

Sports In India And Defferant Sports League

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ABSTRACT: Sports leagues have been organized in many different ways. This paper focus on the role of a sports league system and the possible paths to success in sports. India becoming a sports leagues. In early 90's it was the magic of hockey which ruled here and in late 90's it was cricket .But the 21st century saw the rise and rise of many other sports and their fan followings. From the Indian premier League (cricket),Pro Kabaddi League, pro Hockey India League, Indian Super League (football), Pro Wrestling League, Indian Premier Tennis league or premier badminton league, the sports era has grown. With these marry sports leagues the boundaries have broken and many international players participated In this types of league on the Indian grounds. A player is partner at one league and rival at another, these fixtures have helped to evolve the level of fitness for Indian players as well. Earlier it was difficult for Indian players to get international exposure but coming of these sports league have helped Indian players get the required exposure at the starter level. The ranking of Indian players at international level has also gone. Up where they are facing same players in different format. Sports league have helped Indian players in many ways helping them develop strategies to be the best and beat the best. Earlier it was difficult for Indian players to get international exposure but coming of these sports league have helped Indian players get the required exposure at the starter level.

KEY WORDS: Sports League, Indian Sports, Indian Players and etc.

INTRODUCTION: These days sporting events have become very popular & some sports are enjoying the status of most favored sports **activities**. Sport has the capacity to transform the lives of individuals. It bolsters physical, psychological, emotional, and social well-being and development. At the same time sport plays a significant role in cultures and communities around the world. These factors alone justify investment in sports programming. But there is also a growing understanding that sports programs merit support because they are powerful vehicles for achieving broader goals, particularly in advancing development and peace agendas.

SPORTS LEAGUE IN INDIA

HOCKEY LEAGUE

Hockey federation rivalry stymies the initial leagues. Hockey has a large fan following and is a popular game in India. For a long time, India was a dominant player in world hockey. In 1928, the Indian team won its first Olympic gold medal. From 1928 to 1956, the Indian men's team remained unbeaten in the Olympics, garnering six gold medals in a row. The popularity of hockey began to decline from the 70's due to the rise of cricket and the continued poor performance of the national team in international events. Over time, there have been several attempts to set up hockey leagues. Premier Hockey League (PHIL) was started in 2005, but folded up by 2008. World Series Hockey (WSH) was started in 2012. These leagues have been able to attract fans as they presented a more exciting format of the game through minor modification of the rules (rules were modified for penalty shoot outs and for having four quarters instead of two halves in the game). However, they failed to sustain interest in the game and the reasons for the failure can be attributed to the fact that there are two rival national hockey federations which were involved in disputes and this impacted the Participation of players in the leagues. Now, we have the Hockey India (national federation) which has Started the Hockey India League that has run two seasons and has performed better than the two earlier avatars. Hockey India League (HIL) {Officially Coal India Hockey India League} is the professional field hockey league organized by Hockey India. It was founded in 2012 to get an International Hockey Federation sanctioned league in India. There are six teams in Hockey India League viz. Dabang Mumbai, Delhi Waveriders; Kalinga Lancers; Punjab Warriors; Ranchi Rays and Uttar Pradesh Wizards. The matches are played in double round-robin and knock-out format. So far, five sessions have held and the current champions is Kalinga Lancer.

CRICKET LEAGUE

Cricket league Success after a false start. It is often said, that India is a country that is divided by religion, languages and castes, but united by cricket. Cricket is the Grand National obsession of the country and often times, when the country reaches the World Cup, the nation comes to a standstill. The professional league trend in cricket began with the launch of the Indian Cricket League, which was started by Zee Group, a television broadcast company. The BCCI in its wisdom did not endorse ICL and banned players contracted with BCCI from playing in ICL matches. It also exerted pressure on the International

Cricket Council, the international cricket federation to stop other national federations from supporting ICL. With this concerted denial of support, ICL folded up in 2008, three years after it opened shop. BCCI then launched IPL (Indian Premier League) in 2008 and forever changed the face of professional leagues in the country. IPL has attracted the best of the best international players from across the globe. It is now an important fixture in the cricketing calendar of the world. Given the hectic international season, one of the concerns related to IPL has been its scheduling so as to allow cricketers from various countries to participate. IPL's schedules have also been interrupted by elections and ensuring security concerns but have managed to shift venues, and survive while maintaining its popularity.

