

CHAPTER I

INTRODUCTION

1.1 SPORTS: A BRIEF OVERVIEW

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. It can be said, that it acts as a major component well-ordered society. A sport today is not just a thing of recreation but it has broken out of its shell encompassing various aspects of human life. Sports today has gone to bring about cultures and nations together, it has also been used as a tool of foreign policy and it has also become a medium of women empowerment. The basic thrust of Sports is to inculcate competitive nature among the players and to bring unity, the unification and integration in the life of human beings. (Sharma & Subba, 2017)

Anything that people find funny or enjoyable is the meaning of “sport” that dates back to the year 1300 in the English language. Other definitions include gaming and occasions set up for gambling, hunting, and games and amusements, including those requiring physical activity. According to Roget’s, the noun sport is “an activity engaged in for leisure and entertainment,” and its synonyms include distraction and recreation. “An athletic activity where one competitor or a team of competitors competes against another competitor or group of competitors (with) a decisive way of scoring...not set by a judge” is an example of a more precisely defined concept. (Reporting Sports, 2022)

1.2 SPORTS IN INDIA: A BRIEF OVERVIEW

When we consider India as a sporting nation, India is home to a diverse population playing many different sports across the country. Cricket is the most popular sport, although football is also popular. India has won eight gold medals in Olympics in Field Hockey, another popular game in India. Several games originated in India including Chess, Snooker and other regional games. India has hosted and co-hosted several international sporting events, including the 1951 and 1982 Asian Games; 1987, 1996 and 2011 Cricket World Cup, the 2003 Afro-Asian Games, the 2010 and 2018 Hockey World Cup, 2017 Under 17 Football World Cup and 2010 Commonwealth Games. Major international sporting events annually held in India include the Chennai Open in Tennis and Indian Masters in Gold. India hosted the Indian Grand Prix Formula 1 from 2011 to 2013 at the Buddha International Circuit, Greater Noida. The National Games of India is a national democratic sports event, which has been held in the country since 1924. (Ramakrishnana, 2015)

Hence, from the above presented details it may seem that India may be considered a sporting nation but at the same time India cannot be considered as a sporting powerhouse. India lacks in almost every aspect when compared with nations like United States of America, European nations and Asian counterparts such as China and Japan. Before 1982 Asian Games apart from cricket and hockey, the athletes belonging to other sports have failed to gain recognition and success internationally. It may be due to various factors such as financial, infrastructure, nepotism, consciousness and less emphasis paid to sports.

1.3 THE CONCEPT OF TRANSFORMATION

Etymologically, the word “transform” can be traced back to “transformare” in Latin which is a combination of “trans” (across, beyond) and “formare” (to form). While “trans” refers to the concept of moving beyond, “formare” is derived from ‘form’ which comes from “formen” or that which ‘gives life to’ something. As the roots of the word itself suggests, “transformation” does not simply refer to the act of moving beyond a set form but is also indicative of the fact of how such transgressions initiate a new beginning in the process. Some kind of change in a thing’s

nature or functions is therefore integral to the process of transformation. Drawing from this understanding of the word, it might be safe to suggest that transformation is the key to new beginnings, which in turn is crucial for any kind of development. Critics like Joas and Therborn have argued in the same vein, claiming transformation to be the “new (emergent non-normative) development”. As a result, the study of transformation can emerge as an interesting way of mapping the developmental progression of any subject.

Since development points to some kind of growth, it can be said that transformation happens as a result of efforts to improve or competitively enhance something. Such efforts are made not only to ensure a subject’s existence but also to increase its efficiency and effectiveness in providing better services or products. Although some may distinguish between transformation and change, in reality the two concepts are connected and work best together. (Ali, 2017) Yet, both the terms continue to share a complex relationship as opinions regarding their similarities and differences keep varying from person to person. Though it is not exactly the same as change, still transformation has elements of change at its core. Most authors interpret it as meaning a dramatic change in the present that goes beyond routine. Transformation is change that is profound, dramatic, and sustainable; change that profoundly and irrevocably modifies something's basic character. Not every change is or ought to be transformative. Additionally, there are developmental, progressive, transitional, and incremental changes. (Gass, 2012)

When applied to human life, transformation can imply an internal change and progress toward a person’s highest potential, which has an impact on their mindset and actions. In general, it is the end result of external factors acting on an object leading to some sort of a change in its properties which is constructive in most cases. If this be the specific case of an organisation, transformation can be a force that drives it in a new direction of enhanced effectiveness. Be it in life or in the functioning of an organisation, transformatory changes play a huge role. In an ever-fluctuating world, transformation can bring about the much-needed move towards unlocking new opportunities, creating a space for new growth and accelerating efficiency.

