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A review on strategic models of sports in India to become successful in International tournaments

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Abstract---It's no secret that the Olympics are very popular, as shown by the fact that 206 countries took part in the 2016 Rio Olympics. Except for cricket, India's performance in international sports events, including the Olympics, has remained low despite the country being one of them. Cricket, in fact, is India's most popular sport and one of the most successful national teams in the world. Sport is undergoing fast transformation both as a discipline and as a business. As a result, strategic management is becoming more important in adapting to these changes. A sports team's success is as much a function of sound strategic choices as it is of the players' individual abilities. It's up to you to handle the supply chain properly and choose reputable suppliers. It's also based on who you hire for administrative and support positions. The functions of sales and marketing must be able to traverse new marketing channels while maintaining appropriate branding. Strategy formulation, strategy execution, and strategy assessment are all parts of strategic management. It begins with the development of strong vision and mission statements. An organization's mission statement and core principles should be included in this document. An Internal Factor Analysis (IFA) and an External Factor Analysis (EFA) are usually used to accomplish this (EFE). SWOT analysis was used to develop them. The Quantitative Strategic Planning Matrix may then be used to assess the various plans (QSPM). Strategic management's most critical component is tactical execution. Budgeting, project management, personnel, and leadership are all part of implementation. The assessment and control required for strategic management are equally essential. Financial forecasts and a balanced scorecard are both part of the process here.

There is no sense in having a plan if the results it produces cannot be quantified. To do strategic management well, you must look beyond your job description. It includes everyone in the company, regardless of position. There is a learning curve, but it's well worth the effort.

Keywords---Strategic management, sport, Olympics.

Introduction

Sport is a huge business that employs millions of people across the world, is enjoyed or followed by the majority of the world's population, and has evolved from a recreational activity to a professional one. Sport's expansion and professionalization have resulted in changes to how sports events and organisations are consumed, produced, and managed at all levels of the sport. Sport is becoming increasingly important to developing countries like Brazil, which is hosting the 2014 FIFA World Cup and the 2016 Summer Olympic Games. Sport serves as a vehicle for driving infrastructure investment, for promoting Brazil around the world, and for instilling pride in the country's citizens.

Today's management of sports groups includes using methods and strategies that are common to business, government, and non-profit organisations of all kinds. Strategy, management of large numbers of paid and voluntary human resources, dealing with billion-dollar broadcasting contracts, welfare management of elite athletes earning 100 times the average working wage, and working in highly integrated global networks of international sports federations, national sport organisations, government agencies and media corporations are all tasks that sport managers perform. Aspiring sport managers should familiarise themselves with the unique aspects of sport and its related businesses, as well as how sport organisations function in different sectors of society, such as public, non-profit, and professional. There is further discussion on these topics in the following sections, which emphasises the specific features of managing a sports organisation (Hoye, R., 2018).

Creating a suitable framework for the development of various kinds of activities has been a requirement for the earliest contemporary forms of sports activity organisation. The management of sports organisations may be compared to a science, and sports performances can transform science into leadership art. The ideas of organisational behaviour help us better understand management. Management, according to F. Taylor (Taylor, F. 1911), has been a science since the turn of the 20th century. It's not a coincidence that the company's success and stability may be attributed to management science. The management describes the sports phenomenon as a systematic activity directed toward the accomplishment of particular socio-professional goals in the sports sector, using specific research techniques and ideas and exhibiting a distinctive scientific typology (Cristea, I. 2000).

For managers, sports are an evolutionary part of modern social life, with their own national and international structure, a specific material base and an

extensive group of specialised technical staff. These organisations have organisational structures based on systems, laws, theoretical principles and on national and international institutions, with the goal of creating and improving the biological as well as material and emotional aspects of athletes. In the science of sports, sports management is a distinct branch since it fulfils the fundamental criteria of having a discrete study area and using scientific techniques to the organisation of its activities. The paper's uniqueness lies in the fact that it draws the attention of Romanian academics to the problem of contemporary administration of sports organisations. As current as this subject is, Romanian sports organisations have a hard time connecting sport administration to science. This field has a dearth of Romanian scholars, it is not a significant topic, and the work of sports organisations has been established within limits and prejudices that have been overcome (Marcu, V., 2014).

2. Sports in India

When it comes to cultural variety, India is well-known for having it in spades (Houlihan, B., 2010). In addition to this, there are social problems including gender discrimination, socioeconomic position, financial circumstances and cultural obstacles that hinder the growth of sport, making it difficult to attain athletic success (Riordan, J., 2002). The low per capita income and high poverty rates in India compared to more economically developed countries mean that public investment resources are limited (Mahapatra, R. 2020).

