PROMOTING PHYSICAL EDUCATION AT COLLEGE LEVEL FOR DEVELOPING MENTAL HEALTH AMONG THE STUDENTS

Dr. SHASHI BALA, Assistant Prof. (P.E.)
G.C. TIGAON, Faridabad, Haryana-India

INTRODUCTION
The importance of physical education and activity was recognized by Plato when he said “Lack of activity destroys the good conditions of every human being, while movement & methodical physical exercise save it and preserve it.” When human movement is combined with the universal drive of play, the combination form one of the most powerful education media - the physical education.

The life of a human being has undergone a drastic change, because most of the work which could be done using all body parts, individually, is now done by machines, which gives birth to numerous diseases, (Mental & Physical both).

UNESCO charter (1978) states that practice of sports is a fundamental right for all. Every human being has a fundamental right of access to sports, which are essential for the full development of his personality. The freedom to develop physical, intellectual & moral powers through sports must be guaranteed both within the educational system & in other aspects of social life.

WHO (2001) has proposed that mental health is a state of well-being in which the individual realizes his or her own abilities, can cope with normal stresses of life, can work productively & fruitfully, and is able to make a contribution to his or her community. Mental health is an integral part of Health, it is more than the absence of mental illness & it is intimately connected with physical health & behaviour.

NO HEALTH WITHOUT MENTAL HEALTH
The association of the mental health with physical activity cannot be ignored. Maintenance of good physical health & recovery from physical illness depends on the emotional status & willingness of an individual. As poor mental health leads to decrease in physical health in the same way physical illness also determine mental health.

The evidence is clear, mental health is fundamentally linked to physical health outcomes. Mental health status is a key consideration in changing the health status of a people. Health & behaviour are influenced by factors at multiple levels, including biological, psychological and social.

COGNITIVE DEVELOPMENT AND ACADEMIC PERFORMANCE
There is some evidence that physical activity can promote some aspects of cognitive functioning such as memory, reasoning, problem solving & spatial awareness – this work has particularly emphasized the potential for physical activity to contribute to educational attainment within young people and to maintain good cognitive functioning in people.

There has long been a belief that physical activity can support intellectual development in young people; for example, a classic study was conducted in France as far back as 1952 (The Hervet Study). In spite of ‘academic’ curriculum time being reduced by 25% and replaced by personal...
& social education (PSE), academic results did not worsen & there were fewer discipline problems, greater attentiveness & less absenteeism (Cited in Bailey, 2006).

Stress is partly created by parental pressure too, when they expect the adolescents to perform & stand out among their peer groups. When they can’t rise up to that expectation or are in process of meeting it, adolescents suffer from frustration, physical stress aggression undesirable complexes & depression (Bhansali & Trivedi. 2008). Academic anxiety is a psychological condition in which a person experiences distress before, during or after a test or other assessment to such an extent that this anxiety causes poor performance or interferes with normal learning.

WHAT RESEARCH SAYS?
There are number of studies that indicated that participation in physical activity can prevent or reduce mental health problems such as anxiety & depression & those adolescents who are physically active were less likely to suffer from common mental health problems.

MENTAL HEALTH IMPROVED BY 20 MINUTES OF PHYSICAL ACTIVITY (2008)
A study by Thompson (2008) being physically active once a week for 20 minutes is enough to boost mental health, according to a cross-sectional study, but there is a lack of consensus regarding the optimal amount & type of activity to achieve these benefits. Researchers used the 12-item General Health Questionnaire (GHQ-12) to examine the association of different types & amounts of physical activity with current mental health. Researchers surveyed nearly 20000 Scottish adults to determine their level as psychological distress & self reported frequency of physical activity including sports, walking & domestic activity. At least one 20-min. session a week of any type of activity was associated with lower risk of psychological distress. For sports & all activity type combined, risk reductions increased as the frequency of activity increased.

A study (2005) of 3032 American adults between the ages of 24 & 74 years done by Corey Lee M keyes at Emory University, Atlanta, found that only 16.6% enjoyed complete mental health. One quarter of all Americans met the criteria for having a mental illness within the past year & fully a quarter of those had a “serious” disorder that significantly disrupted their ability to function day to day, according to the largest & most detailed survey of the nation’s mental health.

BENEFITS OF SPORTS PARTICIPATION FOR DEVELOPING MENTAL HEALTH
1. Positive Mood
2. Improves Concentration
3. Reduce Stress And Anxiety
4. Restful Sleep
5. Self Esteem
6. Reduce Depression

SPORTS PROGRAM FOR MENTAL HEALTH
Physical Education helps youth to develop respect for the body, their own and others, contributes to the integrated development of mind & body. Youth who participate in physical activity or an organized recreational activity enjoy better mental health, are more alert and more resilient against the stress of modern living. Exercise brings about both short and long term psychological enhancement and mental well-being. From the clinical perspective, evidence suggests that
exercise can beneficially affect hypertension, osteoporosis, adult –onset diabetes and some psychiatric disorders.

Physical activity is the natural environment can be a promising and for people. Thus there is a need to develop sports program for every individual according to his interest, age and sex. One must participate in sports on regular basis. To receive the most benefits from exercise, adults should get a minimum of 2½ hr a week of moderate - intensity physical activity and 1¼ hr. of a vigorous – intensity activity.

Adults with disabilities and those with chronic conditions also should follow the guidelines if they are able. When unable to meet the guidelines, engage in physical activity according to their abilities, avoid inactivity.

**Conclusion:** Exercise benefits every part of the body, including the mind. Exercising causes the body to produce endorphins, chemicals that can help a person to feel more peaceful and happy. Exercise can help people sleep better. It can also help people who have mild depression & low self esteem.

Sports is said to be a microcosm of society. Sports programs should be first line methods for improving mental health among the youth. Access to sports programs can also be a primary method to improve the lives of people who may still be experiencing poor mental health.

Today’s youth is facing many mental and physical problems because of competitive scenario, polluted environment, unhealthy food habits etc., therefore there is a need to promote physical education at college level to improve mental as well as physical health among the youngsters.

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IMPACT OF SOCIAL MEDIA MARKETING IN THE SUCCESS OF ANY BUSINESS AND SPORTS EVENT

Pritish Khare* Samiran Chakraborty**
*Ph.D., **Asst. Prof., Delhi, IGIPESS

ABSTRACT
In this paper, importance and need of Social Media Marketing tool to promote and flourish the business in sports sector is stressed upon. Impact of Social Media Marketing on a Sports Event has been studied and the results are really amazing. Impact of Social Media Marketing on three Editions of “7 Heaven Football Tournament” has been studied, there was money invested in Social Media Platforms and each time revenue was generated in quite huge numbers. In 1st Edition there was revenue generation of 333.33%, in the 2nd Edition there was revenue generation of 391.11% and in the 3rd Edition there was a Revenue generation of 488.88%. As the experience of the marketer grew the revenue generation due to social media started to increase into an enormous figure. This indicates the importance of proper promotional campaigns of sports event through social Media Platforms and having an booming positive impact on the success of the event.

BACKGROUND
In today’s world of growing importance of digital Marketing and a very important aspect/part of it i.e. social media marketing. All the established businesses as well as new start-ups are dependent on this form of marketing in order to reach out to their target Population.

Current day situation is so placed, that Social Media marketing has become indispensable part for a business to flourish. A company or a Business can never think of achieving the pinnacle until this front is properly looked after. Even in the new Start-ups, without the Social Media Marketing, the company cannot even start of running leave attaining pinnacle.

As nowadays, majority of the population are on several Social Media Platforms, and they tend to consider and value the image of any product or company as portrayed on their pages and also a lot depend on the customer reviews and ratings given to the respective product or company. Hence, it is very important for a business to leave a good impression of them on these social Media Portals, also manage their business through leveraging the most out of new trends settling in.

CONCEPT OF SOCIAL MEDIA MARKETING
Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM).
SMM became more common with the increased popularity of websites such as Twitter, Facebook, LinkedIn, and YouTube. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM. If a company or its advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed, and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.

**NEED OF THE HOUR**

There are several benefits of using Social Media Marketing to promote business overall and in Sports Sector too. Various benefits are listed below that have made a serious impact on the current scenario of Marketing.

1. It Increases Brand Awareness
2. Increased Inbound Traffic
3. Search Engine Ranking will get improved
4. Better Conversion Rates
5. Improved Customer Satisfaction
6. Brand Loyalty will Increase
7. It Increases Brand Authority
8. Efficient and Cost Effective
9. Marketplace Insights and Analytics
10. Thought Leadership
Graphical Representation of the Event’s Social Media Marketing Front

Table 1: Showing the Money Investment (in Blue) on Social Media Marketing to bring in more teams and the Revenue Generated from the source (in Orange), as it is accounted by number of teams that came after seeing an advertisement of the tournament on Facebook.

**Note**: Feedback was collected from the manager/coach of each and every team, based on which all the data has been provided.

**CONCLUSIONS**

Although considering several factors/variables that might have affected the outcome of the ad campaigns and income generated from it, the net result is still pretty huge to deny the impact of Social Media Marketing on the Success of the Event. Factors like Popularity of the Event, Experience of Marketing, Time, Duration, Type, Age Category, and Prize Money of the Event might have had its effect on the net income generated out of the Social Media Marketing. Revenue generated from the Social Media Marketing is accounting the number of teams it has reached through Social Media Platforms and made them to register in this tournament, hence generating revenue via Registration Fee. And the success of any sports event is primarily based on number of participants it is catering. Therefore, in the success of “7 Heaven Football Tournament”, Social Media Marketing has played one of the major roles.
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ISSUES AND CHALLENGES OF PROFESSIONAL SPORTS AND AMATEUR SPORTS IN INDIA

*Sandeep Kumar, Assistant Professor, Department of Physical Education, SSSS (PG) College, Rasna, Meerut
**Dr. Samiran Chakraborty, Associate Professor, IGIPRESS, University of Delhi
***Dr. Kanhaiya Singh, Assistant Professor, Sports Academy, Bahir Dar University, Ethiopia, Africa

ABSTRACT
The purpose of the article is to focus future issues and challenges in the emerging sports sector in the country. It includes one game nation, cultural influences in the society, labour issues and its management, developing new revenue streams, Meeting new technology challenges and dealing with globalization. Current era is a phase of transformation form old to new, amateur to professional, narrow to broad. Soon India’s name will be appearing higher in the medal tally in Olympics.

INTRODUCTION
Today India is on the focus of the world due to many reasons including boom in the sports industry. The number of start ups in sports sector has been tremendously increased in last decade including new leagues (Professional & Amateur sports), Health and Fitness Industry, Sporting Recreation and many more. This era is eliminating the myth of “Kheloge Kudoge banoge Kharab”

According to Vice President (Asia) of Repucom, ‘From the commercial point of view sports industry has grown in leaps and bounds in India, favourable socio-economic dynamics and growing middle class with disposable income has generated a huge demand for live sports entertainment content leading to emerge of new sports leagues. Cricket is the first sports in India with huge resources comparing to other professional sports. At the same time yet cricket is not a part of Olympic games. The Olympic game is something that doesn’t quite cut the mustard commercially’ he further added.

Indian sport industry has huge potential to perform on global events. Indian Sports industry is facing numerous management and administrative issues and challenges. Management is utmost importance in today sports. In modern day of keen competition success depends upon management skills which lead to higher productivity with responsibility. Management execution and implementation for the sake of attaining pre-determined objectives of the sports organisations and associations like sports federations and AIU.

The global sports sector is estimated to be worth between $480-620 billion. However, in India, sport is yet to be recognized as an economic sector, mainly due to the fact there has been little or no comprehensive study done on the industry’s size, potential, and on the available opportunities that are on offer.

New initiatives such as the establishment of Indian Premier League (Cricket), Hockey India League, Indian Badminton League, Pro Kabaddi League, and Indian Super League (Football) are indeed changing the face and the identity of Indian sports. The sports industry has indeed grown extensively — from Rs. 43.7 billion in 2013 to Rs. 48 billion (8713 million) in 2015 — mainly due to the emergence of new sporting leagues according to CVL Srinivas, CEO of GroupM
South Asia. Srinivas further went on to state that India has moved forward from a single sport nation to a multi-sport country, and is witnessing a boom that will benefit the sports business in the years to come.

All in all, the sports industry in India has tremendous business potential, especially in the fields of marketing, management/sponsorship, exporting of goods or apparel, and sports medicine and tourism. Therefore, the time is ripe to facilitate investment mobility so that corporate houses that are already engaging in sports can upgrade to for-profit sporting ventures, while business houses that are not involved in sports so far may consider this sector as an ideal avenue for CSR activities. It’s time to find out whether the sports industry can in fact be the next big thing for India’s economy.

**Labour Management**: Labours in Indian sports industries are never highly paid before especially in sports Goods industry. Labour matters includes many things as pay and perks, compensations and insurance and other facilities for the players, Coaches, officials and other sport supporting personnel’s. The whole sports were majorly considered as amateur industry. It has affected the growth of the sports sector. According to a survey by TCS on labour standard in sports good industry with special reference to child labour. 30% of sports goods industries are using child labour in their factories, the current minimum daily wages is 82.08 for unskilled labour in Punjab. In order to achieve grand success in Olympic games the labour should be well managed and paid in terms of the their contribution in the industry.

**Developing new revenue streams**: The increased salaries of professional athletes Coached and Officials affected the business of sport. To fund continued increases, team owners are looking for new revenue streams or ways to enhance existing revenue streams. Technological advances, such as the virtual signage and satellite television opportunities have already provided significant new revenues to leagues and teams. Such quests for revenue enhancement are likely to continue in the future, and technology will probably be involved. Think for a minute about how our world is shrinking because of technology. Professional sport crosses international barriers with increasing regularity.

In fact, globalization, along with branding of a sponsor name on team uniforms, is the largest revenue frontier yet to be crossed by sport teams and leagues like IPL based in the World.

**Meeting Technology Challenges**: New technologies are also helping spread professional sport across international boundaries. Thanks to this, Japanese fans can watch Yu Darvish play for MLB’s Texas Rangers and Spanish fans can watch Ricky Rubio play for the NBA’s Minnesota Timberwolves. Similarly, new means to facilitate the spread of sport across international boundaries are emerging every day. The NFL has played exhibition and regular season games in Mexico City, London, Toronto, Tokyo, and Berlin. The NBA sent the Orlando Magic and the Cleveland Cavaliers to China in 2007 to participate in the China Games, and the 2013 - 14 NBA pre-seasons included eight games in Brazil, the Philippines, Spain, England, Turkey, and China.

The same technologies that have helped spread the popularity of professional sport and increase revenues have also created the most competitive entertainment and leisure landscape ever. Twenty-five years ago, people could access four or five TV channels. This competition is likely to continue in the future.
Technology will also present challenges to the traditional business models employed by professional sport. For example, digital video recorders (DVRs) such as TiVo allow people to consume sporting events and shows at their leisure and view them more quickly because they can skip through commercials. This practice may significantly affect the broadcast advertising models that are currently in place. Similarly, the streaming of video content to handheld devices such as cell phones creates a new way for athletes, teams, and leagues to deliver broadcasts. While this potentially creates a new opportunity for revenue generation, the challenge is to determine what consumers want and how to provide it. Further, at the league level, the emergence of such new sources of revenue will challenge traditional league revenue-sharing concepts.

Dealing with globalization: By globalization, we currently mean any or all of the following activities: Sales and distribution of broadcast and other media rights outside of their country of origin; Merchandise sales occurring outside of the country of the respective team identified on the merchandise; Corporate partnerships that can be activated outside of the country of origin of the corporate entity; Exhibition contests, regular season games, and tours played outside of the continental United States and Canada by U.S.-based professional leagues and teams and also by college conferences and their respective teams; Extending social media content outside the national boundaries of the country of origin producing the content; Most of the activities described in the preceding list, as well as those in the following, are already occurring throughout Europe and other continents primarily in the sport of football.

The success of any sports depends mainly on some factors like management, organization and administration. Management is utmost importance in this arena. Management indicates execution and implementation for the sake of attaining predetermined objectives of sports and fitness industry. It also concerns with policy formulation, maintenance of discipline, coordinating activities, performance growth check on regularity basis and also maintaining standard quality of sports and fitness. Inequality in financial funding is also major problems as people invest lots of money to Cricket rather than any other sport. Enterprising, marketing branding etc should be well executed to other sports to so that we get sponsorship ultimately going to improve infrastructure on other arena. I would rather urge to 100% FDI.

Evolution of the new culture sports there is need of hour to change the mindset of individual and parents. Sports associations and marketers need to step up professionally in making it huge success. Discipline is major problems in past and even today scenario that results Doping, biased selection procedures even match fixing etc. So, there is need for live disciplinary committee who regular have eye on such issues. Hoping positive #Tokyo2020.

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HEALTHY AGEING

Dr. Ajai Kumar G.I
Assistant Professor of Physical Education College of Engineering Trivandrum, Thiruvananthapuram, Kerala

Sujith Prabhakar
Assistant Professor of Physical Education, SN College, Kollam, Kerala

INTRODUCTION
Ageing is the accumulation of changes in an organism or object over time. Ageing in humans refers to a multidimensional process of physical, psychological, and social change.

The term "ageing" is somewhat ambiguous. Chronological ageing, referring to how old a person is, is arguably the most straightforward definition of ageing and may be distinguished from "social ageing" (society's expectations of how people should act as they grow older) and "biological ageing" (an organism's physical state as it ages). There is also a distinction between "proximal ageing" (age-based effects that come about because of factors in the recent past) and "distal ageing" (age-based differences that can be traced back to a cause early in person's life, such as childhood poliomyelitis).

AGEING
Active ageing is the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age. It applies to both individuals and population groups. Active ageing allows people to realize their potential for physical, social, and mental well-being throughout the life course and to participate in society, while providing them with adequate protection, security and care when they need.

There is a famous proverb that healthy mind resides in healthy body. Good health is made from healthy and nutritional food. Good nutrition contains multiple benefits for health. If we want to get energy, good sleep, and wish to stay healthy for long term then eating healthy is the best way to achieve it. With eating health it is easy to living healthy.

Ageing is the normal process of life. Physical changes that come over with time cannot be prevented but one can certainly reduced the health risk associated with ageing by making conscious and healthy choices. Taking care of our health in old age, even when we are feeling well is important. Good health care choice considerably slow down or even prevent many health problems related with old age. Whenever you decide to start living healthy, our quality of life will become better and even extend our longevity. Changes with ageing are more or less similar for everyone. But their development may vary and will not necessarily develop at a particular age for everyone. Everyone will have their own pattern of ageing and it is generally linked our genetic makeup. Weak eyesight, hearing loss are some of the common changes with ageing. Many vital organs also become less effective with old age. This makes making healthy lifestyle choice all the more important. Older people should make conscious efforts to exercise, eat a healthy well balanced diet. With proper intake of water, nutrients and oxygen our body will function well for longer time period.

The probability and risk of disease and disability increases with age. However, ageing doesn't mean poor health as such. Preventive measures can considerably reduce the risk of diseases in old age. With good nutrition, exercise, and regular health care checkups it is easy to preserve good health. Older people should be more aware of their needs both physical and emotional.
Being aware will help them in ageing healthy and improve quality of life. In old age it becomes all the more necessary to be healthy and active. It is more of a challenge and it is never late to decide to making healthy choices. As we grow older, our body experiences changes physically. The changes that come in you with age are dependent on many factors like lifestyle, disease and environmental factors. These changes can be worked upon to alter your ageing process. People age differently so what is true for one may not be for another.

SWIMMING
As our body is supported by water, swimming is perfect for preventing pain in the joints, especially for those suffering from arthritis or osteoporosis.

YOGA
Yoga is a low-impact form of exercise that eases joint pain, tones our muscles, improves blood flow, and helps us to relax. Though there are plenty of resources for learning yoga on our own, it is recommended that you start under the guidance of a qualified yoga teacher.

Remember; always consult your doctor before starting any exercise program. If you experience pain, dizziness, breathlessness, or blurred vision, stop immediately and consult your doctor. Once you find a fitness program that suits you, try sticking to it as much as possible to gain maximum benefit.

The challenge of loneliness in old age is real. Loneliness in old age is common because of loss of partners or friends and families that move on. Old age also brings it with fear of death. Loneliness in old age is closely linked to poor health. With low vision and hearing and decreased level of physical activity, the elderly frequently feel lonely. The consequences of loneliness in old age should not be underestimated. Loneliness in old age can be either due to external factors like lack of social network. Loneliness due to internal factors is linked to personality. We are never really prepared for old age. However, to go according to stereotype of old age being lonely and unhappy is not a good idea. Old age can be as happy and healthy. Old people who are frequently faced with feelings of loneliness should keep themselves busy and involve themselves in some activity. Do not let loneliness decide your mental attitude. Old people struggling with loneliness frequently give into it and form a mental attitude where they do not feel like doing anything. This can easily lead into serious outcome of loneliness. Avoid getting into a sedentary lifestyle where your day is passed sleeping or watching television. This is a form of escaping from usual responsibilities and emotional responses.

Loneliness inevitably leads of unhappiness. Find a good support system. Today social services and institutions are working towards helping with age related loneliness. Join a community in your neighborhood. It is the responsibility of elderly people to take responsibility for oneself and not wait for others to do anything for them. Old age can be another opportunity to form new friends, developing new interests, doing something constructive. Even with old hair, you can help someone come of his or her limitations by shedding your own. Choose to be happy!

REFERENCES:
HOLISTIC APPROACH OF JAINISM TO LIFE STYLE MANAGEMENT

Monika Jain  
Department of Yogic Science, Jiwaji University,  
Gwalior (M.P)

ABSTRACT
Of-late people are actively engaged in various activities and racing towards the fiscal benefits resulting in various kinds of stresses and tensions. Sports persons in particular are highly demotivated with their performances although being physically fit, the need of mental and emotional stability which adds to their peak performance is what they lag behind with. All this very much depends on the life style of individuals. This shall essentially be achieved through Yoga and by following the principles of Jainism. Yoga is a comprehensive system of linking body, breath, mind, intelligence, wisdom and spirit. Yoga helps in creating balance and harmony in body and mind and thus attaining a balanced attitudinal equilibrium. Yoga provides the opportunity to a sports person to gain psycho physiological health by controlling breath and Prana and replenishes his body through its detox mechanisms. Principles of Jainism has also developed strong disciplinary capsules following which one shall gain full control over body, mind and senses. Jainism is a religion of great vows long-established by the gurus (tirthankaras). Followers of Jainism take five main vows: ahimsa (“non-violence”), satya (“truth”), asteya (“not stealing”), brahmacharya (“celibacy or chastity”), and aparigraha (“non-attachment”). These principles of yoga and Jainism shall highly influence the life of sports persons in the right way yielding to an integrated approach in the development of his/her personality. One can thus strive to attain holistic health through Yoga and Jainism.

Keywords: Jainism, yoga, holistic, life style, stress

INTRODUCTION
In this modern era, Obesity, lack of stamina and life style disorders are haunting almost every third person. Junk food, unplanned diet schedule, excessive stress and fast paced life might lead to more name, fame and money in short run, but in the long run future is guaranteed to help only the doctors and hospitals. Health issues are sure to haunt us and our next generations. Our generation forgot the old saying of our ancestors – when money is lost, nothing is lost. When health is lost something is lost. When character is lost, everything is lost.”

Day after the other we have been habituated to our lifestyle and ignore the rationale behind the same. Lack of contentment and desire for more and more is what we are teaching to our next generation, through our life styles. Because of ever growing desires and demands from life individuals keep their health and character on stake, and lead a life full of guilt and dissatisfaction. Sports persons have more challenges than others as they have to prove them personally as well as professionally on the field. It is the time to re-discover what and why of our life practices and what we wish to leave behind for the generations to come? Mankind has developed amazing principles of living, long before the present industrial era. These principles are embedded in the nature and enable a person to enjoy the nature without harming its existence and future potential. As modern technologies are becoming widespread in every field, traditional life style practices are becoming extinct. Some of the traditional practices are being documented by different scholars and preserved for future. Among those, principles of Yoga and Jainism are
gaining attention worldwide. In order to maintain, a healthy, peaceful, balanced and ethical lifestyle for every individual. Yoga and Jainism go hand in hand on various aspects like principles of self control, social ethics and the ultimate truth “Liberation”.

THE BASIS OF PRINCIPLES
Jain philosophy lays its roots in the practices as enacted by the 24 saints of Jain community, known as “The Tirthankaras”. Some of these practices are non-Violence (Ahimsa)- A peaceful co-existence with nature, while other practices are extremely helpful for a person in his physical fitness and well being. These practices also infuse you with fresh thinking, holistic approach and an attitude of consonance with the universe.

If we see how Jainism and yoga helps to improve and manage lifestyle, we will have to understand the basic principles of both.

Jinvani described Pancha Mahavrata : Ahimsa, Satya, Asteya, Brahamcharya and Aparigraha, on the other hand PatanjalI yoga Sutras explained Yamas- Ahimsa, Satya, Asteya, Brahamcharya and Aparigraha and Niyams- Shauch, Santosh, Tapas, Swadhyay and Ishwar-Pranidhana for self control. The ultimate aim of both Jainism and Yoga is “Liberation” / Moksha. But for common man practising Yama-Niyama and Pancha Mahavrata leads to satisfactory and peaceful life. Niyamasara a holy book of

According to Dr. Trilok Kumar Jain (writer at inspiration unlimited emagazine) five practices which he himself has practised, found extremely useful are-

1. Eat less; ask for less,
2. Drink warm water after boiling,
3. Don’t drink and eat after sunset,
4. Adopt walking, and
5. Eat vegetarian food

Sportspersons are advised to meditate, as concentration is the vital element of the peak performance and mind-body coordination yielding to success. In yogic practices it is called Dharana and dhyana. Jainism focuses on control over sense organs and desires, while yoga focuses on components like-

Achaar (healthy activities)
Vichaar (healthy thoughts and relationships)
Ahaar (healthy food)
Vihaar (healthy recreation)

As tenets of yoga and Jainism help in right conduct, right way of living with a witness attitude towards life, all disorders caused by improper life style shall be managed and better handled of.

CONCLUSION
It is obvious that most of our ancestors led peaceful and satisfactory lives, although resources, luxury and technology were not so advanced at that time. They had peace and time to spend with
family and friends. In present world, we have remarkable luxuries, facilities, resources and technology to make our life easy and convenient, yet there is no peace of mind, satisfaction and no time for family and friends. As a result the number of crimes and suicide cases are increasing.

Yogic and Jainism concepts are similar in many aspects which strive to develop all components of a sound personality of a human being. One should be physically fit mentally stable, emotionally strong, socially balanced and spiritually sound. Both of these streams helps to attain goal of integration of personality and yield motivation to lead a well-managed life.

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EMERGING JOBS IN SPORTS MANAGEMENT

1Devendra Pal, 2Sushma Kumari
1&2M.P.Ed. Student LNIPE Gwalior

ABSTRACT
Today sports are not just only a competitive field but it is a huge widespread area which becomes one of the biggest industries of the globe. Now the specialized area of sports are individually divided into several parts like professional sports, sports broadcasting, sports recruitment and many more. Now the sporting activities are integral part of the business. This study shows that via means of graphical interpretation of UNITED STATES and INDIA revenue generation during last decade through sports and its growth in the upcoming years. At the end people can easily identify after going through the whole article why sports industries are the biggest emerging business in the future.

KEYWORDS - revenue, statistics, segment

INTRODUCTION
Sports are a dominant influence in our society. No single aspect of culture receives the media attention given to sport. The sport business industry, consisting of such business segments as sporting goods, sports marketing firms, sports sponsorship companies, professional sports, sports apparel, sports media and recreational sports. Recreational sports are estimated to be the eleventh largest industry and grow every year (meek 1997).

After the difference of 20 years, we study the present need, demand or opportunity is raised almost increases thrice from the last few decades. Sports management created its own dominant place of various big events often known as sports mega-events, such as football UEFA European league, soccer’s women’s and men’s world cup, the Olympic games, NBA leagues or in prime position now cricket world cup. The largest segment of sports however is not professional sports. It is just participation sports. This consist of the thousand of sports, recreational, sports tourism, leisure and fitness activities that millions of us participate in everyday. The softball leagues, bowling leagues, biking clubs, running groups, walking clubs, scuba trips, marathons and hundreds of other activities in which we participate make up the largest segment of the sport business industry.

Sports management is the study and practice involved in relation to all people, activities, organizations and business involved in producing, facilitating, promoting, or organizing any product that is sport, fitness and recreation related; and sports products can be goods, services, and people places or ideas (parks, zanger and Quartersman, 1998; pitts, fielding and miller, 1994; pitts and stotlar 1990)

SPORTS MANAGEMENT TODAY AND IN THE FUTURE.
Sports management has grown tremendously as an academic field of study in a short period of time. The number of journal has grown in numbers. And in future the number of programs, students and faculty continue to grow. Most programs today have an average of two full time sports management faculty. There are primarily ten, nine and five content areas required as a base of knowledge across the u.g, master’s and doctoral curricular such as management in sports, ethics in sports, marketing in sports, legal aspects of sports, social and behavioural.
STATISTICAL REVIEW OF SPORTS MARKET REVENUE.

<table>
<thead>
<tr>
<th>Year</th>
<th>Sports market revenue in US billion dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>46.5</td>
</tr>
<tr>
<td>2009</td>
<td>58.4</td>
</tr>
<tr>
<td>2012</td>
<td>78.2</td>
</tr>
<tr>
<td>2013</td>
<td>76.1</td>
</tr>
<tr>
<td>2017</td>
<td>90.9</td>
</tr>
</tbody>
</table>

The statistic illustrates the revenue generated in the global sports market from 2005 to 2017. By 2017 the global sports market was expected to generate revenue of around 91 billion US dollars. In that same year, revenue from the sports merchandising market in the North America was expected to reach 14.2 billion US dollars.

The statistic shows the revenue generated on the Indian sports market from 2006 to 2015. In 2010 the India sports had a value of about 1489 million US dollars. This number was predicted to increase to almost 1.9 billion US dollars by 2015. The majority of viewers in India are aged 22 to 30 years, while cricket is the most popular sport to participate in followed by badminton and cycling. The market is composed of the segments gate revenues, media right, sponsorship and merchandising.

CONCLUSION:
Sports are dominance influence in our society. It consist of segments like sporting goods, sporting marketing firm sports sponsorship companies, professional sports etc. according to journal 1998, the sports business in future is worth $364 billion. After 20 years, demand and opportunities increases rapidly in various big events or mega events. Various graph shows from last decade the rapid increment on economic popularity in sports management. So to see above article we can conclude that in future there will be various jobs and opportunities in this field and people will choose this as their profession and career in their life with good economic prestige.

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EXERCISE PHYSIOLOGY AND ITS ROLE IN PHYSICAL EDUCATION AND SPORTS

Dr. L. Santosh Singh
Assistant Professor
Department of Physical Education
and Sports Science
Manipur University, Canchipur

Waribam James Singh
Research Scholar, Department of Physical Education
and Sports Science
Manipur University, Canchipur

ABSTRACT
Exercise physiology plays an important role in the physical education and sports. Exercise physiology research has identified important effects of exercise on the body's systems, tissues, and cells. Ongoing research is investigating the role of exercise in Cardio vascular, respiratory, and muscular system and chemical processes. Increasingly, Exercise physiology is role the findings of this research to help athletes achieve optimal performance, and non-athletes achieve better health through exercise. Many areas of physiology exercise that effect specific area of cardio-vascular, respiratory, and muscular system from the application of exercise physiology theory and research. The continued demand for athletes at all levels to be better, faster, and stronger, combined with the national focus on getting all involved in some form of physical activity, will require that exercise physiologists increasingly work together to optimize sports and exercise performance, health, and safety.

There are numerous Physiological terms being used in the field of Physical Education and Sports. For all the trainers, coaches and Physical Education teachers and well understanding of all these terms is very important to make the players or the students understand fully, so that better methods of training or teaching may be facilitated. This paper will review the Exercise Physiological concepts and its role in the field of Physical Education and Sports

Keywords: Physiological concepts, physiology, exercise physiology, sports, physical education, Performance, Health, Safety etc.

INTRODUCTION
Physical exercise is any bodily activity that improves or maintains physical fitness and overall health and wellness. Regular exercise makes the heart stronger and the lungs fitter, enabling the cardiovascular system to deliver more oxygen to the body with every heartbeat and the pulmonary system to increase the maximum amount of oxygen that the lungs can take in. A sports physiologist examines the acute responses and chronic adaptations to athletic performance in a variety of environments. Physiology is the branch of biology dealing with the functions and activities of living organisms and their parts, including all physical and chemical processes. Exercise Physiology is the study of how exercise changes the function and structure of the body. Exercise Physiology is what happens to the body as it exercises a single time, how these changes are brought about, what changes in function occur after repeated sessions of exercise and how these changes come to pass, and finally, what can be done to improve the body’s response to
exercise and its adaptation to training. It is the identification of physiological mechanisms underlying physical activity, the comprehensive delivery of treatment services concerned with the analysis, improvement, and maintenance of health and fitness, rehabilitation of heart disease and other chronic diseases and/or disabilities, and the professional guidance and counsel of athletes and others interested in athletics, sports training and human adaptability to acute and chronic exercise.

Role of Exercise Physiology in the Physical Education and Sports
Physiology is the science of body function. It is the study of mechanical, physical and biochemical properties of living organisms. Physiology incorporates a significance amount of anatomy; anatomy is the science of body structures and their inter-relationship. Efforts to understand human physiology through the study of sports performance and record performance have been ongoing for about a century. Faster, higher, stronger these simple descriptions have been of interest to human’s performance since the beginning of recorded history. In this context integrative physiology factors have been served by called ‘experiments in nature’. Sports Performance capacity is defined as “the maximum ability of the cardiovascular system to deliver oxygen to exercising skeletal muscle and of the exercising muscle to extract oxygen from the blood”. Consequently, exercise tolerance is determined by three factors: pulmonary gas exchange; cardiovascular performance, including the peripheral vascular tree; and skeletal muscle metabolism. The below terms and roles are very essential to physical education and sports, Physical education teachers and coaches. In order to improve the way of teaching, coaching and training.

Vital Capacity (VC): The total volume of air that can be voluntarily moved in one breath, from full inspiration to maximum expiration, or vice versa, is termed as the vital capacity (VC). This consists of the tidal volume plus the inspiratory and expiratory reserve volumes. Average volume of vital capacity is 4 -5 liters in healthy young man. The values of 7.6 and 9.1 liters have been reported for a professional footballer.

Tidal Volume (TV): It is the volume of air moved during either inspiratory or expiratory phase of each breath. Average tidal volume of normal individual at resting condition is about 500 ml of air per breath.

Inspiratory Reserve Volume (IRV): The amount of air inspired as deeply as possible in one breath is called inspiratory reserve volume (IRV). This additional volume is about 2.5 to 3.5 liters above the inspired tidal air.

Expiratory Reserve Volume (ERV): It is the maximum amount of air expired in one breath. It is ranged between 1.0 to 1.5 liters for an average sized man.

Function Residual Volume (FRV): It includes the known expiratory reserve volume (ERV) and the unknown residual volume.

Residual Lung Volume (RLV): When one exhales as deeply as possible, there is still a volume of air that remains in the lungs. This volume which cannot be exhaled is the residual lung volume. It averages between 1.0 and 1.2 liters.

Total Lung Volume (TLV): The residual lung volume plus vital capacity constitute the total lung volume (TLV). TLV=RV+VC
Minute Ventilation (MV) : Amount of air, which we can inspire or expire in one minute, is called minute ventilation. \( MV = TV + BF = 500\text{ml} \times 12 = 6\text{L/min} \) at rest.

\( O_2 \) intake capacity : The \( O_2 \) intake is the amount of \( O_2 \) which can be taken into the blood stream from the atmosphere. If \( O_2 \) intake is more, there are favourable chances of achieving higher \( VO_2 \) max. \( O_2 \) intake depends upon vital capacity – it also depends on the lung size, no. of active lung alveoli, strength of intercostals muscle, and size of the chest cavity. \( O_2 \) is absorbed into the blood through diffusion.

Second Wind : In the field of sports particularly in running a race the term second wind is commonly used by coaches or trainers and also experienced by athletes. But this state of feeling is unexplained by athletes because of poor understanding. A second wind is a sensation characterized by a sudden change of condition or state from an unknown feeling of distress or fatigue during the early part of prolonged exercise as compared to less stressful feeling later in the exercise. At the early portion of workout the athlete feels himself in an uncomfortable state or feels fatigue but suddenly the athlete feels sense of freedom as the distress or feeling of uncomfortable is gone. He/ She have experienced second wind.

Oxygen Debt : We know that after exercise our body does not immediately return to resting level. In lighter exercise recovery is fast. But if the exercise is heavy or stressful such as swimming 200 meters or running 800 meters as fast as possible, comparatively the body needs more time to return to rest.

Muscle cross section : Muscle cross section indicates the size of the muscle. Bigger and larger muscles can generate more force. Strength is directly proportion to the size of the muscle.

Muscle tone: Muscle tone, also known as muscle tonus or residual muscle tension, is an unconscious low level contraction of your muscles while they are at rest. Essentially, muscle tone is what makes your muscles still feel somewhat firm while you are resting and not intentionally tensing them.

Muscular Contractions: Muscular contractions can mainly be categorized into four types of contractions such as Isotonic Contraction, Isometric Contraction, Eccentric Contraction and Isokinetic Contraction.

Blood Pressure: Blood pressure is the pressure that blood exerts against the wall of the arteries.

Pulse Pressure: Pulse pressure is the difference between the systolic and diastolic pressure readings. It is measured in millimeters of mercury (mmHg). It represents the force that the heart generates each time it contracts. If resting blood pressure is (systolic-diastolic) 120-80 millimeters of mercury (mmHg), pulse pressure is 40.

Blood Volume: Physical training or exercise particularly endurance results increase in blood volume which is mainly due to increase in blood plasma volume (Liquid portion of the blood). Number of blood cell also will increase.

Blood Flow: Physical training changes the function and the structure of the heart. It is well known fact that active muscle requires more oxygen and nutrients.

Heart rate: It is the speed of the heartbeat measured by the number of contractions of the heart per minute (bpm).
Cardiac output: The amount of blood the heart pumps through the circulatory system in a minute. The stroke volume and the heart rate determine the cardiac output. Cardiac output = Stroke Volume × Heart Rate.

Stitch in the Side: This happening is also very familiar to most athletes or sportspersons. The stitch in the side is usually felt as a sharp, severe pain in the side or rib cage. This pain gradually subsides as the activity continues.

Stroke Volume: The amount of blood pumped by the left ventricle of the heart in one contraction. The stroke volume is not all the blood contained in the left ventricle; normally, only about two-thirds of the blood in the ventricle is expelled with each beat.

Carbohydrate Loading: A carbohydrate-loading diet, also called a crab-loading diet, is a strategy to increase the amount of fuel stored in your muscles to improve your athletic performance for endurance events. Any physical activity requires carbohydrates for fuel. For most recreational activity, your body uses its existing energy stores for fuel.

Balance ability: It is the ability to maintain balance during whole body movements and to regain balance quickly after the balance disturbing movements. Two types – static balance – it depends on kinesthetic, tactile and to some extent on vestibular sense organs. Dynamic balance it depends on the functional capacity of the vestibular sense organ.

Conclusion: Based on the above exercise physiology and role and their meaning, it can be concluded that it is very important to any one related to Sports, Physical Activity and Physical Education as a Coach, Trainer or Teacher to be aware about all the exercise physiological and its role in physical education and Sports.

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YOGA FOR DEPRESSION AND ANXIETY:
A SYSTEMATIC REVIEW

*Vaibhav Singh
**Dr. Abhimanyu Singh
*Research Scholar, Department of Physical Education, BHU., Varanasi, U.P. India
**Supervisor, Professor, Dept. of Physical Education, BHU., Varanasi, U.P. India

INTRODUCTION
“Any person who actively practices Yoga becomes a Siddha, be the young, old or even very old, sickly or weak”

HATHA YOGA PRADIPIKA
Today yoga being a subject of varied interests, has gained worldwide popularity. Recent research trends have shown that it can serve as an applied science in a number of fields such as education, physical education and sports. Health and family welfare, psychology and medicine also one of the valuable means for the development of human resources for better performance and productivity. However, there exists controversy in accepting yoga as medicine and therapy because it has generally been believed that yoga is a spiritual science having emancipation as its goal and hence cannot be treated only as a therapy.

Yogic techniques are known to improve one’s overall performance. Pranayama (breathing exercise) is known to be a part of yogic techniques. Patanjali in his Yoga Sutra describes- Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana and Samadhi as eight angas (parts) of yoga. Amongst them, in the present materialistic world, the third and fourth part, Pranayama and Asana (Postures) are considered as very important parts and prescribed by modern medicine too. Many physicians now recommend yoga to patients at risk for heart diseases, as well as those with back pain, arthritis, depression and other chronic diseases. The beneficial effects of different Pranayamas are well reported and have sound scientific basis. Different types of Pranayamas (breathing exercises) produce different physiological responses in normal young volunteer. Savitri Pranayama, Kapalbhati, Bhashrika Pranayama, Nadi suddhi Pranayama (Alternate nostril breathing), are well known among them.

Yoga is an ancient tradition that has been westernized and often practiced for its proposed health benefits. Traditional texts describe its benefits for many types of arthritis. Two limited studies of yoga in osteoarthritis of the hands and carpal tunnel syndrome show greater improvement in pain than in control groups. Yoga uses stretching and improves strength so that it theoretically should be beneficial for some musculoskeletal problems. Yoga merits further study into its cellular and physiological effects.

Yoga exercises are scientific means for strengthening of all living or atrophying muscle fibers and tissues. This system teaches how to awake new life pulsations in active tissues. In this context it is different from other system of exercise in as much as it is different from other system of exercise in as much as it teaches. One has to concentrate his attention on the awakened energy which directly gives power, strength and vitality to all the parts of the body. It develops will power along with bodily strength. This aspect of yoga is technically known as “asanas” which was developed by the Hath yogic into a well organized system of physical culture.
DEPRESSION
Diagnosis of major depressive disorder starts by examining whether or not an individual has experienced a major depressive episode. A major depressive episode is marked as a two week period of time in which an individual experiences depressed mood or loss of pleasure or interest, and at least four other symptoms are present that demonstrate a decline in functioning such as difficulties with energy, concentration, sleep, or eating. The DSM-5 identifies symptoms of depression as: poor appetite or overeating; insomnia or hypersomnia; low energy or fatigue; low self-esteem; poor concentration or difficulty making decisions; feeling hopeless or helpless; lack of interest in once pleasing activities; and thoughts of suicide. Throughout this research, studies examining both Major Depression and general depression will be included. General depression, or known in the DSM-5 as Unspecified Depression, is characterized by the experience of depressive symptoms but not meeting criteria for Major Depression.

ANXIETY
Anxiety disorders come in many different forms and are often comorbid with one or more mental health diagnosis, most commonly, depression. Comorbidity refers to the experience of having more than one illness or disorder simultaneously. Primarily, anxiety disorders all share the common characteristics of experiencing excessive fear and anxiety. Fear is an emotion that functions to trigger the autonomic nervous system and prepares individuals to fight or flight. Anxiety, on the other hand, causes individuals to become hypervigilant and prepared for perceived danger in the future (American Psychiatric Association, 2013). The DSM-5 identifies that anxiety becomes pathological when it is marked by becoming excessive, persistent, and functionally impairing. Symptoms of anxiety include: excessive anxiety and worry; difficulty coping with worry; restlessness or feeling keyed up or on edge; feeling easily fatigued; difficulty concentrating or mind going blank; irritability; muscle tension; and sleep disturbance. Individuals with either anxiety disorders or individuals with anxiety symptoms will be included in this research.

MEDITATION AND MINDFULNESS PRACTICE
The articles analyzed included 13 studies that focused on or used some form of meditation or mindfulness practice as part of their yoga intervention. Two of the articles used Mindfulness-Based Stress Reduction (MBSR) methods as their interventions and included yoga as a form of mindfulness. These studies included yoga as well as other types of meditations or dyana as a primary focus. This study attributed the effectiveness of the intervention on the mindfulness practices in general, rather than on the practice of yoga itself. Another study considered 79 veterans experiencing depression, anxiety, and suicidal ideation. The veterans participated in a nine week MBSR course that included seated and walking meditations, gentle yoga, body scans, group discussions, and mindfulness exercises (Serpa et al., 2014). Again, this study focused on the mindfulness aspect of yoga, and less so on the physical postures, breath, or yogic philosophy. All of the 13 articles represented meditation or mindfulness practice as a core element of yoga’s therapeutic capacity.

CONCLUSION
Thematic analysis was used to extract information regarding the research question, as well as to identify themes that appeared in the literature. Three of the themes that emerged were directly related to the research question of “How is yoga being used to treat depression and anxiety?”
One of the themes was the focus on the breath or pranayama. Another theme was the meditation or mindfulness practices of yoga. Out of the 22 articles analyzed, 13 studies concentrated on using meditation or mindfulness aspects of yoga as the focus of yoga as an intervention. Concentrated breath work was said to reduce anxiety significantly by decreasing arousal of the autonomic nervous system. This data was primarily qualitative in nature and based on self-reports of individuals, however, this article contained theoretical information as well. In the future there needs to be more work done to build up the theory being identified within yoga as an intervention. Due to the diverse nature of the styles researched, and the overall effectiveness that was observed, it may be inferred that it is not one specific piece of yogic teachings that are helpful in treating depression and anxiety. Rather, the blending of each beneficial part may make yoga a diverse intervention that can reach clients on many levels. The effectiveness of yoga as an intervention alleviates symptoms; addresses spirituality; increases self-confidence and self worth; and reaches the whole being of an individual. Yoga has shown to be effective among diverse populations of varying physical capabilities, and can be tailored to individualized needs. Although the field of using yoga therapeutically in Western society is relatively new, it seems promising that yoga may be a mind-body-spirit intervention that is both comforting and healing for individuals with depression and anxiety.

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OBESITY AND PHYSICAL ACTIVITY

Dr. S. BINTHU MATHAVAN, Post -Doctoral Fellow
Dr. A. PRAVEEN., Assistant Professor, Department of Physical Education and Sports,
Pondicherry University, Puducherry-605014, Email: sbmathavan@live.com Mob:-09750647970.

ENVIRONMENT OF TODAY’S GENERATION
Now a day throughout world most of the peoples were living with pathetic environment which means around various pollution like Air, Noise, Land and Water pollution are living. Unfortunately, we cannot able to avoid all above said things by peoples who are living Urban/Industrial area, and every individual’s health determines depends upon their environment, at least we have to take a step to make better environment for our future generation otherwise polluted environment may affect their life critical it may affect their healthy life, reduce life span.

TYPES OF OBESITY
Apple shape Obesity: A person who is having more weight in upper body {excessive fat accumulation in above hip} that is apple shape obese it also called abdominal and central obesity. Apple shape persons may affect with following health issues diabetes, high blood pressure, coronary diseases, high cholesterol and respiratory problems.

Pear shape obesity: Who is having more weight in lower body below hip region that is pear shape obese {excessive fat accumulation in below hip}, this may also have called peripheral and gynoecia obesity which is affected more in female with orthopedic problems around world.

REMEDY
As a physical educationist we need to serve our society to make them healthy through various possible way, in that order we have make awareness to people around us regarding Obese and its causes and major health issues. For prevent/ reduce obese what are the ways we have to follow as a physical educationist. According to playing area, facility and equipment basis only we have to frame possible physical exercises schedule. In that way there are two major types of exercises own body and equipment -based activities. It this individual Exercises: The individual who are feel so hesitate to execute physical activity in front of others or lack of playing area they can choose this kind of activity with listen interesting music which may help to stimulate their activity but, in this exercise, external motivation is less, interest may reduce and mind will distract easily from scheduled exercises. Partner Exercises: Who need to execute physical activity like competitive manner they can choose this kind of activity it may include number of reputation and set of exercises may execute in single exercises alternatively. In this both can motivate each other while perform activity but partner must be positive thoughts personality. Group Exercises: Single activity will performed by more number of people who knows more information about particular activity they can lead and guide the group in this we can correct the mistakes our own and with someone help more possibility to share the information and interaction among group. Involving Sports & Games: This method is better than other above said exercises because while playing any games and sports knowingly/unknowingly we have more possibility to spend high energy when we play with some sports persons. But in this we need suitable playing area.
Exercises Suggesting for Obese People: Before practice following activities, we must consult the physician about our health, according to their guidance with help of experienced physical educationist we can perform they may suggest suitable exercise based on individual’s capability.