KABADDI LEAGUE

The Indian contact sport that has touched the heart of millions. Kabaddi is a contact sport that originated in the Punjab region. For the same reason majority of players who played for India and Pakistan came from same Punjab region. It has gained popularity. In neighboring countries and is now the national game of Bangladesh, and it is also the state game of Indian states of Tamil Nadu, Maharashtra, Bihar, Andhra Pradesh, Telangana and Punjab. It has now spread to Japan, South East Asia and Iran. The Pro Kabaddi League (PKL) was started in 2014 with eight teams from different cities. The league is supported by the national and international Kabaddi federations. The teams follow the system of salary caps and its owners are personages from the industry, movies, and sports business. The first season of PKL enjoyed unprecedented viewership and fan following. Another league-The World Kabaddi League which began at around the same time as PKL could not duplicate the success of the latter, even though it had a number of film stars as owners of teams in their league.

PRO KABADDI LEAGUE (PKI), in its inaugural edition in 2014, was a big hit. The organizers will be expecting to reap in more rewards in 2015 and further.

BADMINTON LEAGUE

Badminton shuttling towards increased popularity. Badminton started becoming increasingly Popular in India and attracted huge following with the emergence of some world-class players. The Indian Badminton League is managed commercially by a sports management firm and has the backing and support of the Badminton Association of India. It started the competitive games in 2013, and was very Popular as it was able to attract some foreign players

including the world's#1 player. It failed though to get some of the best Chinese players. The Indian Badminton League has recently been facing issues related to scheduling due to the existing other international tournaments.

Badminton league was launched in 2013 as Indian Badminton League (IBL) and was later renamed as Premier Badminton League. It is a franchise model based league owned and managed by Badminton Association of India. Inaugural edition was held in 2013 and three sessions have held so far. The teams of Premier Badminton League include Delhi Acers, Awadhe Warriors, Mumbai Rockets, Hyderabad Hunters, Bengaluru Blasters and Chennai Smashers. Each team has 10 players including five foreign players. In 2017 league, Saina Nehwal was playing for Awadhe Warriors while P.V. Sindhu was among Chennai Smashers.

FOOTBALL LEAGUE

Indian Super League which begins on the 12th October 2014 could also be a success. Eight teams competing with each team having a select number of international players will boost the image of the tournament and expose the Indian lads for competitive football game. In England, Germany, Spain football has become popular and this attempt to make the game popular in India is a challenge. This type of effort will help the Indian football players to develop their game and learn the finer aspects of the game so that we can see an Indian team playing in FIFA World Cup sooner rather than later. Indian Super League (ISL) is a men's professional football league and is currently officially known as Hero Indian Super League. It was founded in 2013 and is based on franchise model on the lines of IPL. Currently, there are eight teams in ISL viz. Atletico de Kolkata; Chennaiyin FC; Delhi Dynamos; Goa; Kerala Blasters; Mumbai City; North East United and Pune City. So far three seasons have held of which two have been won by Atletico de Kolkata (2014 & 2016) while one season was won by Chennaiyin FC (2015).

TENNIS LEAGUE

Tennis International Premier Tennis League was started on November 28, 2014 and Champions Tennis League (CTL) start in November, 2014

WRESTLING LEAGUE

Pro Wrestling League (PWL) has been founded in 2015 by ProSportify. So far two sessions have been held of this league. It has six teams VIZ. Dilli Veer; Uttar Pradesh Warriors;

Haryana Hammers; Punjab Royals;Revanta Mumbai Garuda and Bengaluru Yodhas.India's star wrestlers viz.Yogeshwar Dutt, Amit Kumar, Geeta Fogat, Ritu Fogat etc. are associated with this league. Current champion is Haryana Hammers.

