

PROJECT MEDAL: STRATEGIC MODEL FOR SUCCESS IN SPORTS



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Abstract:

India has participated in the summer Olympics since 1900 and clinched 28 medals (9: Gold +7: Silver +12: Bronze) so far. Having numerous talents with the strong zeal to do something for the country, many youths feel bad when they come to know about these statistics. Once the Olympic Games get over, performance review meetings and strategic planning meetings have started to prepare for the next Olympic plan, this course of action has become a regular work of the concerned associates. While preparing report Blaming and Complaining are also gets more attention, sometime this approach reveals big corruption too. Perhaps 2016 Rio Olympics were the only Olympic as on date, in which Indian spectators pertaining to different age group has taken a keen interest along with pray for fruitful results for the Indian Contingent. To succeed in the sports field, persistent nature has to be set to create records and history. Everyone is expecting MEDALS obviously everyone has a common choice i.e., Golden but very few people are talking about to prepare the realistic strategies /develop model to bring numerous medals in one particular event. Needless to say, Medal (Motivation + Exercise + Determination + Aspiration + Linkage) is the only equation which portrays everything related to the hard work and passion with the performance of an athlete and also gives the sound message to the budding players. Village locations are the only laboratories where this equation works properly. A pilot project was also launched by the researcher to assess the efficacy of this equation; the results were very supportive in nature. Scientific ways are a prerequisite to delivering this equation to cater the cluster of excellence across PAN India.

Keywords: Olympics, Motivation, Exercise, Determination, Aspiration & Linkage.

Introduction:

India has participated in the Olympics (summer) since 1900 and clinched only 28 medals (9: Gold +7: Silver +12: Bronze) so far. Having numerous talents with the strong zeal to do something for the country, many youths feel bad when they come to know about these statistics. Once the Olympic Games get over, performance review meetings and strategic planning meetings have started to portray the next Olympic plan, this course of action has become a regular work of the concerned associates.

Perhaps 2016 Rio Olympics were the only Olympic as on date, in which Indian spectators pertaining to different age group has taken a keen interest along with pray for fruitful results for the Indian Contingent. The one of the reasons researcher has traced out that India has sent its largest ever Olympic contingent, so obviously expectation levels were also very high. Social media websites have also recorded a good number of supporting "Trolls and Hash Tags", Facebook and Twitter have become a most demanding platform for this Olympic, various sports lovers have discussed almost all the issues through which Indian sports will scale a good height in International competitions.

As a researcher, I was also very active to collect the thoughts given by the multi -age group social sites users, what I found that everyone is expecting MEDALS obviously everyone has a same color choice of the medal, i.e., Golden but very few people are talking about to prepare the realistic strategies /develop model to bring numerous medals in a one particular event. It is very true that Sports can be considered as a specific form of human activities, but demands and the supply are always difficult to manage for the balanced outcome.

Though we always see the crying gesture or overwhelming gesture of the medal recipients, those tears are the true symbol of Sacrifices and Happiness. Various policies makers have presented a good model for promoting sports at all the levels. No vacuum has been left by the policy makers but results been unreachable with our preparations/expectations. If we really want to write a new sports history of India so immediately we should switch to the other countries' strategies /models. For suggesting a sports development model, particularly at grass root level researcher has started a collection of data pertaining to poor performance in sports just after the Rio Olympics 2016.

Purpose of the Study:

- The main purpose of the study was to know the Strategic Model for Success in Sports of India.

