





**Sports Journalism
BA(JMC) UNIT 3
Sports Management and
Organisation**

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**Topic 1:
Understanding Sports Management:
Planning, Organizing, coordinating
and Controlling
Pre During and Post Event Issues**


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SPORTS MANAGEMENT

- ❖ Sports management is a discipline that studies the financial aspects of sports. Individuals in this field are responsible for the planning, organising, managing, and budgeting of a department or organisation whose primary objective is related to sports or physical activities.
- ❖ Understanding how to adapt business and marketing concepts to the sports sector is at the heart of sports management. This is an opportunity to oversee everything from a sports organization's marketing and finances to the management of actual teams and arenas.
- ❖ A sport manager is responsible for achieving the sport organisation's objectives through efficient and effective use of resources.
- ❖ Efficient means getting the maximum out of your available resources. Effective means doing the right thing to attain your objective; it also describes how well you achieve the objectives. **The manager's resources include human, financial, physical, and informational resources**

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Sports Manager Responsibilities


Human resources

- People are a manager's most valuable resource
- If you don't take care of your people, your organisation will not be successful
- As a manager, you will endeavour to recruit and hire the best people available
- These people must then be trained to use the organisation's other resources to maximize productivity,

Financial resources

- Most managers have budgets that state how much it should cost to operate their department, team, or store for a set period of time
- The budget tells you what financial resources you have available to achieve your objectives
- As a manager, you will be responsible for seeing that your department does not waste resources

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Sports Manager Responsibilities


Physical resources

- Physical resources for a sport club can include facilities, playing fields, score boards, equipment, and computers
- Managers are responsible for keeping equipment in working condition and for making sure that materials and supplies are readily available

Informational resources

- Managers need all kinds of information
- For example in a sport club, the manager needs to know how many members the club have, the age and gender of the members, their medical history, as well as the contact details of their parents if they are under aged.

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Management Functions

- **Planning** Planning is often the first step in the management process and is the most significant procedure within the function of management. People who work for organisations require goals and objectives, as well as plans for achieving those goals and objectives.


Definition of planning:

- “setting goals for the organisation and its members and specifying the activities or programs through which to achieve those goals”

In planning the sport club manager must:

- Identify the desired outcome.
- Understand what environmental constraints are present.
- Establish activities that will lead to the desired outcome.


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Management Functions

- ❖ Planning is an intellectual work and doesn't require any physical labour but following things should be kept in mind while planning. It also includes
 - ✓ Identification of the task.
 - ✓ Setting desired goals.
 - ✓ Identifying a team.
 - ✓ Creating a flexible structure.
 - ✓ Making a plan in accordance with the organizational objectives.
 - ✓ Anticipating any possible loophole which could ruin the objective and be prepared with plan of action for the same.
- ❖ An effective planning ensures that all the available resources are used perfectly by bringing the entire organisation to work together. Some situations require certain adjustments during the execution of plan, so the blueprint should be flexible enough to sail smoothly absorbing the required changes.

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Management Functions

- ❖ "Organising is a process of identifying the important links among people, tasks, and activities in such a way that all the organization's resources are integrated and coordinated to achieve its objectives efficiently and effectively"
- ❖ As a result, after planning, the second phase in management is arranging. It entails gathering all of the necessary items that will be required during the plan's execution. It could be about allocating finances, ensuring that the proper equipment is used, and assigning personnel to specific duties. ly," Pearce and Robinson write.

Organising involves:

- ✓ Recognise activities and categorise them
- ✓ Allocate the duties and resources
- ✓ Delegate authority and create responsibilities
- ✓ Co-ordinate authority and responsibilities

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Organising Function

- Successful managers put a great deal of effort into organising and design and develop systems to implement plans.

Organising is also defined as

“the process of delegating and coordinating tasks and resources to achieve objectives by breaking down the jobs that must be completed to achieve the goals”

Assigning employees to various occupations and tasks is an important aspect of allocating human resources. When it comes to organising, a sport club manager must be able to see the broad picture while simultaneously delegating smaller responsibilities to the people who run the day-to-day operations. Organizing well involves both mental and decision-making abilities, as well as interpersonal and communication abilities.

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 **Principles of Organisation**

There are eight principles of organisation that are commonly followed in sport organisations.

1. Unity of command and direction

- Unity of command means that each employee reports to only one boss.
- Unity of direction means that all activities are directed toward the same objectives –winning the game.


2. Chain of command

- Chain of command is the clear line of authority from the organisation’s top to its bottom.
- Everyone in the company needs to understand the chain of command – that is, to whom they report to and who reports to them.
- The chain of command also identifies the formal path for communications.
- It forms the hierarchy described in organisation charts.
- Team captains are part of the chain of command that links coaches and players.

3. Span of control

- The span of control has to do with how many employees report directly to a manager.
- The fewer employees are supervised, the smaller or narrower the manager’s span of control, and vice versa.

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 **Principles of Organisation**

- The span should be limited to a number that can be effectively supervised and will depend on the nature of the work.
- Flat organisations have very few levels of management with wide spans of control.
- Tall organisations have many levels of management with narrow spans of control.


4. Division of labour

- Division of labour occurs when jobs are organised by specialty
- Example, accountants work in accounting department, sales representative work in marketing department
- Differentiation is about organising groups into departments
- Integration is about coordinating department activities

5. Coordination

- Coordination is about departments and individuals in an organisation working together to accomplish strategic and operational objectives
- Coordination across jobs and departments requires system-based analysis and conceptual skills.
- As sport club manager, you need to coordinate use of the physical site, i.e. the gymnasium, pool, health club, and outdoor facilities, as well as the staff and cleaning schedules.

