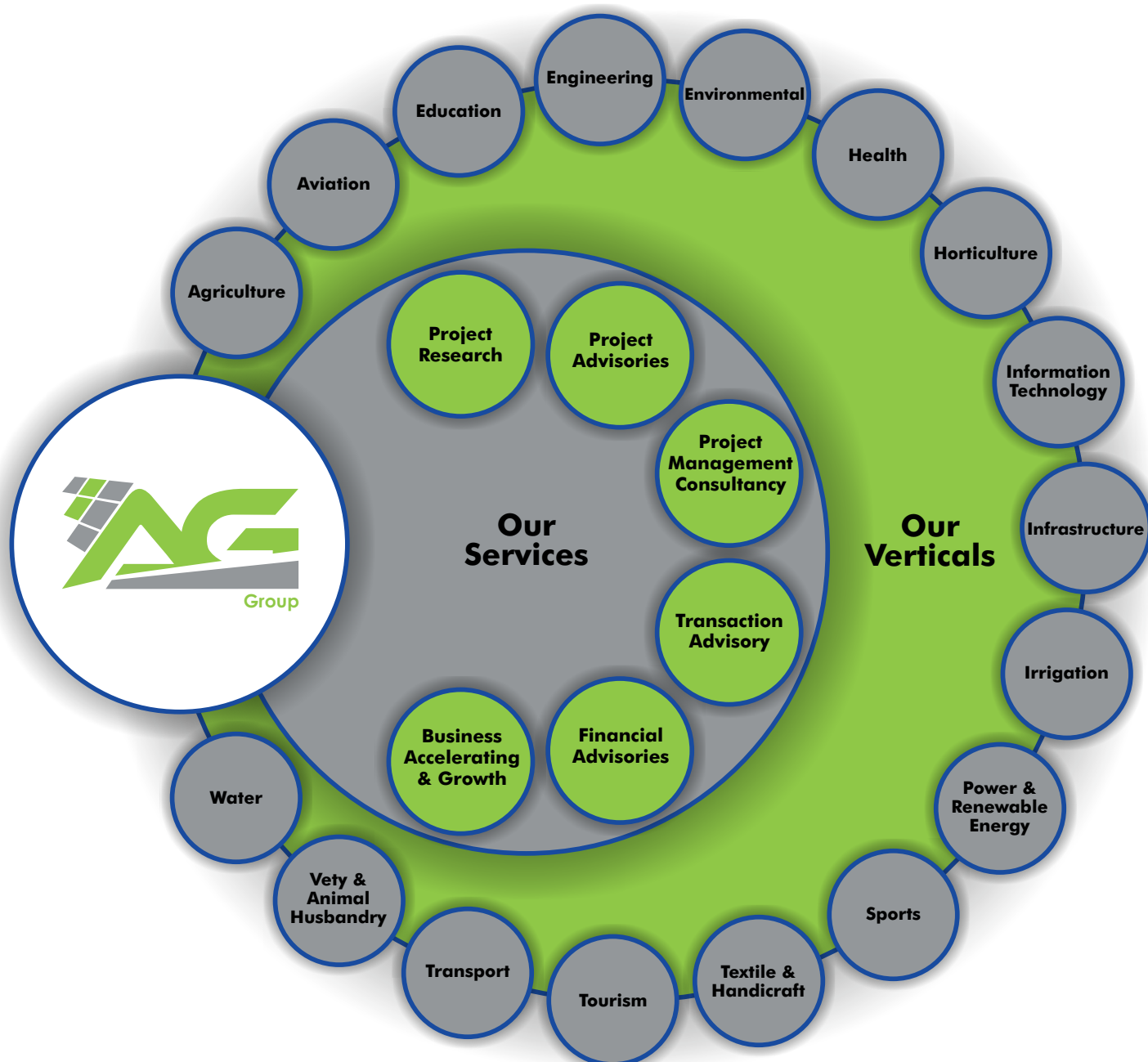
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