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Indian premier league: Revolutionary innovation in cricket discipline

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Abstract

This article examines why India has emerged as the preeminent Nation in International Cricket Discipline and how the Indian Premier League (IPL) is a major step in realigning the power structure in International Sports. The Indian Premier League is a professional Twenty-20 cricket league, contested by eight teams based out of eight different Indian cities. The league was founded by the Board of Control for Cricket in India (BCCI) in 2007. The IPL is the most-attended cricket league in the world and in 2014 was ranked sixth by average attendance among all sports leagues. In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube. The brand value of the IPL in 2019 was 475 billion (US\$6.7 billion), The article argues that India has been able to take the lessons of globalization (as they apply to sport) and use them to create a new national cricket league that has an international character. It goes on to argue that the success of the IPL and similar sporting ventures in nonwestern nations is likely to see these countries challenging, the West's sporting monopoly and getting to increasingly determine where and how the game is played.

Keywords: India, cricket, sport, international cricket council, media, billion, YouTube, globalization, corporate sponsorship

Introduction

Cricket is a bat-and-ball game played between two teams of eleven players on a field at the centre of which is a 22-yard (20-metre) pitch with a wicket at each end, each comprising two bails balanced on three stumps. The batting side scores runs by striking the ball bowled at the wicket with the bat (and running between the wickets), while the bowling and fielding side tries to prevent this and dismiss each. Means of dismissal include being bowled, when the ball hits the stumps and dislodges the bails, and by the fielding side either catching the ball after it is hit by the bat or before it hits the ground, or hitting a wicket with the ball before a batter can cross the crease in front of the wicket. When ten batters have been dismissed, the innings ends and the teams swap roles. The game is adjudicated by two umpires, aided by a third umpire and match referee in international matches.

Globalization is reshaping the fixed and firm boundary between domestic and international spheres and changing our conceptions of the proper domain of domestic and international politics and law. In reformulating the entrenched disciplinary assumptions underlying these conceptual definitions of the national and the international, we necessarily move the concept of sovereignty to the foreground when analyzing the relationship between law and world. Diplomacy can be exerted in many ways such as peace talks, written constitutions, field exercise, and also Culture, that is a familiar term and remains unchanged by definition according to the people. However, globalization and IR have constantly altered culture both positively and negatively. Globalization increases internationally technology, and the effective communication and consumption of popular products, which is goods, and services that are meant to bring people together. Globalization tends to connect cultures and international relations on a variety of levels, economics, politically and other socially, etc.

The Indian Premier League (IPL)

The Indian Cricket League (ICL) was founded in 2007, with funding provided by Zee Entertainment Enterprises. The ICL was not recognised by the Board of Control for Cricket in

India (BCCI) or the International Cricket Council (ICC) and the BCCI were not pleased with its committee members joining the ICL executive board. To prevent players from joining the ICL, the BCCI increased the prize money in their own domestic tournaments and also imposed lifetime bans on players joining the ICL, which was considered a rebel league by the board. The Indian Premier League (IPL) is a professional Twenty20 cricket league, contested by eight teams based out of eight different Indian cities. The league was founded by the Board of Control for Cricket in India (BCCI) in 2007. It is usually held between March and May of every year and has an exclusive window in the ICC Future Tours Programme. The IPL is the most-attended cricket league in the world and in 2014 was ranked sixth by average attendance among all sports leagues. In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube. The brand value of the IPL in 2019 was ₹475 billion (US\$6.7 billion), according to Duff & Phelps. According to BCCI, the 2015 IPL season contributed ₹11.5 billion (US\$160 million) to the GDP of the Indian economy. There have been thirteen seasons of the IPL tournament. The current IPL title holders are the Mumbai Indians, who won the 2020 season. The venue for the 2020 season was moved due to the COVID-19 pandemic and games were played in the United Arab Emirates.

International sports: The domination of the west

First, the Internationalization of sports began in the 1870s and continued until the 1920s with tennis, soccer, rugby creating international administrative institutions- the most prominent achievement being, of course, the establishment of the International Olympic Committee. Second, given the unrepresentative nature of the colonial international system, it was obvious that the western nations would dominate the new sporting institutions. As Douglas Booth points out, however, the west's domination of international sports continued well past the colonial period because of historical ties and financial clout. As late as 1966, the 37 Caucasian nations in the International Amateur Athletics Federation had 244 votes while the 99 nonwestern nations had 195- thus vesting decision-making power in the hands of the former. Third, Mr. Gupta because western nations were the founder-members of most international sporting associations, they dominated these bodies and set the rules for a sport, dominated its finances, and determined the location of major international events.

The changing nature of global sport

While international sporting events have been ongoing since the late 19th century, the rise of a globalized audience has only been a recent phenomenon. As Brian Oliver and Richard Gillis point out, as late as 1987 no satellite television company had been given a license to operate. Nor were there millionaire footballers or even professional rugby players. Test cricket, they continue, was shown on the BBC and barring 1983, there had never been live coverage of an overseas cricket tour by British television networks^[5]. It was only in the late 1980s that British viewers were able to get continuous live coverage of overseas test matches. In the case of India, television broadcasting was the monopoly of the government, and in the 1980s the broadcasting of sports was dependent not on market forces but on the whims of the governmental bureaucracy. In 1994, the Board for the Control of Cricket in India (BCCI) cut a deal with the international sports broadcaster, ESPN, to set up an Indian version of the network- ESPN India^[6]. In 1995, India saw the introduction

of mobile phones. And with the advent of both cellular and satellite/cable technology, the game of cricket has boomed in India and elsewhere.

