



Sports Culture: Role of Universities in augmenting sports participation

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Abstract

In India sports is not taken up as a profession & sport participation is also very low hence performance in sporting activities is also very poor. Indian universities support academic activities on par with western universities but they fail to prepare contingents for sports. An Indian performance at International sport events is very dismal. This paper examines the key role played by higher education's institutions in promoting sports & highlights about higher educational institutions (HEIs) failure to breed sports culture at university level dwells on making sports education as a part of the curriculum.

Key words: sports promotion, Universities, higher education, sports culture

Introduction

Indian higher education institutions are steeped in improving academic excellence but they fail to understand the role of sports in making the youth of India more committed & professional. Studies have shown that physical wellbeing of the individual is also very important along with his academic fitness. In fact an individual can gain substantially when he holds his fitness both physically & mentally.

There are 770 universities in India but only 525 universities are part of the inter university sports this shows the importance given to sports & physical activities in degree college level. HEIs across India suffer from poor infrastructure. Some HEIs have good infrastructure other do not have infrastructure.

Sports Performance of these universities is very poor. This leads to poor performance in Inter National sport events (Report on National Council of Educational Research and Training. 2012, 2013, 2014).

In India sports has become a costly affair & sponsors, promoters, leaders are lacking in sports. Western countries work with public private partnerships. Private universities in America send lots of money on sponsoring sport events. (Report on National Council of Educational Research and Training. 2012, 2013, 2014). While we look towards west for all academic inputs we are yet to follow the western countries in dealing with sports as a different learning experience



HEIs Need to Augment Sports Activities

1. Identifying the talents very early is a significant process in performance augmentation - Promotion of sports in a systematic & scientific way can be helpful in identifying the young & budding talents at a very young age. There is no dearth of sports talents in India. But lack of spotting the talent is needed star cricketers like Sunil Gavaskar, Sanjay Manjrekar, Mohamamd azharuddin etc were selected as sports persons from universities.
2. Report on National Council of Educational Research and Training. 2012, 2013 , 2014
3. Development of sports is lop sided - As a profession sports lacks glamour
4. Society's mindset has to change -Community should give support to sports persons. The society should look at the sports persons as models
5. Evolution of sports culture- Sports should become a culture Sports culture should evolve. Government should intervene to make sports culture a part of the curriculum. Sport education should be made mandatory in all universities. There should be marks for sports achievement & participation .Full time career in coaching should be made.
6. The lack of basic infrastructure which has been as a main

reason for Indian poor performance in sports government should look towards enhancing sports infrastructure (Report on National Council of Educational Research and Training. 2012, 2013 , 2014).

HEIs need following

1. Athletic track
2. Basketball indoor stadiums
3. Cricket grounds
4. Hockey auto turf
5. Indoor sports areas
6. Multi gym
7. Swimming pools
8. Synthetic athletic track
9. Turf grounds
10. Track & field play ground

HEIs can promote courses such as these in colleges

1. Bachelor degree in physical education
2. Bachelor degree in physical education. health education & sports
3. Bachelor degree in sports coaching
4. Bachelor degree in sports management
5. Master 's degree in health & fitness management
6. Master 's degree in physical education
7. Master 's degree in sports coaching
8. Post graduate diploma in health & fitness management
9. Post graduate diploma in nutrition & health fitness



HEIs can establish should be made available in university campuses

1. National institutes in sports education
2. National institutes in food & nutrition
3. National institutes in coach education
4. National institutes in sports sciences
5. National institutes in sports management
6. National institutes in sports events organization

Ministry of skill development entrepreneurship youth affairs sports are planning to set up a sports university in Manipur 100 crore has been given as seed money (Report on National Council of Educational Research and Training. 2012, 2013 , 2014).

1. Generating interest in students/faculty members at universities to take up sports in also needed
2. Allocation of funds for specific sports activity is needed
3. There are lack of opportunities for sports among degree college students this has to be enhanced through introduction of quality sports education is needed
4. Incubation facility where promising ideas that can be commercialized is needed. For a country like India to be able to understand & sustain a sports education as a part of the curriculum needed(Stephen Robson -Strategic sports development 2013).

5. Association of all Indian universities has come to being in 1925 since then Sports education is underfunded eve to this day. Even though 11th plan a has increased allocation for developmental activity funds remains static or reduced .Recent central government proposal on higher education RUSA focuses on state universities & colleges
6. Understanding the ground realities to tackle the problem of sports education is needed to be maintained strengthening of the universities form internal is needed
7. Sports education needs good coaches , trainers & good infrastructure but all we have is the poor funding poor budgetary allocation poor liking by students , poor opening poor placements
8. We know that education is incomplete without proper practice hence sports can be included as a1/3/5/ month internships in university syllabus
9. Universities should provide perfect learning ambience for budding sports prodigies
10. It needs well qualified experienced faculty internships projects with sports industry which can help students to gain access to sporting activities.
11. Industrial tours research opportunities consultancy projects exposures to meets



- participation in sports seminars workshops
12. Intensive training is needed & HEIs should focus on this
 13. Students need opportunities to develop conceptual analytical skills foster attitudes essential for their development into competent effective sports managers
 14. Inter disciplinary projects to promote innovation and free think g across sports platforms including a home base technology sports should bring positive changes in society (Stephen Robson -Strategic sports development 2013).
 15. Colleges should be made to follow new academic & research partnerships in making the students aware of the health issues linked with physical fitness activity.
 16. Physical fitness activities through physical education promote Personal development, Self-awareness, individuality & distinctiveness. This is necessary as community grows positively when it's each member aims at positive personality development through healthy habits.(Report of The Sports Authority In India - Ministry Of Youth Affairs & Sports 2013).

Conclusion

Thus HEIs should cater to the needs of the new generation who are

competent & efficient & who can make the country proud. The HEIs should look towards augmenting infrastructural sport facilities with the support of public private partnerships (PPP). HEIs should know that academic & mental wellbeing of the each student is necessary to achieve excellence & at the same time physical fitness of the individual counts more towards Nontraditional courses inter disciplinary courses innovative industry driven subjects training & consultancy cell enhanced research publication patents & freedom to relate to leading national & international universities is the need of the hour.

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