Transformations need not be on a massive scale. Regardless of its size, whether minimal or considerable, it can have a significant effect on the organisation. Any organisation dreams of sustainability for which it requires constant reinvention of itself, something that can be provided by constructive transformation that motivate new beginnings. These new beginnings are ones that cause major paradigm shifts and are almost always dependent on catalysts that force the change. The transformation agenda's purpose or goal and the magnitude of the transformation process are two such factors that could determine the transformational dimension. The accountability of these factors is integral to this process as at the end of this metamorphosis, the changes that one encounters is not a simple change of variables but a fundamental rearrangement of practices, relations and functioning. Therefore, the factors involved in igniting the process can reveal a lot about how transformations can be productively channelled.

While transformation have affected different parts of the sports sector in India, the factors behind those transformation have been different. However, there has been one basic transformation since the Asian Games (1982) in India that needs to be understood in relation to one major factor- the growth of live telecasting combined with the growth of telecommunication network. This has brought into been an associated phenomenon of what has been described as "Media Squared" by Umberto Eco. This may be understood as media representing something rolled over to another media so that the output is hyperreal (Eco, 1986). For instance, an advertiser prints a company logo on T-shirt, next someone appears in the television channel to talk about sports wearing that very T-shirt, the sports in question has also been sponsored by business and the TV channels newscasting is also sponsored by another business. Then the final question is - who is representing whom. This complex situation through combination of sports and media has generated what may be called "Sports Chatter" where commentators ceaselessly talk about sports while sports person does not. This chatter is consumed by sports enthusiast leading to the formation of sports crowd. In neither case, the sports person is the central figure. This transformation may be called the Crowdification of sports and has affected the sports sector in its entities, privileging some form of sports like cricket at the expense of some other like basketball.

To quote Eco, “And since chatter about sport gives the illusion of interest in sport, the notion of practising sport becomes confused with that of talking sport. (Eco, 1986, p. 163)”

1.4 ASIAN GAMES: INDIA AS A HOST NATION

The Asian Games served as a reflection of Asia’s politics and inter-national relationships. The Asian Games are Asia’s largest sports occasion. Every four years, it is held with the intention of promoting understanding and camaraderie across Asian cultures. Since the 1948 inception of the Asian Games, post-colonial and anti-imperial Asian politics have been closely associated with them. (Lu, 2012) India has been an important participant in the Asian Games from the start. In fact, when the Asian Games Federation was founded in 1949, India was among the first five members.

The Asian Games were first held in India in 1951 at New Delhi. Eleven nations competed in nine sports, and there were competitions in those nine disciplines.

The Asian Games have been held for more than 50 years. It has evolved into a renowned Oriental game throughout the years. Only the Olympic Games can match its size and grandeur. The idea of an Asian Games finally came true in 1951 because of the magnificent vision of G.D. Sondhi, despite the pioneers having to deal with several hurdles, problems, obstructions, and postponements. In terms of sport history, it was a significant occasion. After a break of more than 30 years, the games returned to their original location in 1982 when India hosted the ninth Asian Games. At this point, the newborn Asiad had grown up and provided an incredible illustration of how Oriental nations had developed. (Sisodia M. K., 2011)

1.5 LITERATURE REVIEW

Linnmen (1987) in his review titled “*Sports and Public Policy*” reviews the book *Government and Sport: The Public Policy Issues* edited by Arthur T. Johnson and James H. Frey. In his article, the author reviews the book consisting of 12 chapters on various regulatory dimensions of sports, plus introductory and concluding chapters by the co-editors. The author notes that, “A basic

theme seems to be that sports deserve no special regulatory scrutiny or breaks. Instead, with rare exceptions, the authors argue that sports should be regulated like any other industry. Further, there is a sense that the growth of government influence in sports over the last decade has been no greater than the growth of government influence in other industries.” In the critiquing part of the author writes that, “The essays are all well written and highly readable, although short on detailed studies. At its best, the book gives the reader an excellent description of “where we are” and “how we got there.” At its worst, the volume substitutes unsubstantiated conjecture for hypothesis development and testing.”

Slack (1998), in his article “*Studying the commercialization of sport: The need for critical analysis*” looks critically at the use of marketing in voluntary sport organization. According to the author, focuses specifically on these organizations not because they are exemplars of marketing practice, but because as governments in many countries have reduced funding for amateur sport, marketing has been presented as the solution to financial problems. He also offers a brief critique of this practice and shows that while there are certainly benefits to the effective marketing of sport there are also a number of concerns which emerge about its use.

Nageswaran et.al (2002) in their article “Sport in Modern India: Policies, Practices and Problems” tries to evaluate both the challenges and triumphs of Indian sports through an observation of the government's role, the policies and initiatives that played a major part in the development of Indian sports, and India's performance in international sports. The authors Chelladurai, Shanmuganathan, Jothikaran, and Nageswaran, pointed out the factors that limit the development of Indian sports but also predicted a positive future of the field owing to the gradual stabilisation of India's economic state.

