



Indian urban youth & sporting awareness in India – role of sports organizations in urban sports promotion

Kiran rowth .S. Physical education director, Government first grade college ,
Holenarasipura taluk, Hassan district, Karnataka

Abstract

Indian urbanites have always found academics more interesting than sporting career. The youth who comprise nearly 20% of the urban population feel themselves detached to sports. While their rural counterparts find it difficult to avail the sporting resources, the urban youth are unaware of sporting facilities & careers. Nearly 35% of the urban youth are unaware of the sports careers, their knowledge about sports institutes are also insufficient. They wish to join management & emerging industry jobs. Framing of a sports culture through sports organizations by popularizing it through college & other academic institutions, finding sponsorship flows from corporate sector & framing strategies of urbanites to involve in these activities will have a great positive impact. This paper examines the issues behind youth distractions & advocates strategies to deliver motivation towards sporting activities among urban youth. This paper spotlights the role of sports organizations in making urban sporting an innovative strategy towards realizing healthy habits.

Keywords: urban youth, sports organizations, healthy habits.

Introduction

Urban youth are not attracted by sports nearly 30% of the youth are opting for sports prospects while nearly 70% of them opt out for other big sports. In urban India cricket, basketball, hockey etc. are popular while there are a host of other sporting activities which have been neglected.

Programmes for youth : There are several programs which the government of India has undertaken to popularize youth involvement.

1. International youth exchange program
2. National programs for youth & adolescents Development-NPYAD
3. National service scheme
4. USIS- Urban Sports Infrastructure Scheme
5. National youth festival
6. National youth corps. There are voluminous sporting activities which can be infused into urban lives such as
 1. Billiards
 2. Cycling
 3. Darts - Dart Boards
 4. Field Hockey



5. Fishing
6. Kayaking
7. Rugby
8. Sailing
9. Skiing
10. Slate Board
11. Snooker
12. Snow Boarding
13. Soft Tennis
14. Squashing
15. Surfing
16. Swimming Diving
17. Table Games

- the urbanites may be induced to take part in air shows ,Para jumping Para sailing parachute diving etc (The National sports authority of India report -2013).

Role of Sports Organizations

The sports organizations help in building positive behavioral tendencies balanced intellectual growth building a scientific insight generates reason & astuteness creativity & inspiration vision towards nation's progress. Sports organizations in cities can make much difference as Urban sports have not been promoted with dynamism which is required for the teeming urbanites especially youth. Sports organizations in cities can generate corporate sponsorship for urban sports. Sports organizations in cities can branch out with suburban branches, extensional activities, joint venture, league expansion etc . Sporting activities such as Boxing, athletics, weight lifting, shooting etc do not attract urban youth because

the career prospects for these sports are very lukewarm. This can be attended by sports organization vehemently. They can play a very important role in promoting sport habits among urbanites. They have to invest in research & development programs, knowing the consumer behavior, application of innovation, bringing in new sports equipment & strategies. (Indian express review 2013). Sports Organization can conceive a good game plan to make urbanites involve in sporting events through

1. alternate approaches in popularizing innovative sports
2. budgeting for sports
3. resource funding for sports
4. researching about new & innovative sports
5. finding location resources of sporting meets / ventures
6. providing for training / sports motivation workshops
7. mixing fun & fortitude in sports
8. sports infrastructure building
9. Restructuring sports organization to cater to all requirements.

Benefits of urban sports promotion: Urban sport habits besides being a player's recreational outlet has following benefits

1. Urban sport habits helps in personality building & team building



2. Urban sport habits influences urban landscaping economic perspective
3. Urban sport habits boosts economy as it supports sport accessories & resources business to flourish
4. Urban sport habits provide ventilation for intermingling, familiarizing & interpersonal development. This promotes brotherhood.
5. Urban sport habits supports society through support & cooperation with each other. This also promotes cooperation & cohesion.
6. Urban sport habits acts as an inspiration for professional athletes. The urbanites that are serious about their careers can pursue favorite sports as a professional option.
7. Urban sport habits provide society with healthy habits & this reduces the perennial dependence on medical care
8. Urban sport habits assists in developing a community spirit which is very much required in an urban living.
9. Urban sport habits supports urbanization in a positive way.
10. Urban sport habits support children, adolescents & youth in developing a healthy physique. This helps to build a young & healthy India. Indian government is thus helped by healthy citizenry.
1. Urban sports have not been promoted with vigor which is required for the teeming urbanites.
2. Corporate sponsorship for urban sports is yet to branch out. National sports such as hockey still need sponsorship in majority cities.
3. Boxing athletics weight lifting shooting etc do not attract youth because the career prospects for these sports are very lukewarm.
4. National sports talent search test which was launched by government could not take off properly.
5. increasing cricket popularity, high tide corporate sponsorship, high salaries for cricketers , & heavy hyped glamorous indications of their career have made urban youth to pursue cricket instead of any other sports.
6. urban youth are brilliant in academics hence IT BT sector jobs finance sector jobs , , commerce auditing jobs etc offer high salaries hence they take up academic based careers
7. aviation hospitality sector hotel management sector fashion designing ,course attract urban women
8. the trend of urban youth not opting for sports is that they do not seek government job as rural youth seek. The urban youth are attracted towards
9. while rural educated youth always wish to absorb themselves

The challenges



- in railways insurance companies
army through sports quota
10. over 65% of the sponsorships are given to cricket while other sports share remaining 35 %
 11. corporate sector is depending on returns on investment hence they extend sponsorships to mass appeal games such as cricket badminton
 12. nearly 35% of the urban youth are unaware of the sports careers their knowledge about sports institutes are also scanty. They wish to join management emerging industry jobs , jobs which is not only lucrative but provide security of life.
 13. 78 crore youth population in India only ¼ of them means only 12 crore youth have access to sports resources

Strategies: A sports culture has to be framed in order to attract urban people to take time from their busy schedules & involve in sports activities.

1. sports have to be popularized through college & other academic institutions. Hence all schools have mandatorily included physical education as a major part of learning. Here each child will be educated in physical fitness activities which further helps them to play sports, cultivate good fitness hobbies , concord nourishments & healthy eating habits. (Report of the National Commission of Child Rights in India 2013).India is a signatory

- to the World Declaration on the survival , protection & development of children. (Asha bajpai -Child Rights in India: Law, Policy, and Practice).
2. sponsorship flow from corporate sector has to be increased
 3. PSUs (Public sector undertakings) ,insurance companies , finance companies have to be attracted to invest money in sports
 4. if local business magnets show interest in sporting events foreign tie-ups can be expected to follow
 5. Indian corporate partiality towards more accessible sporting sponsorship has naturally would be changed if the corporate involve in all types of sports.
 6. Take measures to make Indian urban youth interested in sporting skills.
 7. Higher education's institutions can be made to instill programs on theoretical& practical expansion of sporting events. (Indian Higher education scenario- 2013).

Conclusion

Urban sport habits support urbanization. Indian corporate partiality towards more accessible sporting sponsorship has to be changed in favor of all types of sports. Urban sport habits provide ventilation for intermingling, familiarizing & interpersonal development. This promotes brotherhood hence promotion of



such sporting events supports society through support & cooperation . Urban Indian youth are lost in the academic excessiveness, electronics gadgetries & declining ill health. Hence policy framers should frame an integrated policy towards brining good healthy habits among youth & help them play stellar role sin community living.

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