

Sports Event Management Benefits & Issue

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Received: 08-11-2021

Revised: 08-11-2021

Accepted: 29-11-2021

ABSTRACT

The Asian Game, which was hosted in New Delhi in the 1950s, was the catalyst for the formation of sporting event administration in India. It was created with the goal of comprehending the rapid rise in sports event management in the Indian economy via constant and proper monitoring of sports and event management. This study investigates and presents a brief summary of some popular sports events in India, as well as how they are arranged. With reference to organisations whose core service is related to sports, sport management comprises any combination of principles related to planning, organising, directing, budgeting, advertising, leading, and evaluating (DeSensi, Kelley, Blanton, and Beitel, 2003). The most significant benefit of sports event management is the ability to plan, organise, and advertise the sporting event. Various sporting events, such as the Olympics Games and other similar events, have been emphasised, as well as a brief overview of the Indian Premier League (IPL) and the Pro Kabaddi League (PKL) and their growth prospects.

Keywords: sports event management, issue, benefits, kabaddi, sports sector, indian premier league

I. INTRODUCTION

A variety of principles for effectively and efficiently planning, organising, leading, publicising, and delivering sports events. The component of sports event management emphasises the sports event deadlines while also providing hospitality to sponsors, people, and others. Sports managers, recreational sports managers, sports marketing, event marketing, and sports economics, finance, and information are all examples of sports management.

A sporting event is a competition or contest in which humans, machines, or animals participate as a team or individually in order to win the competition or contest.

Management refers to the functional principles of planning, organising, directing, and controlling that are applied effectively and efficiently to human, financial, physical, and informational resources in order to achieve defined goals.

New Trend of Sports Event Management

They have always extended their enthu across the country, whether it is through the Indian Premier League, Indian Badminton League, or Grand Prix. Sports are no longer simply for fun; they have become a thriving industry.

To us, the audience, the IPL is more about cricket, celebrity campaigning, favourite team, cheerleaders, pop corn, placards, and many other things. What goes on behind the scenes, though? Who is responsible for setting up the chairs? Who is in charge of the stalls? Who is it that provides us with an entry and departure strategy? The comfort we experience is the result of a lot of effort. The event organiser is the one in charge of this.

Sports Event Management is a term that we are all familiar with. Every year, a cadre of event managers organises the Olympic Games. The Grand Prix is a highly technical sport that would not be possible without the efforts of event managers. These are a few high-profile games that have used event management systems since the beginning. Today, event planners effectively plan and arrange nearly all sporting events.



Figure 1: New Trend of Sport Event Management

The newest trend in the event management sector is sports event management. The demands of modern sports fans are always changing due to changing lifestyles. People nowadays like to lull themselves into leisure sports. Sports clubs, committees, and other organisations have sprung up in support of establishing and evolving sports. And the event management sector has embraced this surge in sports by enhancing entertainment to "perfect" levels.

Sports event management is similar to project management because both have a rigorous deadline, explains Balaji Sreenivasan, Founder & CEO of Aurigo Software. "Sports management is not just about setting up infrastructure linked to sports, but also ancillary infrastructure to support major sporting events," he adds. There was a lot of work going on in preparation for the Beijing 2008 Olympics, where the biggest stadiums were built to meet the needs of the games and transportation facilities were expanded to better serve visitors to China.

Sporting Event Management is still in its infancy in India, yet it is one of the fastest growing industries. It's a multibillion-dollar market, and many event management companies have begun to see sports as a golden opportunity. Mostly because the publicity gained from doing sports events is enormous, and because games occur on a regular basis, event managers have more opportunities to get involved. Of course, the prospect of being on the opposite side of the arena adds to the excitement.

Sports, according to industry insiders, are the one industry that will not be affected by the recession. In fact, during a recession, sports watching rises as people seek a distraction from their worries. As a result, sporting events are reaching new heights with no dips in intensity.

Sports management is a relatively new idea in India, with only a few institutes teaching it. Sports and games are vital for an individual's overall development. Sports of various types are now performed throughout the world, and with the passage of time, great sums of money, notoriety, fame, glamour, and media attention have all become an important element of any sport.

Professional sports management firms are springing up all across the country, particularly in major cities like Delhi, Mumbai, Bangalore, Kolkata, and Hyderabad, and the demand for experienced experts in these firms has risen dramatically. The study of planning, supervising, and coordinating various sporting events such as international and domestic tournaments for cricket, football, hockey, golf, and a variety of other games is known as sports management.

