APPENDICES
APPENDIX A

From:

Krishna Kant Sahu
25, L.N.I.P.E.,
Shaktinagar, Gwalior (M.P.)

To,

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Dear Sir,

I (Krishna Kant Sahu) am working as a Lecturer at Lakshmibai National Institute of Physical Education (Deemed University), Gwalior (M.P.) under the Ministry of Youth Affairs and Sports, The Government of India. I am working on my Ph.D. study titled "ROLE OF MEDIA AND SPONSORS IN PROMOTION OF SOCCER IN INDIA".

As evident by the title, this type of work may not be possible without your support and co-operation. As the study exclusively involves the responses from persons who are directly playing important role in the promotion of soccer in our country.

I’ll be highly obliged, if relevant information, your expert suggestions and opinion are provided through the enclosed questionnaire, for the improvement of my work, and soccer as a whole.

Yours sportingly,

Encl.: 1. In brief purpose of the study
2. Questionnaire
3. Self-addressed and stamped envelope.

(Krishna Kant Sahu)
APPENDIX B

From:

Krishna Kant Sahu
25, L.N.I.P.E.,
Shaktinagar, Gwalior (M.P.)

To,

Dear Sir,

I (Krishna Kant Sahu) am working as a Lecturer at Lakshmibai National Institute of Physical Education (Deemed University), Gwalior (M.P.) under the Ministry of Youth Affairs and Sports, The Government of India. I am working on my Ph.D. study titled "ROLE OF MEDIA AND SPONSORS IN PROMOTION OF SOCCER IN INDIA".

For the same I would like to interview you personally in the future dates. Your kind cooperation and valuable contribution will immensely enrich my study.

And response will be strictly kept confidential and only be used for research purpose.

Thanking you,

Yours sportingly,

Encl.: 1. In brief purpose of the study
2. Self-addressed and stamped envelope.

(Krishna Kant Sahu)
APPENDIX C

QUESTIONNAIRE FOR MEDIA

Please tick (✓) the most appropriate answer from the given choices.

1. Do you favour Professional Soccer in the country?
   (a) Yes        (b) No

2. Do you feel that Professional Soccer will help to improve the standard of the game in the country?
   (a) Yes        (b) No

3. Do you feel that the media coverage has improved now?
   (a) Yes        (b) No

4. Do you feel that National Football Matches are well covered by the print media?
   (a) Yes        (b) No

5. Are you satisfied with the coverage of National Football Matches by the Doordarshan (Television)?
   (a) Yes        (b) No

6. Do you feel that foreign players should be allowed to play in India?
   (a) Yes        (b) No

7. Do you feel the foreign coaches should be introduced to train our teams?
   (a) Yes        (b) No
8. Do you feel that the presence of foreign players will help to improve the standards of Indian soccer?
   (a) Yes  (b) No

9. Do you feel that the introduction of foreign coaches will help to improve the standard of the team in general and the individual in particular?
   (a) Yes  (b) No

10. Are you satisfied with the functioning of All India Football Federation Officials?
    (a) Yes  (b) No

11. Do you receive co-operation in relation to media coverage from Federation?
    (a) Yes  (b) No

12. Is there political influence in Indian soccer?
    (a) Yes  (b) No

13. Do you feel politics is damaging Indian soccer?
    (a) Yes  (b) No

14. Does the media have any criteria for coverage of the game?
    (a) Yes  (b) No

15. Does the media gives more importance to celebrity footballer?
    (a) Yes  (b) No
16. Do you consider the popularity status of the game while promoting it?
   (a) Yes  (b) No

17. Does the media project soccer heroes?
   (a) Yes  (b) No

18. Does the media have social responsibility to promote the game?
   (a) Yes  (b) No

19. Does the media bring awareness regarding promoting in the society?
   (a) Yes  (b) No

20. Does the coverage by the media depend on sponsors?
   (a) Always  (b) Sometimes  (c) Never

21. Does the importance given by the media depend upon the economic status of the game?
   (a) Always  (b) Sometimes  (c) Never

22. Does the media help in lifting the economic status of the game?
   (a) Yes  (b) No

23. Does media contributes to the game's popularity?
   (a) Yes  (b) No

24. Does the media prefer long duration games?
   (a) Yes  (b) No

25. Does the media prefer short duration games?
   (a) Yes  (b) No
26. Does the media want to promote charity games and matches?
   (a) Always   (b) Sometimes   (c) Never

27. Does the media promote talent development sports academies?
   (a) Yes   (b) No

28. Does the media face competition in promoting the game?
   (a) Yes   (b) No

29. Does Indian soccer get adequate coverage in the print media?
   (a) Yes   (b) No

30. Do you feel that the media is playing a positive role in analyzing the performances of referees in the field?
   (a) Yes   (b) No

31. Do you feel that Indian journalists like soccer reporting as much as they like cricket reporting?
   (a) Yes   (b) No

32. Are you satisfied with the work of the print media in covering Indian Soccer?
   (a) Yes   (b) No

33. Are you satisfied with the facilities offered to the press and other media by the National Football Organising Committee?
   (a) Yes   (b) No
34. Do you face difficulties while promoting any soccer tournaments, clubs or academies in India?
   (a) Yes  (b) No

35. Does the media promote tournaments organized by State Associations at their level?
   (a) Always  (b) Sometimes  (c) Never

36. Does the media promote Junior and Sub-Junior (boys and girls) Football Tournaments?
   (a) Always  (b) Sometimes  (c) Never

37. Is the media satisfied with the efforts of the All India Football Federation in developing Soccer in all parts of the country?
   (a) Yes  (b) No

38. Is the media benefited (financially) by Indian Soccer?
   (a) Always  (b) Sometimes  (c) Never

39. Is the media satisfied by the sponsorships?
   (a) Yes  (b) No

40. Does the media provide any scholarship to young talented soccer players?
   (a) Always  (b) Sometimes  (c) Never

41. Do you feel your coverage has contributed for improvement of status of soccer in the country?
   (a) Yes  (b) No
42. Do you feel your coverage has contributed towards popularity of the game of soccer?
   (a) Yes   (b) No

43. Do you favour professional soccer in the country?
   (a) Yes   (b) No

Yours Kind Suggestions - ..........................................................
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APPENDIX D

QUESTIONNAIRE FOR SPONSORS

Please tick (✓) the most appropriate answer from the given choices.

