

Conceptualising Female Fashion Leadership Scale Among the Indian Context

Dr. J. Lalitha¹, Dr. S. Subashini², Dr. V. Manickam³, Dr. R. Sangeetha⁴,
Dr. U. Jahir Hussain⁵

¹ Assistant Professor, Department of Commerce, SRM Institute of Science and Technology Ramapuram, Chennai-89., jlalitha8312@gmail.com

^{2*} Assistant Professor, Department of Commerce, (A&F)SRM Institute of Science and Technology, Ramapuram, Chennai-89, subashini.sugu@gmail.com

³ Assistant Professor, Department of Commerce, (CA)SRM Trichy Art and Science College, Trichy – 621 105 mmmanickam7@gmail.com

⁴ Assistant Professor, Department of Commerce, Govt. Art and Science College, Trichy – 621 105. rsgmcom@gmail.com

⁵ Assistant Professor, Department of Commerce, Jamal Mohamed College (Autonomous) Trichy – 20. uj_hussain@yahoo.co.in

How to cite this article: J. Lalitha, S. Subashini, V. Manickam, R. Sangeetha, U. Jahir Hussain (2024). Investigating the Impact of India Hosting the Olympic Games on Its Sports Infrastructure. *Library Progress International*, 44(3), 12960-12965.

Abstract: The Olympics are the world's biggest sporting event that is played in every four years in two different editions; summer edition and winter edition. Summer Olympics gets much attention around the world due to its global participation and larger number of sports coverage from across the globe. The Olympics are hosted every four years by different countries based on the winning hosting rights process. India which is the third largest economy in the world and recently has finished in the top 50 of the Tokyo Olympics medal tally list has shown its acute desire to host the Olympics edition of the year 2036. It will not be a cakewalk for India as it has to work a lot on the development of its sports infrastructure in the country. If India hosts the Olympics then it can be said that the sports infrastructure of the country will be enhanced and it will help as a nation to host more sporting events in the future. Hence, understating the sports infrastructure development and changes due to the India's hosting Olympics will be crucial to study that has been discussed in this research article.

Keywords: *Impact, Olympic, Sports, Infrastructure*

1. Introduction

Modern Olympic Games or the Olympics are the most significant international-level sporting events that are hosted by nations across the world every four years. The game was inaugurated in the year 1896, in Athens, Greece and the last Olympics were sponsored by Tokyo, Japan (Horne & Whannel, 2020). There are two different additions to the Olympics games that are Summer Olympics and the Winter Olympics. Among both these Olympics the summer edition is the most popular due to the large number of participants and sporting events. Every four years, this phenomenal multi-sporting event is hosted by various countries around the world to increase its global stature. Hosting an event like the Olympics is itself a challenge and it is both positive and negative on the country's economy.

The Olympics help to increase the valuable tourism in the local economy of the hosting nations; it also helps the nation to increase its global trade and stature in the world. It is also seen as pride for a nation to host a global sporting event like the Olympics which helps to increase the sporting culture in a country (Lee, 2021). India is aspiring to host this event in its 2036 edition while as of now it has hosted only Asian Games in the year 1951 which is seen as a mini Olympics. The International Olympic Committee initiates the bidding process where countries around the world are invited to make their bid to get the hosting rights (Krieger & Duckworth, 2023). India is expected to bid for the Summer Olympics of the year 2036 and to win the bid the government is working both diplomatically around the world and financially to develop world-class infrastructure to host events like the Olympics.

India is a developing nation with a nominal GDP of around 3.7 trillion USD as of the year 2023 and with a population of more than 1.4 billion (ForbesIndia, 2023). India hosted various multisport events in the past like the Asian Games, and the Commonwealth Games but hosting an event like the Olympics would be an aspiring move, and with its economy and technological progress, India has the potential it will definitely help to boost the sporting infrastructure in the country. Hence the impact of hosting the Olympic Games in India on its sports infrastructure is the aim of this research study which is going to be discussed further.

