

Role of CSR for Sports Infrastructure Development

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ABSTRACT

Indian athletes have won numerous medals for the country at international sporting events such as the Olympic, Commonwealth, and Asian Games, and they continue to make tremendous growth in the field of sports. CSR has piqued the interest of many businesses, and as a result, several research studies are being conducted in both academia and industry. CSR has the potential to give a powerful impetus for the fastest possible growth of sports in society. Without a doubt, the only way to make development is for every Indian citizen to work together to make India a superpower in the sphere of games and sports. Apart from the government, businesses, and individuals should all make efforts in terms of "Complimentary Self-Responsibility" to set down the actual development on the ground rather than in papers or reports. The paper represents one of the possible solutions for sports infrastructure development, which is based on supporting a sensible improvement of the city's metropolitan sports infrastructure and increased grant sport support, which allows for greater adaptability of offered services as well as a higher type of viability in terms of future budget expense cost flexibility.

Keywords: govt. schemes, sports infrastructures, CSR development, sports industry

I. INTRODUCTION

Shortly before, the East India CSR Summit was held in Calcutta, and during the summit, the Sports Minister of India, Mr. Sarbananda Sonowal requested that corporate houses to help India become a superpower in the world of sports. Expand your CSR support. This request appears to be necessary at the moment, as the Indian sports fraternity has brought the country many accolades from various international sporting festivals like the recent Olympics, Commonwealth and Asian Games, and no doubt, India is known for Its ancient, unique culture, languages, cuisine and moral values, but it is also true that, apart from these characteristics, India's sports sector has attracted worldwide attention as a result of many sports victories over the years. Despite the fact that the Ministry of Sports and Sports/Sports Federations is responsible for promotion and promotion of sports in India, both these organizations require assistance from the society and corporate houses. No single agency can bring about meaningful change unless everyone works together to achieve a common goal. If we talk about athletic talent in India, then surely there is a lot, but the sad truth is that these talents are still waiting for professional technical support and other kind of assistance.

Sports infrastructure plays a critical part in achieving greatness in the field of games and sports around the world. It not only helps to produce world-famous athletes, but it also encourages a country's youth to participate in sporting activities, thereby fostering a culture of sports and games. For numerous reasons, the standard of sports infrastructure in India is not up to par. One of the major impediments to the development of sports in India is the lack of infrastructure offices.

II. CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility (CSR) refers to a company's ongoing commitment to incorporate social and environmental concerns into its operations. Changes in the global environment are forcing businesses all over the world to look beyond their financial results and integrate social and environmental concerns into their strategic planning.

Prior to the Companies Act of 2013, CSR was viewed as a charity activity in India. In keeping with Indian culture, it was considered that every firm has a moral responsibility to actively participate in the fulfilment of social obligations, subject to the company's financial health. Mahatma Gandhi created the notion of trusteeship to aid socioeconomic growth in the early 1990s. Family values, traditions, culture, and religion all influenced CSR.

The Companies Act of 2013 took effect on August 29, 2013, replacing the Companies Act of 1956. The New Act includes an extra part, Section 135 – clause on Corporate Social Responsibility duties ("CSR") for firms listed in India, which

makes significant changes to company formation, administration, and governance. The clause contains all of the necessary conditions for a successful project implementation, including execution, funding, and reporting.

Under the new Companies Act 2013, India became the first country to regulate the necessity of engaging in CSR activities and to report CSR projects. This marks the start of a new era in India's CSR.

III. SCHEMES OF THE GOVERNMENT

The amount of money allocated to sports in various five-year plans has increased noticeably, with a substantial percentage of it going into building infrastructure for sports and games. The following are some of the measures that have been adopted for the advancement of sports:

- A total of INR 942.5 million was awarded to the Scheme of Grants for the Creation of Sports Infrastructure, including Rural Schools.
- INR 201.3 million was given to the Scheme of Grants for the Installation of Synthetic Playing Surfaces, which was set up by the government.
- A total of INR 328 million was awarded to the Scheme of Grants for Promotion of Games and Sports in Universities and Colleges.
- Assistance programme for the development of urban sports infrastructure.

