NOVEMBER 2018

Featured Article

Importance of Sports Scientist, Data Analyst & Conditioning

WeChat

Mr. Vivek Srivastava

Secretary-General, Indian Federation of Sports Gaming

ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education"

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

"*The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.*" - Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured and differently so.

We school has chosen the 'design thinking' approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

Prof. Dr. Uday Salunkhe
Group Director

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.

As we begin a new journey with 2018, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the November Issue of SAMVAD for the year 2018!

SAMVAD is a platform for "***Inspiring Futuristic Ideas***" and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the November Issue of SAMVAD which revolves around the theme of "**Sports**".

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

"The difficulty lies not so much in developing new ideas as in escaping old ones."

John Maynard Keynes.

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WECHAT

Mr. Vivek Srivastava

Secretary-General, Indian Federation of Sports Gaming (IFSG)

Team SAMVAD

1. **Could you please take us through your journey in the sports industry?**

Ans. I've recently started with the sports industry. I head the Inter-Federation of sports for all the fantasy sports operators in India. We are financing sports online gaming in India. So, we basically are trying to show the ancillary that how sports consumption in India has increased or different viewer-ships have come up in particular league. Our people & fans have formed a community and I have been religiously following it. So, we're kind of up-trending the entire sports ecosystem in whole.

2. **Over the years in your Experience How has the Sports industry changed?**

Ans. The industry has been growing. People are religiously following it more. Engagement has increased. The OTT (Over-the-top content) players have to develop the new type of content to get clients involved. For example, there is the Karnataka Premier League, and Hotstar is trying to push more Tamil content as well. You can that the private players are actually making a lot of effort so that the fans are more involved not just on the field also but onto the platform. With digitalization, sports is also able to reach every corner of India. Actually, tier 2 tier 3 and the non-metro cities are actually having more consumption and viewership of sports than tier 1s right now.

3. **What are the challenges the sports industry is facing right now?**

Ans. It was a challenge but now the government is paying attention to it. With Mr. Rathore, as Sports Minister, they have created a PPP (Public Private Partnership), which is a hand in hand contribution towards sports, that is, with government tying up with the private players. But resources, equipment and right facilities provided to the players are still a challenge. Obviously, only if they perform well, will the viewership and the client engagement would increase. Like Kabaddi, no one ever thought it would come upon such a scale because no one had it on a big base like Star. Now people are actually getting more involved with Pro Kabaddi League coming in. After the first season of Pro Kabaddi league, people have actually been following the Kabaddi World Cup more. Also, there are many other sports like archery, swimming apart from cricket which hasn't gained as much pace. Cricket is obviously the Mecca of sports for all the Indian Fans but for swimming, archery, even for good talent, people are not getting recognition. They want to go abroad and train as we don't have the facilities. So that is something the government & private players are working towards. I think that's really a big challenge for us right now.

4. **What do you think the future is going to be for the sports industry?**

Ans. Dream 11 had come out with the dreamland foundation wherein they are actually facilitating athletes across various sports that are not that well recognized is India yet like Squash, Archery, and Swimming. So, they are actually concentrating on the other sports apart from cricket and with time I think they would

evolve in different segments of sports apart from cricket.

5. **What advice would you have for students who want to build a career in the sports industry after MBA?**

Ans. Sports management depends on how well committed you are. It is about how you endorse the particular player, how well you're connected. Obviously, you will have to get your hands dirty and it will take time but whatever you do, you should be devoted to it. You should know the industry inside out.

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OPERATIONS

CAN INDIA ORGANIZE THE WORLD'S BIGGEST SPORTING EVENT, OLYMPICS?

Pratik Deo, MMS & Aditya Rathod, MMS - Prin. L.N. Welingkar Institute of Management Development & Research

It sounds like a dream, the world's most sought after, gigantic event, king of all sporting event, Olympics being organized by a country having the most sports enthusiast. In recent years, some of the mega-sporting events, India has hosted are,

- CWG 2010
- ICC World Cup 2011
- ICC T20 World Cup 2016
- FIFA U17 World Cup 2017
- Hockey Men's World Cup 2018

But the biggest question arises, are we still there??