2. Material and Methods

The research methodology that has been taken for carrying out this research article will be covered in two sections: the way data has been collected and the way the collected data has been analyzed. The data collection method that has been chosen for this research is the secondary data collection method where the second source has been preferred. The data has been collected from the official websites of the government of India, the International Olympic Committee, and other sporting think tanks around the world (Sileyew, 2019). After collecting the data from this source it was analyzed further with the help of thematic analysis. There are lots of advantages of carrying out data analysis with the help of thematic analysis and those are that it helps to save researchers from distractions, it helps to attract more qualitative researchers and it helps to prove a more authenticated research paper as various books and research articles published by researchers are accessed.

3. Results

3.1 Analysing the Sports Infrastructure in India

India is the world's largest consumer market not only for goods and services but also the biggest consumer of sports content. As of the year 2022, the market size of the sports industry in India was 142.09 billion INR and it was 95.3 billion INR (Keelery, 2023). This has increased over the years as the market value was 73 billion INR and it is expected to increase further in the future (Keelery, 2023). However, the vast majority of revenue comes from a few sporting events in India in which Cricket, Football, and Hockey are the top earners. Cricket is the most popular game in India and it generates the highest revenue in the world of Cricket and hence the sports infrastructure of cricket is phenomenal in India. As of the year 2023, there are 53 international Cricket stadiums in India while England which invented Cricket has only 11 (Espnericinfo, 2023). Hockey is the national game of India and there are 36 Hockey stadiums in India and 5 of them are international stadiums.

Sports Authority of India (SAI) is the apex national sports body of India which comes under the Ministry of Youth Affairs and Sports and it was established by the same ministry in the year 1984. After the independence India and the government of India didn't spend much time and money on the promotion of sports and developing an international standard sporting infrastructure in India other than the formation of SAI. This is the reason why the performance of India athletes in the Olympics is not as good as their achievement in sports like Cricket. After 2014, when the government at the centre changed, the sports infrastructure suddenly got boosted with the launching of various schemes for Athletes and providing them with better sporting infrastructure. The Government of India launched the "Kehlo India Youth Games" in the year 2018 and it was launched and the aim behind the launch of this program is to revive the sports culture in India from the grassroots level (Singh & Bali, 2020).

The budget that has been allocated for this programme by the government of India is around 1045 crore INR as of the year 2023 (The Hindu, 2023). Under Khelo India Youth games Haryana had spent around 18 million USD on the development of sports infrastructure (InvestIndia, 2023). Sports infrastructure projects also started rising in number and as of now, there are a total of 298 infra projects that have been approved by the government under the Khelo India Programme (InvestIndia, 2023).

The growth of sports infrastructure is not only in terms of the development of stadiums and providing better facilities for the athletes. The sports industry is also an integral part of sports infrastructure and as per the estimation, the Indian sports goods market is expected to reach the mark of 6.6 billion USD by the end of the year 2027 (InvestIndia, 2023). Currently, the government of India and its agency have been working eagerly towards the promotion of schemes for giving an infrastructural boost, and the investment of 1.1 billion USD dollars by the National investment pipeline can be seen as a way forward to these efforts (InvestIndia, 2023). Meanwhile, SAI has established 23 national centres of excellence and 67 SAI centres with the aim of promoting the sporting culture and schemes across the country (InvestIndia, 2023).

3.2 Impact of hosting the Olympic Games on India

India's increase in medal hopes has caused the government of India to show its ambitions to bid for the 2036 Summer Olympics. The country has made tremendous progress in various fields like sports, science & technology, economy, and diplomacy. In the last 10 years, India has increased its global stature but ever since the Indian independence it has never been able to host any edition of Olympic. Currently, India is the third largest economy and recently India has successfully hosted the G20 summit where the world has seen the potential of India across the field (AllIndiaRadio, 2023). Hosting the Olympics is often seen as a curse for the hosting nations and it is said that if a nation hosts it the inflation in the country rises as the country has to spend billions of dollars to build the international standard sports infrastructure. The burden is greater for those who do not have any prior experience or world-class infrastructure available to host an event like the Olympics.