Bandy (2005), in her review titled “*From Women in Sport to Culture Critique: A Review of Books About Women in Sport and Physical Culture*”, reviews some of the most influential books that traces the development of ideas in the discourse and gives an overview of the way in which these ideas have transformed our understanding of the female athlete and the nature of sport as a

cultural institution and cultural construct. The essay also examines the way in which these books have influenced our views concerning identity and difference in sport that transcend national boundaries and categories of race, class and gender.

Wilde (2007), in her article "*Women in Sport: Stereotypes in the Past and Present*" throws light upon the stereotypical nature of the society upon women sports person. In this paper, female athletic stereotypes, women's sensitivity to gender issues in sports, recommendations for increasing female participation in sports, and personal experiences with gender and sports, is presented and discussed in relation to the impact on female gender stereotypes have on girls and women who participate in traditional and non-traditional sports.

Braham et.al (2007) in his book *Sports Development Policy, Process and Practice* examines the responsibilities of individuals involved in and close to sports development and considers how professionals may come up with better and more efficient strategies for fostering interest, involvement, or performance in sport. The book has been completely revised to cover topics including coaching and talent development, physical education and school sports, working as a volunteer in sports development, elite performance and the Olympic Games, research, and policy evaluation.

Cowell et.al. (2008) in their article *Development through Sport: Building Social Capital in Disadvantaged Communities* focuses on best practice success factors in sports such as policy and strategy, partnerships, places and spaces, community/social development, evaluation and monitoring and sustainability. The role of traditional sports clubs and local government in delivering social inclusion programs and the emerging provision of community-based sport activities by community/social development organizations is detailed. The implications for sport management, in terms of community development, community sport development and sport policy, are also discussed.

Banerjee (2011) in his article titled "*Sports Management: A New Opportunity for the Youth of India*" tries to understand the structure of the sports industry and its status in India. In the article

the author discusses in brief about the three sectors i.e., the public, private and the non-profit sectors which are responsible for regulating and managing sports in a given territory or throughout the world.

Banerjee (2011) in his article "*Role of Government in Promoting Sports in India: A Critical Evaluation*", explored the important space that sports occupy in the socio-economic development of the country. It highlighted the changes that were introduced into the Indian sporting scene thanks to the Asiad games of 1982. The article ended by focusing on the important role that the government can play in putting a third-world country like India on the global map in the area of sports through the implementation of useful initiatives.

Mithlesh K. Singh Sisodia (2011) in his article titled *India and the Asian Games: From Infancy to Maturity* explores the development of the games from conception to birth to maturation. It also emphasizes the importance of the games as well as nationalism, cultural identity, funding, media, and commercialization.

Chatterjee (2011) in his article *Spectator and Violence: football in colonial Postcolonial Calcutta* concentrates on the varied facets and character of public engagement on Calcutta football during colonial and postcolonial eras, Chatterjee has attempts to remedy this imbalance. Thus, the history of Calcutta football in the 20th century may be seen through the lenses of the spectators culture to emphasize the significance of more general elements like nationalism, sub regionalism and communalism. Chatterjee further looks at how spectators has evolved and remained consistent across time, notably with regard to spectator violence and hooliganism

Green and Houlihan (2011) in their edited book titled *The Routledge Handbook of Sports Development* tries to map the vast region of sports development as an activity and as a policy topic, as well as to provide a complete overview of current academic knowledge and professional practice.

The book also analyses and describes the main roles of sports development while also delving into the overlap among sports development and related sectors including policy, education, community welfare and coaching.

The edited book also includes vital new studies in sports development throughout the world, highlighting the range of practise across and among nations, and addresses the most pressing concerns confronting practitioners in sports development today, ranging from child protection to collaboration.

Bhardwaj (2012), in his article titled *Indian Sports Policy* briefly reviews the Sports Policy of India. He reviews the policies from the year the Sports Bill was passed i.e., 1984 to the year 2001. He has analyzed the objectives of Sports Policy through Broad Basing of Sports and highlighted the role of policies in achieving excellence at the national and international level.

Choudhury and Ghosh (2013), in their article titled “*Governance of Sports in India*” illustrate key issues surrounding the present model of sports governance in India. Further, it seeks to examine the reason behind the consistently poor performance of Indian athletes in the Olympic sports and the role that the government can play in order to change the abysmal situation that prevails at the moment. The article goes on to examine the governance models used in some of the most successful sporting nations of the world and picks up cues from them to propose an alternative model of sports governance for India that would help address the issues identified.

Marwat et.al. (2014), in their article titled “*Mass Media and Promotion of Sport (Historical Perspectives)*” on the basis of secondary study, separately evaluates the impact of different tools employed as a source of interaction of the mass media with various aspects of sport.

Sardana (2014), in his discussion note titled “*Sports other than Cricket also Bound to Contribute to the Sports Economy in India*” analyzes why and how cricket has become the pacesetter in the development of the sports economy in India. The article further analyzes that how encouraged by the success of the Indian Premier League in Cricket, the federations of other sports like Hockey,

Football, Kabaddi, Badminton, Tennis etc., proceeded to form professional leagues of their respective sports and the result have been encouraging. The role of media and spectators has also been studied.

