



Promotion Of Sports Entrepreneurship - Towards A New Game Plan

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Abstract: Sports entrepreneurship is the new trend in India as there is a growing popularity towards sports among young entrepreneurs. They are exploring new avenues for investing in sports sector. Young leaders are looking forward to start sport enterprises football, badminton, Kabbaddi, Kho kho & such other games are attracting younger entrepreneurs to invest money in these sports ventures. This paper examines the opportunities for Sports entrepreneurship in India & focuses on the challenges.

Key words: Sports entrepreneurship, new trends of growth through sports, opening opportunities, challenges

Introduction: India is country of youth population. The ambitions & the aspirations of youth are different from the adults. The youth are channeling out to sports sector as the sector holds great future for investments. Changing lifestyles, expansion of tier II & III cities, growing urbanization, influence of global trends etc are stimulating the youth towards investing in sports sector. (Stephen Robson -Strategic sports development, Route ledge publications, 2013).

The sports sector is emerging as a hot investment segment in the Indian entrepreneurial scene. This industry has grown mainly due to the emergence of new sports leagues such IPL, Pro Kabaddi league, Indian Super League, etc. "The Football Mind" is a Pune based football networking website which brings together football clubs, academies, players, coaches and fans on a single platform. It already has 5000 users, 500 clubs and 200 academies on its platform. (Stephen Robson -Strategic sports development, Route ledge publications, 2013).

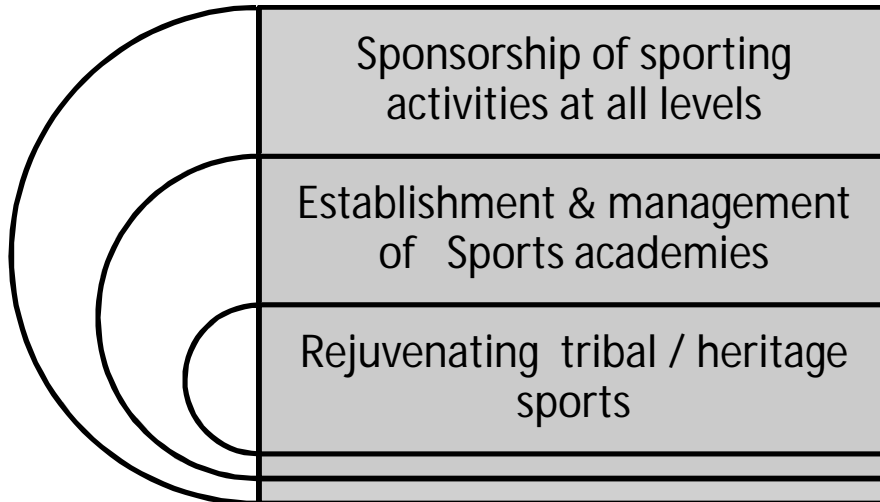
Sports entrepreneurship- Youngsters can gain awareness about sports sector through media, sports organizations, newspapers, etc. They can be more oriented towards good planning of sporting events. India is a culturally plural country which heralds great number of ethnic & cultural events which can promote sports.

Sports entrepreneurship can involve

1. Establishment & management of Sports academies, sports hostels, sports clubs, sports leagues, sports associations etc.
2. sports promotion through handsome incentives for national & international sport winners & motivating them to become entrepreneurs
3. Sports entrepreneurship through Incentives for coaches with exemplary credentials
4. Sports entrepreneurship through promotion of sports with honors, medals & prizes at zonal level, University level, State level.



5. Sports entrepreneurship through sponsorship through good funds to sport events



Youth can find opportunities as

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| <ol style="list-style-type: none"> 1. Coaches for all types of sports 2. Medical advisers for sports persons , 3. Psycho therapists for sports clubs, 4. Psycho analysts for sports persons , 5. Physical instructors , 6. Hygiene experts for sports persons 7. Trainers yoga guides, 8. Sports TV Ad maker , media reporters , sports journalists , 9. Individual sports mentors for star sports persons, 10. Sports professionals 11. Sports counselors for sports persons clubs, 12. Sports authority masters, 13. Personal trainers for celebrities, | <ol style="list-style-type: none"> 14. Gym owners , 15. Home Gym managers 16. Private sports club entrepreneurs , 17. Sporting event managers, 18. Sports meets managers, 19. Sports funding agents 20. Sports equipment manufacturing / distributing / online selling 21. Sports uniform / dress maker, 22. Sports footwear manufacturing / distributing / online selling 23. Personal sports dieticians, 24. Personal Nutrition experts, 25. Personal nutrition supplements manager 26. Personal health drink producer / marketer 27. , energy drink producer etc |
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Benefits of Sports entrepreneurship