For example, in the year 2013, Japan won the bid to host the 2020 Summer Olympics and then it was seen as a great honour and opportunity for the country. They started their preparation and spent around 15.4 billion USD dollars to develop the infrastructure and facilities for the Olympic Games (IMF, 2021). In the year 2020, the COVID-19 pandemic came as bad luck for Japan, and all the events that were planned to be held in the year 2020 were postponed which has a massive overrun cost for Tokyo's economy (IMF, 2021). The original expected budget for Tokyo to spend for the Summer Olympics was 7.3 billion USD but it had crossed the mark officially to 15.4 billion USD and unofficially by 25 billion USD (IMF, 2021).

The cost can rise for India as well as India has never hosted the Olympics since independence and if it will host the 2036 edition then it definitely has to spend billions of dollars towards its development of sports infrastructure in the country. This spending of the Government of India towards the development of infrastructure will help to host any other sporting event in the future. Those world-class stadiums and sports facilities can be utilized by the Indian government to host the sporting national sporting events with better facilities. Hosting the Olympics by India will help the country to increase its tourism, especially sports tourism.

An increase in tourism in the country will boost the domestic economy and the government through taxes can generate huge revenue. Hosting the Olympics will also help India to boost its global stature and bring investment & business opportunities to the country. These are positive impacts that can be witnessed by India, its economy, and its sports complex (VOX, 2021). At the same time, it cannot be ignored that the investment in building Olympic sports infrastructure would be 100% worth it as it can appear as a white elephant for the country as history has shown earlier.

3.3 Accessing the roadmap of the government of India to bid for Olympic hosting

Bid for getting the hosting rights of games like the Olympics involves many steps and has to undergo a long process where India has to undergo a number of phases. The first and foremost phase is the dialogue phase and it is seen as the most difficult phase for any country as here the nations have to answer the difficult questions

(The Indian Express, 2023). Those questions are designed in a way to seek the ambitions of nations and about things that a country is trying to achieve to get the hosting rights. The world is changing and the definition of development has also changed a lot in the past few years. Now the director of the International Olympic Committee wanted the development of sports infrastructure but sustainable in nature. Up next phase is the targeted dialogue phase where the IOC (International Olympic Committee) visits countries to look at the potential of infrastructure development (The Indian Express, 2023). After getting the green signal from the targeted dialogue the next step is the fulfilment of all the guarantees which are sought by the IOC. There are over 20 guarantees which are sought by IOC which include “infrastructure guarantees, accommodation agreements, security guarantees, public services guarantees, government services guarantees, and many more” (The Indian Express, 2023).

The next phase is the creation of venues and these are those cities that actually host the Olympic Games and these cities are the most popular cities of that country with world-class facilities. Creation of new permanent venues can be costly in nature and it involves much time and energy and there is a high possibility that it will end up in a wild goose chase. The Indian prime minister has not revealed the name of the city yet as it is putting much emphasis on the creation of new temporary venues and improving the existing ones. Accommodation of fans from all around the world is also a requirement that has not been set by the government of India (The Indian Express, 2023). The government has been working on numerous fronts to bring investment in the sports complex in India so that its players will get better facilities and it doesn't have to rely on government funding. Coming to hosting the Olympic Games in India; a lot of work needs to be done both in the development of sports venues and infrastructure development. However, when it comes to winning the bidding it requires much self and collective efforts made by the government through their diplomacy. India has good diplomatic relations with almost all the major superpowers and as per the estimation of the IMF India will become third largest economy by 2036.

3.4 Impact of hosting the Olympic Games on the sporting infrastructure and India's potential for infrastructural development

India is a country with almost 1.4 billion populations but when it comes to getting into the medals tally of prestigious Olympics games it has never finished among the top 50 nations before the Tokyo Olympics. There are a number of reasons for India's poor performance in the Olympics and one of the reasons is the lack of sporting culture in the country regarding all types of games. Hosting the event will enable the country to get the home audience advantage by the athlete which sometimes acts as the motivation for the athletes. Currently, India is Asia's largest producer of sporting goods with a total worth of 2.4 billion USD (InvestIndia, 2023). When India hosts the event the figures are expected to rise further with amounts received from FDIs.