BENEFITS OF SPORTS LEAGUE FOR INDIA

CHANCE FOR YOUNGSTERS TO PLAY WITH SENIOR INDIAN STARS

Each of sports league team consists with Indians and forners players. Every teams have youngsters and experience players. Each of the PBL teams consists of IO players that include some very well-known Indian as well as overseas professionals.Also,in the mix will be a few upcoming Indian players,and the two-week competition provides some of them with a great opportunity to play alongside the greats. For someone like Siril Verma, who will represent the Hyderabad Hunters,to be in the same team as Parupalli Kashyap would be a dream come true, and he will look to gain as much as he can from the Commonwealth gold medalist.

Similarly, it would be an awesome experience for 17-year-old Vrushali Gummadi to train with Saina Nehwal while playing for the Awadhe Warriors. The likes of Kashyap and Saina have experienced first-hand what it takes to become a badminton star in India. The PBL would thus provide an avenue for a lot of young Indian talent to learn those invaluable lessons.

CHANCE FOR THE ESTABLISHED PLAYERS TO LEARN FROM THE INTERNATIONAL STARS

For example, HIL will bring for Indian hockey, Jagbir was quick to point at the Junior World Cup later. "Paadeep Mor, Mandeep, Manpreet [Singh], Kothajit [Singh], Malak [Singh], Satbir [Singh], Amit Rohidas are all part of Junior World Cup and in this league they have got big experience playing alongside players like [Jamie] Dwyer and Teun de Nooijer,"he said. "This will increase their confidence multiple times. They have understood the style of hockey of more than six countries and their style of coaching. This is HIL's one of the biggest gains."Not only do youngsters like Siril Verma and Vrushali Gummadi have a chance to gain out of the league, but even their seniors have an excellent opportunity to learn from some of the established global stars. For someone like a Manu Attri, who put in impressive performances in 2015, it is a fantastic opportunity to learn from an experienced campaigner like Mathias Boe and further develop his game. The same could be the case with an Ajay Jayaram, who can imbibe knowledge

from the likes of Tommy Sugiarto of Indonesia and Rajiv Ouseph of England. :2016 is a key year for several Indian shuttlers, with the countdown to make the cut for Rio 2016 starting almost immediately after the PBL. So it would be great for some of them to enter into the global events with a few more tricks up their sleeve.

OPPORTUNITY TO INCREASE THE FAN BASE

Over the last few years, the fan base for sports has increased significantly. With the increasing number of outstanding performances by Indian player on the world stage.

The likes of hockey team players Sardar singh, S.V.Sunil, P.R.Srijesh, badminton player Saina Nehwal, PV Sindhu and Kidambi Srikanth have done very well for India over the course of the last two years, as a result of which people have started to follow the sport more consciously. It is expected that the sports league during the course, will play its part in giving people an opportunity to come to the venues and cheer for their favorite stars. That would in turn help in further taking the sport to a much wider audience and crucially, could encourage more kids to take up the sport.

OPPORTUNITY FOR INDIANS TO TEST THEMSELVES AGAINST THE BEST

The sports league will have some of the most well-known international stars in action as everyone knows. That would provide the Indian players a chance to observe their tremendous skills from a very close range, in the process improving the technical aspects of their own game. Sports league helped Indian hockey in particular is this it has provided players like Pardeep mor, Mandeep Singh a stage where they can showcase their skills.

This feature of the league could prove to be true for someone like Parupalli Kashyap, who has had his struggles with smashes. Kashyap could perhaps study Lee Chong Wei, who will also play for the Hyderabad Hunters, and learn how to execute the shot with a lot more precision. As mentioned earlier, the upcoming season will perhaps be the most important one for many Indian players, and so ironing out their flaws before facing up to bigger challenges could determine their chances for the Olympics.

OPPORTUNITY TO PROMOTE INDIA AS A VENUE AND STAGE MORE TOURNAMENTS HERE IN THE FUTURE

The sports league provides the country and its administrators with a fantastic opportunity to display the facilities here and make the 'governing body consider bringing more tournaments to the country. With the sports league spread over many cities, the organization of the league could further develop a positive image of the infrastructure on offer in the country, in turn leading to India possibly becoming a sports hub in the future.

