

ECONOMY POLITICS AND SPORTS PROMOTION

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Abstract: The development of games and sports has relations with the economy and politics of the country. It is evident from the world history that in every regime the ruler has tried to promote games and sports in the country, although their objectives might not be similar. There are instances of nations which have promoted physical culture, games and sports for making their nation physically fit as well as mentally alert, to prepare their defense personnel for tough jobs and even to reduce the national budget on medical expenditure of their citizens. The political set-up of the country shapes the fate of sports and games. The reality is that the economy of the country is now subject to politicization. It may not be wrong if it is said that prior to the promotion of sports and games, the destiny of the economy of the nation is decided by the politics of the country. The responsibility of formulation and implementation of economic policies, taking into consideration the needs of the country as well as the development of national economy matching with the rest of the world lies with National Government run by the Political leaders, Economists and Bureaucrats. In the promotion of games and sports, political system of a country plays a vital role.

Keywords: *economy, politics, sports, promotion*

INTRODUCTION:

The development of games and sports has relations with the economy and politics of the country. The world history is witness to the fact that in every regime the ruler has tried to promote games and sports in the country, although their objectives might not be similar. After going through the history of Physical Education and games and sports of various countries, it is inferred that rigorous physical activities, games and sports have been promoted and used in various ways for different purposes by the rulers from time to time. There are instances of nations which have promoted physical culture, games and sports for making their nation physically fit as well as mentally alert, to prepare their defense personnel for tough jobs. Even to reduce the national budget on medical expenditure of their citizens. The political set-up of the country shapes the fate of sports and games. It may not be wrong if it is said that prior to the promotion of sports and games, the destiny of the economy of the nation is decided by the politics of the country [1-8].

As we all know, economy is the primary factor to influence the development of competitive sports. There is an old saying that "Money makes the mare go". It means to say that without money nothing can be done. Rather, in today's world, your identity is attached with your economic status, of course exceptions are always there. Then the development of sports and games too has relations with the economy of the country. It is the fact that the economy of the country is now subject to politicization. Further, the responsibility of formulation and implementation of economic policies, taking into consideration the needs of the country as well as the development of national economy matching with the rest of the world lies with National Government run by the Political leaders, Economists and Bureaucrats. Therefore, in the promotion of games and sports in the country, political system plays a vital role. The important thing is to be seen whether the National Govt. are sincerely doing something for the promotion of this field or to get some other benefits out of it [9-14].

GOVT. POLICY AND SOME IMPORTANT STEPS TAKEN TO PROMOTE GAMES AND SPORTS IN INDIA:

India remained slave for hundreds of years. At that time India was ruled by many foreign rulers such as the Muslims, the Portuguese, the French and the British. Economy of the country was ruined by such foreign rulers but they are appreciated for taking initiative of developing games and sports in the country, though their purposes of doing so were different.

During the Muslim period, the aim was on training the army personnel only through indigenous physical activities such as gymnastics, dagger fighting, fire fighting, archery, fight with wild animals, wrestling, hunting, horse riding, swimming etc. whereas during the British rule Western civilization influenced the Indian culture. For instance cricket, hockey, football etc. are gifts of the British Rulers to India.

In 1920, Mr. H.C. Buck founded the Y.M.C.A. College of Physical Education, Madras.

In 1928, Hanuman Vyayam Prasark Mandal, Amravati was formed, which played a very significant role to make indigenous activities popular and more attractive.

In 1943, in Punjab to provide training facilities in Physical Education a Govt. College of Physical Education was established at the Montmorency Park, Lahore..

In 1928, India participated for the first time in the Modern Olympics and in 1920 in athletic and wrestling. In Hockey Indian team participated first time Olympics and maintained its supremacy continuously till 1956 Olympic Games.

In 1947, India gets her freedom but the economical condition then was very poor, at that time due consideration was taken by the political leaders which have been listed below for the promotion of games and sports.

In 1948, the Central Govt. Physical Education Committee popularly known as Tara Chand Committee was set up.

