



India's internationalization of sports

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Abstract

In recent times, there has been a notable emphasis on the internationalization of sports in India. The rising prominence and success of Indian athletes at a global level have underscored the significant roles that schools, institutions, and society have played in shaping the growth of sports in the country. This article examines the diverse elements and facets that have facilitated the international expansion of Indian sports from an academic viewpoint. It also discusses the influence of internationalization on the sports culture in India and proposes potential areas for further research in this domain.

Introduction

India's sporting legacy stretches back to ancient times, boasting a rich and extensive history. However, it is only in recent times that Indian athletes have truly made their mark on the global stage. A significant turning point came during the 2008 Beijing Olympics, when India secured its first individual gold medal in shooting, signifying a breakthrough moment for Indian sports. Since then, Indian athletes have consistently reached new heights and brought honor to their nation in numerous international competitions. This remarkable rise in performance can be attributed to the heightened emphasis and support for sports at both the grassroots and professional levels within the country. This article explores the various factors and variables that have contributed to the internationalization of athletics in India.

Contribution of society schools and colleges

The changing mindset and attitudes of Indian society towards sports have played a significant role in the internationalization of athletics in the country. While cricket has always been a beloved sport in India, there has been a noticeable shift in recent years. More and more people are now showing interest in sports like badminton, wrestling, and boxing. This change can be attributed to the success and recognition of Indian athletes who have excelled in international competitions, bringing home numerous medals and accolades. As a result, there is a growing acceptance and appreciation for non-cricket sports in Indian society. In addition to the changing mindset, society's contribution to the internationalization of athletics in India can also be seen in the increased support and investment towards sports infrastructure. The government has taken various initiatives, such as the Khelo India program, which aims to identify and nurture young talent in different sports disciplines. Corporate entities have also played a significant role by sponsoring and supporting athletes,



providing them with the necessary resources to compete at an international level. These collective efforts have led to the establishment of world-class training facilities and the development of professional leagues for various sports, further contributing to the internationalization of Indian athletics.

The significance of schools and colleges in the advancement of athletics in India cannot be overstated. These educational institutions play a vital role in identifying, nurturing, and training young talent in various sports. The introduction of physical education as a mandatory subject in schools has contributed to the holistic development of students, encouraging a healthy and active lifestyle. Meanwhile, colleges have emerged as centers for talented athletes, offering specialized courses and training facilities for different sports. The emergence of these institutions has provided aspiring athletes with a platform to refine their skills and compete at national and international levels. One of the pivotal elements that have propelled the success of schools and colleges in fostering athletic talent in India is the provision of sports scholarships. These scholarships not only offer financial assistance to deserving students but also serve as an incentive to excel in their chosen sport. Consequently, many students are now pursuing sports as a profession, diverging from conventional career paths. This shift in career choices has empowered Indian athletes to compete at elite levels and has significantly contributed to their achievements on the global stage.

Latest trends

The recent development in the globalization of sports in India involves a growing emphasis on niche and less mainstream events, in addition to the conventional track and field competitions. This change has been driven by the evolving landscape of global sporting contests, placing more importance on disciplines like the marathon, decathlon, and triathlon. Indian athletes have shown remarkable progress in these disciplines, reinforcing the nation's standing in the global athletic stage.

Corporate sectors

The promotion and advancement of athletics in India have been significantly enhanced by corporate sponsorships and endorsements. Numerous companies have begun to invest in the promotion and development of athletic events and facilities, thereby offering crucial support to athletes. Consequently, this has fostered a sustainable environment for the growth of athletics in the nation.

Rural areas

While the development of athletics in India has primarily revolved around urban areas, efforts have been made to enhance the sport's reach and inclusivity in rural regions as well. Collaborating with various organizations, the government has introduced outreach programs to identify and nurture talent from rural areas. This has led to the discovery of



numerous hidden talents and has opened up opportunities for rural athletes to represent India internationally.

Universities

Indian universities have been instrumental in fostering and maintaining the development of athletics within the nation. Numerous universities have implemented sports programs and amenities, creating opportunities for students to thrive in the field of athletics. Additionally, certain universities have initiated partnerships with foreign universities to encourage the sharing of skills and knowledge, thereby enhancing the global presence of athletics in India.

Government investment and data

The Indian government has shown a consistent commitment to enhancing its support for sports, especially in the field of athletics. Over the last ten years, there has been a substantial increase in funding directed towards improving sports facilities, implementing training and coaching initiatives, and facilitating the involvement of Indian athletes in global competitions. According to statistics provided by the Ministry of Youth Affairs and Sports, the overall expenditure on sports in India has risen from 42.36 billion INR in 2014-15 to 686.69 billion INR in 2018-19, underscoring the government's dedication to advancing athletics.

Different Contributing Factors and Variables

In addition to societal influences, educational institutions, such as schools and colleges, there exist numerous other factors and variables that have been instrumental in the globalization of athletics in India. The advent of technology and the internet is one such factor, facilitating easier access for Indian athletes to international competitions. Consequently, this has opened up more opportunities for them to compete against top athletes worldwide, leading to increased exposure. Furthermore, sports technology has significantly improved the performance of Indian athletes through advancements in equipment, nutrition, and training methods. Furthermore, the media plays a crucial role in promoting sports and generating excitement around major sporting events. The rise in popularity of sports channels and social media platforms has resulted in greater coverage and awareness of various sports in India. This has generated interest and enthusiasm among the public, further contributing to the globalization of athletics in the nation.

Impact on Indian Sports Culture

The globalization of sports in India has made a profound impact on the nation's sporting landscape. The achievements of Indian athletes have not only instilled pride and honour in the country but have also motivated the youth to pursue sports professionally. A



noticeable change in the attitude towards sports has emerged, with more individuals considering it a feasible career path. Consequently, there has been a rise in both the number of participants and the level of competition, as athletes from diverse backgrounds and regions unite to showcase India's talent on a global platform.

Future Developments

The progress of internationalizing athletics in India is still in its nascent phase, presenting abundant opportunities for further expansion and advancement. With the government's persistent emphasis on promoting sports and enhancing infrastructure, it is anticipated that India will consistently produce exceptional athletes in the coming years. Moreover, the rising popularity of sports and the establishment of professional leagues are poised to entice greater talent and investment, thereby bolstering the global presence of Indian athletics.

Conclusion

Ultimately, the globalization of sports in India has been influenced by a multitude of factors, including shifting societal perspectives, enhanced backing and funding from educational institutions, technological advancements, and the influence of media. These changes have not only led to the triumph of Indian athletes on a worldwide platform but have also profoundly shaped the nation's sports ethos. Through sustained dedication and encouragement for sports, India is poised to reach new milestones in the global sporting landscape in the foreseeable future.

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