The Board of Control for Cricket in India (BCCI), the world's richest cricketing body, has taken the first step toward choosing a full-time CEO. The All India Football Federation (AIFF) is also requiring all National Football League (NFL) Playing Clubs to hire a full-time salaried CEO to oversee the club's management.

II. INDIA HOSTS VARIETY OF SPORTS EVENTS

From indigenous games to mainstream sports, India has a wide range of activities to choose from. In the 1987, 1996, and 2011 Cricket World Cups, India hosted and co-hosted numerous international sporting events. Cricket is India's most popular sport, and the country has hosted and won world championships in the sport. The Asian Games were held in India in 1951 and 1982, respectively. Football, badminton, shooting, wrestling, tennis, weightlifting, gymnastics, volleyball, table tennis, and other Indian sports are popular, as are indigenous sports like chess, kho-kho, and snooker.

Hockey is India's most successful sport, with the Indian men's team winning eight gold medals at the Commonwealth Games held in India in 2010.

The following are some examples of large sporting events:

- The Pro Kabaddi League is a professional Kabaddi league based in India
- Indian Super League
- Indian Premier League (IPL)
- India Grand Prix
- Ranji Trophy
- Futsal (Extreme)
- Indian National Hockey League
- I'm in the second division
- National Sporting Event

Site selection, event logistics, event scheduling, risk management, and event evaluation are all examples of sports event management. To properly organise a sports event, event planners follow a series of essential procedures to manage the flow of work and complete it on time.

The first step is the planning stage, which involves defining the event goals, estimating the budget, and defining the theme, branding, uniforms, guest list, logistics, invitations, sponsorship, awards, and other event-related components. Following that, you'll be able to plan the following.

The second element is marketing, which involves planning and strategies for publicising the event and reaching a larger audience through local media, direct mail, merchandise, national media, and other event approaches.

Step three is the day of the big event, which includes rehearsals, site mapping, an operation manual, a stage area, rain and bad weather checks, access and exit, lost and found counters and parking. It also includes special facilities for participants like changing rooms and showers.

Planet Jashn, Star TV, Sports Live, IMG, Baseline Venture, U Sports, Sports Consult, ABC Sports, BE Sports, Front Foot, TSC Asia are the top sports event management businesses in India.

III. KABADDI PROFESIONAL

Cricket and football are frequently viewed as the most popular sports in India, but indigenous games such as kabaddi should not be overlooked. Apart from the IPL, professional kabaddi has also entered the competition. It is now one of the most unusual sports events in which national teams compete.

The VIVO Pro Kabaddi League was founded in 2014, and it has seen significant growth in recent years. It is well received by the audience, demonstrating that India will never abandon its traditions. This league hosts a large sporting event, and organising, executing, and overseeing an event is not a difficult undertaking. However, if a specialised event management trainee or manager was assigned to the assignment, the large-scale event ran smoothly. Students from the National Academy of Media and Events, as well as the Institute of Training Event Management, collaborated with a professional kabaddi squad. Many other sports have become more competitive as a result of the IPL's popularity.

With a 300 crore title sponsorship, the Pro Kabaddi League is topping the sports commercial market. The 300 crore title sponsorship is an Indian record for all non-cricket professional leagues, with 60 crore being the highest value. The pay of PKL players has increased in each of the league's six seasons. The PKL team's revenue has grown from 50 lakhs in 2014 to 4 crores in 2018, a simple 633 percent increase. Puneri Paltan purchased Sidharth Desai for 1.45 crore and kept Nitin Tomar for 1.20 crore. Rahul Chaudhary's price tag was set at 94 lakh rupees, while Sandeep Narwal's price tag was set at 89 lakh rupees. Monu Goyat, the most expensive player in the Pro Kabaddi League 2019, will join UP Yodha for a whopping 93 lakh rupees. In the 20 games he played last season, he scored 160 raid points. During the two-day auction procedure, the twelve VIVO Pro Kabaddi franchisees committed over 50 crore to acquire 200 players, including 173 locals and 27 foreigners.