Researcher started with participatory evaluation method and chosen 2 villages of the Agra region for the pilot project. The following steps have adopted by the researchers to generalize the nature of the problems and their solutions:-

- Rapport Establishment
- Need Assessment
- Monitoring
- Situational Analysis
- Interview

Priority Wise Outcomes of Participatory Analysis: -Based on the subjective approach towards sports development one strategic model for the mass participation, sincere attempt was made to collect the data. Priority wise problems are as follows:-

- Lack of motivation.
- Lack of job opportunities, no proper idea/awareness about the sports based top jobs in the various sectors.
- The proximity of the stadiums, play fields and academies from the villages.
- Less knowledge of sports colleges and hostels.
- Procurement of Equipment's Cost is very high, even the repairing cost too (Capital + Recurring costs).
- Tournament fees and coaching fees are too high.
- Livelihood pressure breaks the continuity of the practice/training.
- Limited sponsorships.
- Dominating nature of sports, i.e., Cricket.
- Less promotion of games and sports by the competent authorities.

Based on sincere investigations and responses/ suggestions collected from the selected samples (Age range : 12-39 years), Researcher developed the following MODEL with the help of some talented players for getting a good number of MEDALS as per the size of the Indian population, this model may be added as a solution for the sports development policies:-

Fig. 01
Say Yes to MEDAL: An Approach to Bring Sports Laurel

M	E	D	A	L
Motivation	Exercise	Determination	Aspiration	Linkage
Continue	Regularity	Single Aim	Specific Goal	Employment

Figure 01, is the simple equation which has the power to clinch medals at many International platforms. Every letter provides the solution, which has to be implemented since the beginning of the sporting career. This model was implemented to create a good game environment and found desired attendance in the playing fields.

Motivation: Michael Jordan rightly quoted that "Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it". Sometimes motivation works as "SanjeevaniBooti", Constant Motivation is required to attain pre-defined goals. Motivation has been a central topic in general psychology for several decades (Weiner, 1992) as well as, more recently, in sports and exercise psychology (Roberts, 2001). Equally, great interest has been shown in the physical activity of youth, either from the point of view of sports involvement and performance (Brustad, 1993) or activity for health (Sallis, Prochaska, & Taylor, 2000). Motives for sports participation differ and a distinction can be made between the intrinsic (the pleasure of participating) and extrinsic (future rewards or punishment) motivation of men and women when engaging in a sports activity (Alexandris et al., 2002). Ways of motivation may be different and also depends upon the needs of an individual. Motivation may be derived from the following sources:-

- Self-Effort & Self talk.
- Parents/ Guardian/Family Members
- Peer Group members
- Government (State and Central) and Local Administration
- Coach/Instructors/Trainers & Sponsors.

During the interview process, many villagers have confessed that a number of dropout percentage of talented players are quite high because of many reasons, one of the common reason is a motivation. A motivation refers to the absence of a contingency between one's actions and outcomes. A motivated individual does

not seem to have specific purposes and goals and they don't seem to approach ends in a systematic fashion. A motivated individual simply does not demonstrate the intent to engage in an activity. A motivation has been related to learned helplessness, where individuals withdraw effort because of perceptions of incompetence and loss of control. Once the motivation is fully loaded with the players, fruitful outcomes will come automatically.

Exercise: -A famous quote of Lee Haney "Exercise to stimulate, not to annihilate. The world wasn't formed in a day, and neither were we. Set small goals and build upon them" gives a meaningful message to keep making realistic goals on specific directions. Researcher perceived that many athletes /coaches and even player at villages are not well aware of the common concept of training i.e., "Economy of the Movement". Required workout on right direction is an essential characteristic of an individual player. Players are involved in heavy work out and doing the wrong practice which sometimes kills their efficiency and effort go to the negative direction, no results are produced and players are changing their style of workout and even change games also. By doing the wrong exercise stimulation of giving up are arises which may lead to stopping workout without any genuine reasons. Edward Lee Thorndike, American psychologist has given laws of learning in which one law is "law of exercise" The principle of exercise states that those things most often repeated are best remembered. It is the basis of drill and practice. It has been proven that players learn best and retain information longer when they have meaningful practice, exercise, and repetition. Adopting the right exercise theory is essential to building a good career for effective image.

