Chapter I
INTRODUCTION
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Sports are a worldwide phenomenon today. In no period of the world history, sports were so popular, organized and important as today. Victory in sports in international competitions is viewed as the sign of superiority of the nation and the sportsmen are given the status of demigods. So the area and domain of competition has attained a wider perception. All this has advanced the cause and contribution of trainers, coaches and the need for introducing latest scientific techniques and equipment. More and more money and efforts are being put in minute and meticulous grooming of record breakers and record creators. Every other day new goals are set and efforts are streamlined to achieve them. Sports have undergone a sea change and have crossed all boundaries and barriers. Sportsmen are held in awe and admiration and they carry out the role of the ambassadors of their countries. Their ambassadorial forays depend more and more on their accomplishment and achievements on the international sports arena. So sports have become a prestigious medium of proving ones superiority. Greater emphasis is being laid on preparing sportsmen physically, psychologically, mentally and skillfully. Added stress is being laid on sports training and research so that the excellence in sports may bring laurels at the international level competitions and thereby enhance the nation's prestige in the eyes of the world. A win or loss in sports is construed as nation's victory or loss politically, socially and ideologically. In the views of Singh (1993), striving for excellence is an irresistible instinctive tendency ingrained in human germ-plasma; sports are no exception to this phenomenon. Craze and quest foe high performance in sports, though not new, has obtained new dimensions. The athletes/players are being pushed too hard and too far in their preparation to achieve high goals by their mentors. Sports indeed have become a 'mad struggle' for political glorification and ego satisfaction, individual as well as collective.

Sports are no more fun, thrill, recreation, part-time, rejuvenating and invigorating activities. They now have become a highly popular, competitive and complex profession. The increased number of athletes participating in Olympics and in other international events from all over the world is also an
indication of the popularity and development of the sports all over the world. Billions of dollars are being paid to sportsmen with the sole aim of excelling in the international competition. Where the developed countries strive to improve upon their earlier performance, the developing countries also spare no effort to outshine them or to narrow the existing gaps. In the ongoing competition and infinite quest for excellence, new techniques, latest equipment and methodology are resorted to even if it takes a heavy toll of the national exchequer. Crores of rupees are spent to acquire an admirable place in the field of sports. Even some small countries like Cuba, Kenya are putting their meager resources at the disposal of their sportspersons to excel in sports. This amply proves the extent of significance attached to sports. Lots of scholarly attention is being focused to tap the sports potential. More and more emphasis has been laid on the development of techniques and technologies of training of youth to win at the international competition. Today at the Olympics, the nations rub shoulders with one another for the achievement of the highest ideal—the Gold Medal. All sports researchers are now being geared up to the developing of new methods and methodologies which can produce ‘medalists’. Every nation wants to exhibit its supremacy. This challenge stimulates and inspires men and women to sweat and strive, to run faster, jump higher, throw farther and exhibit greater endurance and skills to establish supremacy over the others. The Olympics can, undoubtedly, be called a sports war—a war aiming at winning the greater number of medals at any cost and by any means though the warriors of this war are considered to be the product of genetic potential, opportunities, incentives, appropriate & rewarding experience and intensive training.

Hooja (1987) stated that the significance of sports can very appropriately be gauged when we look to China which has been transformed into an Asian giant within a span of 40 years, whereas previously it was condemned as a nation of “opium eaters”, by European imperialists. The secret lies in Mao-Ze-Dong’s philosophy of education. He laid emphasis on three aspects of education-moral, intellectual and the physical. He realized that a good physical body was needed from the standpoint of productivity, of military defense and of social well being. The slogan was to train the body for the defense of the Fatherland. In GDR also lessons in sports are compulsory.
at the school level. In USSR too, the main feature of the sports movement is its mass character.

Sports and games are receiving a greater attention than ever before, which has resulted in an upward trend in sports standards and performance. Scientific advancement has added a sharper edge to the sense of competition. Scientists have pooled together their knowledge from biological sciences to exploit maximum physical potentialities in an athlete. Scientific methods have enabled the modern youth to develop physical capacities and capabilities beyond anything imagined earlier. The rise of sports sciences such as biomechanics, kinesiology, genetics and sports psychology has added to man's craze and quest for setting new standards and identifying, selecting and grooming genetically endowed and talented people to achieve excellence in sports competition. Most important of them is the revolutionary change in the methods of training which have become far more systematic and far better planned.

