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**Increasing awareness of kabaddi and football post
introduction of pro-kabaddi and Indian super league**

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Abstract

Government's initiative like Khelo India and various other platforms for sports are created keeping in mind the demographic dividend of the country and this has resulted in the increasing awareness of the sports which once were not as popular as they are today. This increased awareness can also result in grass root development making India more vibrant in the field of sports on world map.

This research aims in measuring the awareness of sports like kabaddi and football after introduction of Pro-Kabaddi and ISL. The primary data through structured questionnaire is collected and also the secondary data is used to measure objectives of the study through descriptive analysis.

Keywords: Kabaddi, Football, ISL, Awareness, Pro-Kabaddi

Introduction

1.1 Indian Super League (ISL)

The Indian Super League (ISL) is a men's professional football league in India. For sponsorship reasons, the league is officially known as the Hero Indian Super League. One of the top football leagues in the country, it currently shares the top spot in the Indian football league system with the I-League. The league is contested by 10 teams and will run from September to March during the 2018–19 season.

Unlike most football leagues around the world, the Indian Super League does not use promotion and relegation, instead choosing to grow the league through expansion, similar to Major League Soccer in the United States. During the league's first four seasons, two teams have been crowned champions, both winning twice each. ATK won the first title in 2014 before winning their second title in 2016. Chennai in are the other club to be crowned as champions, having done so in both 2015 and 2018.

Like most parts of the world, football is immensely popular in India. A study by TAM Media Research revealed that the football audience in India increased by 67% between 2005 and 2009. Another survey by Nielsen reinforced the findings of TAM Media Research by stating that 47% of India's 1.2 billion population described them as football fans. A number of initiatives were taken by the major stakeholders of Indian football during the last twenty years to enhance the popularity of football being played in the country. The most comprehensive step was the introduction of the National Football League in 1996. The league was transformed to I-League in 2007 with an objective of professionalizing the domestic set-up of football in India. Similarly Indian Super League has also been launched in 2014. These initiatives at the national levels are addition to various football business opportunities taken at states and academy levels.

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1.2 Evolution and Growth

With the advent of liberalization and globalization in new economic policy of 1991, Government of India has come up with a number of schemes to improve every sector of the economy including sports. As, on one hand, India was called an economic superpower and fastest growing economy post liberalization in 1991; on the other hand, it faced severe criticism for its deteriorating sports performance until recent CWG 2010 and London Olympics 2012.

With the advent of liberalization and globalization in new economic policy of 1991, Government of India has come up with a number of schemes to improve every sector of the economy including sports. As, on one hand, India was called an economic superpower and fastest growing economy post liberalization in 1991; on the other hand, it faced severe criticism for its deteriorating sports performance until recent CWG 2010 and London Olympics 2012. For instance, India ranked 4th in 1956 Olympics in Football and 165th in 2012.

Year 2008 onwards, there has been a special emphasis on inclusive growth, which has led to an increase in budgetary allocation for sports. An overhauling of system is taking place with focus on development of sports right from village level through PYKKA (A grassroots Sports Promotion Initiative by Govt. of India) and strengthening and professionalization of sports federation through national sports development bill which is to be tabled in parliament. Also, Ministry of Youth Affairs and Sports has increased budgetary allocations for Operation –Excellence for Olympic sports besides making fitness a national agenda. Football has been seen as one of the most vibrant sports in India and is #2 sport after cricket which is the result of many factors including strategic dialogue, investment and planning around the promotion of the game. Recently, India improved its position 24 ranks from 167 to 143 in 2013 which is commendable in itself but there is a long way to go if India aspires to play FIFA World Cup.

Football has been seen as one of the most vibrant sports in India and is #2 sport after cricket which is the result of many factors including strategic dialogue, investment and planning around the promotion of the game. Recently, India improved its position 24 ranks from 167 to 143 in 2013 which is commendable in itself but there is a long way to go if India aspires to play FIFA world cup. The apex world body, FIFA has shown keen interest in taking Indian football to the highest levels of the sport. Government machineries and the national sports federation have joined hands with industry to promote the beautiful game and there are genuine efforts from all ends for long term development of football related initiatives as self-sustainable and revenue generating properties. The apex world body, FIFA has shown keen interest in taking Indian football to the highest levels of the sport. Government machineries and the national sports federation have joined hands with industry to promote the beautiful game and there are genuine efforts from all ends for long term development of football related initiatives as self-sustainable and revenue generating properties.