The Olympic Games will help India to create world-class venues, stadiums, and accommodations and this can be used by India to host further multi-sports events in the country like the Asian Games, Commonwealth Games, and even FIFA. The Olympics will help India to promote sports tourism in the country as people from almost all around the world would come to watch the performance of their athletes. A country's primary way of generating revenue is from spectators who come from all around the world, unlike Japan which had witnessed a sharp decline in revenue due to restrictions on international travel during 2021 due to the COVID-19 pandemic (Ito *et al.* 2021). Hosting sporting events like the Olympics helps a nation to change its global image as a global sporting hub and this is what Saudi Arabia, Qatar, and UAE are trying to do by hosting the FIFA World Cup.

The Olympic Games will have both positive and negative impacts on India where the sports infrastructure of the country will have a positive impact but financially it could lose something. As per the media report, the prime minister of India has shortlisted four potential sites where the Olympic games in 2036 could be hosted and those are Ahmadabad and Gandhinagar. If both these cities are selected then the sports infrastructure of these two cities will be enhanced and will be equipped with all types of sports facilities (The Indian Express, 2023). Ahmadabad is one of the biggest commercial cities in India and the sports industries located in these areas will witness a positive impact. Recently India has developed Bharat Mandapam, an International Exhibition-cum-Convention Centre (IECC) Complex, Central Vista Project, and a New parliament building of India in record time and budget (G20Summit, 2023). This shows the potential of India to develop the infrastructure in record time,

with proper expertise, taking sustainability into consideration and in record time. With these potentials, it can be said that if India wins the bid and host the 2036 edition of the Olympics it can develop the necessary infrastructure in record time.

4. Discussion

Sports infrastructure is one of the crucial parts of hosting international multi-sporting events like the Olympics. Hosting the Olympics is the dream of many countries around the world as it brings tourism and investment & promotion of global trade. In a recent speech by the Indian prime minister, he showed India's aspirations to bid for the Summer Olympics 2036. Hosting an event like the Olympics is not a cakewalk as it requires huge investment towards infrastructural development by the hosting nation. It is also said that hosting the Olympics can sometimes act as a curse for a country's economy and Japan's Tokyo Olympics and Athens Olympics 2004 are the primary examples. The infrastructure of both these nations has developed due to the hosting of the Olympics but the overall debt has risen for both governments.

India is currently the 4th largest economy in the world and it is expected that as of the year 2036, it can easily reach the second spot. India's medal aspirations are also rising day by day and it was for the first time in Olympics history that India had finished itself in the list of top 50 nations around the world. The sports infrastructure of India is excellent for a few sports that are popular in India including Cricket, Hockey, and Football. Among all of them, Cricket is the most popular sport in India and there are around 53 international cricket stadiums in India. For providing better financial and sports facilities an apex body at SAI was formulated in the year 1984 and its main focus was to support every sport in India. In the year 2018, the government of India launched the Khelo India Youth Games with an agenda to bolster the sports culture in India at the grassroots level.

The budget is allocated for this but state governments as well as the Government of India for Khelo India have helped to develop a crucial sports infrastructure for India. Hosting the Olympic Games is a matter of pride for the country as it will help India to become the sports hub of the world, India can improve its global stature and bolster trade. At the same time, this infrastructure investment can act as a white elephant for the country as well where India has to spend more than the expected amount and at the end of the day it can end up with sports infrastructure worth billions of dollars of no use.

5. Conclusion

Olympic Games are the most prominent international multi-sporting events which are held every four years. Hosting the Olympics is the dream of every nation but it is not an easy process to go as it requires much investment and infrastructure at the International sporting level. In recent times India has shown its interest in hosting this gigantic event in the year 2036 and how this will impact the sports infrastructure of India has been discussed in this research article. From the above analysis, it can be said the sports infrastructure will have a positive impact on hosting the Olympics in India but it is too early to say as the record of hosting the Olympics of some of the nations has been horrific.

