Chapter V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

Soccer is the most favourite game in the world. Nothing different is India as it is considered the oldest favourite modern sport in the country. However, the progress in soccer has not kept pace with that of the other countries. The story of Indian soccer is quite old and fascinating.

While other Asian countries have moved forward, Indian soccer has gone from bad to worse. However, the officials of All India Football Federation realised to develop and revamp Indian soccer. Thus, India succeeded in introducing a semi-professional league in 1996. The Leisure Sports Management Group, played a key role in bringing sponsors and media to Indian soccer. This aroused the curiosity in research scholar to undertook the present study entitled, "The Role of Media and Sponsors in Promotion of Soccer in India."

A study was taken up with the help of questionnaire and interview survey technique to obtain data. Questionnaire were formulated containing 60 items and 50 items separately for media persons and sponsors initially. These questionnaires were given to 5 experts in the field of physical
education and especially soccer for their comments and advices. A final draft was made with the consultation of guide and other experts. This final draft was distributed personally and through post to the media persons and sponsors containing 42 and 48 items respectively for obtaining their opinion about the role of media and sponsors in promotion of soccer in the country. The interview method was also used to obtain informations about the study from selected media persons and sponsors of soccer.

A total number of 60 media persons including selected leading sports journalists, columnists, sports reporters of newspapers, magazines and TV channels. Served as the subjects for the study. Further, 60 national and regional level sponsors who are promoting soccer in the country were also asked to give their opinion. The questionnaires were prepared covering following areas : (i) Media and Indian soccer, (ii) Sponsorship in Indian soccer, (iii) Indian soccer and professionalism, (iv) Foreign players and coaches, (v) Performances of Indian soccer team, (vi) All India Football Federation and its functioning and (vii) Individual personality of a soccer player. The questionnaire demanded some responses in options of two 'Yes' or 'No' some of three i.e. 'Always' , 'Sometimes' or 'Never' one of four options and some were of three choices.
The interviews were conducted by the research scholar himself and all the interviews were personal. After the collection of relevant information through interview and questionnaire methods, the responses were categorized under different heads according to the purpose of the study. The results were drawn in terms of percentages and the divergence of responses were checked with the help of chi-square analysis.

**Conclusions**

Within the limitations of the present study, the following conclusions may be drawn:

1. Media and sponsors are in favour of professional soccer and they are quiet confident that it is professional soccer that is going to improve the standard of soccer in the country.

2. Both media and sponsors advocated for the introduction of National league in the line of European system.

3. Both media and sponsors feel that foreign players should be allowed to play in Indian league.

4. Both media and sponsors feel that foreign coaches will play important role in lifting the standard of soccer in India in terms of performance and knowledge.
5. The functioning of All India Football Federation is not along desired line, according to media.

6. State soccer associations do not have similar league structure.

7. Media and sponsors view politics in Indian soccer administration system as a high interfering factor.

8. Both media and sponsors viewed that TV coverage of national channel 'Doordarshan' was not at all satisfactory.

9. Media and sponsors feel that promotion of games is their social responsibility also.

10. The study shows that the media and sponsors play significant role in popularising the game in society.

11. Most of the sponsors viewed that they contributed to lift the economic status of the game.

12. Both media and sponsors opined that they give importance to celebrities and heroes of the games.

13. Media prefers short duration game.

14. Sponsors prefer long duration game.
15. Both media and sponsors compliments each other in serving their own financial purposes.

16. The All India Football Federation don't give adequate exposure to junior, sub-junior and women football in the country.

17. Only half of the sponsors promote soccer academies in the country to train young players at grass-root level.

18. Only few media and sponsors provide scholarship to young talented soccer players.

19. Facilities provided to the media persons are not adequate.

20. Sponsors are benefitted financially in return of soccer.

**Recommendations**

In the light of the conclusions drawn the following recommendations are made:

1. Media coverage of the Indian soccer should be improved to popularise the game.

2. The interests of the sponsors should be met at all costs to attract more sponsors towards soccer.
3. The rights of television coverage of Indian soccer should be given to a competent telecaster.

4. All India Football Federation should employ professionals for running the administration.

5. All India Football Federation should set-up full professional structure of soccer to run the professional soccer in the country.

6. Facilities provided to media and sponsors should be improved in the country with the help of the government.

7. Foreign players to be allowed to play in Indian soccer league.

8. Foreign coaches should be allowed to train our football players.

9. All India Football Federation should frame programmes and policies to popularise soccer in all corner of the country.

10. The All India Football Federation should give adequate exposure to junior, sub-junior and women football in the country.

11. Media coverage of the Indian soccer should be improved to popularise the game.

12. The interests of the sponsors should be met at all costs to attract more sponsors to soccer.
13. Publicity about National Football league and other Football tournaments should be improved by both clubs and All Indian Football Federation.

14. The government both at central and state level should bring sports into the academic curriculum as a compulsory subject in order to popularise sports among children.

15. Similar study may be conducted at international level.

16. Similar study may be conducted at state level.

17. Similar study may be conducted on other factors which contribute to the promotion of soccer in the country.

18. Similar study may be conducted on other discipline.