



morals clause is a provision within a contract that permits the company to terminate the relationship in the event the athlete/team being sponsored does something to tarnish their image, and thereby the image of the product or brand being endorsed. The morals clause allows the sponsor to dissolve the link between the company's brand and the athlete/team in the event of such negative and damaging publicity. Morals clauses also prohibit conduct that "reflects unfavorably upon the Sponsor's reputation or its products. (David C carter –Money games profiting from the coverage of sports entertainment 2001).

The inclusion of a purpose clause is another risk management strategy to ensure that sport sponsorships remain mutually beneficial. A purpose clause is a statement of intent that will outline the purpose/objective of the sponsorship for both parties involved. (David C carter –Money games profiting from the coverage of sports entertainment 2001)

This will ensure that both parties are aware of what is expected of them and from the sponsorship itself. Using key performance indicators (KPIs) can help ensure specific expectations of the athlete/team involved in the sponsorship. KPIs may vary depending on the type of sport sponsorship. Different KPIs may be expected of individual athletes versus teams, and will vary depending on the specific sport

involved. Determining specific KPIs to utilize in a sport sponsorship can help manage risk by clearly defining expectations and objectives of the sport sponsorship. (David C carter – Money games profiting from the coverage of sports entertainment 2001)

Endorsement insurance is another way to manage the risk of a sport sponsorship. according to recent researches insurance on endorsement deals has become an increasingly popular risk management technique. This can protect the sponsor in the event of scandal or negative publicity It has also been shown that the more specific the language in the morals clause of a contract, the more expensive insurance is because there are more possibilities in which an athlete/team could violate the clause. When an athlete or team is associated with a wide range of sponsorships it helps to protect the image of each brand. Another method is to sponsor numerous athletes across a variety of sports. This helps to somewhat weaken the link between the sponsorship and the brand. The point is not to weaken their positive impact on the brand but should an athlete or team draw negative publicity the negative impact can be diminished.

Conclusion- Sponsorships have become an integral component of marketing strategy. Yet many companies still do not effectively quantify the impact of these expenditures, even for events requiring significant spending such as



the World Cup. A systematic commitment to a menu of analytics approaches allows executives to identify sponsorships that create value as well as those that don't live up to their names. A qualitative assessment or survey can help companies identify the brand attributes that each sponsorship property supports. Analysis of those results helps marketers determine which sponsorships are reinforcing a common brand theme.

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Competency development in sports & physical education management

Sathish .B. P, Physical Education Director, Government First Grade College, Bangaru Tirupathi , Bangarupete Taluk, Kolar District, Karnataka state

Abstract

Competency building through physical education is being debated as sport policy in India lacks competence building programs. The Indian sports policy is being blamed for its neglect of sports & physical education as a medium of empowerment. Physical education in India is a neglected part of education and many schools across the country do not realize the importance of having physical education as a part of the system. There are many benefits that are available from physical education and there are a few schools that have managed to strike the balance between academics and physical fitness. Understanding & identification of sports as a criterion for boosting the confidence levels of children is the responsibility of all stake holders. Community should visualize the affirmative benefits of physical activity to the young generation & should make all stake holders stimulate towards this. This paper attempts to analyze the key significance of understanding the organizational management issues in sports for promotion of sports competencies. .

Key words: physical education benefits, organizational management issues in sports

Introduction

Children who take part in team sports will be able to visualize themselves as being a part of a group and this will be beneficial when they are a part of work groups in the future. These days employment providing companies demand youth to be skilled in leadership qualities . They expect youth to be able to excel , lead & act as a team builder. (Sharma J P - organization &

management of physical education & sports; Khel sahitya Kendra , 2005).

Competency building through Physical education sports -Physical education in India has to be encouraged and schools have to understand the importance of having a separate period for physical activity. Children who take part in team sports will be able to visualize themselves as being a part of a group and this will be beneficial when they are a part of work groups in the



future. Physical education in India has to be encouraged and schools have to understand the importance of having a separate period for physical activity. Several studies have shown that physical activity during the class hours can be helpful in concentrating & understanding level of the children. The physical activity & involvement in sports will naturally reduce the monotony of walled classroom learning.

Some of the benefits of having a physical education in India are

1. Proper Physical Growth-Schools that provide physical education from an early age have understood the importance of all round growth. Physical education helps in development of muscles and bones and children kept fit from an early age. Obesity is a problem among many children and this can be partly solved by stressing on physical education. Obesity can lead to many problems such as diabetes, heart problems and imbalances in hormones in children. Encouraging physical education in schools will help to contain the problem of obesity to an extent. Children who are enrolled in some form of sport or the other reap the benefits in the long run. Urban children often suffer from obesity. The cumulative effect of unhealthy food habits & living habits is costing heavily of the health of the children. Hence involvement in some form of

physical activity will reduce the instances of obese children. (Sharma J P - organization & management of physical education & sports 2005).