Do we have a infrastructure & system ready which can handle this kind of mega event, because it's a double-edged sword, as country's reputation is at stake, either it can enhance country's name, or just bring it down like anything, which in front of world will not be just a defeat, but humiliation?

All of us are aware of the big scandal which took place during 2010 CWG. It generated a maze of deals involving corruption, which included many inflated contracts. Instead of becoming Country's fame and adding glamour and flair to country's name, it was added in "International Hall of Shame".

One more thing which needs to be kept in consideration is, whether hosting Olympics is really worth it?? Because the kind of investments which are required to host such a mammoth event is not just terrible but are also a huge risk for the host city and nation.

There can be a huge error in the estimation of the total cost, which is very much possible when it comes to an event of such huge stature. Rio 2016 is a prime example of it, they estimated it to be around 3 billion $, which eventually turned out to be 400% more, 13 billion $. Because of which city had to cut its expenses on healthcare and police to afford it. It is never a smart idea risking the health and safety of people to organize an event. Host cities believe it will result in increased tourism and will be worth it, which can be used long way after the games.

It is not just athletes competing, but even the host nation has an opportunity to be a benchmark, in which they have certain hurdles to jump, of which some of them are

- **<u>Future utilization of sporting events</u>**

How the venues can be used once the games end. It can cause many problems,

For example – some of the stadiums are so huge in size, they need to be reduced if they need to be made profitable.

- **<u>Transforming Olympic housing to Public housing</u>**

Planning needs to be done which can ensure village constructed for athletes for their stay, can be used as affordable housing scheme for the less privileged once the games are over.

- **<u>Security concern</u>**

In a world which has seen so many terrorist attacks taking place, they need to secure the massive influx of people, which includes both participants and

spectators. The level of surveillance which might be required should be taken into consideration.

- **Infrastructure development**

If there is one industry which benefits a lot from hosting of Olympic event, it is transported industry. Host cities should know what it takes to ensure positive outcomes, and projecting how the new system will provide real gain.

- **Influence on tourism**

The Olympic year will undoubtedly attract the outrageous level of tourism, but the question is whether it can sustain it for upcoming years.

- **Marketing Merchandise**

Olympics stamped merchandise will surely be sold and will generate some kind of gain and value. But important is an intrinsic value which such memorabilia will help people in retaining and refreshing fond memories. In addition to it, in the new era of social media, what steps can be taken to ensure great returns.

India already has one eye on hosting the 2032 Olympics. But first, they should develop an infrastructure for its own athletes, provide them with high standard training facilities, create a good talent pool, identify talent by building scouting teams and letting them penetrate in the interior of the countryside. Apart from this, they should take all the possible steps to promote sports in mind of youth, focus on shifting interest from just viewing to actually playing it, to further add making a career in it and not just keep it as a hobby. An excellent example is our neighboring country, China which has done so much to promote sports which ensures them in top 3 of the medal tally, no matter what is the event. Interest has started building in games like Kabaddi, Badminton, Shooting, Football & Gymnastics, but to take it to another level we need a team of high-level coaches, mentors, conditioning coaches, sports scientist and building more "High-Performance Centre" which can have real influence on the efficiency of athletes and impact on the results. It doesn't make a sense hosting a mega-event like Olympics, if you don't have athletes ready which can ensure at least 50 medals and as minimum as 25 golds, as our Olympic Gold Winner, Abhinav Bindra said, "India as a society first needs to inculcate sports as a culture before salvaging any hopes of winning medals at Olympic games". Apart from this athletes need to be paid right, and reduce the difference between 2 different athletes of 2 different sports, ensure them a good standard of life, teach them some life skills, post their sporting careers are over, channelize them back into the framework, nurture them on their expertise to become mentors and further use it for upcoming youth, which can help both the upcoming athlete and retired athlete to have a good sustainable career post their retirement.

One thing is sure, funding for such an event or developing sports will never be a problem for India, as it can be easily sponsored through business giants in collaboration with the Indian government, problem is having a good system which can be put into place which will ensure right usage of funds instead of fancying one's personal gains over nations pride.

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FINANCE

CHALLENGES OF BEING A CFO IN SPORTS INDUSTRY

Ishita Vashishtha, MMS - Prin. L.N. Welingkar Institute of Management Development & Research, Mumbai

Who is a CFO?