To exploit this opportunity, the decision making body All India Football Federation has reorganized itself and many international clubs/ business houses have shown keen interest in joining the growth story of Indian Football and others are coming. FIFA has a focused approach in development of Indian football. There are systematic sports development programmes executed by AIFF under the aegis of AFC and FIFA.

Most importantly, India Inc. is more than willing to be the

partners in progress as game has got large fan following in India being second most watched sports on television. Many Indians follow, international players like Beckham, Ronaldo, Lionel Messi and Wayne Rooney. Seeing this market and craze around the game, foreign clubs are coming to India with their one off or long term development programme. Football Fever in the country has also created national icons like Sunil Chettri, BaichungBhutia, IM Vijayan and Subrata Pal. Sports are no more for spoilsports and Indian parents are supporting their children's aspirations to pursue football as a career like never before. Things and market forces around the game are changing and there is a lot of positive buzz in India around Soccer. The Indian football story has just begun with participation of industry, advent of global best practices and professionalization of sport. There are indeed roadblocks but there is a unified determination to overcome these challenges

1.3 Kabaddi

Kabaddi is an indigenous game of India. Therefore, Indian player are played better than others country. In Asian games India got gold medal from very first and India was unbitten by any country. But in pro-Kabaddi Indian and foreign player are played together in a team and 25 players and featured in a squad. Since its inception in 2014, the Pro Kabaddi League has essayed its role as a feeder for Indian Kabaddi and has laid out a platform for some of the best talent all across the country to showcase their talent and even carve out a career for them. A game that finds its roots in the wide domain of India's history, Kabaddi as a sport has certainly been rekindled with the institutionalizing of the PKL, which currently sits in second place in the standings of India's most watched sports league, behind the Indian Premier League. Going by the recent statistical studies, the Pro Kabaddi League was viewed by a record 312 million viewers, only 100 million viewers less than the count taken for the Indian Premier League. What makes the 312 million a staggering figure is that fact that the league was watched by almost three times the number of people who watched the FIFA World Cup, one of the most followed tournaments on a global level. Big names from all across the country from various fields such as cinema, politics have all played their part in contributing to the Pro Kabaddi League's growth, adding to the glitz and glamour of the Pro Kabaddi League.

1.4 Evolution and Growth of Kabaddi

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 the year 1921 for Kabaddi competitions on the pattern of Sanjeevani and Gemini in a combined form. Thereafter a committee was constituted in the year 1923, which amended the rules framed in 1921. The amended rules were applied during the All India Kabaddi Tournament organized in 1923 is one of the most popular sports in India, played mainly among people in villages. India has taken part in four in kabaddi, and won gold in all of them. Four forms of kabaddi played in India are Amar, Suranjeevi, huttuttoo, and Gaminee. Amar is generally played in Punjab, Haryana, the United States, Canada, and other parts of the world, mostly by Punjabi sportsmen. Suranjeevi is the most played form of kabaddi in India and the world. This is the form used in international matches

generally and played in Asian Games. Huttuttoo was played by men in Maharashtra State.

The All India Kabaddi Federation was formed in the year 1950 to look after the promotion of the game and the Senior National championship started from the year 1952. The new body, Amateur Kabaddi Federation of India (AKFI) came in to existence from the year 1972 affiliated to Indian Olympic Association (IOA) with a view to popularize the game in India & neighboring countries of Asia. After formation of this body, Kabaddi took a new shape and National level competitions started for Junior and Sub-junior boys & girls also

The 1st Asian Kabaddi Championship was held in the year 1980 and was included as a demonstration game in the 9th Asian Games, New Delhi in the year 1982. Kabaddi was included in the 2nd Asian Indoor games held at Macau from 25th October to 3rd November 2007. Once again India Won the Gold Medal. Kabaddi Men & Women both was included in 1st Asian Beach Games being hosted by Indonesia in 2008 at Bali, India Won Both the Gold Medals of Men & Women Events.

