

Inclusive Growth through Sports: A Comparative Study of Jharkhand Sports Policy with Haryana and Chhattisgarh

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Abstract

In recent years Sports area has scaled up to be a lucrative industry from a leisure and recreational activity. For maintaining the boom in this industry it is very important that sports should be viewed as a good career option by the youngsters. This paper aims to describe the situation of Indian sports industry and challenges faced by sports persons in choosing sport as a career option by using the secondary sources. The sports policy of 3 states Jharkhand, Haryana and Chhattisgarh has been analyzed to compare the various initiatives taken by the state government for sports development because sport is listed as a state subject in Indian constitution. It is very clear from the features of the policy that what makes Haryana to be the sports capital of the country while the poor planning, late updation and improper implementation of sports policy can be a growth obstacle for state players of Jharkhand.

Key words: Inclusive Growth, Financial Inclusion and Sports
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Introduction

India having a population of more than 120 crores and among them share of 15-24 years age group is more than 40 crores. This youth population is known for its energy and creativity. Tapping their potential and utilization in positive direction is the foremost important strategic criteria for the economic growth of the country. Various studies reported that financial inclusion is among the accelerators of economic growth. Therefore by focusing on reforms in financial sector's policies developing countries can take more benefit from economic growth. It arise the need that to fuel up the economic growth the government and policy makers must address the issues of financial services accessibility (Sethi & Sethy, 2018). This growth needs to be persistent for longer duration

and through various sectors (Araar, 2012). In past redistribution of income was the core of Government policies. But the study of Organisation for Economic Cooperation for Development explained that in developed countries redistribution of income cannot proved to be the only means to combat poverty (Deaton & Tarozzi, 2000). Talking in the Indian context one side the adoption of liberalized economic policies open the market of new opportunities for many sectors but on another side it also exposed the poor segment of the society to the world market, a segment which lacks access to basic needs. They got exposed to survive in the world market as unskilled labor. The changing economic scenario also changed the role of Government. Now the government put more focus on target of achieving the development objectives, creating more job

options, dropping poverty, defense strengthening and system of public administration. In countries of developing phase these changes deeply impacted the urban middle class role in wholesale trade and distribution and created similar demand patterns as of those created in high-income developed countries. It gave a chance to rationalize the demand of tertiary sector expansion. (Panchamukhi et al. 1986). The expanding tertiary sectors open up many new sectors of employment and sport is one of them. Sport is connected with everyday life of people and turning into an institution which is affecting the social life of a person. It is no more just a leisure activity but growing as an industry. This industry needs some special attention starting from the policy formation to the implementation phase as it overlaps with many other sectors like media, fitness, health, education, tourism etc. For the inclusive growth of the workers of this industry financial inclusion is the foremost important focus area. It will help them to survive in this market driven economy.

Literature Review

In year 2000, 189 world leaders came together at Millennium Summit to decide the changing role of UN in 21st Century. The meeting resulted into the eight Millennium Developmental Goals with targets which are directed towards helping the citizens of poorest countries to achieve a better life in a time framework of 15 years i.e. by 2015. In the same year 2000, first time the term 'inclusive' was used by Nanak Kakwani and Ernesto M. Pernia (2000) in their article "*What is Pro-poor Growth?*" in the Asian Development Review. They used it as synonymous with 'pro-poor growth' but today the theory of inclusive growth is different from 'pro-poor growth'. Now both the pace and pattern of growth are the focal point of discussion in inclusive growth (Elena & Susanna. 2009). This pace and pattern of growth under inclusive growth concept adopts a long –term perspective through productive employment generation which must be