A chief financial officer is the officer of a company who is responsible for the management of the company's finances. The CFO is also responsible for the strategic and tactical matters that relate to budget management, cost benefit analysis, forecasting needs and securing funds.

What is the sports industry?

The sports industry is a market where the economic dimensions are set to organize produce and facilitate activities related to products and services of sports. Sports industry includes sports like cricket, football, hockey, tennis, badminton, kabaddi, golf, boxing, wrestling etc. There are professional leagues attached to these sports such as PRO KABADDI, INDIAN BADMINTON LEAGUE, HOCKEY INDIA LEAGUE etc.

Sports industry in India is driven by stakeholders like sports governance bodies, sports infrastructure industries, sports equipment industries, leagues and tournaments, sports technology industries etc. India has conducted many sporting events. The list of events includes

ASIAN GAMES	1951 AND 1982
CRICKET WORLD CUP	1987, 1996 AND 2011
IPL	2008
T-20	2016
HOCKEY WORLD CUP	2010
COMMONWEALTH GAMES	2010
CHENNAI OPEN	1996 ONWARDS
MUMBAI MARATHON	2004 ONWARDS
DELHI HALF MARATHON	2005 ONWARDS
INDIAN GRAND PRIX -BUDDH INTERNATIONAL CIRCUIT	2011

ROLE OF A CFO IN SPORTS INDUSTRY

As it is clear from the above list that Sports is a big business involving a large amount of funds, investments and huge expenditures related to sports products and services, the role of CFO become more vital. The amount spent on wages, transfer fees, and stadium costs is so high that to overcome such expenditures more loans are taken and more investments are done.

Huge investments are the sources through which sports industry can run its operations.

Unfortunately, many have failed to try to do so.

The sports teams do not realize the number of expenditures that is spent on their quest for success until they face financial mismanagement. Therefore, it becomes more important for a CFO to manage the financial resources of sports in such a manner that the sports operations are not interrupted.

CHALLENGES FACED BY A CFO IN SPORTS INDUSTRY

It is interesting to know that nowadays sports fans are not only interested in pitch but also on the background details. They are also interested in the assurance of the team success and the club's financial position. To make this happen, during the playing and off-season CFO along with entire management are busy considering how to improve the fan experience, media technology etc. This is the reason that a CFO of sports industry deals with more challenging transactions than any other industry. The CFO has to make sure that the sports equipment and accessories are well financed. Sports equipment include bats, balls, nets, wickets, racquets, goal posts, bases etc. the accessories include shoes, sports shirt, gloves, protective helmets etc. The CFO should maintain the financial strength of a particular sport by financing the equipment, accessories of sports and sporting technologies.

The challenges not only arise from poor financial planning or application of financial tools but also from the introduction of new and cutting-edge technologies and implementing them. Sports industry deals with diversified financial planning and management tools with diversified resources and sources of funds. A slight change in the automation process may boost up the challenges for a CFO.

Risk management is also a challenging issue for sports CFOs. Insurance to mitigate risks is common in all industries, but the high risk of injury and the financial costs incurred by these can be huge. The investments that undergo under the sports industry are usually very high. Therefore, return is uncertain and risks are always on the side.

The knowledge of books of accounts of the sports industry is not enough. It is important that strategic planning and analytical approach towards financial risks shall help a CFO of Sports industry to forecast the risk associated with the investments.

The CFO of Sports industry is accountable for the financial management and allocation of finances to run the sport-related operations. The role is challenging but demanding hence it is important for a CFO to fulfill the responsibilities carefully and effectively.

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MARKETING

COMMUNICATING THE ATHLETE AS A BRAND

Jay Alpesh Savla, MMS - Prin. L.N. Welingkar Institute of Management Development & Research, Mumbai

"Attention is a currency in today's world. Therefore, earn it and spend it."

Athletic performance is not only what matters for professional athletes nowadays, as their personal lives and personality are intertwined with their professional career. It can be rightly said that the athletes have become brand themselves as a number of industries use them as their endorsers and spokesperson. Athletes are branded so that they as well as their stakeholders are able to utilize the communication strategies to attach the meaning to the athlete in minds of consumers. Sports organizations and companies are spending millions of rupees to create and reinforce brand attachment between athletes and consumers. Hence, for an athlete brand, the differential attachment and meaning to consumers becomes the brand equity. Such a concept of brand equity created for an athlete is already been examined by sports management scholars. For a country like India where cricket is at the heart of everyone, cricketers are seen endorsing many brands and campaigns.

