



## Athletics administration & meeting the challenges of health – The case of rural Indian athletes -

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**Abstract :** *The rural sports talents are losing their health because of dangerous professions & they have little time to even think of taking part in any sporting activity. There are several other shortcomings , Dental problems due to excessive tobacco chewing , Excessive constipation , Eye problems , conjunctivitis , digestive disorders , Iodine insufficiency related issues etc .The lack of access to good health , good diet , good diet is hampered by several reasons. The policy towards creation of an integrated health policy to stimulate rural talents towards gaining access to good health requirements is the need of the hour. There is a need to create a mentoring network where rural youth can be mentored in rural entrepreneurship building , sports events management , sports participation .This mentoring network should ensure that rural youth are not just passively taking up employment opportunities, but are also actively looking at being opportunity creators, value providers and entrepreneurs themselves.*

**Keywords:** *Athletics administration , meeting the challenges of health , rural athletes diet issues, need for an integrated policy*

**Introduction-** The rural youth in India are suffering from several nutritional issues.

1. Abdominal virus syndrome
2. Anemia
3. Chlorine deficiency
4. Dental problems due to excessive tobacco chewing
5. Excessive constipation
6. Eye problems , conjunctivitis
7. digestive disorders
8. Iodine insufficiency
9. Illness caused due to heat
10. Lack of unsullied food
11. Lack of good ventilation at residential homes
12. Lack of Pure drinking water
13. Lack of sanitation facilities
14. Low standard of hygiene living
15. Mental stress problems due to frustration
16. Respiratory problems
17. Soaring throat , customary cough & cold
18. Unaware of using sanitizers & hand washers
19. viral fevers caused due to dengue
20. dust allergy & hypersensitivity
21. Joint pains
22. traumatic disorders
23. throat problems
24. liver problems
25. kidney stoners

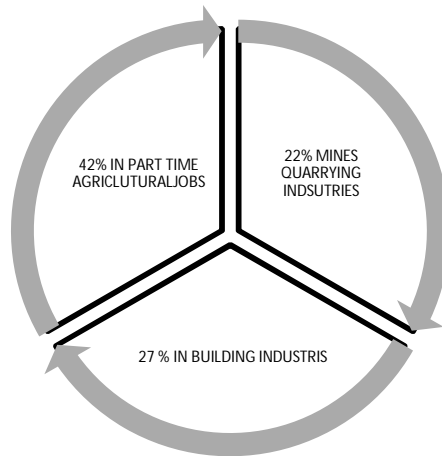
An overview of the role and responsibilities of intercollegiate



athletics; human resources; finance; governance; operations and the management, planning, organization and administration of interscholastic and recreational athletics is needed in athletic administration while the rural sports persons do not have leaning access to these field of athletics administration. Their lack of access to athletics administration affects their knowledge about macroeconomic aspect of sports business, including governmental impact

(local, national, international), by exploring public policy, regulatory bodies, regulations' impact on business, trends and current politics and their impact on business, power structures, and lobbying.

The Indian rural youth have completely no access to good environment as they engage in hazardous jobs as shown in this chart (1)

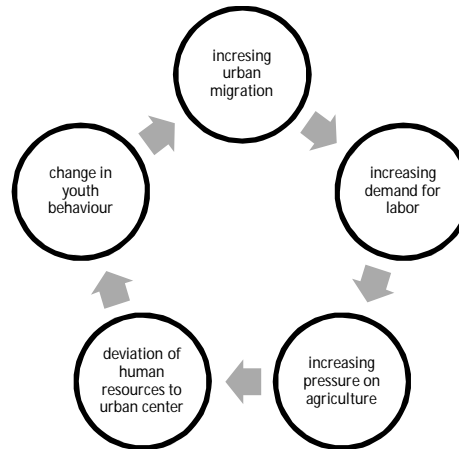


**Problems of rural health** – rural athletes are mainly suffering from issues relating to their environment. They choose to opt out for livelihood earning instead of gaining sport skills. They manage their home with part time earnings,

1. Working in Mining
2. Working in Quarrying
3. Working in Earth digging for drainage / Tele communication / water well purposes
4. Working in Tree felling / sawing / cutting industries

5. Working in mud brick making, mud smearing, plastering , pasting
6. Working in cement brick making
7. Working in demolition work
8. Working in coir / carpeting / matting /stone cutting /leathering/stuffing .

