

Survey

Management of Sports Activities at the University Level for Popularizing and Promoting Sports Culture in India

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ABSTRACT

Sports have been recognized as an indispensable part of a university in India, which can generate feelings of national pride and identity. Developing and promoting sports culture and creating a vibrant sports atmosphere at the university level is critical to professionally managing university sports activities. Jadavpur University, as an Indian university, adopted some significant steps to manage university sports activities for developing and promoting the Indian sports culture. Some criteria were recommended in this university sports policies, like sports quota admission, relaxation of percentage/marks/ranks, and attendance after university participation in sports.

Several plans were executed to motivate sportspersons, such as a sports inspiration program, enhancement of allowances, special incentives to the medal winners, the award for best sports person trophy, releasing sports activities report annually, and induction of a sports board tag on the university website.

For professional staff resource management of sports, various qualified part-time coaches, trainers, and instructors are appointed for different sports events as and when required. There are sports board members and technical and supportive staff to perform the functional activities of university sports.

Several methods were applied to manage sports facilities by providing hiring and support services, inculcating informal events, organizing intra-mural sports activities, conducting university coaching programs, celebrating Independence Week with sports events, etc.

Several initiatives were taken to manage sports infrastructure and funds for implementing sports fees, undertaking sports projects, hosting A.I.U. Inter-university events with sponsorship, collaborative sports programs with other organizations, and joint sports ventures with commercial companies.

It was observed that after implementing all the above activities, the number of sports participants and achievements had increased, sports facilities and infrastructure developed, the economic growth of the University improved, and the progressive promotion of sports culture reached a new height.

Introduction:

Sports is one of the most prevalent human activities that have always been essential to the university community

and society. As a Centre of Excellence in India, Jadavpur University recognizes that access to sports may facilitate the development and promotion of sports culture within

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the University, which significantly impacts global sports and can bring a country together. Sporting activities attract billions of participants and spectators worldwide (Reilly, 1996; Skogvang et al., 2000). Universities are a very particular setting where it is possible to endorse health and sports promotion plans to a wide range of people between 18 and 24 years old (Fabiano & Swinford, 2004). To achieve the national objectives of taking sports to a new height at the university level, there is a need for an appropriate and adequate healthy atmosphere for the growth of sports, ensuring the provision of sports policy, motivation, staff resources, sports facilities, sports infrastructure, and fund, etc. are discussed in the followings.

1. Management of Sports Policies:

Sports Quota Admission provisions are in place for Engineering and Technology, Arts, and Science faculties, offering a considerable number of seats. The maximum intake under the sports quota is capped at 2% of the intake capacity for each faculty at UG-1 and PG-1 levels. To be eligible for admission through the sports quota in various university courses at U.G. and P.G. levels, students must demonstrate a track record of participation in National/Inter-State competitions with state representation. Alternatively, they should secure 1st/2nd/3rd positions for individual events/sports or be a member of the Champion/Runners-up team for team events/sports/games in Inter-District (open) competitions or higher, recognized by competent authorities in All India University (A.I.U.) listed sports and games. For U.G. level courses, including B.Ed, B.P.Ed, B.Lib, the eligibility criteria also include the percentage of marks or JEE rank as determined by the concerned faculty at the qualifying examination. Moreover, candidates achieving 1st/2nd/3rd/4th positions in Zonal Inter-University competitions, participating in All India/Inter-Zonal Inter-University competitions conducted by A.I.U., or having representation in other reputable National level competitions (representing any state) affiliated by competent authorities of national sports bodies in recognized sports and games, are eligible for admission under the sports quota at the P.G. level. For P.G. level courses, including M.Ed, M.P.Ed, M.Lib, where graduation is the minimum qualification, eligibility criteria also consider the percentage of marks/rank as specified by the concerned faculty at the qualifying examination.

Relaxation in Percentage of Marks / Rank & Attendance: During admission under sports quota to the various university courses at U.G. and P.G. levels, suitable academic relaxation is given to students with good sports records as per university sports norms. The relaxation for faculty of Engineering is WBJEEM (GMR) Rank up to 30,000 with a minimum of 45% in Physics, Chemistry, Mathematics, and 30% in English. For arts, it is up to 20 % relaxation on a particular subject; for science faculty, it is 56.25% on average, up to 19% relaxation. The academic norms are revised by the University as and when required. Suitable relaxation is also given in attendance for participation in the Inter-University/ Inter-College/ National/ International level competitions when a student represents the University. According to Coalter (2005), there is a strong possibility of a direct relationship between sports activity and positive performance in higher education. It states that physical benefits such as higher energy and concentration levels, self-esteem, motor and mental skills development, and reduced stress, driven by physical activity, could positively impact the student's academic careers (Coalter, 2005). He also suggests that sports, for instance, elite/competitive sports, can help undergraduates with lower academic performance or those from lower social classes improve academic achievement and social mobility.

