



International Journal of Physical Education, Sports and Health

P-ISSN: 2394-1685
E-ISSN: 2394-1693
Impact Factor (ISRA): 5.38
IJPESH 2019; 6(1): 94-96
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www.kheljournal.com
Received: 19-11-2018
Accepted: 21-12-2018

Sardar Boota Singh
Asst. Prof. Mata Gurdev Kaur
Memorial Shahi. Sports College
of Physical Education
Jhakroudi Samrala, Ludhiana,
Punjab, India

Sports law and management

Sardar Boota Singh

Abstract

Sports law and sports management are the way to manage professional athletes or sports organizations and to keep a check on them. All these laws are governed by a central body. In this paper, different types of sports law and management are mentioned. There is also a description of the impact of sports laws, organizations enforcing sports laws in India and how sports management affects the players and organizations and how it can improve the overall quality of the sport.

Keywords: Sports, management, professional athletes

Introduction

Sports law is a set of certain rules and regulations that each sportsperson and the organizations involved in the sports have to follow. Sports law is a changing and diverse area of practicing law that encompasses the legal representation of sports teams, athletes, universities, stadium managers and corporations that sponsor sporting events. It focuses on legal issues related to sports industry. Labour issues, contract issues, unfair practice issues, gender equality issues, criminal issues, constitutional issues etc. are few of the common issues included in the sports law.

Sports management for athletes is the way to manage professional athletes in terms of their health, promotions and marketing. Sports management also includes managing sports organizations and sports programs like Indian Premier League (IPL), National Football League (NFL), National Basketball Association (NBA) and other professional and non - professional sports leagues in terms of health, promotions and marketing. It is a highly complex field which requires both education as well as experience.

Types of sports law: There are two types of sports law:

1. **Sports law for amateur sports:** These sports law govern laws regarding amateur eligibility, ethical behaviour, financial aid and gender equality. There are strict punishments if anyone is found violating these laws. They generally receive compensation for their efforts. They do not reward the players with a prize of great value. These are of 2 types:
 - **Restricted Competition:** It includes school and college athletes.
 - **Unrestricted Competition:** It is open to all amateur athletes having certain qualification. E.g. Olympics Games.
2. **Sports law for professional sports:** These laws are to keep in check the relation between team owner and team players. There are certain contracts which act as model employment contract between the owner and players. These contracts can vary from player to player as per the needs. In India there is no such central body to manage these things but there are sports authorities like Indian Olympic Association (IOA), Hockey India (HI), Sports Authority of India (SAI), board of Control for Cricket in India (BCCI) etc. They are paid for their services.

National Sports policy: In 1984, a policy was formulated to improve the standards of sports in India and the policy was called as National Sports policy. However it paid no attention towards the promotion of sports and how the goals were to be achieved.

Correspondence
Sardar Boota Singh
Asst. Prof. Mata Gurdev Kaur
Memorial Shahi. Sports College
of Physical Education
Jhakroudi Samrala, Ludhiana,
Punjab, India

So this policy was reformulated in 2001. According to the new policy, central government along with the state government, Sports authority of India (SAI) and Indian Olympic Association (IOA) will work together to promote sports in rural areas and to achieve excellence at International levels. A decision to include Sports education as an integral part of the educational system was made.

Different Organisations in India that govern sports law:

- **Sports Authority of India (SAI):** It was established in 1984 by the government of India to help in the development of sports in India. There are various sports academies, training centres and regional centres, stadiums and swimming pools that are managed by SAI.



- **Indian Olympic Association (IOA):** It was formally created in 1927. It is responsible for selection of athletes to represent India in the Olympics and other International sports events. It works along with the state Olympic associations of different states to select the talents to represent India at the international level.



- **Hockey India (HI):** It is the body that controls the hockey related matters in India. It was formed in 2008 after IOA dismissed Indian Hockey federation. It is responsible for the selection of players for the Indian men's hockey team in International tournaments.



- **Board For Cricket Control in India (BCCI):** It was formed in 1928. It controls all the matters related to cricket in India. BCCI organises various cricket tournaments like: Ranji trophy, Irani cup, Indian premier league (IPL) and Deodhar trophy.

BCCI is one of the richest cricket boards in the world and it works in sync with the state cricket associations.



Different roles in sports management

- **Agents:** Agents are those people who try to find people suitable for the sport. They represent their clients and help players to get a good contract. Agents can help the organizations to find the talent they are looking for and similarly they provide athletes a platform as the recognition of their talent.
- **Sales and marketing:** People in this domain, focus on how to help the company to make more profits. They have to improve the brand image or the public image of the organization, the individual or whosoever they are working for.
- **Health management:** Sports managers have to keep an eye on every minor detail regarding the health of athletes and help them to recover after every game so that they remain fresh for the next game. It is the duty of health manager to decide whether on a given day, the athlete is physically fit to play or not.
- **Finance manager:** They decide and allocate the budget to various resources according to the needs. They also decide how much money to spend on advertisements, equipment and apparels. It is the duty of finance manager to help the organization to use its resources optimally, so that it can generate maximum profit.

Advantages of sports law and management:

- Sports law help to create a fair sporting environment that helps to main the sportsmanship spirit.
- They help to prevent the exploitation of players who are not very well educated or smart.
- They prevent any discrimination on the basis of gender or religion.
- They prevent players from leaving anytime they want.
- Sports law prohibits the use of restricted drugs which can be used to improve the performance and can potentially change the outcome of the game.
- Agents help the players and organizations match-making process which is beneficial both for the players as well as the organization.
- Sports management helps the organizations to make more and more profit.
- Sports management also ensures that the players are prevented from any kind of injury that can affect the performance of the player or the team.

Conclusion

Sports are closely related to the feelings of people of the nation. Performance in sports affects the pride. But winning is not everything. There is a need to govern the sports by certain laws which should be obeyed by each and every athlete and

sports organizations to ensure that there is no unfair practice involved, so that the spirit of the game remains unharmed. There are many different bodies like IOA, BCCI, SAI and HI which actually try to enforce these sports laws. Sports management is necessary as it can improve the quality of the game a lot. It has helped a lot of players to find contracts and helped them to stay injury free as well. It also has helped sports organizations to earn very high profit. When sports law and management work together the spirit of game always shines.

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