In 1949, a team of experts from Hanuman Vyayam Prasarak Mandal, Amravati, participated in physical activities in Lingiad at Stockholm (Sweden) and also gave a demonstration of Indian System of physical activities.

In 1951, the first Asian Games were conducted in Delhi despite the fact that the nation was in deep financial crunch.

In 1953, Raj Kumari Amrit Kaur Coaching Scheme was started for the promotion of games and sports and to train Indian sports persons for participation in the National and International Competitions.

In 1954, Central Advisory Board of Physical Education and Recreation was established by the Govt, of India to advise the Government on the coordination of all programmes and activities in the field of Physical Education and Recreation in the country.

In 1982, Sports Authority of India (SAI) was established with the twin purposes i.e. to promote games and sports in the country and to maintain and utilize the existing sports infrastructure.

In 1987, to have an integrated approach towards the development of Physical Education, Games and Sports in the country, the controlling body of Lakshmibai National College of Physical Education and Netaji Subash National Institute of Sports, Patiala, known as Society for National Institutes of Physical Education and Sports (SNIPES) was merged with the Sports Authority of India.

In 1995, the premier institute of Physical Education, being run by the Centre Govt, under the name of L.N.C.P.E. Gwalior was given the status of "Deemed University", which is now known as Lakshmibai National Institute of Physical Education, Gwalior..

India has hosted or co-hosted several international sporting events, such as the 1951 and the 1982 Asian Games, the 1987 and 1996 Cricket World Cup, the 2003 Afro-Asian Games, the 2010 Hockey World Cup, and the 2010 Commonwealth Games. Major international sporting events annually held in India include the Chennai Open, Mumbai Marathon, Delhi Half Marathon, and the Indian Masters. The country hosted the 2011 Cricket World Cup and the first Indian Grand Prix in 2011.

INTERNATIONAL POLITICS AND SPORTS:

Sport is an element of social reality, strongly anchored to the political-economical system in which it is placed, that has significance far beyond the trivial. In the developed countries the politicians use sport for political mileage. At the International level the sport is not only commercial but political too, having significant impact on both national and international levels. Sport continues to be used to promote both the political aspirations of individual politicians and the nationalism, ideology and prestige of nations. Practically all nations now consider achievement in sport as characteristic of their vitality and ideology. Sport has been used by political figures to enhance their image as a sport participant or performer. Sport is not used only at the community level to develop social integration locally,

but also at the national and international levels to demonstrate national supremacy in ideology and economic sufficiency. At the local levels, school, college and university teams are expected to bring credit to the community. People identify with the total community and institution through the winning team.

London 1948

Germany, Japan and Italy were debarred from participation in the Summer Games at London by the Victorious allies.

Helsinki 1952

Controversy, concerning the validity of both East and West Germany, participating in the Summer Games at Helsinki.

Melbourne 1956

Controversy, concerning the validity of both Mainland and Nationalist China, participating in the Summer Games at Melbourne.

Rome 1960

Protest against participation of South Africa and Taiwan in Summer Games at Rome.

Tokyo 1964

Indonesia and North Korea withdrew from Summer Games in Tokyo due to political differences with IOC.

U.S. 1968

Black athletes of the U.S. organized a boycott of the Olympic trials.

Munich 1972

In 1936 Hitler's snuffing of "JESSE OWNS" a black super-athlete Berlin Olympics to the murder of Eleven Israeli participants by terrorists (Palestinian Liberation Organization—PLO) in 1972 Munich Olympics.

Canada 1976

The 1976 Olympics in Canada saw boycotts from several Commonwealth countries over the South African situation, but the Games were not badly hit because most of the teams that withdrew would not have been expected to finish high up the medals table.

Moscow 1980

The same could not be said of 1980 in Moscow, when the United States pulled out and the athletes representing Great Britain had to fight parliamentary intervention in order to take part. The issue which brought about the boycott was the Soviet invasion of Afghanistan, which the US rightly condemned.

Los Angeles 1984

1984 Los Angeles Olympics was boycotted by the Socialist countries led by the U.S.S.R in retaliation to 1980 Olympic boycott by the U.S. and others.

