



PRESENT SCENARIO OF SPORTS MANAGEMENT IN INDIA

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ABSTRACT

Sports event whose concept came in 1950's in India when the Asian Game was hosted in New Delhi from where the establishment of sporting event management started. It was designed for the continuous and proper monitoring of sports and event management with the purpose of understanding the upsetting growth in sports event management in Indian Economy. This research explores and describes the concise overview of various popular sports events in India and how they organized. port management includes any combination of principles related to planning, organizing, directing, budgeting, advertising, leading and evaluating with the reference to organization whose primary service is related with sports (DeSensi, Kelley, Blanton and Beitel, 2003). The major advantage of sports event management is to planning, organizing, advertising the skills to envision and execute the sporting event. Various sporting events have been highlighted such as Olympic Games and other similar events and a brief description on Indian premier league (IPL) and Pro Kabaddi League (PKL) and their growth scenario.

KEYWORDS : Sports events Management, qualitative research, Indian premier league, pro kabaddi league**INTRODUCTION**

Plethora of principles related to planning, organizing, leading, advertising and delivering sports events in effective and efficient way. The aspect of sports event management highlights the sports event timelines and provides hospitality to sponsors and peoples and others. Sports management includes sport manager, recreational sports managers, sports marketing, event marketing and sports economic, finance, information etc

Sports Event contest in which people, machines or animal compete as a team or individual with the aim of winning the competition or contest.

Management refers to functional principle related to planning, organizing, directing and controlling and applied it on human, financial, physical and informational resource effectively and efficiently to achieve standard goals.

Various Sports Events in India

In India a large variety of games are played from tribal games to mainstream sports. Many international sporting events are hosted and co-hosted in India in 1987, 1996 and 2011 Cricket world cups. Cricket is the popular sport in India and the country hosted and won cricket world cups. In 1951 and 1982 Asian Games has been hosted in India. Popular Indian sports are football, badminton, shooting, wrestling, tennis, weightlifting, gymnastic, volleyball, table tennis etc and indigenous popular sports includes chess, kho-kho, snooker etc.

Commonwealth Games- in 2010 the commonwealth game has hosted in India where Hockey is the most successful sport for India as Indian men's team has won eight gold medals.

Some Wide Sports Events Are:

- Indian Premier League
- Pro Kabaddi League
- Indian Super League
- Ranji Trophy
- Indian Grand Prix
- Hockey India League
- Premium Futsal
- I league
- National Games

Sports Event Management generally refers to as special

events where we promote the sports and sponsorship which includes site selection, event logistics, event scheduling, risk management and event evaluation. Various major steps are followed to manage the flow of work and complete the work on time by event planners for effectively managing the sports event.

First step includes planning stage where the event goals are defined after that budget was estimated and theme, branding, uniforms, guest list, logistic, invitations, sponsorship, awards and other event related all aspects were defined. After planning the next

Second step includes Marketing which includes the plans and strategies to market the events and to reach more audience through local media, direct mail, merchandising and national media and other tactics for the event.

Third step big event day which start with rehearsals, site mapping, operation manual, stage area, rain and adverse method checked, entry and exist, lost and found counters, parking and special facilities checked for participants such as changing rooms, showers, staff facilities, space, and food.

Top Sports Event Management Companies In India-

Planet Jashn, Star TV, Sports Live, IMG, Baseline Venture, U sports, sports consult, ABC sports, BE sports, Front Foot, TSC Asia.

IPL(Indian Premier League)A case study

IPL is the professional league for Twenty20 cricket championship in India. It was started by the Board of Control for cricket in India; Its headquarters is in Mumbai and supervised by BCCI vice president Rajeev Shula who was the chairman and commissioner of the IPL. It is currently stated by nine teams consisting players from all over the world. It was started after a disagreement between BCCI and the Indian

Cricket League. In 2010 IPL was the first sporting event broadcast live on You Tube, IPL work as a franchise-system based on American style of hiring and transfer. The franchise put for auction and the highest bidder won and has rights to own the team. The IPL auction ahead of 2020 season will see a total number of 332 cricketers will go under the hammer. These cricketers have been shortlisted from a total of 971 entries for the event. Total of 186 Indian cricketers are shortlisted to go under the hammer. the highest base price on which the selected group of players have listed themselves for, is INR 2 crore. This list includes international cricketers like Glenn Maxwell, Dale Steyn, Mitchell Marsh, Pat Cummins, Angelo Mathews and Josh Hazlewood. The highest paid IPL players from each of eight IPL teams – Virat Kohli (RCB)- INR 17 crore, MS Dhoni (CSK)-INR 15 crore, Rohit Sharma (Mumbai Indians)- INR 15 crore, Rishabh Pant (Delhi Capitals)- INR 15 crore, David Warner (Sunrisers Hyderabad)-INR 12.5 crore, Ben Stokes and Steve Smith (Rajasthan Royals)-INR 12.5 crore, Sunil Narine- INR 12.5 crore, KL Rahul (Kings XI Punjab)- INR 11 crore.

Inter National Management Group of IPL

IMG is the backbone of Indian Premium League over the past 10 years; IMG has won the bid to retained event rights and multimillion holder tournaments. Advertising revenue and ticket sales have exceeded all the expectations, making IPL highly profitable broadcasters and organizer. Event hostility for visiting teams and all other facilities are organized. Business model of IPL include four components such as Franchise, players and team official, sponsorship, television right and unpaired and match officials.