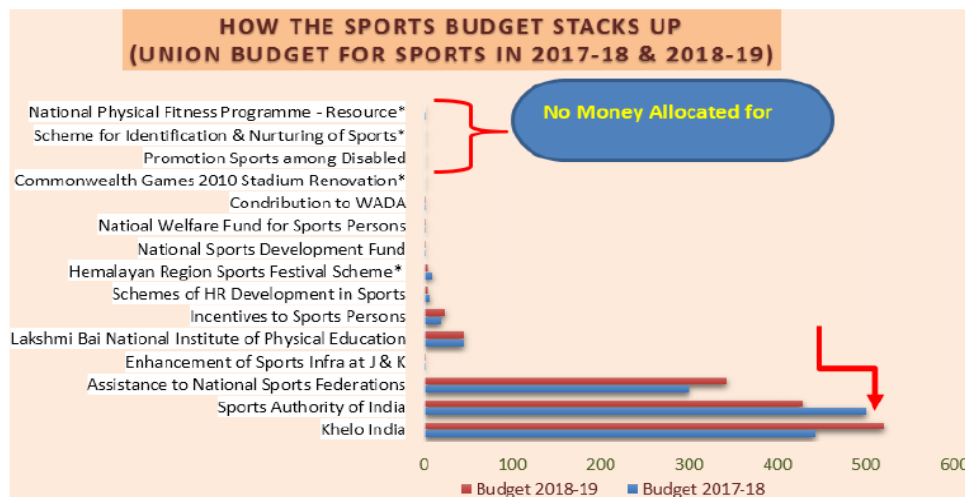


Figure 1: Sports Budget

Private (Profit-Making) Foundations

The private sector is mostly involved in the construction of stadiums and sports cities through public-private partnerships (PPPs), although there are a few self-responsible undertakings and crucial operations in the training and foundation space. A few excellent positioning foundations are run by former athletes who have produced some well-developed athletes. The following are some of the best private schools:

- Gopichand Badminton Academy is a badminton academy in Gopichand, India.
- GunforGlory is a website dedicated to the pursuit of glory through firearms.
- Mary Kom Boxing Academy is a boxing academy founded by Mary Kom.
- The Mahesh Bhupathi Tennis Academy is a tennis academy founded by Mahesh Bhupathi.
- The Badminton Academy of Prakash Padukone
- Baichung Bhutan Football Schools are located in Baichung, Bhutan.
- Bhiwani Boxing Club is a boxing club in Bhiwani, India.

Non-Profits and CSR

Corporate houses have long invested in sports through their CSR programmes, which have served as the primary avenue for private sector participation in sports. Here are a few examples:

- The Jindal Steel Works Foundation is a non-profit organisation that supports the Jindal Steel Works (the CSR arm of JSW).
- The Reliance Foundation is a non-profit organisation that promotes self-reliance (the CSR arm of Reliance).