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 **Principles of Organisation**


6. Clarification of responsibilities and scope of authority

- Each person’s responsibilities in the organisation needs to be clearly defined
- Employees must get the authority they need to meet these responsibilities
- The scope of authority should match their responsibilities
- Responsibility is- One’s obligation to achieve objectives by performing required activities
- Authority is- The right to make decisions, issue orders, and use resources

7. Delegation

- Delegation has to do with assigning responsibility and authority for accomplishing objectives
- When you delegate, you both assign the person responsibility for accomplishing a task and give him or her the authority to do what is needed
- Delegating is about giving employees tasks that are not part of their regular job
- The delegated task may eventually become a part of their job, or it may be a one-time thing


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 **Principles of Organisation**

8. Flexibility


- Flexibility has to do with understanding that there are often exceptions to the rule
- Many managers focus on company rules rather than on creating customer satisfaction
- For example, your sport shop has a rule that customers can only exchange their merchandise if they have the sales receipt. This is a good rule, but what if a well-known customer comes into the shop to exchange his item, and you know he bought the item from you, but he does not have his slip. Should you follow the rules and lose a good customer or make an exception and keep the good customer?

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 **Coordinating and Controlling**

- Basically, organizational coordination and control is taking a systematic approach to figuring out if you're doing what you wanted to be doing or not. It's the part of planning after you've decided what you wanted to be doing.
- “Thus it is the most significant capacity of the management is coordinating and controlling. This function guarantees different capacities are followed effectively and the progression of work is moving the association towards the targets it has set itself. It is a procedure of checking whether legitimate advancement is being made towards the targets and objectives and acting if vital, to address any deviation”.
- Controlling needs one to inspect the goals in a quantifiable manner. In a crux, controlling is about value observing.
- A sport club manager must control many aspects of the club ranging from processes to personnel and control feedback to determine whether the process or behavior of those in the club is working or in need of corrective action.

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 **Coordinating and Controlling**


Definition of Controlling

- “Controlling is the process of establishing and implementing mechanisms to ensure that objectives are achieved”
- An important part of controlling is measuring progress and taking corrective action when necessary.
- Effective controlling requires technical skills as well as conceptual and decision making skills.

Coordinating

Coordination is the function of management which **ensures that different departments and groups work in sync**. Therefore, there is unity of action among the employees, groups, and departments. It also brings harmony in carrying out the different tasks and activities to achieve the organization's objectives efficiently.


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Marketing Defined

- “Marketing is management process responsible for identifying, anticipating and satisfying customer requirements profitably.” -**The Chartered Institute of Marketing**
- “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” - American Marketing Association.
- Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.
- Marketing refers to all activities a company does to promote and sell products or services to consumers.
- At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers’ attention to the product or service available.

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SPORTS MARKETING

- ❑ **Sports marketing** uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports.
- ❑ Sports marketing can take numerous forms, given the increased popularity of sports in terms of viewing across many channels. Organizers are making the most of every commercial spot available, from selling advertising space inside the stadium to selling television airtime.
- ❑ **Note:** “The key difference between marketing and promotion is the fact that promotion is a part of a company’s overall marketing mix. The marketing mix consists of price, product, place and promotion. Thus, marketing exists without promotion but promotion doesn't exist without marketing”.

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Some renowned Sports Management Companies

- IMG
- GroupM - mConsult and Maxus
- Rhiti Sports
- Decathlon Sports India Pvt Ltd
- ITW Consulting Pvt Ltd
- Gaames Unlimited
- IOS Sports and Entertainment
- Sports365
- SPT Sports

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Examples of Sport Marketing

- ✓ **Reebok** – The sneaker maker lead one of the most memorable ad campaigns of all time when the Johnson. This created buzz for both the Olympics and Reebok. y created a fictional rivalry between decathletes Dan O'Brien and Dave
- ✓ **Coke** – An iconic ad featuring football player Joe Green signing an autograph for a young boy helped introduce the slogan "Have a Coke and a smile."
- ✓ **Budweiser** – The beer maker invests heavily in TV marketing during the Superbowl. Viewers look forward to the humorous new ads almost as much as the game itself.
- ✓ **Citi Bank** – The company paid millions of dollars for naming rights to the home field of the New York Mets, now called Citi Field.
- ❖ Marketers use sports to reach a certain segment of the population. Typically, the target market is men, but there are exceptions. Figure skating, for instance, attracts a large female audience. Products that appeal to men like beer, trucks, and snack foods are marketed heavily during sporting events for this reason. The only real qualification for using sports marketing is having a product with a wide appeal. The maker of highly specific business software would gain nothing from the wide net cast by sports marketing.

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Careers in Sport Marketing

- **Brand Manager**
A brand manager is responsible for all of the marketing related to a specific brand. Popular brands like Gatorade, Nike, and Under Armour dedicate huge parts of their marketing budget to sports marketing. The brand manager will coordinate the marketing efforts across print, radio, TV, and online advertising channels.
- **Sports agents**
Sports agents represent the interests of professional athletes. Their job is to maximize the earning potential of an athlete. Part of their job is to find and negotiate deals for product endorsements. Agents act as intermediaries between companies and athletes and are integral to getting sports marketing deals done.
- **Sport marketing project manager**
Companies that are heavily invested in sports marketing will have marketing managers that focus exclusively on this type of marketing. A sports marketing project manager will plan, design, and supervise any ad campaign that markets to sports fans.

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Sponsorship and Sports

- ❑ Sponsorship is an activity that creates a direct association between your organisation and what it has to offer, and another organisation. There must be benefits for both parties for the sponsorship to work. Sponsors can provide cash, goods and services known as value-in-kind (VIK) or a combination of these.
- ❑ Sponsorship is a form of promotion, often considered PR, where a firm provides support for an event, venture, organisation, person or charity by providing money or other resources in order to obtain positive publicity. It is an increasingly common form of promotional activity. This is usually in return for advertising space at the event or as part of the publicity for the event.
- ❑ “Sponsorship allows a business to demonstrate its affiliation to the individual, event, or the organization that it has chosen to associate with. The patrons or enthusiasts of the sport, event, organization, or the individual that the business is sponsoring should be current or prospective customers of the business, and they should feel grateful to the business for helping out their favorite individual, event, sport or organization”.

