The Role of Cinema in the Development of Sports Marketing and Sports Culture in India

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Abstract: This research paper deals with the development of Sports marketing and sports culture in India, where in few of the selected Indian Hindi movies, which have brought inspirational change on the viewers and which have considered as the super hit movies and contributed largely to the development of sports culture among Indian youth are reviewed and presented.

1. Introduction
In the course of recent years, South Asian culture has traversed into the standard as at no other time with combination extends crosswise over different sorts and additionally Bollywood movies getting a charge out of impressive accomplishment in the cinema world. Concentrating on the Bollywood hits like Lagaan, Chakde India, Mary Kom, Sultan, Kai po che, Bhag Milka Bhag, Dangaal, M S Dhoni-The Untold story, Budhia Singh – Born to Run, this article will look at how executives play with the tried Bollywood recipe keeping in mind the end goal to produce a more extensive interest inside India as well as progressively over the globe. The movies brings up significant issues and issues about the way of a globalized world since, for a long time, globalization has been viewed as a doublespeak for Western social mastery. For sure, must we not rethink this in the light of expanding South Asian impacts infiltrating standard culture and contend that globalization permits these impacts to travel in reverse and advances, debilitating the apparent pre-greatness of Western pop culture?

A sports film is a film genre that uses sport as the theme of a film. While the sports film may be defined as a production in which a sport, sporting event, athlete (and their sport), or follower of sport (and the sport they follow) are prominently featured, and which depend on sport to a significant degree for their plot motivation or resolution, sport is ultimately rarely the central concern of such films. Rather, sport performs primarily an allegorical role in the sports film genre. Furthermore, sports fans are not necessarily the target demographic in such movies, but sports fans tend to have a large following or respect for such movies.

The achievement of Hindi film Lagaan is along these lines all the all the more shocking as it envoys another time for Hindi silver screen in the worldwide field. The film got gleaming surveys and an Oscar selection for best outside dialect film at the 2002 Academy Awards, including uncommon film industry achievement abroad. In an examination of these kind of movies, this article will take a gander at where its diverse interest lies and what suggestions this may have for Indian well known silver screens in the Development of Sports Awareness and Sports Culture in India.

2. Objectives of the study:
1) To examine the promotion of sports through cinema.
2) To examine the promotion of sports culture through cinema.

3. Research methodology:
In order to investigate the role of Cinema in the Development of Sports Marketing and Sports Culture in India, a study of the various terms and concepts related to the topic of research is done by the literature review. The study has adopted secondary data sourced upon Sports journals, Budget report and other articles.

4. Sources of Literature:
The main sources for the survey and collection of literature on a particular topic of study would be an abstracting and indexing periodical of Sports journals, Budget report and other articles. Five Hindi movies from Bollywood are reviewed for the study, each representing different sports and culture.

5. Limitation of the study:
1. The study is limited to very few selected Indian Hindi movies only.
2. The study is based only on Secondary data.
6. Reviews on few of the Indian Movies

