

## Sports and Youth: Role of Government and Non-Government Agencies

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### Abstract

India's youth need lot of encouragement to achieve excellence in sports, firstly from the parents, secondly from the sponsors and last but not the least the government. Sports can foster good citizens and build life skills and positive values. As a result Government and Non- government organizations need to come forward. Best facilities are required for producing best sports wo\man. The funds allotted to the sports ministry in various States and the Union Government is always meagre. The Governments do not feel it necessary or important to provide an adequate fund for sports. Even the funds allotted are seldom spent properly. The Sports Authorities in many states are mere ornamental organizations. They should be filled with people who have adequate knowledge of sports and interest to promote sports. This is an attempt to explore the role of government and non government institutions to encourage students take to sports. This is the situation in our country which requires reforms at all levels so that the Indian youth can be encouraged to achieve excellence in sports. Despite many flaws there is reason for optimism as we are witnessing fast changes in each and every field in our country towards betterment; it should hold well in case of sports as well.

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**Keywords:** Government, Non-Government, Sports, Youth, Employment, Development.

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### Introduction

Today sports emerges as an important component of socio-economic development of a country. The active participation in sports improves community health and productivity, reduces medical expenses, imbibes discipline in character and enhances social cohesion. The execution of mega sporting events help in developing infrastructure, generating employment, securing inflow of foreign capital and thus contributes significantly to the economic development of a country. Therefore, it can be said that the impact of sports on the society is multi-dimensional.

Sports and games form an essential part of human resource development. Government of India attaches utmost importance to sports for development and sports for excellence. It has been the endeavor of the Government to lay down procedures for effective coordination among various agencies involved in the promotion of sports and extend required infrastructure, training and other facilities to the sportspersons for achieving excellence in the international events.<sup>1</sup> Sports department also play a critical role, given their unique understanding, and networks in sports. Over the years a number of Nationals Sports Federations (NSFs) have come up for development of

<sup>1</sup> Varshney Archana and Devi Laxmi, 'Comparative study of incentive motivation among various sports' In *International Journal of Sports Sciences and Fitness*, India, 2012.

specific games/ sports disciplines. Government of India has been actively supporting these Federations in achieving their objectives.

### **Youth Situation**

Today's children and youth represent the single largest cohort of young people in history. There are 2.2 billion children and 1.5 billion youth in the world<sup>2</sup> today. Of these, 1.9 billion and 1.3 billion respectively live in developing countries. Together, these young people represent an unprecedented opportunity to reduce global poverty and advance development.

The National Youth Policy 2009-2014 refers to young people as those falling within the age group of 14 to 35 years. This is based on the mandate of the National Youth Commission Act 1996 and the National Youth Policy 2000. This inclusive approach takes into account, both historical as well as present-day conditions. Although much has changed for young people since the advent of democracy in 1994 (in south Africa), the motivation for 35 years as the upper age limit of the youth has not yet changed since historical imbalances in the country are yet to be fully addressed. This definition is also inconsistent with the definition of youth as contained in the African Youth Charter (African Union, 2006) which defines youth as those between the ages of 15 and 35 years, although the latter excludes the 14 year olds. This does not present a challenge as South Africa includes a broader rather than narrower definition of youth.

### **Fostering active citizenship through sports**

The sense of connectedness to others and the need to be a part of a broader community is one of the key characteristics that emerges during adolescence. During childhood, social relationships gravitate around family members. During adolescence individuals become aware that they belong to a much wider community. Their sense of belonging to a community is then expressed by becoming involved socially or politically. Sports can play an important role in enabling youth to develop these broader social networks and predisposing youth to greater civic involvement. This is Canada's National Survey of Giving,<sup>3</sup> Volunteering and Participating (1997, 2000) which sampled people 15 years of age and older and asked them about their participation in recreational activities as children, their current level of civic participation, and their overall involvement in their community. In the coming paragraph I have tried to explore how through sports life skills and positive values can be built into the nation building initiatives.

<sup>2</sup> UNICEF, children living on poverty, online: UNICEF, <http://www.unicef.org/sowc05/english/poverty.html>

<sup>3</sup> Selbee, L Kevin and Reed, B Paul, 'A review of the 1997 and 2000 National Surveys of voluntary giving and participation' in *Special Survey Division Statistics*, Canada, 2007, p. 2.