Similarly, religion has an impact on sports in a nation by restricting sports participation, which has a negative impact on development. For example, female involvement in sports is very rare in some faiths, and sports in India are heavily influenced by its status as a multi-cultural and multi-religious nation (Jona, I. N., 2013).

A nation's degree of development impacts sports performance in addition to these social variables. Some countries are forced to spend heavily on sports because of their fundamental requirements, while others choose to prioritise such investments freely. These factors seem to explain why countries' athletic standards vary to a significant degree (9).

There are other nations with comparable difficulties that have performed well, therefore these problems alone do not explain India's lacklustre sports record. While Kenya and Jamaica have low per capita incomes, they are nevertheless among the best in the world when it comes to some sports. According to Majumdar, "India does not have a sports culture" in this respect (Chandran, N. 2016). Because India is so academically and economically oriented, education has always been a top priority for Indian parents. Education has traditionally been the favoured route for Indian parents, mostly because they believe education may lead to a more secure and reliable profession than athletics (Blogs, N., 2017).

Because of the emphasis on education and the widespread belief that sports are a bad career choice, only a small percentage of Indians participate in organised sports (Sajad, K. 2018). Since a few Indian athletes, such as Neeraj Chopra, PV Sindhu and Sakshi Malik, have had recent success, parents of young children

have been more accepting of their children's desire to pursue a sports career ([Times of India 2019](#), [The Economic Times 2019b](#)).

But despite these issues, India has made significant investments in top sports, including around USD 5 million in preparation for the 2016 Summer Olympics ([The Financial Express 2016](#)). Additionally, many sports development projects have been launched in India since 1954 ([Chelladurai, P., 2002](#)), as shown in the following section. However, the real issue is why such large investments have only produced modest returns.

3. India's performance in international sports

Despite having a large population and a booming economy, India has underperformed internationally in sports. For example, in the weightlifting competition, India only managed to win a bronze medal for K. Malleshwari at the 2000 Sydney Olympics. To put it another way, this was on par with the results of nations that were considerably smaller in size ([Games, 2000](#)). Australia, on the other hand, came away with 16 gold, 25 silver, and 17 bronze medals despite having a GNP ranking of just 15th. Indian athletes brought home a total of seven gold, eleven silver, and 17 bronze medals at the 1998 Asian Games in Bangkok ([ASIAD, 98](#)). The results put India in ninth position, behind just Thailand, Taiwan, Iran and North Korea in the global rankings released this week. India has done well in several sports despite its poor showing at international events. The Indian cricket team, for example, holds its own against the best in the world, including the United Kingdom, Australia, South Africa, and the West Indies in the sport. Similarly, India has world-class tennis and badminton players. The 2000 World Chess Championship in Tehran was won by Vishwanathan Anand. At the ISSF World Championships in Munich in June 2000, Abhinav Bindra set a world record in the air rifle event. At the Junior World Athletics Championships, Seema Antil became the first woman to win gold in the discus. India's general image in sports is not particularly promising, in spite of these occasional successes. The low per capita GDP of the country is a major reason for its lack of worldwide significance. Athletes spend a lot of time, effort, commitment, and money to attain and maintain high levels of performance in sports. While an individual may be ready to put in the time, effort, and commitment it takes to succeed in a particular activity, the ordinary Indian may not have the financial means to do so. Several nations' national and municipal governments provide money to help athletes reach new heights in their chosen fields. For the promotion of sports and sporting prowess, the Indian government and its state equivalents also give such grants. Because of this, the actual quantities provided are insufficient. Considering that governments must focus their attention and resources on problems of much greater importance, such as ending poverty, illiteracy, and illness, this is an acceptable scenario. There is a focus on Indian government initiatives to encourage sports and athletic achievement on the pages that follow ([Chelladurai, P., 2002](#)).

4. India at major international sports events

4.1 Olympics

The only Indian athlete to compete at the 1900 Summer Olympics was Norman Pritchard, who went home with two silver medals. India sent its first national team to the Olympics in 1920, and it has participated in every following summer Games. India has also competed in several Winter Olympic Games since 1964. By 2021, India will have 35 Olympic gold medals to its name. India won its first Olympic gold in men's field hockey in 1928. Abhinav Bindra won the 10m air rifle event at the 2008 Summer Olympics, becoming the first Indian to win an individual gold medal and the country's first gold medal since the men's field hockey team won the gold medal in 1980.

4.2 Commonwealth Games

India has competed in all but four of the games from the second one in 1934. During the first time in its history, the Olympics were held in Delhi, India in 2010. India has won 504 Medal of Honour overall, including 181 gold, making it the fourth greatest successful country in the Olympics.

4.3 Asian Games

Since the inaugural Asian Games in Tokyo in 1964, India has participated in every one of them and hosted the event twice in New Delhi. India finished the 2018 Winter Olympics as the sixth most successful country with 671 medals, including 139 gold's. India has won gold in all of its competitions.