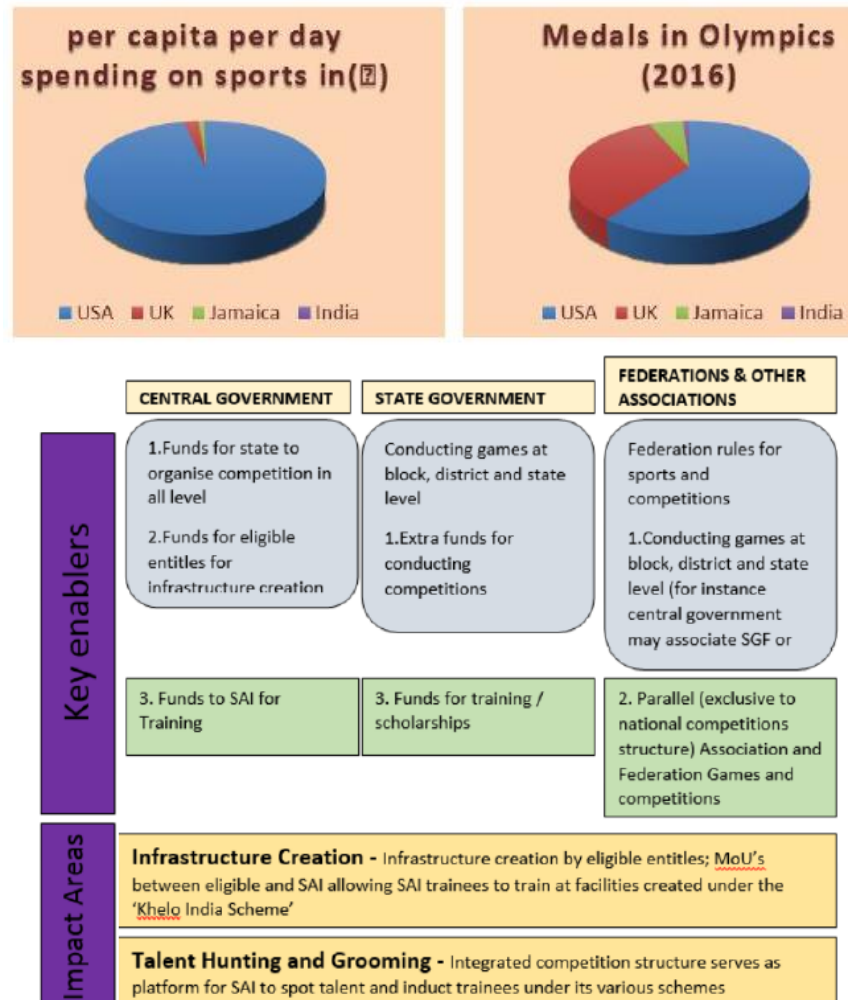


Figure 1: Sports are at a low point

IV. INFRASTRUCTURE'S SIGNIFICANCE

India has progressed from a one-sport nation to a multi-sport nation. However, in order to increase sports participation even further, the government must build a sports culture in the country through improving infrastructure. This will aid in the understanding of sports' untapped business potential in the areas of promotion and sponsorship, sports management, sports items and apparel, sports infrastructure, and sports tourism.

India is now ranked 67th in the Olympic rankings, down from 56th at the London Olympics. Despite its large population of 1.3 billion people, India has only 0.003 medals per million people, which is far lower than top countries like China (0.075) and the United States (0.361), and even lower than Ethiopia (0.088) and Jamaica (0.088). (3.931).

- It is critical not only to develop outstanding infrastructure but also to make such infrastructure available to athletes of all ages so that they can improve their skills.
- It's important that these facilities keep getting better, and the infrastructure should be expanded to reach out to more ambitious players in all of India's major cities.
- The backbone of the four key pillars—community, legacy, sport, and revenue—is sports infrastructure.
- To let different sports grow from the grassroots level to the elite level, there needs to be a lot of sports infrastructure. This includes things like talent development, tournaments, technology, and media.
- Possibly larger returns can be derived from commercial, entertainment, hotel, and other income-producing developments enveloping the core sports infrastructure, allowing sports to set aside their possibility to create a reasonable dimension without affecting supporters' investment returns.
- All sports will benefit from the creation of the right infrastructure to run grassroots programs.

- The sports infrastructure brings people together by giving them a place to hold a lot of different events, celebrations, and gatherings.