OUTCOME OF MAINTAINING REGULAR PHYSICAL ACTIVITY
Better posture, complete our daily routine work with active, improve strength, improve energy producing and transfer, sufficient blood supply, prevent respiratory problems, positive thinking, maintaining weight, good decision making, self-confident, mental health, prevent form various health issues, avoid chronic problems, concentrate more time in work, healthy joints, avoid bone problems, back strengthen, avoid asthma, improve flexibility, muscular endurance, co-ordination, agility, actively participate various sports and games, avoid negative thoughts generation from mind, peace mind, improves thinking capability and so on. In this way because of maintaining regular physical activity we can prevent and manage most of the health issues, we may have more possibility to have better healthy life in and around of our society and our future pillars of our nation (children).

Body reacts to exercises: While involving physical activity there is various physiological changes may occur, first thing is when starting exercises your body may create interest to perform more exercise with effective. In first ten minutes reaction of our body is to increase heart rate, oxygen supply, blood supply in all body parts, increases energy producing for that body uses various energy system depends upon exercises intensity, in such a way our body adopting various physical exercises.
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SUPERSTITION IN SPORTS

Dr. Sheela Kumari
Associate Professor, Department of Physical Education and Sports Sciences, Gargi College, University of Delhi

Dr. Rakesh Kumar
Assistant Professor, Department of Physical Education and Sports Sciences, Gargi College, University of Delhi

ABSTRACT
The current research addresses the prevalence of pre-competition superstitious rituals among National level Netball players. The aim of this study was to expand upon the current literature in the area of superstition in sport and make preliminary attempts to identify underlying functions of superstitious ritual use in 21st century. The objective of the research paper is to identify the Superstition among National Level Netball Players. A Self-develop questionnaire of Superstition in Sports was used as a tool of the study. The data was collected during the Inter-College Netball competition, organised by Delhi University Sports Council among top 10 eights women Netball teams of Delhi University (N-100). The data was further computed and analysed by descriptive research.

Key words: Superstition, Rituals and Netball.

INTRODUCTION
Superstitious beliefs in sport are defined as formal, repeated, and successive actions which are characterized by athletic performance level. A superstition in sport is a topic that has been researched to some degree from the perspective of the athlete. Do athletes perform superstitions because they feel it gives them a performance or competitive edge? Has performing superstitions simply been moulded into a habit? Where did the superstitions originate?

Superstitions are often described as irrational beliefs or practices thought to influence the outcome of a course of events (Damisch, Stoberock & Mussweller, 2010). Superstitious behaviour in sport can be defined as actions, which are ‘repetitive, formal, sequential and distinct from technical performance, which the athlete believes to be powerful in controlling luck and other external factors’ (Bleak & Frederick 1998). Superstitions are different for different countries and society. For example, Simmons and Schindler (2003) demonstrate that, in China prices ending with the digit 8 are very common because there is a local belief that number 8 brings luck, prosperity and happiness. (Simmons L.C. and Schindler R.M. 2003). According to Malinowski (1948), superstitions are used to fight anxiety and distress by filling the psychological gap caused by uncertainty.

The repetitive nature of these actions leads to use of the term ‘Superstitious Ritual’. Although the use of these behaviours is prevalent, little research has been done to specifically examine superstition in sport, the psychological implications of superstitious ritual on the athlete and particularly on their subsequent performance. In light of this, most athletes approach these opportunities as well prepared as possible, however there are still many factors that are outside the control of any athlete.
OBJECTIVE OF THE STUDY

- To identify the Superstition among National Level Netball Players
- To expand upon the current literature in the area of superstition in sport and make preliminary attempts to identify underlying functions of superstitious ritual use in 21st century.

PROCEDURE

The research was conducted to find out the current practice of Superstition among the sportsperson of Delhi University. For purpose of the present study, a total 100 candidates age range from 17-21, represent at least National level sports participation were selected as a sample of the study. The data was collected during the Netball Inter college competition before a match schedule. A self-develop questionnaire (Five point Likert Scale from Strongly Agree to Strongly Disagree) of superstition was used as a tool of the study. The data was further analysed and computed by descriptive research.

DISCUSSION ON FINDINGS

The research was design to check the current practice of superstition in sports, based on the current literature or existing phenomena of sports, starting with Particular Object, Jersey Number or lucky equipment, Majority of the population in Netball believed that these all object influence the individual performance, it may be positive or may be negative, presence of particular family member or friend also boost the confidence level of the individual which a another type of superstition. Performing some ritualistic before any competition is also a sign of superstition.

Research supported by Magyar & Chase, 1996, many athletes suggested that keeping a routine, including eating the same foods daily, helped them to concentrate, focus, and relax before and during competition. Majority of the population believed about the certain ritual practice before entering for a match like touch the ground, prayer, taking a teaspoon with curd, follow the same warming-up routine and many more.

In respect to prayer and wishes, Superstition is a proportionate to religious practice, Majority of the population belief in God that’s why, they used to prayer before start the match.

Superstition also depend upon the sign and luck of the individuals. Majority of the population agree with sighting of black cat is ominous; crowing of a crow near one’s house on the competition day indicates bad luck. In the last It was observed that majority of the Netball Players from University of Delhi is beliefs in Superstation in Sports

CONCLUSION

- Majority of the population from Delhi University Netball players believed in Superstition in Sports.
- Players agree with Object/ ornament/Jersey Number etc is a sign of Superstition.
Research also indicates that superstition practice only familiar before a match.
Players also accept about the sign and beliefs in sports.

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A STEP TOWARDS BETTER GOVERNANCE IN SPORTS: A GUIDELINE

Sandeep Kumar, Assistant Professor, Department of Physical Education, SSSS (PG) College, Rasna, Meerut
Dr. Samiran Chakraborty, Associate Professor, IGIPESS, University of Delhi

ABSTRACT
Over several decades serious questions about the governance standards of sport have surfaced in the public with irregular intervals. In the past couple of years, however, the accumulation of scandals in sport has grown so intensely that the credibility of sport and its organisations is shaken fundamentally, threatening the public trust in sport as a lever of positive social and cultural values in democratic societies. In the course of the years the need for not only pointing to the obvious problems, but also to search for solutions, became ever more urgent.

INTRODUCTION
Governance can be said to set the right policy and procedures for ensuring that things are done in a proper way. On the contrary, management is all about doing things in the proper way.

The responsibilities between governance and management also differ. The responsibilities of governance include choosing top executives, evaluating their performance, authorizing plans/commitments and evaluating the organization’s performance. On the other hand, management has the responsibility for managing and enhancing the overall performance of the organization. Management has the responsibility to implement the systems of governance.

The number of board committees, size and mix, will vary from organisation to organisation depending on its size, complexity and the challenges it faces. Sporting organisations should consider the need to have board committees, the following are examples; Audit, Remuneration, Selection and Technical. The function and importance of the audit committee are considered later in these guidelines.

STRATEGIC PLANNING
As it is expected that national sporting organisation’s will form a company limited by guarantee structure, then it will be necessary to appoint a company secretary to provide for the legal compliance requirements under company law.

It is important that that a board regularly reviews its strategic priorities to ensure it maintains its competitive advantage and is clear on what it wants management to focus.

The ASC considers it important that all key stakeholders are consulted through the strategic planning framework to ensure future strategies are addressing the most pressing issues within the industry.

INTERNAL AUDIT
An effective audit process should ensure there are adequate controls and systems in place to alert management and the board of potential financial risks associated with the operation of the sport.

Given the heavy financial focus on audit processes, management and board directors should have basic financial literacy that enables them to understand and actively challenge information presented.
MONITORING AND EVALUATING
The board should have in place an effective and efficient monitoring and evaluation system. This will include financial and non-financial monitoring. In particular, each board should monitor outcomes of the implementation of the strategies as the basis for the evaluation of overall performance and reporting to members.

OPEN ORGANISATIONAL CULTURE
Each board should ensure and actively promote ethical behaviour and decision making within their organisation. Good corporate governance ultimately requires people of integrity to ensure the reputation of an organisation is managed, protected and enhanced.

GENERAL ASSEMBLY
It is a guiding principle of law that members must have the right to remove the board and change the constitution as they see fit, as they are ultimately the owners of the organisation.

There may be circumstances where certain arrangements are in place that restrict the members capacity to make change, however these should only be temporary measures in periods of instability and ultimate power should always return to that of the members.

CONSULTATION
Each board should ensure it exercises leadership, integrity and good judgment, always acting in the best interest of the organisation as a whole, demonstrating transparency, accountability and responsibility to its members.

ANNUAL REPORTS
The system of governance should ensure that timely and accurate disclosures are made on all material matters regarding the organisation, including governance, financial situation and performance of the organisation.

VOLUNTEER MANAGEMENT
The first approach focuses on the driving forces behind the civil engagement in sport and other activities and purposes. The involvement in volunteer work is a complex interaction between different motives and incentives. In a strongly simplified way, it could be said that people take on volunteer work because it is ‘necessary’, because it is ‘meaningful’ and because it is related to ‘pleasure’

FINANCIAL REPORTING
That the board receive timely and accurate financial statements and that these are presented regularly

AUDIT
The existence of an audit committee is recognised as an important feature of good corporate governance. The committee should be structured with at least 3 people; the members should be financially literate and include at least one who has financial expertise (i.e. qualified accountant). The audit committee should only comprise persons who are not directly involved in management of the organisation. The chair of the audit committee should be independent from the chair of the board.
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START-UP SPORTS BUSINESS IN INDIA

Akhilesh Singh Kushwaha  
M.P.Ed Student, LNIPE Gwalior, M.P
Vikas Singh  
M.P.Ed Student, LNIPE, Gwalior, M.P

INTRODUCTION
Before we talk about the technicalities of financing a startup in sports, we need to know what a startup is. A startup is a company which has a minimal history of operation. In other words, any venture which has been recently started by a person or a group can be termed as a startup. For example, companies like Google and Naukri.Com were startups. Startup companies usually come in different forms. These two options help startup companies begin operations, exchanging cash for an equity stake. Many startups are also funded directly by the founders themselves, so as to avoid any overheads. Some startups also opt for crowd funding, wherein a collective cooperation of people is required to pool. According to Vinit Karnik, national director for sports and live events at Group M ESP, in the past, sports was seen as loss-making affair. However, with the formation of newer leagues and successful franchises, “the sports industry has grown by up to 10 percent by the year 2014,” Karnik says- New initiatives such as the establishment of Indian Premier League (Cricket), Hockey India League, Indian Badminton League, Pro Kabaddi League, and Indian Super League (Football) are indeed changing the face and the identity of Indian sports. The sports industry has indeed grown extensively — from Rs. 43.7 billion in 2013 to Rs. 48 billion ($713 million) in 2015 — mainly due to the emergence of new sporting leagues according to CVL Srinivas, CEO of Group M South Asia. Srinivas further went on to state that India has moved forward from a single sport nation to a multi-sport country, and is witnessing a boom that will benefit the sports business in the years to come.[2]

Here are some sports companies who are very famous and earning so much profit : Cosco Company : Cosco (India) Ltd. is an Indian Sports Equipment Manufacturer based in Delhi. Cosco makes equipment for many sports, among them Basketball, Football, Volleyball, Handball, Cricket, Tennis, Rackets, Table Tennis, Skates as well as Fitness Equipments. The company incorporated or came into existence on 25 January 1980 under The Companies Act 1956. The company was a sister concern of Enkay India Rubber Company Pvt Ltd, which is also engaged in producing sports products for a number of years. It was a private company until 15 March 1994 after which the company was transformed into a Public Company. After incorporation of the company it took over the partnership Firm Coronation Sporting ball Co., which started operating in 1976 and was engaged in the production of Sporting Balls. The company's shares are issued in India's Stock Exchanges (BSE and DSE). Most of the Tournaments in India use Cosco sports products. It has managed to retain its place in the market for producing good quality sport and fitness equipments. Cosco was the official sports partner for the 35th National Games Kerala, 2015 for Football, Table Tennis and Hand Ball that were held from 31 January 2015 to 14 February 2015.[3]
Brand Value of the sports company COSCO from 2012 to 2016 (in billion U.S. dollars)*

<table>
<thead>
<tr>
<th>Fiscal Year is Jan- Dec</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosco Shipping Revenues or Net Sales</td>
<td>1.45B</td>
<td>19.94B</td>
<td>2B</td>
<td>1.83B</td>
<td>1.75B</td>
</tr>
<tr>
<td>Cost of Goods Sold (COGS)</td>
<td>1.05B</td>
<td>1.57B</td>
<td>1.77B</td>
<td>1.86B</td>
<td>1.79B</td>
</tr>
<tr>
<td>Cosco Shipping Ross Profit</td>
<td>406.59M</td>
<td>373.44M</td>
<td>226M</td>
<td>-29.19M</td>
<td>-31.52M</td>
</tr>
</tbody>
</table>

**REEBOK COMPANY**

Reebok is a global athletic footwear and apparel company, operating as a subsidiary of Adidas since 2005. Reebok produces and distributes fitness, running and Cross Fit sportswear including clothing and footwear. It is the official footwear and apparel sponsor for Ultimate Fighting Championship (UFC), Cross Fit, Spartan Race, and Les Mills. After his ideas progressed, he founded his business 'J.W. Foster' in 1900, later he joined with his sons and changed the company name to J.W. Foster and Sons. Foster opened a small factory called Olympic Works, and gradually became famous among athletes for his "running pumps". For pioneering the use of spikes, the company's revolutionary running pumps appear in the book, *Golden Kicks: The Shoes that changed Sport*. The company began distributing shoes across the United Kingdom which were worn by British athletes. They were made famous by 100m Olympic champion Harold Abrahams (who would be immortalized in the Oscar winning film *Chariots of Fire*) in the 1924 Summer Olympics held in Paris. In 1958, in Bolton, two of the founder's grandsons, Joe and Jeff Foster, formed a companion company "Reebok," having found the name in a South African dictionary won in a running race by Joe Foster as a boy. In 1979, at the Chicago International Sneaker Trade show an American businessman, Paul Fireman, took notice of Reebok. Fireman was working for an outdoor sporting goods store and negotiated a deal to license and distribute the Reebok brand in the United States. The division was called Reebok USA Ltd. Later that year, Fireman introduced three new shoes to the market at $60. By 1981, Reebok reached more than $1.5 million in sales.[4]
Brand Value of the sports company REEBOK from 2012 to 2017 (in billion U.S. dollars)* [5]

As you see here that Reebok Company Revenue is going low year by year, so the reason is only that there marketing is very slow comparison with other sports brands or Companies. At starting they had fully focused on all the steps and when they had a greater hike in the profit so they loosen their rules and don’t follow the same steps continuously. And that’s why the result is like this, which you all can see easily.

One more famous Sports Companies Revenues I would like to show that how much its growing:-

Brand Value of the sports company NIKE from 2012 to 2017 (in billion U.S. dollars)* [5]

Now we have to discuss that why these companies growing so good profit, what are the reasons behind it, what steps they had followed to group up their business like- funding, sponsorships methods and also what certain pitfalls they had avoided for developing their business better.

DIFFERENT FUNDINGS FOR START UP THE BUSINESS

Bootstrapping your startup business, Crowd funding As A Funding Option, Get Angel Investment In Your Startup, Get Venture Capital For Your Business, Get Funding From Business Incubators & Accelerators, Raise Funds By Winning Contests, Raise Money Through Bank Loans, Get Business Loans From Microfinance Providers or NBFCs, Government Programs That Offer Startup Capital, Quick Ways To Raise Money For Your Business. [6] If you want to grow really fast, you probably need outside sources of capital. If you bootstrap and remain without external funding for too long, you may be unable to take advantage of market opportunities. Now the big question is – How do you prepare your business for fund raising? It’s better to start from the beginning with good corporate governance as it might get
hard to go back later and try to exert fiscal discipline. To address these concerns, invest in a good accounting software and keep your finances in order.

**SPONSORSHIPS**

Make It About the Sponsor, Not About You, Be Clear about Your Demographic, Have a Great Platform, Hav Cause-Related Marketing Opportunities, Create a Compelling Sponsor Proposal, Borrow Experience, Make Integrity a Part of Your Brand.[7] Now I want to show the graph for that how the sponsorships are growing the sports market in India and how much the sponsorships is helpful to grow our business in a very good level, and how much the sports sponsorships grown from 2008 up to 2016: -In a year when the advertising business grew only 11.89%, sports sponsorship grew 19.33% in 2016 to touch Rs6,400 crore, high-lighting the willingness of advertisers to spend big money on sporting events, according to a report jointly published by Group M ESP and Sportz Power and released on Thursday. Interestingly, while cricket still accounts for much of the sponsorship, other sports are beginning to make the presence felt.

![Graph showing sports sponsorship growth from 2008 to 2016](image)

**TYPES OF BUSINESS INVESTORS**

Angel Investors, Peer-To-Peer Lending, Venture Capitalists, Banks, Personal Investors, Cash Equivalent, Lending Investments, Ownership Investments, Debt Investments, Equity Investments. [8] How Social Media Marketing Can Help To Grow Our Business Social media helps get the word out, Social media is cost-effective, Social media reaches all ages and demographics, Social media encourages two-way communication, Social media users are active, Social media lets you share a lot about your business, Social media is perfect for customer service, Social media can make a big difference for your email marketing, Identify Goals and Objectives, Understand Their Needs, Produce Valuable Content, Use Hash tags Often, Find a balance between popularity and business, Use social media to amplify all of your business and marketing efforts. [9]

**WHY SOME COMPANIES FAIL TO GROW**

No business plan, Lack of strong leadership, Poor cash flow management, Inefficient operations, Sloppy recordkeeping, Lack of resources, Unhappy employees, Outdated technology, Crappy customer support, Resistance to change. [10] Some of the companies don’t grown because of all these reasons. If someone is future planning for the sports business, so they must have to take care of all these pitfalls. Because in business there is a maximum chance for the risks, so to avoid this all we have to make the planning step by step that what we have to do, after this step
complete. We don’t have to think about the results in starting that how much it will give profit to us. Because in business the most important thing is patience. We just have to go on, follow all the instructions, find the best sponsorships and fundings. And the most important thing is marketing. The maximum chances for the profits based on the marketing of our business. As much we do the marketing of our business with their highlighted qualities, that much it will give best response and profit to the share holders or owners.

CONCLUSION:
The researcher had investigated on various sports businesses in India, for this study researcher goes through the techniques used by sports companies to enhance their business all over the India. A startup is a company which has a minimal history of operation. Reebok produces and distributes fitness, running and Cross Fit sportswear including clothing and footwear. Reebok world headquarters remains located in Boston, Massachusetts, U.S.A. Reebok EMEA (Europe, Middle East, Africa) has its regional office in Amsterdam, Netherlands. I had shown some famous sports companies that how much they growing up or going down by yearly and how much they are growing their sports business in all over the world. And also shown all the certain criteria used by sports companies through which they may enhanced their business such as funding, investment, sponsorships, media, etc. So it is concluded in the paper that all the factors, and certain pitfalls that need to be avoided in sports business.

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SPORTS SCIENCES (MULTIDISCIPLINARY STUDY OF KET OF SCIENCES)

Rayeesul Qadir, PhD Student, Sant Baba Bagh Singh University, Jalandhar

ABSTRACT

Sports science is a discipline that studies how the healthy human body works during exercise, and how sport and physical activity promote health and performance from cellular to whole body perspectives. In modern times, sport has become extremely a big business. As long as civilization shave existed, man has looked for ways to increase physical fitness and wellbeing. Degrees in sports science have become increasingly popular as they provide various employment opportunities like sports coach, sports therapist, sports administrator etc. taking in view the importance of sports science the present studies is an attempt to highlight some degrees covered by sports science, and also highlight how to apply science in sports and exercise.

Key words: Sports science, Requirements, Assessment methods

APPLICATION OF SCIENCE TO SPORTS

Sports science (also sports and exercise science, sports medicine or exercise physiology) is a discipline that studies how the healthy human body works during exercise, and how sport and physical activity promote health and performance from cellular to whole body perspectives. The study of sports science traditionally incorporates areas of physiology(exercise physiology), psychology (sportpsychology), anatomy, biomechanics, biochemistry and biokinetics.

Sports scientists and performance consultants are growing in demand and employment numbers, with the ever-increasing focus within the sporting world on achieving the best results possible. Through the study of science and sport, researchers have developed a greater understanding on how the human body reacts to exercise, training, different environments and many other stimuli.

ORIGINS OF EXERCISE PHYSIOLOGY

Sports Science can trace its origins to ancient Greece. The noted ancient Greek physician Galen (131–201) wrote 87 detailed essays about improving health (proper nutrition), aerobic fitness, and strengthening muscles. Assyrian Hunayn ibn Ishaq translated Galen's work, along with that of Hippocrates, into Arabic which led to the spread of Greek physiology throughout the Middle East and Europe. Between 776 BC to 393 AD, the ancient Greek physicians planned the training regimens and diets of the Olympic competitors. New ideas upon the working and functioning of the human body emerged during the renaissance as anatomists and physicians challenged the previously known theories. These spread with the implementation of the printed word, the result of Gutenberg's printing press in the 15th century. Allied with this was a large increase in academia in general, universities were forming all around the world. Importantly these new scholars went beyond the simplistic notions of the early Greek physicians, and shed light upon the complexities of the circulatory and digestive systems. Furthermore, by the middle of the 19th century early medical schools (such as the Harvard Medical School, formed 1782) began appearing in the United States, whose graduates went on to assume positions of importance in academia and allied medical research. Medical journal publications increased significantly in number during this period. In 1898, three articles on physical activity appeared in the first volume of the American Journal of Physiology. A number of key figures have made significant contributions to the discipline, including the following:
Austin Flint, Jr., (1836–1915) One of the first American pioneer physicians, studied physiological responses to exercise in his influential medical textbooks. Edward Hitchcock, Jr., (1828–1911) Amherst College Professor of Hygiene and Physical Education, devoted his academic career to the scientific study of physical exercise, training and the body. Coauthored 1860 text on exercise physiology. George Wells Fitz, M.D. (1860–1934) Created the first departmental major in Anatomy, Physiology, and Physical Training at Harvard University in 1891. August Krogh (1874–1949) won the 1920 Nobel Prize in physiology for discovering the mechanism that controlled capillary blood flow in resting or active muscle. Per-Olof Åstrand (1922–2015) Professor at the Department of Physiology, Karolinska Institute, Stockholm. Wrote a seminal paper which evaluated the physical working capacity of men and women aged 4–33 years.

STUDY OF SPORTS SCIENCE

Higher-education degrees in Sports Science or Human Physiology are also becoming increasingly popular with many universities now offering undergraduate, postgraduate and distance learning degrees in the discipline. Opportunities for graduates in these fields employment as a Physical Education teacher, Dietician or Nutritionist, Performance Analyst, Sports coach, Sports therapist, Fitness centre manager, Sports administrator, Strength and Conditioning specialist or retail manager of a Sports store. Graduates may also be well positioned to undertake further training to become an accredited Physiotherapist, Exercise Physiologist, Research Scientist and Sports Medical Doctor. There are many noted institutions in the United Kingdom which run courses in Sports Science. Some , Nottingham Trent University, Durham, University of Derby (fastest rising in the league tables at this time 2014 Guardian League table) Leeds, Loughborough, Exeter, Cardiff Metropolitan University, Oxford Brookes University, Bath, Bangor, Birmingham, University of Chichester, Edinburgh, Liverpool John Moores, University of Portsmouth.

SPORTS SCIENCE DEGREE

In the modern world, sport has become extremely big business. From the multi-billion dollar elite world of professional sport to the equally significant personal fitness sector, the impact of sport on both individual lives and the global economy cannot be understated. As long as civilization has existed, we’ve looked for ways to increase sports performance, raise levels of physical fitness and wellbeing, reduce the risk of injury, speed up recovery, and bring communities together through this shared celebration of the human body and its capabilities. Sports science careers range from roles in sports management and marketing through to personal training, physiotherapy and nutritional consultancy. Whether you like the idea of being involved in the world of international sports celebrities, or want to help all kinds of people improve their lives through sports participation, a sports science degree could provide the professional knowledge and training you need.

WHAT DO SPORTS SCIENCE DEGREES COVER?

A relatively young discipline, gaining popularity in the last quarter of the 20th century, sports science reflects the seriousness with which sports and fitness are approached today. This is a relatively multidisciplinary subject, drawing on fields such as physiology and biomechanics to measure what is happening in a sportsperson’s body; psychology to analyze the role of the mind
in performance; nutrition to help athletes fuel their bodies correctly; and business and sports management to understand the financial and operational sides of the sports industry.

ENTRY REQUIREMENTS FOR SPORTS SCIENCE DEGREES
As for all subjects, entry requirements will vary depending on the institution. Typically, applicants will be expected to show strong aptitude in the sciences, particularly areas such as human biology and psychology, and of course a keen interest in sport is essential. The most popular sports science courses can be fairly competitive, and not all universities cover this subject, so you may need to look beyond the most familiar names to find a course that’s right for you.

COURSE STRUCTURE AND ASSESSMENT METHODS
Sport science degrees usually last for three or four years at undergraduate (bachelor’s) level and one or two years at master’s level. Teaching will typically be conducted via lectures and seminars, but you can also expect laboratory sessions (when studying exercise physiology and biomechanics); practical sessions (in gyms, sports halls, fitness rooms, swimming pools, courts and on sport fields); and independent research and study. Students are expected to develop theoretical knowledge alongside applied practical skills. Assessment is based on coursework; written, oral or practical exams; and laboratory reports. Towards the end of the course, you may be required to write a dissertation and/or conduct a piece of independent research.

SPORTS SCIENCE: MULTIDISCIPLINARY STUDY OF KEY SCIENCES.
Four main sciences are key to the study of sport science. These are physiology, psychology, motor control/learning, and biomechanics and they are applied across the spectrum of sport involvement in most good degree courses. By understanding how humans perform, sport and exercise scientists can design, monitor and evaluate training programmes to help athletes and coaches to reach their maximum potential. Alternatively, they may study the physiological responses to exercise from a health perspective; the psychological benefits and barriers of exercise in sedentary people; the psychological skills used by Olympic champions; the movement patterns of a child learning to walk or the movement dynamics of a full-in double-back somersault in gymnastics.

WHAT IS A GOOD SPORTS SCIENCE COURSE LIKE?
Good sports science courses, and good sports scientists, consider all the constituent sciences as an integrated discipline. For example, you would not only consider the biomechanical dynamics of a movement but the physiological and psychological requirements as well. None of the disciplines can provide the best solution to a problem in isolation and most advanced sports teams have the full spectrum of sports scientists working together to support the team.

RESEARCH FOCUS
An essential underlying component of a good sports science degree is its research skills content. For example, it will include research philosophy, research design and methods, and computational statistics. Courses throughout the UK vary in terms of the depth they cover in this area. This directly affects the quality of the research projects that students have the opportunity to complete in their final years; their ability to interpret critically published work; as well as the quality of preparation that it provides for post-graduate studies. So, if you're choosing a degree
programme in sport and exercise science, make sure that you will be taught by a strong research team (check their research profile REF2014).

SPORTS SCIENCE - CONTINUING YOUR STUDIES
Students can continue their studies beyond undergraduate level on an MSci programme, a taught Sports MSc programme, a Masters by research (MRes/MPhil) or a PhD at an increasing number of institutions around the UK. The established Universities such as Bangor have been graduating undergraduates as well as postgraduates for over 30 years and offer all these degrees. Some of the taught Masters courses include supervisory experience, currently a fundamental stage for gaining British Association of Sport and Exercise Sciences (BASES) accreditation or are British Psychological Society (BPS) accredited depending on your chosen discipline.

HOW TO APPLY SCIENCE IN SPORT AND EXERCISE?
An exercise scientist, on the other hand, might design a training programme to aid weight loss or improve muscle strength so that an individual can continue to perform daily tasks without becoming tired or to prevent falls in old age. Therefore, the contemporary subject which is sport and exercise science has the potential to impact on the lives of the young, elderly, healthy and diseased.

STUDY AND CAREERS IN SPORT AND EXERCISE SCIENCE
A sport and exercise science degree may provide the first step towards an interesting and rewarding career. These may provide the first step towards an interesting and rewarding career. Similarly, postgraduate courses may provide advanced skills and knowledge within a specific area of sport and exercise science. Some courses offer the opportunity to gain work experience and employability skills integral to the course, making students very attractive to employers following graduation, either at undergraduate or postgraduate level. Study in these areas opens up career possibilities which are diverse and varied and sport, exercise and health science graduates can follow a career in the leisure industry, the National Health Service or private health care, as researchers, as teachers or educators, providing sport science support to athletes, or within local authority sports development.

BUT WHAT EXACTLY IS SPORT AND EXERCISE SCIENCE?
Sport and exercise science is the scientific analysis of how the human body moves, exercises and performs sport and exercise. It includes the sub-disciplines of physiology, psychology and biomechanics which provide the theoretical knowledge to enable application to practical situations. Physiology is the study of the way in which the body responds to exercise and training. Psychology is involved with seeking to provide answers to questions about human behaviour within sport and exercise environments. Biomechanics uses mechanical laws to examine causes and effects of human movements and their interaction with external apparatus and equipment. Within sport and exercise science we can also distinguish between sport science and exercise science: Sport science is concerned with applying science to maximize the performance of an individual athlete or team Exercise science is concerned with applying science to improve health and well-being through exercise A sport scientist might design a training programme to increase a distance runner’s race speed or improve a basketball team's ability to increase the tempo of a game, or help an athlete cope with pre-match nerves.
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TRANSFORMING SPORTS THROUGH PPP

Dr. Anju Luthra
Associate Professor, Department of Physical Education, Jesus & Mary College, University of Delhi

Dr. Pramod Sharma
Assistant Professor, Department of Physical Education, Kirori Mal College, University of Delhi

Ms. Navya Luthra
Student, Pursuing M.A. Psychology, Dault Ram College, University of Delhi

Public-Private-Partnership (PPP) is a commercial legal relationship as defined by the government of India. It is considered to be a cooperative arrangement between two or more public and private sectors, typically of a long-term nature. The present paper attempts to explore the possibilities of transforming Indian sports environment through Public Private Partnerships (PPP). This thematic paper highlights the currently changing scenario of sports in India through conducting various sporting leagues and hosting mega-sports events; benefits associated with implementation of PPP in sports; studying the successful PPP projects outside India; and providing an outlook on implementation of PPP initiatives in India.

CHANGING SCENARIO OF SPORTS IN INDIA

The sports sector in India has reached its inflexion point because of the rise of the various sporting leagues in the country. This has transformed the sporting landscape of India. The country has witnessed the blossoming of a diverse sports culture. The change has been supported by the country’s favourable demographics and the rise in the disposable income of the average Indian. There are eleven functional sporting leagues in India, of which nine were launched in the period 2013-2016. Therefore, the main challenge is to sustain the incipient transformation in the sporting environment of India. The most vital problem in promoting and broad-basing sports in India is lack of sports infrastructure and policy initiatives for achieving the desired objectives. The diversification in the manner and ways of playing sports along with changes in technology have resulted in greater sophistication in the requirement of the sporting infrastructure. India has organised mega-sporting events like Commonwealth Games (CWG) in 2010; and India Grand Prix Formula One Race in 2011 aside from cricketing tournaments. The events recently hosted include FIBA Women's Asia Cup 2017, FIFA U-17 World Cup 2017, ISSF World Cup 2017, and Men's FIH Hockey World League 2016-17. It will be hosting the 2018 Men's Hockey World Cup; and looking for the prospects to successfully bid for hosting under-22 FIFA World Cup, Olympics 2032, and Asian Games2030. The creation of sports infrastructure will also have various complementary benefits for the country such as the development of urban infrastructure along with booming prospects of sports tourism.

Realising the importance of the potential infrastructural development, the Ministry of Youth Affairs and Sports, (MYAS) in September 2016, has given sports infrastructure the status of an ‘industry’. The rationale behind this move is to encourage private investment in a public good that is susceptible to socio-economic externalities in a country with young population. The prospects of investment by the private sector will enable the country in becoming a sporting power in future.
Benefits of Implementing Public Private Partnerships (PPP) in Sports

The most viable form of involvement of private sector is through the means of Public Private Partnerships (PPP). Presently there is an alarming requirement for PPP in the sports because of lack of funds with the public sector and also because of their inadequacy in technical as well as management expertise. PPP model is the best form of collaboration for optimally changing the future of sports. This is because the public sector owns vast reserves of priceless land and can implement the regulatory measures because of which all approval and licenses will be easily accessible. The involvement of the government also ensures that funds can be borrowed at a lower rate of interest. Moreover NSF (National Sports Federations) and government bodies by virtue of their status can initiate state funded sports activity in the stadia and can provide a source for steady generation of revenue and utilisation of these projects which will bring in greater ROI (Return on Investment) for these ventures. This, when combined with the liquidity, specialised expertise and management of the private sector along with their ability to absorb risks, expand, provide fringe benefits and lower labour costs present a perfect balance which if planned properly can help in building world class infrastructure for sports.

There are numerous benefits which can accrue because of the establishment of PPP models in the sports sector. The private player can enjoy leasebacks wherein it can construct the stadia and then lease over to the public agency. One of the most sought after and relevant form of Public Private Partnership in the development of sports infrastructure is the upgradation of the existing stadia by the infusion of the private funds. This is known as the RMO model, (Renovate, Modernise and Operationalize model). Besides, PPP can also be in the form of contractual agreements wherein a minimum utilisation percentage of each sports facility is earmarked and the financial advantage of the private sector is used to restrict the exorbitant fees charged from the economically weaker sections. This model also serves as a pathway through which the National Sports Federations can achieve its social objectives. Therefore the problem of lack of budgetary allocation by state and centre towards this sector which hinders the universal and barrier-free access to sports can be successfully resolved through PPP.

PPP Projects in Sports outside India

Internationally, there are several successful examples of PPP projects in the sports sector which can be emulated in India. The two most prominent examples are those of the emerging Asian Giants, China and Singapore. The striking factor in the success of PPP partnership in these countries was a well chalked out approach which envisaged the reasons and aims of their collaboration. For example: the Singapore Sports Hub was a by-product of the Vision 2030 pioneered by the Sport Singapore and the Ministry of Culture, Community and Youth. The proposed plan had been to build a Sports Hub over a period of 25 years, to inculcate a sporting culture by adhering to the three pillars of Sports for Life, Sports Excellence and Sports Industry. The PPP model ensures that both the public sector and the private players together decide the feasibility and infrastructure models depending upon the cycle and maintenance costs which in turn would give guaranteed and predictable value for money. This Sports Hub, built upon design, finance, build and operate DFBO (Design Build Finance and Operate Model) is a perfect example of how a well-executed PPP project has enabled the Singaporean community to watch, play and support sports and entertainment.
Another pertinent example is of China, and the construction of its National Olympic Stadium famously known as the Bird’s Nest. The project was modelled on the PPP partnership model. The basic idea behind it was to create a sporting infrastructure that would in addition to exemplifying the ideals of Olympic games also bring about a transformative change in Beijing’s socio-economic growth. The success of this project has shown the impact of PPP projects in developing world quality sports infrastructure. The important lessons from this venture include, a clear formulation of policy so as to ensure a comprehensive support from the government and also laying down the scope of the project in the form of customised shareholder agreements, construction contracts and Joint Venture agreements and dispute resolution mechanisms to ensure that there no disagreements in the later stages which obstruct the implementation and execution of the project.

Outlook on Implementation of PPP in India
Taking cue from international examples, India should look towards developing sports infrastructure the PPP way. However the main concern is that Sports being a State subject, the National Sports Policy 2001, left it to the state to outline a holistic approach for the development of the sports in a comprehensive manner. Unfortunately, most of the states have not taken concrete steps to achieve the same. To enable the successful beginning and implementation of this sort of ventures there can be a scenario wherein the PPP policy of the states provides for certain contractual templates to the National Sports Federations and the government bodies so that the pre-conditions of a PPP arrangement are clearly explained.

On a brighter note, there has been some progressive development by some Indian states, who are leading by example in their aim to develop India as a sporting nation. The leader of the pack is the state of Gujarat whose successful program for broad-basing sports- Khel Mahakumbh has been replicated at the national level in the form of “Khelo India” initiative. Besides, the city also boasts of constructing India’s first convertible stadium through a PPP model, “the Arena Project” by Transtadia which was the venue for the recent Kabaddi World Championship held in October, 2016. This is an example of how private support can help in rebuilding disused and inoperative areas in developing world-class sports infrastructure. The Arena project was built on a defunct Abad Dairy property in Gujarat. The land was allocated on a lease for a period of 35 years in 2013, and has been modelled on DBOT (Design, Built, Operate, and Transfer) where, in addition to pre-designed profit sharing arrangement, two percent of their revenue will be given to the state authorities for the development of sports in Gujarat.

After this successful venture, Gujarat government has come up with a policy of developing a Sports Smart City in Baroda, with an aim to build a fully integrated sports city that includes stadiums, multiple recreational and leisure zones, gyms, parks and other facilities. Such PPP practices help in ensuring that private sectors are productively engaged through increased investments in catalysing the development of the sports sector in particular and the economic development of the nation in general.

Another leading example is the Hyderabad based- GVK tennis academy, which was successfully established because of a partnership with the Hyderabad Municipal academy. Recently, even Naya Raipur Development Authority has initiated the development of a sports facility which would have facilities like tennis, aquatic and an indoor stadium built on the lines of the PPP model (specifically, BOT). The innovative step taken with respect to this project was of
earmarking some amount of area for a residential complex that would cross-subsidize the sports facilities making it a profitable venture.

The Karnataka government has also taken certain pro-active steps recently with respect to the development of PPPs. The State government has prepared a feasibility report for the utilization of PPP in sports in the creation of Integrated Sports Development Centre. The proposed project by the Government of Karnataka is a Build-Operate-Own (BOO) model where the government will provide land and other utilities at the pre-agreed rental rate to a private investor who would invest in the development of the facilities. In this BOO model, the entire capital investment, construction, operation and risk-bearing will be borne by the private player while performance planning and monitoring will be within the work profile of the government. The revenue sharing in this model will be through a pre-decided agreement. Interestingly, the feasibility report lists out the important criteria, of diagnostic and need assessment analysis of the sports sector before coming up with a suitable PPP mode for the development of sports infrastructure.

The aforementioned instances are some examples of states where there have been attempts to inculcate the PPP model in the development of sports culture. Apart from the efforts by some states the National Sports Policy 2001, also outlined the importance of establishing Centres of Excellence through private investment and giving the corporate entities fiscal benefits equivalent to their financial contribution. In 2012, the FICCI report also stressed the importance of giving industry status to sports so that the private sector can utilise its expertise through investment in sports infrastructure, endorsement as well as sponsorships. The regularisation of the sports industry would help in broad-basing the impact of sports. The National Skill Development Report for the year 2017-2022 has suggested that sports is a unique sector for skill development with large spill over effects on employment as well as the GDP of the country. Therefore, to fill in the deficiency of skill development in this sector there should establishment of elite institutions so as to provide proper facilities to the identified talent and provide them with a proper platform for sports training as well as vocational courses. This again is one of the major reasons for the urgent requirement of PPP initiatives in the sports sector as the private players are equipped with resources to increase the employment opportunities in this sector.

Presently in India, a ‘PPP Cell’ has been created in each state and has been staffed with an administrative officer. The problem with this initiative is that the mandate of this sector has not been clearly defined. The novel step taken by the government is the establishment of India Infrastructure Project Development Fund (IIPDF). As per the governmental scheme according to the quality of a PPP proposal from the state government and on analysing the viability of the initial feasibility studies, the IIPDF will provide state governments with funding to bear the costs of hiring transaction advisors who will assist in the development of the projects. This is a big boost for the states to come up with successful plans because if the project is successful the grant amount can then be paid back from project revenues.

Nevertheless, the major hurdle in the future of such projects is the absence of an enabling PPP legislation in the country. Since there is no guiding legislation, there are various regulatory and policy factors which have not been delineated. This brings in uncertainty in important factors such as the schemes of entry and exit, the means of enforceability and implementation of contracts, the means of arbitration and settlement of disputes. A proper legal framework consisting of a stakeholder involvement at critical stages will result in the optimal allocation of
risks and responsibilities and would ensure that both the sectors are awarded value for money (VFM) outcomes which ensure the viability of projects in the long run. A legislation would also help in deciding the type of model that would be best suited for a particular project.

According to a FICCI study, about 1.3 million young people in India are likely to consider sports as a profession by 2017, therefore demand for sports infrastructure is likely to increase in the coming years. It is in the light of these developments that even the Niti Aayog Bill has spoken extensively in favour of encouraging the development of sports infrastructure through private or PPP modes. Therefore, a pro-PPP legislation would provide considerable reassurance and recourse to the public officials in encouraging partnerships with the private sector. The States could, therefore, take initiative in developing policies which could be enacted into a law in a piecemeal manner. Recently at a PPP Round Table conference held at IIT-Madras, it was discussed how political will is one of the key determining factors to the success of PPP projects. Therefore concrete steps taken by the government would certainly encourage more private investment. The Kelkar Committee recommendations in 2015 on the aspect of revitalising PPP should also be taken into consideration. The suggestions of making PPP project-specific agreements under a Model Concession Agreement along with the establishment of Infrastructure PPP Project Review Committee and Infrastructure PPP Adjudication Tribunal (IPAT) will help in ensuring that the future of sporting infrastructure projects of the government reaches the required level of excellence. The Government of India has recently revamped the Khelo India Initiative. It includes within its ambit the two policies of Urban Sports Infrastructure Scheme (USIS) and National Sports Talent Search Scheme (NSTSS). The success of this hugely depends on the manner in which the government can tap the potential involvement of the private player. Any project modelled on PPP design and involving a strong interaction of all the stakeholders could create the possibilities of successful projects where for instance, trainees could train at infrastructure provided by SAI and private companies could fund player scouting & training or vice versa. The National Sports Policy 2001 already has an expansive aim for the development of the sports culture. Some states, for example, Manipur has a state sports policy through which it wants sport and recreation to be made a mass movement by making it a way of life.

Therefore a proactive approach on behalf of the states along with a Pro-PPP central legislation, structured on the recommendation of Kelkar Committee could help India achieve its dream of “Sports for All”.

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SPORT EVENT MANAGEMENT
(Creating and Operating an Event)

Priyaranjana Soni* Dr. Vikram Singh** Dr. T. Onima Reddy**
**Research Scholar, Dept. of Physical Education, BHU, Varanasi
**Supervisor/Associate Professor, Dept. of Physical Education, BHU, Varanasi

To conduct a Sports Event is one of the major responsibilities of Sport / Physical Education experts. It requires team effort from various sections of people. The organizers should follow the following steps, principles and procedure:

1. **CREATING AN EVENT:**

   To create an event in a better way, to organize it well, to be player friendly, to be sponsor sensitive and to be concerned about spectators one should cover the basic fundamentals carefully and should make sure the following:

   1.1. **Clearly understand / know the object / purpose of organizing the Event:**
   Why you are doing this event? Knowing the object will work as the main motivation and give the road map for other questions. The purpose may be to popularize the sport, to conduct a regular annual event, profit making to run an organization, charity, or to select talented sportspersons.

   1.2. **Define the Event:**

      1.2.1. Think about the number of participants / teams, their age group, level of performance (amateur or professional) etc.

      1.2.2. Decide the Geographical Reach: whether local, district, state, National or International level. All things have to be arranged accordingly.

      1.2.3. Determine the location for competition and stay of teams.

         In order to attract good players, sponsors and spectators and also to get sanction from the regulatory body you must select a beautiful and suitable location for the event. You should also be able to tell everyone where your event will be held. Keep in mind the traffic flow, travel time, peak times of traffic congestion and religious services let outs etc.

      1.2.4. Decide the dates for the event - it should not conflict with other event.

   1.3. **Determine whether you need a sanction for the event from the controlling sport body:**

      Sanctioned events are recognized by a regulatory / controlling / governing body of the sport, whereas, non–sanctioned (only approved) events can be conducted along modified rules of the sport. A sanctioned event has more recognition by the public because it is played under approved standard rules. You must apply to appropriate authority for necessary sanction.

      Study the rules and regulations which apply to the type and level of participants about the facilities to be prepared and arrangements to be made.
1.5. Start the application / letter process and write to various people and authorities for necessary things and approvals, such as, railways, police, financers, sports regulatory bodies, T.V., travel agencies, photographer, hotels etc.

1.6. Think how you can attract good number and level of sportsperson/teams.

1.7. Develop the budget for the event by listing down all areas of income and expenditure.

1.8. Develop a check list or time line for the various jobs to be done—what needs to be done and when.

2. **REMEMBER BASIC MANAGEMENT STEPS / PROCEDURES:**

   2.1. Planning – THE FIRST STEP
   2.2. Organising (identifying and grouping of work)
   2.3. Staffing (assembling resources and responsibility division)
   2.4. Directing and coordinating
   2.5. Supervision and control (evaluation, quality control)
   2.6. Readjustments and improvements (follow-up).

3. **BASIC PRINCIPLES TO BE FOLLOWED WHILE PLANNING A SPORTS EVENT:**

   3.1. Planning without panic and prepare for the preparations.
   3.2. Remember how to get voluntary services of other colleagues.
   3.3. Deputy Law: back-up system for important persons and facilities.
   3.4. Murphy Law: (Things will go wrong - fine tuning).
   3.5. KISS Law (Keep the things simple - plan for short and sweet programmes).
   3.6. Finance Law: No golden mountains – Minimum expenses to be made (donation, loan, rent and purchase).
   3.7. No problem Law: Positive attitude of the organisers, problems should be accompanied with solutions.
   3.8. Communication Law: Have information centers and signage at important places.

4. **FORMATION OF VARIOUS COMMITTEES AND THEIR RESPONSIBILITIES:**

   Persons with experience and interest; make committees short and well in time; hold necessary meetings; record the proceedings; follow-up the decisions. The various committees will be: Organising Committee; Finance / Funds Raising / Purchase Committee; Technical Committee; Equipment Committee; Registration and Protocol Committee; Reception Committee; Transportation Committee; Accommodation Committee; Mess / Catering / Refreshment.
Committee; Jury of Appeal; Publicity and Public Relations Committee; Security and Safety Committee; Medical and First Aid Committee; Ceremonies / Prizes and Certificate Distribution Committee; Decoration Committee; Souvenir Committee; Communication Committee, and Entertainment Committee etc.

5. CONDUCT OF CEREMONIES:

5.1. Conduct of Opening Ceremony:

5.1.1. Assembly of Teams / Players (outside / inside stadium or arena).
5.1.2. Arrival of the Chief Guest (time and place).
5.1.3. Welcome Song / National Anthem? (if assembled in the arena).
5.1.4. Teams March in & assemble in the arena (if formal march past with band then salute is to be taken – not in Olympics).
5.1.5. Welcome of Chief Guest and others.
5.1.6. Address by Chairman / President / Patron (points 5 & 6 may be combined).
5.1.7. Address and / or Declaration of the Meet / Championship / Games “OPEN” by the Chief Guest (printed slip on podium; followed by balloon / pigeon release; bursting fire crackers).
5.1.8. Flag Hoisting (may be with some music or trumpet).
5.1.9. Arrival of Games Torch into stadium and lighting of Flame.
5.1.10. Oath taking by host Captain (position of other captains and appoint a leader for signals).
5.1.11. Captains return to their positions.
5.1.12. Teams march out (come to stands reserved for them).
5.1.14. Vote of thanks.
5.1.15. Tea / refreshment (optional).
5.1.16. Departure of Chief Guest.

5.2. The Oath by Host Captain:

“In the name of all competitors, I swear that we shall take part in these …………… Games, respecting and abiding by the rules which govern them, without use of doping and drugs, in the true spirit of sportsmanship, for the glory of sport and the honour of our teams”.

