

ABSTRACT

Sport have been an integral part of human life since the time of ancient Greek civilizations where Philosophers like Plato had placed ample importance to sports Vis a Vis academics. One reason for this was that Sports despite being wasteful of human energy compensated for this loss in terms of gain in physical and mental health. A sport in 21st century has gained paramount importance in human life so much so that it has become subject of national policy and often foreign policy. Throughout history, sports have been mentioned as a basic type of amusement or physical activity. In India Chariot racing, hunting, wrestling, swimming, and archery have all been mentioned in the Ramayana and Mahabharata epics as a means of exercise and enjoyment. In the latter “Pasha” or cross and circle board game was famously associated with politics of rulers. Later during nationalist period both football and cricket represented a conflict between the colonial rulers and native Indians. The representational aspects of Sports in India are indeed multidimensional. This work however in intended to focus on the sports and politics relationship in particular. The connection between sports and politics is best reflected in the domain of public policy. So, we focus on public policy on sports in India.

Sports scenario in India has and is still going through a major wave of Transformation since 1982 Asian Games. Before 1982 Asian Games, Cricket and Hockey was the most popular sports in India but with the introduction of different leagues such as Indian Super League, Kabaddi League etc. other sports too gained popularity. Moreover, post 1982 Asian Games, the hosting of Commonwealth Games in 2010 and Under 17 Football World Cup in 2017 has brought a major change in the outlook of people towards sports in India. These changes may be attributed to roles of different agencies both governmental and non-governmental. The other major reason behind the transformation of sports in India can be attributed to the rise of internet, social media and OTT platforms. It has become easier for the sports spectators or sports enthusiasts to watch sports or get sports updates at cheap process and wherever and whenever they want. Although our research interest is in the area of Indian Sports sector, our research problem is not primarily related to sports infrastructure or sports policy, rather to a great Transformation of one element in sports. Whenever

we talk about sports, we refer to sports persons who play the game, we also imply those who watch them play apart from those who assist them. So, sports watcher has been an essential part of sports. Even sports have been organised traditionally for the entertainment of crowd, one may refer to the examples of Spanish Bull fight or Horse race. But till the last millennium the size of the sports crowd was limited by the capacity of venue and the distance between the player and the watcher. This has transformed after the arrival of direct telecasting of the sports in place of radio Commentary, not only the distance was breached but also the size of the sports crowd increased encouraging the advertiser to sponsor the game and sports. While money flowed to some favourite format to some games and sports it also left some other formats without resources. Our research problem is primarily concerned with the implications of these transformations of sports watcher into sports crowd. The problem is multi-dimensional. Is this crowdification significant for wide transformation in the format of games and sports? Is it significant for select primacy to only a few games? Is it significant for the lack of importance of average players with respect to star players? So, this research problem of crowdification of sports is the one major problem which needs to be studied in relation to some of the known problems of sports sector in India.

The thesis is divided into a total of seven chapters which are as follows:

- Chapter 1 is the introductory chapter which focuses on the introduction of the theme of the study along with literature review, research gap, statement of the problem, research objectives, research questions, research hypothesis, research methodology, research ethics, research problems and limitations and the significance of the present study.
- Chapter 2 is about “Transformation of Sports Scenario in India since 1982 Asian Games”. This chapter highlights the sports scenario in India before and after the 1982 Asian Games.
- Chapter 3 is “Sports-based Public Policy and Sports Governance in India: Before and After Asian Games 1982”. In this chapter sports based public policy and sports governance of India is studied in detail. This chapter also traces the policies and governance right from before 1982 and after 1982 as well.

- Chapter 4 on “Transformation of Sports in India: Role of Media and Spectators” deals with how media and spectators of India played a part in the transformation of sports in India. The rise of social media, internet and OTT platforms and its role in the transformation of sports in India is provided. The interviews conducted with the four media personalities in also included in this chapter.
- Chapter 5 deals with “Transformation of Sports in India: Role of Sports Industry and Sports Organizations”. This chapter traces the sports industry and sports organizations (both public and private) right from the beginning till date. The role of private sports institutions and sports based non-profit organizations are also included in this chapter. Since commercialization of sports in India is very important topic today hence this topic is also described in detail in this chapter along with its pros and cons.
- Chapter 6 deals with “Sports and Sports-Personalities of India: Before and After 1982 Asian Games”. The chapter includes both qualitative and quantitative findings of the study. The qualitative findings deal with the status of sports and sports-personalities of India, both before 1982 Asian Games as well as after 1982 Asian Games. In the quantitative part the data acquired through primary survey is represented theoretically as well as through tables and diagrams. A few case studies of sports persons, sports officials and sports coaches is also provided in this chapter.
- The final chapter i.e., Chapter 7 is “Major Findings, Summary and Recommendations” deals with three different aspects. In the major findings research hypothesis of this study is justified. In the summary, summary of all the seven chapters of this thesis is provided and lasty suggestions and recommendations are also provided which if implemented can help to further transform the sports scenario of India positively.

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