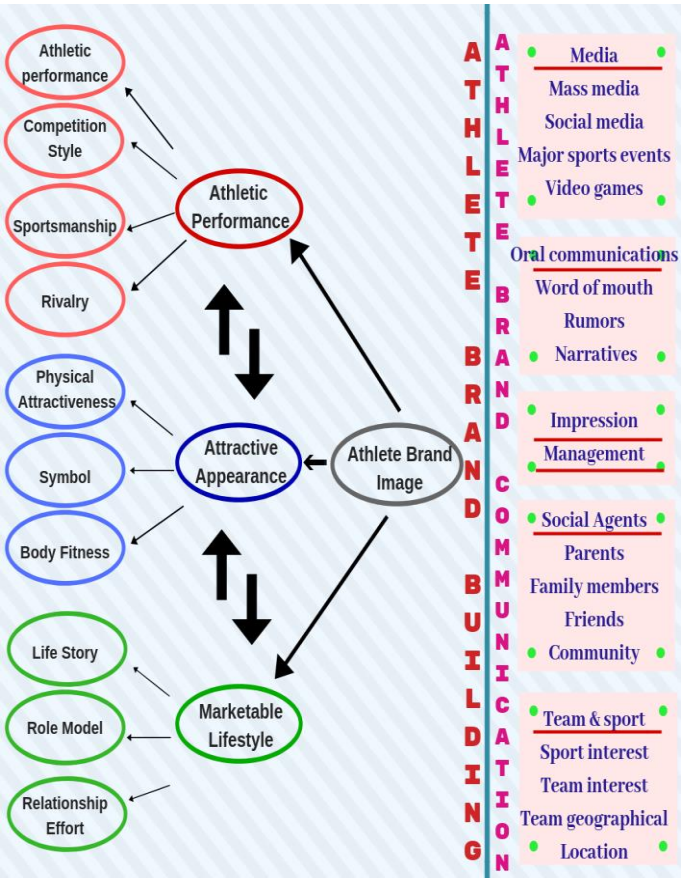
Creating Athlete brand value and communicating

Creating a brand value of an athlete is a very difficult task and finding right attributes which can be marketed for attracting consumers makes the job more tedious. However, on a general note, athlete brand image model has three key dimensions:

Athletic performance, attractive appearance, and marketable lifestyle; which defined by their on-field characteristics, attractive external appearance, and off-field marketable attributes.

The task does not finish by creating athlete as a brand but by communicating it with public and consumer with so precise marketing that it has a positive association for an athlete as well as the company. Various channels are used to deliver and communicate

these values and in return build athlete brand loyalty.



Brands named after Athlete literally!

Nike took the branding of athletes to a next level by naming its sports brands after the name of the athletes and sports personalities. Michael Jordan is more than a great basket player. His name or brand is an example in the business world when it comes to sales as Jordan brand by Nike is one of the top-selling brands of Nike. Furthermore, Cristiano Ronaldo has his own clothing line"CR7" under Nike and CR7 has become the personal logo of the Ronaldo.

LeBron James is another famous name in the Sports industry who has LeBron James shoes and apparels from Nike. Roger Federer has his own clothing line. He can be seen wearing recognizable "RF" logo brands in ATP events. The brand is under the umbrella of Nike.

Kent & Curwen partnership with David Beckham to develop a clothing line named after the famous soccer player of the time. Homme by David Beckham (2011) is a fragrance for men endorsed by English footballer David Beckham which

joined the existing scents David Beckham Instinct (2005) and Intimately Beckham. Tiger Woods is a famous American golfer who has his own brand line by Tiger Woods from Nike.

Association of Athlete and their activities on Company

Athlete activities outside of sports competition affiliated with the marketing communication strategies developed by an organization may affect consumer perceptions. Anything done by the athlete in personal or professional life spreads like wild fire due to electronic word-of-mouth by media and the consumers which are present on these digital platforms. From another point of view, it can also be viewed that athletes and stakeholders have rather no control over the type of comments either made by fans or by the members of media via social media or both. Hence, the comments made on athlete have a direct effect on the image and the way it is perceived by the public.

