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Analysis of government policies for the promotion of sports industries in Punjab

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Abstract

The objective of this study is to find out the various policies regarding the sports industries in Punjab and to study the impact of govt. policies on the sports industries located in Punjab. This study also helps in finding out the views of Industrialist on industrial policies. Results from the study helps in the framing of a suitable policies and guidelines for the promotion of sports industries in Punjab. It also explained the nature of export and manufactured sports goods from Punjab. This study is further involved in the manufacturing and marketing of different sports goods related to Cricket, Hockey, Football, Handball, Volleyball, Basketball, Badminton, Lawn tennis, Table tennis, Boxing. Self-Made questionnaire was used for collection of data. Percentile score will be applied to find the results.

Keywords: Policies, industries, sports, manufacturing, marketing

Introduction

All sports require some kind of infrastructure, but the requirements vary across different sports. For example, sports like football, cricket and hockey require stadiums while chess can be played in a room with a chessboard. Similarly, all sports require some sports product. For instance, a person can stay fit by running for which he needs a running shoe or by skipping for which there is a requirement of skipping rope.

Sports like cricket, hockey and tennis require equipment like bat, balls, kneepads, specialized shoes and racquets. Some sports like shooting and motor racing requires sophisticated infrastructure and technology-oriented, expensive equipment while equipment for sports like cricket, badminton and tennis are available at all price ranges and are easier to purchase and store. Overtime, across all sports, equipment has become more sophisticated. For instance, lightweight metal sticks have now replaced the wooden hockey sticks. In the past, many sports equipment/goods were unbranded, but with increased sophistication and research and development, branding and specialized equipment manufacturers have emerged. Proliferation of brands and specialization in manufacturing has led to the growth of sports product retailing. Government policy can lead to increase in sports participation, awareness, and availability of infrastructure and training facilities. In countries like China, Australia and India, the government is responsible for developing sports infrastructure. In China and Australia, the sports sector got a boost due to conducive government policies. For instance, in China, the government adopted “Physical Health Law of the People's Republic of China” in 1995, which aimed to build a sports and health-building service system for the general public. Prior to the 1990s, the sports sector in China was completely government funded but it has now been corporatized. This has helped to professionalize sports and improve the sports environment in China. In Australia, the government’s focus on sports development was driven by Australia’s poor performance in the 1976 Montreal Olympic Games. The government adopted a policy of ‘Using sport to build healthy and active communities’ and commissioned various studies.

Policies on Sports

Government policies can help to promote sports and, in turn, create demand for sports products. In 1954, the Indian government took the first step to promote sports by creating the All India Council of Sports (AICS). However, sports policy started receiving serious attention during the 1982 Asian Games in New Delhi. In the same year, the Department

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of Sports was created under the Ministry of Youth Affairs and Sports. In 1984, the National Sports Policy was announced to develop a conducive policy framework for sports in the country. The policy emphasized the development of sports infrastructure and making sports and physical education an integral part of the students' curriculum. To achieve this objective, the SAI was set up to oversee all matters related to sports promotion and management. However, by the year 2000, there was no visible improvement in the infrastructure facilities and the rate of participation remained low (especially at the grassroots level). This necessitated a new policy, and in 2001, a National Sports Policy was formulated,

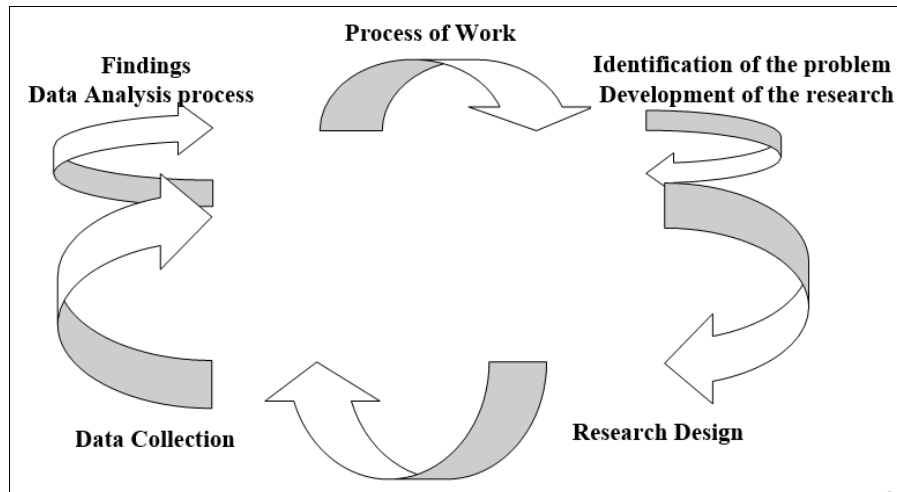
which was followed by a Comprehensive Sports Policy in 2007. 22

Methods and procedure

Simple Random Technique is used for Samples collection

Tools: Self-made Questionnaire will be developed for collected of data from the selected unit's Statistical technique: To analyze the collected data percentile score will be applied to find the results.

The methodology adopted for this study is depicted with the help of the following figure. Detailed description will follow next.



The cyclical process conveys that the ultimate objective of the evaluation study is not to prove impact, but that of improving it. It aims to establish reasons governing the impacts and helps in identifying the problem areas, which can lead to better understanding and developing areas, which can lead to better understanding and developing suitable approach for the same.

Statistical technique: To analyze the collected data percentile score will be applied to find the results.

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