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Sponsors

- Sponsors are fund providers or helping hands for an organisation /an individual. The help is generally in terms of money for various mutual benefits but in some case involvement of money is not a priority.
- In Sports activities, sponsors play a major role as majority of the tournaments are organised by private entities for recreational purpose. Top sponsors in Indian sports industry includes **Nokia, Bajaj Alliance, Club Mahindra, Ford, Ceat, Bisleri, Coca Cola, Pepsi** to name a few.

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Objectives of Sponsorship include

- **Gaining Publicity/Building Brand Awareness** The first and the foremost advantage of sponsorship is that it creates brand awareness and fetch publicity for the sports. Be it professional leagues IPL, NBA or ISL or major events like Olympics, they provide platform for international media coverage. When billions of sporting fans watch these events, sponsorship of such events gets huge exposure.
- **Fostering Favorable Brand and Company Associations** Association of brand in gala events like Olympics, World Cups of Cricket and Football, provide quick global recognition even to new brands. Title sponsorship is another concept which has change the course of penetrating in the mind of the audience.
- **Improving Community Relations** Sponsoring an occasion or an association which will help the network where the event is being composed or where the association functions is constantly a smart thought. Sponsorship of schools, for example, by giving ease PCs and supporting network programs, can cultivate a socially capable, thinking about an organization.

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Spectator

❖ A spectator sport is a sport that is characterized by the presence of spectators, or watchers, at its matches. For instance, American football, association football, baseball, basketball, professional boxing, cricket, field hockey, ice hockey, rugby football, team handball, tennis and volleyball are spectator sports, while hunting or underwater hockey typically are not.

❖ Spectator sports may be professional sports or amateur sports. They often are distinguished from participant sports, which are more recreational; golf and tennis can be either. Association football, also known as soccer, is by far the most watched sport on the planet. A sports fan can be an enthusiast for a particular athlete, team, sport, or all of organized sports as a whole. Sports fans often attend sporting events or watch them on television, and follow news through newspapers and Internet websites.

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Sport and the Media

Media coverage of sport is widespread. By listening to commentators, pundits and watching replays we improve our knowledge and understanding. Participation in sports covered by the media is always higher than for those that are not.

TV coverage takes many forms:

- Entertainment - live programmes and highlights
- Informative - documentaries
- Instructive - coaching series and excerpts
- Educational - schools programmes


When watching sport on TV it is important to understand that the director of the programme will have an influence on what is seen and said. You should always analyse what you see and develop your own opinions about events

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Media Coverage has many Pros and Cons


Advantages of media coverage	Disadvantages of media coverage
Attendances may rise as people want to see the 'stars'	Attendances may drop - more people watch from home
Better informed supporters	Some sports get lots of exposure, while others get none
Easier to attract sponsorship	Sports personalities lose privacy
Encourages participation	Events can be sensationalised to promote the media (TV channel, newspaper etc), rather than the sport
Develops personalities and role models	Changes to event timings (day/night matches) Changes to playing season (eg rugby league) Changes to the rules (eg badminton, volleyball rally-point rules, tennis tie-breaks)
Gives viewers a close-up view of the action	NB Some of these may not be seen as disadvantages by those involved, but they do show the influence of the media

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Emerging Professional Sporting Leagues
Pro Kabaddi League,
Indian Super League (ISL),
Indian Premier League (IPL),
Indian Hockey League (IHL)


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Kabaddi Origin

- Kabaddi is a high intensity contact sport, with seven players on each side; played for a period of 40 minutes with a 5 – minute break (20-5-20)
- The origin of the game dates back to pre-historic times, played in different forms. The modern Kabaddi game was played all over India and some parts of South Asia from 1930.
- The first known framework of the rules of kabaddi, as an indigenous sport of India, was prepared in Maharashtra in 1921 for Kabaddi competitions,
- The core idea of the game is to score points by raiding into the opponent's court and touching as many defence players as possible without getting caught; in a single breath. One player, chanting Kabaddi!! Kabaddi!! Kabaddi!! Charges into the opponent court and tries to touch the opponent closest to him, while the seven opponents manoeuvre to catch the attacker.

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Pro Kabaddi League

- Pro Kabaddi League (PKL)** is a professional kabaddi league in India, based on the format of the Indian Premier League T20 cricket tournament.
- Pro Kabaddi League (PKL)** (officially known as the **Star Sports Pro Kabaddi** for sponsorship reasons) is a professional kabaddi league in India, based on the format of the Indian Premier League T20 cricket tournament.
- During the league, raiders will be governed by a 30- second 'raid clock' to eliminate time wasting tactics when leading. A raider, who enters the opposition's half in the presence of six or more defenders, will be awarded a bonus point, according to League organisers Mashal Sports.
(Mashal Sports is the organizing company of Pro Kabaddi League. It was founded in 1994 by Anand Mahindra and Charu Sharma with a vision to make kabaddi more available to the Indian audience.)
- To reward the defenders, the tournament organisers have introduced a 'super catch', wherein, if a raider gets trapped when up against only three defenders or less, the defending team will get an extra point.