4.4 The National Games of India

The National Games of India are put on by the Indian Olympic Association to find future Olympians from the country's many sports groups. First held in Lahore, Pakistan, the Indian Olympic Games were first held in New Delhi, India, a decade later in 1948. ([Wikipedia](#)).

5. India at the Olympics

With one athlete, Norman Pritchard of India won two silver medals in athletics in the 1900 Olympic Games, becoming the first Asian country to win an Olympic medal ([Sports Reference, 2016](#)). In 1920, the country sent its first team to the Summer Olympics, and it has since sent a team to every Summer Olympic Games. Indian athletes have also participated in the Winter Olympics since 1964, when they first appeared in the country. At the Summer Olympics, Indian competitors brought home 35 medals. India's Men's Field Hockey Team dominated Olympic competition for a period of time between 1928 and 1980, taking home 11 medals from 12 games. Between 1928 and 1956, the team won eight gold medals, including six in a row ([India hockey, 2021](#)).

5.1 During British Imperial Rule

India fielded its own Olympic team to the games despite being controlled by the British until 1947. To begin with, India sent a delegate to the summer games in 1900. But it was another two decades before the country sent a full team to participate. Sir Dorabji Tata and the Governor of Bombay, George Lloyd, worked diligently in the years leading up to the 1920 Games to enable Indian representation on the International Olympic Committee (see India at the 1920 Olympic Games). India sent a team to the 1920 Summer Olympics in Paris that included three athletes, two wrestlers, and managers Sohrab Bhoot and A. H. A. Fyze. With pioneers like Dorabji Tata and A.G. Noehren (of the Madras College of Physical Education) and H.C. Buck (of the Madras College of Physical Education) as well as sports associations like Moinul Haq in Bihar, S. Bhoot in Mumbai, and Guru Dutt Sondhi (of the Punjab Olympic Association) at the forefront, the Indian Olympic movement began in the 1920s and has grown ever since ([Lohan, A. 2021](#)).

Non-permanent All-Indian Olympic Committee was formed in 1923; in February 1924, the All-India Olympic Games (later renamed the National Games of India) were held, with the goal of selecting a team for Los Angeles' Summer Games of 1924. The Indian Olympic team in Paris consisted of seven athletes, seven tennis players, and team manager Harry Buck ([IOA, 2021](#)).

Founded in 1927, the organization's goals include encouraging the development of Indian sports, selecting host cities for national events, and sending teams to the Summer Olympics. This work was done by the Indian Olympic Association (IOA). Following the national games in 1928, India sent seven athletes to the Summer Olympics, with Sondhi acting as their manager. The Indian Hockey Federation (IHF) national men's hockey team had previously qualified for the Summer Olympics. The national hockey team was followed to the 1932 Games by a similar delegation of four athletes and one swimmer, as well as three officials, including team manager Sondhi, in 1936.

The Indian field hockey team dominated the Olympics for a decade, winning three gold medals in a row from 1928 to 1936. In the Olympic finals held in 1928, India defeated the Netherlands 3 - 0 to win the gold medal for the country. It was a significant achievement since it was Asia's first modern Olympic gold medal. In the history of the Summer Olympics, India's 24-1 victory against the United States in 1932 was a first. It was an 8-1 win against Germany in the 1936 Olympic finals that stands as the largest in Olympic finals history ([The Hindu, 2016](#)).

5.2 Post-independence

Indian Olympic Association (IOA) delegations have grown in size since 1948, when more than 50 competitors from several sports federations competed in the Summer Olympics in Helsinki, Finland. The team was headed by a chef-de-mission. The Indian field hockey team beat Great Britain in the 1948 Summer Olympics gold medal final to claim the trophy. It was India's first ever international gold medal in the field of sports ([Rohan Puri, 2016](#)). It was wrestler

K. D. Jadhav who won India's first individual gold medal in the 1952 Summer Olympics in Tokyo, Japan. The Indian field hockey team beat Pakistan in the 1956 Summer Olympics final to win their sixth straight gold medal. With six straight Olympic gold medals, the Indian squad set a new record. Since then, this record has been broken just twice, by the United States men's and women's basketball teams. This meant that the Canadian hockey team had to settle with a silver medal in the 1960 Summer Olympics. ([The Hindu, 2012](#)).

The team won gold in the swimming competition at the 1964 Summer Olympics in Los Angeles. However, she only managed to win three bronze medals in the next two Olympic Games. In 1976, India was the first time since 1924 that it left the Summer Olympics empty-handed. The Indian hockey team won eight gold medals in the 1980 Olympics, a new record. India had to be content with bronze medals in the next three Summer Olympics because of the failures of the winners. Tennis player Leander Paes won a bronze medal in men's singles tennis in 1996 in Atlanta, ending a 16-year medal drought. He was the first solo winner since 1952. ([India Today, 2016](#)).