broad based across sector. The word inclusive means that any country's policies and programs should be such that they must ensure the equality in terms of resource access, unbiased regulatory environment and market to the available labor force (Reddy, 2015). This emerging concept of 'inclusive growth' makes Government to focus on productivity enhancement and creation of new employment opportunities. This productivity enhancement is related with productive employment which depends upon the full use of resources according to the market and economy of the country. It is not only about the generation of new employment options and income for individuals from wages and enhancement of capability and capacity of an individual to have more wages but also about the self employment. India has seen economic growth but it is not inclusive in nature. The less growth in employment is among one of the several reasons for lack of inclusive growth in India (Lucas, 1988). The jobless growth accompanied by casualisation and unbalanced rise in employment in various sectors became a major issue behind less inclusive growth in India. (Birdsall & London, 1997). The benefits of liberalization reforms in context of growth have concentrated only in the hands of those few peoples who were already served in the formal financial system because a small section of peoples in the country enjoyed all kinds of financial services while majority of the people lacks access to the basic financial services such as savings, credit and insurance. It has been observed high income inequality is barricading the inclusiveness of 'well-developed' financial systems and it obstruct many people to use the formal financial services (Sarma, 2015). However, financial inclusion has been proven vital in poverty reduction and enhancing the economic growth by filling the inequality income gap of the marginalized communities (Kim, 2016). United Nations (UN) also accept that when people lack access to sustainable financial services like savings, credit or insurance then they got excluded from the total involvement in the

financial sector (United Nations, 2003). India is among the Medium Financial Inclusion countries by having financial inclusion index as 0.194 with 0.185 banking penetration Index, 0.096 availability of banking and 0.186 usage of financial system. Sarma, (2008). The Reserve Bank of India (RBI) approach for achieving the set targets of financial inclusion is based on the concept of ensuring the adequacy and availability of basic financial services to all sections of the society and at the same time increasing awareness regarding such financial services with affordability and accessibility of financial products (Vivekanandan, 2013). India has serious concerns about the inclusiveness of financial services as three-fourths of the population in India is devoid of any form of insurance (Shaik, 2015). Regional disparity also got reduced through Inclusive growth as it attempt to provide a solution for the problem of per capita incomes inequalities between agricultural and nonagricultural sectors, rural and urban areas and among different socio-economic groups as well as in ethnic groups (Suryanarayana, 2011). In short, the concept of inclusive growth aims to share the benefits of economic growth among all economic participants by promoting the idea of unbiased opportunities for all (White & Anderson, 2001). In the Indian context the target of Inclusive growth will be achieved when implementation strategy started focusing on inclusion of the excluded needs also. As of now Indian strategy focuses more on inclusion of all as recipients and partners in growth (Singh, 2017). The economic reforms must be adaptive to the emerging socio-economic challenges in India and accompanied by adjustments from institutions, regulation and economic governance (Deininger & Squire, 1996). The challenge is that many times plans and policies do not officially recognize existing needs as needs to begin with. This lack of recognition is also compounded by the poor political representation that exacerbates the needs. Private firms also do not invest much towards the unrecognized need as they take their cues from policy priorities. Sometimes

need is recognized as such in policy-making, but not as market demand by firms (Ramani, 2014). Many times lack of market and profit incentives and sideline these needs (Srinivas, 2014). The recognition of these needs can open up new employment sector and entrepreneurship opportunities for the youths of India like sports, tourism as they can provide employment opportunity with health benefits. These new sectors demand capital inflow; similarly entrepreneurs also need capital which is only possible through a strong financial system of the country. This makes financial inclusion as the starting point towards inclusive growth.

Research Gap

Various studies shows lack of market, less profit incentives compounded with poor political representation may sideline the financial need of a particular sector. The present article is an attempt to fill the identification gap of the sportspersons financial need starting from the policy level in India.

Research Objectives

- ✓ To understand the sports industry situation in India.
- ✓ To know about the different policies and programs of sports development in India.
- ✓ To compare the sports policies of different states (Haryana, Chhattisgarh and Jharkhand) to study the policy impact on sports development.
- ✓ To know the financial need and available options for the sports persons in India.

Research Methodology

This paper is based on the secondary sources. These includes UN and its different agencies reports, articles from reputed journals, national and international news agencies web pages, Indian central ministries and state ministries reports and

their policies related to sports development etc.