There has been a gradual but significant change in the trends of the game since the past 50 years. What was once considered a game of brawn is not so now. The introduction of mats, shoes, new techniques & changes in rules has made the sport more interesting and advantageous to skilled players who are now able to defeat heavier players with better skills & techniques.

2. Review of Literature

(Anantarup, 2017): The Indian Super League was founded in 2013 in an effort to make football a top sport in India and to increase the level of Indian football worldwide. The league currently features eight teams from around India, with four of the top five cities by population represented in the league. Unlike other football leagues from around the world, the ISL is one of the few leagues to not use the promotion and relegation system but instead a franchise system along the lines of the Twenty20 cricket league, the Indian Premier League, Major League Soccer of the United States and Canada, and the A League in Australia.

(Priyanshu Ganguly, 2015) The influx of quality will surely make the ISL more competitive in terms of quality and viewership, but will it be at par with the other heavyweight leagues of Asia or Europe, that remains to be seen. "Despite foreign names and coaches and strategies, the ISL remains slow paced, less aggressive and less interesting to watch. Be it Indian players failing to react to swift precise movements or lack of individual brilliance, the game needs to change a lot for the good.

(Ravi Gupta, 2018). Prevention of contact ACL injury in sports like kabaddi and football are not well studied. 209 sportspersons, aged between 16-40 years who sustained ACL injury while playing sports were enrolled in study. Mean age of the patients was 23.34 ± 5.18 years. 205 were males and 4 were females. 82 patients sustained ACL tear while playing kabaddi and 43 patients sustained while playing football. Out of 82 kabaddi players, 27 patients sustained injury because of scissor grip and 12 patients sustained injury after being directly hitting on the knee. In football, 12/43 of patients sustained injuries after being directly hitting on the knee.

(Sk. Sabir Ali, 2012) Kabaddi is an indigenous folk game of India. Now in India it is considered as "National Game" To make it international, impetus is provided only very recently. To make a game popular and to rise it up to the international

standard different rules should be framed, effective coaching should be provided, skills should be well developed and performance should be measured as well as increased. For this purpose research should be done. But till now very limited research has already been done. To measure perfectionism "Sport Multidimensional Perfectionism" Sport-MPS of Dunn, Causgrove Dunn & Syrotuikm (2002) was considered and for "Trait Anxiety" the scale devised by Spielberger, Gorsuch, Lushane, Vagg and Jacobs (1983) was taken.

(Jadhav S.L., 2012) A team game with no equipment, breathe holding act, which tones up the brain; these are two outstanding features, which make kabaddi a unique team game 'Kabaddi is real common man's game, with very simply technique of Tag Game-a game of touch. Fine flexibility and agility is developed as one needs to move faster in such a small area of 20'-30' [10-12mts]. Player's eyes and body movement become quicker. Psychological major pressure of holding cent make one to control mind and movement. Psychologically he has to concentrate on his reaction time with estimate energy and space. His physical movement are linked with the close movement of his opponent, in coordination with his teammates.

(Yuwrajshrivestava, 2014) The study was conducted to find out the impact of playing surface i.e. clay & met motor coordinative ability of male state kabaddi players The selection of subjects was done from players of such teams who stood in top four places of state tournament in Chhattisgarh. Agility of the selected male kabaddi players was assessed by shuttle run test item of cooper's motor fitness test (1974). This test is performed twice by the subject i.e. on clay & met surface respectively. Results indicate the shuttle run performance of male kabaddi on clay surface was significantly better as compared to meet surface at .01 level of statistical significance. It was concluded that playing surface effect motor coordinative ability of male kabaddi players.

(Dr. Sandip, 2018) For long period of time Kabaddi was thought to be a game played in the rural areas of our country, with not much interest shown in the game by those living in cities. Not even fit to be a part of the Olympics, India had to fight hard to keep it alive in the Asian Games, right since it was introduced in 1990. The all-conquering Indian team has won seven gold medals in the sport on the trot. After the idea to start a league based on Kabaddi was made, it caught the attention and attracted not only the Indian audience, but also film stars and corporate franchises who enthusiastically took part in the bidding process of the teams and players.

