



Changes process in sports and physical Education & management - Power of partnerships - promotion of sports through partnerships

Anil kumar. H.K., Physical Education Director, G H S kadasikoppa, Harohalli Hobli, Kanakapura taluk, Ramanagara District Karnataka state

Abstract: Sports can be promoted through partnerships both public & private. Indian sports sector has been looking forward to expand its arena. Western countries have experimented with partnerships & have found grand success. Indian sports sector can be made to expand its platforms through corporate partnerships. Western countries experiments with branded partnerships have reflected good positive influences. Indian sports sector can thus be made to develop its platforms through corporate partnerships. The possibilities open for Indian sports sector through corporate partnerships & the direct impact upon Indian sporting events in this digital era has lots of potentialities. This paper looks at the possibilities open for Indian sports sector through corporate partnerships & the direct impact upon Indian sporting events.

Keywords: Indian sports sector , creating partnerships, expanding sports culture

Introduction :

In her opening remarks UNDP's Country Director Agi Veres addressed the event stating. Sport has a unique power to bring people together; a power that transcends national boundaries and cultural differences. Some of the most important values of our society: hard work, mutual respect, fairness and cooperation, are embedded in the spirit of sport, therefore it has been a great pleasure to work with Athletics for a Better World on this event, and we are looking forward to continuing our partnership to jointly support China and China's South-South cooperation in sport, creating more winners around the world. (David C carter –Money games profiting from the coverage of sports entertainment 2001 Stanford Business books).

Indian sports arena needs to walk along with globalization which has opened up a plethora of opportunities for sports

promotion. (Jawaid ali Organization & administration of physical education 2010).The youth are taking active interest in sports involvement through participation as well as entrepreneurship. Indian youth who are full of energy & of the population are directed to sports after cricket which is considered as the most popular game in India had tie ups with corporate bodies.

Increased participation in sport and physical activity provides an overview of the background to the establishment of the Official Sports Partnership, a clubs directory, an events calendar, details of programmes being rolled out through the Partnership, details of funding available to clubs, local news, publications of interest and useful links. (David C carter –Money games profiting from the coverage of sports entertainment 2001 Stanford Business books).

Indian sports arena needs to walk along with globalization which has



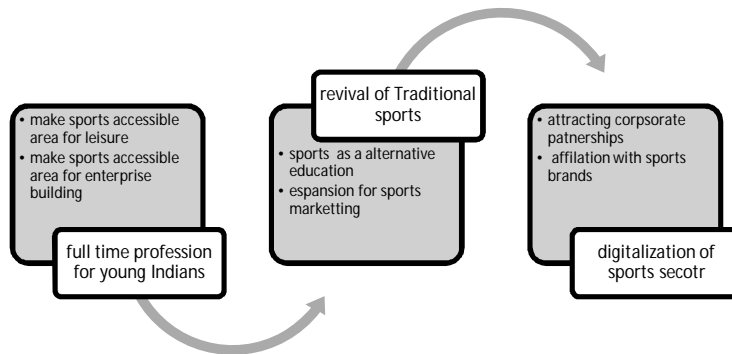
opened up a plethora of opportunities for sports promotion. (Jawaid ali Organization & administration of physical education 2010).

The youth are taking active interest in sports involvement through participation as well as entrepreneurship. Indian youth who a from energy & of the population are directed to sports after cricket which is considered as the most popular game in India had tie ups with corporate bodies. (Lynn R. Kahle, Angeline G. Close -Consumer Behavior Knowledge for Effective Sports and Event Marketing. 2011). The very image of cricket changed & it now has the identity of being the richest sports across India. The income generated , popularity gained , recognition received in this sports is beyond any distinctive boundaries.

Defining partnerships-

The power of partnerships and collaborative efforts in sports is very strong. Globalization has helped sports sector to expand beyond geographic boundaries. (Jawaid ali Organization & administration of physical education 2010).The sporting organizations can now look at the private sector towards promotion of sports & sporting events on a larger scale. These partnerships strengthen the commitment towards a positive contribution to the sports sector through spreading affirmative sports culture.