Seol 1988

Participation of nations increased but five nations, including North Korea and Cuba, boycotted the Seol Olympic.

CONSUMERISM IN SPORTS:

Sport is both a consumer good and a consumer of goods. Numerous recent studies attest to the rapid development of the sports economy as an independent branch of economics, and have highlighted the amount of turnover generated by sport; the building of infrastructure, the manufacture of capital and consumer goods, the provision of services, the dissemination of information, and taking from sports events, advertising expenditure and sponsorship budgets.

Several years ago, a number of highly instructive studies were undertaken in some countries. In the United Kingdom, for example, the total amount of resources provided by sport to the State is times greater than expenditure on sport in the budget. A Netherlands study seeking to evaluate the impact of sport on the economy showed that the elimination of sporting activities would lead to the loss of 300,000 jobs and a drop in domestic consumption of billion guilders. In France in 1980, the Federation of Sports Equipment Industries comprised 6,482 businesses employing some 300,000 persons.

COMMERCIAL SPONSORSHIP OF GAMES:

As the Olympic Games and mass media grew side by side, the Games began to attract commercial interest. The sale of television rights and corporate sponsorship helped offset the operational expenses of the IOC and local organizers. The nature of commercial sponsorship changes radically with the 1984 Los Angeles Games. The innovative and aggressive marketing of the Games, and the existence of suitable facilities that precluded that need for expensive construction, helped produce a surplus of \$225 million (U.S.) a staggering sum by all previous standards. The Los Angeles organizers demonstrated that corporations were willing to spend huge sums of money to associate themselves with the Olympic Games.

Sports are a big business. The growth of sports industry in the last half century has been phenomenon. According to a study, if all the elements of sports industry were combined from the manufacturing of sports goods to the sports research, developing sports infrastructure, media investment, players payment, event management etc. Sports have become a big business making it the 22nd largest industry in U.S.A. compared to other industrial giants. Sport is bigger than the automobile, petroleum and air transport sectors of the U.S. economy.

Experience tells that the more advanced a country is in application of science and technology in the field of sports, the more is the probability to win or become champion and development in science and in technology demands a huge amount of investment which a rich country can afford.

INTERFERENCE OF INDIAN POLITICIANS IN SPORTS:

Nowadays, no sport in India is free from interference of politicians. In cricket, it is not that visible as BCCI is the richest sports body of the world. Indian sports have become the rehabilitation asylum for politicians and retired bureaucrats. For them chairing an apex body of any sport is all about power, money and publicity. The main purpose of the apex body like talent hunt, providing adequate and modern training to the players, grooming next generation players and development of sports infrastructure are the second or perhaps the last priority for these bosses. Indian Men's Hockey team may be an example. It is the team that gave 8 Olympics gold medals to India. Once its administration went to the hands of ex-bureaucrats, India could not even qualify to take part in last Olympics. When the boss is ignorant what to do, the fate of the game is nothing but bleak. Hence, passion and professionalism need to replace politics for the betterment of Indian sports.

ANALYTICAL CONCLUSION:

- In modern age, sports have become completely economic-oriented. Either it is interest of public or enthusiasm of players, all are inclined towards that game which is helpful in money transactions.
- Now-a-days everybody wants to be associated with some sport or the other because of the money involved but at the same time not all make it.
- After going through the influence of national / international politics on the promotion of games and sports, it may be concluded that the International politics should not do such work so that countries boycott the Olympics because of spermatic ego and deprive off their athletes from participation in such a religious Olympic festival.
- The endeavor should be toward the idea of sharing in the struggle, enjoyment, and achievement of mankind on international level rather than asserting the Politico-economical superiority of nations or races. Sports, at its best need not be a barrier against mindless isolationism, but rather a bridge to equality living and filling up a socio-economic, racial or religion, or political ideological.
- Despite its number of draw backs and evils coming in, sport has the latent capability to promote international understanding and good will among nations and their youths.
- Sports in India need passion, technical expertise and strategic approach from the bosses of their respective associations. Revival of sports in India requires passionate sports persons as the bosses not the politicians.

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