2. Management for Motivation of Sportspersons:

Sports Inspiration Programme: The University conducts a biennial Sports Inspiration Program to celebrate and motivate student participants at Jadavpur University. During this event, distinguished sports personalities are invited to address the gathering. Notably, students receive a blue certificate in recognition of their participation in Inter-University competitions. Those who consecutively represent the University three times in the same event are honored with a distinctive blazer. Additionally, students achieving notable success, such as winning medals or demonstrating outstanding performance in individual or team events at Zonal, Inter-Zonal, or All India Inter-University competitions, are awarded mementos. This program serves as a significant platform to acknowledge and inspire the University's sports enthusiasts, fostering a culture of excellence within the sports community at Jadavpur University.

Enhancement of Sports Allowances: Sports allowances for players, coaches, and managers have been revised and enhanced every 3-4 years while participating in inter-university competitions and university coaching practice under the categories of head of kits allowance, D.A., tiffin, conveyance, incidental, and sundry. Many students become more motivated to study and improve their performance to access sport-related career opportunities as athletes or managers if they regularly participate in the University's sports programs. (Coalter 2005).

Best Sports Person Trophy: The trophy for "Best Sports Person" of the year is awarded to a student who secured maximum points by representing the University and performing well at various Zonal, Inter Zonal / All India inter-university level competitions in sports and games, assessing last three successive year performances during annual convocation. The points are awarded as East Zone / Inter Zone / All India participation: 1 point, East Zone Position: 1st, 2nd, 3rd – 3, 2, 1 point respectively and Inter Zonal/ All India Position: 1st, 2nd, 3rd – 8, 6, 4 points respectively.

Notable Awards / Incentives: Special incentives are given to the medal winners (player/ team) in the All India or Inter Zonal Inter-University competitions from the session 2015-16 onwards, as explained in Table 1.

Table: 1

Position	Player/ Team Members	Prize Amount for Sports Achievement
Gold	1	Rs. 6,000/-
	1-5	Rs. 10,000/-
	6-10	Rs. 15,000/-
	11-20	Rs. 20,000/-
Silver	1	Rs. 4,000/-
	1-5	Rs. 6,000/-
	6-10	Rs. 8,000/-
	11-20	Rs. 12,000/-
Bronze	1	Rs. 3,000/-
	1-5	Rs. 5,000/-
	6-10	Rs. 7,000/-
	11-20	Rs. 10,000/-

It is also vital to ensure continuity and a sense of reward concerning the various benefits of sports postgraduation. In many cases, colleges' sports departments need to create sustainable conditions to incentivize students to develop an identity and feeling of reward for being physically active during their university years. This would encourage students to maintain a sporty life. (Forrester *et al* 2006).

Releasing of Sports Report: Sports Report with photo gallery is being released in Jadavpur University every session from 2013-2014 onwards, either on the day of the Annual Sports or during the Sports Inspiration program.

Induction of Sports Board Tag: The Sports Board has been developed and inducted on the University Website from 2015 onwards, detailing the function and activities of sports programs, sports achievements, sports facilities, and other related issues.

3. Professional Staff Resource Management of Sports:

Appointing Qualified Coaches / Trainers / Instructors: To create a vibrant sports environment and bring out talented sportspersons, the University appoints qualified part-time contractual coaches/trainers/instructors to run the sports coaching camp to nurture the various inter-university sports events. Many countries in the developed world have made a tremendous shift from sports amateurism to professionalism (Beashel & Taylor, 1992). The University conducts

walk-in interviews yearly to recruit new coaches as and when required. The coaching program is supervised by 26 coaches, including indoor and outdoor sports activities. To perform the functional activities of university sports, there are 23 sports board members and 08 technical and supportive staff members.

The selection processes of sports teams and individuals are technical, requiring the involvement and efforts of suitably qualified technical personnel: coaches, trainers, sports psychologists, and sports managers (Cox, 1994).