5.3 Recent History

Two-time World Champion in women's 69 kg weightlifting Karnam Malleswari brought home a bronze medal in Sydney, 2000. It was the first Olympic medal for an Indian woman. At the Athens 2004 Summer Olympics, Rajyavardhan Singh Rathore came in second place in the Men's Double Trap Shooting event ([Rohan Puri, 2016](#)). At the 2008 Summer Olympics in Beijing, Abhinav Bindra became the first Indian to win an individual gold medal in the men's 10 metre air rifle competition. Indian boxer Vijender Singh became the country's first medal winner as he took home a bronze in the Middleweight category. The three gold medals won by India in Rio were the most in the previous year. That performance would go down in history as one of the most dreadful ([Olympics, 2008](#)).

The six gold medals won by the 83-member Indian team at the 2012 London Olympics set a new record for the country as a whole. Wrestler Sushil Kumar became the first Indian after independence to win more than one Olympic medal with his bronze in 2008 and silver in 2012. With her bronze in women's singles, Saina Nehwal became the first Indian badminton player to win a medal in the Summer Olympics. Boxer Mary Kom became the first Indian woman to win a boxing medal with her bronze in the Women's flyweight division. India had its best showing at the top until being overtaken in 2020. Gagan Narang, a well-known air rifle shooter, placed third in the men's 10-meter competition. He ended up with two medals when Vijay Kumar took silver in the men's 25-meter rapid fire pistol competition ([Olympic Medalists, 2021](#)). There were a record-breaking 118 athletes competing in the 2016 Summer Olympics. Women's freestyle 58 kg bronze medallist Sakshi Malik made history as the first Indian female wrestler to win an Olympic medal. Shuttler P. V. Sindhu became the first Indian Olympian woman and the country's youngest-ever Olympian medallist with her silver medal win ([Manoj Bhagavatula, 2016](#)).

With a record 124 athletes, India will be well-represented in the Summer Olympics in Tokyo in 2021. Saikhom Mirabai Chanu became the first Indian

woman to win a medal at an Olympics when she took home a silver in the women's 49 kg weightlifting category on the opening day. Sindhu went on to defeat China's He Bingjiao in the bronze medal final, winning 3-0 and became the first Indian woman to win back-to-back Olympic medals for the country. Neeraj Chopra won the Javelin event to become the first Indian to win a track and field gold medal and the second Indian to do it individually. In men's field hockey, India finished third. I hadn't won a gold medal since 1980 in Moscow, a 41-year gap in time. In wrestling, Bajrang Punia came away with the bronze medal, while Ravi Kumar Dahiya came away with the silver. Lovlina Borgohain, the bronze medallist in women's boxing, competed in her first Olympics. She was just the second woman in Olympic history to earn a medal while competing. India's haul of seven medals at the Olympics is the highest in the country's history ([Olympics, 2021](#)).

6. How to Improving the standard of sport in India?

- It is essential that schools and colleges have enough infrastructure, equipment, and personnel to advise and train youngsters in sports.
- Children and teenagers should be made aware of sports. Sports are more than simply a means to an end of collecting trophies. Sports have a good influence on both physical and mental health, and children and teenagers should be aware of this. They are more inclined to participate in sports if they understand the value of sports.
- Students in schools should have access to a resource that can help them choose which sport best matches their physical features and skills.
- There should be a system in place to track down and properly teach the most gifted children. As long as they're given the right instruction, getting to the top shouldn't be too difficult.
- All ages are encouraged to compete regularly in their preferred sport.
- Top athletes in Indian sports are surrounded by financial support and incentives, while those who are trying to make it to the top face discrimination. Tata, the Reliance Foundation, and JSW are among the private corporations that are making grassroots investments. The Khel India programme, on the other hand, was launched with the same goal in mind. This, however, is insufficient. More money should be put into the earth. Improved sports infrastructure is another area where public-private partnerships excel.
- Coaches are the foundation of the sports industry. There should be more coaches employed, and they should be adequately compensated. Coaches' salaries should be increased to entice the top athletes. In addition, more money must be allocated to the training of coaches.
- Athletes who want to reach the pinnacle of their sport need have

appropriate nutrition in addition to quality training.

- Government officials must closely monitor and act on input from athletes in order to close loopholes and, in turn, enhance sports in general.
- Sporting athletes should have access to the latest technology so that they may compete on an equal footing with their international counterparts. Sports specialized physicians are needed, and the professions should be more profitable so that we can make the lives of athletes a whole lot simpler for them.
- Increasing the number of medals and monetary prizes will motivate athletes and encourage others to pursue a career in sports.
- All sports, not only cricket, should be covered by the media. This will encourage teenagers to participate in various sports ([Web Reference, groupdiscussionideas.com](#)).