Appadurai's (2015) "*Playing with Modernity: The Decolonization of Indian Cricket*" used cricket as a symbol to explore an erstwhile colony's dialogue with its own past of colonial legacy. No other sport has gripped the minds of the Indian population as compared to cricket, despite originally being a colonial inheritance. Against such a backdrop, the essay tried to argue how the indigenization of this sport in India into the contemporary format which powerfully blends the commercial and nationalist potential of the game, shows the way forward to a kind of decolonization.

Ahmed (2015), in his article titled "*Women sports in India - Constraints, Challenges, Complications and its Remedies*" highlight issues, challenges and remedies faced by women sports participants in Kashmir and in India. The author, to study the constraints faced by women participants conducted a primary Interview. The author finally concluded by pointing out, physical constraints, physiological constraints, psychological constraints, social constraints, religious constraints and economic constraints as the major challenges that a woman sportsperson face in India.

Pal (2015), in his article titled "*Indian Sport: Problems and Prospects*" has highlighted different problems which has thrown a light on major issues in Indian Sports scenario. He has pointed out, infrastructure, administrative bodies, absence of sports hierarchy, lack of transparency, lack of technology, lack of remuneration and job security etc. as the major problems. The author has further provided potential solutions to solve these problems.

Sen's (2015) in his book "*Nation at Play: A History of Sport in India*", looked at how sports has evolved in the country from the time of the maharajas. It showed that even in the ancient past, in the pre-colonial time, India had its own sporting events as can be surmised from the accounts of foreign travelers like Hieun Tsang and Fa Hien. However, the sporting history of India has seen

its ups and downs, with social factors like caste playing a role in discriminating between who can play and who cannot. In the present age, India has managed to make a mark in the global platform thanks to players like Dhyan Chand, KD Jadhav, Abhinav Bindra, Mihir Sen, PT Usha to name a few. Sen ended the book by focusing on the government aids that are being provided to keep up the country's upward global performance.

Bhattacharya (2016) in his work *Evolution of Sport Journalism in India with reference to sports web Portals*, examines the impact of online sports reporters and their positions in sports web portals, examining how sports are covered generally but also the way the sports desk and new room operate and how writing styles have transformed.

Jojo (2016), in his article titled "*Sports Industry Development in India: Opportunities, Constraints and Way Forward*" provides an overview of the sport industry development in India. In this paper the author points out the fact that sport as an industry contributes to about one to five percent to the GDPs of various countries but the lack of sports culture in India has deferred the formation of similar industry in the country despite growing awareness, interest and successes in various non-cricket sport such as archery, badminton, boxing, chess, hockey, tennis, snooker, billiards, shooting and wrestling at prominent international competitions. And since sports industry is not a new sector in India hence Indian Government is exploring the possibilities of allowing FDI (Foreign Direct Investment) in multi-brand retail in India. Hence, this paper also analyzes the sport industry development in India against this backdrop. (Jojo, 2016)

Mani's (2016) in "*Sociology of Sport: India*", attempted to decode a sociology of sport within India through an extensive study of literature available in the area of sports studies with special reference to India. Through the sub-topics of modernity, nationalism, sub-nationalisms, culture, gender, and masculine studies, the essay tried to form a larger framework within which Indian sports is discussed and played out.

Sisodia (2016), in her article titled "*Role of media in popularizing game of Kabaddi*" seeks to understand how media helps in popularizing sports in India. The research has established the

importance of sports communication and the role of media in the game. The study has incorporated the statistical data of the responses of the spectators are recorded and studied to analyze the behavior of respondent on various aspects like media selection, preference for the game, importance of league matches and impact of media on Kabaddi.

Smith (2016) in his article *Television sports rights beyond the West: The cases of India and South Africa*, draws attention to the considerable significance that TV sports rights plays in two large non-Western media markets, India and SA. It also focuses on how important patterns that are frequently seen in Developed nations. The article also talks about the trend that includes the utilization of rights of the sports as a battering ram to expand pay Television market as the consequent rise in the price of the premium rights.

Cho et al. (2018) in their article *the influence of stadium environment on attendance intentions in spectator sport: The moderating role of team loyalty*, studies how supporters perceptions of the stadium's environment conditions influence their forthcoming attendance inclinations by emphasizing the regulating role that team allegiance plays. It also emphasizes the essential influence of want to remain on repurchase intentions. It further examines the crucial data for determining how environmental elements and team loyalty interact to influence behavior of consumers in the sporting environments.

Kumar (2018), in his article titled "*Role of Media in Sports*" discusses how sports and media have both a global and a local operation and how they are bound to work together. The paper further highlights how media has influenced the sport very much and how it has been accepted by both sport bodies and athletes. The article also throws light on the fact that sports media has promoted the values associated with capitalism, nationalism and racism. Lastly, the author has also analyzed the positive and negative effects of media on sports.