No. of Coaches	Sports/ Event (Indoor)	No. of Coaches	Sports/ Event (Outdoor)
1	Chess	1	Cricket
1	Table Tennis	1	Football
1	Yoga	1	American Football
1	Taekwondo	1	Basketball
1	Badminton	1	Volleyball
1	Ball Badminton	1	Tennis
1	Gymnastics	1	Rowing
1	Grappling	1	Swimming
1	Wrestling	1	Athletics
		1	Kho-Kho
Trainers & Instructor		1	Diving
2	Karate	1	Handball
2	Fitness & Gym	1	Netball

4. Management of Sports Facilities:

Hiring and Support Service: The University arranges to provide hiring services taken from other sports agencies on a rental basis for the intervarsity players as and when required for those sporting events that the University does not have the facilities such as Badminton, Tennis, Gymnastics, Athletics. The University also takes support services from some sports organizations and clubs without any payment in the event of Rowing, Swimming, Diving, American Football, Shooting, and Cricket regarding holding selection trials followed by a coaching program. The extent to which sports facilities are provided in a country determines the potential for success in sports (Clerk & Madden, 1995).

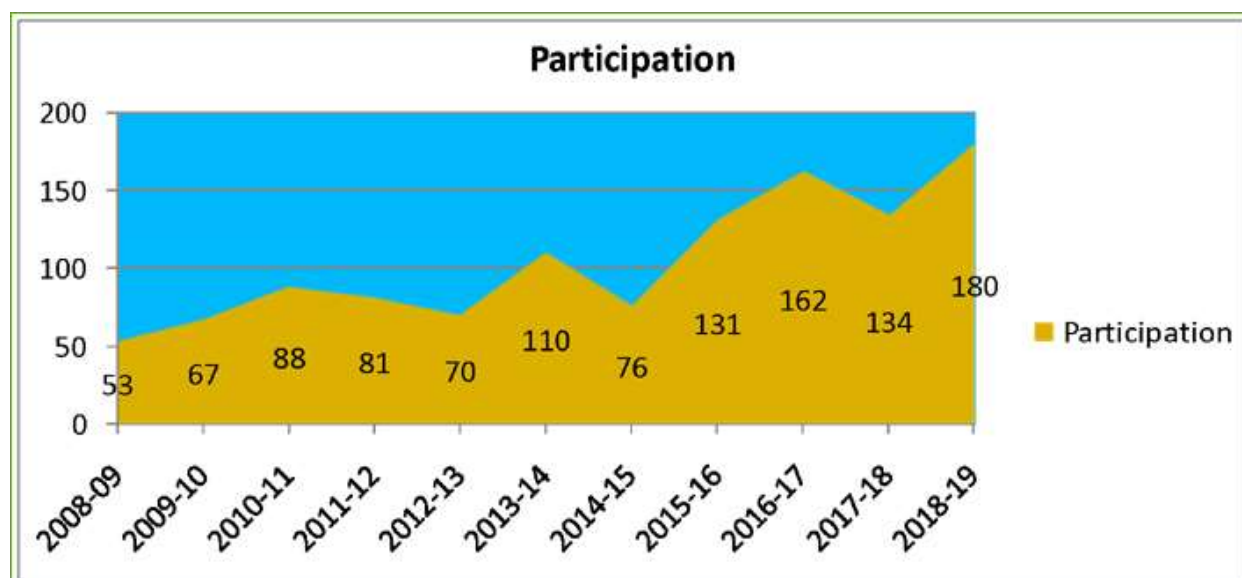
Inculcation of Informal Events / Activities in the University Annual Sports: The University has inculcated various informal events/ activities with formal events in the annual sports, offering honor and participation certificates to make the sports popular amongst the university student community. The events for boys are Hitting the Wicket, Football Juggling (time), Overhead Basketball Throw, and Basketball Shooting, and for girls' events are Balance Race, Target Football Passing, T.T Ball serve in the bucket, Target Flying Disc. There are also group events like Tug of War (Inter-Faculty: Boys & Girls) and Combined Event (Inter-Department): 4x50m Shuttle Relay Race (2 Boys & 2 Girls).

University Intra-Mural Sports Activities: The University organizes Annual Sports, Inter-Hostel, Inter-Department, and Inter-Faculty competitions every year and celebrates ‘Independence Week’ by organizing sporting activities and providing opportunities to participate in various Invitational and friendly matches on the university campus for making a healthy sports atmosphere in the University. The University also runs a Karate coaching program to promote self-defense activity and encourages multi-gym and fitness Training throughout the year for all the boy-girl students.