1. Sports entrepreneurship is innovative, because it connects different aspects - sport, entrepreneurship, leadership, personal expression in sessions, presentations, etc.
2. Sports persons can become entrepreneurs as they have seen & experienced the ins & outs of sports
3. star India has ties up with DFL sports enterprises
4. Sports entrepreneurship is multi dimensional as enterprises in Fitness equipment manufacturers, health club, treadmill manufacturers, self exercisers manufacturers, gymnasium
5. cardio equipments manufacturers, wet section manufacturers climbers fitness home fitness equipment manufacturers etc.
6. Cardio equipments such as drum bells , kettle bells .weights plates , weight bars, elliptical , treadmills, trampolines, exercise bikes , rowers weights attachments , are in big demand as home gyms & club gyms have become a part of Urban lifestyle. As people find very less time to outdoor sporting & physical activities they are opting for home gyms. These gyms allocate for various types of customer health needs& cardio work outs is in great demand. Majority of the home gyms need cardio workout equipments such as Cardio equipments such as drum bells , kettle bells .weights plates , weight bars, elliptical, treadmills, trampolines, exercise bikes , rowers weights attachments etc. Sports enterprises can think of investing in these areas.
7. IBM has announced a comprehensive investment in sports , & sports entertainment
8. Sports entrepreneurship promotes skill enhancement hence it is an affirmative capacity building mechanism.
9. Sports entrepreneurship promotes love for physical activity & sporting events. Youth can be made to channel their interests in these activities.
10. Sports entrepreneurship redresses the issue of youth unemployment .There are various linked arenas which youth can think of investing their capital & energy in sports.
11. Sports entrepreneurship supports the economic growth. Investments in startups promote economic growth
12. Sports entrepreneurship deals with positive management of sports resources & a country's resources are best managed when entrepreneurs think of assimilating various segments of sporting industry.
13. Sports entrepreneurship promotes healthy habits. This supports the health care management.
14. Sports entrepreneurship promotes national integration & solidarity.

Women empowerment through sports :

Youth can consider investing in small scale & medium scale sports enterprises which stimulates learning sport skills & aptitudes to improve physical fitness level & individual health maintenance of the millions of youths across the country. They can breathe revitalization into old , forgotten , traditional & heritage sports through inclusion in National &



international level sporting events through investing in these sporting leagues & ventures. (Report Of The Sports Authority In India - Ministry Of Youth Affairs & Sports 2014).

sports sector empowerment through sports : Sports can be a very multipurpose contrivance in achieving gender equity. In India several of the sports have been always male dominated. Women find it difficult to find individuality in sporting activities due to innumerable socio- cultural exclusion. There is a discernible gender gap in Indian Sports arena. Sports entrepreneurship can strive towards promotion of equality through sporting ventures. Policy makers on sports & Community leaders have to scrutinize this situation seriously as women can be empowered through participation in sporting events. This also bridges the gap between community members & they can work towards establishing a sustainable society. (Report Of The Sports Authority In India - Ministry Of Youth Affairs & Sports 2012).

Youth empowerment through sports - Sports entrepreneurship promotion can become an alternative educative system involving all classes of society. It can provide inclusive growth for communities which are tribal, under privileged, marginal & rural. Sports can be a media for development of a community which can unite them into an integral part of a community by furthering their brotherhood bondage. It serves as a solution to several youth issues.

Community empowerment through sports : The concept of sports being an alternative education model is being perceived across the globe because of its potentialities. It's function as a tool of providing socio- cultural knowledge &

community empowerment is being conjectured. Sports entrepreneurship supports development of sustainable network among youth sports organizations

1. Sports entrepreneurship helps to stimulate capacity building & entrepreneurial thinking among youth
2. Sports entrepreneurship supports to find avenues for youth employability in sports
3. Sports entrepreneurship helps to devise mechanism for youth employment in sports coaching sector
4. to support non formal educational devices for youth sport entrepreneurship building
5. to recommend ways for making youth aware of the possible enterprise building in sports sector.
6. to familiarize youth in sporting activities
7. to create access to youth to sports at all levels of education
8. Making youth sports franchisee more accessible can be more supportive.
9. Youth can be trained in running sports leagues,
10. Organizing kids / adolescents / teen / college student sports camps in summer / or in vacation or during festivities
11. starting a sports fan club, starting sports apparel industry

Conclusion: Indian sports sector has potential for development. Sports



entrepreneurship can be fabricated through sports Skill development. Existing coaches , sports experts, master trainers can improve their sports employability The government should extend fund allocation to sports & sports infrastructure building Private partnership can add meaningful support to this sector . Regular restructuring of sports course curriculum , sports competency standards , sports , learning resources etc is needed to attract youth towards sports enterprises. Sports organizations have to be review their management lacuna to make it more attractive among youth.& this can play a key role in amplifying sport entrepreneurship.

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