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Pro Kabaddi League

- The Indian national kabaddi team is one of the strongest in sporting history. No sport has seen such domination; the team have won all the kabaddi world cups till date. They have a 100 percent record in the Asian and Indoor games winning five and two respectively.
- The organizing company Mashal Sports was co-founded by Mr. Anand Mahindra, Chairman, Mahindra Group and Mr. Charu Sharma, director of Mashal Sports.
- Star India acquired a 74% stake in Mashal Sports, and now has control over the entire league as a majority owner of Mashal Sports. Mashal Sports has acquired the rights to organize the league for a period of ten years

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PRO KABADI LEAGUE-BROADCASTING RIGHTS


- Star Sports was named as the official broadcaster in May 2014 with the online rights going to Starsports.com. In 2015, hotstar.com and starsports.com were the online broadcaster for Prokabaddi.
- Fox Sports serves as the official United States broadcaster for Prokabaddi. The Commonwealth Broadcasting Network, a service of the Asian Television Network, serves as the official broadcaster for Prokabaddi in Canada. ESPN serves as the official broadcaster for Prokabaddi in Brazil.
- As per the available data of the opening 2 weeks, Star Sports Pro Kabaddi viewership on TV increased by nearly 56% from the 2014 year's viewership. During the inaugural season tournament viewership was 43.5 crore(435 million) viewers, which was the second in India after the 56 crore(560 million) of IPL viewership.

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PRO KABADI LEAGUE


- Star Sports Pro Kabaddi has further advanced the sports' reputation and reach internationally, by re-packaging and re-vamping the game, thus transforming it to be aspirational and popular
- The league features 60 games played on specially developed mats, in state of the art indoor stadiums across 37 days in 8 cities
- Following the same 'caravan style' format, the league will be played at each franchise city for a duration of 4 days, where the home team will play 4 of the visiting franchises. All seven visiting franchises will play a set of away games in each city.

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 **PRO KABBADI LEAGUE CASE STUDY**


- What has attracted viewers to this sporting event, which till recently was played in hinterlands of India & hence had little relate ability, near zero aspiration & extremely little relevance to urban youth
- Delivering world class #experience to viewers: They invited world class Production team to produce the content, so that viewers could get a ringside view of the excitement happening on the playground – for this 15 cameras were mounted across the arena.
- The broadcast was adequately supported by statistics, graphics & analytics to boost the perception that kabaddi is a serious game
- Infusing glamour to create aspiration, relate ability & relevance: Celebrities from all walks of life – #Bollywood, #Cricket, TV, graced the venue. The Bollywood brigade was lead by #Bachchan clan – #Amitabh, Jaya, #Aishwarya, #Abhishek accompanied by their daughter, Aaradhya; this contingent was backed-up by #SalmanKhan, #PriyankaChopra, #AjayDevgan; Cricketing brigade was led by #Sachin, #Dhoni.

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 **PRO KABBADI LEAGUE CASE STUDY**

- ❖ The presence of these celebrities helped to make Kabaddi aspirational & relevant & when the cameras captured their agony & ecstasy, the viewers too started relating with game & started living & breathing it.
- ❖ 360 degree communication: The theme song, 'Le Panga' was sung by Amitabh Bachchan. TV spots, Hoardings, supported this event. Amitabh Bachchan singing the National Anthem flagged off the opening event of PKL 2.
- ❖ Pro Kabbadi league first match was on 26th July. But, the momentum & buzz was building up from May.
- ❖ Pro Kabbadi league got a lot of earned media because of the following reasons:
 - ✓ Pre-game community building
 - ✓ Building up the buzz for the game
 - ✓ Constant key word monitoring and replying
 - ✓ Replying to queries
 - ✓ Live tweet matches as they unfolded

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 **PRO KABBADI LEAGUE PLAYER**

- **Rakesh Kumar** is an Indian professional Kabaddi player. He was the vice-captain of the Indian team that won the gold medal at the 2007 World Cup at Panvel, India.
- The son of a farmer from Nizampur, a village on the outskirts of Delhi, still has to perform his duties as chief ticket inspector with the Indian Railways.
- With the reputation of being the world's best raider, Kumar, the most valuable player (MVP) in the Pro Kabaddi league (the player who attracts the highest bid from team owners at a players' auction)
- The Lion's jump, Kumar's signature escape manoeuvre a big hit with kabaddi fans, sees him leaping over defenders to land gracefully in his own court. It has even drawn comparisons with MS Dhoni's Helicopter Shot for its popularity.

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Indian Super League (ISL)



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INDIAN SUPER LEAGUE

- ❑ The **Indian Super League (ISL)** is a men's professional football league in India.
- ❑ It is organised by All India Football Federation and their commercial partners Football Sports Development Limited. For sponsorship ties with Hero MotoCorp, it is officially called as **Hero Indian Super League**.
- ❑ The league runs from October to early December, with a finals series determining the champion in mid-December.
- ❑ The competition was founded on 21 October 2013 with the aim of growing the sport of football in India and increasing its exposure in the country.
- ❑ The league began in October 2014 with eight teams. During its first three seasons, the competition operated without official recognition from the Asian Football Confederation(AFC), the governing body for the sport in Asia.
- ❑ The competition was also structured along the same lines as the IPL, the country's premier Twenty20 franchise-based cricket competition. Each season lasted just 3 months, from October to December, and matches were held daily. However, before the 2017-18 season, the league expanded to ten teams, expanded its schedule to six months, and earned recognition from the AFC.

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ISL

- ❑ The league stage winners participates directly in the AFC Champions League and the ISL Final winner participates in the AFC Cup qualifying-playoffs
- ❑ Since the league's inaugural season, a total of five clubs have been crowned as the Champions: Atlético de Kolkata (3), Chennaiyin (2), Bengaluru (1), Mumbai City(1), and Hyderabad(1). Since its introduction in 2019–20 season, Goa, Mumbai City and Jamshepur have won the League Winners Shield once.
- ❑ The Indian Super League was officially launched on 21 October 2013 by IMG–Reliance, STAR Sports, and the AIFF.
- ❑ During the bidding season it was announced that not only would bidders need to comply with a financial requirement but they would also need to promote grassroots development plans for football within their area
- ❑ The selected cities/state in April 2014 were Bangalore , Delhi , Goa , Guwahati , Kochi , Kolkata , Mumbai , and Pune.