6. References

- AllIndiaRadio, (2023). G20 India: Sports Ministry organizes Youth 20 Summit 2023 tomorrow at Varanasi, Uttar Pradesh.*AIIR*. Available at: <https://newsonair.gov.in/News?title=G20-India%3A-Sports-Ministry-organizes-Youth-20-Summit-2023-tomorrow-at-Varanasi%2C-Uttar-Pradesh&id=466186> [Accessed on 6th November 2023]
- Espnricinfo, (2023). Grounds in India.*espnricinfo*. available at: <https://www.espnricinfo.com/cricket-grounds/country/india-6> [Accessed on 6th November 2023]
- ForbesIndia, (2023). GDP of India: Current and historical growth rate, India's rank in the

- world.*ForbesIndia*. Available at: <https://www.forbesindia.com/article/explainers/gdp-india/85337/1> [Accessed on 7th November 2023]
- G20Summit, (2023).G20 Summit, New Delhi.*G20*. Available at: <https://www.g20.org/en/g20-india-2023/new-delhi-summit/> [Accessed on 6th November 2023]
- Horne, J., & Whannel, G. (2020). *Understanding the olympics*. Routledge.
- IMF, (2021). RESCUING THE OLYMPIC GAMES FROM THEIR OWN SUCCESS.*IMF*. Available at: <https://www.imf.org/external/pubs/ft/fandd/2021/07/rescuing-the-tokyo-olympics-baade-matheson.htm> [Accessed on 6th November 2023]
- InvestIndia, (2023).Sports.*InvestIndia*. Available at: <https://www.investindia.gov.in/sector/sports> [Accessed on 6th November 2023]
- Ito, K., Piantham, C., & Nishiura, H. (2021). Predicted dominance of variant Delta of SARS-CoV-2 before Tokyo olympic games, Japan, July 2021. *Eurosurveillance*, 26(27), 2100570.
- Keelery.S., (2023). Market size of the sports industry India 2017-2022.*statista*. Available at: <https://www.statista.com/statistics/1029883/india-sports-industry-market-size/> [Accessed on 6th November 2023]
- Krieger, J., & Duckworth, A. (2023). Olympic Infighting: An Exploration of Power Games between Leaders of International Sport Federations and the International Olympic Committee. *The International Journal of the History of Sport*, 1-19.
- Lee, J. W. (2021). Olympic Winter Games in non-western cities: State, sport and cultural diplomacy in Sochi 2014, PyeongChang 2018 and Beijing 2022. *The International Journal of the History of Sport*, 38(13-14), 1494-1515.
- Sileyew, K.J., (2019). Research design and methodology. *Cyberspace*, pp.1-12.
- Singh, G., & Bali, A. (2020). Play India youth games (Khelo India): scheme for promotion of sports in India. *Indian Journal of Physiotherapy & Occupational Therapy Print-(ISSN 0973-5666) and Electronic-(ISSN 0973-5674)*, 14(2), 61-66.
- The Hindu, (2023). Sports Budget 2023: Massive boost for Khelo India takes allocation to a new high.*TheHindu*. Available at: <https://sportstar.thehindu.com/other-sports/budget-2023-sports-asian-games-paris-olympics-anurag-thakur-khelo-india-nirmala-sitharaman/article66457744.ece> [Accessed on 6th November 2023]
- The Indian express, (2023). Bid for Ahmedabad to host 2036 Olympics Games: How is an Olympics host chosen.*TheIndianExpress*. Available at: <https://indianexpress.com/article/explained/explained-sports/bid-ahmedabad-2036-olympics-host-selected-process-explained-8397977/> [Accessed on 6th November 2023]
- The Indian Express, (2023). India's Olympics bid: From multiple stages of dialogue to guarantees, long process before India could be awarded Games in 2036.*TheIndianExpress*. Available at: <https://indianexpress.com/article/sports/sport-others/indias-olympics-bid-from-multiple-stages-of-dialogue-to-guarantees-long-process-before-india-could-be-awarded-games-in-2036-8984691/> [Accessed on 6th November 2023]
- VOX, (2021). Hosting the Olympics comes at a massive cost.*VOX*. Available at: <https://www.vox.com/22599732/olympics-tokyo-2020-summer> [Accessed on 6th November 2023]