Conduct of Closing Ceremony:

6.3.1. Assembly of teams / players either outside arena for jumbled march-past or inside arena / stadium if no events are to be held
6.3.2. Arrival of the Chief Guest (time and place).
6.3.3. Jumbled march-past (optional).
6.3.4. Welcome of Chief Guest and others. (may be after event / match – see next point).
6.3.5. If any match / events are to be held, teams are lined up for introduction with the Chief Guest.
6.3.6. Conduct of selected events or the match.
6.3.7. Presentation of awards / trophies by the Chief Guest and other Guests.
6.3.8. Presentation of Tournament Report by the Organising Secretary.
6.3.9. Address by the Chief Guest and declaration of the Meet/Championship/Games “CLOSED” (keep printed slip on podium).
6.3.10. Vote of Thanks by the Organising Secretary.
6.3.11. Lowering of the flag (may be with trumpet) and handing over to the guest who in turn hands over to the next organiser.
6.3.12. Extinguishing the Flame.

7.4. Conduct of Victory Ceremony:

7.4.1. Preparations to be done for the Victory Ceremony:

7.4.1.1. Plan the conduct of Victory Ceremony well in advance and survey the place.
7.4.1.2. Get a proper Victory Stand ready.
7.4.1.3. Select a suitable site/place with proper background (Banner etc.).
7.4.1.4. Select Medal Bearers, preferably three girls, in traditional dresses.
7.4.1.5. Select volunteers and orient all those who are involved in the conduct of Victory Ceremony (Medal Bearers, Volunteers, Medal Winners, Announcer, and even the Escorts).
7.4.1.6. Coordinate with them all with finer details.
7.4.1.7. Note down personal details of the Guests.

7.4.2. The Conduct (Guidelines for Announcer):

On the signal from the Technical Director / In charge of Ceremonies, announce:-

Ladies and gentlemen, we will now have / you will now witness the victory ceremony for the winners of... (event title and category – e.g.) cane technology – men – 15 years and above category.

At this moment, a suitable music is played and the winners, lead by Medal Bearers, preferably three girls in traditional dresses, in that sequence, march to the Victory Arena and stand behind the victory place / their respective positions. Now announce:-

THE MEDALS WILL BE PRESENTED BY ... (name and designation / position of the presenter – e.g.) major general Narendra Singh, the first director general of sports authority of India and presently the chairperson of the national abilympic association of India. he is / will be accompanied / escorted by ... (name and designation / position of the escort – e.g.) mrs. uma tuli, chief commissioner for people with disabilities, govt. of India, and secretary general, national Olympic association of India.

Pause for applause and for the guests to reach to the winners. When they have reached, then announce:-

WINNER OF THE BRONZE MEDAL IS MR. ... REPRESENTING ... (name of country / state).Pause for applause and at his name’s announcement the winner comes forward to receive the Bronze Medal. The Bronze Medal Bearer steps forward and remains on the side. The escort picks up the Bronze medal and properly hands over to the Guest to present to the winner. Similarly, the Certificate of Merit is presented. While the medal is awarded, mention the...
specialty of the winner’s work. Then the presenter steps away from the Bronze Medal winner. Then announce:-

WINNER OF THE SILVER MEDAL IS MR. ... REPRESENTING ... (name of country/state). Same process is followed for the Silver Medalist. Then the presenter steps away from the Silver Medal winner. Then announce:-

WINNER OF THE GOLD MEDAL IS MR. ... REPRESENTING ... (name of country / state). Similar process follows in case of Gold Medalist also. After this, the presenter and the escort pose for a photograph on one side adjacent to the winners with the Medal Bearers on the other side. Now announce:- LADIES AND GENTLEMEN, THE NATIONAL ANTHEM OF (Name the country of Gold Medal Winner. Simultaneously, the flags of the countries of the three winners are slowly hoisted on suitable music by three volunteers. At the end of Anthem announce:-

CONGRATULATION WINNERS! THANK YOU MAJ. GEN. NARENDRA SINGH; THANKS A LOT MRS. TULI.

Play suitable music to allow the Medal Winners and Presenters to march out from the arena.

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- Dr. Shweta Suri Midha Assistant Professor (9810964430)
- Dr. Saryu Ruhela, Associate Professor (9911109154)
- Department of Physical Education
- Kamala Nehru College
- University of Delhi
TECHNOLOGICAL ADVANCEMENT IN SPORTS EQUIPMENT

Dr. Shweta Suri Midha, Dr. Saryu Rahela
Asstt. Prof. Delhi

INTRODUCTION:
Technological advancement is a natural process, and with its introduction into a sport, performance of athlete simply becomes “better”. Recent development in sporting technologies has created a variety of products aimed at improving and increasing athletic performance which gives the upper hand to individuals in competitions. Technology gathers data about every second of the game and every second of the performance of the players. Data helps to analyze, create new strategies and thus boost players’ performance in the arena. Technology can boost talent, health management as well as coaching – the three factors which matter in sport.

Sport performance is defined by the energy produced by the athlete and released into the environment. The energy must be exclusively produce by the athlete, and must not come from else (example, an external energy source.) However, not all off the energy produce by the athlete is necessarily released into the environment. Common source energy loss (non-conservative, non-recoverable energy) is: external fiction (example sliding friction in skiing or rolling friction in cycling); internal friction; aerodynamic drag; hydrodynamic sound; heat; vibrations; and the energy required for stability etc. The task of the sports engineer is finding to energy leaks and develops ways to mend them.

As the equipment and training regimes of athletes become more sophisticated, technological innovation will play a larger role in dictating winners and losers. Races that would have been ties when measured with older technology will now be definitively decided. Access to the latest golf balls that fly farther than their predecessors will not replace hours-long practice sessions, but the technology has become so advanced that it could make the one or two stroke difference at the end of the tournament. In the future, records will be broken in vanishingly small increments, not because there are no more great athletes, but because technology is helping to optimize the performance of all.

IMPACT OF TECHNOLOGICAL ADVANCEMENT IN SPORT

- Analysis of sport performance and enabling coaches to greatly improve the quality of feedback to players/athletes:

Several sports have adopted in-game video analysis. Players are analyzed after competition across almost every sport. The ability to look at a performance on a screen and make judgements on it has allowed coaches and analysts to look at individual elements of a performance and make decisions based on what they can see. This is then filtered into the training regimes of the athlete, allowing for better performances and better chances of success.

Another innovation that has emerged in the past few years is virtual reality (VR). VR headsets allow the athletes to be immersed in a realistic, interactive 3D world. VR has found a practical application in sports, essentially allowing players to receive realistic, repetitive training by visualizing on-field-scenarios-without the risk of injury.
Other technologies such as “smart” equipment can be used to evaluate performance. Example of “smarts” equipments technologies include devices used for exercise stress testing and cardiovascular assessment, human reaction time and frequency of movement meters, and jump and run characteristics devices. GPS sensors that have allowed rugby, football and soccer coaches to see exactly where a player is at any point during a match, then look at their movements and see how these can be changed to improve the athlete. Sports watches with advance technology have the capabilities to tell time, record laps and even control portable music devices.

These kinds of sensors are also constantly evolving and getting smaller, making even more impact on performance whilst being able to pick up the most minute information. It has been predicted that soon they will be embeddable within everyday clothing, allowing for complex measurements to be taken constantly and improving analysis even further.

- Increase accuracy in time measurements of sport performance:
  Electronic timing controlled by computers is employed to measure performance times of athletes in many sports including Athletics, Cycling, Swimming, Triathlon and many more. In the case of Athletics, the electronic timing also measures the athlete's reaction time to the start gun in case the athlete moves too early in the blocks.

- Enabling referees, umpires and sport officials to make better decisions on rule infringements
  Referees, linesmen, umpires have a tough job - they have to make calls on the spot that can seriously affect the result of the game. This is a very sensitive area of responsibility. The fact is that they are human too and can make mistakes. Making ‘right’ spur of the moment is not an easy task. Because of this, various sport bodies have started to introduce technology into the sport to help increase the accuracy and certainty of calls by referees.

  Instant replay and other high-tech aids are used in sport to help referees make the right call. Basketball referees use replay systems to make sure players are shooting within the time allotted by the shot clock. In international cricket, the third umpire has been used, one sitting off the ground with access to TV replays of certain situations (such as disputed catches and boundaries) to advise the central umpires. The Hawk-Eye Technology traces a ball's trajectory. It is being used in international cricket, tennis and many other sports. In cricket, Hawkeye produces all manner of statistical analysis such as ball speed, ball pitch on the wicket and trajectory of the ball after bounce. Hawkeye is used in Tennis to assist in determining whether a shot is "in" or "out". In Goal-Line Technology, once a ball passes the goal-line, both a vibration and optical signal is sent to a watch worn by a referee. The referee receives the signal in less than one second. This signal indicates that the goal should be awarded.

  Increased technology help officials to make the correct decision, to communicate with each other, less pressure to make the final judgement/less post-match criticisms and creates excitement in crowd waiting for decision and also allows players to officially challenge decisions.

- Improvements in the design of sport equipment and apparel
  Sporting equipment continually undergoing research and development to improve sporting performance. The research and development of sport apparatus and apparel is an industry in itself which creates opportunity for investment and employment.
Providing spectators with better viewing of sport performance:
Technology has done a great job at making many sports and their intricate rules easier to understand and what is going on in a game, by highlighting the most important things going on. And this has been done is through Television, a revolutionary way of showing the intricacies of the game. It helps the spectators to be closely associated to the game.

Instant replays and judging technology increase the spectator appeal immensely. Instant replays are great for spectator appeal because they show the spectators an exact replica of what just happened, this is good because if someone wasn’t watching at that time, they still get to see what happened. Judging technology is a great way to increase spectator appeal because it is always very tense when a decision is being made and this is always very exciting for a crowd to experience.

TECHNOLOGICAL IMPROVEMENTS OF SPORTS EQUIPMENT

Pole-Vault

In the past century, carbon fiber-glass—lighter than metal or wood—revolutionized the pole vault. When pole vaulting began as a competitive sport, athletes used bamboo poles with a sharp point at the bottom to plant in the grass. Today, modern poles are made out of fiber-glass and are much lighter than their bamboo or metal counterparts. The lighter poles allow athletes to run faster and gain the momentum they need to vault higher.

The new poles also have more spring. The fiber-glass pole absorbs more of the vaulter's energy when it bends and as it straightens. Along with rubberized track surfaces, special boxes for planting the pole, and padded landing pits, the new fiber-glass poles help athletes attain records that would be impossible to obtain using the traditional equipment.

As technology enabled higher vaults, mats evolved into bags of large chunks of foam. Today’s high-tech mats are foam usually 1–1.5 meters (3 ft 3 in–4 ft 10 in) thick. Mats are growing larger in area as well to minimize risk of injury. Proper landing technique is on the back or shoulders. Landing on the feet should be avoided, to eliminate the risk of injury to the lower extremities, particularly ankle sprains.

TENNIS-RACKETS

Tennis rackets that used to be made out of wood have also turned composite. In the 1960s, manufacturers started introducing metal frames of steel and aluminium, later turning to an array of materials from titanium to graphite shells with plastic foam cores. Modern-day tennis rackets also feature larger "sweet spots" that minimize vibration.

Aside from using new materials, manufacturers also started experimenting with the physical design of the tennis racket. When Head increased the size of the face of its racket 20%, it resulted in a 300% increase in the size of the sweet spot. Later, Long-Body tennis racket was designed to have a greater length and give the player more control. New lighter materials like graphite helped manufacturers to lengthen rackets, giving shorter players like Michael Chang a longer reach without a lot of additional weight.

With the racquets getting lighter and lighter by the day, players are able to swing the racquet at a faster pace than before, generating higher impact speeds and ultimately resulting in faster ball speeds.
GOLF BALL
The first generation of golf balls covered and leather and filled with feathers. The ball, called a "feathery," could be struck up to 200 yd (182.88 m) but slowed when it became damp. Around the same time, ball makers started experimenting with the gutty ball, a golf ball made out of a rubbery substance called "gutta-percha". When softened in hot water, gutta-percha could be rolled into the shape of a ball with the hands.

There are many different golf balls currently on the market. The main differences between each of them are the types of core that they use. Almost all balls use some sort of a hard plastic-like material blend as the outer cover, which helps with spin control. They usually have around 300-450 dimples on their surfaces to control variability in shot trajectory. Most are made with solid cores, which rebound to provide better velocity and energy transfer. A new technology is the introduction of LDP balls (low drag performance) introduced in 2008. This technology is characterized by dimples designed with unique depth and edge angles. It has been shown that this creates better performance and longer distance. The drag has been shown to be reduced and the lift is maintained longer than compared with the old golf balls.

GOLF CLUB
As for golf, the traditional wooden golf club has changed as much as the ball. Golfers now use drivers with the weight distributed around the edge of the club head, specially designed to maximize the efficiency of each hit. The titanium-based shafts and club heads have also helped professionals and weekend golfers improve their game.

BASKETBALL EQUIPMENTS
Basketball equipment has evolved in many ways since Dr. James Naismith invented the sport in 1891. When the first player of basketball poised to throw, he was aiming at a wooden peach basket hung 10 feet above the floor. Players had to use a ladder to remove the ball from the basket after every shot made. Metal rims with nets soon replaced the wooden baskets, and players cut holes in the nets in 1906 to allow the ball to pass straight through the hoop.

MOUTHGUARDS
The first sport to require mouth guards was professional boxing in the 1920s. Currently, it is used in football, ice hockey, field hockey and other sports where it is required. There are three main types of mouth guards: stock, boil-and-bite, and custom made. Stock mouth guards are ready to wear, while boil-and-bite mouth guards must first be heated and then can be molded to the teeth while cooling. Custom mouth guards must be made by a dental professional and offer the best fit.

ELECTRONIC STARTING BLOCKS
The new, starting blocks can detect more than just an athlete’s movement, but the pressure applied to the blocks. The detection of pressure ensures that all athletes partaking in a race will have an equal start. The pressure and force applied to a runner’s heel is detected to determine if the sole of the shoe left the block prior to the race start. Along with pressure and force detection; lasers, video recording, and timers were also implemented.

ELECTRONIC STARTER PISTOL
Electronic starter pistol is another innovation employed to improve the start of track events. This model imitates the standard pistol used in track events. Where it differs, is when the trigger is
pulled. Rather than working like a standard pistol, this one transmits a signal that results in the sound of a gunshot being played over a loudspeaker at the starting line of the race. In order to simulate the standard pistol, smoke is emitted from the electronic one. Also, a light flashes from the electronic pistol to complete the simulation and start the race time.

**PHOTO FINISH TIMING SYSTEM**

It is an electronic timing system. It combines laptop computer technology with a digital camera that takes 10,000 frames per second. The system is activated by the starter’s gun triggering the equipment’s sensor. This in turn starts the event’s clock ticking. As the first competitor crosses the finish line, the Photo Finish camera captures the moment and displays the event on the computer’s screen. Photo Finish Timing System is suitable for all track athletics and it can also be used to time many other sports. If timing and accuracy is a challenge for your event, contact us to discover how we can help you.

Rapid results service – as soon as the last competitor finished, the results are delivered. - Accurate time – Photo Finish records down to just one thousandth of a second so if an athlete got the potential of world record we’ve got the system to capture it.

Accurate judging – Photo Finish can sort out a confusing mess of competitors crossing the finishing line all at once.

The winner’s time is displayed on the event clock as soon as they cross the finish line.

Photo Finish provides results for media and spectators, either in printed form or by TV screen.

**SHOES**

Shoe technology is vital to athletic training. The correct shoe can make a difference in how far a long jumper can jump and how fast a runner runs. Shoe makers have used sports technology to design shoes specific to each sport. The design of the shoe’s sole, the materials used on the side and the location of the laces all help to increase athletic performance. While viewing the details about specific sports shoes, we should consider how much technology has advanced in the last 100 years.

**HIGH JUMP:**

This type of shoe has a much thicker sole. This gives maximum support and comfort. The shoe is light and flexible which helps the athlete achieve speed over a short distance before jumping. These shoes have spikes. The spikes at the front help the athlete to gain speed in the run-up. The four spikes on the heel provide grip when the athlete takes off.

**JAVELIN:**

This type of shoe has to be robust and durable. Athletes drag their feet along the ground during the throw. As a result the shoe has to be made from a tough, hardwearing material. Support is crucial. Javelin shoes look more like boots with protection around the ankle. Most of them feature strapping. This prevents the foot from moving in the shoe.

**JUMPS AND POLE-VAULT**

These events require speed both on the ground and in the air. In most cases straps have replaced the laces. The sole tends to be both firm and flexible allowing extra bounce in the jump. The
spikes are once again very important. They provide the grip before the jump. The spikes tend to be just at the front of the shoe.

**THE THROWS**
The shoe has to allow the athlete to throw and spin. A hooked strap over the toe helps to prevent the feet from moving sideways during the build up to the throw. These types of shoes do not have spikes but have a hard sole. This lengthens the lifespan of the shoe. The sole tends to have circular grooves on the balls of the feet. These help the athlete to spin.

**SPRINTING**
This type of shoe has to be lightweight and offer flexibility at the front. They all tend to have spikes, which are located at the front. They are able to cope with lots of different types of surfaces. Most Olympic Athletes have their shoes specially made.

**LONG DISTANCE:**
These shoes have to be both durable and flexible. Comfort is a real priority, also this about the sweat factor. A mesh is sometimes added in the upper part of the shoe to allow the foot to breathe. The cushioning is also very important.

**APPAREL**
Technology in sports clothing is typically about that type of fabric used. Sports clothing needs to aid performance, and this is reflected in the fabrics used - fabrics that are both breathable and comfortable. The idea behind sports clothes technology is that the clothing should work in tandem with our bodies as we exercise, rather than merely sit on them.

Sports fabrics are technical materials which help to keep the wearer comfortable during exercise. The type of fabric required will depend upon the intensity of the exercise and the activity. Yoga clothing should use fabric with good stretch ability for easy movement which will likely require the fabric to be of a knitted construction. Apparel for long distance running will keep the wearer in good comfort if it has an excellent moisture wicking properties to enable sweat to transfer from the inside to the outside for the garment. Performance clothing for outdoor sports in the winter or snow sports ought to use breathable fabrics with very good insulating properties.

Fabric technology has come a long way since the 1970’s when polyester - perhaps the best known of the synthetic fibers developed - was associated with clingy, sweaty clothes, completely unsuitable for working out. Developments in polyester fiber technology have resulted in items of sportswear that allow moisture to pass through the material, drawing it away from the body. Another positive development, from an athletic point of you, has been the development of materials that are both breathable and waterproof at the same time - great for exercising outdoor in inclement weather.

**COMPRESSION FABRICS**
More recently “compression” fabrics have been developed that are specially designed for working out. As the name suggests, the fabric tightens around the muscles being used during a work out to help reach maximum muscular output. Compression garments are engineered to improve circulation and hold the muscles in the correct anatomical position; all of which are integral to minimizing muscle damage from both physical exercise and general wear and tear of day to day activity.
WEARABLE DEVICE TECHNOLOGY
Wearables include sports clothing technology that is meant to be worn as an accessory and can function as a watch, pedometer, and even track your workouts and movement. Wearing technology tells everything that one wants to know about posture, movement, and performance. Real-time feedback is available through the developer’s app and this feels like a really exciting breakthrough for wearable technology – to be able to apply it to the everyday.

PROTECTIVE GEAR
Protective gear has seen technological overhaul. Protective equipment in sports has become much lighter and this allows faster and free movements. Padding is made for different parts of the body: helmets for the head, mouth guard for teeth, guards for elbows, knees and shins and gloves for the hands. Helmets are especially important because they protect the head. Different sports have different types of helmets. The helmets for cycling, skateboarding, field hockey, ice hockey, cricket, football, fencing, softball, baseball are designed especially for that particular sport. Helmet manufacturers have begun to design helmets specifically intended to protect against concussion. One such helmet incorporates distinct design features meant to improve energy attenuation in response to lateral blows.

BENEFITS OF TECHNOLOGICAL ADVANCEMENT IN SPORTS
Sports are, by their very nature, highly competitive, and participants will look for any edge in their quest to be the best. Technological advancement has numerous benefits for many different sports, and is set to continue benefiting them in ways previously unthought of.

- Participant safety at all times has also been made possible through the development of certain sporting equipment, such as helmets and body protection which are used for many sports to help prevent injuries. Technology has made life safer for athletes and reduced the amount of unwanted head and neck injuries.
- Modern sporting technologies have also made competition judging easier and more accurate, and spectator interest and excitement is enhanced by broadcasting and in-stadium displays (scoreboard).
- Technology has helped to increase the pace of sports with faster serves, better runs, and stronger throws. Technology also helps athletes demonstrate their full potential, so all manner of records are continually broken.
- Technology can also lengthen careers as better conditioning, new surgical treatments, and better medication make it possible for highly skilled athletes to have long careers.
- Technologies such as CAD (Computer aided design) helps in the improvement of sporting equipment. CAD allows virtual design and testing techniques to be applied to all aspects of sport and equipment research and development. CAD offers an efficient means of considering an assessing new products and ideas and is primarily used to improve safety, comfort and effectiveness of specialized sports equipments.
- Technology helps the grounds crew to meticulously maintain the better fields and these condition make sports better for everyone involved, most specifically the athletes.
- Now, through technological precision, athletes have an entire sheet of information on how fast an athlete can run, how high they can jump and how accurate their passing is.
Technology helps athletes, both amateur and professional, find out what is wrong with a particular part of their game, and helps them fix it. It is a revolutionary part of the game that has become a key ingredient for success.

Now, anyone with a smart phone can download applications that make following sports as easy as receiving text messages. Many websites have made it simple to follow scores and read analysis anywhere. This has made even the most casual sports fan into a technology junkie.

CONCLUSION
Technology has brought significant improvements and benefits for the coaches, athletes, referees, fans and venues. Athletes, now have access to far better equipment than ever before. Advances in sports equipment have undoubtedly played a role in the achievement of the athletes in their respective fields. Better golf balls, titanium golf clubs, graphite tennis rackets, fiber glass poles for vaulting, ultra-light running shoes, have enabled athletes to perform better in this century than ever before. Today, the alternatives are much better. Also, sports technology is not just limited to improvements in equipment. The modern-day athlete can now depend on computerized training systems to analyse their swing, stride, and follow-through. It is not enough for an athlete to simply possess superior strength or talent. To rise above the competition, the modern athlete must train intelligently and use the most innovative techniques to overcome opponents. And technology can help with that. It is therefore important for athletes not only to train harder but to train smarter and with an eye towards innovation.

REFERENCES

THE BUSINESS OF RUNNING A CLUB; TEAM OPERATION, CLUB MANAGEMENT, INCREASING CLUB REVENUE, TALENT IDENTIFICATION (SCOUTING TALENTS), TEAM SPONSORSHIP, UMPIRING, ACADEMIES, ESSENTIAL TOOLS OF MODERN ADMINISTRATOR OF PROFESSIONAL AND AMATEUR CLUBS

Arvind Kumar
Student
SGGS Khalsa College, Mahilpur, Hoshiarpur, Punjab

ABSTRACT:
The paper identifies the features of sports clubs in the particular organizational forms: The business of Running a Club; Team operation, Club Management, Increasing Club revenue, Talent Identification, Team Sponsorship. A club management system project that provides and manages various club activities such as club registration, member registration, rule of club, liabilities of club members, events of club, financial aspects and administration.

INTRODUCTION:
Sport Clubs has long ago stopped being merely a sport activity. They are business entities which operate in achievements, discipline they can act in different organizational form. All organizational form has to achieve sports and financial goals. Sports club can not achieve sports success without proper financial management. The sources of the functioning efficiency of sports clubs may lie in the organizational forms in which they operate. Financial management in these entities should be compatible with organizational form. Paper tries to identify conditions and factors that affect financial efficiency in two categories of sports clubs: for profit and non-profit.

START A CLUB IN INDIA
The first step in starting a club is to make a decision on the type of club it is going to be and then think of an attractive name. ideally, the club should have a central theme, which can attract people with similar interests. Normally, the clubs deal with the following areas:

- Sports
- Socializing
- Professional development
- Creating awareness on important and critical issues
- Religion
- Culture

DECIDE THE LOCATION
An important factor while initiating a club is determining its location and the frequency of operations. We need to decide how many times our club will be operating in a span of time like a week or month so that the member do not have any confusion regarding the same. It is important to make sure, while choosing a location that, the members are able to attend every meeting.
GOVERNING BODY
The leadership of a club should be properly identified in order to ensure that it functions properly. There should be a President, Vice-President, General Secretary, Treasurer, Consultant, Chief Patron.

RULES
An integral aspect of starting a club is getting together all the members and establishing the rules, which can be considered fair for all. The rules should be accompanied with proper punishments in case they are flouted.

However, the owners should be flexible about the rules and make sure only once accepted by all the members are maintained. New rules can be added over time following consultation with the members. However, for the rules to be effective they need to be properly and strictly implemented.

The new members of a club should be provided complete details of the rules when they are inducted. Later on, whenever the rule are updated, the members should be informed of the same.

ORGANIZATIONAL STRUCTURE
The owners should come up with a symbol and colors of the club. However, in order for the whole association to be successful, the decisions should be taken through general consensus of the members.

The club should also make ID cards for its members. The easiest way to accomplish this is through creating a template that comprises the following:

- Member’s Name
- Club’s Contact details
- Club’s Name
- Club’s location
- Member’s position
- Date of Membership

In addition, the club should regularly update its roster. All the members should be known to each other and their contact details should also be shared as well, so that they can be contacted as and when needed. The members should also be made aware of their responsibilities.

The club should have an e-mail list so that important information can be conveyed to the members in the shortest possible time. Besides, the club should have its own website which should be updated regularly with the following information:

- Events in the club
- Membership procedures
- Future events
FINANCIAL ASPECTS/ INCREASING CLUB REVENUE:
There are various expenses for a club like the different activities, lectures and printing flyers. A club can look to its established members for financial assistance.

There are other ways in which they can generate operation capital like membership fees and activity fees. These organizations can also look to fundraisers for getting some much needed financial stability.

Now a days there are several government organizations and corporations that provide clubs with financial aid. The owners can use the grant forms provided by these entities and see if they are eligible to receive financial aid from them.

However, funding can be availed in several forms in addition to cash. The clubs can ask for equipment and space where they can practice or stage important events. The owners can also get in touch with clubs that function on national or regional levels and have similar areas of interest.

ORGANIZING MEETING:
In the first meeting of a club, the owners need to provide snacks and arrange games so that a good impression is created on the member. The members should also be provided periodic reminders through telephone calls or mails about the same. The later meeting should also see a continuation of these trends.

PROCEDURE FOR RECRUITING MEMBERS:
To start with, a club owner must looks for members within his or her immediate social group like friends, relatives and family members. However, they should also be open to other people joining the club so that it gains a lot of popularity. However, the owners also need to keep in mind that the club has an optimum amount of members that allows it to be run without any hitch whatsoever.

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GUJARAT’S KHEL MAHAKUMBH – MAJOR STEP TOWARDS SPORT’S EXPOSURE AND MOTIVATION IN SPORTS.

Prabhanshu Awasthi
Assistant Professor,
Shri GHG Com and Shri DDN BBA College

ABSTRACT:
United Nations adopted 17 Sustainable Development Goals (SDGs) in line with Millennium Development Goals (MDGs) in 2015 and included Sport for Development and Peace as one of the global action to pursue these goals. Declaration of the 2030 Agenda for Sustainable Development has aptly acknowledged the role of Sport. Gujarat has initiated in this direction with the inception of various sports related activities like establishment of Swarnim Gujarat Sports University, Khele Gujarat Mission with yearly sport event like Khel Mahakumbh to develop and encourage children and youth of Gujarat towards sports and over all development of the State. The present research article intends to identify these efforts and assessment of the same with specific focus on Khel Mahakumbh. The results are robust in a way the participation of various age groups in various sports event. The efforts of Government have also increased with the budget allocation and establishment of infrastructural facilities all over the State. Though the picture is dismal so far as National and International sports event participation and ranking of the State is concerned. A Holistic approach is needed to track on the efforts of Government for Sustainable Development of the State.

Keywords: Gujarat, Sports, Sustainable Development

JEL code: Z20, O150, O180

INTRODUCTION
General Assembly of United Nations through the adoption of resolution 58/5 stated ‘Sports as a means to promote education, health, development and peace’1 in November, 2003 has provided Sport-for-development a global status. The assumed power of sport to deal with population caused problems like conflict, chronic poverty and its multifaceted manifestations has made it as the universal development strategies.2

UNITED NATIONS,
A healthier and happier society can be built with the help of Sports. It is a corner stone in Nation building. Character, Community and Country are the three C’s well blended with sports. Sports have been an easy way to promote brotherhood and community boning. It unified all teammates irrespective of the caste, creed or economic status.

The Khel Mahakumbh has been a giant pro-active step, awakening the citizens of Gujarat to the importance of sports, with the spirit of unity, happiness and social harmony cutting across all age groups and districts. Khel Mahakumbh has witnessed a record participation of lakhs of athletes in the last six years. The participation in this programme by the people across various age groups, especially United Nations, Sports as a Means to Promote Education. Levine, Girls Count,2. J. K. Barot [Subject: Commerce/Management] International Journal of Research in Humanities & Soc. Sciences [I.F. = 0.564] Vol. 4, Issue: 6, August: 2016 ISSN:(P) 2347-5404
KHEL MAHAKUMBH – ABOUT US
Excellence in sports brings pride to a nation and citizens of the nation help build a healthier and happier society. Sports unites the nation by bridging the social and cultural boundaries.

There is no easier way other than sports to promote brotherhood and community bonding. It is a great leveler and unifier - when playing in a team, the caste, creed or community of teammates doesn’t matter.

Under the guidance of visionary leadership of Shri Narendra Modi, Prime minister of India and the then chief minister of Gujarat took initiative of “Khel Mahakumbh” (KMK), mega sporting event in year 2010.

Khel Mahakumbh has witnessed a record participation of more than 30 lacs every years. Outstanding performers of KMK will get benefit of various Schemes run by Sports Authority of Gujarat; District Level Sports School (DLSS), Shaktidoot, Centre of Excellence (COE), Khel Gujarat Summer Coaching Camp and In School Program….Etc.

Age Group for Khel Mahakumbh 2017

For Both Male & Female : Under 9 , Under 11 , Under 14, Under 17, Open Age Group , Above 40 & Above 60

Salient features of Khel Mahakumbh 2017

1. Cash prize of Rs 42 crore to more than 3 lakhs winner at different level.
2. Total 31Games, 744 events. More than 50,000 participants at state level.
4. Best three schools in state to be given cash prize of Rs 5 lakhs, Rs 3 lakhs & Rs 2 lakhs.
5. Best three schools in each district to be selected for cash prize of Rs 1.5 lakh, Rs 1 lakh & Rs 0.75 lakh.
6. This year best three schools in each Taluka to be selected for cash prize of Rs.25, 000/-, Rs.15, 000/- & Rs.10, 000/- .

SALIENT FEATURES OF KHEL MAHAKUMBH 2016

1. In the year 2016-17, 30.64 lakhs players participated.
2. Total 1, 73,743 winners and distributed cash prize of Rs 30.70 crore. More than 30,000 players participated in State Level Competitions.
3. More than 75,000 volunteers to manage competition at various level over period of 45days.
4. Special Khel Mahakumbh for Divyang players (Physically challenged) Participation of more than 38,000 players. Cash prize of Rs 5 Crore for Divyang players.

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FITNESS FOR ALL, SPORTS FOR ALL
All round physical fitness is the foundation for a healthy and happy society and a prerequisite for achieving sporting excellence at a sustainable level. Improving the physical fitness of youth is a rewarding strategy, which not only reduces mortality and morbidity, but also nurtures their sporting and athletic potential. ‘Sports for all is the sequel to ‘health for all’3.

GOVERNMENT OF
The Government will come up with incentive schemes for creating fitness awareness through sports and traditional methods, and also assist in the creation of basic infrastructure at public places, parks etc. There will be an awareness drive to promote the general fitness of the masses, especially senior citizens and pilgrims. In addition, specific steps will be taken to improve walking tracks, cycling tracks and provide basic fitness apparatus at public places. Walking tracks and cycling tracks will be developed at pilgrim places, tourist centers and forest areas. Apart from the above to increase general health awareness, lecture, awareness drives, marathons, cycling rallies, cross country races etc. will be organized. Activities leading to public health and fitness will be encouraged. Sports fitness centre will be encouraged in Industrial/Commercial park.

This will enable bench marking vis-a-vis the five components of health related physical fitness such as cardio respiratory endurance, muscular strength, endurance, flexibility and body composition. A state MIS on fitness will be created, that will be accessible to all so that assessment can be carried out in school at regular intervals. The appraisal system of Government and semi Government employees will also include fitness level checks. Private corporations will also be encouraged to follow suit.

AGE GROUP AND NUMBER OF GAMES
During the course of the time many new games were introduced in the Khel Mahakumbh. In the latest sixth event of Khel Mahakumbh now there are 30 games including archery, athletics, basketball, badminton, table tennis, taekwondo, handball, hockey, volleyball, wrestling, weight lifting, karate, khokho, shooting ball, skating, swimming, shooting, cycling, football, chess, judo, kabaddi, lawn tennis, tug of war, gymnastic and the newly added three games fencing, boxing and malkhamb.

There is a robust structure for the participation in various games in Khel Mahakumbh. All the games are played in various age groups. In Khel Mahakumbh 2016, for age group 9 years and below, 11 years and below, 14 years and below, 17 years and below, open age group, 40 years and above 60 years and above sports persons participation has been classified. The below table-1 provides the information regarding the participation according to the various age groups for this event. In this Maha Khumbh nearly 550 events have been organized.

PUBLIC PARTICIPATION
A well-defined road map can be seen in the below flow chart for the awareness, organize and to increase overall participation in this event. The committee constitute of various officers and responsible persons at various stake level as the president and the member of it. At primary school level Principal of the school as the president and Community Resource Centre as a
member, while at village level, Sarpanch as the president and President of Swami Vivekanand Gram Yuvak mandal as a member and at Taluka level Taluka officer as the president and Taluka Development Officer as a member has been shouldered the responsibility of this event. District Collector as president and District Development officer as deputy at district level and Municipal Commissioner as president and Deputy Commissioner as a member at Municipal Corporation level have been shouldered responsibilities for this event. This organizational set up has provided robustness to successful implementation of this event at a large scale with huge participation of sports persons in the state.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Age group</th>
<th>No. of game</th>
<th>No. of event</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>9 years and below</td>
<td>01</td>
<td>02</td>
</tr>
<tr>
<td>02</td>
<td>11 years and below</td>
<td>03</td>
<td>05</td>
</tr>
<tr>
<td>03</td>
<td>14 years and below</td>
<td>19</td>
<td>123</td>
</tr>
<tr>
<td>04</td>
<td>17 years below</td>
<td>20</td>
<td>157</td>
</tr>
<tr>
<td>05</td>
<td>Open age group</td>
<td>30</td>
<td>170</td>
</tr>
<tr>
<td>06</td>
<td>40 years and above</td>
<td>05</td>
<td>24</td>
</tr>
<tr>
<td>07</td>
<td>60 years and above</td>
<td>07</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Total games</td>
<td>30</td>
<td>505</td>
</tr>
</tbody>
</table>

The below Graph-1 explains the registration and participation during various Khel Mahakumbh. Since inception of this event, there has been a continuous increasing trend can be observed in both registration to participation. In 2010, there are nearly 16.50 lakhs registered for Khel Mahakumbh and 13.10 lakhs have participated in that event. In very next year in 2011, the number of registration increased to 21.50 lakhs and participation number stood at 17.62 lakhs. There has been huge increase in both numbers during 2013 Khel Mahakumbh as there were 40.36 lakhs registered and 31.44 lakhs participated in that event. Though there has been little reduction in registration during 2014 Khel Mahakumbh with 35.62 lakhs registered and 28.55 participated. But again in 2015, nearly 40 lakhs have registered for Khel Mahakumbh and nearly 24.64 participated. This year too, about 40 lakhs have registered for this event. In the year of 2017 4012715 has registered in this event.


FLOW CHART-1 PUBLIC PARTICIPATION IN KHEL MAHAKUMBH

<table>
<thead>
<tr>
<th>PRIMARY SCHOOL LEVEL</th>
<th>VILLAGE LEVEL</th>
<th>TALUKA LEVEL</th>
<th>DISTRICT LEVEL</th>
<th>MUNICIPAL CORPORATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal of school President</td>
<td>Sarpanch President</td>
<td>Taluka Officier Prisident</td>
<td>Collector President</td>
<td>Municipal Commissioner President</td>
</tr>
<tr>
<td>CRC Member</td>
<td>President of Swami Vivekanand Gram Yuvak Mandal Member</td>
<td>Taluka Development Officer Member</td>
<td>District Development Officer Member</td>
<td>Deputy Municipal Commissioner Member</td>
</tr>
</tbody>
</table>

The above flow chart provides enough indication of the public participation in Khel Mahakumbh event. And due to this sort of organizational and managerial structure; the participation and awareness has been increased in the state.

IDENTIFICATION OF TALENT
The event of Khel Mahakumbh has provided stage to talented sports persons. It has paved way to identify the talented youth of the state in sports through it’s over all mechanism. The identification and nurturing of the talented sport persons has been done in a robust way. Every stage of Maha Khumbh talented sport persons are given enough training for the further upliftment to the next level competition. There are summer camps, district level psychological and physical tests, youth talent scheme, proven sport talent for specific game and district level residential sports school meant for the nurturing for talented sports persons of the state.

National Participation of Gujarat's Sports-Persons
Locally Sports Authority of Gujarat helps children and sports-persons of Gujarat’s school in five major National Forums. Sports Games Federation of India (S.G.F.I.), Rajiv Ghandhi Khel Mission sponsored rural and national women sports festival, Subroto Mukharjee Sports Education Society sponsored and Jawaharlal Neharu Hockey Tournament Society sponsored games. Among these games S.G.F.I, Subroto and Neharu Cup Tournament are for school children (under the age of 19 years).

MAJOR SPORTS ACHIEVEMENTS OF GUJARAT
After having implemented the strategy of special sports event like, Khel Mahakumbh, it is obvious to look at the achievement of Gujarat state with respect to National and International sports anecdotes. There have been improvements in ranking of Gujarat state in National School Games (N.S.G.). The numbers of winning Gold medals have been continuously increased and in last N.S.G., total 38 Gold Medals were won by the state. FICCI recently awarded Gujarat state for its efforts to making sports an integral part of developmental strategy.

In South Asian African Games, Gujarat’s sports persons won 13 Gold, 8 Silver and 2 Bronze medals. There are surely some of the sports persons are bringing pride to the state. Among theme, Mana Patel, a swimmer has consistently performing well in National and International level, Lajja Goswami, a shooter got 2 Gold, 1 Silver and 1 Bronze medals in South Asian
African Games. Many tribal athletes have shown remarkable performance in National and International sport events.

Moreover, the special Maha Khumbh event specifically organized for physically challenged sports persons. It is also gaining popularity as the number of participants in this event has also been increasing.

**CONCLUSION**

The state of Gujarat has been increasingly making efforts to be recognized in the arena of sports by arranging various sports related events and competition to encourage people of Gujarat for overall development of the state. The event like Khel Mahakumbh has surely paved the way in this direction. Khel Mahakumbh has provided a healthy competitive environment for not only sports persons who are making their career in sports but also by providing opportunity to play in open age group to common people to participate and fulfill their unsatisfied needs. By taking part in sports event of the Mahakumbh all the participants gets motivated and inspired by this fantastic event.

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ENVIRONMENT AND PERFORMANCE: EFFECT OF EXERCISING IN THE HEAT

Deepak G.
Assistant Professor
School of Physical Education and Sports Sciences
Kannur University

ABSTRACT
Environmental factors can profoundly affect health and performance of athletes, failure to consider these effects can lead to serious problems, even death. The body’s temperature regulating mechanism consists of hypothalamus, heat and cold receptors, muscles and nervous system. Individual differences in body fat, number of sweat glands, fitness level, and possibly gender may influence response to heat. Exercising heat and the humidity is high and evaporation cannot take place, heat is stored, body temperature rises, and performance is severely impaired, due to this alarming rise in body temperature called hyperthermia. To recover this stage, fluid replacement is important. Regular practice in heat environment athlete can acclimatize the condition and improve circulatory and cooling efficiency, most of the process occurs after 5 to 10 days of work in a hot environment. Highly fit people become acclimatized in 4 to 5 days. The problems related with heat environment and solutions range from improving fitness and acclimatization to hydration and energy with the demands of sports. Fitness, although especially important in the heat, improves performance in all environments.

Key words: Environment, Sports performance, Heat climate, Exercise.

INTRODUCTION
Environmental factors such as heat, cold, humidity, altitude, and air pollution can profoundly affect health and performance. Failure to consider these effects can lead to serious problems, even death. Adjust or acclimate to the environment, enabling to perform well and comfortably under a wide range of conditions. The body’s temperature-regulating mechanism consists of four parts.

- A regulating center located in the hypothalamus, an area at the base of the brain that serves as a thermostat to maintain body temperature at or near 37 degrees Celsius.
- Heat and cold receptors located in the skin to sense changes in environmental temperature conditions.
- Regulators such as muscles that increases body heat with shivering or exercise
- Vasomotor (nervous system) controls that constrict or dilate arterioles to conserve or lose body heat

The temperature-regulating center responds to the temperature of the blood flowing by the hypothalamus. If the blood cools, the thermostat sends information for the body to conserve heat by constricting blood vessels in the skin and the extremities. If the blood temperature rises above the desired level, the regulating center can cause dilation of skin blood vessels and stimulate the production of sweat. Consequently, blood moves from the warmer core of the body to the surface, allowing heat loss by conduction, convection, and radiation as well as evaporation of sweat from the surface of the skin. Complete evaporation of 1 litre of sweat leads to a heat loss.
of 580 calories. Individual differences in body fat, number of sweat glands, fitness level, and possibly gender may influence to response heat.

1. **Body fat.** Body fat serves as a layer of insulation beneath the surface of the skin. People with more subcutaneous fat may have better insulation from the cold, but they are not significantly less prone to lose excess heat to the environment because the body learns to route blood around the fat for cooling purposes.

2. **Sweat glands.** Each person inherits a certain number and pattern of sweat glands. Because evaporative heat loss is the most important protection against heat stress, a good supply of active sweat glands is important.

3. **Physical fitness.** Fitness seems to enhance the ability to regulate body temperature during work in the heat. Fit people can work or play with lower heart rates and core temperatures. Recent evidence indicates that fitness hastens the process of acclimatization.

4. **Gender.** The researchers found that the fit men perspired significantly more than fit women, especially during the more intense exercise. But the athletic men weren’t using more sweat glands. The fit women had just as many glands active and pumping; they produced less sweat from each gland (Reynolds, G. 2010). Sweat rate may affect sweat lactate concentration. But studies shown that the sweat rate differences do not affect sweat lactate concentration between genders (M, G. J., “et al” 2000).

**EXERCISING IN THE HEAT**

When the humidity is low the evaporation of sweat maintains thermal equilibrium. But when humidity is high and evaporation cannot take place, heat is stored, body temperature rises, and performance is severely impaired. Blood is diverted from muscles to the skin, blood volume is reduced through sweating, and water and electrolytes are lost in sweat. Stroke volume declines, heart rate increases, and lactic acid may accumulate. Blood may even begin to pool in the large veins, further reducing venous return and cardiac output. This result, an alarming rise in body temperature called *hyperthermia*, sets the stage for heat stress disorders, heat exhaustion, or even heatstroke, the potentially fatal collapse of the temperature-regulating mechanism.

**FLUID REPLACEMENT**

Water and electrolyte balance are critical for the function of all organs and, indeed, for maintain health in general (Sawka, M. N., & Montain, S. J. 2000). In a normal day, one loses and must replace about 2.5 litres of water. Of this water loss, about 0.7 litres comes from the lungs and skin, 1.5 litres from urine, 0.2 litres from the feces, and about 0.1 litres through perspiration. During heavy exercise in the heat, the water lost through sweating can exceed 2 litres per hour. Sweat production may amount to as much as 12 litres per day. Because work capacity becomes impaired as water loss progresses, it is essential that the fluid be replaced. Dehydration in excess of 3 to 5 percent of body weight leads to a marked decline in strength, endurance, and work capacity. Estimate 1 litre for each .9-kilogram weight loss; therefore, one person’s weigh 68 kilograms and lose 3.6 kilograms, or more than 5 percent, that person will be about 4 litres low on fluid.

The thirst mechanism always underestimates fluid loss during work in the heat and after the work ends. Therefore, one should take frequent drinks throughout the work period. If an athlete drinks about 250 millilitres every 15 minutes, that athlete can replace 1 litre per hour. If sweat
rate is higher, it will find extremely difficult to keep up with fluid needs. If, during prolonged periods of work in the heat, weight loss exceeds 2 percent, (1.4 kilograms for a 68-kilogram person), the person should rehydrate before returning to work or exercise.

One can assess their level of dehydration by observing the colour of urine. When the urine is dark, that person’s body is dehydrated and should begin replacing fluids immediately (Armstrong 2000). Sweating rates and evaporative cooling depend on adequate hydration. Hyper hydration, or excess fluid intake, allows sweating more and working with a lower rectal temperature and heart rate, enabling increased work performance in hot work or sporting environment (L.S. Gomes, “et al”, 2013).

**ELECTROLYTES**

Water replacement will not compensate for the loss of electrolytes (sodium, chloride, and potassium) in the sweat. For each litres of sweat lost, approximately 1.5 grams of salt are lost as well. Because the average meal includes 3 to 4 grams of salt, three meals per day will satisfy most salt needs. For 8 hours or more work in the heat climate, a considerable loss of water and salt will occur; athletes should consume 8 hours at 1.5 grams of salt per litres equals 12 grams of salt loss. In addition, excessive salt intake can cause stomach cramps, weakness, high blood pressure, and other problems.

To maintain proper hydration, athlete should drink before, during and after vigorous activity.

Before: Drink 2 to 3 cups (500 to 750millilitres) before the event

During: Drink a cup (250 millilitres) or more of fluid every 15 to 20 minutes, or 1 litre per hour.

After: Replace fluid and carbohydrate after the event.

**HEAT STRESS**

When the body is rest, metabolic heat production amounts to about 1.2 calories per minute, or 72 calories per hour. Moderate exercise can elevate heat production to 600 calories or more per hour. Normally heat is lost by convection, radiation, or evaporation of sweat. But when exercise is performed in a hot environment or when the humidity is high, metabolic heat cannot be dissipated and the body temperature rises, as does the risk of heat disorders

- Heat cramps occur when electrolytes are lost in the sweat. Take a sport drink and use stretching and massage to relieve the cramp.

- Heat exhaustion occurs when the heat stress exceeds the capacity of the temperature-regulating mechanism. A person with cold, pale skin; body temperature of 39 to 41 degrees Celsius; weak pulse; and dizziness should be given fluids and allowed to rest in a cool environment.

- Heat stroke means that temperature-regulating mechanism has failed. The skin is flushed, hot, and dry; sweating stops; and body temperature may rise above 41 degrees Celsius. Heat stroke can lead to permanent damage of the temperature-regulating center of the brain, or even to death. Heat stroke is a medical emergency. Cool the victim rapidly and administer fluids, if possible, while awaiting transport.
HEAT ACCLIMATIZATION
If a person does vigorous activities in the first day in hot environment, that person may experience a near-maximal heart rate, elevated skin and core temperatures, and severe fatigue. But after just a few days of exposure to exercise in the heat can accomplish the same task with a lower heart rate, made possible by improved blood distribution and increased blood volume. Skin and core temperatures are lower, because sweating begins at a lower temperature (Wenger 1988). The loss of water in urine diminishes, and the salt concentration of the sweat gradually declines. This increase in circulatory and cooling efficiency is called heat acclimatization, and most of the process occurs after 5 to 10 days of work in a hot environment. Highly fit people become acclimatized in 4 to 5 days, whereas sedentary persons take twice as long. The cardiovascular system is well recognised as an important contributor to exercise-heat acclimation that acts to minimize physiological strain reduce the risk of serious heat illness and better sustain exercise capacity (Periard, J.D., “et al” 2016).

The prescription for exercise in a hot, humid environment includes the following advice:

- Wear porous, light coloured, loose-fitting clothing
- Acclimatize to the expected environment and workload
- Take 250 to 500 milligrams a day of vitamin C while acclimatizing
- Always replace water and electrolytes
- Find a cool place for rest periods
- Always work or train with a partner
- Keep a record of body weight during prolonged periods of work or training in the heat. Weigh in before and after exercise to gauge fluid loss. To check for day-do-day rehydration, weigh in the morning, after toilet but before breakfast
- Maintain aerobic fitness; the enhanced circulatory system and blood volume will help to work better in the heat, acclimate faster, and hold the acclimatization longer.