Doidge et.al (2019) in their book titled *Transforming sport Knowledge, Practice, Structures* suggest that simply advocating for change is insufficient. Rather, they argue that when undertaking research with the specific goal of striving to modify the practices, institutions, and

methods in which knowledge in sport is created, researchers must adopt an active political stance. This book also argues for sport sociology like a constructive change agent in the hierarchical and institutional structures within modern sport.

Transforming Sport: Knowledges, Practices, Structures is an irreplaceable resource for all students and academics interested in sport sociology and its transformational potential.

Kamatha and Ravichandran (2019) in their edited book titled “*Go! India’s Sporting Transformation*” is a collection of essays by individuals associated with sports, including players, writers and professionals, which shed light on the transformational curve of Indian sports. Through the personal accounts of the writers, the book managed to probe important questions about success and losses in the arena of sports. Looking back at the history of the development of sports in India, the book managed to highlight the importance of major sporting events like the Asiad 1982 when the country saw the introduction of colour television. The book is as much an account of the players’ experience as well as the adrenaline rush of the spectators watching their favourites play, bringing in a perspective from both sides of the court.

Rowe (2020) in his book titled *Sporting Capital Transforming Sports Development Policy and Practice* argues for “Sporting Capital” as a new conceptual of sports participation that has the potential to alter public policy and practice in sports development.

It investigates variations of participation in sports in connection with age, gender, and socioeconomic class, and offers suggestions for strategic policy reforms that may be applied by professionals working on the frontlines of community sport.

Sporting Capital: Transforming Sports Development Policy and Practice is a must-read for anybody active in sports development, youth sports, community sports, or sports and social policy.

Sahu (2020) in his article *Role of mass Media in Sports Promotion* aims on how the media promotes sports. In today’s sports society and general society, the mass media is acknowledged as

the most significant and all-encompassing form of communication. the role of mass media, including print, electronic, and social media, in promoting sports phenomenon is discussed in length in this article.

Khasnis et. al (2021) in their essay "*Policy implementation in Indian Olympic sport: exploring the potential for policy transfer*", authored by Urvi, Pippa Chapmana, Tynke Toeringb and Dave Collins, in 2021, explored how the development of sports in India has been stunted by inadequate policy-making and implementation. Looking at the various intersectionalities within Indian sports that dilutes the impact and implementation of policies, the authors suggested a solution in introducing effective policy transfer, which simply means the application of the same solution aimed at by a policy from one place to another. Despite highlighting the complexities of this mechanism, the essay managed to make an interesting case for policy transfer in envisioning a smooth developmental growth of Indian sports.

Mudgal and Singhania (2021) in their book *Law and Sports in India (Developments, Issues and Challenges)* focuses on a relevant study on sports law, law and sports in India explores the problems that an athlete, event planners, and sports federations confront as a result of the growing commercialization of sports in modern society. This comprehensive study addresses significant contemporary concerns including betting, drug scandals, gender discrimination, and unanswered difficulties with broadcasting legislation and the taxation of sports revenues. The author considers ruling from courts across the world as well as those in India and contributes to bringing legal concerns that are crucial to sports law to public attention

Pike's (2021) in her article titled "*A Sociological Understanding of Sport in India*", which was published as a chapter in *Sports Studies in India: Expanding the Field*, edited by M. Gopal and P. Prakash, is an interesting take on how sports in India can be explored through the sociological lens by intertwining theory and praxis. Through an extensive use of case studies, she showed how sport and society (like media, gender, religion, economy) are interconnected.

Narayanan, (2022) in his book titles *Journey of a Nation: 75 Years of Indian Sports – Game, Guts*, has examined how India has transformed over the years with regard to sports. Through an individualistic approach, the work attempted to theorize transformation through the journey of individuals from being aspiring players to success stories. Further, with the help of extensive amount of data, the author gave a clear picture of the infrastructural element associated with Indian sports like the stadiums, the sports academies, etc. This book is important not just because of how it serves as an extensive account of the journey of Indian sports to make a global mark but also in the way Narayanan links up the sporting history of the country with its social and political events.

1.6 THEORETICAL/CONCEPTUAL FRAMEWORK

Theories are tools that enable us to ask questions, identify problems, gather information, explain social life, prioritize strategies to deal with problems, and anticipate the consequences of our actions and interventions. Different theories help us to understand sports from different angles and perspectives.(Coakley J. J., 2012). In this research work, critical, feminist, and interactionist theories have been discussed. The purpose of using these theories is to show that each theory provides a framework that we can use as we think about sports in society and make decisions in our own lives. For example, Interactionist theory helps us to understand the meanings, identities, and social relationships associated with sport involvement. Critical theory shows that sports are connected with culture and social relations in complex ways and that sports change as power and resources shift in social, political, and economic relations in society. Critical feminist theory emphasizes that gender is a primary category of experience and that sports are sites for producing, reproducing, and transforming gender ideology and power relations in society. Functionalist theory offers an explanation for positive consequences associated with sports and sport involvement. Conflict theory identifies factors related to class relations and economic exploitation in sports. (Coakley J. J., 2012).

