



Physical activity, Women Empowerment & sporting activities- meeting the global needs

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Abstract : *Women comprise nearly 50% of the population but they suffer from several challenges. The demographic numerals indicate that they are in a strong position yet the women suffer from secondary treatment at all levels. Indian government spends crores of rupees towards women empowerment & women welfare. But women issues remain unchanged. Being in a male dominated society her challenges to human rights, socio cultural rights, & political rights are still far away. Women empowerment programs lack focus on women health empowerment. Women can become self through good healthy habits & these healthy habits can be promoted through sports involvement & participation. Women are denied access o sporting events, Even media gives a insignificant coverage of women sporting activities. This paper focuses on stimulation of women through good sporting habits & motivation mechanisms for women towards involvement in sporting activities.*

Key words : *Women empowerment , sporting activities. Stimulating sport participation*

Introduction : Several researches on Physical activity indicate that it is particularly significant for health aspects. It is helpful in preventing problems relating to osteopenia for women, juvenile diabetes in children, cardio vascular problems in men. Researchers have shown that regular intake of Calcium rich diet increases bone mineral density it reduces the risk of developing bone disorders & fractures. The speedy health recovery through calcium rich food. Physical activity promotes the healthy habits among all ages of population . (Report on World Development Indicators Participation In Education World Bank Report 2014).

1. Women often suffer from increasing fat levels . A study on women aged 35-45 years shows that they are very frequently suffer health problems related to increasing fat levels. The lack of regular exercise , lack of physical activity outside home ,

insufficient morning walk period, insufficient nutritious food, professional stress, domestic work tension,

2. Physical activity has proven good for these age levels as it controls fat. It also reduces risk of lung & breast cancers. Women who are often prey to breast cancers has proven to be lethargic , & weak physical activity factors

3. Often working women countenance the health problems of lung cancer & breast cancer. But the lack of physical activity & lack of life style disorder has caused health disorders in women. Women lack physical activity.

4. Increased physical activities in women have to be stimulated through regular physical activity. The physical activity among women & growing adolescent girls have to be restructured because women ailments are increasing



along with life style transformation. Evidence from developing countries shows that women involvement in organized sporting activities have exhibited a sense of self identity , self-empowerment and personal freedom among women .

5. The levels of confidence have been very high among women who are healthy & energetic, vigorous & health conscious. The awareness about women health related issues at work places , at educational institutions , at public places is very significant as the creation of an awareness about health need to be augmented before it reaches a level of no return.
6. Western countries have made changes in work conditions with provision of time for employees to leisure , in house work out sessions , sports sessions . physical activity sessions, meditation sessions, relaxation sessions, leisure sessions etc., This has helped women to come out with good results at their work places. This has increased their concentration level, energy level, deliberation level affirmatively.
7. Studies have shown that in developed countries Free sponsorships of women sporting activities have stimulated women to participate in sports activities. Sports Scholarships , sports rewards , sports honors , cash rewards for sports excellence , sports awards at school & College level , free sponsorship of sports for women , Private partnerships for sports etc have proved as affirmative on gender roles. (Stephen Robson -Strategic sports development , 2013)

Gender discrimination for women –

But in India there have been millions of women population who work in conditions which do not even consider giving their women employees Post pregnancy leave , Post pregnancy medical checks , Several private Indians offices do not provide health leaves , sick leaves , pregnancy leaves for their women employees. There have been several significant studies about private factories . firms . companies who do not provide health based leaves , insurance benefits, health welfare benefits to women. Social inclusion and social integration of women and adolescent girls through sporting activities is needed to enhance social inclusion of women. Indian society is faced with the problems of male dominance , social exclusion of women , segregation of women in political arena, denial of human rights to women etc., (Stephen Robson -Strategic sports development 2013).

Sports issues for women

There is a large amount of convincing evidence from both developed and developing countries reflecting the relationship between sport participation and social integration and social inclusion of women and girls. India being a cultural plural society needs to create an awareness among women about the benefits of involving in physical activity.

1. **The issues of security** -Women need good, reliable security for involving in sports. Several sporting events do not provide security for women players / athletes. The women players countenance problems with regard to boarding , lodging , mess, longue etc. The provision for bathrooms sanitation & rest rooms are almost absent in certain sporting



events. Girls in India are brought up in increasingly confined, restrictive, enclosed and domestic atmosphere as girls reach adolescence. They are almost barred from taking part in any physical activity. They are restricted to take part in those games & activities which requires them to stay away from home. This preventive tendency makes girls become more homely, & confidence levels freezes to scale up.

2. **The issues of confidence building-**

Evidences have shown that sport activities can allow women and girls access to safe, social spaces through sporting activities. Self image building becomes easier with sporting involvement besides it boosts up their health.

3. **The issues of empowerment challenges-**

Several countries have come up with projects of sports as a tool of women empowerment. Studies have shown that young women from different backgrounds could use football / cricket / baseball / Kho Kho etc as a platform to connect with one another, guide each other, as well as develop acquaintance and reinforce relationships. Sports involvement enhances social understanding social cohesion & social interaction.

4. **The issues of gender equity-**

Sports can become a tool in making gender equity. Male counterparts can be made to analyze women's role in sports through making women participate in sporting activities. This can help to build gender gaps & an understanding between men & women also increases Gender equity thus becomes a reality when both men & women involve equally in sporting events & enjoy good health benefits

through sporting activities. The imbalance in sport sponsorship, sport event management & sport participation can be prevented with this mechanism.

5. **The issues of supportive feeling-**

Equal access in sporting activities will also help males to adopt a positive and supportive attitude towards their female counterparts participating in the sporting programmes. Participation in the sporting programme becomes synonymous with being aware of gender roles and norms.

6. **The issues of leadership building-**

Sporting activities promote opportunities for women's and young girls' leadership and achievement. Evidence from developing countries indicates that participation in sports programmes provide women and girls with opportunities to develop leadership skills.

7. **The Issues of policy framing-**

India physical education & sports policy needs an integrated consideration. The incorporation of physical education & sports to build a healthy women population needs a reconsideration. India being dominated by youth population can become a great sport country with global recognition only if the policy makers evaluate their old sports policy & redirect it towards opulent funding & mandatory training. A country needs healthy & physically fit youth & the role of all stake holders in promoting physical education needs further evaluation.

Role of government -Women empowerment through sporting involvement can be a feasible consideration with following steps.



1. Encouraging sports scholarships in schools for girls
2. Ensuring active participation of sports organizations, clubs authorities in women sporting activities
3. Enhancing the quality infrastructure for physical education & women sports
4. Ensuring public-private participation in physical education
5. Establishing exclusive women universities for sports and physical education
6. Getting corporate sector involved in women sporting activities
7. Comprehensive women sports policy framing
8. Budget allocation for women sporting events
9. Media coverage policy about women sporting activities.
10. Scholarship, rewards, honors cash rewards etc for women.

Conclusion : There is a large amount of convincing evidence from countries across the globe about involvement in sporting activities being reflector of the relationship between sport participation and social integration. India being a culturally plural society needs to create an awareness among women about the benefits of involving in physical activity. Profound governmental intervention through professional & pro-women sport policies. India can achieve a great earmark in sports arena only when both males & females involve equally in the sporting activities. This involvement can be stimulated among women through awareness building

programmes with private public partnerships. Indian government can think of policies to make sporting activities mandatory for women at all levels of education & profession.

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