3. Objectives

1. To measure the awareness level of Football post Indian Super League (ISL).
2. To measure the awareness level of Kabaddi, post Pro Kabaddi League (PKL).

4. Research Methodology

Primary Data

Primary data is collected through Structured Questionnaire. Size of the sample is 65 for football and 66 for Pro Kabaddi respectively.

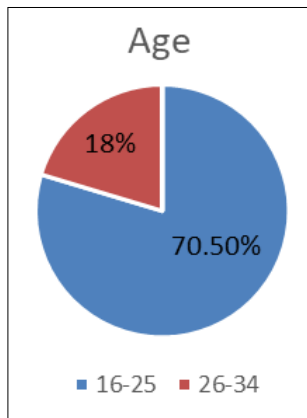
Secondary Data

Secondary data is collected through various Journals, Research Papers and websites.

Sampling

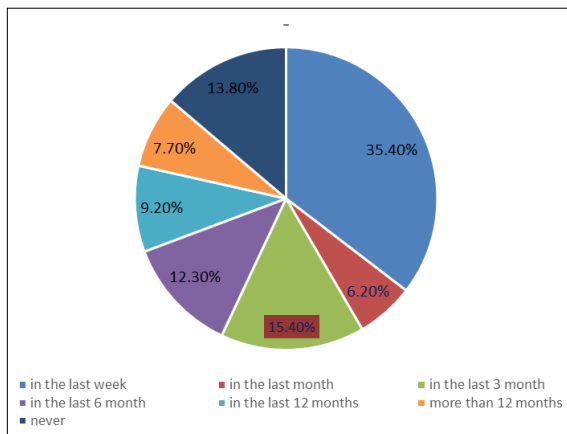
Convenience Sampling is used as questionnaire are developed through Google form and where sent through emails.

4. Analysis (Football) ISL



Total 88% respondent fall below the age group of 35years. Out of which 75.5% are between 16 to 25 whereas 18% are between 26 to 34.

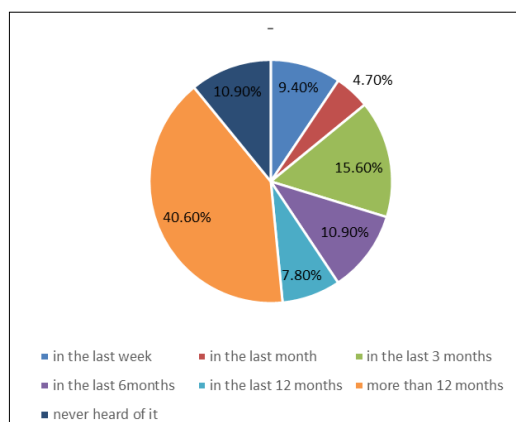
Last time football watched by the respondents



Sources: Prepared

35.4% had watch in the last week whereas 15.4% respondent had watched in the last three months, 12.3% in the last Six months, 9.2% in the last Twelve months, 6.2% respondent in the last month and 13.8% had never watched football.

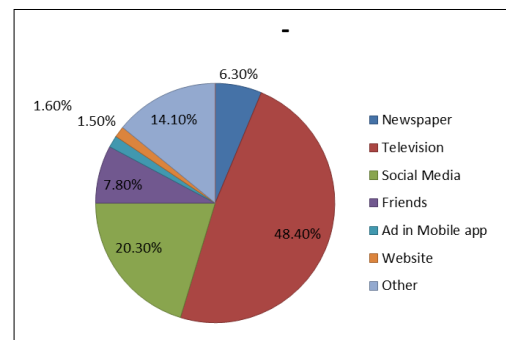
Last Recall by Respondents for ISL.



Sources: Prepared

40.6% respondent have heard it more than 12 months, 15.6% respondent have heard it in the last three months, 10.9% have heard it in the last Six months, 9.4% have heard it in the Last week and 7.8% have heard it in the last 12months.