NOTE: The 2022 Indian Super League Final was the eighth Indian Super League final match, played to determine the champions of the 2021–22 Indian Super League season. It was played on 20 March 2022 between Hyderabad and Kerala Blasters at the **Fatorda Stadium in Margao, Goa**.

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ISL

- ❑ Just like the Indian Premier League, the Indian Super League has a similar ownership model in which the teams are owned by prominent businessmen, as well as celebrity owners from bollywood and cricket.
- ❑ With STAR Sports being one of the organizers of the Indian Super League, they also serve as the official broadcasters of the league in India.
- ❑ The first week reportedly drew 170 million people in total. These numbers were 12 times more than what India drew for the 2014 FIFA World Cup.
- ❑ It was also reported that 57% of the viewers were women and children and that the STAR Sports website gained 32 million visits during the tournament.
- ❑ The ISL grassroots programme is a multi-layered strategic initiative aimed at enabling boys and girls between the age group of 6 to 14 across the country to play football as well as develop their skills and talent.
- ❑ The programme endeavours to reach out to a million young footballers in the first few years and expose them to the best practices in global football.

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Contd..

- ❖ **ISL MISSION**
 “To provide an entertaining and high quality football league that engages hundreds of millions of fans, drives improvement in playing standards and delivers value for all partners”
- ❖ **ISL OBJECTIVES**
 - ✓ To present an international-quality domestic football competition
 - ✓ To engage hundreds of millions of passionate and proud Indian football fans.
 - ✓ To encourage and facilitate the masses to start playing the sport.
 - ✓ To produce a large pool of talented Indian players and ‘heroes’ to play for the Indian national team.
 - ✓ To set new standards in sports administration, governance and marketing in India.
 - ✓ To deliver value to all our stakeholders and partners and create demand for further investment.

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Indian Premier League {..}

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Indian Premier League

- ❖ The **Indian Premier League (IPL)** is a professional Twenty20 cricket league in India contested during April and May of every year by franchise teams representing Indian cities.
- ❖ The **Indian Premier League (IPL)**, also officially known as **TATA IPL** for sponsorship reasons is, contested by ten teams based out of seven Indian cities and three Indian states
- ❖ The league was founded by the **Board of Control for Cricket in India (BCCI)** in 2007. The title sponsor of the IPL in 2016 was Vivo Electronics, thus the league was officially known as the Vivo Indian Premier League.
- ❖ There have been fifteen seasons of the IPL tournament. The current IPL title holder franchise is **Gujarat Titans**, winning the 2022 season.
- ❖ The IPL is the most-attended cricket league in the world and in 2014 was ranked sixth by average attendance among all sports leagues.
- ❖ In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube.

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Indian Premier League

- ❖ According to BCCI, the 2015 IPL season contributed ₹1,150 crore (US\$150 million) to the GDP of the Indian economy. The 2020 IPL season set a massive viewership record with 31.57 million average impressions and with an overall consumption increase of 23 per cent from the 2019 season.
- ❖ In 2007, the Indian Cricket League was founded, with funding provided by Zee Entertainment Enterprises. The ICL was not recognized by the Board of Control for Cricket in India (BCCI) or the International Cricket Council (ICC) and the BCCI were not pleased with its committee members joining the ICL executive board.
- ❖ To prevent players from joining the ICL, the BCCI increased the prize money in their own domestic tournaments and also imposed lifetime bans on players joining the ICL, which was considered a rebel league by the board.
- ❖ Lalit Modi, was tasked by the BCCI to start a new Twenty20 league that would rival the Indian Cricket League. In early 2008, the BCCI announced the launch of the Indian Premier League, a new franchise based T20 league, which is among the first of its kind in the cricketing world. The league was based on the Premier League of England and the NBA in the United States.

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CONTD..

- ❖ A team can acquire players through any of the three ways: the annual player auction, trading players with other teams during the trading windows, and signing replacements for unavailable players. Players sign up for the auction and also set their base price, and are bought by the franchise that bids the highest for them. Unsold players at the auction are eligible to be signed up as replacement signings.
- ❖ **Some of the team composition rules (as of 2020 season) are as follows:**
- ✓ The squad strength must be between 18 and 25 players, with a maximum of 8 overseas players.
- ✓ Salary cap of the entire squad must not exceed ₹85 crore (US\$11 million).
- ✓ Under-19 players cannot be picked unless they have previously played first-class or List A cricket.
- ✓ A team can play a maximum of 4 overseas players in their playing eleven.
- ❖ The term of a player contract is one year, with the franchise having the option to extend the contract by one or two years.

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CONTD..

- **Orange Cap**
The Orange Cap is awarded to the top run-scorer in the IPL during a season. It is an ongoing competition with the leader wearing the cap throughout the tournament until the final game, with the eventual winner keeping the cap for the season. Latest winner – Jos Buttler– 863 Runs (2022).
- **Purple Cap**
The Purple Cap is awarded to the top wicket-taker in the IPL during a season. It is an ongoing competition with the leader wearing the cap throughout the tournament until the final game, with the eventual winner keeping the cap for the season. Latest winner – Yuzvendra Chahal– 27 wickets (2022).
- **Most Valuable Player**
The award was called the "man of the tournament" until the 2012 season. The IPL introduced the Most Valuable Player rating system in 2013, the leader of which would be named the "Most Valuable Player" at the end of the season. Latest winner – Jos Buttler (2022).