CONCLUSION
The problems related with heat environment and provided practical solutions to minimize the problems and maximize the performance. Solutions range from improving fitness and acclimatization to hydration and energy with the demands of sports. Fitness, although especially important in the heat, improves performance in all environments.

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INFLUENCE OF ZUMBA IN MODERN TRENDS

Yaduchand. S  Research Scholar,
Dr. A. Praveen  Assistant Professor
Department of Physical education and Sports, Pondicherry University

INTRODUCTION
Zumba is an exercise fitness program created by Colombian dancer and cyclist/choreographer Alberto "Beto" "Power Pedal" Perez during the 1990s. Zumba is a trademark owned by Zumba Fitness, LLC. The Brazilian pop singer Claudia Leitte has become the international ambassador to Zumba Fitness.

Zumba involves dance and aerobic movements performed to energetic music. The choreography incorporates hip-hop, soca, samba, salsa, merengue and mambo. Squats and lunges are also included. Zumba Fitness, the owner of the Zumba program, does not charge licensing fees to gyms or fitness centers. Approximately 15 million people take weekly Zumba classes in over 200,000 locations across 180 countries. Music feels more like a dance party than a workout, which is exactly what makes Zumba so popular. The Latin-inspired dance workout is one of the most popular group exercise classes in the world. The high-energy classes are set to upbeat music and feature choreographed dance numbers that you might see in a nightclub. We don’t need to be a great dancer to feel welcome in a Zumba class. With the tag line, “Ditch the Workout, Join the Party,” the classes emphasize moving to the music and having a good time, no rhythm required.

There are several different kinds of Zumba classes, from Aqua Zumba workouts to classes like Zumba Toning that incorporate weights for additional calorie burning and strength training. There are even Zumba classes for kids. Working up a sweat in the 60-minute classes burns an average of 369 calories - more than cardio kickboxing or step aerobics and get a great cardio workout that melts fat, strengthens your core, and improves flexibility.

ORIGIN OF ZUMBA
Zumba was founded in the mid-1990s by Perez in Cali, Colombia. In 2001, Perez partnered with Alberto Perlman and Alberto Aghion, and the trio released a series of fitness videos sold via infomercial. Insight Venture Partners and the Raine Group made an investment in 2012. The company expanded into class instruction and by 2015, according to Perlman, there were 14 million Zumba students in 186 countries.

The name "Zumba" has no particular meaning; it was made up as a brand name. The original name was Rumbacize, a combination of Rumba (to party in Spanish, and a musical style and dance name), and Jazzercize.

TYPES OF ZUMBA
Original Zumba: The original type of Zumba classes makes use of salsa, merengue, cumbia and reggaeton music as a setting for a number of energetic dance moves.

Zumba Gold: Zumba Gold is a modified version of the original Zumba class. The pace and moves have been changed slightly to suit the needs of the baby boomer generation, but classes are still based around broadly similar moves performed to Latin music.

Zumbatomic: Designed for kids aged between 4 and 12, this workout does a fun way for kids to get the exercise they need without even know it. For them, it’s all about enjoying themselves!
Aqua Zumba: This takes the traditional Zumba moves into the pool, feel the friction of the water encourage your muscles to work harder as you move to the music. The benefit of this kind of exercise in water is that it takes the pressure off your joints – perfect for all ages.

Zumba Toning: Classes focus on key areas of the body, and students make use of Toning Sticks to help achieve the best results. This type of class is also available for the older generation in the form of “Zumba Gold-Toning”.

Zumba in The Circuit: This final form of Zumba combines traditional Zumba with circuit training in one class

BENEFITS OF ZUMBA

- **Calorie and fat burning:** At its core, Zumba classes provide a large calorie burn through aerobic activity done with interval training in mind. The average person will burn around 600 to 1,000 calories in a Zumba class. With the classes choreographed to provide intervals of intensity in both pace of music and type of movements, class members’ energy expenditure is maximized for fat-burning benefits. Fitness moves are also incorporated within Zumba dances, so don’t be surprised if you find yourself moving from a fast merengue beat to a long, slow set of push-ups on the wall, or doing several sets of squats followed by plyometric jumps.

- **Improved coordination:** By joining a Zumba class, you’ll definitely improve your coordination, which is extremely important to maintain as you grow older.

- **Full body workout:** Zumba is both a dance class and a fitness class. Aside from its heart-health benefits, Zumba provides a workout for the whole body. From head and shoulder rolls that loosen up the neck and warm up the upper body, to footwork that strengthens and stretches calves and ankles, this fitness method touches on nearly every muscle and joint. Even those who are just learning the dance steps will find themselves waking up the day after a Zumba class with a definitive post-workout feeling.

- **Aerobic benefits:** Zumba makes reaching your target heart rate much easier than standard workout routines you’d find on a DVD or in a gym. It does this by using songs that play around 145 beats per minute. This fast pace makes it feel natural to move around quickly. This will set you on the path to true aerobic exercise. If you are trying to build endurance, this is the best thing you can do for yourself. Exercising for prolonged periods at this rate can increase the strength of your heart.

- **Anaerobic benefits:** Because Zumba’s music plays at a fast pace, moving to the beat of the music can start to build up your endurance after only a few workouts. It builds up your anaerobic endurance rather quickly. Overall, it’s most useful for helping to maintain a good cardiovascular respiratory system. It increases how much oxygen you can breathe during a high-intensity event.

- **It gets you hooked on exercise:** Workouts that feel like work are hard to get excited about. But Zumba is so enjoyable you actually want to keep coming back. It completely changes the idea of exercise because it’s something you really look forward to. It will keep you on a healthy routine!
Everyone can join in: Classes are offered at all levels, including standard Zumba, Zumba Gold for senior citizens, Zumba for kids and even Aqua-Zumba done in swimming pools. Because Zumba is based on music and dance, it seems to speak a universal language that people of all nations can related to. There is no large learning curve in a Zumba class, either. New participants may receive small-scale step rehearsals before some longer dances, but in most cases, first-timers can simply jump right into a class and follow along with the instructor.

Increased confidence: Thanks to all that dancing that a Zumba workout requires, you’ll lower your inhibitions, you’ll improve your posture, you’ll have better coordination and you’ll feel good about yourself. These changes will reflect immediately on your mood and on your appearance. Someone who feels good also has greater confidence.

Mood boosting: Zumba is the perfect workout to take if you want to get rid of all that stress you accumulate during your every day. The upbeat moves specific to this type of workout favor the release of those mood-improving endorphins, and by joining a Zumba class, you’ll surely be able to feel your worries melt away as you lose yourself in the music.

It’s social: At a Zumba class, you’ll be able to meet and interact with interesting and fun people. You could go to this type of workout for at least two or three times per week and you’ll get to socialize and make a lot of new friends among your Zumba classmates. You can also bring your friends to the party — instructors host “Zumba parties” for corporate challenges, bachelorette parties and more.

CALORIE BURNING
One hour of fast dancing burns 446 calories if you weigh 155 (70kg) pounds and 532 calories if you weigh 185(83 kg) pounds. You need to burn 3,500 calories to lose 1 pound, so with three one-hour Zumba sessions a week, you should lose at least 1 pound in a little over two weeks or almost 2 pounds a month. If you dance Zumba for one hour a day and eat 500 calories a day less than you need to maintain your weight, you should lose 2 pounds weekly or 8 pounds a month. This is a fast, but healthy rate of weight loss. Losing weight any faster means you're losing muscle instead of fat.

DISADVANTAGE

While an aerobic based workout program will make you lose weight quicker, you will also gain weight quicker if you stop following a fitness program like Zumba. This is usually not the case with slower workouts such as yoga.

With a faster workout program, there is a higher chance of injury by tripping, slipping or falling down or simply spraining a muscle. This will especially be a problem with those having certain bone conditions and/or for older people.

Zumba fitness may prove to be tiresome for some people who also look for relaxation in their workout regime.

For people who do not enjoy dancing or lots of noise around them, will be more likely to not be at ease with Zumba.
HOW TO STAY SAFE

1. **Prepare for class.** Zumba instructors select dance steps from a variety of styles, including salsa, samba, merengue, hip-hop, tango, and belly dancing. Take a prep class that teaches the basic moves or a beginner’s Latin-dance session before you show up at your first class. And if you’re a baby boomer, try to find a zumba class geared toward your age group.

2. **Find an experienced instructor.** Any enthusiast can receive basic certification after completing just a one-day course. Before signing up, research your teacher’s experience and the extent of his or her fitness or dance certification. Muglio, for example, is a licensed Zumba instructor who is also certified by the National Academy of Sports Medicine as a personal trainer and by the Aerobics and Fitness Association of America as a leader in group exercise.

3. **Wear the right shoes.** Shoes for Zumba should have few or no grips on the soles so you can pivot easily without sticking to the floor. Dance shoes with pivot points allow multidirectional movement, Muglio says. Don’t wear running shoes, which are made for forward—not side—movement, Buchalter notes. People who wear them for Zumba are at a higher risk for hip, knee, and ankle injuries. It’s also important to find flexible shoes with the right amount of arch support.

4. **Avoid the wrong floors.** Zumba studios have sprouted in converted church basements, school auditoriums, office buildings, and strip-mall storefronts. But not all floor types work well. Be wary of unforgiving surfaces such as concrete, concrete covered with a thin layer of wood, or floors with hard tiles, and avoid carpeted surfaces. Hardwood floors, which provide a certain amount of give, offer a good venue for Zumba. But they still can get damp from sweat, humidity, or wet soles. Be sure to test your glide before you start, and mop up your area if needed.

5. **Ditch the crowds.** Zumba requires a healthy amount of physical space so that people don’t injure others with high-velocity movements like boxing punches or chorus-line kicks. Crowded classes can lead to injuries, bumps, and falls. Check out multiple facilities and various times of the day to find which classes are least congested.

6. **Stretch after your workout.** Recent research suggests that stretching before a workout may actually hinder performance. The best time to improve flexibility and posture is after class, when your muscles are warmed.

7. **Warm up and cool down.** A good warm-up will help raise your body temperature, work your muscles, and reduce soreness afterward. A brief cool-down consisting of lighter physical activity will help bring down your heart rate, respiratory rate, and body temperature. Zumba instructors often use music with a slower beat (as in the first half of "Proud Mary" vs. the last) as the initial and final song to accomplish those goals.

8. **Hydrate.** By doing this we can become dehydrated quickly. So bring a bottle of water and stop for frequent sips. Humidity can add to your risk of passing out. Watch for light headedness and stop if you feel faint.

9. **Modify those moves.** Use common sense and avoid dangerous moves, even if the teacher and your neighbours are doing it. Avoid any ones that involve high leaps (it's called an "insanity diamond jump" for a reason!). And if heart rate gets too high or feel short of breath, substitute low-impact side-to-side or front-to-back moves. A good instructor will...
demonstrate lower-intensity alternatives and tailor the class to participants’ level of performance.

10. **Consult your physician.** As with any high-intensity cardio exercise, it’s best to see your doctor before you begin, especially if you have heart disease or kidney disease, asthma or emphysema, high blood pressure, arthritis, osteoporosis, or disk herniation’s.

**CONCLUSION**

In the present times, carrying out Zumba has become most happening workout trend among youth. Not only Zumba is performing for interesting, but also is very beneficial for health. Zumba workout helps to improve our fitness level and make our heart stronger. It increases the quality of life of all persons with special needs and contributes to their socialization by spending quality time with them. Zumba workout programmes can be applied for preventive and remedial purpose. The movement therapy is used for persons of various ages and physical readiness.

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THE PROBLEM OF URBANIZATION AND ITS SOLUTION IN INDIA

*Anurag Singh Gautam  **Dr. Ashutosh Kumar Pathak

*Research scholar, Department of Rachana Sharir, Faculty of Ayurveda, IMS, B.H.U.
**Assistant Professor, Department of Rachana Sharir, Faculty of Ayurveda, IMS, B.H.U.

ABSTRACT
The process of evolution and development of cities has been seen in the world from the ancient time. The economic and non-economic factors are responsible for urbanization. In these, the limited chances of employment in villages, high salary in cities in comparison to villages, the attraction towards city life for villagers, the effect of poverty and imitation, high growth rate of population, social, geographical and educational factors are mainly included. India is rapidly becoming urbanized. By 2030, around 40% of the country's population will live in urban areas. The extent to which India's health system can provide for this large and growing city-based population will determine the country's success in achieving universal health coverage and improved national health indices. The development of villages is the only solution by creating the facilities like cities and employment should be created. The report of United Nations 2008 says that when the population of cities will be 50 percentage due to over population in India, the condition of cities will become complex. So, it is necessary to develop villages from right now.

INTRODUCTION
The process of evolution and development of cities has been seen in the world from the ancient time. The examples of Mohenjo-Daro and Harappa give support to it in India. It can be said that the urbanization is the result of the problem of population. On account of economical development the importance of agriculture becomes less than the industries and services. So the employment increases in such fields. Hence, the villagers migrate towards the cities. After the industrial revolution, the ratio of urbanization had been increased even in developed countries, too. According to classical Economists, the migration of village to city gives impetus to economical development. The villages are becoming vacant and cities are becoming rich in population. So the urbanization has become the matter of concern.

The economic and non-economic factors are responsible for urbanization. In these, the limited chances of employment in villages, high salary in cities in comparison to villages, the attraction towards city life for villagers, poverty and craze for the imitation, high growth rate of population, social, geographical and educational factors are mainly included.

URBAN CONDITIONS IN INDIA
The most important factors common to India and other developing countries are population growth, increasing urbanization, rising motorization, and low per-capita income. The total urban population of India burgeoned over the past three decades, rising from 109 million in 1971 to 160 million in 1981 (C47%), 217 million in 1991 (C36%), and 285 million in 2001 (C31%) (Office of the Registrar General of India, 2001a; Padam and Singh, 2001). The largest cities have grown especially fast. By 2001, India had three megacities: Mumbai (Bombay) with 16.4 million inhabitants, Kolkata (Calcutta) with 13.2 million inhabitants, and Delhi with 12.8 million inhabitants. Chennai (Madras), Hyderabad, and Bangalore each had more than 5 million
residents. And 35 metropolitan areas had populations exceeding one million, almost twice as many as in 1991 (Office of the Registrar General of India, 2001b). The rapid growth of India’s cities has generated a correspondingly rapid growth in travel demand, overwhelming the limited transport infrastructure. The sharply increasing levels of motor vehicle ownership and use, in particular, have resulted in alarming levels of congestion, air pollution, noise, and traffic danger. For most segments of the population, mobility and accessibility have declined. India’s poor have been especially disadvantaged. They have such low incomes that they cannot even afford of India was the equivalent of only US$2,600 (purchasing power parity), less than a tenth of average incomes in countries of North America and Western Europe (Central Intelligence Agency, 2002). With 26% of the population below the poverty line in 1999–2000 (Ministry of Finance, 2002), roughly a fourth of urban residents cannot afford the basic necessities of life, including virtually any form of public transport or even a bicycle. The urban poor live in congested slums in older, deteriorating inner-city areas or in illegal squatter settlements on the outskirts of cities. Those living near the center suffer not only from overcrowded housing but also from high levels of air pollution, noise, congestion, and traffic danger. The poor living on the suburban fringe must endure ramshackle housing conditions, largely non-existent public services, and long, time-consuming trips to menial jobs in other parts of the city.

India is rapidly becoming urbanised. By 2030, around 40% of the country’s population will live in urban areas. The extent to which India’s health system can provide for this large and growing city-based population will determine the country’s success in achieving universal health coverage and improved national health indices. In The Lancet Global Health, Sundeep Salvi and colleagues offer a glimpse into India’s urban health situation by reporting on the medical symptoms and diagnoses and the characteristics of patients who sought treatment from qualified primary health-care practitioners across 880 cities and towns on one day in 2011. This study provides a national perspective on the state of both population health and health systems in the context of an increasingly urban India.

According to a 2011 census report of India, more than 377 million populations, constituting 31.16% of the total population live in urban areas. For reducing the net carbon footprint, these metropolitan cities are one of the prime causes of concern, as they are a breeding ground for energy draining, commercial buildings like malls, restaurants etc.

To solve the problem of urbanization, we should apply the following solutions:

(a) **To create Employment at Rural Level:**
The chief responsible factor for urbanization is limited employment in villages. So, we should try to create more and more employment in rural areas itself. We should develop agricultural industries, rural industries, forests and rural skills in rural areas so as to provide employment as well as deteriorate the migration towards the cities.

(b) **The Development at Agricultural Level**
The main source of income and employment of villagers is based on farming. But unfortunately, even after 59 years of Economic Planning, we are unable to provide the irrigation facility to the useful land for farming. Where the farming is based only on Monsoon, in such areas, it has become difficult to live in such draughty condition. So the more development should be made in agriculture in rural areas and if it benefits one
reached to the villagers, there will definitely be deterioration benefits one reached to the villagers, there will definitely be deterioration in urbanization.

(c) **The Development of Businesses based on Agriculture:**
With the development in agriculture in villages, we should start some business based activities on agriculture like animal husbandry, poultry, sowing trees so as to provide employment to the villagers in addition to agriculture. It will increase their income and that will change their attitude of migrating towards cities.

(d) **Use of Natural Resources of Villages**
If we can use the natural resources of villages like land, water, jungles, human wealth, animals etc…in sufficient way, the chances for employment can be increased and that will decrease urbanization.

(e) **To Create Modern Services in Villages:**
The dearth of facilities like cities in villages is one of the responsible reasons of migration. A young man of village, who comes to city for education, is not ready to go back to his village due to the lack of facilities.

Those who have settled in cities are also not ready to make the marriage of their daughters in villages for the same reason. So the facilities like water, habitat, roads, primary education, primary health centers, 24 hours electricity etc. should be made available in villages. If the facilities like multiplex theatres, modern hotels and entertainment are provided in villages, it will boost employment and there won’t be any difference between cities and villages and that will solve the problem of urbanization.

With the population of India becoming increasingly centered in cities comes the significant challenge to India's efforts at universal health coverage. Government efforts to strengthen urban health systems have focused on programmes such as the National Urban Health Mission (now part of the National Health Mission). However, without a substantial increase in public funding for health (currently it is around 1% of GDP), India's urban health system will have difficulty in meeting the challenge of achieving universal health coverage.

The solution is not simply employing rooftop solar energy, as that can hardly make any difference due to space limitation and economic viability. What’s the need of the hour, is working on energy efficient measures, and strictly following the Energy Conservation and Building Code (ECBC). Further, there is a need to make the Heating Ventilation and Air Conditioning (HVAC) of buildings more energy saving as it consumes 60% of the total energy of the building on an average. Even though these energy efficient measures look lucrative, but modern day population of India is still apprehensive because of the stigma of high price associated with these measures.

**CONCLUSION**
Urbanization is a dangerous problem for a developing country like India. It is due to urbanization, some economical and social problems emerge in cities which become difficult to solve. Then, we have only one solution, that is, the development of villages. If the facilities like cities should be created in villages and employment should be created, there will surely be
deterioration in urbanization. The report of United Nations 2008 says that when the population of cities will be 50 percentage due to over population in India, the condition of cities will become complex. So, it is necessary to develop villages from right now.

Successes in urban environmental management include increases in resource efficiency, reductions in waste generation, improving urban infrastructure for water supply, the management and conservation of water resources in urban areas by improved waste water treatment and through legislation, setting up of recycling schemes, development of more effective waste collection systems, strict legislation for the treatment of hazardous waste, waste collection through public-private partnership, adoption of energy technologies by industry and households, and restoration of brown fields.

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THE SPORTS BUSINESS MANAGEMENT - RUNNING A CLUB

Nikita Vishnoi
Contributory lecturer at I.D.C.P.E. NAGPUR

The sports business management has change the lookout of sports related scope opening the doors of how to land on dreams opening in sports. It’s the real business that requires hard skills. The structure and approach will be similar of that any other management but what differs is the practical approach of handling and running the club with reduced fee structure.

Massive people want to indulge with family peers in a club or resources for the welfare of and overall development but only some of them are proficient to execute this plan. The major hindrance is lofty figure of fees of clubs to a majority of population.

It was quizzed about what were the big challenges preventing the sports clubs for development reaching its full potential. Unsurprisingly, a key sticking point for members of club was although the social value of sports firmly at its centre, but position to easily enroll themselves by the individuals along with their family or peers to a club is hurdled with elevated amount of fee structure which prohibits them from taking flattering advantages.

Sports club have a wider impact than simply the participation. They can benefit not just families, but also volunteers, local community and siblings. It should be in reach of each and every individual of society and not just elite people. There is a need to take accountability for sports clubs in wider terms and benefits. We need joined up thinking as sports club for all.

It is noticeable that there are few sporting clubs who had managed to flourish the successful involvement with peers, families and social groups to the clubs. There is need of developmental programmers so that the other major part of population who are out of reach from involvement due to high fees structure would also be able to involve themselves, hampering the major and minor points of hindrances.

INTRODUCTION
A sports club is defined as a group that has been formed motivated by a common interest and a desire to participate in a sport. A club may be entry level, developmental, high performance, recreational or any combination of these elements. A sports club is a group of members organised and established to promote and develop the interests and skills of members in sports related activities. The sports club programme individuals initiated and emphasis is placed on member’s leadership development and competiveness.

The sports business development is holding and developing a wider magnitude with whopping and upcoming sports clubs at almost every part of the country. Sports clubs are important at every aspect of individual because it is a place where people can hub for their personal health and social benefits. They learn and display their talents and get recognition which ultimately also improves the goodwill of the clubs. Sports club helps members to build healthy body and mind, sharpen their social skills, lowers the level of antisocial behaviour. Through engagement in sports, individuals develop teamwork, self discipline and a sense of initiation.
The sports club to achieve its maximum popularity should be reasonable in fee structure, wide range of facilities and equipment and should have pleasant environment and entertaining. With the help of clubs, an individual can inculcate its hidden talent.

But the question is what all are the factors which are hindering the majority of the population from taking the advantages of sports clubs? The prominent factors for these are lack of awareness, high fee structure of the clubs and not receiving fulfilling facilities as per the needs of the members.

Every two years, the sports and recreation Alliance run a survey with community grassroot sports clubs to take a look at their health and gain a better understanding of the sports and recreation sector.

The sports club survey looks at :-

- The opportunities, challenges and barriers sports club face.
- How sports club are coping financially and the extent to which they are feeling the squeeze of local authority cuts.
- How sports clubs are sustaining or growing their membership

Running a sports club is similar to operating a small business not only because of the time requirements, but also because of financial cost associated. Depending upon how register your sports club (as limited company, an unincorporated association, a mutual society, etc, there will be different tax responsibilities and filing requirements. Much like a business, staff is hired to manage various aspects of club operations and record is kept of cash flow coming in from members and events and going out for operation expenses.

METHODOLOGY
To run a club the foremost thing important to handle is functions of management

- Planning
- Organising
- Staffing
- Directing
- Controlling

PLANNING
Planning is the process of thinking about and organizing the activities required to achieve a desired goal. It involves the creation and maintenance of a plan, such as psychological aspects that require conceptual skills. There are even a couple of tests to measure someone’s capability of planning well. As such, planning is a fundamental property of intelligent behaviour.

ORGANISING
Organizing is the function of management that involves developing an organizational structure and allocating human resources to ensure the accomplishment of objectives. The structure of the organization is the framework within which effort is coordinated.
STAFFING
According to Koontz, O'Donnell and Heinz Weihrich, “The management function of staffing is defined as filling position in the organization structure through identifying workforce requirements, inventorying the people available, recruitment, selection, placement, promotion, appraisal, compensation, and training of needed.

DIRECTING
Directing is said to be a process in which the managers instruct, guide and oversee the performance of the workers to achieve predetermined goals. Directing is said to be the heart of management process.

CONTROLLING
Controlling is one of the managerial functions like planning, organizing, staffing and directing. It is an important function because it helps to check the errors and to take the corrective action so that deviation from standards are minimized and stated goals of the organization are achieved in a desired manner.

According to modern concepts, control is a foreseeing action whereas earlier concept of control was used only when errors were detected. Control in management means setting standards, measuring actual performance and taking corrective action.

FINANCES
Keeping a track of a clubs finance is critical to the ongoing success of a programme, areas that will need to be addressed include

- Developing a draft budget
- Determining source of income (membership fees, grants, sponsorship, fund raising etc)
- Developing an account system
- Developing financial policies for the club

To bring down the amount of fees charged per member, following are some of the ways which may result in decrease in the amount of fees structure of the club:

1) Proper utilization of resources
2) Sponsors
3) Increase in number of members and participants will ultimately bring down the amount of charges of fees on per head member. The more the number of members in a club, lesser the burden of maintenance charges on per head will be charged. So following could be adopted to attract more number of members to the club.

i. Talent identification (recognition to club)
ii. Tournaments and events
iii. Proficient trainers
iv. Discounts on full family and group registrations
v. Clubshop – source of revenue
vi. Enhanced services

1. Proper utilisation of resources

When all the available resources are properly utilised, there is lesser outflow of finance the sports club. Stock books should be well maintained so as to keep an eye over the use and disuse of assets, furniture, equipments etc.

1. Sponsor

A person or organization that pays for or contributes to the costs involved in staging a sporting or artistic event in return for advertising.

A person who pledges to donate a certain amount of money to another person after they have participated in a fundraising event organized on behalf of a charity.

In the last decade, many large and small corporations and businesses have begun to offer employee health, fitness, and wellness programs. These companies have found that improved workplace health, decreased employee absenteeism and higher levels of employees productivity and job satisfaction. So we can try to tie up with these types of companies for sponsorships.

1) Increase in number of members and participants will ultimately bring down the amount of charges of fees on per head member. The more the number of members in a club, lesser the burden of maintenance charges on per head will be charged. So following could be adopted to attract more number of members to the club.
   i. Talent identification- “It goes back to knowing as much as you can before signing them to your club. Talent identification is key to bringing clubs value. It helps bring more fans in. The players identified are the heart of the club. Thus increasing the fame and goodwill of club which will ultimately bring more members inside the club.
   ii. Tournaments and events- The conduction of tournaments calls a lot of people to destiny thus popularising the club as well as also aids in source of finance in terms of finance. Therefore, by continuing the same amount of profit margin, the added amount will help the clubs to be well sufficient in terms of money and thus improvements could be made in fee structure for members.
   iii. Proficient trainers – the availability of well skilled trainers will aid to the good running pf club and more number of members or clients will be attracted toward the club.
   iv. Discounts on full family and group registration-discounts will help to attract more no. of clients towards the club.
   v. Clubshop- the availability of personal equipments in the club itself will make the members easy availability and will also help to inflow of money to club
CONCLUSION
It can be conclude that with the above given ideas that clubs may manage to lower the fees for their member or clients without compromising with the quality of services and in this way for majority of population lofty fees will not be hinderence.

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INNOVATIVE RESEARCH AND PLAGIARISM

Dr. Vikram Singh
H.O.D. - Physical Education and Games
Vidhyashram International School, Uchiyarda, Jodhpur (Raj.)

ABSTRACT
Research in every field and more so in the field of education is the demand of the day. Progress in any field is directly linked with research in that field. Our problems and difficulties in the field of education further necessitate a purposeful and sustained research effort. Plagiarism is regarded as a common schema that reflects primarily on individual’s educational delinquency. It clearly violates the provisions of academic honesty and integrity. Also, it prohibits the further attainment of academic excellence. Today the effort is just on COPY+PASTE i.e. the ideas of other is copied and pasted. But when we talk about innovation, it means doing new things, so collaboration of innovation and research go hand in hand. “Innovation is the only way to win.” This is the need of the hour and not plagiarism.

Education research is the scientific field of study that examines education and learning processes and the human attributes, interactions, organizations, and institutions that shape educational outcomes. Scholarship in the field seeks to describe, understand, and explain how learning takes place throughout a person’s life and how formal and informal contexts of education affect all forms of learning. Education research embraces the full spectrum of rigorous methods appropriate to the questions being asked and also drives the development of new tools and methods.

Various research methods:

Lab experiment: - This type of experiment is conducted in a well-controlled environment, not necessarily a laboratory, and therefore accurate and objective measurements are possible.

The researcher decides where the experiment will take place, at what time, with which participants, in what circumstances and using a standardized procedure.

Field experiment: - These are conducted in the everyday (i.e. natural) environment of the participants but the situations are still artificially set up.

The experimenter still manipulates the IV, but in a real-life setting (so cannot really control extraneous variables).

Case study: - Case studies are in-depth investigations of a single person, group, event or community.

Case studies are widely used in psychology and amongst the best-known ones carried out were by Sigmund Freud. He conducted very detailed investigations into the private lives of his patients in an attempt to both understand and help them overcome their illnesses.

Case studies provide rich qualitative data and have high levels of ecological validity.

Correlation: - Correlation means association, more precisely it is a measure of the extent to which two variables are related.

If an increase in one variable tends to be associated with an increase in the other then this is known as a positive correlation.
If an increase in one variable tends to be associated with a decrease in the other then this is known as a negative correlation.

A zero correlation occurs when there is no relationship between variables.

- **Interviews:**
  - **Unstructured and Structured:**
    - **Unstructured (informal) interviews** are like a casual conversation. There are no set questions and the participant is given the opportunity to raise whatever topics he/she feels are relevant and ask them in their own way. In this kind of interview much qualitative data is likely to be collected.
    - **Structured (formal) interviews** are like a job interview. There is a fixed, predetermined set of questions that are put to every participant in the same order and in the same way. The interviewer stays within their role and maintains social distance from the interviewee.

- **Questionnaire:**
  - Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone or post.
  - The questions asked can be open ended, allowing flexibility in the respondent's answers, or they can be more tightly structured requiring short answers or a choice of answers from given alternatives.

  The choice of questions is important because of the need to avoid bias or ambiguity in the questions, ‘leading’ the respondent, or causing offence.

- **Observations:**
  - **Covert observations** are when the researcher pretends to be an ordinary member of the group and observes in secret. There could be ethical problems or deception and consent with this particular method of observation.
  - **Overt observations** are when the researcher tells the group he or she is conducting research (i.e. they know they are being observed).

  **Controlled behaviour** is observed under controlled laboratory conditions (e.g. Bandura's Bobo doll study).

  **Natural:** Here spontaneous behaviour is recorded in a natural setting.

  **Participant:** Here the observer has direct contact with the group of people they are observing.

  **Non-participant** (e.g. fly on the wall): The researcher does not have direct contact with the people being observed.

- **Pilot study:** A pilot study is an initial run-through of the procedures to be used in an investigation; it involves selecting a few people and trying out the study on them. It is possible to save time, and in some cases, money, by identifying any flaws in the procedures designed by the researcher.

  A pilot study can help the researcher spot any ambiguities (i.e. unusual things) or confusion in the information given to participants or problems with the task devised.

  Sometimes the task is too hard, and the researcher may get a floor effect, because none of the participants can score at all or can complete the task – all performances are low. The opposite effect is a ceiling effect, when the task is so easy that all achieve virtually full marks or top performances and are “hitting the ceiling”.
**Content analysis**: Content analysis is a research tool used to indirectly observe the presence of certain words, images or concepts within the media (e.g. advertisements, books, films, etc.). For example, content analysis could be used to study sex-role stereotyping.

*Researchers* quantify (i.e. count) and analyze (i.e. examine) the presence, meanings and relationships of words and concepts, then make inferences about the messages within the media, the writer(s), the audience, and even the culture and time of which these are a part.

To conduct a content analysis on any such media, the media is coded or broken down, into manageable categories on a variety of levels - word, word sense, phrase, sentence, or theme - and then examined.

The term *innovation* means a new way of doing something. It may refer to incremental, radical, and revolutionary changes in thinking, products, processes, or organisations. A distinction is typically made between invention, an idea made manifest, and innovation, ideas applied successfully. Today the greatest concern is that the pipeline of educational innovations in research is drying up. Nationally, there are few innovations which are reported.

**PLAGIARISM AND REFERENCING ELECTRONIC RESOURCES:**
Referencing (also called citing) simply means that you indicate which material is not your own and show where you got it from. Even if you have not used someone’s exact words, but have rephrased their ideas, you need to give your sources. The idea is that someone else reading your work should be able to recognize the difference between your work and someone else. You need to provide them with enough information about your sources that they could find the source for themselves. There are several different referencing systems, each subject area tends to use its own system of citations, but whatever style you choose it is important to be consistent, complete and accurate. This matters not only for books and articles, but electronic sources as well.

**Plagiarism is theft**: Plagiarism is theft. If someone broke into your house and stole your television you would be understandably upset. That was your television and now you can’t watch the serial. In exactly the same way, using someone else ideas without acknowledging where they came from is stealing.

That is what referencing is all about, making sure that if you use someone else’s words or ideas you let your readers know where the information came from. It is okay to quote from a book, or use the ideas from someone’s work in your own work, but it does mean that you need to be careful to make sure that you acknowledge where the information came from, and make it quite clear that it is not your own original ideas. The way you do that is to make sure you reference any material you use which is not your own.

The birth of continuous development and advancement of technology provide various violations of Plagiarism. It is present not only in the social and political environment but also most importantly in the academic sector. It is regarded as one of the most controversial issues we commonly find in the academic setting that needs to be addressed properly. It is regarded as one of the most controversial issues we commonly find in the academic setting that needs to be addressed properly.
In the field of **innovation and development**, several countries around the globe realizing the effects of **plagiarism** already implemented laws to prohibit, regulate and even prosecute violators thereof. They possess and adopt the latest software and mechanism designed to identify or detect plagiarism violations. For example, In the **Philippines**, it is of wrong notion that if you commit plagiarism you will be held criminally and civilly liable.

**SYMPTOMS OF PLAGIARISM:**
- Too lazy/too hard to create own work
- Poorly designed assessment tasks
- Poor time management
- It is very easy and convenient to do
- Cultural perspectives
- Pressure to achieve high grades
- Disorganized
- Ignorant of formatting / protocols
- Lack of consequences if caught
- Low chance of being caught, others do it
- Lack of skills to extract or create information
- Language barriers
- Not exposed to modeling of best practice
- Simply doesn’t care about the ethics

**ACCORDING TO SOCIAL LEARNING THEORY,**
“Learning is an unbroken and continuous process that takes place in a social perspective of the participating community. Manifesting innocently through direct observation, adoption or instruction.” (Albert Bandura, 1977)

In this theory, it provides that the people around the observer-learner will respond to the behaviour it imitates with either reinforcement or punishment. If a learner observes that the actions taken by the models committing plagiarism are rewarding then it is more likely to continue performing the similar behaviour or imitate those people it recognizes as comparable to itself. In this manner, if learners and students observe that doing or practicing **plagiarism** as witnessed on their colleagues result in satisfying or rewarding manner, without apprehension or consequences from authority, then the tendency or probability of plagiarism will increase and definitely result to simulation and replication. Consequently, it will respond to the same process or cycle in their respective environment.

Furthermore, under the **reinforcement theory**, known as the **operant conditioning theory** (B.F. Skinner, 1938), it asserts that behaviours will respond either **positive** or **negative**.
If the reinforcement made by the educators or teachers positively respond to the wrong doing of plagiarism then the learners or students action in the environment is validated, confirmed and strengthened that will cause reiteration of erroneous practice of plagiarism. On the other hand, if the reinforcement is properly maintained, the actions undertaken by the learners or students are sanctioned or penalized, then the practice of plagiarism as an emerging issue or problem affecting academic integrity will be abated.

It can be concluded that the attainment of academic excellence in advance educational research must adhere and conform through proper observance of academic integrity. The mainstream of plagiarism dwells in the question of morality. The important values on fairness, equality, good faith, honesty and truthfulness should be uphold at all times. There is no valid reason for its non-compliance. Likewise, it must not be tainted with deceit, malice and bad faith at the expense of another. Innovative and participative software perceiving plagiarism can never replace honesty, self-assessment and personal judgment to determine for a fact that a person is guilty or liable for plagiarism.

REFERENCES:

GYMNASTICS CURRICULUM : AN EMPHASIS ON GRADUAL ACCUMULATION OF SKILLS

*Kanika Gupta  **Dr. Samiran Chakraborty
*Research Scholar, Department of Physical Education and Sports Sciences
**Associate Professor, IGIPESS, University of Delhi, Delhi

ABSTRACT
Present study focused on practicum gymnastics curriculum has design for each level, fitness program for each level, different testing includes skill and fitness testing, counselling programs and parental involvement. Gymnastics provides the perfect balance for fun, challenge, risk taking, skill acquisition, develops coordination and muscle memory which will help individual for lifetime. Gymnastics incorporate the so-called ‘crossover’ across the called axis and support the cooperation of the left and right side of the brain. The left side is responsible for the analytic thinking, language and logical process while right side influence holistic thinking, creativity, spatial orientation, visual imagination and emotions. Children gain an awareness of their body in a fundamental way found in no other sport. Gymnastics Curriculum leads to improvement in individual by developing locomotive, object control skills and movement competency in children which lays the foundation of athlete for any other sports he or she wants to go in future for excellence.

KEYWORDS: Gymnastics, spatial orientation, holistic thinking, analytic thinking, visual imagination.

BACKGROUND:
Sports in general terms it is form of competitive physical activity or game which, through casual or organised participation, aim to use, maintain or improve physical ability or skills. But it’s not end here, sports are vast term. It’s not limited to competitions, medals, training sessions but today it’s a necessity of life. Sport is definitely one of the greatest things man has ever created. Sport is powerful tool which break all barriers and help us to feel good about ourselves both physically, mentally and socially. There is no age in engaging in physical activity, sports are for all. Through physical activity an individual can improve their wellbeing’s, self esteem, can feel better in yourself, made you confident; basically it improves whole quality of life. Sport can make a significant contribution to your quality of life, and numerous academic studies show it can influence physical and mental health, social life and life opportunities. We all know about mother of all games and sports i.e. Gymnastics yes, sport of beautiful aesthetic and graceful movements. Gymnastics is mother of all sport/game and will help to develop a good sports person as simple gymnastic exercises form the basis for many other specialised sporting activities and can create coordination and muscle memory that will last a lifetime. With the learning of gymnastic skills comes the acquisition of general motor skills which are inherent in many other sports. The benefits of gymnastics are enormous: The sport increases the ability to balance, it also develops good posture. It contributes to the child’s general strength and stability during his or her physical development and promotes agility, flexibility and ability to respond. Above all, however, children gain an awareness of their body in a fundamental way found in no other sport. Gymnastics for All is a sport for everybody. It can develop amazing skills while getting strong and flexible in fun and challenging ways; it is a sport for life with something for
all ages and all abilities. The basic skills of landing, rolling and being upside-down can be developed and enhanced to suit whatever kind of movement you love best.

Gymnastics contributes significantly to overall fitness because it uses muscle groups and body orientation that are uncommon to many other activities if students are not challenged beyond their abilities and if the focus is a movement sequence at basics, not advanced levels, the fear of injury should be no other than that for any other physical activity.

WHY GYMNASTICS?

With the learning of gymnastics skills comes the acquisition of general motor skills which are inherent in many other sports. The benefits of gymnastics are enormous. In gymnastics, the body constantly changing its direction and pace. In the process, the interaction of inner and outer forces and the spatial orientation enhance coordination skills as well as the ability to concentrate. Movements such as climbing, hanging, rolling, jumping, dangling and flying- which comes naturally to most children- are gymnastics elements that aid in the acquisition of motor and cognitive skills. They incorporate the so-called ‘crossover’ across the body axis and support the cooperation of the left and right sides of the brain. The left side is responsible for analytic thinking, language, and logical processes while the right side influences holistic thinking, creativity, spatial orientation, visual imagination and emotions. (Könnicke, 2008). One of the major benefits of gymnastics activity is that it subjects the gymnast’s body to a wide variety of stimuli. Repeating the same movement patterns over and over has recently been questioned. And, the generally assumed superiority of aerobic training has been shown to be illusory for many areas of fitness, particularly with regard to weight loss. Large people tend to be strong in absolute terms, while smaller people are less strong. Strength is one of the major redeeming characteristics of gymnastics. Gymnasts tend to develop upper body strength more than unique aspects of gymnastics that serves to separate gymnastics from most other sports (Sands, A.Wm, 1999).

Gymnastics is performed on mats, the gymnast learns to fall and roll to spread the forces of impact over a larger area and time. Learning to fall helps the many other sports. The flexibility demands of gymnastics are probably the most significant and gymnast avoid injury. Fall-training can help prevent injuries in most sports. Gymnasts acquire a very "cat-like" ability to right themselves and to fall without being hurt. Gymnastics is a risky game. A lot of this has to do with the fear of trying something that you have never done before. Coaches encourage gymnasts to express their fears to them, and they set attainable goals to work through their fears. This goes hand-in-hand with building confidence. Gymnasts are often challenged to try new things and coaches lay out a path that allows them to achieve those challenges in a step-by-step manner. This approach allows kids to develop strategies to overcome things that they see as impossible and encourages them to try new things both in the gym and in life. In gymnastics every skill you learn is earned through hard work and repetition. A great thing about gymnastics is being able to see the direct relationship between hard work and results. The harder children work the more quickly they progress. There are few better ways for a child to see how hard work and determination pay off. It teaches a gymnast work ethics. The conditioning involved in developing the body skills to do with these exercises will go a long way to providing a foundation of strong, healthy bones. Gymnastics in academics, studies show how physical skills also leads to mental ability or well improving brain efficiency. Group found the strength kids build in their arms and hand improves handwriting skills. Forward and backward movements or bilateral activities build visual and audio and spatial awareness helps to develop maths skills.
Coordinated movement pattern and bilateral activities appears to create fluent readers (CBS Miami, 2011).

GYMNASTICS LAYS FOUNDATION TO ATHLETE
There are ample of key points which prove why gymnastics is different from other sports or build foundation for athlete and prepare them for excellence in future.

- The USA gymnastics has pointed out that gymnastics lay foundation for any sport that kids choose to pursue when they get older. Gymnastics for children provides a mental toughness that is needed to excel in skills from the beginner to elite levels. There’s a great deal of physical strength involved in it as well plus, gymnastics help develops strong leaders and competitive players. Just as sports like basketball and football, a gymnast learns how his unique talent would help team in short, gymnastics lays foundation for all athletic endeavors.

- Simple gymnastics exercise forms the basics of many other sporting activities and can create coordination and muscle memory that will last for lifetime.

- Gymnastics provides a great foundation for all sports. Gymnastics develops strength, flexibility, balance, agility and coordination all skills needed for sports like hockey, basketball, volleyball and football. The flexibility used to do a leg split is the same flexibility a hockey or soccer player uses to save a goal. The balance and coordination a gymnast develops to jump on a balance beam is similar to the skills needed by a pitcher on the baseball mound. Whether you become a competitive gymnast or participate in other competitive sports, gymnastics gives you a great foundation to succeed.

- Gymnastics is a sport where the best athletes at the highest levels still fall and make mistakes, gymnastics teaches resilience.

- Gymnastics makes brilliant students in academics. (Josephson, Anne) studies shows how gymnastics develops courage, determination, garners a growth mind-set in individual (American College of Sports and Medicine, 2006) Those involved in less strenuous activities for 30 minutes over five days per week did not achieve the same improved grade results It considered a spatial sport, which means the more children move in different ways, the more connections are made in the brain that improve spatial awareness. Kids need good spatial skills to understand mathematical equations and geometric principles. Gymnastics does just that! Gymnastics moves improve body awareness and help wire the brain for math success.

- In physical education and gymnastics lessons, kids regularly do moderate to vigorous physical activity and practice new and challenging gymnastics movement patterns. These aspects of gymnastics education make the brain better equipped to learn and makes brain stronger. When gymnasts are learning a new motor skill, the circuits linking the cerebellum, basal ganglia and prefrontal cortex get going and their performance improves. While practicing these types of gymnastics motor skills we create thicker myelin around nerve fibres. This improves the quality and speed of the signals and the efficiency of brain circuitry.
GYMNASTICS CURRICULUM
Gymnastics provides the perfect balance for fun, challenge, risk taking, skill acquisition. Gymnastics curriculum is a structural formation of training, fitness program for all levels, fitness and skill testing, coach’s development program, stakeholder involvement (parents, school, community etc.). Gymnastics for All is a sport for everybody. (Rudd. R. James et. Al, 2017) (Hrusa. Petr, 2013), how Gymnastics Curriculum leads to improvement in individual by developing locomotive, object control skills and general body coordination. Which develop movement competency in children. It can develop amazing skills while getting strong and flexible in fun and challenging ways; it is a sport for life with something for all ages and all abilities. The basic skills of landing, rolling and being upside-down can be developed and enhanced to suit whatever kind of movement. Some points which can develop while this program are as follows:

GYMNASTICS FOR ALL (GFA):
- Develops balance, co-ordination and confident body movement
- Builds self-esteem, strength and flexibility, preparing the body & mind for life's challenges
- Develops healthy minds and bodies for now and later life
- Different sports of participant choice.

Development of Program:

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<th>GYMNASICS</th>
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<td>Gymnastics for all</td>
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<td>Gymnastics for excellence</td>
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Level 1  Level 2  Level 3  Level 4  Level 5  Level 6

To channelize the selected probable’s for gymnastics for excellence
Gymnastics for all program is develops as a three-year program having fun, fitness and skill development divides in:

There are six levels each level constitutes of 3 stages of 2 months each

1. A child has to complete 3 stages constitute of 6 months.

1. **Rolling**: skills are usually taught early. Rolling skills are used to prepare the gymnast for movements that are close to the floor, and as a means of recovering from a fall while learning another target skill. The instructor should emphasize methods to clear the head and methods of making the roll smooth. Clearing the head may require considerable upper body strength. Performing a smooth roll (i.e., not bumpy) requires that the gymnast's body moves smoothly from one contact point to the next (i.e., from shoulders to back to hips, to feet) *(Sands, A. Wm, 1999).*

2. **Upright balance and locomotion**: involves body shapes and simple movements. Upright balance, of course, doesn't involve being inverted. The gymnast learns about body shapes and body control while trying to hold unusual body positions in static and in upright locomotion. The gymnast should be instructed in appropriate body positions and postures. When the gymnast is asked to hold a balance position for a period of time or during a movement, the posture and position often deteriorate. Instructors should monitor the gymnast's body positions so that poor postures are identified early and the gymnast becomes able to identify and adopt specific body positions while moving *(Sands, A. Wm, 1999).*
3. **Inverted balance skills**: require a clear understanding of body positions while upright. Inverted skills place a great deal of stress on body positions and postures due to the disorienting influence of being upside-down. Because the acquisition of inverted balance skills is more difficult, the gymnast should be exposed to a number of different types of inverted balances. For example, there are many versions of headstands that can be used to help the gymnast learn about body position and postures while inverted. If headstands become too easy, then the gymnast can progress to forearm stands and handstands. Gymnasts are required to move into and from inverted positions, most commonly handstands from all directions. Inverted balance skills allow the gymnast to learn about movements into and out of upside-down positions in relatively slow and controllable ways. Again, instructors should emphasize sound body positions and postures at all points of the movement (Sands, A. Wm, 1999).

4. **Inverted skills**: take the gymnast's abilities to a higher level. The gymnast must now combine both balance and movement with inversion. Gymnasts should learn these skills from both the right side and the left side, both forward and backward (Sands, A. Wm, 1999).

5. **Bridging skills**: come relatively late in the curriculum design shown in Figure 1. Bridging skills require an understanding of body position, enough flexibility to achieve the positions, and the strength to achieve and maintain the arched or bridged position without jeopardizing the athlete's safety. These skills can be performed slowly while the upper or lower body is supported on mats. The gymnast can also be elevated slightly so that all movements proceed "downhill" and are thus easier to perform (Sands, A. Wm, 1999).

6. **Flight skills**: are covered last. The primary reason for delaying flight skills until late in the learning progression is safety. Often when flight is added to a skill, the impact forces increase dramatically along with danger. Flight skills may or may not require spotting, and thus the skill of the instructor also increases. When instructing flight skills, thicker and softer mats, are also important. While it might be easier to simply provide a dogmatic approach to the teaching of gymnastics skills (i.e., a recipe), the reality is that instructors must be allowed latitude and discretion in their choice of skills for instruction and the path the gymnast takes from skill to skill (Sands, A. Wm, 1999).

Coach should focus on outcomes of every level or every stage of following

- In movement
- About movement
- Through movement

For example, in movement students will expected to be demonstrate basics gymnastics movement. About movement student demonstrate an understanding of motion that influence propulsion and balance and through movement student will demonstrate care and corporation during activities.