6.1 Lagaan:
Lagaan recounts the account of a little cultivating group in Central India in 1893. Beside the town Champaner is a British cantonment under the summon of aggressive Captain Russell who manages the range with an iron clench hand. In view of the proceeding with dry season, the villagers can't pay the devastating area charge, Lagaan, forced on them by the British rulers and expanded spontaneously of the leader. However Captain Russell proposes a fantastic bet: if the villagers can beat the British group at a session of cricket, the assessment will be postponed for a long time, for the town, as well as for the whole region, yet in the event that they lose, they should pay triple the duty. The vivacious youthful agriculturist Bhuvan with boldness and conviction needs to persuade his town that his acknowledgment of the wager was the best thing to do and needs to amass a group and take in an amusement they have never known about. Lagaan could be viewed as a type of subaltern history and maybe could even be viewed as India's answer, though remiss, to the Raj sentimentality that erupted in the UK in the mid 1980s with the TV show The Jewel in the Crown and movies, for example, Gandhi and A Passage to India. In Lagaan it is clear who the antagonist of the piece is. Skipper Russell is depicted as the perverted oppressor who delights in the power put into him and controls his area with an iron clench hand as indicated by the aphorism 'separation and lead', critically playing the nearby Rajahs off against each other. This has driven the preservationist daily paper The Sunday Telegraph to censure the film as hostile to British.12 This claim can without much of a stretch be refuted. While Captain Russell is the antagonist of the piece, his sister, at first out of a feeling of reasonable play, helps the villagers, while Russell's bosses are especially worried that the tenets of the assessment will be postponed for a long time, for the town, as well as for the whole region, yet in the event that they lose, they should pay triple the duty. The vivacious youthful agriculturist Bhuvan with boldness and conviction needs to persuade his town that his acknowledgment of the wager was the best thing to do and needs to amass a group and take in an amusement they have never known about. Lagaan could be viewed as a type of subaltern history and maybe could even be viewed as India's answer, though remiss, to the Raj sentimentality that erupted in the UK in the mid 1980s with the TV show The Jewel in the Crown and movies, for example, Gandhi and A Passage to India. In Lagaan it is clear who the antagonist of the piece is. Skipper Russell is depicted as the perverted oppressor who delights in the power put into him and controls his area with an iron clench hand as indicated by the aphorism 'separation and lead', critically playing the nearby Rajahs off against each other. This has driven the preservationist daily paper The Sunday Telegraph to censure the film as hostile to British.12 This claim can without much of a stretch be refuted. While Captain Russell is the antagonist of the piece, his sister, at first out of a feeling of reasonable play, helps the villagers, while Russell's bosses are especially worried that the tenets of the assessment will be postponed for a long time, for the town, as well as for the whole region, yet in the event that they lose, they should pay triple the duty. The vivacious youthful agriculturist Bhuvan with boldness and conviction needs to persuade his town that his acknowledgment of the wager was the best thing to do and needs to amass a group and take in an amusement they have never known about. Lagaan could be viewed as a type of subaltern history and maybe could even be viewed as India's answer, though remiss, to the Raj sentimentality that erupted in the UK in the mid 1980s with the TV show The Jewel in the Crown and movies, for example, Gandhi and A Passage to India. In Lagaan it is clear who the antagonist of the piece is. Skipper Russell is depicted as the perverted oppressor who delights in the power put into him and controls his area with an iron clench hand as indicated by the aphorism 'separation and lead', critically playing the nearby Rajahs off against each other. This has driven the preservationist daily paper The Sunday Telegraph to censure the film as hostile to British.12 This claim can without much of a stretch be refuted. While Captain Russell is the antagonist of the piece, his sister, at first out of a feeling of reasonable play, helps the villagers, while Russell's bosses are especially worried that the tenets of the diversion are clung to fastidiously and stipulate that autonomous umpires ought to official the match. This takes into consideration a more adjusted view to develop while as yet depicting the merciless and onerous nature of frontier manage in India.

6.2 Mary Kom
A 2014 Indian true to life sports dramatization film coordinated by Omung Kumar and created by Sanjay Leela Bhansali in relationship with Viacom 18 Motion Pictures. The film stars Priyanka Chopra in the number one spot part of the eponymous boxer, with Darshan Kumar and Sunil Thapa in supporting parts as her significant other and guide, individually. The film portrays Kom's trip of turning into a boxer to her triumph at the 2008 World Boxing Championships in Ningo. Chopra made her Hindi playback singing introduction with the children's song, "Chaoro", in the film.

Mary Kom was hailed as a National legend after the Olympic win, which likewise highlighted her past accomplishments.

The element was produced by essayist Saiwyn Quadras, who proposed the storyline to Kumar when Kom was not a well known name in India notwithstanding her various accomplishments. Kumar met Kom to approach her authorization for the film, before her bronze decoration triumph at the 2012 Summer Olympics, which brought her acknowledgment. Chopra experienced broad physical preparing for three months to accomplish a solid constitution. She likewise prepared for Kom's particular boxing styles. Essential photography began in June 2013 at Filmistan Studio, where just the boxing groupings were shot constantly for twenty days. After the arrangements to shoot in Kom's main residence Manipur were dropped because of wellbeing concerns, the film was shot in Dharamshala and Manali, where a noteworthy part of Manipur was reproduced.

The film premiered at the 2014 Toronto International Film Festival, becoming the first Hindi film to be screened on the opening night of the festival. The film was released on 5 September 2014 to generally positive reviews from critics, with Chopra receiving critical acclaim. Made on a budget of 150 million, the film grossed 1.04 billion at the box-office, emerging as a commercial success. Mary Kom received several accolades at award ceremonies across India. The film won the Best Popular Film Providing Wholesome Entertainment honor at the 62nd National Film Awards and was nominated at the 60th Filmfare Awards in the Best Film and the Best Actress categories. Additionally, Chopra won the Screen Award for Best Actress and the Producers Guild Film Award for Best Actress in a Leading Role for her performance.