Pro Kabaddi



The Indian sports scenario is often seen overshadowed by two most charging sports- cricket and football; but one may not forget indigenous sports like kabaddi. Apart from IPL, Pro kabaddi has also entered to race. Nowadays it is one of the most unique sports events which involve national teams.

The VIVO Pro Kabaddi League was started in the year 2014 and it has seen a remarkable growth with each passing years. It is accepted by the audience which shows that India would never let go of its tradition. This league has a massive sports event and a planning, implementing and directing an event is not a very hardworking task. But if a specialized event management trainee or manager added their skills to task then the large scale event pilled out smoothly. The student of national academy of media and events, the institute of training event management students also worked with pro kabaddi team. The success of IPL tournament increased many competitions in other sports.



The Team A Glance



INDIAN PREMIER LEAGUE TEAM	PRO KABADDI TEAM
• Chennai Super Kings	• Bengal Warriors
• Delhi Capitals	• Bengaluru Bulls
• King XI Punjab	• Dabang Delhi
• Kolkata Knight Riders	• Gujarat Fortunegiants
• Mumbai Indians	• Haryana Steelers
• Rajasthan royals	• Jaipur Pink Panthers
• Royal Challengers Bangalore	• Patna Pirates
• Sunrises Hyderabad	• Puneri Paltan
	• Tamil Thalaivas
	• Telgue Titans
	• U Mumbai

The Dabang Delhi Team was owned by Radha Kapoor (DoIT Sports Management India Pvt. Ltd), Jaipur pink Panther was owned by Abhishek Bacchan and managed by GS Worldwide Entertainment, Gujarat Fortunegiants team was owned by Gautam Adani (Adani Wilmar Lmt.), Bengal Warriors team was owned by Kishore Biyani, Bengaluru Bulls team was owned by Kosmik Global Media Pvt. Lmt and the production company was owned by Uday Singh. Telgue Titans Team was owned by Veera Sports, Haryana Steelers was owned by ISW Sports, Sajjan Jindal, UP Yodha team was owned by GMR Group, Tamil Thalaivas team was owned by Sachin Tendulkar, Nimmagadda Prasad, Allu Arjun, Ram Charan. U Mumbai team was owned by Ronnie Screwvalle and Insureket Sports, Puneri Paltan team was owned by Unilazer Venture Pvt. Lmt. Rajeshah and KVS Energy Sports Lmt owned the Patna Pirates Team group.

Most popular sports league PKL is all set for the Seventh season and the auction will take place on 8 and 9 April 2020. Each has the option of retaining a maximum of 6 players who have selected through the FKHP (Future Kabaddi Heroes Programme). This upcoming auction will focus on bringing more young players into the fray as teams can bid for maximum of six New young players that come through FKHP 2019.

In 12th season of the IPL in which eight team are scheduled to play. Every team's franchise has been brought by IPL owners itself. Here is the list of IPL Owners.

- The Chennai Super Kings owner is N. Srinivasan (Indian Cements)
- Delhi Capital owner is (Sajjan Jindal)/GMR Group and JSW Group,
- Kings XI Punjab owner is Priety Zinta, Ness Wadia, Mohit Burman, Karan Paul.
- Kolkata Knight Riders (KKR) owner is Shahrukh Khan, Juhi Chawla, Jay Mehta
- Mumbai Indians owner Nita Ambani (Reliance Industries)
- Rajasthan Royals owner is Manoj Badale
- Royal Challengers Bangalore owner is United Spirits Limited – DIAGEO
- Sunrise Hyderabad owner is Kalanithi Maran (Sun Network)

Pro kabaddi league is leading the sports commercial market with its 300 crore title sponsorship. The 300 crore title sponsorship is an Indian record for all non cricket professional league as the 60 crore is the highest value. The PKL player's salaries have seen a greater growth in all six seasons of its

existence. The PKL team has gone up from 50 lakhs in 2014 to 4 crore a mere growth of 633%. As Sidharth Desai was bought for a 1.45 crore and Nitin tomar was retained for 1.20 crore by Puneri Paltan. Rahul Chaudhary was sold for 94 lakh rupees and Sandeep Narwal's price tag was fixed which is 89 lakh . In Pro Kabaddi League 2019 the most expensive player was Monu Goyat which heads to UP Yodha for a massive 93 lakh rupees. He bagged 160 raid points in last season in the 20 matches he played. The twelve VIVO Pro Kabaddi franchisees have committed over 50 crore to acquire 200 players from which 173 domestic and 27 foreigners during the two day auction process. Dhoni's 6 From Mahendra Singh crore top pay purse in 2008 to Virat Kholi's 17 crore rupees last season. IPL has seen a mere of 282% rise in highest paid player's salary.



CONCLUSION

Sports Event Management helps in organize the sports events in short interval of time. It is the direct result for the need to employ proper management skills for events and also ensures that the sporting event should begin and ends on schedule. All factors such as logistical management, crowd logistics and event preparation can achieve actively and efficiently. IPL contains various opportunities such as a market opportunity for advertisers and sports brand, long term success lead to a huge fan base of a franchise and there is huge opportunity for merchandising. As there are threats too there are many franchise and they are too expensive. Sports event related to IPL is managed by IMG Company. Pro kabaddi League is on continuous growth in India as there we seen a more rapid growth of Pro Kabaddi League more than IPL. And we have analyses that how PKL is catching up Ipl in today scenario.

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