Taking the battle of brands to the next level

One of the most direct ways to reach consumers is through athletes. The fan phenomenon developed in sports due to- passion, a source of health, positivism, commitment, sacrifice-which are again taken to elite level has very few competitors in the market place and hence, company wants to utilize them effectively.

The extent of branding became so important that Athlete became the face for brand wars. Look into the battle of brand wars between Nike and Adidas. Everyone knows the rivalry between fans of Cristiano Ronaldo and Leonel Messi, which became the opportunity for companies to cash in.

Cristiano Ronaldo CR#7 is Nike's superstar pitchman for Nike to promote the company's products. However, for the domestic season, Nike had to bear seeing its star man wearing the logo of the greatest rival in uniform adorned- Adidas. French midfielder Paul Pogba signed a 10-year deal to endorse the Adidas line. Adidas countered the Nike's Cristiano Ronaldo by Lionel Messi. In 2006, Messi left Nike endorsements and moved to Adidas and has been with the Adidas ever since. Neymar is one of the few players who currently endorse Nike.

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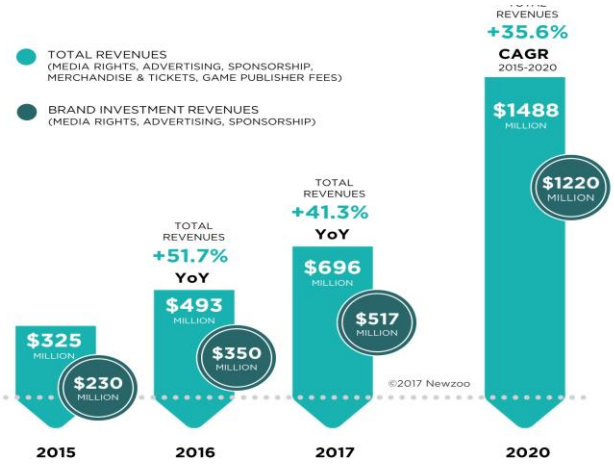
HUMAN RESOURCES

IMPORTANCE OF SPORTS SCIENTIST, DATA/PERFORMANCE ANALYST & CONDITIONING

Tahira Firdos, MBA-HR , Indian Institute of Management, Ranchi

The sports market around the globe is expanding manifold. It recorded a market value of around $696 billion globally in 2017. This mammoth market share has been increasing at a pace faster than the GDP of many countries in the past decades. And so, has the appetite for more information on how to monetize data available. The enormous amount of past data collected over years has captured the attention of academics, sports professionals alike. Understanding analytics can change the way we view our business ecosystems and performance calibration.

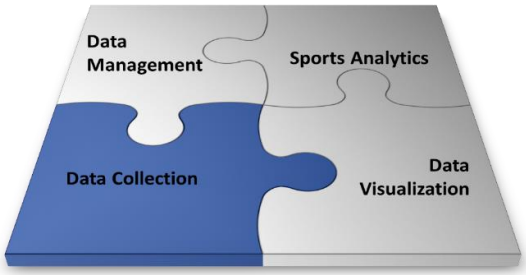


Although it is widely believed that it all started from the best seller book Moneyball story many other works like that of George Lindsay preceded on involving the analysis of data available for better sports performance.

But Moneyball was an eye-opener to broader sports community about that potential success one can achieve through quantitative analysis.

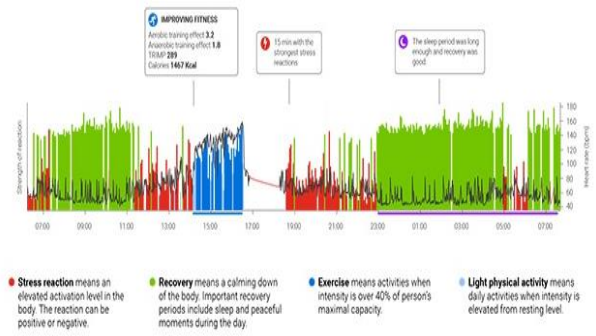
A perception that analytics is the panacea to sports had been created. Almost all professional teams started having their own quantitative analysts. Yet there were instances when teams realized that there was a still a long way to go in converting the in hand humungous data to translatable business advice.