Sports have assumed highly competitive proportions and records are thus being created and recreated at a faster rate. Now the mediocre has no place in sports. Scientific research, practical experience and natural progress have made sports develop to the degree which in some cases was never dreamt of previously. During the present century sports have assumed cultural magnitude and complexity, hitherto unseen, unimagined and have brought about enormously improved results. Every great athlete has the desire to break a world record and thousands of young athletes throughout the world try to emulate these champions. "Sports, conversely, are highly selective, competitive and performance oriented. Human quest for establishing new records and winning medals has made sports an exclusive domain of the highly talented and trained persons who aim to fight for 'Prize, privilege, prestige and praise'. (Kamlesh, 2000).

India is no exception to this international phenomenon. The organized scientific physical education came to India in 1920 when H.C. Buck founded the YMCA College of Physical Education in Madras. After this a number of schemes were floated, many commissions have been set up, many institutions, organizations, associations and boards were established by the government of India for the development and promotion of sports. The
government of India has created a separate department of Sports and Youth Affairs in the Ministry of Human Resource Development and a Minister of State has been appointed to look after the promotion of sports. A number of agencies have been established in India with a view to promote Physical Education and Sports at various levels like Indian Olympic Association (I.O.A.), All India Council of Sports (A.I.C.S.), School Games Federation of India (S.G.F.I.), National Associations and Federations of different Games and Sports, Nehru Yuvak Kendras, Society for National Institutions of Physical Education and Sports (S.N.I.P.E.S.), Laxmibai National College of Physical Education (L.N.C.P.E.), Netaji Subhash National Institution of Sports (N.S.N.I.S.), The Services Sports Control Board, The All India Police Sports Control Board, The Post and Telegraphs Sports Boards, Sports Ministry of Central and State level and Sports Authority of India.

Various advisory boards and committees were established by the government to review and promote physical education and sports in India i.e. the Central Advisory Board of Physical Education and Recreation and Adhoc enquiry Committee in games and sports.

Rural sports tournaments have been organized to involve rural youth in sports activities and to spot and nurture sports talent. Sports Project Development Area Scheme has been launched for training budding sportspersons in specified disciplines.

Some industrial and public undertakings have also done a commendable job for uplifting the sports in India. For example, Tata Engineering and Locomotive Company (TELCO), Tata Iron and Steel Company (TISCO) Jamshedpur, Oil and Natural Gas Commission (ONGC), Mafat Lal Group Bombay, DCM Delhi, Indian Airlines, LIC, National Banks, Bhilai Steel Plant. Many voluntary agencies and private sports clubs like Mohan Bagan Football Club, East Bengal Sports Club, Jalandhar Leaders Sports Club and other organizations have been training teams in sports in order to promote and popularize sports in India.

MHRD (Ministry for Human Resources Development) is also contributing to promote physical education and sports in different universities. For this University Grants Commission (UGC) and Association of Indian Universities (AIU) are working together. Financial assistance for the
development of sports infrastructure in colleges and universities is extended through UGC and AIU. They arrange Coaching Camps and sports competitions among colleges and university students and prepare Indian Universities Contingent for world universade competitions. Scholarships are awarded through NSNIS to outstanding college and university sportspersons. A running trophy named after Maulana Abul Kalam Azad is awarded to the university, showing best all round performance in sports.

Various teaching and coaching institutes have been established to produce physical education teachers and coaches to run physical education and sports coaching programmes. Various coaching schemes were also launched to improve and boost up the performance of the players in various games and sports. A large number of coaches have been employed by the Centre as well as the State governments. Special travel grants have been given to research workers for specialized training and research abroad. Sports Protocol and forty five cultural exchange programmes with various countries are signed to secure competent coaches for giving special training to participants for their success in international competitions. Indian government started Conferring Dronacharya Award on coaches for their motivation and improves the coaching standards of sports and games in India.

Various seminars/conferences and workshops are also held by different organizations in order to promote and popularize sports in India.

Besides this government has introduced many scholarships and awards for outstanding players i.e. Sports Talent Search Scholarship, National Sports Welfare Fund, Rural Sports Development Fund, incentives for promotion of women sports, promotional incentives to schools and medal winners, Arjuna Award, Rajeev Khel Ratna Award etc. Special quotas for admission in various educational institutions and special reservation quota in employment is introduced to secure the future of elite sportspersons. Coaching camps of two or three years duration are conducted for the selected sportspersons before international competitions.