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Critics & Conflicts

- On 16 May 2013, 3 players of Rajasthan Royals were arrested by Delhi Police on charges of spot fixing. The three players were Sreesanth, Ankeet Chavan & Ajit Chandila. All three Players were suspended by BCCI until the inquiry in case is completed by the police. On 16 May 2013, 3 players of Rajasthan Royals were arrested by Delhi Police on charges of spot fixing.
- **Slap-gate, 2008:** This was unarguably one of the darkest hours in the history of Indian cricket as off-spinner **Harbhajan Singh** slapped speedster S Sreesanth on the field.
- **Sacking of Lalit Modi, 2010:** The founder of IPL Lalit Modi was sacked by the **Board of Control for Cricket in India (BCCI)** for some financial wrongdoings. He was suspended in April 2010 when he was involved in wiring bidding deals related to the IPL, bribes, money laundering and betting

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- **Shahrukh Khan and the Wankhede episode, 2012: Kolkata Knight Riders (KKR)** co-owner Shah Rukh Khan after a match between KKR and MI at Wankhede Stadium was allegedly involved in a brawl with the security officials at the venue. The altercation drew enormous attention and became the talk of the town. This led to an enquiry after which the MCA(Mumbai Cricket Association) imposed a five years ban on the star studded actor, denying him entry to the venue for a span of five years.
- **Matches being rescheduled out of Maharashtra, 2016:** The ongoing season of the IPL witnessed another controversy as 13 games have been rescheduled out of Maharashtra keeping in mind the drought issues in the state.
- **Pune Warriors withdrawal-** The journey to IPL was a short one for Pune Warriors India. While the league was rocked by the spot-fixing scandal in 2013, Pune Warriors had the troubles of their own. They failed to pay the full franchise fee for the year 2013

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CONTD..

- **Virat and Anushka controversy:** Anushka Sharma has already been given the title of Indian Cricket team's First Lady after she made her relationship with vice captain Virat Kohli public. Their love grabbed more lime light when Kohli met his actress bea in the stands at the M. Chinnaswamy Stadium during a rain-induced halt. He was afterwards held guilty of breaching the ACSU(Anti Corruption Security Unit) protocol which states that players can't meet any non-accredited personnel when the match is on
- A huge controversy erupted last season when Tamil Nadu Chief Minister Jayalalithaa, who is eyeing PM post, refused to entertain Sri Lankan players in the IPL matches to be played in Chennai. This extreme step was taken in response of the Sri Lankan Tamils issue which dominates Tamil politics

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HOCKEY INDIA LEAGUE (HIL)

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HOCKEY INDIA LEAGUE

- ❑ **Hockey India League (HIL)**, known as the **Coal India Hockey India League** is a professional field hockey league in India.
- ❑ The league is organized by Hockey India, the governing body for the sport in India. HIL, along with the Indian Premier League, Indian Super League, and Pro Kabaddi League, is considered one of the major sports leagues in the country.
- ❑ HIL consists of six teams, with the regular season lasting two months from January to February, with each team playing 10 games.
- ❑ The top four teams at the end of the season move into the play-offs, where the championship game decides the Hockey India League winner.
- ❑ Hockey India League was founded in 2013 as part of Hockey India's attempt to get an International Hockey Federation sanctioned league after the un-sanctioned and non-Hockey India tournament, World Series Hockey, began in 2012.

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HIL

- With five clubs, the inaugural season was played in 2013.
- For Hockey India, who were in dire financial straits (disarray) prior to the league's start, it has been a financial success since it began. According to reports, the federation made money from the league and broadcast sales in 2015.
- Kalinga Lancers, who won the competition in 2017, are the most recent winners of the Hockey India League.
- Punjab Warriors, Ranchi Rays, Delhi Waveriders, Ranchi Rhinos, and Ranchi Rhinos have all won the league.
- A professional field hockey league in India called World Series Hockey was launched in 2012 by the Indian Hockey Federation and Nimbus. Following the league's success, Hockey India announced the creation of their own franchise-based competition, which was introduced in the middle of 2012.

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HOCKEY INDIA LEAGUE


- The league was sanctioned by the International Hockey Federation and was modelled after the Indian Premier League of cricket. Something was lacking in World Series Hockey. Six teams were originally intended for the league, which would be formed once the bids for the twelve towns that would host an HIL.
- The league began in 2013 with five teams instead of six due to a lack of interest in a sixth city: Delhi Waveriders, Mumbai Magicians, Punjab Warriors, Ranchi Rhinos, and Uttar Pradesh Wizards.
- ESPN STAR Sports was named the league's official broadcasting partner on a five-year deal before to the start of the season.
- The first match was played on 14 January 2013, as Delhi Waveriders defeated the Punjab Warriors 2–1 at the Dhyani Chand National Stadium.
- The league had gained some buzz from the marquee signings of India internationals Sardara Singh and Sandeep Singh

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HOCKEY INDIA LEAGUE

• Countries	India
• Administrator	Hockey India
• Headquarter	New Delhi, India
• Founded	2013
• First tournament	2013
• Last tournament	2017
• Number of teams	6
• Current champion	Kalinga Lancers
• Most successful	5 teams (1 title each)
• Most goals	Ashley Jackson (36)
• TV partner(s)	STAR Sports


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How the professional leagues are boons for Sports


1. Indian players get exposure of global level in sports
2. Indian young players will develop keen interest in sports like any other professional courses
3. Parents will not hesitate any more if the children opt for sports as an optional career
4. The games and the TV coverage will generate revenue for the country
5. The financial values of the players will be boosted
6. Indian players will get used to fearless attitude and play freely
7. The entertainment value of these games (direct and through Live coverage) increase and motivate the youngsters
8. Unseen and remote area talents are getting a good stage to showcase their talent
9. Some of these players who perform extraordinarily also get chance to represent national motivate the youngsters
11. International games experience at home will be another distinctive benefit
12. Will boost the sports journalism profession in the country

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Role, Significance, Functions & Need of WADA and NADA

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World Anti-Doping Agency-WADA

- ❖ Doping means athletes taking illegal substances to improve their performances. In other words, the term “doping” refers to **the use of prohibited medications, drugs, or treatments by athletes with the intention of improving athletic performance.**
- ❖ In competitive sports, doping is the use of banned athletic performance-enhancing drugs by athletic competitors. The term doping is widely used by organizations that regulate sporting competitions.
- ❖ According to **the UK Anti-Doping Agency**, substances and methods are banned when they meet at least two of the three following criteria: **they enhance performance, pose a threat to athlete health, or violate the spirit of sport.**
- ❖ The most commonly used substances are **androgenic agents** such as anabolic steroids. These allow athletes to train harder, recover more quickly and build more muscle, but they can lead to kidney damage and increased aggression. Other side-effects include baldness and increased facial hair and deepened voice for women.