After watching her victorious 2002 Women's World Amateur Boxing Championships match on television, Kom reconciles with her father, who apologizes to her for not understanding her passion for the sport. Meanwhile, Onler proposes to her and agrees never to ask her to quit boxing. After she wins the 2006 Women's World Amateur Boxing Championships, Kom agrees to marry him; however, her coach shows his
unhappiness towards the decision. After the marriage, Kom gets pregnant and gives up her career to look after her family.

Kom gives birth to twins and applies for a government job. However, she refuses the position of a police constable, feeling that as a world-champion boxer, she is above that. It devastates her to learn that people no longer recognise her. Onler encourages her to revive her boxing training. She joins the gym again, leaving her husband to look after the twins at home. Her coach is still upset about her decision to marry, but Kom makes a comeback in the National Boxing Championship. Despite performing better than her opponent, she loses the match due to the apparent partiality of the judges. Kom throws a chair in anger towards them, resulting in a ban. She later writes an apology letter, and the official accepts it, not without insulting her. Characterization Priyanka Chopra as Mary Kom, Sunil Thapa as M. Narjit Singh, Darshan Kumar as Onler Kom, Robin Das as Mangte Tonpa Kom, Rajni Basumatary as Mangte Akham Kom, Lin Laishram as Bem-Bem.

6.3 Bhaag Milkha Bhaag:

Indian Olympic running legend Milkha Singh also called the Flying Sikh gets the extravagant biopic treatment in "Bhaag Milkha Bhaag," an energizing and liberally created sports dramatization that is on certain balance when it adheres to the track, however misses the mark regarding its desire to transform Singh's life into a representation for laden Indo-Pakistani relations in the years taking after the 1947 Partition. Gloating an engaging lead execution by chief turned on-screen character Farhan Akhtar and tough course by Rakeysh Omprakash Mehra, this worldwide July 12 discharge ought to post strong returns for maker Viacom 18, if fairly under forecasted by the pic's high level of propel buildup.

Singh, who reportedly sold his life rights to the filmmakers for the sum of 1 rupee, is something of an irresistible figure, both for his athletic prowess and for a life marked by twists of fate and fortune straight out of fiction. “Bhaag Milkha Bhaag” opens on one such moment — the 1960 Summer Olympics in Rome, where the heavily favorite Singh ended up placing fourth in his signature race (the 400 meters) — then flashes back to Singh’s childhood and adolescence, where Mehra and screenwriter Prasoon Joshi set about unpacking the personal demons they believe haunted Singh as he made his run for the gold. It’s an unapologetically Freudian approach that frequently circles back to the violent events of the Partition, during which the Sikh Singh and his family found themselves on the Pakistan side of the newly drawn national border.

6.4 Chak De! India:

What's in a name? Although initially this movie drew some amount of controversy outside India among viewers of non-Indian origin, the final movie just falsifies all those who advocated that the title "Chak De! India" was non-representative and was supposed to mean to only a niche of moviegoers. This movie would have been just what it is no matter what is was called or which country made it. Director Shimit Amin's entry simply transforms the entire perspective of movie-making and movie watching, both for the production house and the viewers.

Initially a sports movie, Chak De is rather a story of hope, courage, unity, integrity and the dreams. There are lots of heroes in the movie - the women's team and these ladies simply steal the show. Mainly Bindiya, Balbir, Priya and Komal. It gets very hard when there is an incredible amount of character development to do. There is a ghost that follows Kabir throughout the film.

All in all, this is one of the best Hindi movie, not because it's got SRK but the script, the witty one-liners where sometimes with multiple meanings, every girl with her story, well coordinated game sequences, and above all the message the film delivers - when united, there's nothing you can't win over. The message is pretty well conveyed. You feel the adrenaline rush through the World Cup matches, a lot of Goosebumps, well crafted script and good direction.

Shahrukh Khan, as usual is great with his acting (and beard,) Vidya Malvade is the overly publicised captain but unfortunately other girls outdo her, the Jharkhand girls provide a dimension against contrasting Bindya and her queen bees. Segarika Ghatge's character Priya Saberwal is most memorable for her style and everything. The North East girls do answer some of vital questions of the North East Indians about their existence in their country as foreigners. The class conflict, egotistic girls and their attitude problem and stuffs are absolutely well portrayed in the film.