We can also include strands units of gymnastics curriculum includes:

- Movement
- Understanding and appreciating gymnastics.
Strands outline movement activities for each class level and indicate how movement can be developed sequentially. The focus is on body action such as jumping, turning, swinging and balancing and with control and management of body movements in increasingly challenging situation movement tasks should be set to match children stages of development.

2. In completion of 3rd stage that is after each level child has to undergo testing i.e. fitness testing and skill testing.
   Student assessment will be done in different bifurcation:

   - **Teachers Observation** - Throughout the theme, keep a checklist of skills that have been performed competently by each student
   - **Students Performance** - Evaluate student gymnastics movements and routines for technique, creativity and variety. Record the number of pull-ups each student can perform at the beginning of the theme and after practicing it for a set period of time. Note the change in ability
   - **Self-Evaluation/Reflection** - Video tape is a very valuable tool in demonstrating to students their level of performance in gymnastics skills. Video tape students and allow them to assess their performance for correct technique and identify areas for improvement.
   - **Peer Evaluation** - Have students plan and perform simple routines. The class will judge the routines and give immediate feedback to the performers on their level of performance.

3. Once a child say example receive 80% or more the he/she move to the level next.
4. Those receive less than 80% will be retained on 3rd stage, here the coach has to work with the child for another 2 months and prepare him/her to take another test.
5. Practicum curriculum has design for each level, fitness program for each level, different testing includes skill and fitness testing, counselling programs and parental involvement. Main motto is:
6. To develop motor skills, fitness and coordination among the children
7. To select their choice of sport/game for later years.

CONCLUSION:
Gymnastics leads not only physical development but social, mental, emotional developments. Gymnastics should be regarded as an activity, which leads to gradual accumulation of skills and challenge individual beyond their abilities which develops courage, determination leads to overcome individual fears, develops coordination and muscle memory which will help individual for whole life. Gymnastics incorporate the so-called crossover across-the-called axis and support the cooperation of the left and right side of the brain. The left side is responsible for the analytic thinking, language and logical process while right side influence holistic thinking, creativity, spatial orientation, visual imagination and emotions. Children gain an awareness of their body in a fundamental way found in no other sport. Gymnastics also makes brain stronger. This program will direct the athlete in right direction and prepares individual not just physically but psychologically too. Gymnastics Curriculum leads to improvement in individual by developing locomotive, object control skills and movement competency in children which lays the foundation of athlete for any other sports he or she wants to go in future for excellence.

REFERENCE:


PHYSICAL CULTURE & EXCELLENCE IN SPORTS

*Dr. K.P. Manoj
**Dr. Mathews Jacob

* Assistant Director of Physical Education & Former Dean, Faculty of Education, University of Calicut, Malaparam, Kerala - 673635.
** Associate professor & Head, Department of Physical Education, MA College, Kothamangalam, Kerala.

WHAT IS PHYSICAL CULTURE?
Development of a positive attitude towards participation in sports / Physical fitness programs by involving in it as a facilitator/spectator/trainer/ trainee/ sportsperson/ participant etc. etc., thereafter developing it as a part of habit / daily routine.

WHAT IS EXCELLENCE IN SPORTS?
Excellence in Sports can be said to be elite performances given by sports stars at International / National level. International level should be confined to medal winning performances at Olympic Games, World Championships, Asian Games, Asian Championship, Commonwealth Games and Commonwealth Championships.

Physical Culture and Excellence in Sports are intrinsically interrelated and infact if physical culture is developed, this will certainly lead to better identification of talents in sports and thereafter grooming them into elite sports stars, for excellence in sports.

Culture cannot be made to follow compulsorily by the masses, on the other hand need to be inculcated and developed. Development of Physical Culture in China, or rather in any other country is based on the socio economic and political situation prevailing in that country, hence the socio economic and political background prevailing in the society, should be taken into account when physical culture is developed among the people.

In Russia and in China, there are ministries of physical culture and sports, not sports ministry. Likewise here too the Directorate of Youth Affairs and Sports should be named as Directorate of Physical Culture and Sports. Just by naming the directorate do not serve the purpose. The initiation and importance should be in the implementation for the development of physical culture, which in the initial years will be very slow and costly. But in the long run, this development and inculcating of a unique physical culture among the school children will have far reaching positive and constructive effects, which will enable to have a very healthy society free from degenerative diseases.

With the development of physical culture, more and more students can be attracted towards sports, thereby having a larger group for spotting or rather for identification of talents in sports. Thus, the development of an elite sports person can be divided into two parts.

1. Identification of talents in sports
2. Excellence in Sports

At present in India, the identification of talents in sports is performance – oriented i.e. the talents are spotted on the basis of their performance in motor abilities such as speed, back strength, explosive power, agility, cardio-vascular endurance, shoulder strength etc etc. Apart from that, certain anthropometric variables such as height, weight and foot length are also taken into
consideration. This type of identification of talents in sports does not suit the various conditions prevailing in India, such as the climatic conditions, food habits etc. A majority of the children of the Indian population do not come forward for the identification of talents, leading to the selection of only a very few children and they give a better performance because of the practice, they might have got either due to the facilities they might have enjoyed in their locality or due to the interest taken by their parents, who have the necessary socio-economic background. These results in getting only children who are not sufficiently gifted to the level of Asian or Olympic performance which had ultimately resulted in our failure to bring laurels for India.

Thus, the identification of talents in Sports would have to be based on scientific methods with which more children need be tested. A fool proof method or rather clear cut norms based on certain criteria had been an inhibiting factor, which had been curtailing the idea of testing a much larger population. For the identification of talents in sports based on hereditary factors, all the students studying in upper primary & secondary schools of age between 10 to 17, should be made to participate actively in Health Physical Fitness Testing Program.

**TWENTY POINT ACTION PLAN PROPOSAL**

1. Renaming or setting up of the Directorate of Physical Culture and Sports under the State Government.

   **DIRECTOR**

   ↓

   **Joint Director**

   Deputy Director’s of Education in each Revenue District

   ↓

   **District Inspectors of Physical Culture and Sports**

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   **SUB INSPECTORS OF PHYSICAL CULTURE & SPORTS**

   (ONE IN EACH EDUCATIONAL DISTRICT)

2. New appointments of District Inspectors of Physical Culture and Sports (Preferably men) and 34 Sub Inspectors of Physical Culture & Sports (Preferably men).
Health Related Physical Fitness Testing Program should be made compulsory for all students from 10 –17 years of age for grading and promotions in all schools. In the first stage, the testing should be done at the school itself. In the second stage the testing can be done at the educational district level and should be conducted directly under the supervision of the District Inspectors of Physical Culture & Sports.

Making 2 hour / Week mandatory for Physical Activity / Physical Fitness program from 5th to 10th standard in all schools.

Interested retired sports stars should be engaged as volunteers after a short Term Training Program, so as for Community Sports Development Program. The Sub Inspectors of Physical Culture and Sports with the help of Local Self Government should prepare a list of such sports stars and should coordinate with the engagement of volunteers.

Volunteers (retired sportspersons) should be trained to impart General conditioning and training in nearby schools, so as for the school children to achieve Health Related Physical Fitness test standards.

At present in many states the status of Physical Education Teacher are very much different from that of other teachers and in some states it is made a special teacher clubbed along with Arts and Craft teacher, Drawing teacher and Music teacher. This special teacher status of Physical Education should be removed and should not be clubbed with any other teachers. After three years of implementation of introduction of the Health Related Physical Fitness testing program in schools. Physical Education should be made a compulsory classroom subject and a post of Physical Education Teacher should be created in all schools having sufficient student strength. This should be taken up in a phased manner. First year in all Government High Schools. Second year in all Aided and Unaided High Schools. Third year in all Government Higher Secondary schools, then in all Aided and Unaided Higher Secondary Schools. Later in all Government Upper Primary Schools and thereafter in all Aided and unaided Upper Primary Schools. Thereafter the number of posts of Physical Education teachers in each school should be increased on the basis of number of classes and divisions.

All Municipal corporations / Municipalities  should have a minimum of one major stadium with a 400 mts Track and facilities to play priority Games / Sports, set apart exclusively for sports and games. All Gram panchayats should have a minimum of one mini stadium (with a 200 mts track) with facilities to play those games which are famous in that area. The playfields and stadiums should not be used for short-term or long-term commercial / business purposes. Besides, each corporation should identify five priority games, municipalities three priority games and grama panchayats two priority games, apart from athletics, so as for the development of community sports program.

A Centre for Excellence in Sports (This should be the State Sports Complex) should be made to function with all modern standardized equipment / Facilities / infrastructures with an aim of grooming talents into elite sports stars of international standard in prioritized Games & sports.

Talents in Sports can be identified from students who achieve a certain standard in all Test items of Health Related Physical Fitness separately at the second stage testing.
program, conducted directly under the supervision of the District Inspectors of Physical Culture & Sports at the educational district level.

11) Priority games / sports should be finalized, based on the chances of excelling in performance at International level / National level. This should be for short-term achievements as well as for long term goals.

12) Talents in Sports should be put in Sports Nurseries upto 12 years of age with no event specialization / Games, so as to develop all Motor Qualities & Coordinative abilities through Swimming, Gymnastics, Minor Games etc. etc.

13) Later, this Sports Talents should be placed in different sports academies after identifying their talents in different sports / Games after 13 years of age and should be specialized in one of the major prioritized games / event in athletics / Swimming.

14) At a later stage, talents thus spotted to different sports / Games / events in Athletics/ Swimming should be send to the Centre for Excellence.

15) **Training of personnel:**

**Physical Education Teacher** - Indian Physical Education Council should be set up through an act in parliament, so as to monitor running of Physical Education Teacher Education institutions in India.

**Volunteers** - Retired sportspersons should be given short term training, so as to work for attaining Physical Fitness standards by students and as trainers in community sports development programs.

**District Inspectors & Sub Inspectors** - Either through promotion or through direct recruitment, Masters Degree in Physical Education is a must: Higher qualification like M. Phil. / Ph.D. should be preferred to.

**Coaches** - The best of the selected volunteers thus engaged (Retired Sports stars) should be selected to undergo the 1½ months training in certificate course at NSNIS. Such trained volunteers should be given honorarium and should be given intermittent training and education in various games and sports of their specialization and in sports sciences; after closely monitoring their performance and attitude. The best among the lot should be sent for specialized training abroad in the various prioritized sports so as for further training of volunteers.

16) Excellence in sports should be for medal winning performances in Olympic Games, World Championships, Asian Games, Asian Championships, Commonwealth Championships and Commonwealth Games. Accordingly long-term goals should be set for achieving excellence in sports.

17) **Funding for Development of Physical Culture and Excellence in sports.**

   i. Sports Cess

   ii. Marketing of sports / Marketing of Physical Fitness testing programme

   iii. Additional allocation of sports
iv. Allocation from Education Department

v. Allocation from Health Department

vi. Grant from H.R.D. Ministry, G.O.I., for two five year plan period.

vii. Allocation from Department of culture.

viii. Grant from Ministry of Culture Govt. of India.

ix. Allocation by local self government for building infrastructure and for community sports development program.

(18) For Excellence in sports it should be a coordinated approach involving experts in sports Psychology, Sports medicine, Sports Nutrition etc. etc., apart from Coaches and trainers.

(19) The possibilities and usages of herbal medicines, Yoga, Meditation and Kalaripayattu at the Sports Nurseries / Sports Academies should be looked into.

(20) Due importance should be given for Action Research which will have direct immediate practical applications for improvement of Physical Fitness and for Excellence in Sports.

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SPORTS MANAGEMENT IN PHYSICAL EDUCATION

*Dr. Madhu Gaur **Ashwani Bali
*Assistant Professor, Shri J.N.P.G. College, Lucknow
**Research Scholar, Sant Gadge Baba Amravati University, Maharashtra

ABSTRACT
In the last few years, we have experienced a global economic crisis, but also a crisis in the social world and in the sports world. During the past decade, sports management directed an institution focused on competitive sports, and characterized by ignorance of the educational level of the staff, limited training and lack of continuing education for the trainers, and under-utilization of human resources. Management is an essential part of any group activity. Management is needed whenever people work together in an organisation. In today’s competitive environment, the quality and performance of the management determine the success of organisation; in fact they determine its very survival. Now a day no organisation can hold its monopoly on capital or technology. But good management definitely become its monopoly and give it competitive edge over its rivals.

Key Words : Sports Management, Physical Education

SPORTS MANAGEMENT
The term ‘management’ is often associated by people with business, trade or other economic activities. A sport is neither a business nor an industry. It is a field of education where an interpersonal interaction is better understood as a means of socialization process than a trade transaction. However, management is an essentially in sports also. Sports and management are two human extensive managed. The desired targets in sports programme cannot be achieved without careful attention to planning, organizing, staffing, directing and controlling.

The management of sports department is consistent of decisions and actions based on ability to identify and determine specific objectives, the capacity to mobilize the necessary means for achieving them and aptitude for monitoring the results obtained. Thus managing a sports organisation includes four basic steps: Identification of the objectives and targets to be achieved in the light of changes in the organisational environment, new technologies and innovations, changes in demand for sports products and services, media pressure, sponsors etc.; Distinguish all possible objectives and targets which must be achieved on priority basis or as necessary; Equipping oneself with the means of achieving the priority objectives and targets. This will include mobilization of various resources viz man, money, material and facilities; Monitoring the results obtained in terms of quality and time period allowed.

SCOPE OF SPORTS MANAGEMENT
The scope of sports management is very vast as regards the areas. The underlying objective of physical education is to educate people how to be healthy, fit and strong. Sports emphasis on performance and excellence. Management of personnel, materials, equipment, facilities, programmes and finance is essential to them both. The major areas of physical education and sports discussed in detail as follows:
1. **Personnel:** Activities included in the personnel area of sports management are:
   
   a) Manpower requirements  
   b) Recruitment and selection  
   c) Development and placement  
   d) Training  
   e) Monitoring  
   f) Behavioural audit  
   g) Participation  
   h) Public Relations

2. **Programme**
   
   a) A sound programme is the key to success for an organisation. Activities included in the programming are as follows:
   b) Training schedules.
   c) Revision of curriculum and course of study.
   d) Recruiting students or participants.
   e) Maintaining and improving the programme’s image and reputation.
   f) Coordination with other programmes.
   g) Evaluation in terms of achievement of goals and objectives.

3. **Finance:** Financial management includes following activities:
   
   a) Sources of Funds.
   b) Allotments of funds.
   c) Budget planning.
   d) Long and short term Goals.
   e) Basics of planning.
   f) Guidelines.
   g) Expenditure Control measures
   h) Audit and accounts.

4. **Materials:** Materials Management is concerned with equipment and materials. It includes the following,
   
   a) Equipment needs in terms of objectives and activities.
   b) Purchasing policies, principles and procedures
   c) Selecting the equipment
d) Care and maintenance of equipment

e) Storing (indoors and outdoors)

f) Handling security

g) Issue and inventory

h) Maintenance of registers

i) Modification

j) Standardization and modernization of equipment and materials

k) Disposal procedures.

5. Performance: Performance management deals with the following:

a) Sports competition

b) Preparation and participation

c) Prognostics and selective diagnostics

d) Performance dynamics and evaluation

e) Psyco-dynamics and sports

f) Ethical standards for teachers/coaches and athletes

g) Maintenance of performance records

h) Roll of honors/colours award boards

i) Reward-award records

6. Office: Office management deals with fundamentals procedures of office management such as:

a) Office administration

b) Office Personnel

c) Interpersonal relationships

d) Staff and management correspondence maintenance of office records, registers and files.

7. Infrastructure: Infrastructure Management concerned with the following:

a) Playfield engineering

b) Basic concepts and planning

c) Construction, upkeep and maintenance of play fields.

d) Indoors halls, gymnasium, swimming pools, camps sites etc.

e) Security, safety and health considerations for infrastructure

f) Multipurpose use of facilities.
g) Futuristic approach to the construction and use of sports infrastructure

h) Facilities for public

CONCLUSION:
Sport management is gradually developing into a science. It presupposes a qualitative change in the attitude of the physical educator in general and a need for specialized training for those who wish to take up managerial jobs. The ability of the managers to influence events makes significant difference in bringing about success, enjoyment and satisfaction. The widening or shrinking of the scope of management depends upon the managers own intelligence, wisdom, initiative efficiency. Management is the dynamic life giving element is every organization; it is the activating force that gets things done through people. Without management, an organization is merely a collection of men, machines, money and materials.

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CHALLENGES AND DEVELOPMENT OF GAMES AND SPORTS ACTIVITIES FOR NIT STUDENTS: A STRATEGIC PLANNING

Avishek Baisya
Student Activity & Sports Assistant
National Institute of Technology, Patna

Organisation of games and sports in National Institute of Technology (NIT) requires various steps of sports management right from budget preparation to prize distribution or closing ceremony. This paper is going to emphasise on the various steps involved for the organisation of games and sports activities in a fiscal year, the challenges faced and some proposals for increasing the involvement of engineering students in games & sports activities not only as a part of recreational activity but also for the wholesome development of their student hood.

Keywords: Challenges, proposal.

INTRODUCTION
The National Institutes of Technology (NITs) are autonomous public institutes of higher education, located in India. They are governed by the National Institutes of Technology Act, 2007, which declared them as institutions of national importance alongside Indian Institutes of Technology. These institutes of national importance receive special recognition from the Government of India. The NIT Council is the supreme governing body of India's National Institutes of Technology (NIT) system and all 31 NITs are funded by the Government of India. These institutes are among the top ranked engineering colleges in India. All NITs are autonomous which enables them to set up their own curriculum. The language of instruction is English at all these institutes.

NITs offer degree courses at bachelors, masters, and doctorate levels in various branches of engineering, architecture, management and science.

EXISTING PATTERN OF GAMES AND SPORTS ACTIVITIES
Most of the NITs have got a playground and a Student Activity Centre or a Sports Complex.

Almost all the NITs conduct their Annual Sports Meet or Intramural sports comprising of different games.

All India Inter NIT Competitions are held in different games and sports in different NITs in an academic session where teams from different NITs participate and compete.

Concept of Games and sports for the administrators, faculty and students
The degrees offered in NITs are the graduate and post graduate degrees in engineering, architecture, management and science.

Admission to the under-graduate courses such as Bachelor of Technology (B.Tech.) and Bachelor of Architecture (B.Arch) programs in NITs are through the highly competitive Joint Entrance Examination (Main). Admission to postgraduate courses are through the Graduate Aptitude Test in Engineering for Master of Technology (M.Tech.) and Master of Science (M.Sc.)
programs, Common Admission Test for Master of Business Administration (MBA) program and
NIMCET for Master of Computer Applications (MCA) program.

As a result, it is quite evident that the students and faculties come from a background where
studies remain the primary focus.

Since studies remain the primary focus for the faculties and students, it becomes the same for the
administrators as well.

**BUDGET**

As per the fee structure of NIT Patna, the students pay Rs. 1000/- per head every fiscal year as
the Student Activity Fee. Budget of the total Student Activity and sports for a fiscal year
comprises of Fresher’s Welcome, Organisation of Intramural Sports, Organisation of Techno-
Cultural Fest, Inter NIT Participation, Sports Item Purchase, Sports Coaching, International
Yoga Day Celebration, Entrepreneurship Cell, etc.

**Facilities and Infrastructure**

The infrastructure and facilities vary in different NITs depending upon the space available and
the funds received from the government. A few NITs have excellent infrastructure and facilities
with one or two playgrounds, some even equipped with floodlights, indoor games facility
(badminton, table tennis, squash, carom, chess, billiards, etc.), multi gym, swimming pools, etc.
while the rest are coming up with their infrastructure and facilities.

**CURRICULUM OF GAMES AND SPORTS THROUGHOUT THE YEAR**

Different NITs have different curriculum of games and sports throughout the year. Games and
sports activity are conducted as per the availability of time or the slot given for the same in the
annual calendar.

Some of the NITs also conduct coaching classes for students in different games and sports.
Some of the NITs are equipped with gym which is functional throughout the year.

Different competitions are held in inter class or inter departmental basis in different NITs.
Many NITs also conduct their own sports fest where they invite other institutions or colleges to
participate in it.

**PROFESSOR IN-CHARGE FOR GAMES AND SPORTS**

Most of the NITs have Professor In-charge who are stationed above the Student Activity and
Sports personnel and given the duty to take decisions and look after the proper functioning of the
Games and sports activities.

**CHALLENGES**

**Budget**

As studies remain the primary focus of the students, faculty and administrators, games and sports
take a back seat. This mind set is reflected when the budget of Student Activity and Sports is
approved. During most of the cases it is found that money from Student Activity and Sports fund
is transferred to some other fund head.

Due to improper funding and an administrative pressure of cost cutting, functioning of the
regular games and sports activity takes a huge hit as there are problems in conducting regular
coaching for different games and sports activities. The yearly student activities of a calendar year
are to be planned out in a cost effective manner and a lot of events which may be expensive to conduct take an axe.

FACILITIES AND INFRASTRUCTURE
Many of the NITs have got excellent infrastructure and facility available. Due to the cost cutting in the budget and improper funding, problems arise in proper maintenance of those facilities and infrastructure.

The stereotype mind set of the administrators also creates a lot of challenges in coming up with new facilities and infrastructure.

CURRICULUM OF GAMES AND SPORTS THROUGHOUT THE YEAR
As the primary focus of the students is studies, not all the students are interested into games and sports to a great extent. As we are all aware of the proverb “All work and no play make Jack a dull boy”, it applies to the students as well. Because of the pressure on studies and little or no involvement in any kind of physical activity, the health of the students degrades to a great extent.

Because the budget of the NITs depends on the student intake in a particular year, many NITs having lesser intake are unable to properly organise their games and sports activity. They are also unable to attend many inter NIT competitions due to lack of funding.

Different inter NIT competitions are held in different places at different times during the year. Participating in those year round hampers the study of the students.

PROFESSOR IN-CHARGE FOR GAMES AND SPORTS
Due to their lack of proper technical knowledge in games and sports, it becomes very hard to make them understand a new proposal for improvement in the prevalent structure and as a result the room for improvement becomes very small.

PROPOSAL

BUDGET
As the budget of a fiscal year depends upon the total number of student intake in that year, NITs with lesser student intake find it very difficult to generate proper fund for games and sports. In most of the NITs, the fund of games and sports comes combined with Student Activity and Sports as a whole. As discussed earlier student activity and sports involve fresher’s welcome, farewell, organisation of techno cultural fest, other literary events, entrepreneurship cell along with organisation of games and sports. As a result of this the fund gets divided into too many parts and very little is left for games and sports. Therefore, it is proposed to include games and sports as a separate head in the fee structure so that the money received for that particular head is not negotiated with any other fund head.

In order to conduct the games and sports activity with glamour, a lot of money is required. Students, staff and faculty can also be motivated to bring in sponsorship money and in return they can be rewarded with some kind of an incentive as deemed fit.

FACILITIES AND INFRASTRUCTURE
Taste varies from individual to individual; the same is the case in games and sports. It’s not necessary that everyone will have a liking of the same games or sports. As physical educationists
our main aim is to help the society to lead a healthy lifestyle. Therefore, it is proposed to have the options of as many games and sports as possible so that the students as well as the staff and faculty can indulge into a game of their choice which may help in leading a healthy lifestyle.

The students spend most of their time during the day in the classrooms, it gets late in the evening by the time they get free. Therefore, it is proposed to install floodlights in the playfields so that the students, staff and faculty can utilise the facility and infrastructure in a proper manner during their leisure time.

CURRICULUM OF GAMES AND SPORTS THROUGHOUT THE YEAR
It is proposed to Conduct all the inter NIT games and sports in 1 or 2 venues as it can be cost effective. It can be conducted at a particular time in a year so that it does not hamper the studies of the students or they don’t have to miss their classes in order to participate in the Inter NIT tournaments.

It will lead to the infrastructural development in the organising NIT.
Events for specially abled students can be incorporated in the competitions as it will work as a huge motivating factor for them.

Inter NIT staff and faculty competitions in different games and sports can also be organised to increase the spirit of brotherhood among them.

It will also help the students to develop organisational skills which will help them in their professional life.

Evening fitness activity for students in a controlled environment under proper supervision can be organised and fitness progression certificate can be incorporated in the mark sheet.

Inter Engineering Institute games comprising of all the Govt. of India funded Engineering Institutes (E.g.-NITs, IITs, NIITs, etc.) can be organised just like the Khelo India school games.

PROFESSOR IN-CHARGE FOR GAMES AND SPORTS
The Student Activity and Sports wing falls under the Student Welfare department in most of the NITs headed by the Dean (Student Welfare). As a result of this, the Student Activity and Sports personnel are already being headed by a Professor. Therefore, it is proposed not to add another Professor In-charge for games and sports as it creates a lot of challenges for the Student Activity and Sports personnel to work freely.

CONCLUSION
NITs are amongst one of the top engineering Institutions in the country. In order to make a cut through in any one of the Institutes, one has to be really brilliant in studies. The students in these Institutes are one of the brightest minds in the country who in due course of time will be sitting somewhere on the top seats in the hierarchy of their respective companies driving and motivating a huge workforce under them. They will be the people on whom the economic development of our country will depend to a great extent.

I feel that we as physical educationists can also contribute in this development or the nation building process to a great extent by providing these students an atmosphere where they can attain wholesome development (mental, physical, social, etc.) by bringing in a few changes in the
existing system of games and sports as discussed in this paper and lend a helping hand in making India great again.

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ADVANCED TECHNOLOGIES IN SPORTS

Devang B. Balasara
Student., Shri C.P. Degree College of Phy.Edu.
Rajpipla, Gujarat.

Why do people exercise? And how can sports technology be designed to enhance and support this activity? The nature and purpose of sports technology is subject to ongoing renewal processes and expansions. These changes are connected to the embedding of sports technology in the socio-culture of sport and the related emergence of new forms of sports activity because of the increased popularity of leisurely practiced sports. For example, the common expression “sports equipment” may be outdated because of its diversified applications and the related increase in the importance of technology in development. Common outdoor sports, such as skiing or mountain biking, implicitly require a considerably more sophisticated set of sports technology compared to traditional sports such as gymnastics or athletics. Several decades ago, sports equipment was considered an opponent to the athlete because of the strict rules of motion. Today, sports technology can be viewed as an extension of the athlete’s body, enabling a fusion of human and object and allowing the spontaneous generation of new movements.

(Gebauer, Alkemeyer, Boschert, Flick, Schmidt, 2004, pp. 69ff)

In the quest to stay on par with the most elite, competing nations have invested heavily in advanced technologies, such as sensors, augmented reality and other cutting-edge systems. Coaches are increasingly incorporating these gadgets into training regimes designed to allow Olympic hopefuls to reach and sustain an optimal level of performance year-round.

Here are some notable technologies that competitors use to gain an edge:

VIRTUAL REALITY SKIING AND SNOWBOARDING
The SkyTechSport Ski and Snowboard Simulator for Sochi uses virtual reality to replicate the feel of going through one of the challenging courses. (Sky TechSport) It may look like a video game, but a practice session using the Sky TechSport Sochi Simulator may be the closest thing to hitting the slopes that you can get indoors. Developed by a team of engineers and physicists, the system utilizes GPS data, virtual reality and 3D glasses to fabricate a visually precise simulation of a mountain course in Sochi onto a 27-foot-wide panoramic screen. The machine itself is engineered to reproduce the same downhill G-force effect and sensations a skier or snowboarder would feel with every movement. Snow Sports Industries America, a trade organization, announced that the United States Olympic Ski Team started using the ski simulator in preparation for the games. Athletes won’t get many chances to conduct trials at the Olympics, so a simulated run may be the next best thing.

OMEGA BOBSLED DATA COLLECTOR
During a bobsled run, all of the momentum is built up within the initial 50-meter push. As gravity propels the team along an icy pipe at speeds reaching upwards of 130 mph, maintaining much of this velocity relies on the riders’ ability to execute every slight movement with utmost precision. To help with that, Swiss watchmaker Omega has designed a measuring unit that mounts to the front of the sled. The device, which has a speed sensor, 3D acceleration sensor and 3D gyro-sensors, records track speed and velocity angles. With such invaluable data at their disposal, coaches and athletes can work on specific ways to optimize run times and strategies.
SMART BASKETBALL
Sporting equipment maker Wilson created a smart basketball, the Wilson X Connected, that's embedded with sensors to track how well your shooting. The smartball comes with an app that can track the total time spent playing, the amount of shots taken, and how many points were scored.

![Smart Basketball Image]

SMART TENNIS RACKET
French tennis company Babolat makes a smart tennis racket that will give you an overview of your game from your serve speed to the number of shots. The battery-powered racket will send all of your information to an app on your smartphone. You can get six hours of playing time before recharging it.

![Smart Tennis Racket Image]

SMART SOCCER BALL
The Micoach smart soccer ball is integrated with a sensor that can detect speed, spin, strike, and flight path data. Real-time feedback is sent to the Micoach app that will also provide tips and feedback based on how you're doing. It has a battery life of a week and can charge in just one hour.

![Smart Soccer Ball Image]
SMART BASEBALL BAT.
The smart baseball bat created by Zepp Labs lets you see your swing in 3D on its smart phone app and track other metrics like bat speed and time to impact. The best part is you can use Zepp Lab's technology with any baseball bat. You place the mount on the bottom of the bat and attach the sensor, and you're ready to go! The attachable sensor can run for 2.5 hours before needing a recharge.

Game Golf makes a sensor you can clip to your belt that will track your performance on every hole. It will show your metrics about your swing and fairway accuracy. The clip-on sensor works with a smart phone app that lets you track your progress over time and see how well you hit on each hole.

MECHANICAL MUSCLES
Until now, most applications have been used in endurance sports like running, because they are widely practised and compatible with today’s sensors. But other sports, such as tennis, also require proper technique. Leap Technology, a Danish start-up, has developed sensors made of materials featuring mechanical characteristics similar to muscles. These fibre-like materials, which adhere directly to the skin or are woven into fabric, are made in malleable, stretchable and super-thin electro active polymers that can detect the slightest fluctuation. “It takes minimal force to distort them, which makes them mechanically transparent and does not hinder movement,” says Alan Poole, the company’s head of marketing. The system can analyse how muscles and joints work, for example, to perfect a lifted backhand on the courts. It can also be used to study how an athlete interacts with equipment: to optimise how a foot hits the ground when running, while factoring in the shoe’s distortion. The sensors are scheduled to hit the market in about two years.

VIRTUAL VS. HUMAN COACH
More professional techniques are becoming widely available to amateur athletes. To gain muscle strength and prevent injury, Massimo Mischi, an associate professor at TU/e, has found a way to
make weight-lifting training sessions more effective without using heavier weights. His discovery, based on a natural muscular reflex, increases the impact of workouts by 25 per cent to 100 per cent, depending on the specific muscle involved. The Dutch company Hipermotion has applied the technique to develop its new fitness machine, the MaxDFM.

In a 2009 study, Steve Haake, a sports engineer at Sheffield Hallam University in the UK, worked out the effect of technology in a range of Olympic disciplines over the last century. He found that while better equipment had allowed 100-m runners to go just 4 per cent faster, both pole vault and javelin performance had improved by about 30 per cent. In the former, fibreglass poles introduced in the early 1960s allowed athletes to break the world record 19 times in just a decade, raising the maximum height from 4.8 metres to about 5.5 metres.

**VIDEO ANALYSIS**
Sprinter Usain Bolt worked with the Swiss video analysis software Dartfish before the 2012 Olympics to improve his starting performance and, as a result, managed to beat his own world record. More than 120,000 professional athletes who have won 3,000 Olympic medals use the software, as do sport federations and football clubs like France’s Paris Saint-Germain. At the 2014 Winter Olympics in Sochi, Russia, 68 per cent of the medal winners had Dartfish. Athletes and their coaches use it to analyse movements and compare them to previous performances. With the help of data extracted by the software, such as speed and angle, athletes can focus on improving specific moves.

**BICYCLES MADE OF BAMBOO**
Veit Senner and colleagues at the Technical University of Munich are working to further optimise modern bicycle frames. One goal is to improve the safety of mountain bikes by subjecting carbon-composite frames to brutal treatment in the lab. Researchers use infrared, ultrasonic and X-ray imaging to observe how layers of carbon within the frame separate on impact – something that cannot be seen from the surface.

The German group is also developing a frame for a racing bicycle made largely from bamboo, which, unlike carbon fibre, can be recycled. They have carried out an extensive test programme to make the frame stronger, stiffer and more robust. According to Senner, many innovations in sporting technology come about through a combination of new materials and improved design. He cites modern “parabolic” skis, introduced in the 1990s, as an example. Unlike older skis, which were more or less straight, parabolic skis are narrower in the middle and wider at each end. This design makes turning much easier, since all a skier has to do is rotate the skis on to their edge via a slight movement of the hips and knees, apply a little pressure and the curved edge forces the skis to naturally “carve” an arc in the snow. “High-performance skiers could carve with old skis but ordinary people couldn’t,” he says.

Technology also makes better information available to the coach’s athletes and spectators, and this serves the sport on many different levels; it enables better match analysis, performance ranking, player selection, sports statistics and predictions and in general makes the more interesting. The Hawk-Eye system is a typical example of a beneficial technology that provides a multitude of information during cricket and tennis matches. Recent developments in sporting technologies have created a variety of products aimed at improving and increasing athletic performance.
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THE BUSINESS OF RUNNING A CLUB
Josyula Tejwaswi, Ph.D. Student, LNIPE

ABSTRACT
Development of sports can be possible when it is done on root level. We should search the players especially in rural area. Search should be for those qualities which cannot be developed (inborn qualities) which will help in sports performance or we can develop them upto some extent like physiological limitation. We can always train an individual upto some extent, further it depends upon their own qualities which will take them ahead in competition. Every individual have different inborn qualities, we should concentrate on those qualities which will help in enhancing performance of an athlete in different sports. For the selection of player the school level competition and their results should be taken seriously. Only few individuals perform better in sports without training. It indicates that they possess some inherent qualities which others don’t have and that is the reason why they perform better. Different students have different qualities based on their heredity and environmental condition or the kind of work which their parents do. If these individual will get proper training and facility they can go much ahead in different levels of competitions and give better results for India.

Keywords-
Physiology- relating to the way in which a living organism or bodily part function.
Biomechanics-is the study of the structure and function of the mechanical aspects of biological system.
Medical- it is the science and practice of the diagnosis, treatment, and prevention of disease.
Goniometer- an instrument for the precise measurement of angles, especially one used to measure the angles between two bones (joints).

INTRODUCTION-
Talent identification and its development has become an important area of research in sports. In performance sports, due to rapidly increasing participation and performance density, only persons who have talent and chance of winning a medal in an international competition. Experience has also shown that talent alone is no guarantee for winning a medal. Talent has to be coupled with hard and rigorous training spread over several years. But it is talent which ultimately determines the maximum limit to which sports performance can be improved through training. Sports talent is the sum of total pre-requisites possessed by a person which will enable him to achieve high performance in sports. Sports talent is the product of heredity and environment. But a person must endowed with basic minimum of biological potential only then it can be developed through training and other environmental factor to the level needed in performance sports.

Methodology- First we need to analyse the basic variables which are required to play certain games. Basic needs are classified into three categories – physiological, biomechanical and medical.
Physiological variables -

Vital capacity- The purpose of the test is to measure vital capacity of subject.

Equipment- Dry spiro-meter

Description- At the beginning of the test pointer of the scale will bring in to zero mark. The subject will allow to take a deep breath before starting the test, and then after the fullest inhalation subject exhale slowly and steadily while bending forward slightly until the maximum volume of air can be exhale without taking a second breath. The subjects then further instructed that they should blow out only through the mouth not by the nose-clip to prevent the air from escaping through the nose.

Scoring - The score of vital capacity for each subject will record in ml.

Blood Pressure (systolic and diastolic)- The purpose is to measure the blood pressure (systolic and diastolic) of the subjects.

Equipments- Doctor’s sphygmomanometer and stethoscope.

Description- A sphygmomanometer and a stethoscope will be used to measure the blood pressure of the subjects. Each subject is ask to sit relaxed on a chair. The cuff of the sphygmomanometer will wrap around the left upper arm of the subject just above the elbow. After closing the outlet valve of the pressure pump, the pressure in the inflatable rubber bag will rapidly raised to 180mmhg by pumping air which is sufficient to obliterate completely the brachial artery so that flow of blood through the artery will arrest and radial pulse disappeared. The sound of the pulsation will monitored by keeping the “chest piece” of the stethoscope over the brachial artery and listening to sound through the ear piece of stethoscope as the pressure over the artery will be manipulator. The pressure will gradually lower by opening the valve. As soon as the pressure in cuff felt just below the systolic pressure, it will allow the passage of small amount of blood through the compressed artery into the distal segment. This procedure a clear tapping sound and pressure shown on the dial will note as soon as this sound will hear. This denoted the measure of systolic blood pressure as the cuff pressure will lower still further, more blood flowed through due to rebound relaxation of the arterial vessel and this will indicate by the louder sound. The pressure at which this sound can be muffled by manipulating the pressure pump will read on the manometer scale. This will denoted the measure of systolic blood pressure.

Scoring- There measurements should be taken by each subject and later score should be recorded in mmhg.

**Resting heart rate**- The purpose of the test is to measure the resting heart of the subjects.

Equipment-Stopwatch

Description- The resting heart rate of the subject will measure under complete resting condition. The subject will ask to remain in lying position and the tester placing the two middle fingers of his right hand on the thumb side of the subject left wrist, and measured heart rate simultaneously.

Scoring- Resting heart rate will record as number of pulse beats per minute.

**RESTING RESPIRATORY RATE**-

Equipment- Stopwatch
Description- Respiratory rate will taken in the early morning. The subject will ask to rest in supine lying position on their beds. The respiratory rate will be felt by placing the hand just below the thoracic cavity that is on diaphragm. The tester will record respiratory rate in unit counts per minute by carefully watching the movements of subject’s abdomen.

Scoring- The total number of inhalation or exhalation per minute will be recorded for by each subject.

Physiological analysis mainly focuses on the primary sources of our body. Primary sources are ATP-PC source, glycolytic source, oxidative source. ATP-PC is important for high intensity repetitive exercises. Glycolytic source is important for high-intensity activity lasting within 1-3 mins and oxidative source is primary source for long duration aerobic activity. All the three sources are present in human body but they differ in contribution during exercise(activity). It helps to provide information about intensity and volume.

**BIOMECHANICAL VARIABLES**-
In biomechanical analysis we have to analyse specific muscles and joint angle which are involved in activity for that we need to examine range of motion of major joints which are primarily involved in activity. We need to examine the joint structure around which movement occurs in it. We have to measure ROM by goniometer.

**MEDICAL ANALYSIS**-
Screening test-

Yes  no  unsure  -  Have you ever had a heart abnormality or murmur diagnosed by a doctor?
Yes  no  unsure  -  Have you ever had an abnormal heart rate, palpitations or irregular heart beats?
Yes  no  unsure  -  Do you have asthma, chest tightness, wheezing, or coughing spells during or after exercise?
Yes  no  unsure  -  Have you ever suffered a heat-related illness (dizziness, cramp, blurred vision)
Yes  no  unsure  -  Do you have any problems with skin (rash, moles, acne).
Yes  no  unsure  -  Have you ever had surgery or required hospitalization?
Yes  no  unsure  -  Do you take any prescribed medicine? Please list type and dose.
Yes  no  unsure  -  Do you have any allergies to any medication, insects or other agents?
Yes  no  unsure  -  Do you were corrective lenses or glasses?
Yes  no  unsure  -  do you smoke?
Yes  no  unsure  -  do you drink alcohol?
Yes  no  unsure  -  Have you or your close relative, ever suffered from depression.
Yes  no  unsure  -  do you wear any protective equipment while playing your sports?
Yes  no  unsure  -  have you ever suffered from excessive fatigur or overtraining.

It mainly focuses on previous injury and its severity. It will help us to strengthen the injured body part as well as it will prevents from further injuries.
FINDINGS-
Physiological analysis can be done with the help of administrating test. There will be few students who will perform extraordinary without any training. That will help us in identifying inborn talent.

For biomechanical analysis the range of motion of major joints should be measured with the help of goniometre. Major joints are those which are mostly involved in all kinds of games. We have to examine the joint around which movements are occurring and also the types of muscle action taking place. By this we will be able to identify the weak muscle in the body and strengthen the muscles.

For medical examination we need a general physician, he will help us in identifying the previous injuries in the body. This will help us in strengthening the injured body part and it will be also helpful in preventing further injuries.

CONCLUSION-
If we will consider physiological, biomechanical and medical needs of analysis while talent search it will help in the betterment of performance and we will get better results for our work.

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PHYSICAL ACTIVITY AND HEALTHY LIFESTYLE

VYAS KRUTI V
Student, Shri C.P. Degree College of Phy.Edu
Rajpipla, Gujarat.

MAKWANA BHARTI R.
Shri C.P. Degree College of Phy.Edu
Rajpipla, Gujarat

A healthy lifestyle is important in terms of quality of life. Individuals, who take part in physical activity, eat a healthy diet, don’t smoke, drink in moderation and manage their stress levels are likely to live longer and cope better with the daily demands of life. Lifestyle plays a key role in the prevention of a large number of diseases including coronary heart disease, cancer and obesity.

Available experience and scientific evidence show that the regular practice of appropriate physical activity and sports provides people, male and female, of all ages and conditions, including persons with disability, with wide range of physical, social and mental health benefits. It interacts positively with strategies to improve diet, discourage the use of tobacco, alcohol and drugs, helps reduce violence, enhances functional capacity and promotes social interaction and integration. Physical activity is for an individual; a strong means for prevention of diseases and for nations cost-effective methods to improve public health across the population.

The World Health Organization (WHO) estimates that mortality, morbidity and disability attributed to major NCDs, currently accounts for approximately 60% of all deaths and 43% of the global burden of disease. They are expected to raise to 73% of all deaths and 60% of the global burden of disease by 2020: Already today in the entire world, with the exception of sub-Saharan Africa, chronic diseases are now the leading causes of death. Unhealthy diets, caloric excess, inactivity, obesity and associated chronic diseases are the greatest public health problem in most countries in the world. Overall physical inactivity is estimated to cause 1.9 million deaths globally. Physical inactivity causes globally, about 10-16% of cases each of breast cancer, colon and rectal cancers and diabetes mellitus, and about 22% of heart disease. The risk of getting a cardiovascular disease increases up to 1.5 times in people who do not follow minimum physical activity recommendations.

World wide, more than 60% of adults do not engage in sufficient levels of physical activity which are beneficial to their health. Physical inactivity is more prevalent among women, older adults, individuals from low socio-economic groups, and the disabled. Physical activity also decreases with age during adolescence, and this decline continues throughout the adult years. In many countries, developed and developing, less than one-third of young people are sufficiently active to benefit their present and future health. Female adolescents are less active than male adolescents. Decreasing physical activity and physical education programmes in schools is an alarming trend worldwide. At the same time, high body mass Index (obesity/overweight) rates are increasing among young people as well as among middle-aged adults. This is related in part to lack of physical activity in leisure time, but is even more likely the result of people spending increasing amounts of time in sedentary behaviours such as watching television, using computers, and excessive use of “passive” modes of transport (cars, buses and motorcycles). Sedentariness is consuming a great deal of people’s time, and the health consequences are significant.
REGULAR PHYSICAL ACTIVITY:
- Reduces the risk of dying prematurely.
- Reduces the risk of dying from heart disease or stroke, which are responsible for one-third of all deaths.
- Reduces the risk of developing heart disease, colon cancer and type 2 diabetes.
- Helps to prevent/reduce hypertension, which affects one-fifth of the world’s adult population.
- Helps control weight and lower the risk of becoming obese.
- Helps to prevent/reduce osteoporosis, reducing the risk of hip fracture in women.
- Reduces the risk of developing lower back pain can help in the management of painful conditions, like back pain or knee pain.
- Helps build and maintain healthy bones, muscles, and joints and makes people with chronic, disabling conditions improve their stamina.
- Promotes psychological well-being, reduces stress, anxiety and depression.
- Helps prevent or control risky behaviours, especially among children and young people, like tobacco, alcohol or other substance use, unhealthy diet or violence.

How Much Physical Activity is Needed in Order to Improve and Maintain Health?
Much of the health gain is obtained through of at least 30 minutes of cumulative moderate physical activity every day. This level of activity can be reached through a broad range of appropriate and enjoyable physical activities and body movements in people’s daily lives, such as walking to work, climbing stairs, gardening, dancing, as well as a variety of leisure and recreational sports. Additional health gains can be obtained by relevant daily moderate to vigorous physical activities of longer duration: e.g.

i) children and young people need an additional 20 minutes' vigorous physical activity 3 times a week.

ii) weight control would require at least 60 minutes every day of moderate/vigorous physical activity.

ECONOMIC BENEFITS OF PHYSICAL ACTIVITY
Physical activity also has economic benefits especially in terms of reduced health care costs, increased productivity, healthier physical and social environments. Economic consequences of physical inactivity affect individuals, businesses and nations. Data from developed countries indicate that the direct costs of inactivity are enormous. In the USA, an investment of US$ 1 (time and equipment) leads to US$3.2 in medical cost savings. Physically active individuals save an estimated US$ 500 per year in health care costs according to 1998 data. The costs associate with inactivity and obesity accounted for some 9.4% of the national health expenditure in 1995.

Inactivity alone may contribute as much as US$75 billion to US medical costs in the year 2000. Workplace physical activity programmes in the USA can reduce short-term sick leave (by 6-32%), reduce health care costs (by 20-55%) and increase productivity (by 2-52%). In Canada, physical inactivity costs about 6% of total health care cost. In companies with employee physical activity programmes/initiatives, the benefit of US$ 513 per worker per year can be reached (from
changes in productivity, absenteeism, turnover and injury). No data are available from the developing world. Although presently the costs may still be lower, they are increasing. Reduction of this kind of avoidable costs is, however, potentially important, especially in the developing world with great scarcity of resources.

PHYSICAL ACTIVITY FOR VARIOUS POPULATION GROUPS

Children and Young People:
Regular physical activity provides young people with substantial physical, mental and social health benefits. Regular practice of physical activity helps children and young people to build and maintain healthy bones, muscles and joints, helps control body weight, helps reduce fat and develop efficient function of the heart and lungs. It facilitates developing the skills of movement and helps prevent and control the feelings of anxiety and depression. Engagement in play and sports gives young people opportunities for natural self-expression, self-confidence, relief of tension, achievement, social interaction and integration as well as for learning the spirit of solidarity and fair play. These positive effects also help counteract the risks and harm caused by the demanding, competitive, stressful and sedentary way of life that is so common in young people’s lives today.

Involvement in properly guided physical activity and sports can also foster the adoption of other healthy behaviour including avoidance of tobacco, alcohol and drug use and violent behaviour as well as the adoption of healthy diet, adequate rest and better safety practices. Some studies show that among adolescents, the more often they participate in physical activity, the less likely they are to use tobacco. It has also been found that children who are more physically active showed higher academic performance. Team games and play promote positive social integration and facilitate the development of social skills in young children. Patterns of physical activity acquired during childhood and adolescence are more likely to be maintained throughout the life span, thus providing the basis for active and healthy life. On the other hand, unhealthy lifestyles—including sedentary lifestyle, poor diet and substance abuse, adopted at a young age are likely to persist in adulthood. Ample participation in play, games and other physical activities, both in school and during free time, is essential for the healthy development of every young person. Access to safe places, opportunities and time, and good examples from teachers, parents and friends are all part of ensuring that children and young people move for health. Schools have unique opportunities to provide adequate physical activity for all young people an equal basis through official compulsory physical education programmes as well as through school sport programmes and after school leisure-time physical activity initiatives.