- 2. Growing Future Sportsmen**-Some children show signs of interest in sports from an early age and these prodigies should be encouraged and given the proper amount of guidance in schools. In India several children are restricted from playing sports, despite showing signs of early excellence. With proper support and systems in place children will be able to bring out the best in themselves and they may even go on to represent the country at some point in the future. Thus, encouraging physical education India is important and schools must realize the potential benefits that can be achieved from just a few hours of activity every day.
- 3. Escape from Routine**-Physical education in India also serves to distract the children from a set routine and provides an escape from the tedious hours in a classroom. Short periods of physical activity can be a good way to relieve some of the pressure that is bound to build up in a classroom. Some of the Indian schools do not have play grounds, several schools suffer from lack of space for classrooms, and hence they cannot afford space for play stuff. But Schools should be made to link academic learning with



- physical activity as a part of the curriculum.
- 4. Stress relief**-Children have to cope with different types of pressure in a classroom such as burden of subjects , heavy curriculum , regular tests , practical lessons , schools cultural competitions, extracurricular tuitions , etc. Several schools children suffer from relationship problems among their friends / teachers/ parents etc. Engaging in some form of physical activity can be a good way to relieve some of these types of pressures. After a stressful day at school, playing some form of sport is a good way to release these pressures & this will also stimulate the learning process. Each child who can involve in physical activity can exhibit an outwardly trend towards releasing his academic pressures.
- 5. Confidence building**-Excellence in some form of sport or physical activity will provide children with confidence. Introverted children will be able to express themselves through sports and this is one of the main aspects of physical education in India. Children who are allowed to take part in inter schools games and sporting events, meet new groups and this builds confidence and also builds a sense of companionship and camaraderie. Children who take part in team sports will be able to visualize themselves as being a
- part of a group and this will be beneficial when they are a part of work groups in the future. Physical education in India has to be encouraged and schools have to understand the importance of having a separate period for physical activity.
- Understanding & identification of sports as a criterion for boosting the confidence levels of children is the responsibility of all stake holders. Community should visualize the affirmative benefits of physical activity to the young generation & should make all stake holders stimulate towards this.
1. Encouraging sports scholarships in schools, pre university & degree colleges would help the aspirants to pursue sports as a career . This would also boost the students to consider their physical health at a young age. Western countries have taken up sponsorship in school towards building basket ball teams , base ball teams, athletics teams swimming teams etc.
 2. Enhancing the quality infrastructure for physical education would be an additional support. Government should think towards enhancing sports infrastructural grants to all educational institutions. With the support of the Non –governmental organizations, sports infrastructure should be augmented even at rural region level.



3. Ensuring active participation of sports organizations, clubs, authorities, & sports associations is necessary. If these associations take interest to sponsor sporting activities regularly it would instill competitive spirit. Several organizations sponsor sports events occasionally or for media hype & publicity. But very few associations have true inclination towards hosting sports events. Hence this periodic irregularities of sports event hosting will negatively influence the players mind set. Several sporting organizations start off with great publicity but do not have the courage to continue the same support even after pitfalls.
4. Ensuring public-private participation in physical education can enable more sustainability. Western countries have conducted several researches on the impact of sports on sustainable community building. Community stake holders need to view this as a primary objective of community promotion. All stake holders should be involved in promoting sports & physical activities as a part of community welfare. This will add to positive growth of the community & sustainable movements towards growth. (Jawaid ali -Organization & administration of physical education 2010).
5. Establishing exclusive universities for sports and sports education in the government sector & gradual extending this towards private sector can be more useful. Western countries have advanced in sports arena because they have viewed sports & all types of physical activity on par with academic learning. The children who want to make a profession in sports can be identified & nurtured to make their country proud in global sporting events.
6. Getting corporate sector involved in physical education activity sponsorships has been a debated issue as the sport management has been drastically changing. Globalization has made the sports field very encouraging & the strategies are being evolved to make it more marketable. The trends towards making sports as a leisure time entertainment are increasing. The global trend has great impact in India as well because sports such as Cricket, Kabbaddi, hockey etc have become more marketable through the inclusion corporate company sponsorships.
7. Government can designate sports authorities to ensure that the funds earmarked for Sports is not misused & reach the right persons at the right time. Appointment of ombudsman can help this further. Government has to set a comprehensible sports



- policy and plan of action focusing on preparing youth for global sporting events such as Olympics and other world championships. Government should stop prioritizing certain sports such as cricket It should afford equal importance to all types of sports & this will ensure equal treatment .Including physical education as a major subject in the academic curriculum from elementary school level to university- level would be very supportive to the development
8. Regular encouragement to sports competitions and championships at all levels of education will be an added support . The Role of government in making physical education is very crucial .Government both central & state governments across the country can make uniform regulations regarding alleviating physical educational activities to the core. Government can increase the funding for physical education & all types of sports and help to elevate related activities through enhanced budgetary allocation. Venerating the achievements of the sportspersons through mass media, social media, Mobile applications , academic lessons etc can be helpful.
- activities will also help children to overcome their distress & such other mental disabilities. Today Indian families have become nuclear & single child syndrome has crept in all urban families. Today children are exposed to great mental stress as parents force them to excel in academics rather than sports. They expect their children to achieve top rankings in studies. They have to stimulate children towards better health practices as consistent academic performances always demand steady health. Studies have shown that introverted children will be able to express themselves through sports rather than any other form of medication. Bringing out the best in each child, is the main objective of behind imparting physical education in India. Managing sports with visualization to reach out to all levels & all classes of school children should be the priority of policy makers. This also should become a part of educational curriculum.

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Conclusion

Excellence in sporting activity or physical activity will provide children with confidence. These



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