### **Building life skills and positive values through sports**

Sports and physical activity programmes are widely believed to be powerful vehicles for teaching youths, social and life skills and acquiring positive attitudes, values and morals. Adolescence marks a departure from the egocentricity of childhood, as youth develop a greater ability to put themselves in another's position. This improved ability to empathize enables youth to display and assume responsibility for behaviour that reflects social awareness and has a moral and ethical dimension. There is some evidence to suggest that sport and physical education programs can promote a broad spectrum of life skills and values that build on this capacity, including:

Team-building skills, Communication skills, Decision-making skills, Problem-solving skills, Sense of community, Self-esteem, Personal responsibility, Empathy, Moral development, Resilience and Improved inclination for educational achievement. Sport's ability to contribute to these skills and values is linked to a number of factors.

The most obvious is sports' significance and popularity among youth, particularly boys. Participation in sport provides youth with opportunities to gain confidence from skill development and caring relations with peers, coaches. These activities foster a sense of belongingness, establish supportive social networks, and provide young people with routines and structure in their lives. Sports' capacity to provide educational opportunities for social development is attributed to the many social and moral requirements for sport participation, which parallel those of participating in a law-abiding society.

Acquiring positive values is likely due to the sport environment itself. Highly emotional and interactive, this environment provides opportunities to demonstrate personal and social qualities. The sports environment fosters holistic development because participants are challenged cognitively, emotionally, socially, and physically. Individuals are also often required to make decisions with a moral dimension. Because the results of participants' efforts to meet these challenges are immediate and visible to participants and fans, those who cheat are likely to be seen. The sports arena therefore has the potential to reward virtuous actions such as fairness and justice.

The survey (Conducted by NGOs in South Africa) also asked adults about their participation in team sports and youth groups.<sup>4</sup> Findings indicated that adults who participated in organized sports as children were much more likely to have performed volunteer work and participated in student government as children compared to those who did not participate in organized sports. In developing nations, where norms around volunteerism vary and where school-based opportunities for civic engagement may be more limited than in industrialized countries, sport can be a means for youth to acquire leadership skills to become coaches for their younger peers. Besides it could be a leading path for many youth who are interested to take part in other community leadership roles.

<sup>4</sup> S Amin, 'Capitalism in the Age of Globalization', in *The African Youth Charter*, Cape Town, IPSR, 1997.

## **The Role of Government**

The role of government is vital for motivating and supporting youths to take to sports, through which they can make their future and livelihood. Presently what government is doing for youth in sports are as under: firstly, provide opportunities by expanding access to quality education and health services, facilitates youth transition into the labour market, and give in youth a chance to articulate what they need and to have a role in delivering it; secondly, by expanding capabilities to make effective life choices by recognizing them as decision-makers and helping to ensure their decisions are well informed, adequately resourced and judicious. Thirdly by enhancing participation of youth in economy in the following ways:

- i) Working progressively towards realization of full, productive and decent employment for all young people with relevant partners should develop in a National Action plan on youth employment;
- ii) With private sector strengthening youth employment networks at national, regional and international level;
- iii) Ensuring that nation-wide anti poverty policies and strategies reflect and fully integrate youth employment creation and youth focused poverty reduction.
- iv) Promote provision of second chance opportunities to unskilled youth to ensure their participation in open labour market.
- v) Government should review the current preferential policies to include youth as a specific target for employment and also encourage employment agencies in other sectors to implement this provision; and
- vi) Influence positively the regulation of youth participation in the informal economic sector to assure standardization, quality control and the protection of said youth participants.

In addition to the above the Government need to think about the following:

- The national sports policy framework should be supported by availability of robust data.
- Ensure that India remains at the forefront of the global fight against doping in sport and that India's domestic anti-doping regime reflects world's best practice in deterrence, detection and enforcement and incorporates the recommendations of the Panel into the structural and governance arrangements of the Indian Sports Anti-Doping Authority.
- Reforming the Indian Sports Boards to lead the sports system.
- Where appropriate the Indian Government and state and territory governments should negotiate appropriate arrangements for use and control of existing facilities used by state and territory institutes and academies of sports.
- Building the Capacity of Our National Sports Organisations.

At present, following activities/ tournaments are being undertaken by the Government.

