



A study of socio economic status of sports participation of women in southern universities of Karnataka state

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Abstract

This paper corroborates the issue relating to women's participation in sporting events in southern universities of Karnataka state. There have been several hindrances to women's participation in sports in India at university level. Unlike western countries in women sports arena is bugged with several socio cultural impediments. In India, Girl children often give up sports at a very early age. Adolescent girls are not motivated to take part in sports due to family's restrictive mentality. Grown up college girls are barred from participation as they are branded as bold & valiant. Any involvement in sport is considered as a masculine attitude & women are labeled as bold & audacious.

Key words: socio economic status, sports participation, women

Introduction

Even for those who do want to continue to participate, there are problems of accessibility, availability of suitable facilities and cost. At elite level, there has until recently been a reluctance in the media to cover women's sport, which arguably has dampened potential interest amongst the media. This situation was already changing before 2012 Olympics and Paralympics, but the success of several sportswomen in 2012 have given an impetus to the media to cover women's sport. However, more work is needed to entrench the virtuous circle of good media coverage/higher spectator or viewer engagement/greater sponsorship

and a more attractive product/greater media interest.

Benefits of sport activities for women

There are numerous benefits for women to play sports. Young girls who play sport to get better academic grades in school and more likely to graduate than girls who do not play sports. It is found through researches that four hours of exercise a week may reduce a teenage girl's risk of breast cancer by up to 60%.

It is known that nearly 40% of women over the age of 50 suffer from osteoporosis (brittle bones). (Report on the Osteoporosis, 2006). Girls and women who play sports have higher levels of self confidence and self esteem and lower levels of



depression. (Report on the Women 2010). Girls and women who play sports have a more positive body image and experience higher states of psychological well- being than girls and women who do not play sports.

Sports helps women to learn about teamwork , goal-setting , the pursuit of excellence in performance and other achievement-oriented behaviors -- critical skills necessary for success in the life. These features are carried to their offspring's & this positively helps positive social identification.

This is an age of an global economic environment where the quality of children's lives are dependent on two -income families, female children are to be prepared for the highly competitive workplace & changing family life.

Steps to increase women's participation in sports

- 1. Creation of opportunities for girls-** Customarily not as involved in sports, young females do not necessarily respond to traditional games and coaching , and can be discouraged by programs that just focus on boy's development.
- 2. Equality for boys & girls** -One way to break the societal difference in expectations between boys and girls is to expect both of them to do the same number of pushups. It's valuable to keep boys and girls

together , up to a point , so that they learn to accept each other. When both genders are grouped together and held to the same high standards, each accepts the other and respects their capabilities.

- 3. Creation of innovative games/ sports specially for girls-** Not placing too much emphasis on winning or game outcomes and instead have sports be about learning physical activity, and the game in safe environment. In practice , this could include teaching all youth how to find their hearts rates or use pedometers to measure their own physical achievements. you could also have girls set their own standards and write a joint mission statement for their team goals and behaviors.
- 4. Concept of sports as mandatory physical activity for girls** - beyond the field. When young athletes involve athletic activity in their communities, it will help making them feel engaged beyond the field . One way achieve this is involving parents in your program. This allows girls to show her parents what she is capable of. Also , it increases the parents' understanding of their daughter's social environment, which is especially helpful for girls growing up in traditional, patriarchal families. Having



older girls as coaches and mentors for their younger teammates is another way to make athletic activity part of girl's lives beyond the field.

- 5. Prevention of barriers to women participation in sports**-Barriers preventing women from participating in physical activities are equally relevant for developed and developing countries and need to be considered when trying to "get women moving" :a goal yet to be achieved in the Global North and South. Barriers are usually divided into three categories:

The challenges- There are several challenges for

1. A major socio-cultural barrier is manifest in Indian social circles that with the idea that sport is purely masculine and manly event. In India , women stay away from entering sports because they are prohibited to take part in sports as a social inhibition & because sports is considered as a man's world.(Report of the Department of women & child welfare 2012).It is a widely shared perception transmitted in Indian society that traditions, beliefs and social practices hamper women's participation . Several ethnic beliefs also feel that sports cannot be played by women at all. Several ,micro societies also feel that women might suffer crucial

treatment with male counterparts in sporting events. Several other societies also reject women as brides who have participated in sports outside their village limits.

2. Other Practical barriers include poverty and scarcity of economic means to get a training , join a sports hostel , hire a master trainer etc.
3. Step motherly attitudes of the organizers also deviate women from taking part in sporting events. For women lack appropriate lodging facility , safe accessible sporting infrastructure ,adequate uniform / accessories paraphernalia. Certain sporting organizations provide women with separate bathrooms & dormitories.
4. Knowledge barriers which hinder women from participation in sports include lack of understanding & identification of the countless benefits accruing from physical activity. There is a wrong belief that taking part in excessive physical activity impairs women's fertility proportions. Hence women's participation in sports is consciously diminutive.
5. Lack of supportive organizational assistance which promote women to take part in physical fitness & sports activity is another major lacuna . Several sports organizations train only men. several sports organization enroll only men , several sports



- organizations support only men sports several sporting organizations support sponsor only men's sports. If these sports organizations can think of empowerment of women through sports participation then the participation ration would sizably grow immensely.
6. Another important lagging in terms of women participation in sports is that the governmental policies also hinder women from participation. Governments extend support to men's events in a comparatively larger way than women's sports. Several state governments have taken measures to promote women sports but have faced sponsorship problems; sporting equipment issues problems, safety accommodations problems etc. Some sporting events do not even bother to accommodate women athletes separately
- Recommendations**
1. Schools can play a modular role in promotion of physical activity & sporting activity among women.
 2. Governments should compulsorily appoint physical education teachers at all elementary schools. This will enable girl children towards right beginning. A greater ration of female physical education directors will also help to solve the issue.
 3. government can also bring about equitable distribution allocation of money towards organization women sporting events
 4. Government should frame rules to make basic facilities such as swimming pools , cricket pitches , indoor halls, tennis lawns, shuttle cock grounds, kho kho grounds etc specially for women
 5. Government should feel that these amenities will support its measures towards enlarging public health measures
 6. Community stake holders should support governmental agencies & NGOs to view women participation in sports & physical activity as a health provider rather than as a recreational event.
 7. Government should support nongovernmental NGOs towards sponsoring women sporting events
 8. The support to invest in schemes for boosting participation of women and girls there by addressing the prospective challenges of women empowerment can be a consideration.
 9. A move towards attracting greater media coverage and commercial sponsorship can be more helpful to improve participation ratio.



10. A change in marketing strategy can also be helpful such as marketing the sport in a completely innovative way such as netball , Kho Kho , skiing etc.
11. A new event hosting / managing can make a big difference. Like several of the women sports events are held soon after the men's sports events such as tennis , cricket, etc . This might hinder audience from enjoying them. The promotional move towards their sportswomen and to provide commentary and narratives in a way more likely to engage the media and therefore public attention.

Conclusion

Women's participation in sports can become more progressive if thoughtful approach is included. All policy makers & stake holders should think of bringing innovative changes in their perspectives towards expanding the ration of participation of women. Socially , benevolent efforts needed by the media and commercial sponsors ,marketing agencies , NGOS , Sporting clubs & all stake holders of the community to understand & identify the futuristic sustainable community development can be successfully implemented through en expansion women participation in sports.

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