



Managing competitive school programs

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Abstract

The willingness & ability to spend money on market research enhances the power of sports organizations & the management of the sports towards newer heights is achieved through competence. There have been several researches in recent years on the promotion of sports in schools & college level & making students more aware about the healthy habits, the sport organizations should set the goals & should strive to diagnose the way for its accomplishments through tracing out best management opportunities. Heavy commercialization of sporting activities which is reflecting on managerial activities of the sports organization is also having a great impact on sports organizational hierarchy. It should explore the managerial activities essential to governance and policy development of sports in the nation's interests.

key words: Comparative management, Sports ,impact on children

The introduction- sports management has been very key factor in today's world. Sport for children in elementary & secondary schools has been debated. The impact of physical education & sporting activities in schools has been studied in western countries to have given a positive impact on physical & mental health issues of growing children.

schools in India provide physical education in the syllabus only nominally. For them , physical education is a 'rest period' between academic hours and they consider that anyone can teach physical education, without the required training . There are schools which believe that only delinquent

children need to be taught physicals education! This wrong notion must be removed in order to bring talented children to the next level of physical education- that is, sports.

Physical education and sports not only create healthy individuals but also a healthy society. Therefore, sports culture can contribute to the nation – building process. Today, most small and big nations are making their entry to sports, based on this philosophy. However , India , despite a population of over 110 crore, has not yet made significant presence in the world of sports, including world championships and the



Olympics. This is true of both individual events and group events. We have not done well in hockey at the global level, Being active in sports is primarily the responsibility of the youth , but the government should provide them with all possible facilities for their development . When these young men and women represent India in world championships, they need to uphold the pride of the nation . The budgetary allocation for sports, comes under they need to uphold the pride of the nation. The budgetary allocation for sports , comes under the Union Ministry of Sports and Youth Affairs, is not sufficient compared to the countries that excel in Olympics and other international sports events.

THE PROPOSITIONS -There is an assumed proposition that a sports organization which can purchase a greater number of players can become the most powerful sport organization. Hence certain schools vie with one another in advertizing that great sporting organizations have tied up with their schools.(Aris, S. (1990) Inside the sports business).

1. To protect the images of the organization, players are induced to consume steroids / performance enhancing drinks, but labeled as energy drinks which affects their health gradually. The success serach begins very early stage & school children become embedded with joining school sports teams which are successful(Slack, T. &

Berrett (1996)Seeking corporate sponsorship).

2. Politics is used to construct player's verbal predisposition. They are made to deliver only those opinions which are formulated by the sports organization They are censored about what to speak to media & what not to speak. The willingness & ability to spend money on market research enhances the power of sports organizations.
3. The abundant funds for sponsorship detailing has made sports organizations to become powerful in sports dealings .Several sports organizations in India especially cricket is pocketing heavy proceeds & profits through sponsorships.(Slack, T. & Berrett (1996)Seeking corporate sponsorship).
4. Heavy commercialization of sporting activities which is reflecting on managerial activities of the sports organization is also having a great impact on sports organizational hierarchy. There are high drams for being nominated / elected / selected as members of sports selection boards. (Hargreaves, J. (1986). Sport, power and culture)
5. Generation of profit has been very high agenda of these sports organizations. All sports organizations eye on pocketing heavy inputs. Indian sports has



- been drugged with the heavy inroads of profits & several of them are almost overflowing with profits. (Slack, T. & Berrett (1996) Seeking corporate sponsorship).
6. Some of the sports organization have started to organize their hierarchy on corporate manner such as a CEO, General manager, HR Manager etc (Alison & Peter McGraw Taylor-Managing People in Sport Organizations 2013).
 7. All sports merchandise, goods, sports paraphernalia have become commodities of commercial sponsorship & they are income generating stuff. (Mary & Jones - Governance and Policy in Sport Organizations 2014).
 8. Sports persons are items of bid & their immediate performance becomes the parameter for their selection & high rate bidding (Slack, T. & Berrett (1996) Seeking corporate sponsorship).
 9. Sports are marketable commodities, sports teams are traded on the stock market, sponsorship rights at major events can cost millions of dollars, network television stations pay large fees to broadcast games, and the merchandising and licensing of sporting goods is a major multi-national business. (Slack, T. & Berrett (1996). Seeking corporate sponsorship)
 10. These trends are not just restricted to professional athletes and events, many of them are equally applicable to the so-called amateur sports. (Alison & Peter McGraw Taylor-Managing People in Sport Organizations 2013).
 11. Participation activities in sports is thus marketable & each player wants to push himself into the big league through any sports organization. He will be neither experienced nor will be ready to learn, he pushes himself up in the selection ladder only because he could influence the political ladder holding good position in the sport organization. (Hargreaves, J. (1986). Sport, power and culture).
 12. Thus a sports organization becomes a key player in selecting a team, boosting its play performance, choosing its uniform, selling its sponsorship rights, selling its play venue, advertising its insignia, promoting its media rights. (Alison & Peter McGraw Taylor-Managing People in Sport Organizations 2013).
- All organizations have an informal hierarchy that runs parallel to the formal one. This informal hierarchy is built at all levels and comes about by people working together. (Hargreaves, J. (1986). Sport, power and culture). By working together, people within the organization know the go to people for critical items. These people can be the organizational gatekeepers that yield



some political power by the nature of their position or reputation. (Hargreaves, J. (1986). Sport, power and culture) It's pretty clear who these people are because they may control an executives schedule, are critical to a legacy system or know all the office gossip.

1. The school sport organizations should set the goals & should strive to diagnose the way for its accomplishments. The school sport organizations should ascertain the individual potentialities of each player. (Hargreaves, J. (1986). Sport, power and culture).
2. The school sport organizations should determine the inner strengths of each player by incessant practice & training camps. Certain schools feel the academic curriculum will lag behind if children are into sports practice. But all take holder should feel that competitive school programs will keep the children not only health but also sharp in grasping. (Hargreaves, J. (1986). Sport, power and culture).
3. The school sport organizations should learn to be coping with situational demands. The school sport organizations should start considering strategies & tactics for promoting successful sporting activity.
4. The sport organizations should not budge to economic pressures of corporate companies / NGOs/

private agencies in organizing competitive school programs

5. The sport organizations should not wield power to people with political background or political stature
6. The sport organizations should not support political parties to enter sports organizations at any level of control
7. The sport organizations should not shifting to the attractive funds & finances of political sponsorships
8. The sport organizations should understand the importance of players' individual performance instead of his political background or recommendation of a senior political power wielder. The sport organizations should hold on to the team finalization process should be entirely performance based rather than recommendation based.
9. The sport organizations should explore the managerial activities essential to governance and policy development of sports in the nation's interest (Hargreaves, J. (1986). Sport, power and culture). Efficiency building & capacity building should be the main purpose of sport organizations & this will augment the positive development of sports.

conclusion- Heavy commercialization of sporting activities which is



reflecting on managerial activities of the sports organization is also having a great impact on sports organizational hierarchy. Efficiency building & capacity building should be the main purpose of sport organizations & this will augment the positive development of sports. It should explore the managerial activities essential to governance and policy development of sports in the nation's interest. The sport organizations should explore the managerial activities essential to governance and policy development of sports in the nation's interest. Efficiency building & capacity building should be the main purpose of sport organizations & this will augment the positive development of sports.

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