IV. STUDY OF THE INDIAN PREMIER LEAGUE

The Indian Premier League (IPL) is a professional Twenty20 cricket league. It was founded by the Board of Control for Cricket in India (BCCI); its offices are in Mumbai, and it is overseen by BCCI vice president Rajeev Shula, who formerly served as the IPL's chairman and commissioner. It is now contested by nine teams made up of athletes from throughout the world. Following a dispute between the BCCI and the Indian Cricket League, it was founded. IPL works as a franchise-system based on American manner of employment and transfer, and was the first athletic event televised live on You Tube in 2010. The franchise was put up for auction, and the winning bidder now owns the team. A total of 332 cricketers will be auctioned off at the IPL auction in preparation for the 2020 season. From a total of 971 entries, these cricketers were chosen as finalists. A total of 186 Indian cricketers have been selected for auction. The selected set of players has advertised themselves for INR 2 crore as their maximum base price. Glenn Maxwell, Dale Steyn, Mitchell Marsh, Pat Cummins, Angelo Mathews, and Josh

Hazlewood are among the international cricketers who have made this list. Each of the eight IPL teams' highest-paid players – INR 17 crore for Virat Kohli (RCB), INR 15 crore for MS Dhoni (CSK), INR 15 crore for Rohit Sharma (Mumbai Indians), INR 15 crore for Rishabh Pant (Delhi Capitals), INR 15 crore for David Warner (Sunrisers Hyderabad), INR 12.5 crore for Ben Stokes and Steve Smith (Rajasthan Royals), INR 12.5 crore for Sunil Narine (Rajasthan).

The IPL is in its 12th season, with eight teams expected to compete. Every team's franchise was brought in by the IPL's proprietors. The following is a list of IPL owners.

- N. Srinivasan is the owner of the Chennai Super Kings (Indian Cements)
- (Sajjan Jindal) GMR Group and JSW Group are the owners of Delhi Capital
- Kings XI Punjab is owned by PrietyZinta, Ness Wadia, Mohit Burman, and Karan Paul
- Shahrukh Khan, Juhi Chawla, and Jay Mehta are the owners of the Kolkata Knight Riders (KKR)
- Nita Ambani (Reliance Industries), owner of the Mumbai Indians
- Manoj Badale is the owner of the Rajasthan Royals
- Royal Challengers Bangalore is owned by United Spirits Limited (DIAGEO)
- Sunrise Hyderabad (Sun Network) is owned by Kalanithi Maran

Indian Premier International Management Group

Over the last ten years, IMG has been the backbone of the Indian Premium League, winning bids for retained event rights and multimillion-dollar holder events. Advertising revenue and ticket sales have surpassed all expectations, making the IPL extremely profitable for both the broadcasters and the organisers. All other amenities, as well as antagonism against visiting teams, are planned. Franchises, players, and team officials, sponsorship, television rights, and unpaired, and match officials are all part of the IPL's business model.

V. ENHANCING THE SPORTS SECTOR'S BENEFITS

Alternative Occupations Include

Sport becomes a powerful mobility mechanism for those who have limited chances and few jobs. Students who don't do well in school are more likely to choose a career in athletics if there is a strong sports industry.

Advantages for one's health: Sports encourage one to keep his or her body in top shape in order to win an event. The existence of a sports culture, in turn, encourages the general public to embrace a healthy lifestyle in the same way that athletes do.

Redirected Youth Energization

India has an extremely young population and may soon overtake the United States as the world's youngest country. In this case, a strong sports sector can help make the demographic dividend happen.

Taking Variety of Socio Economic Issues

Many women use athletics as a way to break free from the constraints of their daily lives. They use it to demonstrate their worth and combat patriarchal attitudes. The continued success of athletes such as Mary Kom, Saina Nehwal, and others has aided in the reduction of child marriages and son meta preference issues.

Creating Revenue

India would be able to host a larger number of international events if it developed a strong sports infrastructure. This kind of hosting boosts tourism in the country, which leads to more money and jobs in the area.

Promotes the Spirit of Diversity United

At international competitions, they applaud Indian athletes and teams. Improvements in sports instantly develop a sense of fraternity among individuals from many countries. PV Sindhu's support across India, for example, makes people feel like they belong.

VI. ISSUES CONCERNING THE SPORTS INDUSTRY

Budget Constraints

The Indian government spends far less on international athletic events than China, the United States, and other countries that perform better. This encourages competitors to spend their own money on high-quality equipment, training, and travel, which creates a significant barrier for the poor.

Deficiency in Resources

There is a scarcity of high-quality sporting infrastructure across the country. Some great stadiums have been built by the government in cities, but the situation in the countryside is very bad.

Attitudinal Barriers: In our country, sports are not regarded as a viable professional option. Parents encourage their children to pursue careers in medicine and engineering rather than sports. The popular proverb, *Kheloge Kudoge hoge kharab; Padhoge Likhoge hoge nawab*, reflects this. It indicates that athletics will ruin your life, whereas academics will make you a king.