Determination: One goal has to be set at one time, repeatedly changing in coaches have become a regular tendency of the Sports field. The Indian Cricket team is the victimized of this couple of times. Strong determination automatically comes when the full support will be provided to the players. Self-made aim can be achieved with the strong determination of an individual. Self-determination theory suggests that an environment that satisfies individuals' innate psychological needs for autonomy, competence, and relatedness will lead to optimal motivation (herein defined as the combination of good quality and high quantity of motivation) for physical activities. Numerous studies have attempted to explain sports persistence and dropout in relation to participants' underlying psychological characteristics (e.g., Otis, Grouzet, & Pelletier, 2005; Vallerand, Fortier, & Guay, 1997). Self-determination theory is a highly appropriate conceptual framework from which to study sports persistence and dropout. The theory has been widely utilized in understanding motivational outcomes in other achievement contexts such as educational and work settings. Coaches and players' determination to achieve a common goal are highly recommended to bring sports medals. A determination must come from the both the parties, i.e., Trainees and Trainers, both parties must also appraise to each other.

Aspiration: - Legendary shooter Abhinav Bindra, the first Indian to win an individual gold medal at the Olympic Games has said: "India needs to first define its sporting aspirations". The pressure of the aspirations comes in different sides like coaches, managers, and sponsors and in fact, with peer group members have also created some pressure on sportsman. The participants' future level of aspiration is affected somewhat his previous performances and tends to vary his prior success or failure. Aspiration should be kept in a limit as per our own capability; it is the prime duty of the concern to provide possible supports to elevate the level of aspirations of an athlete. One individual differs from another in personality and the optimum level of aspiration may influence the performance of a player. Motivation also plays a big role in the success and is intimately related to the level of aspiration. Aspirations can be developed from the following:-

- Proper attention.
- Specific Goal
- Passion
- Good balance between capability and performance.
- Financial aspects.

Financial aspects play a vital role to develop and sustain the level of aspiration of an individual/ Recently the Sports Ministry budget for F.Y.2017-18, got a substantial hike of Rs. 350 crore. Finance minister allocated a total of Rs. 1943 crore. Such kinds of huge investment are also a result of formulation good aspirations and this lead to elevate the level of aspiration of budding players. Aspiration is directly related to the goals, nature of tournaments sometimes play a major role to shift the athlete's level of aspiration.

Linkage: Sports Field has witnessed continuous dropouts at every level due to many reasons; one of the major reason is a lack of employment opportunity or sustainable livelihood through. It has regularly come to our notice that so many sports laurels (medal winners) are pushed to work as Vegetable seller, GolGappa Seller, and Riksha Puller. This may be recorded as one of the major reason to see dropout of good talents. The Evidence clearly shows that due to less employment opportunity people are left play fields after having numerous achievements because of the poor status of many national in facts international achievers in sports. Think tanks and the policy makers should come forward for the welfare of the sportsperson, although it is good to see that they are doing hard

work and genuine work for earning a livelihood. But still many laurels are struggling hard to getting deserved livelihood. Does the national medalist deserve to be sale golgappa? Some sort of poor facilities, needless to say, some old facilities and traditional techniques are also responsible for detaching real talent from the sports field. Lakhs of Physical Education degree holders are also jobless due to the positive job linkage system. Linkage of sports policies with a realistic approach with a strong zeal to invest more in sports may also serve the best part of our linkage policy framework. For getting better results in sports, linkage policy with different verticals will be formulated in three phases:

Pre– This is the only steps where we can inculcate the sports culture to the trainees with reference to the real world setting. Coach and even players should make “Realistic Approach”. Apart from declaring to winning 20 to 30 medals, there is an actual need to prepare models /strategies for the realization of the dreams and then the number of medals wills automatically increases. Long term investments should be arranged for the sustainability. By declaring unrealistic visions may provide anobstacle to converting dreams into reality. Physical education and sports sciences should give proper concentration as required to build the sound sporty culture across PAN India.