This is where a new era of management personnel had evolved. At first, there was front office personnel with quantitative training or ones who acknowledged the importance of using analytics. But with the emergence of concepts like Big Data and Internet of Things numerous profiles have broadened the scope of quantitative analysis. Sports scientist, sports statistical analysts, athletic director performance analysts and conditioning coaches are among the many careers that spiraled out. Academic institutes like MIT, American University, Loughborough University, University of Salford and many others started their own courses in these fields. Take for example the MIT Sloan Sports Analytics Conference Called the “Super Bowl of sports analytics” and “TED talks in cleats”. From its inception in 2007, it has grown from 175 attendees to over 2,000 in 2014. But even when being classified into so many different professions all these jobs fit together as pieces to the same puzzle.



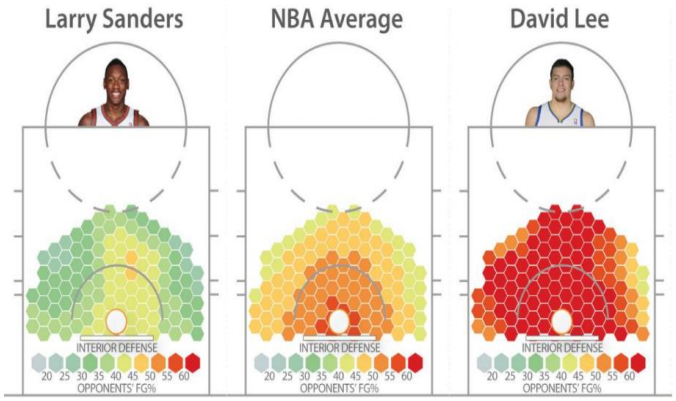
Sports scientists generally specialize in one or more of physiology, motor control, biomechanics, strength and conditioning, performance analysis and psychology fields. A sports scientist serves as a link in communication between athletes, coaches and other performance staff (physiotherapists, athletic trainer's analysts etc.). Right from the design and delivery of conditioning programs, to identifying and monitoring of performance metrics and recovery, rehabilitation of injured athletes and to the design of nutritional strategies which are appropriate to the age of the athlete sports scientists play a pivotal role.

A split second is all it takes for a player to win or lose. All sports managers and coaches focus on putting together meticulous training plans to cover up for that split second. Studies show that professional athletes train only for 25 hours per week. The decisions and choices made in the rest of the 147 hours per week time left to influence the rate of success to a profound level. The levels of stress, recovery and the overall level of well-being considering many other factors are being quantified today. Conditioning coaches today are focusing not just on the training part of a player's routine but the quantitative aspects of his son training periods to get further insights.

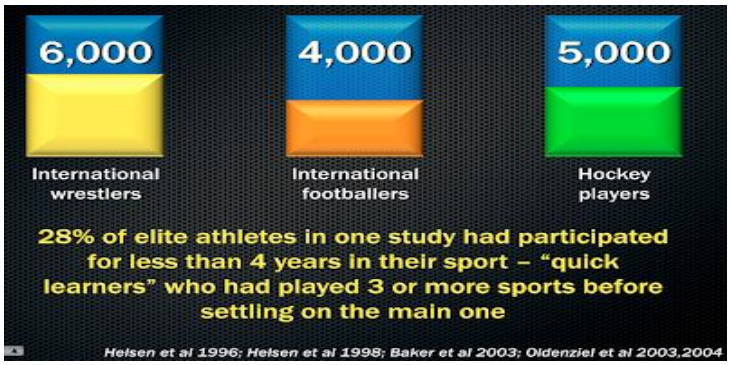


Today more than ever teams are scrutinized on their performance just not by management coaches, trainers but also their fan base. Real-time data is available on our screens due to technological interventions such as

Snick-o-Meter, Hot spot, stump camera, real-time commentaries by on-field players, spider cams have quantified performance to an extent that today fan base is more a quantitatively analyzed opinion. The popularity of a team fetches sponsors and opportunities which would ultimately affect the course of action.