Based upon the above discussed details following theories have been consulted for the completion of this research work

1. Interactionist Theory
2. Critical Theory
3. Feminist Theory
4. Functionalist Theory
5. Conflict Theory
6. Grounded Theory

All the above theories are very important and they are interdependent, as it is seen sometimes these theories converge and overlap. It is due to the people as they read and respond to the ideas of others as they do research and develop new explanations of society and social life. Thus, theories are emerging explanations of what we know about social worlds at this time.

1.6.1 Interactionist theory

Interactionist theory focuses on issues related to meaning, identity, social relationships, and subcultures in sports. It is based on the idea that human beings, as they interact with one another, give meanings to themselves, others, and the world around them, and use those meanings as a basis for making decisions and taking action in their everyday lives. According to interactionist theory, we humans do not passively respond to the world around us. Instead, we actively make decisions about our actions as we consider their potential consequences for us, the people around us, and the social world in which we live. Culture and society, according to interactionists, are produced as patterns emerge in our actions and relationships with others. Research based on interactionist theory helps us to understand how people define and give meaning to themselves, their actions, and the world around them. It also helps us to understand human beings as choice makers and creators of identities and relationships. (Coakley J. J., 2012)

1.6.2 Critical Theory

Critical theory is based on a desire to understand, confront, and transform aspects of social life that involve exploitation and oppression. Critical theorists emphasize that changes in sports depend on more than simply shifting the control of sports to the participants themselves, because many of those participants accept sports as they are and know little about sport forms that have different meanings, purposes, and organizational structures. Therefore, critical theorists emphasize the need for multiple and diverse forms of sport participation in society.

1.6.3 Feminist Theory

Feminism is a theory that advocates for equality between men and women politically, economically and socially. This is the core of all feminism theories. Sometimes this definition is also referred to as “core feminism” or “core feminist theory.” Notice that this theory does not subscribe to differences between men and women or similarities between men and women, nor does it refer to excluding men or only furthering women’s cause. Most other branches of feminism do. (Feminist Theory Examining Branches of Feminism, 2004)

There are many forms of feminist theory, including liberal, radical, gynocentric, socialist, Marxist, black, and postmodern, among others. However, critical feminist theory focusing on issues of ideology, power, and change is most commonly used in the sociology of sport today. Critical feminists focus on issues of power and seek to explain the origin and consequences of gender relations, especially those that privilege men over women and some men over other men. Critical feminists argue that ideological and organizational changes are needed before there can be true gender equity in sports or society as a whole. (Coakley J. J., 2012)

1.6.4 Functionalist theory

From the functionalist perspective, people, social institutions, social systems, and nearly every aspect of society is evaluated according to its functionality; that is to say, ‘Is it functional?’ Consider, for example, these everyday scenarios: we replace consumer items when they stop

working or are outdated; we switch banks, phone carriers, and the like when the original vendor's service is poor (dysfunctional); we may end relationships (personal and professional) when they are no longer positive (functional); civil works projects (e.g. road, bridge, and airport construction) are evaluated based on their functionality; and we evaluate government agencies and social institutions on their ability to meet their goals, an indicator of functionality. Sports teams are also evaluated on their ability to meet their goals. Team owners evaluate everyone in their organization based on their functionality. Sports fans and spectators evaluate players, managers, and even owner on their ability to field a winning team. Many fans prefer a certain style (e.g., defensive-minded, offensive-minded, entertaining performances, 'flair players') from their favorite team. However, even if the team doesn't play in the preferred style, fans will continue to cheer for their team so long as they keep winning. The implication of the sport cliché 'It's better to win ugly than to lose pretty' - is that any victory, even a dull one, is preferred to an entertaining defeat. In this manner, the ends justify the means. Thus, any sport performance that yields a victory is functional and preferred over the alternative (a defeat). And so, it goes with most scenarios in life. If something is functional, it provides a victory, of sorts, and that is what most people are content with: functional and successful outcomes. (Delaney, 2015)

1.6.5 Conflict Theory

Conflict theory emphasizes the role of coercion and power in producing social order. This perspective is derived from the works of Karl Marx, who saw society as fragmented into groups that compete for social and economic resources. Social order is maintained by domination, with power in the hands of those with the greatest political, economic, and social resources.

Conflict theory emphasizes that economic power in capitalist societies is entrenched so deeply that progressive changes are possible only if workers become aware of the need for change and take action to make major changes in the organization of the economy.

Conflict theory is often used by people who ask questions and do research on the connection between sports and the dynamics of power and privilege in society. (Coakley J. J., 2012)

1.6.6 Grounded Theory

As it appears each of the above theoretical traditions has something to explain about the transformation of sports in which we are interested. However, we need to focus on a complex set of factors behind the transformation of sports for which it is best to use the idea of grounded theory beginning with a working hypothesis and developing a more general version of it in the light of findings from time to time.