V. CSR IN INDIA'S SPORTS INDUSTRY

As a result of the Company Act 2013, companies/corporate houses are now increasing their CSR activities work in the sports sector. The Sports Ministry of the Government of India has changed the Rashtriya Khel Protsahan Puruskar Plan. Under the new scheme, the Rashtriya Khel Protsahan Puruskar would be offered under a new category for "Encouragement of sports through Corporate Social Responsibility." Companies can now spend funds earmarked for Corporate Social Responsibility on sports promotion and development, as "training to promote rural sports, nationally recognised sports, Paralympic sports, and Olympic sports" has been included in Schedule VII of the Companies Act 2013, and companies can now spend funds earmarked for Corporate Social Responsibility on sports promotion and development (CSR). There are a variety of reasons why firms are paying more attention to CSR, particularly in the sports sector. One explanation could be that sports are no longer just a physical activity but have evolved into a "profit-making industry." Due to the strong affective ties of sports followers, the sports industry has been described as a lens through which to perceive the greater social perspectives of symbolism, identity, community, and sociability (Hunt, Bristol, & Bashaw, 1999; Melnick, 1994; Sutton, et al., 1997). Though some PSUs and companies have stepped up to define their CSR operations in sports, the issue of who is offering their support remains a major problem for the development of sports at the grassroots level in India. The following are Indian companies/corporate houses that work in the field of sports under the banner of CSR:

Companies/ House of Corporations	Activities' Nature
ONGC	Promoting sports and sportspeople, as well as assisting organisations.
Tata Steel	Tata Steel is helping to build infrastructure and provide sporting facilities for aspiring athletes. Tata Steel has done an outstanding job in terms of fully sponsoring residential academies for football, athletics, and archery. Tata Steel has built facilities for 18 different sports disciplines, as well as four rural feeder centres.
Oil India	The company has made significant contributions to youth and women's organisations. The help is mostly financial in nature, with the goal of assisting various groups in carrying out their developmental operations. Sports are heavily emphasised in OIL. Every year, the company not only sponsors national ranking events, but it also recruits bright young players and provides them with every opportunity to enhance their sports careers. OIL has developed plans to host extensive football camps with skilled coaches in rural regions of Upper Assam to provide professional training. Oil is also encouraging rural sports by building a number of village playgrounds and hosting various events in oilfield areas.
Indian Oil	Indian Oil Sports also provides scholarships to promising young players in order to foster skills and build a pool of athletes from which the corporation can choose sports appointees.
Hindustan Aeronautics Limited	Sports and games are held with the goal of improving the physical fitness and health of the youngsters in the HAL Divisions' surrounding villages. It contributes to the development and improvement of friendly social relationships between youth from adjacent communities and the organisation.
Jindal Steel and Power Limited (JSPL)	Setting up gymnasiums, stadiums, regular coaching camps for various sports, hosting tournaments for cricket, volleyball, and kabaddi, promoting promising sportspeople from local communities, and participating in community rituals and festivities are all ways to engage rural youth in meaningful activities and events. With the goal of using young people's energy in a positive way, JSPL wants to encourage sports activities in the places where it does business.

Coal India	Promotion of various sports events in the coalfields and neighbouring settlements.
SBI Life Insurance	Support sports among disadvantaged and differently abled children by giving sports equipment, sports kits, and essential infrastructural equipment, sponsoring kids for national/state level and/or higher competitions, and supporting school-based sports activities.
Reliance Foundation	The Reliance Foundation Jr. NBA Program was created with the help of the National Basketball Association (NBA) to help kids learn about sports in a whole new way: through basketball.
Vedanta	The Vedanta Group's initiative to encourage sports and athletes dates back almost four decades, to 1976, when the firm built a football stadium in Zawar, Rajasthan. In Rajasthan's Rajsamand district, the firm also operates a general sports stadium. Apart from that, Vedanta is a corporate sponsor of national teams and players.

VI. GLOBAL CSR IN SPORTS INDUSTRY

Almost every industry is now engulfed by the power of CSR, and sports are unquestionably one of them. The concept of CSR in sport is a fantastic way to boost the growth of games and sports. CSR has the potential to give a powerful impetus for the fastest possible growth of sports in society. As sport becomes a more major economic and social institution around the world, the question of what social duties athletes, coaches, club owners, league officials, and people from global sport organizations have should be raised on a regular basis (Godfrey, 2009). In the sport sector, social responsibility is becoming more popular. The Federation International de Football Association (FIFA), for example, has made major investments in social responsibility, with "more than 40% of FIFA's profits going directly into supporting the grassroots of the game, development initiatives, and collaborations with humanitarian groups" (FIFA Activity Report, 2002-2004) The Adidas Group has released two new corporate responsibility publications that include topics such as working conditions, environmental issues, community concerns, and employee activities (Adidas Group, 2008).