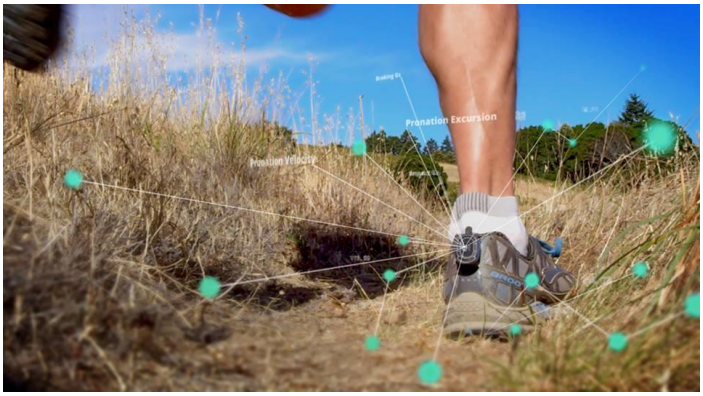


Take for example the 10,000-hour norm introduced by psychologist K. Anders Ericsson in 1993 suggested that it takes 10,000 hours of practice for a person to become an expert in any particular field. It gained popularity soon enough and players started to focus on achieving the goal of 10,000 hours of practice rather than the expertise. This resulted in many players ending up injured due to long hours. But an analysis by sports scientists on USA Olympic athletes showed contrary results.



But it is not just team managers who use the support of sports scientists but sports wearable companies like Nike, Adidas and Puma also depend extensively on qualitative analysis for product design.

A critical area of research focuses on biomechanics research with intention of performance enhancement and prevention of injury. Footwear and apparel are designed using thermoregulation results from researches. Data mining, mathematical modeling, standardization, data storage solutions, and knowledge engine are a few key areas of researches. From foot pressure measurement, skin and core temperature sensors, skin humidity sensors, blood chemistry analysis sports scientists work in many different areas to design footwear and apparel.



But it is not just about product design and development, today health communities are being created that focus on qualitative analysis of every day bio-metrics and sharing of results among individuals who have shared interests and goals to work together, regardless of location. Take for example the Nike Elite community or Samsung Health community not just help individuals to achieve their goals but also increase the brand awareness among the larger customer base.

Thanks to Big Data and IoT we have successfully accumulated enough data to analyze the past trends in sports and predict future opportunities. Sports scientists, qualitative analysts, and conditioning coaches have the capability to unravel a plethora of opportunities that can change the way we train, buy sports gears, a team's fan base or improve our wellness quotient.

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GENERAL MANAGEMENT

DISMAL PERFORMANCE OF INDIA IN OLYMPICS – CAUSES AND SOLUTIONS

Sonam Sinha, 1ST Year- SJMSOM, & Rimpal Setty, 1st Year- IIT Bombay

India is the second largest country in terms of population and has a diverse population with different sporting skills. In 2016, India had sent 117 athletes in the Summer Olympics, all-time highest. Despite the high number of athletes in Olympics from India, India managed to gain only two medals – one silver by P V Sindhu in Badminton and one bronze by Sakshi Malik in Wrestling. India started taking part in Summer Olympics from 1900 and till date, it has secured only 28 medals including 2016 medals and had got only one gold medal. Whereas Michael Phelps from the US had himself won 28 medals in swimming in Olympics.

Combination photo of PV Sindhu and Sakshi Malik, the only two Indian Olympic medal winners in Rio de Janeiro, Brazil. (Agencies)

Source: Hindustan Times

Major reasons for dismal performance are as below:

1. **Pressure from parents**

India is performing very well in Cricket and Hockey and in order to improve our position in Olympics India have to work towards the quality of life and develop more interest in sports. Parents in India don't encourage children to pursue a career in sports. Children are often forced to study and become a doctor, engineer, CA etc. As per a study done by a group of researchers titled "Promoting the benefits of Sports", encouraging sports from a young age has a tremendous impact on not only the individuals but also on the country overall. As per a study conducted by the United Nations in 2003, "Increasing the time spent on physical education in schools does not reduce marks in intellectual subjects but rather improves the ability of some students to learn and retain information." So, it is the parent's responsibility to encourage children to involve in sports.

2. **Corruption & Mismanagement of sports authorities**

Various incidents have been observed where the committee responsible for a particular sport is involved in corruption. One of the cases was the suspension of the Indian Olympics Association by IOC on grounds of lack of transparency. Regional bias is often alleged in the selection process.