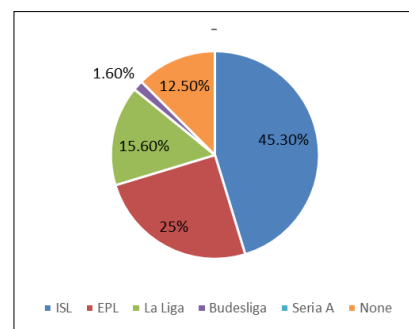
Source of Recall



Sources: Prepared

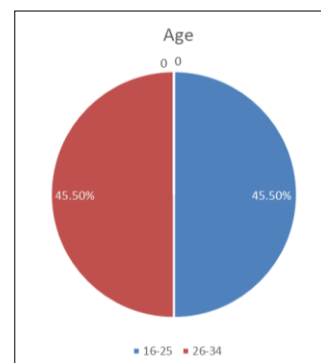
48.40% respondent have Recalled about ISL on television, 20.30% respondent have recalled on social media. Whereas 7.80% through friends, 6.30% on Newspaper, 1.60% and 1.50% on Ads in mobile App and Website. 14.10% have recalled it on other.

League they have heard of.

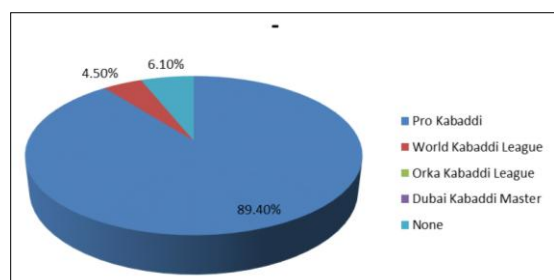


45.30% respondents have heard of ISL followed by EPL with 25%, La Liga with 15.60%. whereas only 1.6% have heard of Bundesliga .

Pro- Kabaddi



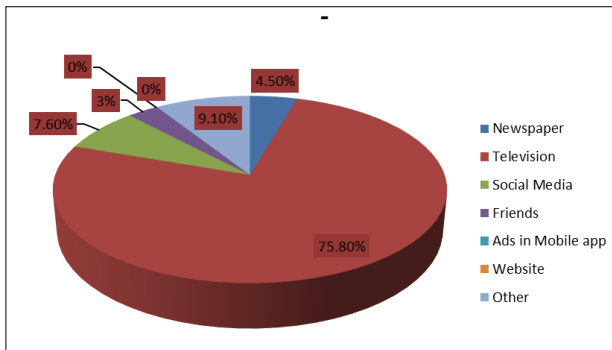
League they have eard of?



Sources: Prepared

89.4% have heard of Pro-Kabaddi whereas 4.5% have heard of World Kabaddi League and 6.10% respondent have never heard of Pro – Kabaddi.