The "Special Olympics" movement is a great example of a sports organization that uses a charitable sense of CSR to cover a lot of untapped commercial possibilities. Another example of a professional sports organization using strategic CSR for economic objectives is FC Barcelona's engagement with UNICEF.

VII. CONCLUSION

Sport may be an effective CSR medium because it teaches us values and sportsmanship, which are necessary for developing good business models that can help the company grow in strategic and commercial sectors. Today Games and sports are seen as an important part of an individual's overall growth. By participating in games and sports, one can improve physical health, mental health, physiological elements, and psychological thinking. Sporting groups have access to mass media, have strong communication capabilities, and appeal to young people (Tacon and Walters, 2010). Because of sport's crucial role, impact, and visibility in society, CSR can more effectively address social issues. Furthermore, CSR in sport can have a significant impact on stakeholder attitudes and purchasing behaviour. It is because of this that sports-related businesses can benefit from having a CSR strategy. There are many ways for a business to protect and maintain its reputation and build fan loyalty. These include improving financial performance, getting more recognition, and having a better image in the community, among other things (Filizoza and Fiuneb, 2011).

"Something is better than nothing," as the saying goes, and the government's current measures are extremely beneficial and noteworthy. When we talk about the CSR compulsion in terms of sports development in India, we can notice that every project is accompanied by a plethora of benefits and drawbacks. According to Schedule VII of the Companies Act 2013, "training to promote rural sports, nationally recognised sports, Paralympic sports, and Olympic sports" has become mandatory for CSR activities in sports, but in my opinion, the following thrust areas have also been included in the CSR activities by the government under the act for the actual development of sports at the grass root level:

Identifying and developing athletic talent across the country, with a focus on tribal communities.

Making Resources Available

- Equipment for Sports
- Modern Playfields (Synthetic Track, Astro Turf, and other sports infrastructure)
- Boost private-sector and non-profit organisations' collaboration

- Organizing and carrying out Technical Coaching Workshops and Camps
- Sports Event Organizing Specific build-up and first competitions must be set up in order to achieve excellence and find out how good each person is.
- Research and development sponsorship and donations to talented athletes, national games federations, and non-governmental organizations (NGOs) dedicated to sports development are also included.
- Help for Professors and Scholars in Sports Management, Sports Sciences, and Physical Education
- Possibilities for athletic education for aspiring athletes:
- Initiatives relating to health
- Programmes for community development
- Coaches and physical education personnel can participate in foreign exchange programmes in the fields of coaching and training.

Despite the government's previously announced steps, the sports environment in the country is deplorable. The current sports infrastructure is unsuitable for a country with a population of nearly 1.25 billion people. The lack of world-class facilities and insufficient government funding are mirrored in Indian athletes' poor performance in real-world events such as the Olympics. In comparison to India, small nations such as Cuba, Croatia, and Lithuania performed better at the 2016 Olympics. The opportunity has passed; now is the time for the general public and the private sector to band together to help the Indian sports sector recover from its current plight. Extending the Justice Lodha Committee's BCCI ideas to all other sports bodies would be a good first step in this direction.

Without a doubt, success in the realm of games and sports can only be achieved through the combined efforts of all Indian citizens. Apart from the government, businesses, and individuals should all make efforts in terms of "Complimentary Self-Responsibility" to set down the actual development on the ground rather than in papers or reports. CSR's involvement in the sports industry has also opened up new options for Sports Management researchers to investigate socially responsible activities. This article might be expanded to look at the possible return on CSR initiatives with a focus on sports development at the grassroots level. Sponsorship through CSR can also be looked at to see how it affects the planning of big sports events.

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