7. Government Strategies to promote Olympic sport in India

This section includes information gleaned from websites maintained by the Indian government and its departments, which are referenced in the endnotes. Creating the All India Council of Sport in 1954 was India's first move in promoting sport (AICS). As an advisory body, it advised the government on issues such as national sports policy, government funding of national sport governing bodies, regulation of sports regulatory bodies, coaching of elite athletes, selection of specific national teams for financial support in international competitions, the construction of sports facilities, and the selection of sportspersons for the Arjun Award, India's highest sports award ([P. Chelladurai, 2016](#)).

7.1 National Sports Policy of 1984

The establishment of a distinct Ministry of Sport inside the larger Ministry of Human Resource Development was a major policy move in 1982. In 1984, the National Sports Policy was created as a result of this effort. In addition, in 1986, the National Education Policy included the National Sports Policy's emphasis on educational application. This was done in conjunction with establishing a National Sports Policy and appointing the Sports Authority of India (SAI) as an umbrella organization in 1984 to promote (a) the training of coaches (b) the training of PE (c) participation in sport and physical activity and (d) sports infrastructure development (d). 'These thrusts make excellent sense as they are intended to accomplish three adequately different objectives - pursuit of excellence, quest of knowledge in sport and physical activity as well as pursuit of a healthy life style,' according to Chelladurai and colleagues, who wrote the study. Additionally, the Indian government created two separate government organizations to promote sport and physical education in addition to supervising all sectors, including state governments, and funding chosen initiatives. Patiala in Punjab's Netaji Subhas National Institute of Sport was founded in 1961 to educate coaches in a variety of sports, including track and field, including the

Olympics. As of right now, there are many branches serving various parts of the nation. Lakshmibai National College of Physical Education is the second facility in Madhya Pradesh's Gwalior city area. Coaches and PE instructors continue to be trained at these two institutes, which act as role models for state governments ([Asiad, 1998](#)).

7.2 National Sports Policy of 2001

Sport is now governed by the Ministry of Youth Affairs and Sports. As a result of the failure to implement and achieve the objectives of the 1984 National Sports Policy, the Ministry reformulated the National Sports Policy in 2001 to make it more specific and to specify the measures to be undertaken and the agencies (such as state governments, the Indian Olympic Association [IOA] and the national sports federations) to carry out these measures out properly. Broad involvement in sport (also known as mass sport) and national and worldwide excellence are the two primary goals of the strategy (that is, elite sport). Sport and physical education will be included into the school curriculum as a result. Sporting events which the nation has the potential to thrive will be heavily promoted, according to the strategy. State governments will be given primary authority for a wide range of sports under the proposal. The Union government and the Sports Authority of India, in conjunction with the Olympic association and national sports federations, would be responsible for promoting the pursuit of excellence. The strategy also puts a high value on encouraging rural women and youth to participate. Sports should be included in the 'concurrent list,' rather than being left solely to the states, as they now are (leaving it on the state list). This is an important step in the policy's implementation ([Chelladurai, P., 2002](#)).

7.3 Sports Infrastructure

Sports facilities are a critical part of promoting both mass participation and competitive excellence, according to the 2001 National Sports Policy. It encourages local governments to preserve their current infrastructure while also adding to it, while also making the most of what they already have to benefit athletes. As a result, the Ministry will work to make more open space for the building of sports facilities available, as well as to come up with innovative and cost-effective sports facility designs that are also environmentally friendly ([Chelladurai, P., 2002](#)).

7.4 Ranking of Sports Disciplines

The National Sports Policy recommends that sports disciplines be rated based on their likelihood of success, popularity, and previous international performance in order to promote greatness. That means higher-ranking disciplines will get greater financial assistance than lower-ranking ones. Furthermore, the union government will urge the IOA and the state governments to give these disciplines a higher priority rating. Sports talent should be identified and developed using a scientific method that considers genetic and geographic differences within a nation. In addition, centers of excellence would be established to nurture and train athletes who have been recognized as having the potential to compete at higher levels.

7.5 Sport Governing Bodies

The 2001 National Sports Policy also has a strong focus on the IOA and national sport associations. National Sports Policy seeks to assist make the IOA, national sport federations, and their state-level equivalents, accountable for the administration and growth of sport, while also acknowledging that these institutions are efficient and transparent. They need to become more focused on getting things done and take responsibility for their actions. Accordingly, it suggests drafting model bylaws and organizational structures that national sport federations may use while still adhering to the Olympic Charter. It is recommended that national sport federations hold annual championships for all levels of participants – seniors, juniors and sub-juniors (for both men and women) at the district, state and national levels – with a particular focus on competitions for juniors and sub-juniors in accordance with the 2001 National Sports Policy. Additionally, the policy calls for the national sport federations to prepare long-term planning documents that include details on performance standards, targeted levels of performance, participation in national and international competition, sports exchanges, and scientific support, in addition to hosting international sporting events in India. It also states that government funding for these groups will be dependent on how effectively they execute the plan and perform in relation to it, rather than only on their own merits ([Rohan Puri, 2016](#)).