Prize system was also introduced in India. Ministry of Youth Affairs and Sports announced an attractive cash incentive for the medal winners at the Common Wealth Games 2002. “Each Gold Medal winner will receive Rs.20 Lakh, while the prize money for silver and bronze medalist is fixed as Rs.15
Lakh and Rs.10 Lakh respectively” (The Tribune, Chandigarh; August 7, 2002). Government also announced a cash award of Rupees One crore for Gold Medalist in the Olympic Games and Abhinav Bindra got Rupees One crore for winning Gold Medal in Olympics for Shooting. Similarly, different states have also introduced attractive cash prizes for medal winners of their states in international competitions.

But still India’s status in the realm of sports is relatively low as compared to many other countries. Inspite of enormous population and talent in our country, only a few have exhibited world class performance in sports and games. Indian sportspersons have claimed their share of laurels in the Asian Games and Common Wealth Games; but apart from Hockey and Shooting, medals have eluded India in other World and Olympic Sports disciplines. Inspite of numerous national sports policies framed by the Government of India from time to time to map out the shortcomings, our performance in sports is going downwards causing a great setback to the aspirations of Indians. “With the technical know how and the sophisticated modern methodology of training and coaching, we are still unable to make an impact at the International level.” (Sunderajan, 1982).

Planners feel that a great deal needs to be done for sports in the country and unless we begin at the school level, build the next base at college level and go on to the universities, the health of youth and sports performance will not improve. The famous sports scientist of India, Hardyal (1991), has endorsed the above opinion by saying “large population of children should be selected for the first stage of training, out of these only a few thousand are able to reach the final stage and out of these, only a few are able to become world champions.”

It is really the high time to give a very serious thought and use all the resources available for the development and promotion of sports in the country. We must realize that unless a programme of mass participation in sports is introduced at grass root level of every organization, no real talent can be spotted out. “The secret of the phenomenal success achieved by the sportsmen and sportswomen of the German Democratic Republic can be traced to the method of ‘Caching em young’ (Dharma Raja, 1982). We should
search the sportspersons who have dedication, sacrifice, concentration and like success in addition to their outstanding physical attributes.

Though there are many things that are responsible for our poor sports performance in international competitions yet it is duty of every right thinking citizen of India to promote games and sports. Promotion of excellence in sports at various levels can be achieved through the collaborative efforts of government, sports bodies, institutions, administrators, private sector and community in general. The parents would have to shake of this thinking that they can feel proud of their children only if they can become doctors or engineers. A good player, too, is pride not only of his parents but of his whole nation. It is also the foremost duty of the leadership to raise the status of the profession with formulation of sound policies and practices. The reins of a profession are always in the hands of its leaders who shape its destinies and make it worthy. Sports also cannot thrive without qualitative leadership. We need dedicated and professionally committed coaches and sports leaders. “The physical education and sports profession needs an influx of scholarly, energetic and well trained leaders (Bucher and Wuest, 1991)”. The reports of Kothari Commission (1966) also stated “The success of programme of physical education and sports depends upon the facilities available and appropriate management of the same. Responsibility can be successfully discharged if we realize the need of attractive programme, standard facilities as well as trained, enthusiastic, dedicated teachers and trainers to run physical education programme. Facilities and leadership as well as conducive environment and similar factors make a strong chain in the fulfillment of the desired aim”.

Sports programme did not emerge automatically. They were sponsored and patronized by administrators, kings, and leaders. History of many states in India reveals that institutions which promoted freedom struggle and freedom fighters are primarily responsible for influencing the society through sports programmes like Vyamshala, Akhara, sword fighting, fencing etc. So it is the time that Indian sports promoters should turn their attention to raise the standard of domestic competitions by organizing more competitions at all levels throughout the country and, what is more, by inviting participants from abroad to compete at these competitions. “Bring the youth to the sports field
should be the motto”. Jesse Owens rightly said, “The Olympics belongs to the young” (Dharma Raja, 1982). A broad based system of sports promotion and sports organization is therefore, a must if India is to take its deserved place among sporting nations.

In the pursuit of this achievement institutes will have to play a significant role. Sports persons should not only be motivated but also be involved through the medium of state, cities and town associations. Initiatives should be taken and funds required for achieving the objective should be provided by the Municipal Corporation, Sports Departments, Zila Prishads, Marketing Committees and other industrial and commercial boards.