With reference to the transformation of sports into sports chatter and eventual crowdification as discussed in the previous section 1.3 incites from the theory mentioned above point two a confluence of ad agencies business houses professionals such as sports commentators, media managers and ultimately the spectators who can afford to pay for watching selected sports channels. They also point to the preeminence of non-players in the sports crowd. Sports has been considered as a waste of energy with a return non the less in terms of good health and emotional satisfaction however, in this kind of transformation the waste energy is not compensated by good health rather it is a way of emotional release which consumes both time and energy. One has only to bring together to recent developments, first sports coverage in print and electronic media has become more and more extensive and second governments everywhere are positively contribution to the promotional of sports. So, support to sports crowd or sports chatter is considered popular and non-political. However, in this sports chatter sports persons are never the speakers, at least as an autonomous agency. There is a certain political benefit that accrues to the power holders who might find a respite in the fact that crowd become too tired by consuming sports chatters and less attentive too others issues. It does not require much effort to identify a political relationship between growing interest of sports crowd in sports chatter and growing political apathy.

1.7 RESEARCH GAP

Through the study of different literatures on sports and sports related issues and topics, it is found that a significant number of works have been done on sports related topics of different areas of the world. But what is found is that no specific or prominent work has been conducted on the

Transformations of Sports in India since 1982 Asian Games. Also, most of the research works related to the Transformation of Sports in India is conducted in a microscopic scale. Only a few perspectives are considered while conducting the research. Most of the work is related to the role of mass media and government policies. On the other hand, there are very few studies on the role of spectators, non-government sports associations and private firms in sports in India. Therefore, this study will try to fill the gap by conducting the study on a macroscopic level.

1.8 STATEMENT OF PROBLEM

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 as mentioned above sports culture in India is going through a major transformation but still there are many loopholes in sports scenario in India. Moreover, the change has brought not only positive but negative aspect as well.

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 favorite 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.

My research problem is crowdification of sports in India, as a breach between the old problem of sports sector in India and the emerging ones.

The crowdification of sports, might have affected some common problems that afflicted Indian sports, such as follows: -

1. Discrimination between Male and Female Sportsperson
2. Commercialization of Sports have transformed sports into a source of Entertainment
3. Less exposure of sportsperson belonging to a Rural Areas
4. Minimum importance paid to sports at Grass Root Level
5. Less importance to sports by the government
6. Sports in India was never taken seriously as a career.

1.9 RESEARCH OBJECTIVES

The transformation of Sports in India can be studied in several ways but the study is never complete without studying the past and the present scenario of Sports in India and role of different agencies that lead to the transformation of sports in India. Therefore, the objectives of the present study will orient under the following headings;

1. To trace the Transformations of sports scenario in India
2. To review the role of sports based public policy of India
3. To seek and analyze the transformation regarding the facilities provided to sports persons of India

1.10 RESEARCH QUESTIONS

The research questions are framed keeping in mind both qualitative and quantitative methods. These questions have been prepared based on the objectives stated above.

1. How has the scenario of sports changed in India since 1982 Asian Games?
2. How sports based public policy changed in India and what is the role of public policies with regards to the transformation of sports scenario in India?
3. In what way the impact of media influenced the Transformations?
4. Has there been change in the facilities provided to the sports persons of India?

1.11 HYPOTHESIS

Based upon the above-mentioned research objectives and research questions following research hypothesis is framed.

- The Asian Games 1982 then was held at New Delhi was a major factor behind the transformation of sports scenario in India. Since then, the role of media and spectators also played a huge part in the transformation of sports scenario in India.

- Crowdfication of sports sector through media has affected the status of sports and sporting personalities in a manner that old problems and issues have mostly been relegated to the background.

1.12 METHODOLOGY

Different aspects are to be covered to study the subject. Discussed below are the types of methodologies which are to be used.

1.12.1 Research Design

The methodology for the present study has been planned by considering two main components.

1. Role of different Institutions such as media, sports organizations etc. and sources that lead to the transformations of sports scenario in India
2. Role of sports based public policies of India and the role it played for the transformation of sporting scenario in India

Therefore, the methodology adopted will help to critically analyze and evaluate the situations with reference to:

1. Public Policy and Sports in India
2. Commercialization of Sports in India
3. Role of Spectators and Media
4. Role of Sports Industry of India
5. Contribution of Public, Private and Non-profit Sports Bodies
6. Perception of Sports Personalities of India regarding the transformation

1.12.2. Sources of data

To examine the above given situations the data for the study was collected from primary as well as secondary sources.

Primary Sources:

Equipped with the knowledge and information base made available through secondary literature review, the process of questionnaire/interview was initiated. The primary data is collected through documentary research and interviews. Regarding the sample size and the interviewees, the details are presented below.

Sample Size

Regarding the sample size of the primary data collection a total of 119 respondents were interviewed from 17 different states of India including New Delhi. Apart from these sports persons interviews were also conducted with media personalities, sports authorities and sports coaches.