High-Performance Pressure

A sports person is put under a lot of pressure to succeed or else risk living a vulnerable existence. This can cause individuals to experience extreme mental tension or lead them to use immoral methods such as doping. When Narsingh Yadav, an Indian wrestler, was caught doping, he was not able to compete in the 2016 Rio Olympics.

Issues of Governance

Sports governance is plagued by a number of issues –

- In comparison to female athletes and rural areas, male athletes and metropolitan areas spend significantly more on sports.
- A lot of people say that the selection process is unfair and nepotistic, especially for people in the lower castes.
- In India, post-success incentivization is more important than pre-success support. For example, after Neeraj Chopra won the gold medal at the Tokyo Olympics 2020, the Haryana government declared a reward of Rs. 6 crore.

Other Difficulties Include

- Several sports, such as swimming and athletics, require women to wear clothing that does not totally cover their bodies, which is prohibited by some religions.
- Lack of Sports Culture: India lacks a sports culture in which people are excited about watching and promoting sports. Cricket, on the other hand, attracts a lot of investment and pays the cricketers a lot of money because of its popularity.

Actions Taken in the Sports Industry

The National Centre for Sports Sciences and Research (NCSSR) is a non-profit organisation dedicated to the study and research of sports. The organization's mission is to promote high-level research, education, and innovation in the field of elite athlete performance. The programme is divided into two parts: the first is to establish the NCSSR, and the second is to fund the establishment of sports sciences departments at six universities and sports medicine departments in six medical colleges.

- Khelo India is a nationwide initiative aimed at developing grassroots talent by giving them a national platform.
- It is a Pan-India Sports Scholarship Programme that will annually cover 1,000 of India's most gifted young athletes in a variety of sports disciplines.
- For the next eight years, any athlete selected under the plan would earn a Rs. 5 lakh annual scholarship.
- It is modelled after Gujarat's "Khel Mahakumbh," in which schools and universities from all around the country compete in 27 categories.

The Target Olympic Podium Scheme (TOPS) strives to discover, groom, and prepare potential Olympic and Paralympic medalists. Athletes and sportspeople will receive individualised instruction from top coaches at sophisticated and well-equipped sports facilities and institutions under this programme.

Under the Charitable Endowments Act of 1890, the National Sports Development Fund (NSDF) was set up in November 1998. Its goal is to help people play sports and games all over the country.

VII. SUGGESTIONS FOR ENHANCING SPORTS

Other sports should be given more funding, and funds should be distributed fairly across genders and regions.

It needs to give more jobs and money to good players in order to make them want to make a career out of sports. Furthermore, in order to avoid nepotism in the selection of candidates, transparency must be added to the selection process for office-bearers by the association.

Parents and educational institutions must encourage pupils to achieve not just in academics but also in sports. This necessitates an increase in the sports quota in universities as well as the establishment of additional universities. With the help of NGOs and civil society organisations, parents can be persuaded to enrol their children in sports. As an example, the Bridges

of Sports organisation is urging the Siddi community of coastal Karnataka to enrol their children in sports and giving them the help they need to do so.

More domestic premier leagues, such as the Indian Pro Kabaddi League, should be established. Other sports will gain more money and attention as a result of this. It would also encourage young people to participate in a variety of sports that would otherwise be considered dangerous.

Aside from athletes, more emphasis should be placed on developing coaches and physiotherapists. It will help to increase the number of trained experts in sports sciences and sports medicine, reducing the reliance on foreign experts.

VIII. CONCLUSION

Sports Event Management aids in the quick organisation of sporting events. It is a direct outcome of the necessity for good event management abilities, and it also assures that the sporting event starts and ends on time. All aspects of logistical management, crowd management, and event planning can be accomplished actively and efficiently. IPL offers a variety of options, including a market for marketers and sports brands, long-term success that leads to a large fan following for a franchise, and merchandise potential. There are many franchises, and they are all too pricey since there are threats. The IMG Company handles sports events relating to the IPL. In India, the Pro Kabaddi League has continued to expand at a faster rate than the Indian Premier League (IPL). And we've looked at how PKL is catching up to IPL in the current situation.

The government must recognise that Indian athletes compete against the circumstances rather than their sporting opponents. They should be given a nurturing atmosphere in which to grow in order to make the dream of "Sports for All" a reality.

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