Analysis & Discussion

The growing importance of sport in everyday life turns it into an industry from a leisure activity. It has been proven as a productive industry which can generate employment and help local economy through infrastructural development and sports tourism (UNOSDP, 2016). It has also got recognized that sports participation is a powerful enabler for realizing the targets of health and education marked under sustainable development goals (NITI Aayog, 2017) (PWC, 2019). It has potential to empower the weaker sections of the society and strengthening the social fabric of the community through sports values (UNIA task-force on SDP, 2003). According to the report of Data POWA, in 2019 Indian Sports industry is growing at 15%, while the increment over global average is just 5% Gadiya, (2019). Eric, Diana, & Adil. (2007) in their study, "Tracking the growth of India's middle class", estimated that by 2025

educational and recreational activities average share will increase from 5 per cent in 2005 to 9 per cent in the annual household consumption. According to the FICCI – Sector Skill Council Vision Document 2014, by 2022 cumulative human resource requirement in different sports sector is approximately 43 lakhs. But India did not have adequate number of institutions to cater this demand. The report further mentioned that in Indian organized sector have only 783 registered Institutions to provide bachelor of physical education degrees. Out of this 783, only 101 institutions provide masters degree in Physical Education. Every year these institutions are producing 39150 B.Ped. degree holders along with 3030 M.Ped. degree holders. But at the end only 15% of these degree holders continue into sports careers. The unavailability of job options apart from primary or secondary level physical education teacher, poor global exposures and costly higher learning facilities contributed in creating career barriers in Indian sports industry.

Table 1: Cumulative Human Resource Requirement in Sports Sector (till 2022)

S. No.	Category	Demand by 2022 (No. of people)	% of total demand
1	Sports technology	1,027,681	23.51
2	Sports management	745,984	17.06
3	Sports coaching	447,396	10.23
4	Sports medicine	425,839	9.74
5	Sports development	356,769	8.16
6	Sports facilities	304,841	6.97
7	Sports event management	332,667	7.61
8	Sports manufacturing	410,040	9.38
9	Sports grassroots	157,880	3.61
10	Sports broadcasting and media	162,578	3.72
	TOTAL	4,371,675	100

Source: FICCI – Sector Skill Council vision Document 2014

The lack of industry status for sports industry in India limits the corporate investment. It also affects the sports person career in this industry as the lack of institution for capacity building limit the number

of available options. The market force and mass media presentation made huge fan base for some sports while others are neglected. It resulted into need recognized as a need but not as a demand. For

the first time Indian Government appointed twelve Indian players of international eminence as national observer for sports development in the country (Goel, 2019). The think tank of NITI Aayog also recommended sports policy change with focused approach like small countries Kenya and Jamaica from Olympic Games point of view. The Aayog acknowledged the benefits of investment in IPL like league tournaments and marketing, promotional events in terms of increased number of sponsors, sport's popularization and more number of viewers in India (Sharma, 2016).

In India, sports as a subject fall under the jurisdiction of states and specifically included in the seventh schedule of the constitution. The liberal economic policy supported by privatization resulted into many autonomous sports bodies in India like Indian Olympic association, Hockey India and the Board of Control for Cricket in India etc. The sports development with significant focus started after the establishment of Sports Authority of India (SAI) in India which has many schemes for the promotion of sports at Sub-Junior, Junior and Senior levels. At present for the sports promotion and development in India, under the aegis of Union Ministry of Youth & Sports 03 schemes were merged in a single central sector scheme 'Khelo India' from the financial year 2016-17. To achieve its objective of reviving the sports culture in India Khelo India programme has been divided into 12 verticals (components). There are also many schemes like Scheme of Sports Fund for Pension to Meritorious Sportspersons, National Sports Development Fund, Pandit Deendayal Upadhyay National Welfare Fund for Sportspersons