WOMEN AND PHYSICAL ACTIVITY

Regular physical activity helps prevent cardiovascular diseases (heart disease, high blood pressure and stroke which account for one-third of deaths among women around the world. Cardiovascular diseases cause half of all deaths in women over 50 in developing countries. Regular physical activity, combined with adequate diet has shown to be one of the most effective means of controlling mild to moderate obesity and maintaining an ideal body weight in women. Diabetes affects more than 70 million women in the world. This figure is projected to double by 2025. Recent studies show that even modest physical activity and dietary changes can prevent more than half of the cases of non-insulin dependent diabetes. Physical activity can also greatly help prevent and manage osteoporosis, a disease in which bones become fragile and more likely
to break. Women, particularly post-menopausal, have a higher risk of developing osteoporosis than men. Reducing stress, anxiety, depression and loneliness through regular physical activity is particularly important for women, as rates of depression for women are almost double those of men in both developed and developing countries. However, while women should be encouraged to participate in physical activity, one should not overlook the fact that in rural areas and in low income peri-urban areas of developing countries, women may be already physically exhausted by other forms of day-long “occupational” physical activities in and outside the home. These women groups may need a better-balanced set of support actions such as adequate nutrition. Income generating initiatives, advise on physical activities that are most relevant to their specific conditions and possibly adapted leisure pursuits.

AGEING POPULATION
Ageing of populations is taking place in most parts of the world at a higher rate than ever. The increasing number of old people is a positive sign of development. However, that can be of increasing burden to health and social services, depending on the health and functional capacity of the older population. Physical activity is important for healthy ageing, improving and maintaining quality of life and independence as people age. The number of people of 60 years old is projected to double in the next 20 years. Most of these older persons will be living in developing countries. Reducing and postponing age-related disability is an essential public health measure and physical activity can play an important role in creating and sustaining well-being at all ages. For adults and ageing individuals physical activity has shown to improve balance, strength, coordination, flexibility, endurance, mental health, motor control and cognitive function. Improved flexibility, balance, and muscle tone can help prevent falls – a major cause of disability among older people. Walking or organized exercise sessions, appropriately suited to an individual’s fitness level can provide the opportunity for social intercation, for reducing feelings of loneliness and social exclusion. Physical activity improves self-confidence and self-sufficiency. The benefits of physical activity can be enjoyed even if regular practice starts late in life. While being active from an early age can help prevent many diseases, regular movement and activity throughout life can also help relieve the disability and pain associated with common diseases among older people are cardiovascular disease, arthritis, osteoporosis and hypertension. Persons with Disability Persons with disability should be provided with enough opportunities and support to perform sport and physical activities adapted to their physical conditions. The aim is to help persons with disability improve their muscle strength, their psychological well-being and quality of life by increasing the ability to perform daily living activities. This is an equitable approach to their social and economic integration and to their quality of life.

ENVIRONMENTAL ISSUES
The physical and social environment of cities has a major impact on the extent of physical activity. Multiplier effects are important levers for change. For example, the promotion of physical activity through commuting encourages a greater utilization of public transport and is thus attractive to urban planners and transportation agencies. Key issues include also access to open spaces, playgrounds, gymnasium, stairwells and road networks as well as social factors such as levels of crime and the local sense of community. Crowding, crime, traffic, poor air quality, a lack of parks, sports and recreational facilities and sidewalks make physical activity and sports a difficult choice for many people. The challenge is therefore as much the responsibility of governments as it is for people, particularly for fostering the creation of sustainable environments which encourage the regular practice of physical activity and sport in the community.
TOWARDS MULTISECTORAL POLICY IN SUPPORT OF PHYSICAL ACTIVITY/SPORT FOR ALL

A strong political commitment and support at all levels is an essential prerequisite for the development and sustainability of physical activity initiatives and programmes within countries. Thus, it is important that advocacy move beyond individuals to reach policy-makers as well. Relevant multisectoral policies initiatives are needed to motivate and involve people in appropriate sports and physical activity within supportive environments. These policies should target especially populations who are not sufficiently physically active, particularly in urban areas; high priority should be given to children and young people, boys and girls, in and out of school, so a physically active lifestyle can be maintained throughout the life span, thus providing the basis for active and healthy life and independent living. The following actions are examples of possible input by most concerned development sectors for promoting the regular practice of physical activity and healthy sports in the population, ensuring equity in accessibility to healthy sports and physical activity as well as supportive environments. The list of sectors is not exhaustive.

The below actions constitute also a preliminary set of recommendations battery recommendations for partnership-based intersectoral planning and implementation.

The Health sector can:

- Provide nation-wide evidence-based advocacy on the health, social and economic benefits of physical activity
- Develop action-oriented networks with other relevant sectors and stakeholders on physical activity
- Promote an integrated, multi-sectoral public policy
- Prepare health professionals, especially on physical activity counselling and programme development
- Organise specific physical activity programmes in health services
- Promote physical activity programmes in community and family
- Secure seed investment and mobilise resources for physical activity
- Participate in global actions to promote physical activity

The SPORT SECTOR CAN:

- Strengthen programmes for physical activity and sport for all, promoting the idea that sport is a human right for all individuals regardless of race, social class and sex
- Make community use of local sport facilities easy and convenient
- Allocate a proportion of sport funds to promoting physical activity
- Teach about the benefits of physical activity in the sport sector training programmes
- Advocate for physical activity and sport for all at professional, amateur and scholastic sporting events
- Organise physical activity events in the community
- Use of physical activity and sport to promote healthy lifestyles, reduce violence and foster social integration, development and peace.
Policy-makers in Education and Culture should focus on:

- Strengthening national policies related to physical education, physical activity and Sport for All in schools
- Implementing sufficient physical education programmes by trained teachers in school curricula
- Providing sufficient playgrounds and sports facilities on school premises · Making schools’ sport facilities available for public use
- Increasing physical activity in cultural and leisure programmes and event

The Media could help promote physical activity by:

- Disseminating appealing messages and information about the benefits of physical activity
- Organising regular programmes/campaigns to promote physical activity
- Preparing journalists (e.g. sports, health or science journalists) to advocate for physical activity

Urban Planning policy choices should include:

- Planning for plenty of safe sidewalks and cycling paths· Inclusion of open spaces, parks and facilities for physical activity
- Support to municipal or local authorities to implement these choices

BARRIERS
Some Major Constraints to Physical Activity Development:

- Lack of awareness about benefits
- Insufficient data on trends, levels and determinants of physical activity
- Lack of political commitment and support. Insufficient cooperation between concerned sectors
- Inaccessibility to the community of available sport facilities
- Existence of strong barriers to people participation in physical activity
- Potential Barriers or Catalysts to Equitable Population Participation in Physical Activity/Sport for All:
- National health, sport, educational and related policies
- Perception of the value of sport in society
- Prevailing local culture
- Economic and other competing pressure
- Time constraint
- Personal motivation
- Support from family and friends
- Access to sport facilities
- Past experiences
- Availability of local physical activity programmes
- For women: status of women in society
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SPORTS INFRASTRUCTURE IN INDIAN CITIES
THE PRESENT STATUS AND FUTURE ROADMAP

Rakesh G. Yadav
Student
Shri C.P. Degree College Of Phy.Edu
Rajpipla, Gujarat.

Sports infrastructure plays a crucial role in achieving excellence in the global arena of sports. It not only helps in producing sportspersons of international repute, but also encourages the youth population of a country to participate in sporting activities to create a culture of sports. In India, the standard of sports infrastructure is not at a satisfactory level for a number of reasons.

The lack of infrastructural facilities is one of the major impediments in the process of development of sports in India. The objective of this article is to analyze the present state of sports infrastructure of the country and propose a possible road map for its development.

In recent years, a phenomenal growth has been observed in Indian sports with the staging of mega-events such as the Commonwealth Games 2010, Hockey World Cup and Cricket World Cup, and the winning of medals in the international competitions.

The continued success of Jeev Milkha Singh, Arjun Atwal and Jyoti Randhawa has created a prominent position for India in the discipline of golf. In cricket, India has already emerged as a superpower due to its excellence in sporting and commercial performance.

A number of schemes have been introduced to promote sports at the grass-root level. PYKKA is one of them.

Despite all these successes, it is pertinent to mention that the sports infrastructure in India is still not at the desired level, and this creates an obstacle in developing sports in the country.

1982 was a significant year in the history of sports in India when the country organized the Asian Games for the second time. Prior to that, hardly any emphasis was given to sports in the public policy arena.

The following table represents the fund allocation to sports in different Five-Year Plans since 1982:

<table>
<thead>
<tr>
<th>Five Year Plans</th>
<th>Duration of the Five Year Plans</th>
<th>Allocation to sports (INR Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sixth Five Year Plan</td>
<td>1980-1985</td>
<td>270</td>
</tr>
<tr>
<td>Seventh Five Year Plan</td>
<td>1985-1989</td>
<td>2,070</td>
</tr>
<tr>
<td>Eighth Five Year Plan</td>
<td>1992-1997</td>
<td>2,100</td>
</tr>
<tr>
<td>Ninth Five Year Plan</td>
<td>1997-2002</td>
<td>4,730</td>
</tr>
<tr>
<td>Tenth Five Year Plan</td>
<td>2002-2007</td>
<td>11,450</td>
</tr>
<tr>
<td>Eleventh Five Year Plan</td>
<td>2007-2012</td>
<td>46,360</td>
</tr>
<tr>
<td>Twelfth Five Year Plan</td>
<td>2012-2017</td>
<td>4.04 Trillion</td>
</tr>
</tbody>
</table>
A significant increase can be observed in the fund allocation to sports in various Five-Year Plans, most of which was allocated for developing infrastructure for sports. Some of the initiatives, adopted for the development of sports, are mentioned below:

- Scheme of Grants for Creation of Sports Infrastructure including Rural Schools, for which INR 942.5 million was allocated
- Scheme of Grants for Installing of Synthetic Playing Surfaces, for which INR 201.3 million was allocated
- Scheme of Grants for Promotion of Games and Sports in Universities and Colleges, for which INR 328 million was allocated
- Scheme of assistance for the creation of Urban Sports infrastructure

These initiatives are not sufficient to promote sports through the provision of sports infrastructure. In the next section of this article, the problems relating to the development of sports infrastructure in India will be explained.

According to the Constitution of India, sport is a state subject. The state governments in India allocate funds for developing sports and sports infrastructure as per their priority list. There is no unique approach in developing sports infrastructure throughout the country.

The support from the central government was substantially withdrawn with the shift of the schemes, related to sports infrastructure, to the states in the Tenth Five Year Plan. This has created a further obstacle.

The non-availability of land for building sports infrastructure is another major impediment. Moreover, not much initiative has been observed till now in promoting sports-specific infrastructure by adopting PPP model to ensure the sustainability of these facilities.

The commercial aspects for generating revenue from these infrastructures have not been explored. These are some of the major impediments in building and sustaining sports infrastructure in India.

For years, Indian athletes have pointed out to the lack of infrastructure and faults in coaching. To cite a but few recent examples, this includes badminton player Saina Nehwal, Olympian hockey player Viren Rasquinha and shooter Heena Sidhu.

In most cramped Indian cities, there is a constant friction between people’s interest in playing sport and the services available. In addition, it’s not always easy for working men and women to find playing partners, particularly if they are new to the city. And many children are left to play hide and seek in building corridors because several schools and neighbourhoods do not have adjoining playgrounds.

The following aspects should be kept in mind to overcome these infrastructural obstacles.

Bringing together program promotes an interaction between program components and urban life. The greater the variety of amenities, the more diverse groups of people which will use the amenities. Fitting sport in an urban environment is more than just adding sports-related programs.
1. **SPORT CHAINS**
   The multifunctional sports hall is a building typology where in one space different sports are possible. This creates a chain of different sports, with interaction between the different athletes. A direct relationship between sport and public space also contributes to a sports chain. This combination of organized and non-organized sports of individual and group activities allows for exchange between the different groups.

2. **SMART COMBINATIONS**
   Smart combinations arise from the mixing of program components which in the past. Technically and financially, these combinations are not complicated. It’s proximity to various program components around the sport cluster or urban area are of great importance. In Denmark, sports and culture are historically linked. These are community centres that provide space for various activities often linked to hospitality and sport. This traditionally grown connection between sport and culture is visible in the large number of sports and cultural facilities and is also part of many cities’ sport policies.

3. **PROGRAM MIX**
   Mixing different sections can take place at district, neighbourhood and building level. It is essential that use and management aspects should be taken into account directly in the design of mixed sports complexes. Especially when it comes to providing innovative concepts sport management this is very important. Mixing consists of different sports, library, playground, restaurant / canteen, hotel (for athletes), centre for sports, municipal sports department and a conference centre. This centre attracts different people and has an area of increasing function.

**ORGANIZATIONAL ASPECTS**
This can be ordered by time: the actual use and management of ‘today’, the maintenance of ‘tomorrow’ and the developing or modernization of ‘the day after tomorrow’.

1. **Policy and target group**
   Sport sometimes is used in order to activate target groups. Copenhagen has adopted policies which new concepts and forms of sport are developed and implemented for disadvantaged groups (especially girls and ethnic minorities). The focus lies on the combinations between playing sports, exercise, recreation, leisure, culture, watching and being watched.

2. **Use**
   In preparing multiple use is the primary objective of the arguments often intertwine. On one hand, is multiple use is financially more efficient, on the other hand, the synergy between the users sometimes is overestimated. Clarity about the principles and goals of multiple use is important in the planning phase.
3. **Maintenance**

Requirement to use a sports facility efficiently is a good match of use by various users and associations. Money for professional maintenance and management is often lacking. Allowing new sports groups on existing sports facilities therefore is difficult. In Copenhagen CPH City & Port Development took the initiative for management of the temporary sport area Plug N Play.

4. **Developing sport space and facilities**

If sport in an urban environment is considered important, it is essential to take sport fully in the development phase. Integration after construction of a neighbourhood is often financially and spatially impossible. Intensive collaboration between the designers and the public space of the city department is necessary. The smart combination with allotments next to the gym makes combined use possible; children are sporting while parents harvest vegetables. The steps that may be adopted to solve the problems of developing sports infrastructure in India are mentioned below:

- To arrange a dedicated land bank for building sports infrastructure
- To adopt PPP model in which the government will provide institutional and financial support for building infrastructure and the private sector will manage and maintain its operations
- To introduce various commercial aspects, such as selling the Naming Rights, Hospitality Packages and branding inside the stadiums, to make these facilities sustainable
- To use these facilities for multiple purposes, such as organizing exhibitions, conferences or for setting up sports academies
- To make these infrastructural facilities open for the use of the public against membership fees

The above solutions may help in overcoming the obstacles India aces in the area of sports infrastructure. However, a change in the mind-set of the decision makers in sports, politics and related fields is a prerequisite for implementing the solutions.

It is a pity that a majority of children going to school in India do not get the opportunity to take part in sports due to the lack of infrastructure or even open spaces. Who will solve this? A joint effort is needed. We all are waiting for a change in mindset for improving sports in the country.

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ADAPTED PHYSICAL EDUCATION

Vivekananda Dey, Asst. Prof.
Govt. Degree College,
Jahangirabad, Bulandshahr (U.P.)

ABSTRACT
Adapted physical education is a mandated service. This article describes APE and its meaning and development. Also, this article emphasizes on the real scenario of APE in India. The issues related to find a sustainable way to make a conducive bridge between the gap for students with special needs and main stream students. This is a attempt to create awareness for inclusion of APE curriculum in all level of Education in India.

Key words: Adapted, Rights, Special

INTRODUCTION
Adapted physical education (APE) is the art and science of developing, implementing, and monitoring a carefully designed physical education instructional program for a learner with a disability, based on a comprehensive assessment, to give the learner the skills necessary for a lifetime of rich leisure, recreation, and sport experiences to enhance physical fitness and wellness. Adapted physical education generally refers to school-based programs for students ages 3–21. The UN Convention on the Rights of the Child is an international treaty that sets out universally accepted rights for children. The Convention was officially approved by the United Nations in 1989. This remarkably comprehensive treaty not only incorporates current thinking with regard to children’s rights but also demands that the world think more deeply about children’s position as citizens and more broadly about their development than has commonly been the case. It asks that we look holistically at children’s lives and hear their own perspectives on issues affecting them. As a result it is leading many nations to address elements of children’s lives that have hitherto been ignored but that represent our fundamental humanity. One of these – at the heart of children’s lives everywhere – is the right to play.

MEANING OF ADAPTIVE PHYSICAL EDUCATION
Adaptive physical education means a specially designed program of developmental activities, games, sports, and rhythms suited to the interests, capabilities, and limitations of students with disabilities who may not safely or successfully engage in unrestricted participation in the activities of the regular physical education program. A consideration of the IEP (Individualized Education Program) team when determining if the child needs an adapted program would be the safety of the student. Another consideration would be the development of the student’s motor skills. Adapted physical education programs strive to ensure that each student actively participates in physical education programs at his or her own level and that the student is integrated into the regular education program whenever possible. Other goals might include assisting students to develop self-esteem, further socialization skills, and promote sportsmanship.
According to the Right to Education, it is mandatory for every school to have a robust Physical Education (PE) program, complete with a curriculum that ensures that play is available to each student according to her capabilities and needs, just like academics. Right to play notwithstanding, it is important to make sure that play facilities are available and accessible to each type of learner. This availability of play is especially significant when we are dealing with persons with Special Needs. Most of the problems associated with special needs, like the person who can’t maintain himself, who does not have ‘growth’ as per norms, etc. can be managed to a great extent by play.

THE CURRENT SCENARIO IN HOMES AND SOCIETY
The sensory as well as social aspect of play is totally bypassed. This leads to deficits not only in self growth, but also to obesity and other health problems as well. The Scenario in Indian School:

- In schools, Physical Education continues to be a competitive subject. The fact that Physical Education helps to develop an overall personality of child/ young person is largely overlooked.

- The concept of differentiated learning and teaching has yet to be developed in most schools. Here is where the relevance of Adapted Physical Education (APE) comes in to account. We have the syllabus of Physical Education in India, but we do not have curriculum / syllabus & expertise/ experience of APE.

- When we talk about APE, most stakeholders think about wheelchair sports and/or para sports, which are geared towards physical disability. On the other hand, in schools, most enrolled students have cognitive disability, like Autism, Cerebral Palsy, Downs Syndrome or Intellectual Disability. There is a big gap between the needed syllabus and existing syllabus.

- Most schools are already sensitized to the concept of EQUALITY. The need of the hour here, however, is EQUITY. Each and every student, regardless of her ability, should be provided with an opportunity (approximately equal) to be able to function to the maximum of his/her potential.

THE CURRENT SITUATION OF APE IN INDIAN UNIVERSITIES
The awareness of Adaptive Physical Education in Indian Universities is minimal. In the Indian universities that offer professional course in Physical education, there is no curriculum to teach APE. There are very few Professionals who are working personally on this issue either by engaging themselves in APE course from abroad. The need of the hour:

- The immediate need of the hour is to ensure that the existing Universities that offer professional courses in PE make sure that basic knowledge of disability across all genres is included in their syllabus. They should also ensure that APE should be a compulsory subject in their existing curricula.
• There should be collaboration between Indian Universities and those overseas, as International Universities are doing focused and exemplary work in the field of APE. Experts from the fast developing field of APE need to share their knowledge with the Indian counterparts to ensure that we are abreast with the latest developments in the field.

• PE staff across schools should be given an orientation and professional development opportunities in the field of APE. Schools should host separate PE events for students with special needs and mainstream students, and then later try and merge the two, leaning towards fun and recreation.

REFERENCES


UPLIFTMENT OF INDIAN SPORTS THROUGH PRIVATIZATION: A POSSIBLE REMEDY

Manish Shukla, Ph.D. Scholar
LNIPE Gwalior (M.P.)

ABSTRACT
India is said to have the largest youth population. The economy of India is a developing mixed economy. It is the world's sixth-largest economy by nominal GDP and the third-largest by purchasing power parity (PPP) (IMF, 2017). But India’s growth story in sports has always been difficult to comprehend. While there are several factors that have contributed to this condition, the most important among them would undoubtedly be the poor administration and lack of funds. The constant failure of India in different sports events is an indication of widespread corruption and poor infrastructure and therefore, the need of the hour should be to enact a proper model for collaboration between government and private sector for development of sports in India. The corporate sector should be included in more roles than just sponsorship in sporting events and sportsmen. Indian sports currently seems to follow European model of Sports and pyramid where the sports federations are at the top and club culture under them whereas American Model is more business-oriented. In the UK, the government contribution to sport is (and always has been) low. A right balance between public and private sector can be fruitful in development and achievement in sports.

Keywords: Public-Private-Partnership (PPP Model), European model, American Model of sports.

INTRODUCTION
India has the largest youth population (1). World's sixth-largest economy by nominal GDP and the third-largest by purchasing power parity (PPP), India is a rising economy in the world (IMF, 2017). Despite all the growth, India’s performance in sports at international events is very poor, besides cricket. Lack of sports culture coupled with inadequate public resources impedes our performance in the global sporting arena (2,3). Many budding players cannot continue their passion due to lack of governmental aid provided to them at International level. Lack of potential sponsors, scarcity of stadiums, playgrounds and poor sports system in schools, colleges and community also pulls down interest of people in sports. Also, the officials of other sports do not promote the game properly.

SPORTS ECOSYSTEM IN INDIA (4)
Sports in India are governed and managed jointly by government organizations at centre and state levels along with autonomous federations and associations. The MYAS and SAI are key stakeholders of the Indian sports ecosystem. These government bodies are involved extensively in governance, funding, talent scouting and training (players and coaches), and infrastructure development. The IOA governs Olympic sports by overseeing NSFs. The involvement of the government is high in sports governance in India while that of the private and non-profit institutions is limited. Also the government provides financial support to NSFs and sportspersons, and thus seeks accountability as well.(5) Sports goods manufacturing, retail, and sports marketing activities (events and sponsorship management) are solely under private sector. Private for-profit and non-profit organizations also play an important role in training, funding and infrastructure development through public-private partnerships (PPPs).
CHALLENGES FACED BY INDIAN SPORTS ECOSYSTEM

As the sports sector in India is governed by both the central and state governments, it is often hampered by bureaucracy and politics. This is primarily due to low level of private sector involvement in sports development in India. Many federations are highly dependent on government funding for carrying out their key objectives such as organizing championships procuring equipment and training sportspersons. The current model of sports governance not only breeds inefficiencies; issues around irregular activities have also been reported in the past. The following points address the challenges-

- Lack of accountability of sports federations
- Conflict of interest within the management
- Poor governance
- Infrastructural issues
- Lack of awareness, physical connectivity and health facilities in rural areas
- Lack of sporting culture

India has more than 70 recognized national sports federations (NSF), of which 38 have politicians at the helm who do not know sports. Sports federations are seedy political fiefdoms. National Sports Development Bill, 2013 as well as Lodha committee has made several recommendations to make governance in sports more responsible, transparent and representative but political interference makes it impossible to implement.

Sports industry: Private sector in Indian sports

Sport is inspiring, engaging, immersive, emotion evoking, and a rapidly growing industry worldwide. The global sports industry at 1% of global GDP is estimated to be worth around USD600-700 billion. This includes sports infrastructure, sports events, sports hospitality, training, and manufacturing and retail of sports goods. While sport in India has usually been a government-led initiative, the private sector has historically participated through corporate social responsibility channels, PPP in sports infrastructure development and for profit sports academies. Now, sports leagues have emerged as a primary vehicle for the private sector. Television viewership is boosting broadcasters and sponsors. Private sector along with non-profit organizations is increasingly contributing to the sports sector by organizing leagues and tournaments, funding talented sportspersons, and getting involved in grassroots development.

Public-Private-Partnership (PPP) Model

Public-private partnership (PPP) is a funding model for a public infrastructure project. The public partner is represented by the government at a local, state and/or national level. The private partner can be a privately-owned business, public corporation or consortium of businesses with a specific area of expertise. PPP is a broad term that can be applied to anything from a simple, short term management contract (with or without investment requirements) to a long-term contract that includes funding, planning, building, operation, maintenance and divestiture. PPP arrangements are useful for large projects that require highly-skilled workers and a significant cash outlay to get started. They are also useful in countries that require the state to legally own any infrastructure that serves the public. Different PPP models suitable for sports infrastructure are - Leasebacks, Public stadia leasing, Public sector takeovers, Private sector pump-priming, Private sector takeover, Up-gradation, “Renovate, Modernize and Operate”

PPP MODEL IN OTHER ASPECTS OF SPORTS:

Sport is primarily a state subject and a huge portion of the sports infrastructure is owned and managed by state governments. The role of the private sector is limited to public-private-
partnership (PPP), for-profit academies and CSR/non-profit initiatives. However there is need of greater involvement of the private sector.

**Funding through sponsorships**: There are numerous examples when the world class facilities could not be provided to the players because the federations blamed the lack of funds. Privatization will definitely help in funding which can solve some problems such as personal coaches, more travel to international meets etc.

**Event organization**: The preparatory exercise for the Olympics in India comes in the form of National Games but in recent years the national games have become more of a namesake exercise. Private sector should be encouraged to conduct the national games on contract of a certain period and their performance can be evaluated. It brings in numerous advantages-the foremost being accountability and increase in popularity. Corporate houses do inject funds, accountability and popular appeal. Their way of conducting the tournament will be more organized, professional and result-oriented. The athletes may get good facilities during play. Also, the national federations may make money from bids which they can use for athletes’ training and facility development, grass-root development program and reduce dependence upon government for grants. They will also find means to incentivize sports as ISL (football), IPTL (tennis) and Pro-Kabaddi League have demonstrated (16). Apart from the National Games, the country has also conducted several events such as the Commonwealth Games. But the sporting infrastructure and facilities that were developed have not been utilized optimally (17).

**Sport as a career**: Privatization of sports would also put an end to the biggest challenge facing non-cricketing sports in India—the attractiveness of sport as a career opportunity. Private companies can solve this crisis and make sports a popular career option.

**Training**: Private sector is based totally upon quality, a result-oriented approach. They own a sports team. They provide world class medical, coaching, training facilities. The research team keeps a close check on the athletes’ performance, their main opponents and identifies points for improving their performance.

**Sports Technology**: Investments in the sports technology ecosystem by venture capital and private equity are booming. Since 2012, investments in sports-related startups have been growing nearly 30% year over year. In fact, investors put over $1 billion into sports-related startups in 2015 and investments in this space are not expected to slow down anytime soon.

**Progress of sports industry so far**

According to a comprehensive report on sports sponsorship by Group M ESP and Sportzpower, the overall sports industry has grown by 12.5% from 43725 million in 2013 to 48069 million in 2014. The league system in India started with IPL in 2008. Hockey India League (HIL) and Indian Badminton League (IBL) were started in 2013 and went a long way in generating mass interest. Indian Super League (ISL), International Premier Tennis League (IPTL) and Pro-Kabaddi League (PKL) came the following year. The Indian Table Tennis League is also expected to start soon. Giant companies pump-in money. Consequently, infrastructure for these sports has improved. Due to regular telecasts, local talents get exposure and are slowly becoming household names. This has led to greater popularity of sports benefitting at the grassroots level and in some cases, even the senior national team directly. The phenomenon of the corporate world forking out part of the promotion budget for sports is not new but what is startling is the
manner in which the trend has caught on in recent years. In the aftermath of the Seoul debacle, many experts pointed out that the only way to make a quantum leap in the standard of Indian sport was through massive infusion of money from the corporate sector. Even at the first Arjuna awardees’ seminar in New Delhi one point was repeatedly hammered home: In a free economy sports should generate money rather than depend on government largesse.

Solving Complications in Public Private Partnership
Companies oftentimes complain that federations are inefficient and go back on agreements and that the money is often laundered. Another complaint is the Government's stinginess with foreign exchange without which it is impossible to bring in international stars or coaches. Sports foundations which are governed by the Charitable Trusts Act complain they cannot invest in anything except government securities where the returns are very low. The complaints notwithstanding, it cannot be denied that with private companies realizing that putting money in sports is cost effective, more and more players and tournaments are beginning to find sponsors. At the end, it all boils down to a successful marketing of the game. If sports generate more interest and India has more successes in sports certainly sponsors will queue up to support them.

The BCCI model: Story of Success
Many sportsmen argue that cricket is ruining other sports in India, but it is not the case. Cricket has always been upgraded to cash in on the best of economic and technological advancement. Cricket administrators in India like Jagmohan Dalmiya were visionaries and grabbed the slightest opportunity to gain popularity, collaborated with corporate world, earned money and spent part of it to spread, develop and popularize the sport and got international success which turned it more popular. Other sports lacked that visionary.

Possible dangers of privatization
Privatization of sports is not the only savior to plight of sports in India. The business people may leave the developmental aspect of sports in the country. They may get involved in only money-making. Gratton and Taylor (2000) say that it may curb the development of sports at the grass-root level. Also, Privatization can't instigate passion for any sport in the people. It is that which is lacking that has created such a big chasm between cricket and the second sport in this hierarchy. There is a critical need of mapping the process from the project design to procurement to award through asset maintenance and use over the concession life to build suitable checks and balances to secure the twin objectives of viability and welfare.

CONCLUSION
Potential and talent in Sports can be converted to success only if they get the right kind of support at the right time. In a country like India where infrastructure, education and health care are still pressing needs for most of the population, the budget for sports is limited. Medical, training, coaching facilities, and international quality equipments are out of reach for even the most talented of Indians. This chronic lack of resources has undermined Indian performances at top events for a very long time, with the country’s athletes getting the backing of only a few private sector sponsors. However, it is heartening to see private companies taking baby steps to support competitive sports in the country (apart from cricket) and promoting individual athletes. For the 2016 Rio Olympics, as many as nine private sector companies signed up as sponsors for the
Indian contingent, country’s largest ever. What private sponsorships bring to the table for these athletes is good training and equipment that can help them compete in the international arena. This can make a huge difference to the athletes’ preparation, as they can focus on their training and no longer run from pillar to post trying to arrange funds for their Olympic sojourn. The private companies have entered the sporting arena and by filling in the gaps in funding and facilities for Olympic sports, are changing the way the nation plays. But has it extended enough help to ensure India reaps some rewards on the winners’ podium? That, for now, remains to be seen. No sport has thrived under political leadership; instead, the combined involvement of corporate houses and sportspersons will lead sports to greater heights. There is an urgent need to rework the National Sports Code so as to ensure that sports administration is not treated as a self-perpetuating business but instead must be for the betterment of the sports concerned. When that happens, the sport will be forced to auto-correct and innovate, leading to greater accountability and transparency. A more transparent and accountable system devoid of bureaucratic delays and red tapes will definitely lead to the popularity of sports and glory landing in podium finishes more often than ever. Government and national sports federations should play the role of intermediary in areas where private sector is involved (leagues, sponsorships, involvement of corporate sector etc.) and become provider where they have responsibility (team selections, grass-root development etc.). The corporate sector should be included in more roles than just sponsorship in sporting events and sportspersons. Indian sports currently seems to follow European model of Sports and pyramid where the sports federations are at the top and club culture under them whereas American Model is more business-oriented. In the UK, the government contribution to sport is (and always has been) low. A right balance between public and private sector can be fruitful in development and achievement in sports.

<table>
<thead>
<tr>
<th>Segment of ecosystem</th>
<th>Issue</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governance</td>
<td>Lack of accountability of sports federations</td>
<td>Assign goals and develop parameters to evaluate the effectiveness of their initiatives at the ground level</td>
</tr>
<tr>
<td></td>
<td>Conflict of interest within management</td>
<td>Delink politics from sports by restricting appointment of civil servants as officials at IOA and federations, Encourage former sportspersons to join sports administration roles</td>
</tr>
<tr>
<td>Performance in sports</td>
<td>Lack of sports culture</td>
<td>Introduce sports as mandatory part of curriculum, Partner with foreign nations for long-term grassroots development for sports with potential talent, Promote healthy living through sports,</td>
</tr>
<tr>
<td></td>
<td>Less medals at mega events</td>
<td>Follow a focused approach targeting sports with high internal potential, Develop capabilities in medal intensive sports</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Limited involvement of the private sector</td>
<td>Incentivize involvement of private sector and non-profit organizations by providing monetary and/or tax incentives, Promote the PPP model extensively through favorable policies and make it integral to the sports policy at state and central level</td>
</tr>
<tr>
<td></td>
<td>Restrictive guidelines for</td>
<td>Instead of only allowing the CPWD, state PWDs,</td>
</tr>
</tbody>
</table>
development: availing the sports infrastructure creation grants under the “Khelo India”
central/state PSUs to construct sports infrastructure, a competitive bidding involving private sector can be used as well

<table>
<thead>
<tr>
<th>Talent scouting and training</th>
<th>Lack of talent development at the base level</th>
<th>Involving private sector in running sports academies, Organizing competitions for young talents with good incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports events</td>
<td>Profitability</td>
<td>Leagues should make room for investment in long-term talent growth programs,</td>
</tr>
</tbody>
</table>

RECOMMENDATIONS
1. PPPs can be explored for creating infrastructure through ‘build-operate-transfer’ (BOT) models by contracting construction specializing in building multi-purpose centres or allowing professional private sector entities to manage and control the existing state/central government sports infrastructure with the objective of building commercial models and converting the same into revenue centres. Higher asset utilization and revenue generation could in turn incentivize sports infrastructure creation.

2. Favorable PPP policy and direction/incentive in sports from central government. Currently PPP for sports in India is limited owing to a lack of standardized guidelines and incentives for states to integrate PPP into their sports policies- resulting in funding constraints.

3. Integration of PPP into the sports policy of states,

4. Relaxations in taxation, credit facilitation, control, ownership and management of infrastructure can help attract companies in sports sector.

5. Stressing grassroots developmental programs in integration with private sector.

6. Roping in private sector in training and management of national athletes, teams etc.

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ANALYSIS OF SPORTS MANAGEMENT CURRICULUM FOR PHYSICAL EDUCATION MAJORS IN KERALA

Sudheesh C S, Research Scholar
Dr Suresh Kutty K, Associate Professor
School of Physical Education and Sports Sciences
Kannur University, Kerala.

ABSTRACT
The study was aimed at analysing the effectiveness of the Sports Management Curriculum for the physical education majors in Kerala. Data was collected from 300 post graduate school physical educators who had their professional preparation from various institutes in Kerala. Self-structured questionnaire was used to collect data and percentage analysis was carried out for statistical analysis. The results revealed that majority of the subjects considered Sports Management as a subject of practical importance and most of them rated the syllabus as good. Most of them learnt basic managerial skills from their seniors and colleagues and they were benefitted only a little from the syllabus. They had only very limited hours spent on practical work and teachers widely used only lecture method for teaching. More than half of the teachers had either diploma or MBA as academic qualification but most of the students did not attend any academic programmes and were unaware of professional bodies in sports management. The study concluded that the sports management curriculum for the physical education majors in Kerala is not really equipping the students with those managerial qualities that they require for their day to day professional life.

Key words: Curriculum, Sports Management, Physical Education Majors

INTRODUCTION
The efficiency of the curriculum depends on its ability to empower the students achieve academic and professional success (National Curriculum Survey, 2016). Curriculum may be understood as the total educational experience the student has in the school. It is a combination of both the syllabus and the methods of instruction. Thus success of a curriculum depends upon the quality of the course content i.e. the syllabus and the effectiveness of the instruction i.e. the transition. In India Sports Management, as an academic discipline, is in its infancy. Only a few institutes provide academic courses in sports management. The major sports events are been handled by general management fraternity. Mega sporting events like professional leagues, national games and so on are managed by event management companies who don’t have any knowledge about the sports. The physical educators are the ones who are very much connected with organising sports events. They learn the Sports Management basics during their professional preparation. But it’s a matter to question upon the effectiveness of the curriculum. Keeping in mind the significance of the study, the researcher made an attempt to evaluate the effectiveness of the sports management curriculum for physical education majors in Kerala.

METHODOLOGY
Data was collected from 300 post graduate physical educationists who were working in schools in Kerala. The subjects had their professional preparation from various physical education institutes in Kerala and passed out in the years between 2012 and 2017. Researcher used self-structured questionnaire to collect data. Percentage analysis was used to statistically analyse data.
RESULTS AND DISCUSSION

After statistically analysing the responses of the 300 teachers the results shown some interesting opinions about the sports management curriculum in Kerala. Majority of the teachers (94.7%) believed that Sports management is a subject of great practical importance. The school physical education teachers are in charge of the yearly sports goods purchase and maintenance. They ought to know the basic management procedures like inviting quotations, procurement procedures, stock entry and so on. Majority of the teachers (63%) rated their management syllabus as good and 37% teachers rated it as average. None of the teachers rated it as very good or poor. The syllabus is only a portion of the curriculum. They believe that syllabus is ok. Then the problem may be with the transition or the teaching strategy. More than half of the subjects (52.6%) believe that they have benefited only a little by the syllabus. Whereas 42.1% believed they had benefitted much and about 5.3% of teachers believe that they have not much benefitted. According to the teachers they have learnt the basic managerial skills more from seniors and colleagues (42.1% each) than from the syllabus (15.8%). This shows that the syllabus is not providing much hands on experience of the basic managerial skills. Adding on that 73.7% of the teachers admit that they had only less than five hours of practical class in their professional preparation and the rest did not have any practical class at all. The teachers recollects that their teacher used only lecture method to teach (61%). However, 24% of them had seminar and 15% had field work like project works as teaching methods. This reveals that even when most them consider the syllabus as good they believe that mere lecturing of the syllabus has not really contributed to their practical knowledge. Majority of the teachers (66%) did not participated in any sports management academic programmes. This shows that the academic concern given to the subject is very less.

<table>
<thead>
<tr>
<th>Table 1. Percentage Analysis of Responses on Statements</th>
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<tbody>
<tr>
<td>Statement</td>
</tr>
<tr>
<td>Sports Management is a subject of practical importance</td>
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<tr>
<td></td>
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<tr>
<td>Rating of the Sports Management Syllabus</td>
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<td></td>
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<td></td>
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<td></td>
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<tr>
<td>Extend to which the syllabus has benefited in the professional life.</td>
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<td></td>
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<tr>
<td>Basic Sports Management procedures are learnt from.</td>
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<td></td>
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<tr>
<td>Hours spent on practical/field work</td>
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<td></td>
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</table>
Teaching Methods used

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>61%</td>
</tr>
<tr>
<td>Seminar</td>
<td>24%</td>
</tr>
<tr>
<td>Group Discussion</td>
<td>0%</td>
</tr>
<tr>
<td>Field Work</td>
<td>15%</td>
</tr>
<tr>
<td>Office Visits</td>
<td>0%</td>
</tr>
<tr>
<td>Others</td>
<td>0%</td>
</tr>
</tbody>
</table>

Participation in Sports Management Academic programmes

<table>
<thead>
<tr>
<th>Programme</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>34%</td>
</tr>
<tr>
<td>No</td>
<td>66%</td>
</tr>
</tbody>
</table>

Academic qualification of the teacher in Sports Management

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Diploma</td>
<td>33.33%</td>
</tr>
<tr>
<td>None</td>
<td>46.67%</td>
</tr>
</tbody>
</table>

Familiar with the Sports Management professional bodies

<table>
<thead>
<tr>
<th>Familiarity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>0%</td>
</tr>
<tr>
<td>No</td>
<td>100%</td>
</tr>
</tbody>
</table>

Suggestion to improve the curriculum

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include More Practical Work</td>
<td>57%</td>
</tr>
<tr>
<td>Improvise Teaching Strategy</td>
<td>27%</td>
</tr>
<tr>
<td>Have Classes by Experts</td>
<td>16%</td>
</tr>
</tbody>
</table>

The teachers remember that around half of their teachers (46.67%) did not have any academic qualification in Sports Management. Whereas 20% of them had MBA and the rest had Diploma in Sports Management. This again adds on to the fact that much academic concern is not been given to sports management. Rather than qualification, interest is given the chance to teach the subject. Many a times this compromises the quality of transition. No one is familiar with any professional association in sports management. It shows that the subject has not picked up the quality of a professional subject. As a suggestion to improve the curriculum majority of the teachers (57%) suggested to include more practical work in the curriculum because more than theory the practical experience that they learn benefits them. 27% of the teachers suggest improvisation in the teaching methodology. Teacher should emphasis on the active participation of the students. Pupil centred learning should be preferred over teacher centred learning. 16% of them also demands classes by experts in the curriculum where more vistas on sports management may be opened for physical educators.

CONCLUSION

The purpose of the curriculum is to see that the students are made capable of attaining both academic and professional success. From the discussion of the results it is found that the sports management curriculum for the physical education majors in Kerala is not really equipping the students with those managerial qualities that they require for their day to day professional life.
The result of the study is in agreement with the results of the study conducted by Kilborn, Lorusso & Francis (2016). The sports management curriculum may be improved by including more practical classes, improvising the teaching methodology and including professional expert’s deliberations in the curriculum. It can also be attained by organising academic programmes like seminars, conferences, workshops and symposiums where the students can meet experts and learn from them. Having membership in professional bodies will enable the students to get the professional updates and advance in their professional life.

REFERENCE

HALO SPORT- AN EMERGING TECHNOLOGY IN SPORTS
Neena Thekkan, Research scholar
Dr. Suresh Kutty K., Associate Professor
School of Physical Education and Sports Sciences,
Kannur University, Kerala

ABSTRACT
The world of sport is continually changing over the years, and the use of technology is just one of those areas that have made an impact on many sports in the modern day. Technology applied to sport has played an important role both in training and in competition. Halo sport is the first wearable neurostimulation device specifically designed to help athletes improve their performance. It accelerates improvement from movement-based training. It is an emerging training aid it helps the athlete to do movements easily and effectively through stimulating the neurons and it makes a stronger bond. This study is attempting to give an idea of new technological innovation – halo sport and its importance in modern scenario.

Keywords: Neuroplasticity, Neuroprimming, Hyper Plasticity, Halo Sport.

INTRODUCTION
Now a day’s technology plays a major role in sports and physical education. In Modern scenario getting a medal in an event or a higher performance involves not merely because of his/ her talent, skills, etc. the equipment which he used, the training schedule, movement pattern other ergogenic aids etc. are influences his results. Now the competition are become more precise manner and winning and losing is depends upon tiny reasons, so influence of training aids or equipment’s also increased. The training sections also become more scientific basis. The researchers are giving more importance to develop new technological inventions. So many researches are conducting in field of sports medicine, bio mechanics, robotics, equipment’s, sports training, etc. Halo sport is a new technological invention which is used for training purposes; it is an ergogenic aid which focuses on brain stimulation. It stimulates brain function and helps to develop a strong bond in neuron transmission. It is the first wearable neurostimulation device specifically designed to help athletes improve their performance. It accelerates improvement from movement-based training. Founded in 2013 by two neuroscience doctors, Halo Neuroscience has over 30 issued and filed patents and is used by teams, athletes, musicians, surgeons, and others around the world.

BENEFITS
Halo Sport specifically designed to help athletes improve their performance. It helps to achieve accelerated improvements in strength, skill, speed, and endurance. It also accelerates improvement in all motor activities eg. from improving power for a football player to increasing fine motor dexterity for a pianist. Halo Sport uses Neuropriming technology, which activates the motor cortex and puts the brain into a state of hyper-learning. It can create a state of hyper learning where athletes will benefit from faster gains in strength, muscle memory, and endurance.

THE NEUROSCIENCE OF MOVEMENT
One of the key brain areas that control body movement is called the motor cortex. This area is located across the top of the head, spanning from ear to ear. The motor cortex controls the muscles by sending electrical signals from its neurons to targeted groups of muscle fibers,
causing them to contract. By combining these muscle contractions, the brain causes your body to move.

Plasticity: Plasticity means the brain can strengthen existing connections between neurons and even form new functional pathways. Through this process, the progress from the raw, unrefined movements of a novice to the powerful, precise movements of an expert. Optimizing the motor cortex helps the muscles perform better in a number of ways.

THE SCIENCE BEHIND THE HALO SPORT

Neuropriming: Neuropriming is the process of using electrical stimulation (such as transcranial direct current stimulation, or DCS) to increase plasticity in the brain prior to an activity. This process decreases the amount of input required for neurons to fire, and helps neurons fire together, enabling more rapid strengthening of connections in the brain. When paired with quality training, this results in increased strength, explosiveness, endurance, and muscle memory.

Hyperplasticity: Halo Sport is designed to make the training or practice more efficient by improving the brain's natural plasticity. By applying a mild electric field to the motor cortex, Halo's Neuropriming technology induces a state of "hyperplasticity." When we train in a hyperplastic state, the brain's normal fine-tuning process occurs more rapidly — meaning better results from each practice rep.

TECHNICAL SPECIFICATIONS

The halo sport includes an adjustable headset with a set of 3 primers, a recharge kit that includes two packages of solution and a cleaning tray, spray bottle, 2 sets of ear pads (open and closed), an audio and USB charging cable, and a carry case.

HOW IT WORKS

Halo Sport is the first headset that stimulates the part of the brain responsible for muscle movement. Halo Sport recommends using its device during warm-up once a day and only for intense training sessions (i.e., 3 to 4 days a week). The rationale is based on scientific studies that show the physiological benefits of a neuropriming session lasts for up to 60 minutes at the conclusion of a session and it continues during a consolidation phase that happens while at rest, hence the once-per-day use. It takes time for the neurons to respond to the Neuropriming field. Twenty minutes is the optimal duration for neurons to begin firing more easily and more together. This primed state will last approximately one hour, after which the neurons will return to their everyday, non-primed state.

CONCLUSION

Halo Sport, developed by Halo Neuroscience, is a headset worn for 20 minutes a day to strengthen mental synapses. It works by sending electrical signals into the brain’s motor cortex. In short, it is supposed to strengthen our brain so we can learn and master movements more quickly. The evolution of sports is endless and everyday researchers are working on technologies that would help sports people register better results. The inventions that are developed today may as well take the meaning of sport to a new level, improving the athletes’ skills and cutting the risk of injury. As sports continue to evolve, new sports inventions will continue to change the games. So Halo sport is an emerging technology which may impact on the performance level of the athlete.
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FITNESS ACTIVITY MANAGEMENT AND THEIR APPLICATION

Satya Prakash Patel
Ph.D. scholar
Dr. Vinita Vajpai Mishra
Asst. Professor
Dept. of Sports Biomechanics,
LNIPE, Gwalior (M.P.)

ABSTRACT
Fitness activity management is a concept of activity related management based on fully scientific pattern. This paper intends here arrangement of activities and their application for fitness starving persons. The paper also define the optimum ratio of fitness activities, if someone goal have muscle building or fat loss they should avoid excess cardio, aerobics and isolated lifts. They should focus on weight training, compound lifts, high intensity interval training, nutrition rest and repetition etc. this paper focus on new methods of fitness activity management for individual to individual according to their need and importance. Fitness professional also can manage activities like aerobics with Yogasana, callisthenic with weight training and weight training with PNF etc.

Keywords : fitness activity, management, individual, optimum, training and arrangement.

INTRODUCTION
Sports management includes business activities such as planning, organizing, directing, controlling, budgeting, and evaluating in contexts related to different types of professional sports and physical activities. Fitness is the word that makes charm in your life, it defines your personality, it is adventure of life and it is best investment of any individual. In one word we can say fitness is definition of life, fitness is not a single word even it consist whole chapter of life. Fitness is wholesome happy life. Through this paper I want to discuss the general fitness management activities in terms of fitness components flexibility, muscular endurance, muscular strength, cardiovascular endurance and body composition. Fitness is optimum health to achieve your routine goals without physical and mental stress and distribution of all above fitness component in a proper ratio is very important because lack of proper ratio may cause of injury and interest. The fitness activity management is too important that other activity it creates interest and achieves fitness goals. Through this paper I want to focus on fitness activity management protocol cardio, HIIT, weight training, nutrients and stretching. Most people and novice trainer think that if they will perform lot of cardio training, isolate lifts as well as weight training they will loss fat soon as well as get muscular. But actually it’s not true they should include high intensity interval training, compounds lifts, reduce excess cardio training and focused optimum nutrients. Fitness activity management reduces the misconceptions of all about orthodox ideas, and emphasizes new concept and methods regarding to fitness goal.
Fitness activities management following these points- Cardiac endurance training, High intensity interval training, Weight training, Isolated lift, Compound lift, Training over comfort zone, Nutrients related to activity, Rest and Repetition Fitness activity should be organized in a proper manner according to individual. It should have contained proper ratio of cardio, weight training, HIIT, stretching, nutrients, isolation lift and compound lifts. Management of these activities reaches your desire goal of fitness like weight loss, muscle gain, body building and aesthetic physique. The excess cardio training can be hurdle to loss fat and muscle gain because its burns your necessary fuel in first phase of training. So save your fuel for weight training, HIIT, and compound lift. This paper define the role of fitness activity management that the roll of training over comfort is necessary for any individual because we saw our body release growth hormones naturally till the age of 22 years. After that the process of naturally releasing growth hormones stopped, so we need training for further development and “training over comfort zone” terms started from here, the training over comfort zone increase your muscle hypertrophy, insulin level blood seduction as well as your fitness level because if individual is not training over comfort zone the muscle hypertrophy and other fitness goal may not be achieve the reason behind this the pituitary gland release growth hormones (Isotropic hormones) only over comfort zone it means when your body and brain oppose extreme condition of training at that situation the isotropic
hormones released to balance your homeostasis. Through this paper I want to focus importance of nutrients management that it plays fifty percent role of your activity, so it is very important to choose every component in an optimum level, our whole body is made by six nutrients Carbohydrate, Protein, Fat, Mineral, Vitamins and water the proper ratio is necessary for achieving any fitness goal, carbohydrates, protein and fats are known as macro nutrients and its per meal management is as important as your reps and sets in trainings. In the activity management section we cannot neglect the effect of rest because many researches shows that to grow the muscle need proper rest is compulsory in the absence of rest injuries may occur. Bigger muscles needs long time to recovery in compression to smallest. It may be 48 to 72 hours depends on intensity of training schedule. Cardiac endurance decreases half in fifteen days and full in 30 days, muscle strength decreases in four days as well as flexibility is also decreases according to fitness activity level. Here the paper intends that repetition is the foundation of fitness activity management.