Mary Kom had once spoken against biased selection process for boxing favors boxers from Haryana, who rule the Boxing federations. Another incident was of OP Jaisha, an Olympic women marathon runner. She was not provided water and energy drinks at designated stations by Indian officials. She collapsed after the marathon. The appointment of a radiologist as the chief medical officer of the Indian team in Rio is another incident showing sports authority's carelessness.

3. Social and economic inequalities:

Most of the families cannot afford a fully balanced diet which is one of the main components for sportsmen nourishment. Also, as urbanization is evolving, we are rarely finding courts for any games; sometimes it is harder to even find alone vacant fields for playing. Denial of access to sports infrastructure due to poverty, lack of encouragement to girls to participate in sports, etc have impaired the development of a positive sports culture in the country.

4. Lack of infrastructure:

Poor infrastructure is also contributing in poor athlete's performance. Dipa Karmarkar with her coach embarked her dream to be a world-class gymnast, did not have any state sponsorship fund for her preparation. She prepared using apparatus made from a pile of crash mats and discarded parts of the second-hand scooter and no ultra-professional guidance. She lost the Olympics medal by just 0.15 points. This shows how talent is being wasted out by not providing proper funding and support.

5. Meagre allocation of resources:

As per the Australian Sports Commission, Australians spend nearly $11 billion a year on sports and physical activity participation fees. In general, the UK spends $1.5 billion annually on sports infrastructure and training, while UK Sport spent about $350 million on Olympics preparation over four years (2013-2017). As per 2018 budget, the government will be spending INR 2196.35 crores which is much lesser in comparison to other countries.

Indian Football Team-For World Cup
@IFTWC
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How Sports Budget 2018 is different from last year ?

Ministry of Youth Affairs and Sports	In 2017-18	In 2018-19
Overall budget	Rs. 1938.16 cr	Rs. 2196.35 cr
Assistance to National Sports Federations	Rs. 302.18 cr	Rs. 302.18 cr
Incentive to Sports Persons	Rs. 18.13 cr	Rs. 23 cr
National Welfare Fund for Sports Persons	Rs. 334.31 cr	Rs. 374.00 cr
Khelo India	Rs. 350 cr	Rs. 520.09 cr
Enhancement of Sports Facility in J&K	Rs. 75 cr	Rs. 50 cr
Sports Authority of India	Rs. 495.73 cr	Rs. 429.56 cr

Source: Twitter

Above are just a few cases which show lack of resources and support from family and government is making India lag in Olympics. Steps which can be taken to improve India's position are:

a. To put qualified sportsperson as Sports committee members rather than those with meager or no knowledge of that sport. Lately, a committee has been made by the Government, TOP headed by Abhinav Bindra (in Dec he resigned due to personal interest), sole gold medalist in the Olympics to improve performance in Olympics 2020 and 2024. This committee also includes people like sprint star PT Usha and badminton great Prakash Padukone. It is a good initiative by the government.

b. At the same time, the government should launch campaigns to spread awareness for career opportunities in the sport so that parents support their child in pursuing a career in sport. Also, it should be made compulsory in all schools to have proper guidance for sports so that children's interest arose in the field of sports.

c. More scholarships and endowments for athletes should be provided to help poor pursue their dreams in sports and a committee to look after those scholarships so that they are not fraught with bureaucratic red tape, corruption, conflict of interest etc.

d. Involve corporate, India has one of the richest people in the world. These rich people could direct their spending on sports. They can take sports to next level. In Hockey India League's franchise is one such example.

e. Try to have tie-ups with foreign bodies that have a vested interest in developing the sport like the NBA had tied up with Mahindra, Reliance and Basketball Federation of India to develop basketball in India. These bodies provide technical expertise and other support to conduct all activities starting at the grass root level and then increasing above to improve the standard of the game. There are many such foreign bodies, we ought to explore such associations and tie-ups with them.

Similar steps will surely improve our position in Olympics in coming years.

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CALL FOR ARTICLES

We invite articles for the December 2018 Issue of SAMVAD.

The Theme for December month- "**Sustainability**"

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com. Deadline for submission of articles: 30th December, 2018**
- Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
- Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Clearly provide source credit for any images used in the article.

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"Fail early, fail often, but always fail forward"

- John C Maxwell

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