Sports promoters and big business houses must come forward to adopt the sportsmen of different games if the cult of sports is to be spread in our country. The different agencies should sponsor our sportsmen to go abroad for training and to have international exposure. We need much more in terms of modern methods of training, advanced equipment, synthetic tracks, Astroturf fields, standard swimming pools, modern indoor courts and gymasia for mass participation in sports. If the small countries like Senegal, Cuba, Croatia, Kenya, Ethiopia, which are not economically very sound, could transform themselves into super sporting nations, there is no reason why India can not win supremacy in the realm of international sports.

In this endeavor sincere efforts will have to be made by the sports administrators, planners and coaches to tap, heave and thrust the young lore to raise the standard of sports in the country. Some educational institutions, universities, organizations and departments seem to have accepted the challenge to develop the total potential of each child he/she is equipped with. In this light many educational institutions are working very hard and doing a good job in producing elite sportspersons. These institutions have been devoting themselves for bringing about systematic and sustained improvements in the quantum and quality of sports activities in the country. They are giving all possible help, guidance and facilities to the sportspersons realizing the need and importance of sports for enhancing the prestige of the country. It is rightly said “Institutions that really understand their own strengths and weaknesses, potentials and limitations are likely to be more successful in
carrying out their educational and sports mission than the ones without such self awareness.” (Manual for self Appraisal, 2005).

Chandigarh has also been fairly sports conscious and it has made an immense contribution to the nation in the field of sports. A good number of Union Territory players have represented the country at the international level competitions. Some colleges of Chandigarh are committed to create a sportive environment and conducive culture in which all the youth are encouraged to develop their full potential as sportspersons through provision of appropriate opportunities. These colleges since their inception laid emphasis on promotion of sports. The facilities created, the sports programme introduced, the coaches appointed and the incentives provided attracted the attention of sportspersons and helped to bring extraordinary sports achievements. They have produced national and international players with their own resources and are still doing a lot for the promotion of sports in India. These leading colleges and their sportspersons have brought laurels to the country in the realm of international competitions. The scholar is of firm view that to achieve desired results in the field of sports, the country needs competent, hard working, sincere, punctual and dedicated professionals and administrators. The very purpose of taking this research project is to highlight the contribution of the colleges of Union Territory, Chandigarh in the field of sports which would serve as an inspiration and light house to other people, institutions and organizations connected with the promotion of sports.

STATEMENT OF THE PROBLEM

The investigator wishes to highlight the contribution and achievements of different colleges of Union Territory, Chandigarh in the field of sports. So this study is stated as:

“Contribution of Colleges of Union Territory, Chandigarh in the Promotion of sports in India – A Case Study”

OBJECTIVES OF THE STUDY – The following were the objectives of the Study;

1) To know and highlight the contribution and achievements of different colleges of Chandigarh in Promotion of Sports in India.
2) To examine the reasons of high achievements in the field of sports i.e. incentives, sports facilities and sports programme of the colleges of Chandigarh.

DELIMITATIONS

i) The study was confined to the contribution and achievements of colleges of Chandigarh in the field of sports.

ii) The study was also delimited to examine only physical education & sports programme of the institutions.

iii) The study was delimited to the incentive and facilities given by the colleges to their sportspersons.

LIMITATIONS
The scholar was dependent mainly on the records and details given by the concerned college authorities so few facts might have remained beyond the researcher’s accessibility under the circumstances.

SIGNIFICANCE OF THE STUDY
This study would be a great source of inspiration to the present and future sports promoters, educational institutions, sports organizers to develop new guidelines, to improve existing facilities, to workout new training programmes on the basis of present work. It will serve to promote sports consciousness among the people. It may help to improve sports performance as some institutions with high achievements will be the role models which can inspire and motivate people to achieve more in sports field. This study would help to know the interest taken by different colleges of U.T., Chandigarh for promotion of sports. The study would also help the colleges to make a list of their strengths and weaknesses so that areas for further improvement could be identified. It would be a valid document of the past and would reveal historical prospective to the coming generations in the field of sports. It would be a valuable addition to the professional literature in sports. This study would serve as a lighthouse to other people connected with the promotion of sports and motivate sportspersons, administrators and coaches to work hard towards sports. Lastly, it would be helpful in providing leads for conducting further research studies in the similar direction.