



## Sports & social issues - Reflections on roles & responsibilities of a sportsman towards Society

Shobha .S, Physical Education Director, Government First Grade College,  
Bidadi Ramanagara District Karnataka State

### **Abstract**

*Sports is implicit across the globe hence sports is very popular & it is acceptable everywhere. Sports is not only played for entertainment it has several other facets as well. It has social, cultural, economic & political inter-relations. Sports can be used as a medium of bringing about social awareness & sports persons can become messengers of key social causes. They can be used to spread social consciousness for a good cause. But often sports persons are not utilized for these causes advertisement companies use them in their company products which in no way represent social causes. Sports persons can be used to fight against any social injustice, gender discrimination, racial prejudice, continual bias etc. This paper argues for the roles & responsibilities of sports persons towards society & their special roles as envoys of integrity & moral values. They can be motivated towards building a sporting spirit & common leadership.*

**Key Words:** *sports, social issues, building awareness, societal inclusiveness, community empowerment, common leadership building*

### **Introduction**

Sports has universal acceptance & countless number of fans follow their sport stars dumbly. In several instances players are considered equal to gods. They are role models. They carry universal appeal hence they have a huge appreciation & positive reception. People of all ages follow sports persons without any discriminatory attitude. Thus the sports player has his own responsibility towards society & these calls for his involvement in societal issues. (Report on Indian Education Sector Outlook 2014).

### **Prevalent Social Issues**

Sports persons can become genuine messengers for the spread of societal issues such as

1. Addiction
2. Antiliquor campaigns
3. Child marriage
4. Community empowerment
5. Community integrity
6. Eco conservation
7. Female infanticide
8. Female literacy
9. Gender disparity
10. Personal hygiene
11. Selective abortions



12. Safe drinking water
13. Sanitation
14. Women empowerment
15. Waste management
16. Water management
17. Safe drugs
18. Organic foods
19. Social inclusion of marginalized groups

### Benefits for Sports Persons

Sports persons if they involve in these activities will be benefited. This involvement gives them several good qualities.

1. By involving in societal activities sports persons gain leadership qualities, they gain confidence & by mingling with people they become leaders of society. They become bale to identify & understand the problems of society as well as try to initiate means of handling them. ( Report on Indian Education Sector Outlook 2014).
2. By involving in societal activities sports persons support a positive social change in sport field. They promote sportive spirit. They assist in gaining strength of mind towards any failure / loss / letdown of a game. They learn to bring consistency in their play hence forward. They can learn sport spirit. They learn balance of mind receive g sports success & failure balancing
3. By involving in societal activities sports persons discover & appreciate the positive power of standing up for a good social cause. They realize that social intervention through them can allow a society to move towards a better future.
4. By involving in societal activities sports persons gain awareness to thoughtful environment conservation, waste management, water management etc. He is motivated to become a part of the community which is caring towards environments & greener surroundings. (Ronn Woods – Social Issues, Sports & Kinetics 2012)
5. By involving in societal activities sports persons apply skills for active assertiveness , critical thinking & reasoning . They learn to apply theories of critical thinking & reasoning to routine life as well. This generates positive effect on his thought process & he reflects the same. Thus Personal responsibilities are more extended through involvement in societal cause.
  1. By involving in societal activities sports persons plan & design several Reach out programs such as marathons , cycling , Moto cross, traditional sports activities, rejuvenating traditional sport activities etc. If he delivers



- these activities certainly the society accepts his involvement & encourages others to join hands for a good cause. Ronn Woods – Social Issues, Sports & Kinetics 2012)
6. By involving in societal activities sports persons learn to respect people in society on equitable basis, care for all in the society, characters of virtue, Honesty, worthiness etc.
  7. By involving in societal activities sports persons learn to take responsibility he becomes enthusiastic, takes up Leadership, whole heartedly helps the people in need.
  8. By involving in societal activities sports persons can also voice their resentment against international issues such as Racism, Apartheid, gender Bias, Prejudice etc. They can become icons of such global issues also. (Stephen Robson -Strategic sports development 2013).
3. Some countries from sports coalition action plan which includes sports department working in consensus with social welfare department through vocational training, coaching, instruction field survey for youth social problems can be made to be debated.
  4. Sports can make societal issues a concern for players the following social issues can be made more effectively combated by players (Report on World Development Indicators Participation In Education World Bank Report 2014).
  5. Societal divisiveness can be bridged through campaign by sports persons Racial / ethnic / gender discrimination issues can be tackled by sports persons (Ronn Woods – Social Issues, Sports & Kinetics 2012)
  6. Sports persons are being involved in focus programs on health education social cohesion, rural /urban development, economic revamping, social rejuvenations,
  7. Awareness on Health issues such as pulse polio, AIDS / H1N1 / etc can be forged. Society can be made to address to these issues immediately
  8. The far sightedness of the sports persons in tackling drug / liquor / addictiveness

### **Benefits for Society**

2. Sports can sponsor / foster solidarity integrity honesty among community, members. Several communities who are not included in sporting events at all can be brought to the mainstream. (Stephen Robson -Strategic sports development 2013).



- etc can become more supportive if sports persons are involved
9. The affirmative results about bringing awareness on issues such as child abuse , juvenile crimes , social inhibitions , teenage behavior etc can be dealt. Such practices can be stopped completely. ( Report on World Development Indicators Participation In Education World Bank Report 2014)
10. Juvenile crimes drugs alcohol etc can be addressed more effectively & society can become uncontaminated & lean.
11. Dangers of natural calamities ,Droughts, famines , ground water paucity , Diseases caused due to excessive quarrying , mining , drilling, boring, , digging , tunneling , road making , stoning , rail construction works etc if taken up by sports persons can help government & nonprofit voluntary organizations.( Report on World Development Indicators Participation In Education World Bank Report 2014).
- Social Issues, Sports & Kinetics 2012)
1. Absence of committed sport personnel
  2. Deplorable management sports equipments
  3. Lack of sport facilities hostels ,academies, universities, colleges
  4. Lack of technical inputs to sports
  5. Low budgetary allocation to sports
  6. Negligence towards rural /tribal / traditional/ aboriginal / indigenous sports
  7. No structural support to pursue sports as a career option
  8. No support for sports as inclusive growth
  9. No timely organization of local sporting fests/ events/ meets
  10. Non consideration of sports as an alternate educational source
  11. Non identification of sporting potentialities
  12. Non recognition of sporting talents in time
  13. Paucity of funds to establish sports as a parallel capacity building aptitude
  14. Pitiabile management sports resources
  15. Poor funding for sports even at local levels
  16. Poor management of sport fields
  17. Under tapping of human resources in sports

### Benefits for Sports

If players can join hands to combat societal issues they can also voice their interest in sporting issues which is a part of the society. ( Ronn Woods



18. Unsatisfactory representation in global sports meets

Sports can thus become more effectively channelized & policy makers orient their policies towards sports in a more efficient way. (Stephen Robson -Strategic sports development 2013).

**Conclusion**

Thus sports persons can become harbingers of social goodness. The approaches to societal issues if delivered through sports persons carry credence. The society in which the player is a part of the society becomes empowered through such involvement. Sport persons can be utilized for justifying several social causes. This involvement is needed for community empowerment. As it adds to co responsibility it stimulates involvement & participation the social dimension of the problem thus becomes delivered.

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