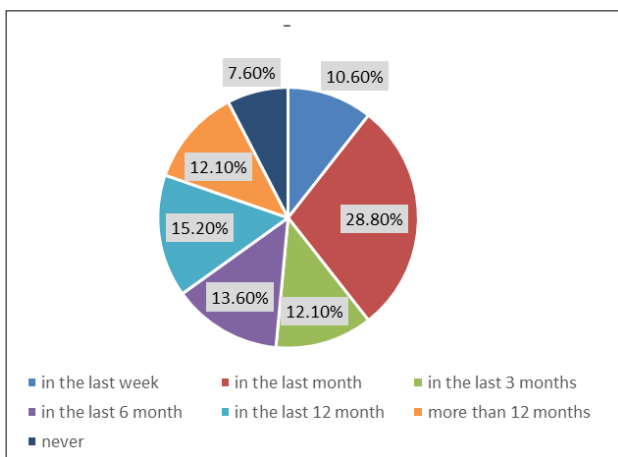
• **Sources of Recall**



Sources: Prepared

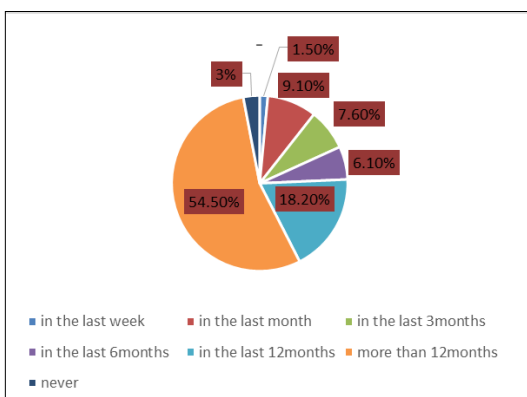
75.80% respondent have Recalled about Pro- kabaddi on television, 7.60% respondent have recalled on social media. Whereas 3% through friends, 4.50% on Newspaper and 9.10% have recalled it on other sources.

• **Last time Pro Kabaddi watched by Respondent.**



28.8% respondent watched Kabaddi in the last month, 15.20% had watched in the last 12 months. 13.60% respondent had watched in the last 6months, whereas 12.10% respondent had watched in the last 3months and more than 12months respectively.10.60% had watched in the last week and 7.60% have never watched Pro-Kabaddi.

• **Respondent last recall about Pro Kabaddi**



54.50% respondent have heard about Pro kabaddi more than 12months.18.2% in the last 12months, 9.10% in the last month whereas 7.60% have heard about it in the last 3months, 6.10% have heard about it in the last 6months. 3% and 1.5% respondent have never heard of Pro kabaddi and some have heard it in the last week.

Secondary Data



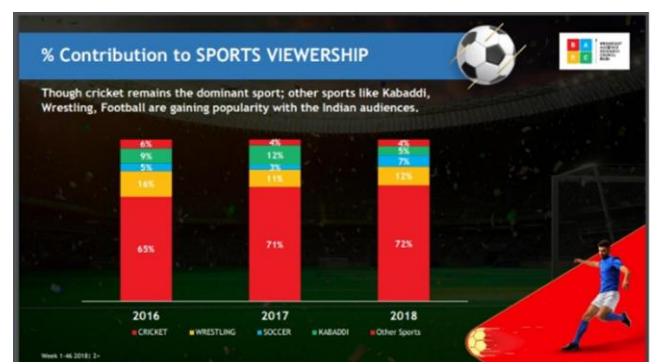
Sources: BARC

The football viewership during the same period is also on a growth trajectory with the sport notching 3 billion impressions compared to 2 billion in the previous year.



Sources: BARC

Cricket, wrestling, and soccer have seen a growth in viewership. The Indian Super League(ISL) witnessed an impressive cumulative TV viewership of 429millions in its inaugural season in 2014, its further viewership increased 26% year on year.



Source: BARC

Football's viewership share has gone from 3% in 2017 to 7% in the current year. In 2016, the viewership share stood at 5%. Kabaddi's viewership share has more than halved to 5% compared to 12% a year ago. The first season of Pro Kabaddi League in 2014 was watched by 435 million people, and its viewership increased 20% year on year in its second season and 35% year on year in its third season.

Findings and Conclusion

- ISL is the most popular as compared to another league as more than 45% have heard of it.
- It is quite evident that the viewership is quite high for football as 35.4% have watched football in last one week and if collective data of last 3 months is taken it goes to 57%
- Further ISL has created the impression in the minds of the people as more than 40% could recall of ISL being heard in the last one week.
- T.V is most popular source for ISL & Pro- Kabaddi followed by social Media.
- Pro-kabaddi occupies the best place of being most popular as compared to other league
- Data of BARC shows that there is a huge increase of 3 billions viewers from 2016 to 2018 from 43 billion to 46 billion respectively.

Research deliverables

- Along with cricket, football and kabaddi are also becoming popular and hence opens up scope for India to develop these two sports by identifying talent from Grassroots.
- Initiative taken by Government should now focus on Football and Kabaddi to a greater extent.
- Development of infrastructure is needed to bring up the football and kabaddi at country level.
- India can now take advantage of its demographic dividend by developing sports industry for football and kabaddi along with cricket.
- Finally kabaddi can exclusively position by India as it is one of the traditional sports which now can be popular at global level.

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