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- ❖ Anabolic steroids are usually either taken in tablet form or injected into muscles. Some are applied to the skin creams or gels
- ❖ The use of **Performance Enhancing Drugs** or more formally known as **PEDs**, the use of any external device to influence the outcome of a sporting event has been a part of the Olympics since its inception in Ancient Greece.
- ❖ During the early 20th century, many Olympic athletes discovered ways to improve their athletic abilities by boosting testosterone. As their methods became more extreme, it became increasingly evident that the use of performance-enhancing drugs was not only a threat to the integrity of sport but could also have potentially fatal side effects on the athlete.
- ❖ The only Olympic death linked to athletic drug use occurred at the Rome Games of 1960. During the cycling road race, Danish cyclist Knud Enemark Jensen fell from his bicycle and later died. A coroner's inquiry found that he was under the influence of **amphetamine(drug used illegally as a stimulant)**, which had caused him to lose consciousness during the race.

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- ❑ Then there are *stimulants* which make athletes more alert and can hide fatigue by increasing heart rate and blood flow. But these are addictive and in extreme cases can lead to heart failure.
- ❑ *Diuretics* and *masking agents* are also used to remove fluid from the body, which can hide other drug use or in sports like boxing and horse racing, can help competitors "make the weight".
- ❑ There are also things called *narcotic analgesics* and *cannabinoids*. These are used to mask pain caused by injury or fatigue but can make injuries worse. They're also addictive. Products such as Morphine and Oxycodone are banned but codeine is allowed.
- ❑ And then there are *peptide hormones*. These are substances like EPO (Erythropoietin) which increase bulk, strength and red blood cells giving athletes more energy and HGH (Human Growth Hormone) which builds muscle.
- ❑ Less common is *blood doping*, where blood is removed from the body and injected back in to boost oxygen levels. This practice is banned and it can lead to kidney and heart failure.

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WADA


- ❖ WADA is an international independent agency which is the flag-bearer for world wide anti-doping movement for doping free sports.
- ❖ "The most significant development in anti-doping policies in sport, without doubt has been the establishment of the World Anti-Doping Agency (WADA), which was set up following the World Conference on Doping in Sport convened by the International Olympic Committee (IOC) and held in Lausanne in 1999.
- ❖ Its key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti Doping Code – the document harmonizing anti-doping policies in all sports and all countries

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 **WADA Values**

- ❖ **Integrity**
 - ✓ We are the guardian of the values and spirit inherent in the Code.
 - ✓ We are impartial, objective, balanced and transparent.
 - ✓ We observe the highest ethical standards and avoid improper influences or conflicts of interests that would undermine our independent and unbiased judgment.
 - ✓ We develop policies, procedures and practices that reflect justice, equity and integrity.
- ❖ **Accountability**
 - ✓ We govern and manage in accordance with the values and spirit of the Code.
 - ✓ We are accountable to our funding bodies, while maintaining appropriate independence from undue influence.
 - ✓ We respect the rights and integrity of clean athletes.


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 **WADA- LOGO**

- ❖ The square shape of the logo background represents the customs and the rules that define sport. The color black evokes neutrality and is the traditional color of the referee.
- ❖ The "equal sign" expresses equity and fairness. The sign is depicted with a human touch to reflect the individuality of every athlete. The color green evokes health and nature and the field of play.
- ❖ The "play true" tag line encapsulates WADA's core values and is intended as a guiding principle for all athletes at every level of competition.



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 **WADA**

- ❖ After the events that shook the world of cycling in the summer of 1998, the International Olympic Committee (IOC) decided to convene a World Conference on Doping, bringing together all parties involved in the fight against doping.
- ❖ The First World Conference on Doping in Sport held, in Lausanne, Switzerland, on February 2-4, 1999, produced the Lausanne Declaration on Doping in Sport. This document provided for the creation of an independent international anti-doping agency to be operational for the Games of the XXVII(27) Olympiad in Sydney in 2000.
- ❖ Pursuant to the terms of the Lausanne Declaration, **the World Anti-Doping Agency (WADA) was established on November 10, 1999**, in Lausanne to promote and coordinate the fight against doping in sport internationally. WADA was set up as a foundation under the initiative of the IOC with the support and participation of intergovernmental organizations, governments, public authorities, and other public and private bodies fighting doping in sport.

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KEY AREAS

- Overseeing acceptance, implementation and compliance of the Code, the core document that glues together anti-doping policies, rules and regulations worldwide
- Scientific research publishing the annual List of Prohibited Substances and Methods
- Through its Regional Anti-Doping Organization (RADO) program, WADA is developing a clean sport culture in parts of the world previously untouched by anti-doping programs.
- Preventative methods such as values-based education programs targeted at young athletes, coaches, doctors, training and parents on the dangers and consequences of doping
- Working closely with government, law enforcement and Anti-Doping Organizations (ADOs) in order to facilitate evidence gathering and information sharing.
- The data reveals that more than a third of medals - including 55 golds - have been won at the Olympics and world championships by athletes who've recorded suspicious tests.