Selection of Informants

To initiate collection of data from primary sources people from different fields may be contacted who may represent almost all the groups which are directly or indirectly related to the sports culture in India. These categories of people may include:

- Sportsperson
- Sports Administration
- Sports Coaches
- Sports Journalists

Secondary Sources:

Since, the maximum part of this thesis is based on secondary data so the collection of secondary data was really important. Secondary data was collected from different published and unpublished literatures available on sports in India in the form of books, research papers, dissertations, articles, journals, newspaper articles, articles from periodicals, government as well as non-government

reports etc. The material available on the internet was also accessed to gain knowledge on the most recent and current trends.

The data were further enhanced by consulting officials and reports documents of different government ministries and departments.

1.12.3 Tools and Techniques

There were various tools and techniques that was used to collect as well as represent the data. Below provided are the tools and techniques that was used for the preparation of this thesis.

- Interview schedules which were used to conduct intensive field study
- Snowball sampling was used to get in contact with sports persons belonging to various states.
- Intensive interview was conducted with the respondents. Telephonic interviews and online methods such as Google Forms were also used to conduct interviews with those respondents with whom it was unable to meet.
- Group Discussions to derive information and perception of the sports persons regarding the sports scenario of India
- Case Studies was used to portray the current scenario of sports facilities and sports scenario of India
- Personal Interviews with media personalities, sports administration and sports coaches were conducted to know their views regarding transformation of sports scenario in India

1.12.4 Data Processing and Analysis

The collected data was processed and analyzed through Qualitative techniques. The data is represented theoretically as well as through tabulation and statistical calculation. The final results of the findings are portrayed through tables and diagrams.

Regarding qualitative technique detailed description was provided through whatever information that was generated from primary and secondary sources. Further to represent the data in a proper ways case studies and interviews are also included.

1.13 RESEARCH ETHICS

It is of immense responsibility to maintain research ethics while collecting both primary as well as secondary data. So, while collecting the data, code of conduct for research was strictly followed. During primary data collection informed consent of the respondents was obtained for the study. The respondents were informed of the study's goal. Prior to collecting any data, the study's goals were made plain so that no hopes or expectations of assistance would be generated. Regarding the information gathered from the responders, confidentiality was upheld. The material was exclusively utilized for academic and research purposes.

1.14 RESEARCH PROBLEMS AND LIMITATIONS

Some problems were experienced during present research study. These problems led to certain limitations. The limitations may be summarized as follows:

- *Scarcity of Secondary Data before the 1982 Asian Games*

The first limitation was the scarcity of secondary data on the scenario of sports in India before the 1982 Asian Games. Apart from few reports, some newspaper articles and some journal articles there were hardly any materials that contained the sports scenario of India before the 1982 Asian Games. Due to this factor, it was not possible in some cases such as media, spectators and status of sports and sports personalities of India in a proper way.

- *Rapport Establishment*

The second problem was the rapport establishment with the informants. Since this topic was very sensitive because of the difference of opinion between the sports personalities and the government, it took some effort and time to establish a friendly rapport with the informants. Due

to this, it became very difficult to extract some important information from the government officials, sports coaches and the sports persons. The informants were very hesitant to answer some of the questions that were included in the questionnaire/schedule which led to the third problem i.e., repetition of the answers.

- ***Repetition of answers***

This problem was especially faced when interviews were conducted with the sports persons belonging to the grassroots level. When data were collected from these sportspersons, most of the opinions were almost same. Due to repetitive answers problems were faced during the process of analysis of data.

- ***Problem of Communication***

The fourth and the final problem was the problem of communication. Since, the study is a macroscopic study so it was not possible to visit each and every state of India. However, to solve these problem interviews were conducted through telephones and online methods though some of the responses were not quite satisfactory

These was the issue of language also. Some of the respondents were not versed with languages such as Hindi and English due to which it became tough for them to answer the questions. Although Bengali was also included while framing the questionnaire.

1.15 SIGNIFICANCE OF THE STUDY

The present study on transformation of sports scenario in India attempts to highlight how sports in India transformed in India after the 1982 Asian Games. The study also tries to draw attention towards the role played by government, sports organizations (both public and private), sports industry, media and spectators for the transformation of sports scenario in India. Through this study to what extent the aforementioned factors played a role in this transformation can be examined and analyzed.

As already mentioned in the research gap there is a lack of information regarding the transformation of sports scenario in India especially with regards to the 1982 Asian Games. There is also lack of study in such a macroscopic scale so this study can provide information to sports enthusiasts, researchers working on sports or sports journalists. The primary findings of this study can help to generate the mindset of sports persons of India which if taken notice by the sports planners and sports organizations can help to further develop the sports scenario in India.

1.16 OVERVIEW OF CHAPTERS

The thesis contains seven chapters prepared on the basis of the in-depth study about the transformation of sports scenario in India since 1982 Asian Games. Below provided is the brief overview of each chapter.

- 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 qualitative 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. The data acquired 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.