CONCLUSION
Therefore, the conclusion of paper is providing a scientific base for fitness professionals that manage fitness activity according to individual’s requirement. There is an optimum ratio of fitness activity may achieve desired fitness goal and reduce the excess effort of training, reduce injuries cause of training management, through proper activity management fitness professional may encourage fitness starving peoples and creates keen interest towards fitness activity. So any individual can achieve their fitness goal easily.

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MANAGERIAL ETHICS OF YOGA IN SPORTSMAN LIFE

Pranjal Khandelwal, M.A Yoga, Dept of Yogic Science
Satya Prakash Patel, Ph.D Scholar Dept of Sports Biomechanics
LNIPE (Gwalior)

ABSTRACT
The practice of yoga includes a primary sense of measure proportion reduced to our body, our first instrument we learn to play it. Dreams from its maximum resonance and harmony with reflagging patience and tolerance in our sports man life. The postures of asana strengthening the flexibility of thoughts in a variable place the frequency of posture enhanced its elasticity of their grievance. It also works on their mental health to control their emotions on one point. With the sharpness of their asana. The frequency of their asana controls their wavering of mind is there games. If the sports man conscience is left while anything alive in it that seeks fulfillment, it can be fulfilled through variations of yoga asana and can have the joy of that fulfillment in abundance without turning everywhere else. The creativity of asana changes the taste of manifestation and yet the player energy is never depicted. “The wave of the ocean of consciousness” the volitional power of the consciousness” The purification of asana exhibits limitation and expansion of subjects and objects which simultaneously of the nature of emotion absorption in sportsman life. The person well stops pain and started taking pleasure and patience in their life. Yoga practice controls sensory stimuli which instantly closed the all windows of memory. The chitta will stopped at one point it controls our mind preservation of human gone changed.

Keywords : Yoga, life style, yogic activity, yoga sports and management.

INTRODUCTION
Yoga is a sanskriti of India and Mahriishi Pantanjali is known as founder of Yoga. Yoga consists different types of practices for every individual like life style management, social excellence, physical excellence, breathing excellence, concentration practices away from selfishness and recreational of emotional values. Today’s life is completely different from past few decades. In modern era evolutionary changes are going as per day by day and human have been completely depending on machines and electronic gadgets. In this situation yoga, Yoga sport is the ray of hope that’s make human life healthy and happy and giving a definition for their life style. This paper intends that yoga sports may helpful for healthy life style. In yoga thousands of activities are there which is suitable for every individual. They can select the activities according to their age group as well as individual interest i.e. child can play as recreational activities, adult can perform power yoga, younger child can perform yoga as sports and senior person may select breathing exercises, yoga is suitable for everyone and researches shows significant differences between practitioner and non-practitioners. Every individual have different life style according to their occupation and profession, so there need and importance of activity is different. i.e. if someone occupation is self-employed journal store, another one is nine to five office job, school and college going student, teachers and senior citizen etc. they need different type of practice in yoga according to their profession, yogic activities are acceptable fore veryone and beneficial for all because many other physical activities may be intense or rigorous that cannot be performed by everyone. And distract from physical activities can cause of life style diseases poorimmune,
metabolic rate, menstrual, muscular – skeleton, diabetes, gastric, and stress etc. in this situation yoga plays a very dominant role in life style management. Some individual are sports man in their school and college days but cause of responsibilities and need of their occupation they are unable to perform games and sports activities. That’s why yoga professional can make better yogic combination for them which can provide better life style. Following Yoga activities can be managed with the help of different protocols: Brisk walking with Yoga asana, Yoga Vyayama, Aerobics with Yoga nidra, Intense Surya Salutations and Pranayama, Sun Salutations and Meditation, Sun Salutations with breathing essence, Vinyasa Yoga with awareness, General warm-up and Power yoga, Intensive Power Yoga with Deep relaxation Technique, Yogic Breathing With Awareness, Vinyasa Practices With Recognition, Forward Bending Asanas With Kapalbhati Kriya, Power of Self Meditation With Healing, A small Yoga session for every sports activities. The whole science of yoga has one view in common, to gain health, personal power, to develop knowledge and attain peace of mind. It also reduces stress, tension in the physical body, activates the parasympathetic nervous system. Yoga management has been shown to significantly improve mental and physical energy levels and alertness as comparative exercises and visualizations. Yoga’ primary emphasis is upon general well-being. Although yoga management has been shown to be beneficial in a variety of conditions, it is not considered a therapy for specific illness, however it is also found to bring a myriad of healing effects. By attending of practices for improving, regaining or retaining general good health, a person is like to find that some of his specific difficulties tend to disappear. Many of the healing effects of yoga are clinically verified. However, one of the most important benefits of yoga is its application in relieving stress, fatigue, invigoration and vitality and its anti-aging properties and its application for relaxation technique According to medical scientists, yoga therapy management is successful because of the balance created in the nervous and endocrine systems which directly influences all the other system and organs of the body. Yogic management acts both as a curative and preventive therapy. The very essence of yoga lies in attaining mental peace, improved concentration powers, a relaxed state of living harmony in relationships. As man is a physical and spiritual being, yoga helps to promote a balanced development of all the three stated above Physical exercises, aerobic exercises and other form of exercises assures welfare only to physical body. It has little to do with the development of the spiritual body as the astral body. Yoga sports provide many combinations of activities that can be manage according to individual and available conditions. Yoga sports activities can be managing according to time, space and weather that is the positive aspect of yoga. The above combination of yogic activities can develop general fitness easily. The all above yogic activities affect significantly human’s life style, thousands of research has been already done on yogic practices and they show significant changes in physical and physiological health. This paper intends to manage new methods of yogic practices that can be helpful for everyone. This paper also provides a new way of thinking for yoga instructor, yoga teacher and Yoga professional that can manage yogic activities according to citizen’s lifestyle. Yoga teachers can arrange yogic activities as therapeutic modalities and alternatives of medicine.

YOGA AND PERSONALITY MANAGEMENT
The principles and practices of yoga management have been proved to be so effective in dealing with neurotic and personality problems in sports also, the yogic management change the
evolution of a sports person and its qualities are Physical, Essence of ‘I’, Perception, Memory, Instinctual mind, Emotions and feelings etc.

**DO’S & DON’T WHICH SUPPORTS IN SPORTS MAN LIFE**

Pure food and water – The Mitahara (yogic diet) enhanced the internal structure in sports man.

Trans-fatty acid – Some forms of food processing, such as cooking in the microwave oven, and making margarine, change the fatty acids so that they may not be properly used by the cells, this should be avoided. Foods that should be avoided: Sugar, Caffeine, Aspartame, Alcohol, Tobacco, Mind altering drugs, Mercury.

**CONCLUSION**

Good health is one of the greatest resources for vitality, creativity and wealth, while poor health is contrast significantly drains the aforementioned. Yoga is comprehensive and precisely live tuned process of uniting the individual consciousness. Understanding the spiritual nature and philosophy of yoga is certainly more importing than its gross applications. It is a total science of strengthening and improving the physical, mental, and spiritual state of being.

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IMPACT OF MARKETING ON SPORTS LEAGUES IN INDIA

Ms. Shivangi Bidua, MPED student
Dr. Brij Kishore Prasad, Assistant Professor,
LNIPE, Gwalior (M.P.)

ABSTRACT
Sporting leagues in India and across the world have invited valuable support and presence of corporate sector. Sporting leagues have not only promoted sports like Football, Hockey, Kabbadi, Badminton in India, they have also created valuable for stakeholders in the fraternity. Fans in India also prone to be an interesting mix, with each being a loyal audience to a specific sport. With formation and popularization of sporting leagues in India, there is now an increased opportunity for young talent at the grassroots level to showcase themselves at a global platform like IPL showcase, HIL, PBL etc. Today sports is not just an active platform for marketing and creating branding opportunities for corporate investing in sports, but also creating value for fans across the country. So far, leagues in India have received mixed response from the fans. This gave various other sports (IPL, ISL, PKL, HIL, PBL) an opportunity to make their own space in the market and they are increasing Y-O-Y in India. (KPMG, page no 3&4).

Keywords : IPL, ISL, HIL, PKL, PBL, Y-O-Y, TV.

INTRODUCTION
India has a long journey ahead on its path to developing a strong sports culture. It needs to begin with the base and that is what will build the future. Identifying talented sportspersons and grooming them is a key challenge for different sports leagues. The year 2008 and 2014 have been proved crucial turning point for Indian sport sports with IPL taking the country by storm in 2008 and the launch of several promising leagues in 2014. IPL established a successful model for packing and marketing a league in India. It was power packed with some of the world’s best cricket players, celebrities and even cheerleaders. It also televised the auction process which was helpful in creating a fan base even before the event started. (KPMG,page,13&17). However, the year 2014 saw the emergence of some potential successful leagues including PKL, ISL, PBL e.t.c. ISL witnessed a cumulative TV viewership of 429 million in its inaugural season in 2014. It’s viewership grew 26% Y-O-Y in 2015 season. Similarly the first season of PKL (in 2014) was watched by 435 million people and it’s viewership increased 20% Y-O-Y in it’s second season in 2015 and 35% Y-O-Y in its third season during January –march 2016. Sports is inspiring, engaging, immersive, emotion evoking, and a rapidly growing industry worldwide. Impressive growth in viewership of sports other than cricket provides a glimpse of our potential to be a multiple sports motion. Further, growing female viewership and acceptance of ‘rurban’ sports and increasing Digital on the go sports consumption are boosting broadcasters and sponsors. (KPMG, page no 7).
Details about Sports Leagues in India

<table>
<thead>
<tr>
<th>Teams</th>
<th>Founded</th>
<th>No of teams</th>
<th>Current Sponsors</th>
<th>Annual Cost</th>
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<td>IPL</td>
<td>2008</td>
<td>8</td>
<td>Vivo</td>
<td>100cr</td>
</tr>
<tr>
<td>ISL</td>
<td>2013</td>
<td>10</td>
<td>Hero</td>
<td>20cr</td>
</tr>
<tr>
<td>HIL</td>
<td>2013</td>
<td>8</td>
<td>Coal</td>
<td>18cr</td>
</tr>
<tr>
<td>PBL</td>
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<td>8</td>
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</tr>
<tr>
<td>PKL</td>
<td>2014</td>
<td>12</td>
<td>Vivo</td>
<td>60cr</td>
</tr>
</tbody>
</table>

VIEWERSHIP OF LEAGUES
Female and rural audiences have been significant contributors to growth sports viewership in the country and they are expected to drive the next phase of growth as well. One of the reason for the growth in their viewership has been the availability of sports on non-sports channel.

Figure no. 1 viewership of leagues

Indian premier league (IPL)
Officially known as vivo premier league for sponsorship reason. The league was founded by Board of control for cricket (BCCI) in 2008. The current title holders are the Mumbai Indians who won the 2017 season. In June 2017 vivo retained the rights for the next 5 season (2018-2022) sponsorship. It is a professional twenty 20 cricket league in India. The orange cap is awarded to the top run score in the IPL during a season. The purple cap is awarded to the top wicket taker in the IPL. The 2015 season of IPL offered a total prize money of 40 crore with the winning team netting 15 crore. The first and second runner up received 10 and 7.5 crores, respectively, with the forth team also winning 7.5 crores. The IPL rules mandate that half of the prize money must be distributed among the players. The most earning player of IPL is MS Dhon (3 crore).
Indian super league (ISL)
It is a men’s professional football league in India. Officially known as Hero Indian Super League. Founded in partnership with IMG, reliance industries and star sport. The league was launch with the goal of growing football in India. Before the 2017-18 season, the league earned recognition from the AFC, expanded to ten teams, and extended it's schedule to five months. ATK (Atletio de Kolkata) won the title for the second time during the 2016 season. Each team could have maximum of twenty five years players on their roster and a minimum of twenty two. A minimum of eleven players could be foreign with a minimum requirements of eight per team. The ISL trophy was unveiled on 5 October 2014, by Nita Ambani, the founder and chairperson of Football sports Development. The most earning player in the ISL is Alessandro del piero (1.5 crore).

Pro Kabbadi League(PKL)
Currently known as Vivo Pro Kabbadi League is a professional level Kabbadi league in India. First established by Charu Sharma in 2014. The winner of 2017 is Patna pirates who have won the league thrice and the only champion to have defended their title twice. The best all rounder award goes to Pradeep Narwal. Close to 80% of the Pro kabbadi league viewership comes from the telecast on movie channels, and this share is increasing. Prize money for the winner of season 5 is 3 crore. 1st and 2nd runners-up will be awarded 1.8 crore and 1.2 crore. The most earning player in the PKL is Rakesh Kumar (2.8 lakhs).

Hockey Indian league (HIL)
For sponsorship reason known as Coal India Hockey India League. Organised by hockey India. The top 4 teams at the end of the season move into the play-offs, where the championship game decides the HIL winner. The most champion of HIL is Kalinga Lancers who won the tournament in 2017. If there is a tie in any match then their would be extra time, still, if the winner is not decided, there would be shoot-out and, if the winner is not decided there would be no option left other than penalty strokes. The shoot-out competition would be very interesting to watch. The most earning players in HIL is Sardara Singh(10.5 lakhs).

Premiere Badminton League (PBL)
Premier badminton league is a franchise league; sportz and private limited has the rights to operate and execute the premier badminton league. The inaugural edition of the Indian badminton league was won by Hyderabad Hotshots at Mumbai on 31 August 2013. Chennai Smashers won the tournament on 14th January 2017. The highest paid players were the Malaysian Lee Chong Wei, sold for $135,000 to Mumbai Masters and Indian Sauna Nehwal who went to Hyderabad Hotshots for $120,000. In 2013 Star sports India purchased the broadcasting rights for India up to 2025. Most recent champion Hyderabad Hunters.
CONCLUSION
Leagues and franchise in India are increasingly taking cognisance of the fact and are developing programmes aimed at identifying and nurturing young talent. The future does appear to be bright for Indian sports, as such leagues help to popularize sports, made it viable as a career and also bring out talented sportsperson to the fore. Moreover, cricket continues to dominate Indian sports, however advertisers, broadcasters, and viewers, have also increasingly gained interest in other sports including kabaddi, football, hockey and badminton. These sports have attracted more sportspersons, viewership, broadcasters sponsors into the business of sport in India. In 2015, the sport sponsorship market grew in India approximately 12.5% Y-O-Y to reach INR 5,190 crore.

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DEVELOPMENT OF PARA SWIMMING IN INDIA – A REVIEW

Aniket Upadhyay, M.P.Ed. Student
Yogesh Kumar, M.P.Ed. Student

ABSTRACT
The study deals with the development of para swimming in India. It was started in the year 1996 for the purpose of aqua therapy and rehabilitation at L.N.I.P.E. Gwalior (M.P.). First nationals were held in the year of 2000 at Gwalior and now there are almost 150 international para swimmers, who participates in different international meets. The para Swimmers represents through there different states para governing bodies are governed by Paralympic committee of India (PCI) and headquarter is situated in Bengaluru Karnataka. Now para swimming has come across a long way with swimmer participating in the Paralympics, different para world championships and international long-distance swimming which includes ENGLISH CHANNEL. We have many EKLAVYA awardees, VIKRAMA awardees and national awardees for the best sports person. Since 2000 the committee has successfully conducted 17 para swimming national meets and the 17th national was conducted under the guidance of (IPC) INTERNATIONAL PARALYMPIC COMMITTEE.

Key words: Para swimming, Therapy, Competition

INTRODUCTION
It was started in July 1996 for the purpose of rehabilitation of people with disabilities (aqua therapy) at L.N.I.P.E. Gwalior (M.P.) by Dr. V.K. Dabas. A small beginning was made with four (4) polio suffering children but this number increased as the massage spread through newspapers. The children gradually become good swimmers. After that with the introduction of internet several non-governmental organisations (NGO’s) were contacted to start such aqua therapy programmes in their rehabilitation centres. Later swimming association of India (popularly known as SWIMAID) was formed with Dr. V. K. Dabas as founder secretary and Mr. Suresh Kalraas president. After first national para swimming championship SWIMAID got itself affiliated to para Olympic committee (PCI) of India in the year of 2000. From the 2005, with the recognition of PCI by the government, SWIMAID started sending teams abroad for different games and championships so far.

AS A COMPETITIVE SPORT
When the physically challenged showed improvement in their movement then competitive swimming introduce to them. It was started with district and state level para swimming championships after that first para swimming championship was conducted in October 2000 at L.N.I.P.E. GWALIOR, where 152 swimmers participated from 16 different states. National championships are conducted regularly thereafter and till now a total of 17 championships have been conducted successfully. About 450 swimmers of different age and disabilities groups take part in this annual programme.

Special classes involve in competitive swimming
S-1 TO S-10 (PHYSICALLY CHALLENGED)
S-11 TO S-13 (VISUALLY IMPAIRED)
S-14 (INTELLECTUAL DISABILITIES)
CONCLUSION
It is concluded from the review of literature available in regard of development of para swimming in India that their aqua therapy defiantly very useful for physically and mentally special children to improve their condition and bring them into a normal stream as well as if they show better improvement and enters into the competitive sports so they will get self confidence as well as awards, fame and economical strangeness to achieve their life goals.

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SWOT ANALYSIS ON JASHN’18

Sharma Yash, M.P.Ed student
Hemrom Akansha, M.P.Ed student
Dept. of Sports Management and Coaching,
LNIPE, Gwalior (M.P)

INTRODUCTION
Participating in fests like mood, indigo, umang, spardha, rendezvous, oasis, inspired us to organize a sports and cultural fest Jashn’18 in LNIPE and also motivated us to organize an event in our college for the first time. It is not just love for sports, there are so many talents that the students of our college and other college possess. We made a way for them to explore themselves and their talents and also gave an opportunity to compete and enjoy Jashn’18. Jashn’18 was a youth festival organized for the first time in L.N.I.P.E, Gwalior, which was a sports and cultural fest. This festival marked a three day long confluence of extravagant fun, frolic and sports. The theme for the event was “supporting specially abled people”, where it included events like Futsal, Basketball, Skating, Chess, Mr. & Ms. Hercules, Fashion Show, Competition, Musical Bonfire & Band Show. The SWOT analysis conducted laid the foundation for strategic planning for future organizers while taking into consideration the weaknesses and problems that have been experienced by the organizers.

METHODOLOGY
The purpose of this study was to find the successful rate of the event and also to find the strength, weaknesses, opportunities and threat of it. Data was collected from 200 participants in which 100 were from outside and 100 were from college, L.N.I.P.E, Gwalior. The age group of participants ranged from 20 to 25 and the questionnaire were filled and through this SWOT feedback was collected.

RESULTS
Strength : As the results shows that according to the comments both the outsiders as well as insiders from L.N.I.P.E Gwalior both had liked the event very much. People are satisfied with the organization and the events. They had shown their keen interest in participation as well as being audience also.

Weakness : Some recommendations are like for more promotion, and such event should organize every year. Except Gwalior people were unaware of the event due to lack of promotions. Videography could have been done officially which could be used in for next Jashn promotions and marketing. People recommended that more participants could be added and more competitions should be organized.

Opportunity : As an opportunity many had found Jashn as a ground level of talent search within themselves. Also one of the opportunity to face the audience and stage. An opportunity to aid confidence and learning. It can be organized at different levels in schools and colleges. Different sports can be organized for specially abled people.

Threat : Problem arises like financial support. More staff can reduce the pressure of the organizers. There were more fests and events on the same date of Jashn in other colleges of Gwalior. Able guidance for technical support should be taken care.
DISCUSSION / CONCLUSION
People have requested to conduct similar events often and majority has liked the event and also shown keen interest with their feedbacks and it also gave participants from Gwalior and other states a platform to showcase their talent in sports and in cultural competition and at last Jashn gave number of opportunities to everyone which helped them to increase their confidence and improve practical skills of management.

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EATING DISORDER IS A SILENT KILLER

Brijendra Masram, M.P.Ed Student  
Neha Khash, M.P.Ed Student  
Dr. Brij Kishore Prasad, Assistant Professor  
Dept. Health Education & Sports Psychology, LNIPE
Gwalior (M.P.)

INTRODUCTION
Dietary problems are diseases which are portrayed by sporadic dietary patterns or extreme trouble or worry about body weight or shape. Sporadic Eating may incorporate deficient or unnecessary sustenance consumption which can in the long run harm a person's prosperity. The most widely recognized types of dietary issues incorporate Anorexia Nervosa, Bulimia Nervosa, and Binge Eating Disorder and influence the two females and guys. Dietary problems can happen in any phase of life yet for the most part happen amid the teenager years or youthful adulthood. Delegated a restorative disease, proper treatment can be very viable for huge numbers of the particular kinds of dietary issues. In spite of the fact that these conditions are treatable, the manifestations and outcomes can be hindering and fatal if not tended to. Dietary problems normally exist together with different conditions, for example, nervousness issue, substance manhandle, or sadness. Late discoveries the pervasiveness of gorging issue in the all-inclusive community is around 1-3%. In patients with heftiness, and in patients looking for help for weight reduction, a significantly higher commonness has been accounted for (at least 25%). There are various clinical highlights that separate the turmoil from bulimia nervosa and from night eating disorder. There are additionally a few highlights that separate individuals with weight and gorging issue from individuals with heftiness without the condition. Other new information on pigging out turmoil incorporates information on the ethology and the course of the confusion. At long last, late investigations have demonstrated that particular serotonin reuptake inhibitors, a few serotonin and norepinephrine reuptake inhibitors and the antiepileptic tranquilize topiramate, and also intellectual behavioural treatment and relational psychotherapy, decrease gorging, and, to a lesser degree, weight.

TYPES OF EATING DISORDER
Binge eating disorder (BED) : People suffering from this disorder will frequently consume enormous quantities of food, even when they are not hungry.

Bulimia Nervosa : People with this disorder have frequent eating binges, often in secret, and then get rid of the food by purging. This means they eat excessive amounts of food and then get rid of it through vomiting. People with bulimia often feel out of control.

Anorexia Nervosa : About 3% of people with eating disorders have anorexia nervosa. People with the condition are severely underweight and have an excessive fear of putting on weight. They have a distorted body image and see themselves as fat. They create extreme rules and restrictions about their diets and exercise schedule

CAUSES OF EATING DISORDERS
Eating Disorders are complex disorders, influenced by a facet of factors. Though the exact cause of eating disorders is unknown, it is generally believed that a combination of biological, psychological, and/or environmental abnormalities contribute to the development of these illnesses.
Examples of biological factors include Irregular hormone functions, Nutritional deficiencies
Examples of psychological factors include Negative body image, Poor self-esteem
Examples of environmental factors include Dysfunctional family dynamic, Professions and careers that promote being thin and weight loss, such as ballet and modelling
Aesthetically oriented sports, where an emphasis is placed on maintaining a lean body for enhanced performance. Such as Rowing, Diving, Ballet, Gymnastics, Wrestling, Long distance running.

SIGNS AND SYMPTOMS OF EATING DISORDERS
Behavioral symptoms: Secretiveness around eating, Frequently talking about one’s body, Forcing oneself to vomit Using laxatives, diuretics, or other purging methods.
Physical symptoms: Drop in body temperature, Missing or cessation of periods, Extreme changes in weight, Loss of muscle mass.
Cognitive symptoms: Slowed thinking, Obsessions about one’s body weight and/or shape, Pervasive and distracting thoughts about one’s weight.
Psychological symptoms: Poor self-esteem, distorted body image, Social Withdrawal.

EFFECTS OF EATING DISORDERS
If eating disorders are allowed to persist, they can have severely destructive and potentially lethal results, including the following:, Weakening of bones, Cardiovascular damage, Growth and developmental problems, Occupational or academic problems, Organ damage.

PREVENTION OF EATING DISORDER
1. Get rid of the notion that a particular diet, weight or body size will automatically lead to happiness and fulfillment.
2. Learn everything you can about anorexia nervosa, bulimia nervosa, binge eating disorder and other types of eating disorders. Genuine awareness will help you avoid judgmental or mistaken attitudes about food, weight, body shape and eating disorders.
3. Make the choice to challenge the false ideas that thinness and weight loss are great, and that body fat and weight gain are horrible or indicate laziness, worthlessness or immorality.
4. Avoid categorizing foods as ‘good/safe’ vs. ‘bad/dangerous.’ Remember that we all need to eat a balanced variety of foods.
5. Stop judging others and yourself based on body weight or shape. Turn off the voices in your head that tell you that a person’s body weight is an indicator of their character, personality or value as a person.
6. Become a critical viewer of the media and its messages about self-esteem and body image. Don’t accept that the images you see are the ideals you should try to attain. When you hear a comment of see an image that promotes thinness at all costs, talk back to the television. If you see a magazine advertisement or article that makes you feel bad about your body shape or size, rip it out or write to the editor about it.
7. Choose to value yourself based on your goals, accomplishments, talents and character. Avoid letting the way you feel about your body weight and shape determine the course of your day. Celebrate your body’s unique shape and size and embrace the natural diversity of human bodies.

TREATMENT OF EATING DISORDER

**Individual or group therapy.** Therapy can help you explore the issues underlying you’re eating disorder, improve your self-esteem, and learn healthy ways of responding to stress and emotional pain. Different therapists have different methods, so it is important to discuss with a therapist your goals in working towards recovery.

**Family therapy.** Family therapy can help you and your family members explore how the eating disorder is affecting your relationships—and how various family dynamics may be contributing to the problem or impeding recovery. Together, you’ll work to improve communication, respect, and support.

**Nutritional counseling.** The goal of a nutritionist or dietician is to help you incorporate healthy eating behaviors into your everyday life. A nutritionist can’t change your habits overnight, but over a period of time you can learn to develop a healthier relationship with food.

**Medical monitoring.** Often, treatment will include regular monitoring by a medical doctor to make sure your health is not in danger. This may include regular weigh-ins, blood tests, and other health screenings.

**Residential treatment.** In rare cases, you may need more support than can be provided on an outpatient basis. Residential treatment programs offer around-the-clock care and monitoring to get you back on track. The goal is to get you stable enough to continue treatment at home.

**CONCLUSION**

Eating disorder are threatening disorder may be dangerous for mankind here we discuss about the various aspects of eating disorder so that it can create an awareness in the society and people may get read of those psychosomatic disorder it is our little advice that is curable through those above mention therapies and medical assistances at the last we want to draw the attention of the large population in the world so they can fight those above mention psychometric disorder only awareness and proper guidance only lead to an eating disorder free world

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EVOLUTION OF TECHNOLOGY IN SPORTS

Hiral R. Vamja, Student
Shri C.P. Degree College of Phy. Edu.
Rajpipla, Gujarat.

ABSTRACT
In the beginning, sports and technology didn't always seem like the most natural pairing. What did you need in baseball other than a bat and a ball? Or in basketball other than a ball and a hoop? How much could you really change? As we've seen over the years, though, there's always room for improvement with our most beloved pastimes. Whether it's for the purpose of making a good thing great, or fixing a broken system altogether, technology has played a major role in perfecting the sports that we love to analyze and agonize over. Out of all the changes that have been made, though, these are the biggest tech advancements in sports history.

INTRODUCTION
In the beginning, sports and technology didn't always seem like the most natural pairing. What did you need in baseball other than a bat and a ball? Or in basketball other than a ball and a hoop? How much could you really change? As we've seen over the years, though, there's always room for improvement with our most beloved pastimes. Whether it's for the purpose of making a good thing great, or fixing a broken system altogether, technology has played a major role in perfecting the sports that we love to analyze and agonize over.

Out of all the changes that have been made, though, these are the biggest tech advancements in sports history.

The Shot Clock (Year 1954), Sport: Basketball
Before the shot clock was introduced, basketball was struggling to gain any traction as a major, mainstream sport in America. Scoring was low and, much to the fans' disappointment, teams would often decide to hold the ball and stall once they were in front. After one particularly lackluster contest between the Fort Wayne Pistons and the Minneapolis Lakers ended in 19-18 "victory" for Fort Wayne, the NBA realized that they were going to be in serious trouble unless they made some changes. In 1954, the Syracuse Nationals' owner, Danny Biasone, introduced the 24-second shot clock after experimenting with the idea during his team's scrimmages. In 1953, the year before the league adopted the clock, scoring averaged a mere 79 PPG. Thanks to the change, that number jumped to 93 PPG only one year later, and the NBA has never looked back since.

TITANIUM GOLF CLUBS (YEAR 1990), SPORT: GOLF
Though the first titanium driver was released in 1990, it wasn't until 1996—when Callaway and Taylor Made developed their first iterations of the club—that these new drivers would take off in popularity. Allowing for a larger sweet spot and a faster swing due to its light-weight material, titanium drivers have now become the weapon of choice for all professional golfers.
**In-Helmet Headsets (Year 1994), Sport:** Football For quarterbacks, communication is half the battle, so in 1994 the NFL decided to help them out a bit by allowing in-helmet headsets. By speaking with their coaches via radio waves, QBs have been able to more easily relay play calls to the huddle, and make necessary adjustments on the fly.

**Composite Tennis Racquets (Year 1980), Sport:** Tennis Remember these wooden nightmares? Compared to the sleek, composite models that Rafa and Roger are playing with today, the racquets that McEnroe and Borg would take to the court look straight from the Stone Age. Thanks to a lighter, sturdier frame and a larger hitting surface, the newer racquets allowed for more spin, harder hitting and better control than their wooden counterparts, quickly rendering them obsolete.

**Lighter, Flatter Track Shoes (Year 1950), Sport:** Track and field The changes to track shoes have been subtle over the years, but even the smallest additions can help when the difference between first and last can be just one or two seconds. Through years of testing and experience, athletes and sports scientists have worked to find the perfect blend of light-weight shoes with optimal grip that allows you to hit the corners harder and faster. Usain Bolt uses synthetic microfibers and smoother spike plates to help him get the job done.

**Goal-Line Technology (Year 1993), Sport:** Hockey, Soccer Soccer has been criminally late in adopting goal-line technology, but the NHL has been on top of the innovation since '93. By using an overhead camera, referees can consult instant replay to decide whether or not the ball (or puck) crossed the goal line--a crucial determinant in the outcome of every game. It's always good to see when an organization is committed to getting things right. FIFA, what's taking you so long?

**LZR Swimsuits (Year 2008), Sport:** Swimming Composed of spandex, nylon and polyurethane, the LZR Racers were the high-performance, form-fitting bodysuits that nearly swept the Beijing Olympics in 2008. That's not an exaggeration either: 98 percent of the swimmers who medalled that year were wearing an LZR suit, and after only one year in competition, it had already helped break 97 world records. However, it would soon go on to be deemed an unfair, technological advantage, and FINA, swimming's governing body, ruled in July of 2009 that the suits could no longer be used in competition. We'll never forget this moment though.

**Tommy John Surgery (Year 1974), Sport:** Baseball First performed by Dr. Frank Jobe, Tommy John Surgery has been revolutionary in lengthening the shelf-life for a pitcher's career, giving surgeons the ability to switch out crucial tendons in a player's arm for healthier ones from other parts of the body, such as the hips or knees. Up-and-coming flamethrower, Stephen Strasburg, is just one of the many pitchers who has successfully returned from the procedure, along with former All-Stars like Chris Carpenter and Eric Gagne.
Breakaway Rims (Year 1978), Sport: Basketball With the 1970s came high-flying athletes like Dr. J, Daryl Dawkins and David Thompson who weren't afraid to play above the rim. Unfortunately, their show-stopping highlights also had the potential to be exactly that: show-stopping. Breaking a rim is no doubt legendary, but the delays they created during games were starting to become an issue. In 1978, the NCAA was the first to use a breakaway rim, with the NBA following in 1981. Since then, no one has been able shatter the glass--though that certainly didn't stop Shaq from trying.

The Golf Ball (Year Early 1900), Sport: Golf The NBA's attempt to switch up their playing ball may have ended in failure, but for golf, changes like this have been crucial to the game, most notably in material and design. The shift to dimpled golf balls made of surlyn or urethane material, for example, has been helpful in improving driving distances and accuracy. Unfortunately, they still can't fix your slice.

Hockey Helmets (Year1979), Sport: Hockey Believe it or not, until 1979 NHL athletes weren't required to wear a helmet when they were playing. Seems crazy, we know, but, thankfully, league president John Ziegler rectified the situation in response to the numerous head injuries that players had been suffering over the years. We're glad that the league finally got around to solving that problem, but they might want to do the same with full face shields while they're at it.

Instant Replay (Year1986), Sport: Football, Basketball, Hockey Instant replay has not only influenced how we watch the game at home, it's changed what happens on the field, swinging decisions on scoring and influencing countless outcomes. The NFL was one of the leading adopters of the technology, introducing an early version of the rule in 1986, with the NBA and NHL wisely following along in later years. Of course, as we saw from the replacement refs this year, the men in stripes can always still manage to screw things up.

Carbon Fiber Skis and Snowboards (Year 1990). Sport: Skiing, Snowboarding Skis and snowboards have undergone numerous design changes over the past few decades, with materials like wood, metal, fiberglass and, finally, carbon fiber being used by riders hit the slopes. Carbon fiber sets itself apart from the others for its weightless feel and enhanced durability, and is the big favorite among top free skiers and boarders. And don't you want to be just like them?

HANS Device (Year1996), Sport: NASCAR, NHRA, F1 Racing Spurred by the tragic death of Blaine Johnson in 1996, and of Dale Earnhardt in 2001, major motor sports organizations began to implement new technologies designed to prevent dire skull and spine injuries to their drivers during crashes. While many were tested, the HANS device established itself as the premiere option for serious motorists looking to protect their necks.

Concussion Helmets (Year 2012), Sport: Baseball They may look clunky and oversized compared to the earlier models, but helmets like the S100 Pro Comp have become nothing short of necessary for baseball players looking to protect their domes. While the original version of the helmet was released in 2003, it wasn't mandatory to wear until this year (although many players
opted to wear the helmet last season, marking the S100 Pro Comp’s unofficial debut). Good thing too, given that the less-protective models could only withstand ball speeds of up to 68 mph. Unless it's R.A. Dickey throwing at your head, you're probably going to need more help than that.

**Hawk Eye and Cyclops Machine (Year 2006), Sport: Tennis** Implemented to address a long history of disputed line calls, Hawk-Eye and Cyclops machines use a team of cameras and ball-tracking technology to accurately predict where a tennis ball has landed on the court. The technology has been a success thus far, with only marginal criticism coming from players and spectators. It was particularly influential during the 2008 Wimbledon final when Rafael Nadal used his challenges to overturn a number of key points, leaving Roger Federer visibly frustrated. Those cameras are lucky that Fed is no Johnny Mac.

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WATER AEROBICS AND ITS BENEFITS

Vijesh. V. K, Ph.D. Scholar
Dr. A. Praveen, Assistant Professor
Department of Physical Education & Sports Pondicherry University

ABSTRACT
Paper title and this work were done based on literature and thematic related, it explain the importance and benefit of Aerobics and water Aerobics exercise. Aerobics is a form of physical exercise that combines rhythmic aerobic exercise with stretching and strength training routines with the goal of improving all elements of fitness. Water aerobics is the performance of aerobic exercise in fairly shallow water such as in a swimming pool. Water exercise is one of the best methods of keeping your body fit and in good shape. Water exercise keep a person from avoiding shrinks and wrinkles in the body and make a person to look young. Aqua aerobic classes can be considered in socially very active places to meet new friends and have some fun time. Even psychologists recommend aqua aerobic as a way of keeping your mind sharp, by forgetting the usual routine of your everyday life. Water exercise can be significantly improved cardio respiratory fitness, muscular strength, body composition, blood lipids, agility, and flexibility. Moreover, it may provide additional benefits by acting as rehabilitative process by reducing the incidence of falls and injuries that occur while performing exercise, or while performing activities of daily living. Therefore, water-based exercise is a beneficial mode of exercise for all age categories and can be safely used as part of a well-rounded exercise program.

Key words: Aerobics, Water aerobics, Benifits of water Aerobics.

INTRODUCTION
Aerobics is a form of physical exercise that combines rhythmic aerobic exercise with stretching and strength training routines with the goal of improving all elements of fitness. Aerobic exercise is any physical activity that makes you sweat, causes you to breathe harder, and gets your heart beating faster than at rest. It strengthens your heart and lungs and trains your cardiovascular system to manage and deliver oxygen more quickly and efficiently throughout your body. Aerobic exercise uses your large muscle groups, is rhythmic in nature, and can be maintained continuously for at least 10 minutes.

EXAMPLES OF AEROBIC EXERCISE
Physical activity such as walking, jogging, indoor cycling, or aerobic dancing are all examples of aerobic exercise that strengthen the heart and lungs, therefore improving your body's utilization of oxygen. For general health, aim for a 30-minute workout (or three 10-minute workouts per day) three to five days a week at moderate intensity.

Water aerobics: Water aerobics is the performance of aerobic exercise in fairly shallow water such as in a swimming pool. Done mostly vertically and without swimming typically in waist deep or deeper water, it is a type of resistance training. The sport is ideal for people with back pain, elderly people or people with delicate bone structures and those who would like to lose weight without putting too much strain on their bodies.
Benefits of water aerobics: Water aerobics is often considered a low-intensity workout program appropriate only for pregnant women or the elderly. However, water aerobics actually offers multiple benefits for any fitness level.

Increase muscle strength – Water is a flowing and constantly changing product of nature, and as such can be every unpredictable in its movements. Since water flows in multiple directions, the resistance in the pool can range from four to 42 times greater than air, ensuring the body’s muscles get a rigid workout. In fact, a study conducted in 2007 found that after 12 weeks of regular aquatic aerobic exercise, participants had made significant gains in strength, flexibility and agility.

Build endurance – Unlike traditional weights, which require the human body to push and pull against the weight plus gravity, water resistance is a more natural resistance which requires the body to strain through the water rather than against it.

Increases flexibility – As the body is subject to water resistance during water aerobic exercise – which requires movement in various directions while adjusting to the push and pull of water – the joints naturally increase their range of motion. A study conducted in 2013 found a significant increase in flexibility after subjecting a group of older adults to aerobic therapy exercise.

Low-impact exercise – We may not often think of it, but the traditional impact we place on our joints during a “land workout” can be taxing. In water aerobics, the buoyancy of the water helps take off some of the impact we tend to place on our body, due to our own water weight. In layman’s terms, our body’s is not subject to gravity in the water, therefore the impact our joints take on when, say, running in water, is not equal to the impact when running on land. This is particularly appealing to those with joint conditions such as arthritis or those currently undergoing physical rehabilitation.

Alleviates pressure on the joints – Studies have shown water-based exercises such as water aerobics relieve pressure placed on joints from normal wear-and-tear and arthritis. In fact, hydrotherapy is shown to be the leading form of therapy for those suffering from joint problems.

Relieves stress and decreases anxiety – Watching bodies of water in motion can be one of the most soothing activities one can take part in to help relieve stress, which is why vacations to beaches and island paradises are so popular getaways. But being in the water can be just as relaxing! A Polish study conducted in 2007 found that aquatic exercise significantly decreased anxiety and negative mood states in women.

Burns calories – The combination of strength and cardio workouts mixed with water resistance in aquatic exercise ensures the body is getting a full workout. Depending on cardio activity, weight (including additional weights such as dumbbells and weight belts), water temperature, volume and buoyancy, the body can burn between 400 to 500 calories in an hour of exercise.

Reduces blood pressure- Water resistance is not just a buoyancy feature to help work the muscles. In fact, the water pressure actually works with your blood as well and enables one’s blood flow to circulate more effectively throughout the body, effectively decreasing blood pressure and, in the long run, decreasing resting heart rate. This benefit means your heart is maintaining its productivity while putting less stress on your heart!
Cooling exercise – As temperatures get warmer and the summer heat draws near, the desire to exercise in the burning sun may suddenly not seem so appealing, and so naturally dipping into any body of water becomes alluring. Water aerobics can satisfy that need to feel cool in warmer temperatures while still enabling an athlete to exercise. It’s cool, crisp and refreshing, especially knowing you aren’t struggling in the heat!

Popular activity – Water aerobics is not limited to any age group or skill level. As a result, water aerobics is known to be one of the most popular bonding activities for friends and family. The sport appeals to all ages – with younger generations naturally enjoying the fun to be had in swimming pools while still appealing to the older generations and their need to maintain a moderate level of physical fitness.

OTHER BENEFITS
Water supports the body, putting less stress on your joints and muscles
Working out in water helps build strength. Fighting against the push of the water activates your muscles

Water pressure helps put less strain on the heart by moving blood around the body
The impact of gravity is less in the water allowing a greater range of motion
Working out in water helps prevent overheating, helping you exercise for longer
And… it’s fun! It is not often you can say that about a workout.

CONCLUSION
Water exercise is one of the best method of keeping your body fit and in good shape. Water exercise keep a person from avoiding shrinks and wrinkles in the body and make a person to look young. Aqua aerobic classes can be considered in socially very active places to meet new friends and have some fun time. Even psychologists recommend aqua aerobic as a way of keeping your mind sharp, by forgetting the usual routine of your everyday life. Water exercise can be significantly improved cardio respiratory fitness, muscular strength, body composition, blood lipids, agility, and flexibility. Moreover, it may provide additional benefits by acting as rehabilitative process by reducing the incidence of falls and injuries that occur while performing exercise, or while performing activities of daily living. Therefore, water-based exercise is a beneficial mode of exercise for all age category and can be safely used as part of a well-rounded exercise program.

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HEALTH AIDS OF BOKWA: AN INNOVATIVE APPROACH FOR CARDIAC FITNESS

Amalesh P. J., Research Scholar
Dr. A. Praveen, Assistant Professor
Department of Physical Education & Sports
Pondicherry University, Puducherry

ABSTRACT
Fitness is becoming the lifestyle of the common people. People are doing exercise for weight-loss, combining diet with exercising; prefer sweating, making groups participate in fitness activities and wellness programmes. From the ancient to modern times, the nature of fitness activities has varied. We can choose any form of exercise that is suitable for our particular need. Lifestyle related health problems evolving from a sedentary existence are a global concern. Bokwa fitness is a fusion of step aerobics and hip-hop and has its roots in African dance. This dance routine is a great cardio workout as it combines cardio conditioning, strength training, coordination and flexibility. Cardiac rehabilitation is grossly undervalued and underused, and it has been estimated that only about 20–30% of potential candidates receive the service. Greater efforts are required on the part of government, health professionals, and the public alike if we are to meet the challenge of providing improved cardiac rehabilitative care for patients into the next century. According to experts, one Bokwa workout can actually help you burn around 1000 calories. This paper addresses the benefits of Bokwa fitness and analysed the available secondary data to understand the concept of Bokwa fitness and compared it with other types of fitness.

Key words: Bokwa, Cardiac, Health Fitness.

INTRODUCTION
There is a saying that “what goes around comes around” and exercise training as a treatment for patients suffering from coronary heart disease are no exception to the rule. The eighteenth century English physician, William Heberden, recorded the case of a patient suffering from angina “who set himself the task of sawing wood every day and was nearly cured” (Heberden,1816). Lifestyle related health problems evolving from a sedentary existence are a global concern. Health problems like obesity, coronary heart diseases, diabetes, some forms of cancer etc. are affecting more and more countries and their people. In this context, Indians have started placing emphasis on the importance of following a positive lifestyle and are incorporating fitness regimes into their daily routines to counteract the effects of a largely negative lifestyle. Fitness enthusiasts are engaging in various activities like yoga, running, different forms of dancing, combination of dance and exercise etc. to maintain physical fitness. Yoga and its various forms (aerial yoga, floating yoga, iron yoga, power yoga etc.) are the most dominating fitness trends in India; followed by running, zumba and sh’bam, boot camp, boxing, kickboxing, cycling, swimming, TRX, ass-pocalypse, ballet, biking, bokwa fitness, dance-iso-bic, masala bhangra, outdoor activities, pilates, planks, push-ups, sofa workouts, stairs workouts, tabata training & twerking (Rana, 2016).
BOKWA FITNESS
A fusion of step aerobics and hip-hop, Bokwa has its roots in African dance. Bokwa was born when L.A.-based fitness instructor Paul Mavi teamed up with T.V. and fitness entrepreneur Johann Verheem in 2012, and started teaching a group fitness class, with a focus on dance moves based in his South African heritage. The dynamic duo initially launched their new dance concept in the United Kingdom and then the U.S. Bokwa is a new and completely different approach to group exercise that is rapidly spreading across the globe. In which participants draw letters and numbers with their feet while performing an energizing and addictive cardio workout routine. It derives its name from 'Bo' meaning boxing and 'Kwaito', an African word for a style of South African music and dance. The name maybe a mouthful but it surely can't get easier than this. Not to be confused with zumba — that follows a traditional 8-count steps and is a little slower — Bokwa doesn't follow any choreography. In fact, it is touted as an alternative to zumba, mainly for those with two left feet. All you need to do is draw English-language letters and numbers with your feet while performing an energising cardio workout routine. For instance, draw an L, K, J or get your body to move like the number 3. Interestingly, due to its nature, this dance routine can be followed by people of all age-groups. This simple, basic and easy dance routine is more fun when you do it with your partner or with a group of people.

TYPES OF BOKWA
There are three major styles of Bokwa
The Bokwa tone and core, which is a programme for the upper body toning and is low on intensity but high on core workout.

The Bokwa punch and strike, which is a high intensity boxing programme and is also practiced by the US Army. “It is targeted on strengthening and toning your arms, shoulder blade, chest and back”

The third style is the Bokwa step and up, which is similar to the aerobics stepper programme.

BENEFITS
This dance routine is a great cardio workout as it combines cardio conditioning, strength training, coordination and flexibility. According to experts, one Bokwa workout can actually help you burn around 1000 calories. Moreover, it is said to be the only fitness program to date that uses hand signs to teach everyone in the class, including the hearing impaired. In addition to benefitting your body, bones, and brain, it has the added bonus of helping you:-

Increase endurance
Burn fat
Incinerate calories
Improve balance

Unlike most dance exercise routines, which follow a specific step count, Bokwa turns more towards a freestyle dance pattern, “The steps in Bokwa can be performed at varying levels of intensity while tracing the same letter or number with your feet. You can perform the Bokwa C or the Bokwa L on the same music, in low and high intensity”.
BOKWA VS ZUMBA
Many comparisons have been made between Bokwa and Zumba. Both are high-energy group fitness classes that make you sweat while shaking your body. But the similarities end there. For one, Bokwa doesn’t require any memorization of dance steps or combinations, while Zumba usually consists of a choreographed routine. Because the steps are easy to learn, Bokwa is a good starting point for those who may not consider themselves dancers, or even athletes. Also, Bokwa is set to contemporary pop music, while Zumba is usually based on Latin rhythms. Bokwa instructors have the freedom to pick any music they like, but most aim for Top 40 songs, making this one nonstop cardio party. It’s more like doing a party than a cardio workout this helps in motivating people to do it regularly.

CONCLUSION
The past five decades of the twentieth century have seen noteworthy advances in the application of exercise training as part of a comprehensive approach for the secondary prevention and rehabilitation of coronary heart disease. As a result, national and international health bodies have stressed the importance of exercise rehabilitation, and have advocated that it be made available to all cardiac patients. Unfortunately, in most countries this goal has not been achieved. Cardiac rehabilitation is grossly undervalued and underused, and it has been estimated that only about 20–30% of potential candidates receive the service. Greater efforts are required on the part of government, health professionals, and the public alike if we are to meet the challenge of providing improved cardiac rehabilitative care for patients into the next century.