Participation in the A.I.U. Inter-University Sports & Coaching Camp:

The University enthusiastically welcomes all deserving students to actively participate in a variety of Inter-University indoor and outdoor sports events, spanning Zonal, Inter-Zonal, and All India Inter-University levels. In addition to the A.I.U. Inter-University tournaments, university teams and players actively engage in various State, National, and International competitions, including the West Bengal Inter-University, Inter-College Tournament, State Championship, Inter-State (National) Championship, and other globally recognized events sanctioned by competent authorities. To support and promote participation, the University organizes sports coaching camps for these events, overseen by part-time coaches and fitness gym trainers. Notably, student involvement in Inter-University sports has steadily increased from 53 to 180 participants over the past few years, as illustrated in **Figure 1**. This growth underscores the University’s commitment to fostering a vibrant sports culture among its students.

Figure: 1



5. Management of Sports Infrastructure and Fund:

Introduction of Sports Fees: Jadavpur University has introduced sports fees of Rs. 100/- once during admission at U.G. & P.G. courses from 2014-15 onwards. Approximately 3913 students at U.G. & P.G. courses are admitted annually, and sports fees amount to Rs. Jadavpur University has collected 3,91,900.00.

Undertaking Sports Project: Jadavpur University Sports Board has started promoting research and innovative programs in the direction of improving the quality and standard of sports performance, developing insight and expertise to work for getting potential to be good sports persons amongst the students and giving them broader exposure in the field of sports & games in the University. Jadavpur University Sports Board undertook a sports project for the first time under UGC XII Plan General Development Assistance as an extension Activity with a fund of Rs. 80,000.00. University also received Rs. Fifty lakhs under adventure sports and development of sports infrastructure equipment and Rs. 20 lakhs under basic facilities for women. The University organized a ‘Security awareness Program’ with financial assistance of Rs. 1,10,000 from UGC-HRDC. There is no doubt that adequate funding is essential to providing players with first-class sports services, facilities, equipment, technical and management personnel, technical development, and the necessary external exposure (Baumann, 2003).

Hosting of A.I.U. Inter-University Competition: The University took the opportunity to organize various Inter-University Competitions as and when entrusted by the A.I.U. The University organized the East Zone Inter-University Chess (M&W) Championship 2012-13 & 2013 – 14 and the East Zone Inter-University Cricket (M) Tournament 2013 - 14 and has collected sufficient sponsorship, approximately Rs. 3.79 lakh from different commercial companies and received fund from A.I.U. for hosting the said competitions.

Collaborative Sports Program with other Organizations: To create a professional and corporate atmosphere and to give exposure to the university community into the hall of fame, Jadavpur University Sports Board has been associated with other sports organizations/associations for collaborative sports programs like sports competitions, seminar, clinic, awareness program, etc. to develop a healthy relationship with other institutions. Other than A.I.U. Competitions: Jadavpur University also jointly organized Inter-University or Inter-College competitions in collaboration with C.A.B., WBBA, WBAA, B.T.A., etc.

Joint Sports Venture with Commercial Companies: Jadavpur University was associated with Reliance as a venue partner of Reliance Foundation Youth Sports (RFYS) College Football League with an agreement for financial support of Rs. 2.4 lakh as ground preparation and maintenance, outsourcing and sports apparatus, and BFI-IMG-Reliance Inter-College Basketball League in collaboration with West Bengal Basketball Association with a financial assistance of Rs. 40,000. The University received Rs. 11 lakh in technical support from Elite Universal Sports Alliance of India (EUSAI). University agreed with C.A.B. to renovate the development of the university playground, installation of lights, and a modern air-conditioned gymnasium with equipment at the main campus. The inter-university sports fund of Jadavpur University has been rising gradually from Rs. 8 lakh to 22 lakh for the last few years. Corporate sponsorships also constitute a significant source of funds for sports activities (Beashel & Taylor, 1992; Smith, 2000).

Sports Achievement: Jadavpur University could have achieved many laurels in regional, national, and international level competitions and enriched the sports profile of the University (Table: 2).

Table: 2

<i>No. of Medals / Awards won for the last few years</i>								
State/University Level (Zonal Inter-University Level)			National Level (All India Inter-University Level)			International Level		
<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>
08	13	14	13	18	10	05	00	02
35			41			07		
83								

Conclusion

From the above discussion, it can be concluded that being an Indian university, Jadavpur University achieved some goals by formulating and implementing various policies for developing and promoting sports culture in the University. More achievement could be achieved with a regular review of sports policies, procedures, and practices, which are fundamental for developing and promoting university-level Indian sports.

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