**The implications** - The rural youth are losing their health because of all these dangerous professions & they have little time to even think of taking part in any sporting activity. There are several other shortcomings.



1. The increasing pressure of rural population on agriculture & allied departments has worsened the situation,
2. increasing governmental attention to alleviate urban youth at the cost of rural youth has created a rural urban divide ,
3. rural migration to urban centers in search of jobs has created societal issues.
4. deviation of rural human resources to urban centers through big governmental building projects ,

Because of these problems rural youth are becoming a prey to malnutrition. To avoid desperation & unemployment they offer themselves in cheap, edgy, restless, manual labor at the cost of their health in urban centers & they also become victims of sexually transmitted diseases. (Kishore Choudhary. (2011), Effect of Globalization on Rural Entrepreneurship in India).

#### **The impediments -**

1. Even though the rural youth identify their health problems they hesitate to visit a doctor nearby fearing high cost of medicinal drugs.
2. Due to poor literacy rates they often ignore nutritional values of the food they are consuming
3. They remain unspoken about their endemic diseases fearing caste dilemmas & socio cultural exclusion
4. The youth are often voiceless in a community gathering as their participation is neglected due to their inexperience. Their initiatives to involve are often laughed at & mock by elders.
5. Their failure in sporting activity / or their failure in organizing a sporting event, or their failure to fund raising for a sporting cause is constantly teased & ridiculed.
6. This causes mental stress & they surface rigid behavioral lacuna. Elder in the community should give supportive complements to youth to go forward in their entrepreneurial



- attempts. They should make the younger generation aware of the health issues as a to success in sporting activity & improvement of their overall health.( Kishore Choudhary. (2011) Effect of Globalization on Rural Entrepreneurship in India).
7. Rural youth are always drifting towards urban life & their inconsistency of thoughts makes others to take them without due consideration. ( Joe-Health inequality in India 2014 )

**Considerations:**

Indian rural youth need Skills Training, emphasizing rapid immersion in computer skills, job readiness and spoken English for rural youth, women and minorities , Job placement services for this large pool of skilled and low-cost workers , Financing and mentoring for graduates to set up IT-enabled businesses in their villages.

**Creation of alternate skill development for rural athletes -**

Some of the very successful short duration courses are on Nursery Raising, Commercial Vegetable Garden, System of Rice Intensification, Lac production and marketing, Silk cocoon production, Palm jaggery making, Sal leaf plate making. The medium duration courses are offered on Sustainable Farm Management Practices, Pond based farming, Animal Husbandry, Para-Veterinary, Food Processing & Value addition & Solar and Mobile equipment repairing. The Courses are offered in the newly set up Green Colleges that are in the process of being accredited by Universities and Agriculture Sector Skill Council of India (ASCI ). These

information have to be spread among the rural youth.

Holistic training to bring change in knowledge, attitude and practices through use of advanced pedagogy, experiential learning methods and well trained faculty. Focus on “business plan development” drawn from feasibility studies on “each potential sector” and also post training mentoring for the realization of the plans. At the same time Development of the Green Colleges as revenue model where part of the cost is paid as fees and the rest is raised through sponsorships and public private partnerships. Developing strong collaboration framework at local/national level with CSR, foundations, philanthropies and government agencies are needed.

**Conclusion-**

Thus the rural sports talents are losing their health because of lack of awareness. They have little time to consider taking part in any sporting activity. There are several other shortcomings .The lack of access to good health , good diet , good diet is hampered by several reasons. The policy towards creation of an integrated health policy to stimulate rural talents towards gaining access to good health requirements is the need of the hour. There is a need to create a mentoring network where rural youth can be mentored in rural entrepreneurship building , sports events management , sports participation .This mentoring network should ensure that rural youth are not just passively taking up employment opportunities, but are also actively looking at being



opportunity creators, value providers  
and entrepreneurs themselves.

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