(Lynn R. Kahle, Angeline G. Close - Consumer Behavior Knowledge for Effective Sports and Event Marketing. 2011) As shown in this Chart



Sports can be promoted through

1. partnerships both public & private in the interests of the players & nation.. sports sector has to expand its arena as digitalization has set in every aspect of sporting events.
2. Western countries experiments with branded partnerships have

reflected good positive influences which can be followed in Indian context of cricket

3. Indian sports sector should be made to develop its platforms through corporate partnerships.
4. The possibilities open for Indian sports sector through corporate partnerships & the direct impact



- upon Indian sporting events in this digital era has lots of potentialities .
5. A high enlargement of Indian economy & the rise of the middle class able to spend on this can be used to make sports accessible area for leisure & enterprise building
 6. The revival of several sports which do not have fan flowing is possible through partnerships
 7. parents can think of making sports alternative education for their children with prospective growth of corporate involvement
 8. the Indian premier league helped 15 thousand people to find employment directly & indirectly. The kabddi , hockey , formula _1 car racing , football etc are giving crores of rupees as prize money This has attracted youth towards sports.
 9. The super success of Indian premier league cricket gave way to Indian basket ball league, Indian Kabbaddi league, Indian Ball badminton league tec. This has generated thousands of avenues of employment to entrepreneurial Indians across India & abroad.
 10. Indian youth have found access to opening up sports websites , sports portals, sports accessories marketing , reviving sport brands , reviving old sports with new formulas, generating brand ambassadors for sports drinks / sports accessories . hosting media networks etc TV channels etc. (John Amis & Bettina corn well - Global sports sponsorship beech publication 2005)
 11. Indian sports market has also expanded due to these corporate involvement This can be linked to all sports irrespective of classifications.
 12. corporate partners can make sound long- term investments in the sports sector for the next generation The rural traditional & folk sports can be involved in the franchisee system.
 13. basic healthcare, nutrition , social protection, clean water , and education sector can be promoted through sports brands ambassadors. (Lynn R. Kahle, Angeline G. Close -Consumer Behavior Knowledge for Effective Sports and Event Marketing, 2011)
- challenges:** The sporting organizations tie up with the private sector towards promotion of sports & sporting events on a larger scale. These partnerships strengthen the commitment towards a positive contribution to the sports sector through spreading affirmative sports culture. Teams or athletes experiencing a performance slump may also negatively impact sport sponsorships. For example, a sponsor pays to endorse a team that is expected to make it far in a tournament or post-season but then it loses early. The ROI of the sport sponsorship is limited because the season ended sooner than expected. The early exit limits the longevity of publicity and thus the association that a sponsor can gain from the sponsorship. (Lynn R. Kahle, Angeline G. Close -Consumer Behavior Knowledge for Effective Sports and Event Marketing. 2011)



Indian sports arena needs to walk along with globalization which has opened up a plethora of opportunities for sports promotion. (Jawaid ali Organization & administration of physical education 2010). The youth are taking active interest in sports involvement through participation as well as entrepreneurship. Indian youth who are full of energy & of the population are directed to sports after cricket which is considered as the most popular game in India had tie ups with corporate bodies.

Conclusion- Thus sports can be promoted through partnerships both public & private in the interests of the players & nation.. Indian sports sector has been looking forward to expand its arena as digitalization has set in every aspect of sporting events.. Western countries experiments with branded partnerships have reflected good positive influences. Indian sports sector can thus be made to develop its platforms through corporate partnerships. The possibilities open for Indian sports sector through corporate partnerships & the direct impact upon Indian sporting events in this digital era has lots of potentialities .

References :

1. <http://www.theguardian.com/sustainable-business/partnerships-sporting-de>
2. <http://www.sports-management-degrees.com/faq/what-is-a-director-of-sport>
3. <http://www.humankinetics.com/products/all-products/public-private-partnerships->
4. <http://www.adweek.com/news/advertising-branding/5-tools-yo>
5. David shilbury – strategies sports marketing Allen & unwinn 2009
6. David C watt -Sports management & administration 2003 Rutledge
7. Shrum .J. – The Psychology of entertainment Media Lawrence Association 2004
8. David C carter –Money games profiting from the coverage of sports entertainment 2001 Stanford Business books
9. John Amis & Bettina corn well - Global sports sponsorship beech publication 2005
10. Sharma J.P.-Sports dictionary , Khel sahitya Kendra new Delhi 2009
11. Sharma . J.P. – Exercise physiology & sports- Khel sahitya Kendra new Delhi 2009
12. Sharma J P - organization & management of physical education & sports; Khel sahitya Kendra , 2005
13. Lynn R. Kahle, Angeline G. Close (2011). Consumer Behavior Knowledge for Effective Sports and Event Marketing. New York: Rutledge.