- Sports talent search meet in different sports disciplines.
- Summer sports meet in different disciplines.
- Organization of All India Rajiv Gandhi Gold Cup Tournament in various disciplines.
- Organization of Women sports festivals / activities and participation of Delhi teams in National Sports Festival for women.
- Organization of Block level and Inter-Block level tournaments and participation of Delhi School teams in All India Rural Sports tournaments.
- Organization of Pre-Subroto Football tournament and Pre-Nehru Hockey tournaments.
- Organisation of Inter zonal cross-country race in Delhi every month.
- Participation of Delhi school teams in National School Games.
- Organization of National School Games in Delhi in different disciplines.
- Purchase of sports material for coaching centers / camps and schools including multi gyms.
- Provide playing kit and other essential items to the players / participants.
- Conduct regular coaching camp round the year for selection of the teams.
- National and International tournaments and participation therein.
- Organisation of Inter Departmental Sports and Yoga competitions for all teachers, officials, coaches etc.
- Financial assistance to sports Federation.

### **Schemes related to Infrastructure**

The Ministry implemented four Centrally Sponsored infrastructure Schemes during the Xth, Plans viz., Scheme of Grants for Creation of Sports Infrastructure, Scheme for Grants to Rural School for Purchase of Sports Equipments and Development of Playgrounds, Scheme of Grants for Promotion of Games and Sports in Universities and Colleges, and Scheme of Grants for Installation of Synthetic Playing Surfaces. Under these Schemes grants were provided to State Governments, Schools, Colleges, NGOs, etc., for creation of sports facilities in accordance with the approved pattern, subject to receipt of viable proposals from State Governments and other agencies. The Schemes were popular and resulted in the creation of infrastructure facilities like stadiums, sports complexes, swimming pools, etc., at the District, State, School and College levels to an extent.

Details of physical and financial targets and achievement under these Schemes are indicated in the following table:

**The proposed scheme-wise, year-wise outlay for the XIth Plan is indicated in the following table<sup>5</sup>**

(proposed scheme in Crores)

Sl.no	Name of schemes	07-08	08-09	09-10	10-11	11-12	Total
1	Rural Sports Programme	7.29	10.92	14.57	14.57	14.57	61.92
2	Promotion of sports and games in schools, colleges and universities	4.41	6.31	8.22	8.22	8.22	35.38
3	Panchayat Yuva Khel Abhiyan	474.80	632.99	791.88	949.37	1107.56	3955.90
4	Promotion of excellence of higher performing athletes	9.00	9.00	10.00	11.00	11.00	50.00
5	Scheme related to events	60.00	70.00	75.00	80.00	80.00	365.00
6	National Sport Development Fund	5.00	10.00	15.00	15.00	15.00	60.00
7	State Sports Academy	0.01	0.01	0.01	0.01	0.01	0.05
8	Lxmibai National Institute of Physical Education	10.00	10.00	10.00	15.00	15.00	60.00
9	National Physical Education & Fitness Programme	1.00	1.00	1.00	1.00	1.00	5.00
10	Scheme of Incentives to Sports pesons	34.00	19.00	17.00	36.00	17.00	123.00
	a) Sports Scholarship	7.00	7.00	8.00	8.00	8.00	38.00
	b) Awards	25.00	10.00	6.00	25.00	6.00	72.00
	c) Pension to meritorious sportspersons	2.00	2.00	3.00	3.00	3.00	13.00
11	Sports Authority of India (including NE)	200.00	225.00	250.00	300.00	325.00	1300.00
12	Commonwealth Games 2010	200.00	275.00	367.00	168.00	50.00	1120.00
13	Organisation of Mega/Multi Sporting Event	1.00	1.00	1.00	1.00	1.00	5.00
14	Scheme of Dope Test (including WADA contribution)	2.50	4.00	6.25	4.50	4.50	27.75
15	Promotion of Sports among persons with disability (District Infrastructure - 20% every year; District Training - 100% every year; State infrastructure - 100% first year)	12.85	9.35	9.35	9.35	9.35	50.25
	TOTAL	1081.86	1283.58	1575.58	1613.02	1659.21	7213.25

Inspite of all the progress achieved, in India there are still huge number of young people who are unemployed who can take the advantage provided by the government schemes by availing of scholarship, training etc which will help them in getting appropriate jobs.

For young people, jobs provide a source not only of income, but also dignity and

<sup>5</sup> URL <http://planningcommission.gov.in>, (accessed on 24.10.2013).

self-respect. In the absence of decent work, young people subsist on the margins of the economy and are particularly vulnerable to social exclusion, which breeds political instability.