During –Qualitative tech savvy Sports Training is an important aspect and cannot be overlooked by anyone, day to day word has recorded a new inventions related to training mean and modules. Here, this is to also acknowledge that government agencies and in fact private set ups are now invested good amount on sports facilities for analysing and assessing the human performances for best results, extensively pure “Human Performance Laboratory” is also required to be set up in at least one state. Long term investment in sports facilities with crystal clear vision is the key aspect of European country’s success in International sports competitions.

Post –When a sportsperson brings glory it becomes the glory of a nation, so better employment oppportunity is the right of every sportsman. Employers must pay back to sports achievers, although many corporate and private sectors came forward to provide respectful employment to the achievers, still, volume should be increased to accommodate the whole numbers into the set framework. Some pension amount should also be granted to the meritorious players.

Fig. 02



Concluding Comments and Suggestions:

India has not achieved the desired standards of games and sports. The question is raised everywhere, why is the standard of sports so down. There are so many reasons for the downfall of India sports standard, may be lack of self confidence in players, lack of incentive for players specific criteria for selection of players, inference of politics in sports and some psychological factors like level of aspiration of players and attitude towards games and sports of students especially at school age. Though since a couple of years India has witnessed the good number of sports achievements in almost all the sports. It is the positive vibes which not only gives happiness but also provides motivation to do well in the field of sports. India is awakening and doing tremendous work in sports development, but our adopted system framework is less efficient than the other countries.

The purpose of this proposed model “MEDAL” is to strengthen the power of sports among the villagers and to provide organized sports platform. This model should be used as an indicator of a country’s performance, to help set the expectations for the upcoming games. Sports and Villages are the real grass roots laboratory where we can get them, nurture the talent, in my opinion, Village sports are also important as school sports unless we have a large domain of talents it is a little bit tough to expect a good number of medals. India has a

rich cultural background, in fact, sports have also a unique culture, just we need to revamp the sports culture and pay some serious attention to sports at grass root level rather than paper and files because medalists are not “built” overnight; they are a result of lifetime investments in the individuals and in infrastructure.

Recommendation:

The government recently started “Khelo India –National Program for Development of Sports”. It is also a fact that government solely cannot elevate the level of sports until and unless required supports getting from all the concern stakeholders. However, government plays a major role in shaping the future that is why the State and central government must join hands together for getting the maximum output. During this pilot study, few people are well aware of the sports development schemes, implementing by Govt. of India. Researcher proposes the following recommendations for the fruitful outcomes:-

- Fund allocation process should be transparent and vertical wise fund will be allotted, Fund is genuinely required to sustain the indigenous games also.
- Mass participation is required to select the right sample from the population.
- Basic sports infrastructure development.
- Subjective evaluation by the concern authorities (Village-Tahsil-District-State/U.T.-MYAS), appreciation to meritorious players will be given on quarterly basis.
- Integration of Sports with our education system, although many agencies are doing work for the same, still many villages are untouched.
- CSR module will provide mileage. The diversion of CSR implementation is now genuinely required in some of the villages which are located far away from the districts.
- Continuous appreciation awards will be presented to the dynamic individual who is really working hard to promote sports in India. Like National Awards – Dronacharya, Arjuna and Rajiv Gandhi Khel Ratna, some local awards will be introduced to motivate the torch bearers, the same must be recognized by MYAS.
- Periodical assignments will be given to veterans players as per their interest.
- Marketing strategy slightly needs change for good publicity and marketing. Well-known players (VIP-Veteran Indian Players) from the different games may work as a brand ambassador for the particular game. Social outreach will also be evaluated.
- Small leagues can also be introduced to motivate the budding players, this should be organized in a group of villages so that real talent will come out. The same must be recognizing by MYAS.
- A small scholarship scheme with the name of legend players of the particular sports is also a good medium of tool to promote interest.
- Time to time workshops and coaching camp can also be organize one pool centre (Centre location, which at least combined 15-20 villages) where experts can deliver lectures on the latest trends and technologies.

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