6.5 Dangal:

This cinema offers few surprises because Geeta and Babita's historic wins at the Commonwealth Games and following
championships are common knowledge. However, this screen adaptation serves as a recap of their arduous journey and it vigorously recaptures their stubborn father's resolve to make them professional wrestlers against the odds. Since it encapsulates the historic wins of the Phogats, who brought India glory, the film is also bound to inspire more women to seriously consider kushti as a sport. What has worked wonderfully here is the writing. Director Nitesh Tiwari, along with Piyush Gupta, Shreyas Jain and Nikhil Mehrotra should be complimented for their tongue-in-cheek quality, peppered with humour and several poignant father-daughter emotions all through. Of course, a little bit is lost in translation because of the Haryanvi twang. But, messages on our obsession with the male child (prevalent since the dark ages), myopic stand on bringing up our daughters and the administration’s pathetic disposition towards sports, are loud and clear.

7. Impact of Sports Culture in India:

Sports bring competition; show ethical quality, trustworthiness and aspiration; are energizing, entertaining and testing. Be that as it may, the majority of all, they bring us trust. Sports give us confidence to experience one more day. We see our most loved competitors, and we are flabbergasted by them, and it gives us a feeling of expectation that regardless of what difficulties or obstacles we have in our day by day lives, we can vanquish them all.

Sports, with their effect and impact, have dependably had a place in the public arena. There can be numerous instrumental advancement destinations and lessons acknowledged through games. Their esteem is here and there thought little of, yet as anybody most likely is aware who has ever been to any brandishing occasion, it can actually reshape the establishment of a group. There's only something about the games dynamic that raises above all social, political and ethnic boundaries.

Its substance crosses instructive levels, religious inclinations and all dialect bunches. Its wonderful capacity to join individuals makes don an intense specialized apparatus.

7.1 Key Metrics of success in sports

A country can assess its progress in sports on the basis of four key parameters. These include performance at international sporting events, sports viewership numbers, broadcaster’s interest in carrying and buying sports properties, and investments in marketing or sponsorship money in the system.

7.2 Indian viewers of 2016 UEFA Euro cup by state:

The UEFA Euro cup had 50.1 million viewers tuned in during the group matches held between 11 and 23 June 2016; these numbers were achieved despite the late night timings for the Indian audience.

7.3 Indian Medal tally at Asian games (1990 -2014):
Akin to the 2014 CWG, India experienced a decline in performance at the 2014 Asian Games as well. The country ranked eighth, as compared to the sixth position it secured at the previous edition of the games in 2010.

8. Indian Union Government Budget 2017
   Sports allocation:

   The Sports Ministry budget on 1st February 2017 got a substantial hike of Rs 351 crore in the union budget for 2017-18, presented by Finance Minister Arun Jaitley in the Parliament.

   Jaitley allocated a total of Rs 1943 crore, compared to Rs 1592 crore earmarked last year. The steep increase in the budgetary allocation comes at a time when Indian athletes are preparing for the Commonwealth Games and Asian Games in 2018. The hike also comes in the wake of India’s dismal showing at the Rio Olympics where it won just two medals - a silver and bronze.

   The Sports Authority of India, entrusted with the task of organising national camps, has been granted a total of Rs 481 crore, compared to Rs 416 crore it received last year. What is striking is that the allocation for sports promotion among disabled has been reduced to just Rs one lakh, a heavy reduction from Rs 4 crore allocated last year.

   The assistance to national sports federations has been increased to Rs 302 crore from Rs 185 crore. The allocation for the scheme for the Benefit of North Eastern Area, has been revised to Rs 148.4 crore this year as compared to Rs 131.33 crore last year. No change has been made in the allocation for sports in the Jammu and Kashmir and it stays at Rs 75 crore.

   There has been a marginal increase of Rs 6.5 crore in funds earmarked for National Service Scheme with the initiative getting Rs 144 crore in place of Rs 137.50 crore in 2016-2017. The contribution to the National Sports Development fund has been reduced to Rs 2 crore from Rs 5 crore.

   In another notable statistics, a mere Rs 50 lakh has been allocated for identifying and nurturing sports talent in the country. The total allocation for Khelo India, however, has been increased to Rs 350 crore from Rs 140 crore.

   A talent search portal is being launched for identification and nurturing of sporting talent in the country. To start with, a sum of Rs 50 lakh has been kept for this purpose. Funds have been separately designated for nurturing and developing sports talent,” it said.