A Bokwa enthusiast says that this workout feels more like an hour-long dance party than a normal exercise class. And while it may be fun, you are also engaging in a heart-pumping, calorie-busting workout. Regular doses of cardiovascular exercise are key to preventing disease, maintaining cognitive function, and increasing energy. In fact, studies show that cardio can reduce your risk of developing certain cancers. A study published in the British Journal of Sports Medicine found that just a half-hour of physical activity six days a week was linked to a 40 per cent lower risk of early death. The key? Consistency. However, finding a routine that is enjoyable isn’t always easy, especially for those that are gym-averse or just too busy. So if pumping iron or running marathons has never been that enticing, this addictive workout may be one to try. Maintaining a healthy weight is more important than ever. Studies show that modest weight loss can help to reduce deaths associated with type 2 diabetes and cardiovascular disease. Even short bouts of exercise can have an immediate, positive effect on your health. A recent study found that brief, high-intensity, intermittent workouts can begin to reverse heart abnormalities in people with diabetes. And the fact that Bokwa is adaptable for all ages means that anyone from age 7 to 70 can join in on the fun. In fact, after-school programs incorporating Bokwa have begun to pop up across the country, in an effort to get kids to move more.
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THE ROLE OF SALES PROMOTION STRATEGIES IN CORPORATE FITNESS CENTRE

Anil Kumar Gupta, Ph.D. Research Scholar
Shankar Jyoti Basumatary, Assistant Professor
I.G.I.P.E.S.S University of Delhi

ABSTRACT
Sales promotion is playing a very vital role in the fitness industry development. Different types of strategies, digital marketing, interest of customer awareness in health and fitness. Its sum of keys is helpful for the business growth. Sales is always depends on the customer relationship. So, always maintain the healthy relationship for successful business development in fitness industry.

Key word: Sales promotion, Fitness Centre, Corporate, Digital Marketing, offers scheme,

INTRODUCTION
Today, fitness gyms and private health clubs are a huge global business. Fitness has turned into a folk movement, but no one comparable to the old 20th-century movements, often connected to national sentiments, but instead a highly individualized preoccupation. The development of modern gym and fitness culture is described and an analytically developed approach to the understanding of the emergence of this multi-billion-dollar phenomenon is developed. The analysis suggest that the techniques, tools, and physical exercises used today in gyms all over the world are the results of a physical culture developed and refined during the 20th century. The body ideals, exercises, techniques, and the pedagogy of fitness have become an increasingly international enterprise. A tentative analysis of the globalization of gym and fitness culture is developed and presented. Sales promotion is a key factor & strategy for marketers within the promotional mix. Sales promotion refers to many kinds of incentives & techniques directed towards consumers & traders with the intention to produce immediate or short term effects. Sales promotion helps in stimulating trial or purchase by final customers or others in the channel. A marketer can increase the value of its product by offering an extra incentive to purchase a product or brand.

SALES MANAGER
Sales manager oversees the sales activities of a fitness organization. This includes membership sales, promotional activities and general administration with the aim of driving the business forward. A fitness sales requires a minimum Bachelor of Science degree in sports sciences, physical education business management, sales marketing, business management are also acceptable. A fitness sales manager should also have some management experience. Courses like aerobics instructor, weight training and rehabilitation expert are an added advantage. The responsibilities of a fitness sales manager includes meeting with prospective clients. Providing them with necessary information about the organization while maintain high standards of professionalism etc.
ROLE OF SALES PROMOTION
To popularize our services of the producer among the potential consumers & to motivate them towards larger purchases of membership. To motivate the existing customers for maximum purchase the new membership in fitness centre. To maintain the sales up to normal level even during seasonal vacations & during the off seasons. To increase goodwill of the fitness centre. To aware customers & salesmen about the new techniques of sales promotion. To simplify the efforts of sales force & motivate customers for larger purchase.

To stimulate maximum sales on special occasions such as Diwali, religious festivals & other such occasions. To identify for a new market & to introduce new offers in to the market. To proper coordination & link between advertising and personal selling. To promote larger sales in certain specified segments of market. To show a counter promotional program against the competitors. To develop patronage habits among customers. To prove the services better in quality & users.

IMPORTANCE OF SALES PROMOTION
Importance to consumers: Availability of new scheme, Various rebates & free discounts, Thrill in life, Low price, Increase knowledge, Buying confidence, Minimize exploitation.

Importance to producers: Increase in sales, Improve effectiveness of Media Activities and Help personal selling, Able to capture new market, Increase regular sales & seasonal products, Helps in increasing goodwill of the fitness centre etc.

OBJECTIVES OF SALES PROMOTION
The main objective of sales promotion is to increase sales.

To introduce new offers: many industries provide the free trial while introducing new plan. The consumers after using these free trial classes may develop a satisfaction for it and buy the membership.

To attract new customers: Sales promotion measures help to attract or create new customers. While moving in the market, customers are generally attracted towards the product that offers discount, gift, prize, etc. on buying. These are some of the tools used to encourage the customers to buy the goods. Thus, it helps to retain the existing customers, and at the same time it also attracts some new customers to buy the scheme.

To maintain sales: To maintain the sale of any types of service available in the fitness centre normally the sales manager give off-season discount. For example, you can buy any membership at a reduced price. Similarly you may get discount on other services also.

To meet the challenge of competition: Today’s business faces competition all the time. New types of training and offers are frequently come to the market and at the same time improvement also takes place. So, sales promotion measures have become essential to retain the market.
TOOLS OF SALES PROMOTION
To increase the sale of any fitness industry or services provider adopt different measures like discount offers, gift, bonus, and many more. These are known as tools or techniques or methods of sales promotion.

Free demo: You might have received free demo classes while purchasing of the new membership. Sometimes these schemes are best to attract consumers to try out a new plan and thereby create new customers.

Premium or Bonus offer: Most of the services providers give the couple discount, family discount or festival offers are the examples of premium or bonus given free with the service. They are effective in inducing consumers to buy a particular offer scheme. This is also useful for encouraging and rewarding existing customers.

Price-off offer: Under this offer, memberships are sold at a price lower than the original price. ‘Rs. 100 off on couple membership, Rs. 500 off on quarterly membership etc. is some of the common schemes. This type of scheme is designed to boost up sales in off-season and sometimes while introducing new offers in the market.

Coupons: Sometimes, coupons are issued by service provider an advertisement printed in the newspaper or magazine or through mail. These coupons can be presented to the retailer while buying the service. The reduced price under this scheme attracts the attention of the prospective customers towards joining new membership.

Fairs and Exhibitions: Fairs and exhibitions may be organised at local, regional, national or international level to introduce new services, offers and demonstration to explain special features and usefulness of the service provider.

Scratch and win offer: To induce the customer to buy a particular membership ‘scratch and win’ scheme is also offered. Under this scheme a customer scratch a specific marked area on the package of the product and gets the benefit according to the message written there. In this way customers may get some item free as mentioned on the marked area or may avail of price-off, or sometimes visit different places on special tour arranged by the services provider.

Money Back offer: Under this scheme customers are given assurance that full value of the membership fee will be returned to them if they are not satisfied after using the product. This creates confidence among the customers with regard to the quality of the services. This technique is particularly useful while new fitness centre.
REFERENCE


SPORTS DRINK AND PERFORMANCE

Dr. Bimla Pawar, Assistant Professor
SRCASW, University of Delhi
Ms. Aarzoo Jangra, M. Sc Student
Guru Jehmbeshwar University, Hisar, Haryana.

INTRODUCTION
The food and drink an athlete consumes around workouts are pivotal in his success. Once upon a time, water was considered the only beverage, but now, sports drinks are all the rage. For a sports person to maximize performance, a sports drink could be a useful addition to his diet.

By definition, a drink is a liquid medium in which water is the main ingredient. A sports drink is a drink consumed in association with sport or exercise. It could be either in preparation for exercise, or during exercise itself or as a recovery drink after exercise.

The aim of these sports drinks is to help sports persons replace water, electrolytes, and energy before and after training or competition. They often contain carbohydrate in the form of sugar as well as electrolytes and minerals. They also sometimes contain protein, vitamins, or caffeine. They make up the loss of fluids and nutrients used during hard exercise and sporting events. They come in different flavors. Examples of sports drinks include Accelerade, Gatorade, and Powerade.

TYPES OF SPORT DRINKS
The genesis of sports drinks is related to that of oral rehydration solution’s plan for the treatment of diarrhea, where water, carbohydrate and sodium are the key ingredients. The majority of common sports drinks have a carbohydrate content close to 6% weight/volume and contain small amounts of electrolytes, the main one being sodium.

Sports drinks are available in many flavors. Some are instant liquids while others are mix-it-yourself powders. These can be classified into three major types:

Isotonic Fluid: Isotonic sport drinks contain the same amount of salt and sugar as in the human body. Electrolytes and 6-8% carbohydrate rapidly replace fluids lost by sweating and contribute in the upliftment of carbohydrate. This type is normally the choice for most sports persons (middle and long distance running or team sports).

Hypotonic Fluids: Hypotonic sport drinks contain less amount of salt and sugar than the human body. Electrolytes and a low level of carbohydrate rapidly replace fluids lost by sweating. Suitable for sports persons who require fluid without the upliftment of carbohydrate such as jockeys and gymnasts.

Hypertonic Fluids: These sport drinks contain a large amount of salt and sugar than the human body. High level of carbohydrate is used in addition to daily carbohydrate intake and normally after exercise to top up muscle glycogen stores. These are good for ultra events where high levels of energy are required. Hypertonic drinks can also be taken during exercise to meet the energy requirements. If used during exercise, these simultaneously need to be used in conjunction with isotonic drinks to replace fluids.
ROLE OF SPORTS DRINKS IN SPORTS PERFORMANCE
Sports drinks have been researched extensively. They generally provide an excellent alternative to plain water for hard working sports persons. During exhaustive aerobic exercise, the body’s preferred source of fuel is carbohydrate (rather than protein or fat) due to the efficiency of energy transfer to fatigued muscles. The majority of sports drinks are prepared to transport carbohydrates, electrolytes and fluids in such a way that they will increase intestinal absorption for delivery of energy to muscles without causing stomach upset.

Drinks can be used prior to exercise, during the exercise and also after the exercise for recovery. Sports drinks provide an excellent source of easily digested carbohydrates so as to maximize muscle fuel storage that is needed for optimal performance. The sodium also encourages fluid intake and aids in fluid absorption and retention. Sports drinks thus help increase performance by delivering carbohydrate and fluid during all types of exercise, whether of high intensity, moderate-high intensity or intermittent high intensity.

OTHER USES OF SPORTS DRINK
a) Replacing Fluids: The most common reason athletes and active adults drink sports energy drinks is because they have been exercising and sweating for a while. Through sweat, the body can lose a great deal of vitamins and fluids that are essential for proper functioning. By chugging a Gatorade of Powerade, you can replenish your body with many of these vitamins.

b) Change of Pace from Water: Sports drinks also provide a change of pace from water. Essentially, water is the best thing to drink when you have been working out, but not everyone likes water. Even if you do like water, it is still nice to drink something different occasionally. A sports drink is usually the next best thing.

c) Some are Sugar-Free: While most energy drinks on the market are full of sugar, you can still find sugar-free sports drinks, although the selection is as wide as it is for the regular formulas. If you are worried about consuming too much sugar but you do not want to drink water, a sugar-free sports drink can be a healthy alternative to re-hydrate your body

d) Help in Recovery: For an athlete, one of the ease of drinking a sports drink is the high carbohydrate content. These carbs can help to increase their energy before a competition and also aid recovery. One of the main goals after a workout is to restore glycogen levels -- your body's stored carbohydrate -- to allow them to train at a high level again in their next session. Therefore, refueling properly after exercise is required. Sports persons can benefit from using sports drinks that contain both carbohydrate and sodium.

Speed of absorption of the Sports
Factors that affect the speed at which fluid from a drink gets into the body:

Carbohydrate Level
The more the carbohydrate levels in a drink lesser the rate of stomach emptying.

Isotonic drinks having carbohydrate level between 6 and 8% get emptied from the stomach at a rate similar to water.
ELECTROLYTE LEVEL
Sodium and potassium in a drink will decrease urine output. Less urine production empowers the fluid to empty quickly from the stomach, promotes absorption from the intestine and vitalizes fluid retention.

SPORTS DRINKS VIS-A-VIS ENERGY DRINKS
Sports drinks should not be confused with Energy drinks. Sports organizations such the Olympics have strong opinions on the use of these drinks. While Olympic.org praises the benefits of sports drinks, calling them both safe and effective, it does not have as good a opinion about energy drinks. Of particular concern, according to Olympic.org, is the effect energy drinks may have on the body if combined with alcohol.

CONCLUSION
Sports drinks provide an excellent alternative to plain water for hard working athletes. Drinks can be used prior, during or after the exercise for recovery. Exercise could be of high intensity, moderate-high intensity or intermittent high intensity. Sports drinks provide an excellent source of easily digested carbohydrates to maximize muscle fuel storage for optimal performance. The sodium present in these drinks also encourages fluid intake and aids in fluid absorption and retention.

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SPORTS FINANCE MANAGEMENT

Shailesh N. Dhimmar, Student.
Shri C. P. Degree College of Phy. Education, Rajpipla, Gujarat.

INTRODUCTION

Good financial management is the key to any successful sports program. The way funds are managed, solutions to budget problems are issued, and understanding the most significant area within your specific program are the most important parts of financial administration. The person responsible for sports financing, sometimes titled a financial director, should have accounting experience and have knowledge in strategic planning, accountability, risk management and more. The work of a sport manager includes activities at the front office in professional sports. It means dealing with clients, marketing, sales, services, organizing events and others. Sport managers may work in the field of college sports, recreational and leisure time sports, sports marketing, event management, sponsorship, facility management, sports economics, finance and sports information.

Sports managers coordinate all business activities for the team that employs them. During the playing season they work seven days a week. When they work for college or professional teams they stay in their office while the team travels to away games. A few who have been in the business for many years travel with the team from city to city, but they are the exception.

Sports managers should, of course, love the game they are managing and should have experience playing or coaching it. Most managers have spent time as an assistant to a manager or coach while in high school and college. Most managers begin managing local school teams, work their way up to the college level and eventually work with professional athletes. Some may have a degree in physical education, with a business minor, which allows them to handle the business aspects of their work. For managers of professional teams, a business degree is recommended. The manager should be familiar with contract laws, economics, and accounting. There are no licensing requirements for managers. They may belong to an organization or association of managers in their particular sport.

FINANCE ADMINISTRATOR RESPONSIBILITIES

Monitor all money coming in and going out, Understand the organization’s fundamentals, Keep track of expenses, fees, donations, etc., Cut unnecessary expenditures from the budget, Inquire into matters when needed, Know the organizations policies and regulations, View all previous financial statements, Note significant expenses and asses whether they are realistic, Devise a specific plan and maintain it, Find the best insurance; price and quality, Remain up-to-date on all tax related issues and Prepare reports and submit them to the appropriate personnel.

BUDGETING

All organizations have a budget. The money they have allotted is broken up differently according to region and location, so it is important to be aware of how the money should be spent. Some areas prefer a stronger emphasis on one sport over another, or the budget is simply not large enough to accommodate very many alternate athletics options. This is where strict budgeting can come in handy. When you’re making your budget, remember to assess what areas require the most money, and to cut out any unnecessary expenditures. This frees up money for other athletics programs and keeps your organization from overspending where it isn’t needed.
A FEW TIPS FOR BUDGET PREPARATION
When are membership fees/dues, fundraising, and donations coming in? In spite of a set day for fees or dues, or when a fundraiser or donation is scheduled to come in, it may be late. It may take time for the money to be gathered and delivered, so allow your budget wiggle room for this. Are the expenses set a realistic level? Use prior reports to determine if the amount of money going out makes sense. If too much money is spent in one area, you won’t have the budget for other opportunities. Does the number of members effect the expenses? Some athletics programs require equipment or uniforms to be bought for each individual player. This causes the cost to be higher, so allowing new sports programs into your organization should have this factored into the decision making process. Set aside money for large expenses; emergency funding, gas and drivers for travel, drinks, hotels, and more.

SHORT-TERM AND LONG-TERM BUDGETING
The major difference between short-term and long-term budgeting is relatively simple. Short-term is usually anything that refers to less than a year, and long-term is anything over that. Short-term expenditures are anything that you will have to pay money on now and that won’t be used again and again. This might be uniforms, food and drinks, gas money, insurance payments, etc. Whereas long-term might refer to large training equipment or vehicles. Setting a short-term budget first will show you how much money is left in the budget for long-term investments. It is pertinent to attempt to set aside enough money for both, but it is not always possible. This is where a sharp mind and determination come into play.

FORECASTING
A forecast is a financial plan or budget that you create for your specific business. In this case, for the athletics program or organization that you are the financial administrator for. A large part of a successful organization is planning ahead for expenses while incorporating expected income. When you create your forecast, you form one for projected income and one for expected expenses. After, you combine the two which gives you a cash flow forecast that will show you exactly how much money you need to have coming in to give you the money needed for all your expenses. It can also help to have these if you are applying for any government assistance or looking for sponsors. It will show them exactly, down to the dollar amount, what you need the money for. Be practical and responsible in what you deem as necessary, because potential sponsors and government officials will as well.

PLANNING
There is no specific way to create a budget, do forecasting, or to create a financial plan. This, while it would normally seem to make it more difficult, actually gives you room to create a plan that fits your specific organization. A financial plan notes predicted cash flow, assets, and works in accordance with net worth, tax liabilities, insurance, and much more. The plan you create will set out the groundwork for all the money coming in and out of your organization.

TIPS TO REMEMBER WHEN CREATING A STRONG FINANCIAL PLAN:
Determine where you want the organization to go. Set long-term end goals so that you know what direction to take your plan.

Build your plan in increments. You won’t know immediately what plan works the best; trial and error is necessity.
Set monthly goals. Give your plan some wiggle room. Determine what goals you want met on a monthly basis and do what you need to in order to meet them.

Assess the impact. Before making any large changes, assess what those changes will do to your budget, forecast, and plan.

Cover the difference. If you have to take money from one expenditures, find a way to make it up somewhere else.

Adjust your plan. When something comes up, adjust your plan. It takes time to create a successful financial plan, so don’t be afraid to make changes along the way. Is the income higher than the expenses? It is important to pay attention to how much money you have coming in versus how much you have going out. If you don’t have enough, then you will have to make the appropriate adjustments. What other funding options do I have? There are many other funding options available to sports administrations. Government funding, sponsors, donations, fundraising opportunities. Try new things and don’t hesitate to look for the money you need in even the unlikeliest of places.

FINANCIAL REPORTING
This varies from city to city and state to state, so it is vital to know the regulations relating to the area you are in. Some states require up-to-date financial reports be sent to them, as well as the IRS and city governments. If you work within a school that has different regulations than an NFL sports team, for example, knowing what is required to stay within the appropriate legal realms can save you unnecessary hassle and fines.

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SPORTS MANAGEMENT: NEW IDEAS

Debraj Bhattacharya, M.P.Ed Student
Kallaol Chatterjee, Assistant Professor
Department f Physical Education, Visva-Bharati, Santiniketan

ABSTRACT
Sports management is emerging as a popular segment in today’s world of sports. This paper aims to discuss some new ideas that can be beneficial in the field of sports management. For example, sports management can create job opportunities for people while boosting the overall development of sports. Further studies on sports management can encourage young people to develop interest in the particular field in different positive ways. The primary objective of the paper is to explore new ideas on management of sports and the different opportunities created by it.

Key words: Sports Management

INTRODUCTION
In the present scenario sports management is becoming immensely popular around the world. Sports management is so vast with a plethora of opportunities that helps in development of the sports industry. The new ideas of sports management encourages people and enhances the sports management and sports development. Its main focus is to highlight sports management perspective. The few new ideas of sports management that will create several ways to promote sports management will be discussed here.

Glamorous sports management: Sports management is a glamorous field. It is considered as an attractive activity. Sports management as a glamorous sector is a huge scope to the young people and they want to enter in this glamorous sports management world. These days, sports is full of passionate, innovative, aggressive. To get special attention to dream event, first class client service and creative event ideas in sports management is done. In this glamorous world working with high-profile client is just having great experience. Celebrity management to the unique process to manage the celebrity event. Working in sports management offers lots of physical and mental challenges as like the players who is playing for a team. The sports management brings entertainment to this part of sports-management. The Money flows with the Glamorous World. People tend to get money from this field. Money is the essential for all people. So if anyone in this sports glamour field wants to survive, he needs to know all the elements of human resource management skills, sport’s knowledge and new innovative techniques of sports management. Programmed development, personnel management, planning etc. are the basic parts of the glamorous sport’s management field. The glamorous part of the sports management will be displayed in front of the youth so they will be motivated to choose the field as their carrier building profession.

Modern technique of sports management: Development of mass sports and its place in modern society is a topical issue of great importance. Popularization of physical culture, sports and healthy lifestyle plays an important role in society in any country. So sports management techniques will give a new look of modern techniques. It will be implicated in different field of sports. There is some modern technique such as organizing process, innovation of new planning,
controlling finance, time, approaching body attitude, stuffing etc. helps to boost people and gives job satisfaction. On the other side new technologies must be used in the sports management. Such as a scientific analyze, equipment development, digital video, instant communication etc. Technology effects each and every sports organization on a daily basis and made life easier with unlimited resource and information available. Technology effects every position of sports management and is extremely helpful in that position such as general manager, marketing director, head coaches, trainers etc. The new technique and technology involves creating a supportive atmosphere where people are motivated to work. So management technique and technology is going to improve productivity in sports field and also it will develop sports event, plan games and many more.

**Knowledge in world’s sports event:** The person who is in management field (which is a broad field) should know about world’s sports events well as entertainment. There are three parts of event management- first is advance considerations of a venue, date, time, theme, food & beverage, budget etc. second is site considerations such as on sight stuffing, transportation, flow of event, guest etc. third is post event consideration such as thank you notes, survey guest, brief meeting with all involve etc. So to understand the process of organizing major sports event, logistic details about the organizing major sports event, can sometimes implement a risk to the management plan. It is expected that people learning the above methodologies will also help in sports management. This is not easy; but why? Because sporting event coordinators work under the pressure at immense responsibility of arranging every details involve in preparing an event. If students are engaged some sports event activity during sports management studies and face some difficulties in organizing the event, then they will be able to solve difficulties through the new techniques of sports management that they had taught in the real experience. This kind of new vision should be given to the students so that development in this field will come soon and the interest will increase. If there come another in near future then they will be able to solve the problem with maximum expertise. Positive outcomes of sports management study can create good things. Such as behavior, managing power, innovative concept, leadership. Sport is amazing, unique way of making a positive impact in society. Sports make a difference on a daily life. It helps the young people to lead active life. Sports program is an integral part of all fields. It supports the academics of sports management and success in people life. Interpersonal and time management skills helping gaining experience and build skills that may help them in their future. Education may increase academic knowledge, but sports help to maintain the proper physique, soul and mental strength. Sports increase a student’s performance not only in the classroom but also in their life.

**Internship in sports event as the volunteer:** In the sports management field internship is the most valuable opportunity for the student in the sports field. Volunteering can have personal benefits, such as boosting your self-esteem and providing a positive way about making the sports field in world a better place. Volunteering will help gain new skill and make new contacts in your desired field. If internship can be converted into volunteer, then it will be very good opportunity for sports management. Such as IPL, ISL, PRO KABADDI, etc. in these events, the students work as volunteer so it will help to gain new skill and make new contacts. For example, FIFA U17 WORD CUP a lot of volunteer was needed during this event, in that case many university student, people for other fields acted as a volunteer to work in that event. So the volunteer can gain new skills, process, etc. In international sports event they learnt how to
organize the event in front of the visitors. It is huge responsibility for them working as a volunteer. If the sports management field linkup volunteers as the internship so the sports management will be developed as a new vision. This vision help to gain fame money opportunities lots of positive things and it will attract young people to the field of sports management study.

**Government collaboration with sports management:** In such a way sports management must be presented in front of the government, so that there can be a specific grant scholarship for sports management field. Government policy for sports has to be associated with sports management. So that there can be a lots of job opportunities, [Khelo Indiakhelo as a volunteers], as many young people want to work in the government sector. They may be able to present the new techniques of sports management in front of government sector so that may be helping build up particularly new grants, scholarship, job etc. only for sports management. a committee has to be constituted in sports management so that the committee can communicate with the govt. This committee will work with govt. in different aspects of sports management, such as new techniques, scope .proposals will be given sports management to join with different govt. policy, infrastructure facilities, financial resources, research and publishing activities etc. so this way government involve in sports management field will be benefited in sports development and sports management study.

**New activities:** sports management are surly developed through new activity developed function, organizing, planning, controlling, and directing etc. If sports management study includes new activities in the curriculum so it will help students about new concept of sports management. New actives such as 1. Attending sports conference – sports conference offers ideal venues to continue learning about sports management outside the class room. Student can meet sports business enthusiasts and interacting with top sports executive by attending this type of conference. These event are perfect for building relationship with sports industry and getting the inside track on job opening. 2. Documentary of sports person/ event/ game: this type of activity helps the student to grow interesting the study. Student are creating documentary of any sports persons, how athletes can manage his top performance during post and pre competition or how to organize the international/national event in front of the visitors or game control managing etc. these event will develop knowledge about sports management. 3. Leadership activities: leadership activity is the most important part of sports management. It will help to build up leadership and managing ability in any situation. The management institute shall organize some leadership camps.

**Advertisement:** If sports management convey a massage or anything's about sports management fields through the advertisement it will attract many people in this field. TV add(commercial), media, newspaper, internet, radio, etc. is the medium of communication and advertisement. If it can attract more attention and benefits, only then it can go through two methods 1. With the new generation of sports person or athletes like Virat Kohli , Usen Bolt, Sunil Chetri, Cristiano Ronaldo, Leonel Messi, MS Dhoni, Merry Com etc. the various message of Sports Management will be conveyed through media , internet, etc. because the youth follow the new generation sports person their behavior, activates, life style etc. so it will be easily catch eye of the youth. 2. Students of sports management will be associated with advertisement such as students will get 30 sec TV add related sports management massage, some of the sports management pages will be done by the students on social media, there will be some information
about sports management scope, job opportunities etc. Through these two methods sports management can be presented to youth and create interest to this field.

The more the students of the sports management is getting involved with the new ideas the more will be the outcome. The innovative ideas will enhance the scope, opportunity, job position, self-identity, fame and glamour.

**Conclusion** : The new ideas of sports management have opportunity to develop the sports field and management field. It creates lot of positive ways to attract and motivate the youth. Youth are engaged in various aspect of sports management in order to develop management study and career. Sports management collaboration with govt. policy and national or international sports event such as number of seminars and educational camps is the huge benefits for the sports management and its students. It helps to draw serious attention over word wide.

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Sarguja, Chattisgarh

INTRODUCTION

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Overall, public relations is a specialized niche of the communications field that focuses on shaping an individual or organization in the eyes of the public. Public relations’ specialists in sports, work hard to generate positive publicity surrounding sporting events, athletes, and team news. Sports’ public relations experts coordinate the flow of information from teams to the press and feed the public’s hunger for sports news items, team data and player information. They also play an important "promotional" role in generating public interest, increasing teams’ visibility and filling stadiums with fans. The explosion of media outlets bodes well for the future of public relations in sports. The efficiency of a company's activity resides in designing and managing a long term relationship with the athletes, spectators, sponsors and community. The relationship with any of these four shareholders can be addressed through public relations, a marketing communication technique that brings value both for the company sending the message, and for other categories interested in its well-being. The purpose of our paper is to introduce readers to the relationships between public relations and sports. It explores how sports’ public relations’ practitioners have developed a range of successful strategies and tactics for influencing media coverage, and supporting the sports’ domains. The authors find that the effective use of public relations in sport can generate conversion, facilitate sport representatives positioning, and maintain continued sport sustenance. This article explores links between public relations and sport. Considering that sport is both international and a part of everyday life, it implies a role for public relations. International sports PR focuses on media relations, media rights, promotional and publicity work, sponsorship, event management and fan relationships. Major public relations consultancies have specialized in sports sections, but there are also a number of dedicated agencies offering a range of PR, marketing and sponsorship services. Sport, which in the modern age is both politics and business, is an arena for debate and discourses about elites, resource allocation, privilege, deprivation, exploitation, justice, nationalism, racism, gender, age, the body, ideologies, and religion. Public relations work, whether or not it is formally acknowledged as such, facilitates the international and national debates around such issues. Sports public relations goes way beyond sport and is intrinsically political. In the sports circles, public relations has to do with the image that is projected by those involved in sports to the rest of the people in the community; such an image must aim at promoting good relations. The absence of good public relations among
personnel involved in the various aspects of sports is bound to lead to unnecessary friction, frustration, disorder, division, unproductively and general lack of support or goodwill. Development of sports at any levels of society is an endeavour that requires the corporate effort of the sports managers, administrators and technical personnel on the one hand, and the rest of the members of the community on the other. In the course of discharging their duties, sports managers and administrators often become associated, either personally or professionally with many individuals, organisations and groups of people. For Instance, they meet and interact with many people who turn up to watch sports competitions, the organisers of such competitions, athletes and so forth. In most cases, the sports administrators and managers find it necessary, and are compelled to co-operate with or seek the assistance of the many individuals, organisations or groups of people whom they encounter in the working environments. This means that sports personnel cannot successfully fulfil their missions without the co-operation and/or assistance of the other members of the community referred to as the public. This calls for the need for those in the positions of leadership in sports to forge good relations with other persons and organisations with vested interest in the sports programmes (Broyles & Hay, 1979; Dougherty & Bonan, 1979). Broyles and Hay (1979) emphasise that the main function of public relations in sports is to provide a good image for the sports programmes and assist in promoting the programmes.

**IMPORTANCE OF PUBLIC RELATIONS**

Public Relation is all about building relationships to advance, promote, and benefit the reputation of you yourself, your department and institution. It aids in marketing the department for recruitment purposes and can lead to improved quality of student applicants.

It demonstrates to funding agencies that you are making a difference and actually have results. It also improves the reputation of an individual department. The more PR you do, the greater potential for even more media exposure. Examples includes Special Events, Special Promotions, Public Affairs, Internal Relations, Community Relations, High Tech PR: blogging, social networking etc.

The different areas involved in Sports Public Relations consist of these parts:

1. Player Relations
2. Community Relations
3. Media Relations
4. Investor Relations

**SIGNIFICANCE OF PUBLIC RELATIONS IN SPORTS**

Public Relations is a technique of communication through which the public learns about, and appreciates the aims and accomplishments of an organisation (Fordham & Leaf, 1978). Dougherty and Bonano (1979) view public relations as the image that a given organisation or department projects to the community. Public relations involves good public impressions made
by people associated with an enterprise (Fordham & Leaf, 1978). In the course of discharging their duties, sports leaders often become associated, either personally or professionally with many individuals, groups of people, organisations, and the general public. Most often, the sports leaders, including administrators and managers, find it necessary, and are compelled to cooperate with and/or seek the support of the many people whom they encounter in their working environments (Frost, Lockhart & Marchall, 1995). To be able to secure the necessary attitudinal and material support of the various publics, administrators and managers must therefore forge good relations with the related publics and project a good image of their departments and programmes (Broyles & Hay, 1979; Bucher, 1979). Good public relations in sports helps in increasing the public’s faith in a given sports organisation and the sports programmes offered (Broyles & Hay, 1979). Good public relations will also lead to the cultivation of cordial personal and working relations between the sports personnel or organisation and the other individuals or groups of people who have keen interest in sports, and thereby consolidate their efforts in promoting their programmes. (Frost, Lockhart & Marchall, 1995)

**THE GROWTH OF SPORTS PUBLIC RELATIONS IN INDIA**

Sports is clearly growing in importance as a subject on India's agenda. Pointers include emergence of multiple sports leagues, acceptance of sports (and not just cricket) as a career option, rise in corporate sponsorships, and the highest number of participants in Rio Olympics 2016. The media is also mirroring these trends through increasing number of sports channels and pages devoted to sports.

Through the last decade, We are the market leaders – having provided communications support to virtually every significant sports league in the country – be it the Indian Premier League (cricket), Indian Super League (football), Indian Open (golf), Indian Badminton League, Hockey India League, Pro Kabaddi League, and now Premier Futsal. Besides the prominent leagues, we have supported dozens of sports events organised by corporate sponsors. The sports industry in India is deepening. According to the article by ‘Neilson Sports’, from 2013 as many as five sports leagues have launched city based franchises including hockey, tennis, football and kabaddi. For these to grow, develop their own fan base and heroes requires sustained public relations, supported by corporate sponsors that have a long term vision for sports.

**PUBLIC RELATIONS LITERATURE**

While public relations literature has traditionally considered PR as a promotion and communication tool, this article acknowledges that in the world of sport, public relations has a much more sophisticated role to play. When conducting a literature review, we can identify several public relations techniques that can be used in sports, the authors trying to classify them based on the target audience or type of activity. Kotler and Keller (2008) are presenting a classification in seven categories:

a) Publications – annual reports, articles, news-letters, magazines edited by the company;
b) Events - press conferences, seminars, trips, fairs, exhibitions, contests and competitions, anniversaries;
c) Sponsorships;
d) News - constitutes one the main tasks of public relations professionals, they trying to persuade the media to accept press releases and to attend press conferences;
e) Speeches - management representatives answer questions orgive speeches to enhance company image;
f) Public service activities - monetary and time contribution to social causes;
g) Identity communication instruments - sending products with company logo to customers and business partners.

Looking closely to the above mentioned classification, we can identify two particularities for public relations in sports:

*first, sponsorship represents an independent technique, a main component of the communicational mix; due to its importance in the marketing budget, as well as within the sport-community-business environment relationship, sponsorship is treated separately as a stand-alone communication technique, not a PR one; this doesn’t mean that it’s totally separated from PR, considering that sponsorship efficiency is provided by the integrated approach of the communicational process through all promotional techniques, including public relations; a special role is allocated to news broadcasted through mass media, where, whenever an information about a sport club is presented, automatically also appears some identification elements of sponsors, media coverage being their main objective.

*secondly, in sports we can identify a special technique – endorsement, where athletes are seen as ambassadors of the brand, in order to build a better image for it; if normally, in speeches, events and other occasions where the company appears before the public company management representatives are used, in sports they are replaced very often by famous athletes who are there to support the company and its products; such an approach increases the attractiveness of the technique for both the public and the media; additionally, using athletes to promote products and services in their field of activity adds credibility to the message sent.

**DISCUSSION**

Public relations is a powerful promotional tool, capable of generating substantial publicity for the sports organization. Although the practice of public relations is diverse within sports, practitioners must possess certain basic skills. The two most prominent ways in which public relations is practiced in sports are media relations and community relations. Media relations programs focus on building relationships with members of the mass media to maximize positive publicity and minimize the negative one. Community relations programs are structured to allow members of the sport organizations to come in direct contact with their constituents.
CONCLUSION
Good and effective public relations is emphasised in sports and many other sectors of work in society based on the fact that no person or group of persons can live in isolation. The element of interdependence is inevitable. To achieve success in their work, sports administrators and managers need the support of other people, most of whom they encounter in the course of carrying out their duties. They are therefore compelled to establish good and meaningful relations with people who have interest in sports, and whom they encounter in their fields of work, and whose support is necessary in their endeavours of developing sports.

REFERENCES
CONTRIBUTION OF INDIAN COMPANIES IN SPORTS PROMOTION THROUGH CSR

Dr. Lata Sharma
Associate Professor, Department of Commerce, Lakshmibai College, University of Delhi

Dr. Seema Sharma (Kaushik)
Assistant Professor, Department of Physical Education, Lakshmibai College, University of Delhi

INTRODUCTION
CSR may be defined as a company’s sense of ecological and social responsibility towards the community and environment. The Companies Act 2013, is an Act of the Parliament of India on Indian company law which regulates incorporation of a company, responsibilities of a company, directors, dissolution of a company. Under this new Act, certain class of profitable entities are required to shell out at least two per cent of their three-year annual average net profit towards Corporate Social Responsibility (CSR) activities. As per the Schedule VII of the Companies Act, 2013, CSR activities include training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sport.

At first instance, it looks like Indian sports need a boost and CSR can be the perfect booster. However, it is a point of interest to know if Schedule VII has been able to make an impact in the promotion of sports. Hence, the present paper aimed at short listing top 30 Indian companies in CSR rankings; and to highlight their contribution towards promotion of sports through CSR.

PROCEDURE
The lists of top 100 companies on the basis of CSR and sustainability released by the Futurecape and IIM Udaipur for the last two years (2016 and 2017) were considered as basis of ranking. Out of top 100 companies, 30 were shortlisted for the study. The individual ranking of each company for 2016 and 2017 were averaged and then, the new rank was allotted. Then the companies were classified according to their contribution in the field of sports.

It is evident from the analysis of data in table-1 that Tata Steel Ltd. tops the list of companies on the basis of their CSR and Sustainability, followed by Tata Power Company Ltd., Tata Chemicals Ltd., Ultra Tech Cement Ltd., Tata Motors Ltd., Mahindra & Mahindra Ltd., Shree Cements Ltd., ITC Ltd., ACC Ltd., Bharat Petroleum Corporation Ltd., Ambuja Cements Ltd., Infosys Ltd., Larsen & Toubro Ltd., Coca-Cola India Pvt. Ltd., Indian Oil Corporation Ltd., Cisco Systems India Pvt. Ltd., Steel Authority of India (SAIL) Ltd., Hindustan Unilever Ltd., GAIL (India) Ltd., Jubilant Life Sciences Ltd., Reliance Industries Ltd., HCL Technologies Ltd., JSW Steel Ltd., Hindustan Petroleum Corporation Ltd., Tata Consultancy Services Ltd., YES Bank Ltd., Oil And Natural Gas Corporation Ltd., Maruti Suzuki India Ltd., Vedanta Ltd., and Hindustan Construction Company Ltd. Out of 30 companies, 12 companies are not at all contributing towards sports, however there is contribution from the remaining 17 companies. It is also important to note that Tata groups is contributing mainly towards sports through Tata Steel Ltd. and Tata Power Company Ltd.; Tata Chemicals Ltd. and Tata Consultancy Services Ltd. contribute towards others areas of CSR.

On the basis of Annual reports 2016-17 of the companies and literature available on their respective websites, the companies have been classified in three categories viz. major
contributors, minor contributors and no contributors. This comparison has been described in table-2.

The analysis of data in table-2 reveal that the following companies are significantly contributing towards sports promotion: Tata Groups (Tata Steel Ltd. & Tata Power Company Ltd.), Indian Oil Corporation Ltd. (IOC), Steel Authority of India Ltd. (SAIL), GAIL, Reliance Industries Ltd. (RIL), JSW Steel Ltd., Oil and Natural Gas Corporation (ONGC). Nine more companies are also contributing towards sports promotion including Ultratech Cement Ltd., Mahindra & Mahindra Ltd., Shree Cements Ltd., ITC Ltd., ACC Ltd., Coca-Cola India Pvt. Ltd., HCL Technologies Ltd., Hindustan Petroleum Corporation Ltd., and Hindustan Construction Company Ltd. There are 12 companies which are not at all contributing towards sports including Bharat Petroleum Corporation Ltd., Ambuja Cements Ltd., Infosys Ltd., Larsen & Toubro Ltd., Cisco Systems India Pvt. Ltd., Hindustan Unilever Ltd., Jubilant Life Sciences Ltd., YES Bank Ltd., Maruti Suzuki India Ltd., and Vedanta Ltd.

In order to highlight the major and minor contributions of Indian Companies for Sports Promotion (with or without CSR) has been presented in table-3 and table-4 respectively.

The analysis indicate that the companies are significantly contributing towards sports promotion by establishing academies; conducting talent hunt; providing infrastructure; nurturing/supporting players for their training, supplying kit & equipment; offering jobs & sports scholarships; sponsoring events/clubs/leagues; conducting inter-village/rural sports; engaging community; and promoting women sports. Archery, Athletics, Basketball, Billiards, Boxing, Cricket, Chess, Carrom, Football, Golf, Hockey, Horse Riding; Kabaddi, Kho-Kho, Polo, Snooker, Tennis, Volleyball, and Wrestling are the beneficiary sports under various schemes/initiatives.

It is evident from the analysis in table-4 that companies listed as minor contributors are contributing toward sports in the following manner: promoting sports culture; supporting sports in schools; conducting yoga classes; providing support to rural sports& local sports; providing sports equipments and kit; manufacturing for motor sports; organizing festival and recreational activities for employees; having gurukuls focusing on sports and education together; and constructing stadium/sports complex in J&K etc.

CONCLUSIONS

1. Out of 30 companies, 12 companies are not at all contributing towards sports, however there is contribution from the remaining 18 companies.

2. According to the Annual Report/CSR Reports of the companies, the expenditure incurred on account of sports promotion by the leading Indian companies is as follows: ONGC (18.80 million); Mahindra& Mahindra Ltd. (3.57 million); Reliance Industries Ltd. (26.8 crore, 2.38%); Tata Groups (3.37 crore & 549 lakhs); SAIL (0.97 crore, 2%); ACC Ltd. (0.63 crore); UltraTech Cements Ltd. (0.38 crore); Shree Cements Ltd. (0.15 crore); GAIL (99.25 lakh); HPCL (76.09 lakh); and HCC (74.31 lakh). No financial data could be retrieved for other contributing companies including Indian Oil Corporation; JSW Steel Ltd.; ITC Ltd. Coca-Cola India Pvt. Ltd., and HCL Technologies Ltd.
3. The companies are contributing towards sports promotion by establishing academies; conducting talent hunt; providing infrastructure; nurturing/supporting players for their training; supplying kit & equipment; offering jobs & sports scholarships; sponsoring events/ clubs/ leagues; engaging community; and promoting women sports; promoting sports culture; supporting sports in schools; conducting yoga classes; providing support to rural sports & local sports; manufacturing for motor sports; organizing festival and recreational activities for their employees.

4. Archery, Athletics, Basketball, Billiards, Boxing, Cricket, Chess, Carrom, Football, Golf, Hockey, Horse Riding; Kabaddi, Kho-Kho, Polo, Snooker, Tennis, Volleyball, and Wrestling are the beneficiary sports under various schemes/initiatives.

5. The companies are required to shell out at least 2% of their three-year annual average net profit towards CSR; and companies are not going beyond this limit.

6. ONGC is the highest contributing company in terms of providing scholarships and jobs to the sportspersons.

7. Most of the companies are contributing on training and incentives to athletes, there is a need to focus more on infrastructure development for sports.

REFERENCES

HEALTH AND WELLNESS PROMOTION MANAGEMENT SYSTEM IN EDUCATIONAL INSTITUTIONS - A THEORETICAL MODEL

Dr. K. Biju Kumar, Associate Professor,
Department of Physical Education, Mahatma Gandhi College, Thiruvananthapuram, Kerala.

ABSTRACT

The aim of this article is to develop a theoretical model to assess, govern, implement and evaluate health and wellness of an educational institution. This issue-based approach will work best if complemented by settings-based designs. The settings-based designs can be implemented in educational institutions and workplaces to address priority health problems by taking into account the complex health determinants such as behaviours, cultural beliefs, practices, etc.

The following model has been drawn out with the intention of providing health and wellness among children in educational institutions with reference to the literature and experiences.

Key reasons for developing an institutional health promotion programme such as health care costs, illnesses which can be avoided, the technology revolution cause problems, stress due to overload and increasing diversity.

This theoretical model of Health and Wellness Promotion Management System will certainly help to implement a set of programmed in educational institutions taking in to account various aspects which directly or indirectly affect the health status of the community.

Keywords: Health, wellness, management, education.

INTRODUCTION

Health promotion is very relevant today. Every one’s health and wellness is influenced by their family situation, their community, the environment, and the political climate in which they live. In fact socio economic factors often have a large impact on a persons’ health than their individual health maintenance behaviors (Williamson & Carr, 2009). For that reason health promotion must include health education plus the related legal, economic, environmental, educational, legislative and organizational interventions necessary to facilitate health and wellness (Tones, Tilford, & Robinson, 1990).

Health and wellness promotion has been defined as any intervention to foster health (Tones, 1985). Pender and colleagues (2002) defined health promotion as “increasing the level of well-being and self actualization of a given individual or group. Others have defined health promotion as lifestyle coaching designed to promote optimal health, quality of life and well-being. Health and wellness promotion includes health education, identification and reduction of health risks for selected individuals and populations, empowerment, advocacy, preventive health care and health policy development.

Why develop health and wellness promotion program in educational institutions?

This issue-based approach will work best if complemented by settings-based designs. The settings-based designs can be implemented in educational institutions, workplaces, markets,
residential areas, etc to address priority health problems by taking into account the complex health determinants such as behaviours, cultural beliefs, practices, etc that operate in the places people live and work. Settings-based design also facilitates integration of health promotion actions into the social activities with consideration for existing local situations.

Health and wellness promotion component needs to be strengthened with simple, cost-effective, innovative, culturally and geographically appropriate models, combining the issue-based and settings-based designs and ensuring community participation. Educators know that healthy students are better prepared to learn and succeed in school.

The interaction between health and education is a complex interplay of an individual’s behaviours, biology, health literacy and access to health care, combined with social, environmental and economic influences. The following model has been drawn out with the intention of providing health and wellness among children in educational institutions with reference to the literature and experiences.

Key reasons for developing an institutional health promotion programme

- Health care costs.
- Health care costs of the institution as well as nation can be reduced by developing healthy habits from childhood.
- Most illnesses can be avoided.
- The illness which can be preventable should be taken care of as a policy so that health care costs can be reduced.
- The technology revolution cause problems
- Institutional hypo kinetic culture leads to postural problems, lower back injuries, and sedentary lifestyles.
- Stress due to overload
- Academic overload and social and parental pressure cause stress related problems.
- Increasing diversity
- In view of meeting diverse challenges and opportunities cause a variety of health concerns.

How do we implement a wellness program?

- Gather information
  a) Screening tests
  b) Administering questionnaires
  c) Interactions/Interviews

- Choose priorities
  a. Physical fitness programme
• **Medical support**
• **Mental training**
• **Extracurricular activities**
• **Setting nutrition standards**
• **Safety and first aid**

**Develop a set of programme to meet the requirement**
1) **Awareness campaign; Leaflets, seminars, articles, creating environment.**
2) **Fitness and wellness programmes : Assessment of health status; tests o Curriculum based physical activity, Celebrate with special events on fitness o Aerobic dance with music, Medical inspection and intervention of Yoga and counseling, Leadership training, Social interventions ;community programmes and camps, Safety and first aid empowerment o Nutrition, Incentive/awards.**

**Implementation of the programme** (Leadership: Head of the institution Physical Education teacher, Health and wellness professionals Volunteers, Student leaders )

**Policie**

a) **Goals and objectives Beneficiaries**
b) **Time and duration Chalk out programme**
c) **Lawfulness**
d) **Safety standards**

**Programmes :** (Communication Direct, Web based After school)
**Communication :** (Direct, Media ,Web based)
**Theoretical orientation :** (Seminars, Workshops, Lectures, Pamphlets)
**Practical/Demonstration :** (Frequent health assessment programme, Yoga classes, Aerobic sessions, Play activities, Games, Competitions, Recreational activities First aid, Cook outs Counselling)

**Identification of opportunities and benefits :** (Talent identification Leadership qualities, Life skill development, Physical and mental wellbeing Social development, Cultural changes Improvement in education, Understanding science of wellness.)

**Evaluation:**

a) **Results/Productivity :** (Academic, Co curricular Health care)
b) **Health and wellness improvement**
c) **Organizational Change**
d) **Cultural Change**

**CONCLUSION**

Providing children and youth with the knowledge and skills needed to support health and wellness through schools is one logical approach to combating the looming threats to their physical and mental well-being associated with poor quality food choices, sedentary lifestyles,
stress and social isolation. Characteristics of the school environment make it particularly well-suited to promoting health in young people. Developing meaningful curricula targeted at behaviours related to wellness such as health, physical education and life skills has the potential to significantly impact children and youth now and into the future. This theoretical model of Health and Wellness Promotion Management System will certainly help to implement a set of programmes in educational institutions taking in to account various aspects which directly or indirectly affect the health status of the community.

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