7.6 Scientific Support

Scientists assigned to each sport discipline or set of disciplines as part of the National Sports Policy will be able to provide their expertise in different sports sciences related to sporting performance. For the sake of fostering sports excellence, the SAI, together with other relevant organizations, shall combine their efforts in scientific research. Coaches, referees, and other officials will also be trained and developed, since their contributions are essential if sporting greatness is to be attained.

7.7 Financial Support

During their athletic careers and after retirement, the Indian government will provide cash incentives to sportspersons to recognize their contributions to the nation and provide financial stability (for example, insurance coverage and medical treatment). These kind of rewards would likewise encourage young people to succeed in athletics. In the future, sportspeople will be given preference in hiring processes. Coaches, judges, and referees will all get cash rewards for improving their abilities and broadening their knowledge via this programme. Social prizes and accolades at the national, state, and district levels would also recognize athletes ([Wikipedia](#)).

7.8 Sport and Tourism

Other nations have long acknowledged the connection between sports and tourism, but the National Sports Policy in India makes it for the first time in its history. This connection is expected to have significant financial ramifications, therefore the government is taking steps to increase tourist traffic both inside the

nation and from outside it. As a result of the high potential for income creation, adventure sports would get special attention. In order to coordinate the operations of key union and state government ministries/departments, unified sports and tourism policies will be developed and effectively implemented.

7.9 Mobilization of Resources

The National Sports Policy contains plans for increased financial allocations for sport promotion. In addition, the government may provide appropriate incentives for companies to embrace and promote certain sports disciplines and athletes in order to ease the mobilization of corporate funding for sport development. Cooperative sponsorship agreements may be made by governments, sport federations, and businesses to support particular sports disciplines. The current National Sports Development Fund was set up with a first-time payment by the union government, according to the strategy document. We want to keep all donations free of income tax and make a stronger effort to raise money for this fund, as the government has done before. To see whether it's possible, the government will look at exempting sport federations and athletes from paying income taxes. Broadcast rights income from athletic events should be split equally between sports federations/associations and broadcasting agencies, according to a new policy declaration.

7.10 Sport as a Diplomatic Tool

Last but not least, via athletic exchange programmes and structured tournaments, the strategy acknowledges the importance that sport may play in promoting regional friendliness and collaboration. Sports (and associated activities) will be increasingly used as a vehicle for fostering cooperation and goodwill in the region and internationally as a resurgent India approaches the New Millennium with confidence. For all friendly nations, we'll pursue sports exchange programmes that emphasize training for athletes and coaches in the most recent research methods along with development of infrastructure while also winning honors for our country in sporting events (yas.nic.in).

7.11 National Sports Talent Contest Scheme

There is also a National Sports Talent Contest Scheme established by SAI to discover genetically gifted and talented youngsters in chosen Olympic disciplines: athletics (track and field); badminton; basketball; football (soccer); gymnastics; hockey; swimming; table tennis; volleyball; wrestling. State governments conduct a battery of physical and psychomotor ability exams to all children between the ages of eight and twelve as part of the plan, and local governments organize competitions to measure progress. The youngsters that do well in different contests will be included to this list of exceptionally bright and brilliant kids.

7.12 Adopted Sports Schools

The plan also includes the admission of exceptional and talented students to SAI-adopted schools with a focus on scientific sports instruction. They'd be residential institutions with a solid academic reputation. Sports facilities such as a track, ice

hockey and football rinks, basketball and volleyball courts, badminton, wrestling, etc. should be available. An initial payment of Rs500, 000–750,000 is provided to each adopted school by the SAI, and a yearly grant of Rs50, 000 is provided to maintain the facilities and to buy sports equipment and literature for these facilities. Student board, housing, travel and daily allowance expenses are covered by the SAI, but parents are still required to pay tuition fees. As of right now, there are 29 "adopted" schools where 1,033 trainees are getting their education (GOI, 2001).

7.13 Training Centers

There are 40 training facilities throughout the country put up by the SAI to train athletes in 15 different sports such as athletics, archery and basketball, badminton and boxing. There are also training centers set up for gymnastics, hockey and handball as well as weightlifting. Three to four athletic disciplines are covered in each training facility. There are now 1,760 individuals being trained in the chosen fields at these facilities. There is no cost to the trainees, coaches, or administrative personnel since the SAI takes care of all recurrent expenses.