1. Do you feel that Professional Soccer will help to improve the standard of the game in the country?
   (a) Yes  (b) No

2. Do you feel that the standard of advertisement has improved now?
   (a) Yes  (b) No

3. Do you feel that the National Football Matches are well promoted by the Sponsors?
   (a) Yes  (b) No

4. Are you satisfied with the coverage of National Football Matches by Doordarshan or other Channels?
   (a) Yes  (b) No

5. Do you feel that foreign players should be allowed to play in India?
   (a) Yes  (b) No

6. Do you feel that foreign coaches should be introduced to train our teams?
   (a) Yes  (b) No

7. Do you feel that the presence of foreign players will help to improve the standards of Indian Soccer?
   (a) Yes  (b) No
8. Do you feel that the introduction of foreign coaches will help to improve the standard of the team in general and the individual in particular.

(a) Yes  (b) No

9. Are you satisfied with the functioning of All India Football Federation Officials?

(a) Yes  (b) No

10. Do you receive co-operation in relation to sponsorship from federation?

(a) Yes  (b) No

11. Is there political interference in Indian Soccer?

(a) Yes  (b) No

12. Do you see politics hampering the development of Indian Soccer?

(a) Yes  (b) No

13. Do sponsors have any criteria for selecting the game?

(a) Yes  (b) No

14. Do you consider the popularity of the game while promoting?

(a) Yes  (b) No

15. Does the sponsors gives more importance to celebrity footballer?

(a) Yes  (b) No

16. Do sponsors project soccer heroes?

(a) Yes  (b) No
17. Does sponsors have social responsibility to promote the game?
   (a) Yes    (b) No

18. Does sponsorship bring awareness about game in the society?
    (a) Yes    (b) No

19. Do sponsors depend on the coverage provided by the media?
    (a) Yes    (b) No

20. Does sponsorship depend upon the economic return while sponsoring game?
    (a) Always  (b) Sometimes  (c) Never

21. Does sponsors help in lifting the economic status of the game?
    (a) Yes    (b) No

22. Does sponsorship have an impact on the game's popularity?
    (a) Yes    (b) No

23. Do sponsors prefer long duration games?
    (a) Yes    (b) No

24. Do sponsors prefer short duration games?
    (a) Yes    (b) No

25. Do sponsors want to promote charity games and matches?
    (a) Always  (b) Sometimes  (c) Never

26. Do sponsors promote talent development sports academies?
    (a) Yes    (b) No
27. Do sponsors face competition in coverage of the game?
   (a) Yes          (b) No

28. Does Indian soccer get adequate sponsorship in India?
   (a) Yes          (b) No

29. Do you feel that sponsors promote officiating?
   (a) Yes          (b) No

30. Do you feel that Indians like soccer as much as they like cricket?
   (a) Yes          (b) No

31. Are sponsors satisfied with the facilities and cooperation offered to them by the National Football Organising Committee?
   (a) Yes          (b) No

32. Are you satisfied with the work of the print media in covering Indian soccer?
   (a) Yes          (b) No

33. Do sponsors face difficulties while promoting any soccer tournaments, clubs or academies in India?
   (a) Yes          (b) No

34. Do you sponsor tournaments organized by state associations at their level?
   (a) Yes          (b) No
35. Do you sponsor junior and sub-junior (boys and girls) football tournaments?
   (a) Yes   (b) No

36. Are sponsors satisfied with the efforts of All India Football Federation in developing soccer in all parts of the country?
   (a) Yes   (b) No

37. Are the sponsors benefited (financially) by Indian soccer?
   (a) Yes   (b) No

38. Do you sponsor any scholarship to young talented soccer players?
   (a) Yes   (b) No

39. Do you provide sources of revenue to the state soccer associations?
   (a) Yes   (b) No

40. Do you feel the national football league is attracting sponsors?
   (a) Yes   (b) No

41. How many major tournaments you had sponsored during last decade? Mention the number of tournaments?
   (a) About 60   (b) About 100   (c) More than 100

42. How many state level soccer tournament you had sponsored in the last decade? Mention number of tournaments?
   (a) About 60   (b) About 100   (c) More than 100

43. Do you have separate budget for sponsoring soccer?
   (a) Yes   (b) No
44. In what aspect of tournament normally do you sponsor?
   (a) Finance       (b) Material Support     (c) Both

45. Mention the amount you have spent in promotion of soccer in last decade?
   (a) About 1 crore  (b) About 10 crore   (c) About 50 crore and above

46. What percentage of expenses of a tournament you be as sponsor?
   (a) 100%        (b) 75%          (c) 50%   (d) 25%

47. Do you feel your sponsorship has contributed towards popularity of the game of soccer?
   (a) Yes             (b) No

48. Do you feel your sponsoring has contributed to improvement of status of soccer in the country?
   (a) Yes                (b) No

Yours Kind Suggestions - .................................................................
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