   "National-level competitions have been organised under the Khelo India Programme so as to initiate a sporting culture in the country. Also, rural games are being planned to be held in the near future.”

   The Sports Ministry in its issued press release says that budget for sports has been enhanced by 40 per cent since last year. This is because of the initiative and interest of the Indian Youth achievement and increased tendency in sports, the ministry said.

9. Findings and Suggestions:

   Numerous help programs utilize games to contact individuals to inform them regarding vital improvement issues, for example, mindfulness, medication-and-liquor training, counteractive action, magnanimous capacities, promotion, and so on.

   Simply take a gander at effective associations, for example, LiveStrong, drove by cycling symbol Lance Armstrong, or the Jimmy V Foundation, established by the endeavors of the charming and missed late mentor Jimmy Valvano. Through games, these associations have raised expanding measures of assets for the improvement of tumor research.

   The popular Jimmy V discourse, "Don't surrender; absolutely never surrender!“ has enlivened individuals in all parts of life. His headstone peruses: "Require some serious energy consistently to giggle, to think, to cry."

   At that point there are the medical advantages for the individuals who play brandishes
and keep up dynamic every day ways of life. The World Health Organization gauges physical dormancy is in charge of near 2 million passing’s every year all around. It additionally assesses that less than 33% of youngsters in nations around the globe are sufficiently dynamic to profit their present and future wellbeing and prosperity.

10. Benefits of Sports to Youth:

Kids who are active in school sports are fitter, have healthier body weights and are more confident. The risk of blood pressure, heart disease, osteoporosis and other chronic diseases is lower among physically active people, which makes it all the more important for children to appreciate the importance of physical activity at a young age.

10.1 Improved Social Skills:

Participation in school sports provides a sense of belonging and being part of a team or group. One interacts with your peers in a friendly manner. You learn to consider the interests of your teammates and to practice mutual respect and cooperation. You work together, share time and other resources, take turns to play and learn to cope with success and failure as a team. These interactions facilitate bonding and lasting friendships with your schoolmates, which can help make children more sociable and outgoing as they grow.

10.2 Better Health:

Pastimes such as Internet, television and computer games can make children sedentary and increase the risk of obesity. Children who do not participate in sports or other physical activities are more likely to grow up to be inactive adults. Participation in school sports supports the healthy growth of the heart, lungs, muscles and bones. It also improves agility, coordination and balance. Exercise also helps reduce stress levels, anxiety and behavioral problems. Regular physical activity helps you relax better and reduces muscular tension.

10.3 Lower Risk of Negative Influences:

Youth who participate in sports are less likely to commit crimes, says the Australian Sports Commission. Engaging in sports reduces the amount of unsupervised free time on your hands and prevents boredom. This makes options such as smoking, drinking and drugs less appealing.

According to the Women’s Sport Foundation, girls who play sports do better at school and learn the importance of goal setting, strategizing and planning, all of which can be components of success in the workplace. They are also less likely to have sex or get pregnant at an early age, according to the Women’s Sports Foundation.

10.4 Self-Esteem and Confidence:

When one participates in school sports, you develop a variety of techniques and skills and engage in friendly competition with schoolmates, have an easier time maintaining a healthy body weight and have a lower risk of developing obesity. Boys and girls who play sports have more positive body images than those who are sedentary. When they play well and win games, gain a sense of accomplishment, which helps shape self-esteem.

11. Conclusion:

With this rise in the popularity of sport, we have also seen an increase in the demand to host major sporting events, a phenomenon some like to refer to as ‘sport diplomacy’. Countries of all economic, political and societal development levels are bidding to bring the world of sport to their borders and experience the many benefits of hosting a major games, such as increased levels of participation in sport, increased tourism, opportunities for cultural and public diplomacy as well as increased investment, which often benefits elite and grass-roots sport through the building of new stadiums and state of the art sports facilities in the developing nation like India.

Sports movies, whether documentaries, true story movies or even just a regular fictional movie, has inspired young athletes to greatness. They inspire kids to dream, to want the cheers, to overcome the hardships, and they teach them the meaning of hard work.

Whether one is an athlete or not, movies can give you a feeling where one just want to be great, much like watching the Blackhawks score those two goals to win the Stanley Cup. Real life moments like the Blackhawks had are like the movies: moments that inspire.

12. References:

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