7.14 Centers of Excellence

Additionally, all six of the SAI's regional campuses have established centers of excellence as an extension of the 'adopted' schools programme for children and training facilities. Athletes who place well in senior national events are given the opportunity to continue their training at these elite facilities for approximately 200 days per year. These centers of excellence may be seen as high-level sports training facilities for athletes at the silver, gold, and platinum levels of ability. Consistently developing highly competent athletes for national participation is made possible by catering to many skill levels. In 1999/2000, 115 athletes, boxers, hockey players, badminton players, swimmers, lawn tennis players, kabaddi players, table tennis players, and weightlifters were trained at these centers of excellence.

7.15 Sports Academies

In addition, the SAI aids in the development of corporate-sponsored sports academies. A sports academy is a facility set up to develop future stars of various sports under the sponsorship and financial assistance of a private or public organization. Long-term nutritional support, coaching, and scientific assistance are all part of the endeavor. Sports federations and the SAI collaborated on a concept for establishing these academies. In the year 2000/1, there were eight such academies:

- Hockey Academy with Air India (residential) at Delhi;
- Hockey Academy with SAIL (residential) at Rourkela for tribal players;
- Table Tennis Academy with Petroleum Sports Control Board (residential) at Ajmer;

- Handball Academy with SAIL (residential) at Bhilai;
- Volleyball Academy with Brihaspati Sports Academy at Narayanpur (MP);
- Basketball Academy with CABT at Indore;
- Rural Sports Academy for wrestling at Mungeshpur (Delhi);
- Hockey Academy with the Babu Memorial Society at Lucknow.

7.16 National Coaching Scheme

Using a matching system, the SAI employs coaches in a variety of fields and makes their services available to state governments. These coaches are allocated to coaching centers at the state and district levels with the goal of promoting a wide range of sports (that is, mass sport). The coaches are also in charge of spotting and developing the next generation of outstanding athletes. Coaches may also be appointed to academic institutions. In the year 2000/1, the SAI employed 1,600 coaches. To oversee national camps and coaches' work and performance, a panel of senior coaches has been suggested. Coaches are also rewarded with cash for creating state, national, and worldwide champions, which serves as an additional motivation.

7.17 Special Area Games

The Special Area Games were established to find and develop natural potential in India's tribal, remote rural, and coastal regions in order to tap into that skill (Chelladurai, P., 2002).

7.18 Sports Fund for Pensions for Meritorious Sportspersons

There should be a Sports Fund for Pension to Meritorious Sportspersons as an incentive to improve performance at international events and a reward for real accomplishments. Sportspeople who win medals in international events such as the Olympic Games, Commonwealth Games, Asian Games, and world cups or world championships in specific disciplines would get a monthly pension under the plan (yas.nic.in). The rates of pensions and the standards of performance in the Olympic, Asian and Commonwealth Games are shown in Table 1.

Table 1
Pension rates for sportspersons in India

PENSION RATES FOR SPORTSPERSONS IN INDIA

No.	Performance standard	Amount in rupees
1.	Medallists at the Olympic Games	Rs2,500 per month
2.	Gold medallists in world cups or world championships in Olympic and Asian Games discipline	Rs2,500 per month
3.	Silver and bronze medallists in world cups/world championships in Olympic and Asian Games discipline	Rs2,000 per month
4.	Gold medallists in Asian Games	Rs2,000 per month
5.	Gold medallists in Commonwealth Games	Rs2,000 per month

7.19 National Welfare Fund for Sportspersons

A National Welfare Fund for Sportspersons Scheme will be established to assist athletes who have been wounded or disabled while taking part in strenuous training or competition. The plan would also provide assistance to athletes who have been handicapped as a result of their rigorous training and great international achievements. In addition, the fund would provide assistance to athletes who are in need (that is, where the family income is less than Rs3, 000 per month). Aspiring and gifted athletes would also be helped by the fund, whether it's in the form of cash or in-kind donations (yas.nic.in). The rates of payment and the criteria are shown in Table 2.

Table 2
National Welfare Fund Rates for Indian Sportspersons

NATIONAL WELFARE FUND RATES FOR INDIAN SPORTSPERSONS

No.	Type	Criterion	Amount in ru
1.	Lump-sum payment	Fatal injury in training for or participation in international competitions	100,000
2.	Lump-sum payment	Less than a fatal injury	40,000
3.	Monthly pension	Outstanding sportsperson permanently or indefinitely incapacitated and in indigent circumstances	2,500 per mo
4.	Monthly pension	Other cases of injury and indigent circumstances	2,000
5.	Lump-sum payment to families	Outstanding sportsperson in indigent circumstances	4,000
6.	Assistant for medical treatment	Outstanding sportsperson in indigent circumstances	40,000
7.	Lump-sum assistance for sports promoters	Eminent sports commentators, coaches, umpires in indigent circumstances	10,000

7.20 Sports Scholarships

Scholarships are also awarded to talented and promising boys and girls to secure nutritious diets and sports equipment for them in their pursuit of sport as a career ([M.L.Kamlesh,1996](#)). The scheme now provides for:

- Scholarships of Rs. 450 per month for sportspersons excelling at state level;
- Scholarships of Rs. 600 per month for sportspersons excelling at national level;
- Scholarships of Rs. 750 per month for sportspersons excelling at university and college-level competitions.