(PDUNWFS) etc to cater the needs of sportsperson in India. For boosting the entrepreneurs of sports industry through skill development sector skill council known as Sports Physical Education Fitness & Leisure Skills Council (SPEFL-SC) formed by Ministry of Skill Development & Entrepreneurship (MSDE). The main objectives of Sports Sector Skill Council are to Standardise, Certify, Monitor and Facilitate skilling in sports in the country. Many initiatives have also taken by states government for sports development. The Talent Spotting and Grooming initiative under the 'Play 4 India' initiative of Haryana Government through a Sports and Physical Aptitude Test (SPAT) is one of such kind which identify very high potential talented candidate at a very young stage for further grooming. Similarly Jharkhand State Sports Promotion Society (JSSPS) establishment by Jharkhand government in partnership with Central Coalfields Limited is the first of its kind in the country. Chhattisgarh Government has also used private entities like Corporate Social Responsibility (CSR) monitoring unit and district mineral fund for sports development in the state. Jharkhand and Chhattisgarh are newly formed states with tribal population, huge lucrative mineral and coal resources. Studies show that the physical strength and hilly geographical location based life style makes the tribal good sports person. The comparison of sports policy of these two states is done with Haryana which account for approximately only 2% of Indian population but its contribution is higher in national sports than other states. A comparative performance table for these three states at National Games of India is as follows:

Table: 2
National Games of India and Performance of the selected states

Number/Year	No. of Total Medals			Position of the state		
	Haryana	Jharkhand	Chhattisgarh	Haryana	Jharkhand	Chhattisgarh
33rd (2007)	80	22	6	5th	15th	21st
34th (2011)	115	96	7	3rd	5th	21st
35th (2015)	107	23	10	3rd	13th	24th

(Source: Medal tally of National Games of India retrieved from Wikipedia, https://en.wikipedia.org/wiki/2007_National_Games_of_India; https://en.wikipedia.org/wiki/2011_National_Games_of_India; https://en.wikipedia.org/wiki/2015_National_Games_of_India)

In Common Wealth Games 2010, Haryana accounts for 20% of total medal won by India. During Asian Games 2010 also, 20 medal were won by sportspersons from Haryana when in total 65 medals were won by India, 20 were won by. The

Haryana state government sports policy must be given credit for their performance. Following table 3 is an attempt to compare sports policy of Haryana (HR), Jharkhand (JH) and Chhattisgarh (CG) on different parameters:

Table:3
Features of the Sports Policy

S. No.	Features of the Sports Policy	Status of the States Sports Policy		
		HR	JH	CG
01	Sport Policy formation Year	2015	2007	2017
02	Regular Updation of the policy	Yes	No	No
03	Functional status of Sports Authority of India	Yes	Yes	Yes
04	Classification of sports based on previous performance of state talent pool (i.e. on Potential basis)	Yes	No	Yes
05	Basic infrastructural development according to climatic condition for sports and fitness	No	Yes	Yes
06	Creation and maintenance of Sports Complex	Yes	Yes	Yes
07	Creation and maintenance of open play fields/playground in urban areas	Yes	No	Yes
08	Development of playground in rural areas	Yes	Yes	No
09	Reward for stakeholders engaged in grooming the sports talent (Schools, colleges, clubs etc.)	Yes	No	Yes
10	Monthly Scholarship/Fellowship to students involved in sports at different levels	Yes	No	Yes

11	Regular cash rewards and dietary allowances for the players of different levels	Yes	No	No
12	Talented sportspersons identifications on the basis of age – groups	Yes	No	No
13	Institutions for creating and promoting the cadre for physical education teacher/ sports officials	Yes	Yes	Yes
14	Functional job policy for sports persons	Yes	No	Yes
15	Encouragement for formation of sports goods manufacturing zone and skill development	No	No	Yes
16	Sports promotion by utilizing a fixed percentage of MLA/MP funds in the state	No	No	Yes
17	Tax exemption/ relaxation in sports goods manufacturing or event organizing	No	No	Yes
18	Exemption u/s 80G for donations in welfare funds for players or for sports based projects	Yes	No	Yes
19	Encouraging CSR activities/ Involvement of corporate in sports	No	Yes	Yes
20	Promotion of entrepreneurship in the field of sports	Yes	No	Yes
21	Insurance policy for sports persons against injuries	Yes	No	No
22	Emphasis on sports for Divyaang players	Yes	Yes	Yes
23	Encouraging sports participation among women to reduce gender disparity	Yes	Yes	Yes
24	Promotion of adventure sports	Yes	No	Yes
25	Formation of sports digital databank	Yes	No	Yes