FINANCIAL SPORT

The youngsters in India can now look forward to their career not only through being part of the national team but making a creative base in this league for themselves to gain a better future, which automatically provides them an access to the national team as well as their financial future. The world hockey has realized that India is a huge market, not only to strengthen hockey worldwide in terms of viewership but also to bring the corporate world together into hockey through HIL."

TEMPORARY/PERMANENT EMPLOYMENT OPPORTUNITIES

If we have to organize an event as big as IPL, HIL, PBL, ISL, PKL we need a lot of support staff, not only for the teams but also for the venues that organize them.

ADVERTISEMENTS/AVIARKETING AGENCIES

There is a lot of branding happening during the league. I can probably say some budding companies choose Indian league to advertise their brand and have been pretty successful at doing so. The revenues earned by the broadcasting channels from advertisements are/can be diverted into encouraging other form of arts. The tickets sales have been outsourced to many organizations like bookmyshow, Cafe Coffee day, Reliance, etc.. giving an alternative avenue for these organizations to grow indirectly helping out our economy.

TOURISM/CITY BRANDING

Tourism in India is still in it's nascent stages, Indian league with a great international fan following is actually helping this cause by showcasing the touristic aspects of the cities and it's nearby areas. It is also a good platform to attract international investors to invest some of their capital in a particular city. I don't know of any such case so far, but one of the reasons why countries bid for Olympic games is this and I see no reason why this cannot be extended to the case of Indian league.

IMPORTANCE FOR INDIAN ECONOMY

Businesspersons and celebrities in India also worked with government to promote and develop different sports in India. IPL in Cricket, IBL in Badminton, PKL in Kabaddi, ISL in Football,

II{. in Hockey, and IPTL in Tennis, all these leagues in India worked in creating sports hype in the country. Social Media also played a very important role. Whenever any major sport event occurs in a country then it gives benefit to different sectors. People spend more on tickets, purchase sports brand products, visit restaurants and clubs, watch TV, and many more. Travel Company, Beverages Company also makes huge profits at the time of events.

INCREASE THE PERFORMANCE OF INDIA IN SPORTS

The benefits Indian sports will reap from the Indian sports league. "HIL has provided a golden path, not only for the current but also the future Indian and world hockey players. Result of India in sports increase after the starting of Indian sports league (FIIL, IPL, KPL, ISL, 1BL, PWL). India won cricket world cup in 2011 after 28 years. Indian hockey team won silver medal In world champions trophy 2016 after 33 years. India got gold medal in Asian hockey championship trophy 2016. The Indian hockey men's team is now ranked No. 5 in the world for the first time since 2004. P.V. sandhu also got silver medal in Rio Olympic 2016. The Indian hockey men's team played quarter-final in Rio Olympic 2016 for the first time since 1996.

CONCLUSION : The analysis in this article leads to three main conclusions. First, promotion and relegation systems are superior to fixed membership leagues as a means of elivering economic benefits to fans. Promotion and relegation improves competitive balance at the top, and has several other demand-enhancing effects. Moreover, it facilitates distributing teams across locations in a manner that delivers greater consumer benefits than does a system of fixed memberships. Second, competition is desirable in sports, despite the pleas of sports enterprises and the pliancy of governments in granting sports special status in competition policy. Third, all existing organizational forms produce two few teams at the top level. All nations allow the top leagues to be monopolies, and monopolies leagues contrive scarcity in teams to increase the wealth of incumbents. Leagues achieve this objective by effectively erecting barriers to entry against new leagues and by restricting their own size for the purpose of maximizing the profitability of existing members. The incentive to restrict membership is especially strong if leagues engage in significant revenue sharing.

This could be further elaborated as mentioned below for better understanding of Indian sport services specifically as recognized during the current study:

- Sport infrastructure facilities: Sport stadiums, complexes and clubs.
- Spectator events: All kind of sporting events like international games and sport leagues, etc.

- Sport media: TV, radio, publishing and printing media like sport books, newspapers, magazines. Sport sponsorship: sport industry sponsors and non-sport industry sponsors engage their resources to promote sales of their products through sport events.
- Others: Sport Institutions, sport management, sport medicines, sport tourism, sport engineering, designing related to sport, sport consultancy, sport agents, etc.

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