Young people have borne the brunt of the global economic crisis and the subsequent sluggish recovery. Youth unemployment rates have stayed at peak levels across the world. Currently, the average rate of youth unemployment in Asia and the Pacific is estimated to be around 11 per cent, more than double the rate of the total working age population. The need for youth policies oriented toward decent employment is becoming ever more urgent, especially because the potential youth labour force in South and South-West Asia - one of the world's poorest regions - is increasing at a fast pace: 1.0 million additional young people are expected to enter the labour market every year between 2010 and 2015.<sup>6</sup>

### **The role of Non-Government Agencies**

About 1.5 million NGOs work in India (i.e., nonprofit, voluntary citizens' groups organized on a local, national, or international level). This includes temples, churches, mosques, gurudwaras (Sikh place of worship), sports associations, hospitals, educational institutions, and Ganeshotsav mandals (temporary structures set up to house Ganesh festival celebrations). Most NGOs in India are small and dependent on volunteers. According to a survey conducted by Society for Participatory Research in Asia (PRIA), 73.4% of NGOs have one or no paid staff, although across the country, more than 19 million persons work as volunteers or paid staff at an NGO.<sup>7</sup>

The PRIA survey also reveals that 26.5% of NGOs are engaged in religious activities, while 21.3% work in the area of community and/or social service. About one in five NGOs works in education, while 17.9% are active in the fields of sports and culture only 6.6% working with in the health sector.<sup>8</sup>

Established and emerging Non Government Organizations (NGOs) include Community Based (CBOs) and Faith Based Organizations (FBOs). The NGOs are responsible for direct and indirect kind of youth services. It is acknowledged that youth services originated and are predominantly rendered by the NGO sector which recognizes and acknowledges the contribution made by this sector and advocates for the strengthening of partnership by providing financial support to enhance the sustainability of the interventions of these organisations.

Government and Non Government organisations jointly can reduce the percentage of unemployment in India. By commencing joint venture in some areas where both

<sup>6</sup> ILO Global Employment Trends for Youth, 2010. Available online at: <http://www.ilo.org/wcmsp5/groups/public>

<sup>7</sup> [www.indianngos.com](http://www.indianngos.com), (accessed on 15/11/2013).

<sup>8</sup> PRIA, *Invisible, Yet Widespread: The Non-Profit sector in India*, 2002.

will work together, to tap the untapped sports talents in the country and provide them proper training which will help youth in getting job in various fields.<sup>9</sup> The scarcity of good coaches in almost all the areas of sports and games whether Indoor or Outdoor, indicates awaiting job opportunities.

The NGOs 'Sports Health Organisation' are involved in exploring the Football ecosystem across India where all the stakeholders in Indian Football collectively organize various case studies and initiatives to understand and advance Football as a business, advertising and brand building platform, and as a sustainable medium for social development, healthy lifestyle and entertainment. NGOs have organized more than 135 initiatives including Football Academies, Tournaments, Scouting Festivals, Coach Development program, Seminars, Leagues and Research papers with a particular emphasis on Football for the underprivileged and boys/girls grassroots Football.

There is a lack of standardization of eligibility criteria for trainers both for entry and advanced levels resulting in varying criteria adopted by training institutes to select trainers.<sup>10</sup> Government training institutions follow certain standard norms and procedures for selection of trainers while private training institutes and those run by NGOs ICSSPE (International Council of Sport Science and Physical Education), maintain an inclusive perspective on the different disciplines of sport, sport science and physical education and develop their own ways of selection, commensurate to their business models, sectors/trades and location.

Among the training institutes, two distinct schools of thought exist around the role of trainers. The first school of thought believes that trainers should provide only training while the second school of thought believes that trainers should perform all activities from mobilization to placement. In the changing scenario a trainer who can perform roles beyond 'delivery of training' is considered 'value for money' by Private and NGO training institutes.

## **Conclusion**

The government works closely with NGOs' and international organizations to promote Sport among youths. The government has been successful in increasing participation in sport in three contexts: schools, the workplace, and residential areas. Media campaigns and regularly broadcast programs on radio and television reach across the country and have raised awareness of health issues and the value of physical activity not only among the youths but among all the citizens, even 'senior citizens'.

<sup>9</sup> S Anderson, 'Practicing children: Consuming and being consumed by Sports', *Journal of Sport and Social Issues*, 25, 2001, 3, 229-250.

<sup>10</sup> Hellinger Doug, 'NGOs and Large Aid Donors' in *World Development*, 15, 1987.