In addition, special scholarships for women in sport are also awarded as follows: Scholarships of Rs. 1, 000 per month for senior women champions;

- Scholarships of Rs. 6, 000 per course for women studying for diplomas in sports coaching at a SAI centre;
- Scholarships of Rs. 6, 000 per year for three years for women studying for M.Phil./Ph.D.'s in physical education.

7.21 Sports Awards

In addition to financial incentives and scholarships, the government of India honours outstanding sportspersons with national awards. The following awards are highly cherished and they confer enormous social status and prestige on the recipients ([M.L.Kamlesh,1996](#)).

• **Rajiv Gandhi Khel Ratna Award:** The Rajiv Gandhi Khel Ratna Award, which comes with a monetary prize of Rs. 300,000 and a lot more in terms of honour and respect, is given to the individual or team who puts up the most spectacular and excellent sporting performance throughout the course of a year.

• **Special Awards to Medal Winners in International Sports Events:** Prize money ranges from Rs. 75, 000 to Rs. 1, 500,000 (approximately). They are awarded to athletes who place in the top three in their respective sports in international competitions such as the Olympic, Asian, or Commonwealth Games, as well as chess and billiards. Special prizes are given to junior athletes who place in the top three in world, Asian, or Commonwealth competitions. In 1999/2000, 168 athletes got particular recognition.

• **Arjun Award:** It is given to a sportsperson who has excelled in the previous year and the three preceding years, as well as to those who have made significant contributions to their respective disciplines throughout the course of their careers, to give the Arjun Award. An Arjun bronze sculpture, an honour scroll, and Rs150, 000 in cash will be given away as part of the reward. This award is open to athletes who compete in the following sports: a) Olympic, Asian, or Commonwealth Games disciplines, as well as cricket; b) indigenous games; and c)

sports for the disabled. Since its inception, the Arjun Award has gone to 543 people.

- **Dronacharya Award:** The Dronacharya Award honours exceptional worldwide competitors' trainers for their achievements. Besides the Guru Dronacharya statue, the reward includes Rs 250, 000 in cash.

- **Maulana Abul Kalam Azad Trophy:** The Maulana Abul Kalam Azad Trophy is given to a university that has excelled in all areas throughout the course of a year. As a prize, the winner institution will receive a trophy replica as well as Rs 100, 000 in cash. After reading the above overview of the government of India's youth and sports programmes, it should be clear how much time and attention has been put into developing programmes to promote both mass and elite sports in India. A sensible method to an objective has been identified in these programmes and initiatives. The Indian government's activities are comparable to those in other nations as a model for promoting both mass and elite sports.

8. The future

India's desire for athletic glory is hampered by a lack of financial resources, as previously stated. No major effort can be made in this area due to India's very low average family income. While encouraging, government subsidies and grants lack the funding to support all activities at the degree of effort needed. Parents and non-profits like sports leagues and educational institutions must provide their children the encouragement and support they need. As India's economy strengthens and the middle class, which represents for approximately 40% of the population, expands, NGOs may expect to be able to provide adequate financial support. This is expected to happen. Furthermore, as greater attention is paid to sporting events from across the world, young people and their families will be encouraged to become more engaged in sports. In the same way, businesses could try to tap into the large market of sports fans ([Hamad, A. S., 2022](#)). By sponsoring Indian athletes' sporting activities, you may get traction in that market. People's interest in sports may be piqued and increased via corporate efforts such as these. As a final point, it is important for the future of Indian sport that the government proposes rating and ranking sports disciplines based on their potential and popularity. Indian sports may also place an increased focus on games where the size of Indian players isn't an obstacle (height, weight and so on). Contests are organised and winners are declared based on weight classes in sports like boxing, wrestling, and weightlifting. Due to their diminutive size, Indians are more likely to produce champions in the lighter weight classes than in the heavier ones. There is little emphasis on physical size in sports like rifle shooting, archery and gymnastics. It makes sense to encourage achievement in athletic disciplines where participation is economical, given the restricted resources of the average Indian household. A few sports that need little in the way of equipment or infrastructure include wrestling, weightlifting, and middle- and long-distance running. The capacity of a country to compete internationally in sports will ultimately be determined by the level of enthusiasm and motivation among its people ([Farhangian, S., 2022](#)).

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