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Case Study

- The most famous case of doping was at the Olympics in 1988 when Canadian sprinter Ben Johnson cruised to victory in the 100m in a world-record time of 9.79 seconds.
- But after the race he failed a drug test when stanozolol, a synthetic anabolic steroid, was found in his urine. The title was handed to Carl Lewis who'd finished second in Seoul

LANCE ARMSTRONG: RISE AND FALL


- Armstrong admitted using performance enhancing drugs. As a result he was stripped of his seven tour de France titles and Olympic bronze medal
- Lance Armstrong admitted to using performance-enhancing drugs in an interview with Oprah Winfrey
- The U.S. Anti-Doping Agency released more than 1,000 pages of evidence in doping allegations against Armstrong and his teammates. He was stripped of his seven Tour de France titles in the scandal
- The charges against Armstrong are all too common in the cycling world. Cyclist Floyd Landis was stripped of his 2006 Tour de France title after failing a drug test. Eighty percent of the Tour de France medalists between 1996 and 2010 have been "similarly tainted by doping," according to the USADA(United States Anti Doping Agency) report on Armstrong

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- Lance Armstrong has been alleged to use the following drugs:
 - EPO, or erythropoietin, is a hormone naturally produced by human kidneys to stimulate red blood cell production, according to the World Anti-Doping Agency. Cyclists and other athletes use EPO to raise their red blood cell counts, which increases the amount of oxygen that can be delivered to muscles, improving recovery and endurance.


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WADA- INDIA'S HISTORY WITH DOPING


- Some athletes seeking to push the boundaries of their personal performance may find it tempting to grab a competitive advantage by looking beyond their training and nutrition.
- **In 2000, discus thrower Seema Antil** was stripped of her gold medal at the World Junior Championships and issued a public warning by her national federation for testing positive for pseudoephedrine, a sympathomimetic drug often used as a nasal/sinus decongestant and stimulant.
- **In April 2015**, one of the biggest doping scandals to hit India emerged when 21 weightlifters were provisionally suspended by the Indian Weightlifting Federation after they tested positive for banned substances across different championships.

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NADA National Anti-Doping Agency

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National Anti-Doping Agency

- ❖ National Anti doping agency comes under Ministry of Youth Affairs and Sports
- ❖ International Olympic Committee (IOC) was responsible for promotion of sports and along with Anti-Doping in sports prior to the constitution of the World Anti Doping Agency in 1999, in accordance with the UNESCO Convention
- ❖ Government of India is one of the Foundation Members of World Anti Doping Agency (WADA) (1999-2002). WADA, which sets out standards in the fight against doping in sports, adopted the WADA Code on 5th March 2003 at Copenhagen, Denmark.
- ❖ India one of the State parties signed the Copenhagen Declaration on Anti Doping in December 2004. In terms of the Code, **National Anti Doping Agency (NADA) was registered as a Society on 24.11.2005.**
- ❖ In 2007, the Third World Conference was held in Madrid, Spain and culminated in the revised version of the Code.

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NADA

- As signatory of Copenhagen Declaration on Anti Doping and UNESCO International Convention against Doping (1st February 2007), NADA accepted the World Anti Doping Code on 7th March 2008 and framed the Anti Doping Rules (ADR) of NADA in conformity with the WADA's code.
- National Anti-Doping Agency (NADA) was set up as registered society under the Societies Registration Act of 1890 on November 24, 2005 with a mandate for Dope free sports in India. The **primary objectives** are to implement anti-doping rules as per WADA code, regulate dope control programme, to promote education and research and creating awareness about doping and its ill effects.



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The NADA has the necessary authority and responsibility for:


- ✓ Planning, coordinating, implementing, monitoring and advocating improvements in Doping Control;
- ✓ Cooperating with other relevant national organizations, agencies and other Anti-Doping Organizations;
- ✓ Encouraging reciprocal Testing between National Anti-Doping Organizations;
- ✓ Promoting anti-doping research;
- ✓ Where funding is provided, withholding some or all funding, during any period of his or her ineligibility, to any Athlete or Athlete Support Personnel who has violated antidoping rules;
- ✓ Vigorously pursuing all potential anti-doping rule violations within its jurisdiction including investigating into whether Athlete Support Personnel or other Persons may have been involved in each case of doping.
- ✓ Planning, implementing and monitoring anti-doping information and education programs.

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The primary functions of NADA

- To implement the Anti Doping Code to achieve compliance by all sports organizations in the Country.
- To coordinate dope testing program through all participating stakeholders.
- To promote anti doping research and education to inculcate the value of dope free sport.
- To adopt best practice standards and quality systems to enable effective implementation and continual improvement of the program.


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NADA

- **TUE (Therapeutic use exemption)** is an authorization to take a Prohibited Substance under well-defined and restricted conditions.
- An application for a TUE shall be made in accordance with the International Standard for TUE. A TUE must be obtained for the use of any Substance on the Prohibited List. All athletes who need a medical treatment including a Prohibited Substance or Method and are subject to Testing must obtain a TUE from National Anti Doping Agency . In order to obtain an approval for a TUE, athletes must have a well-documented medical condition supported by reliable and relevant medical data .
- If the TUE is approved, the athlete can only begin treatment and or sports practice after the reception of the authorization notice from NADA. Athletes should not start using the substance before receiving the authorization notice from NADA. The athlete would then be using a prohibited method or substance without authorization and this could constitute an anti doping rule violation in the event that the TUE is denied by the TUEC.


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- For substances, which are prohibited in and out of competition, the TUE application has to be submitted as soon as a pathology requesting the use of prohibited Substances and/or Methods has been diagnosed.
- **SIDE EFFECTS OF PROHIBITED SUBSTANCES AND METHODS:** These are the substances that have both anabolic and androgenic properties. '**Anabolic**' means '**tissue building**' and '**androgenic**' means '**masculinizing**'. The anabolic properties may affect accelerated growth of muscles and bones while the androgenic properties may affect development of male reproductive system and secondary male sexual characteristics such as hairiness and deep voice

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GOOD LUCK!! THANKYOU

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