(Source: Compiled from comparing sports policy of Jharkhand with Chhattisgarh and Haryana)

Research Findings

The Sports Policy of Chhattisgarh has been updated in 2017 therefore its implementation effectiveness is still in experimental phase. Mentioning the features in sports policy is important but their implementation on ground is more crucial aspect for sports development in any state. For example every state has sports quota in job but whether players after performance get the

job on time or not is the matter of concern in context of sports person's financial security. It has been seen that Haryana with regular updation of sports policy in 2018 and 2019 especially their job policy has a better implementation strategy than the other two states. Similarly, the best part with Haryana Sports Policy 2015 is that it mentions the exact amount for cash reward and scholarship to the talented ones but the sports policy of Chhattisgarh 2017 and Jharkhand Sports Policy

2007 just mention about the cash reward and scholarship will be given but not with the exact amount and it also resulted into delayed distribution of amount. In Haryana sports has been categorized on potential assessment of the past performance and the fresh talent is identified at very early stage. All the 03 states gave importance to the physical education, more women and Divyaang participation in sports. But only Haryana and Chhattisgarh reward the stakeholders engaged in grooming the sports talent and provide monthly scholarship/fellowship to students involved in sports at different levels. These 02 states also have special provision for tax Exemption u/s 80G for donations in welfare funds for players or for sports based projects but these motivational features has not been found in the sports policy of Jharkhand. Haryana sport policy is also supporting sportspersons through insurance policy for sports persons against injuries which is not there in Jharkhand and Chhattisgarh. Development of sports infrastructure especially the playgrounds in urban and rural areas also differ in these 03 states.

Conclusion

Financial inclusion is among one of the enabler of inclusive growth which can strengthen the backbone of economy with an impact on capital formation. The programs and policies for sports development in India still majorly focus on development of sports (Sports for all), physical fitness programs etc. which can cater the need of the society from health point of view. The comparative study of sports policy of 03 Indian state shows that updated sports policy as per sports talent and socio- economic condition of state is the need of the era. It is found that Chhattisgarh lag behind Jharkhand on some parameters but Haryana State Sports Policy is much developed and organized in comparison to Jharkhand Sports Policy. The implementation of sports program and utilization of given budget is not balanced as a

major portion of budget is spent on sports infrastructure specially stadium development not on enhancing the talent pool of the state in Jharkhand. The petty situation of medical help, insurance products and skill enhancement, credit/loan products for district and state level players are making them an excluded group (on financial part). The irregular distribution of cash rewards, no proper job policy & poor condition of livelihood opportunities in the Jharkhand state sports policy for state and district level players are also seems to be a hindrance for achieving inclusive growth of sports persons in Jharkhand. Sports industry needed huge human resource but to cater this need we have less Govt. support in terms of institution buildings and access to facilities.

Recommendations

- i. Indian policies related to education, health, finance and skill development should have separate sections especially for sports persons.
- ii. Grace marks system, attendance criteria benefit and cash rewards in schools should be clearly mentioned in the policies.
- iii. Basic financial products specially credit and insurance with skill development needs to be modified as per the demand of the sports industry.
- iv. Customized financial products for sportsperson to cater their on-field and off-field (during playing phase and post –retirement phase) requirements.
- v. States and Centre reward system should also avoid the duplication.

Scope For Future Research

This article is an attempt to analyze the role of sports policy of 03 different states in fulfilling the industrial demand of sports industry in India. This can provide a basic idea for further research in different states regarding the financial issues faced

by sports person. The same comparative analysis can be done sports wise also. The article gives a way forward to look after the human resource demand and skill development in sports industry in India which will be beneficial for employment generation.

Limitations

The comparative study of sports policy of 03 states i.e. Haryana, Chhattisgarh and Jharkhand have been done on the basis of secondary sources only. The implementation status and effectiveness of the selected features have not been included during comparison of the sports policies.

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