Promoting cricket in a globalized world

One needs to make the distinction between a globalized sport and a multinational or elite sport. A globalized sport is one that is played by an overwhelming majority of nations, is accessible to the masses, and has developed a fan following that is not based on solely on national identity. Football is the one sport that is truly globalized: virtually every nation in the world is a member of the Federation of International Football Associations (FIFA); the game is cheap enough that it can be played by anyone; and the fans have developed their allegiances across national boundaries. Manchester United, Real Madrid, Barcelona, and AC Milan are good examples of teams that have large fan followings across the world. As far as national teams go, Brazil is of course every football fan's favorite second team.

A power transition in international sports

The other likely change that is coming about has to do with the potential transition of power in international sports- the nonwestern nations are going to increasingly determine the future of international sports. The western nations of Europe and North America have lion's share of sporting revenue and influence, but will face a stronger challenge to their monopoly from the nonwestern states. The nonwestern nations, however, because of the money they bring to the game, their large fan bases and their ability to draw corporate sponsorship and television audiences will be able increasingly assert where and how the game is played. We have seen this happen in cricket, with India reshaping the International Cricket Council's schedules to play more test matches in the South Asian region. Indian influence also fast-tracked Bangladesh to the status of a test-playing nation. And the fact that India and Pakistan both lost in the early stages of the 2007 cricket World Cup adversely affected the financial fortunes of that tournament. Additionally, the IPL may have become the harbinger of things to come, because for the first time cricket faced the dilemma that has plagued international football- should a player be allowed to put club over country.

Significance of the study (Importance of IPL in Indian economy)

IPL is a franchise based professional Cricket League. All the participating teams owned by different franchisee are named after various Indian States or Cities. The team formation is done through competitive bidding from a collection of local as well as foreign players. Participating players represent their respective franchise and are paid by the team owners. A total amount of US\$42 million are available for team owners to bid for the services of Cricketers. Each team has the provision of purchasing of a maximum of 10 overseas players out of which only four can be the members of playing eleven for each match. The format of this League is based on Twenty20 format, the shortest version of International Cricket. One of the main aims of BCCI behind the launch of Indian Premier League is to improve the capabilities of domestic players and provide a much competitive and better platform as compared to domestic circle of Cricket. Here, it is worth to note that besides this, another major cause for its launch was to create a profitable Cricket League. The League adapted the marketing practices of English Premier League (EPL) and American National Basketball Association (NBA). Indian

Premier League serves as a great contributor towards India's GDP. Moreover being one of the most popular Leagues of sports World, it serves as a great source of entertainment to millions

BCCI, franchises or players - the bigger beneficiary?

BCCI earned INR 4,000 crores from IPL 2020, according to its treasurer. Which means every cricket fan contributed 40 rupees. Actually! So be proud, because you're not just a passive viewer but an active participant in the economy. Need further proof? Well, TV & media rights of IPL has been sold for a massive 2.3 billion dollars approximately (INR 16k+ crores) to Star network. Here are few more fantastic figures vis a vis IPLs which you can use to tickle your imagination or just revel in while you enjoy a match. Indian Cricketers have a lot of popularity among the common people in India. This popularity has given them an opportunity to earn through brand endorsements. You can read the article to know how much these top cricketers charge for brand endorsements.

Advantages of IPL, benefits of Indian Premier League Entertainment medium for the masses

The cricket match provides an adrenaline rush in the body and one cannot move his/her eyes from the TV. Box especially in the last two-overs. The twenty20 leagues are short and thus the excitement further increases. In IPL, teams are divided on the name of Indian states which makes people watch it, as a way of showing support and cheering for their own state. IPL being such a great success should always review its strategies & policies for the viability of this League. One of the main concerns is to curtail spot fixing issues, controversies, allegations and gambling. The management needs to take harsh steps towards the culprits beforehand; otherwise IPL will sooner be a history, as already evident from the recent verdict of the supreme court of India by barring some franchisees from participation.

Platform to enhance new cricketers

The IPL comprises of all kinds of cricketers, the retired ones, the newly became ones, the currently-popular ones and the currently unpopular ones. Here, the new cricketers get an opportunity to work with the experienced cricketers and improve the quality of their game. They get a chance to learn well and shape well.

Adds revenue to the economy

IPL league provides immense employment opportunities such as the job of cricket columnist, umpires, costume designers for all teams, police guards to protect the players, etc. The money received by selling the tickets is also a large sum.

Brings the cricket world closer

This league is inclusive of cricket players all over the globe. This makes it very diverse and when players of various countries play together there would be an amalgamation of culture, values and learning. This makes people more open minded and brings different groups closer.

Disadvantages of IPL, Demerits of Indian Premier League Game of money

This league selects its players through auction, which should be called as selling of players. The players play for the money and the owners of team also aims at earning. Many of the owners and players of IPL have been arrested on the charges of holding black money as well. It can be recalled with the

examples of CSK and RR.

Understanding the techniques

Players of different countries play and live together which reveals a lot about their playing techniques to one another. These techniques can be used by the opponent in the international matches while playing.

Makes the players weary

The ongoing international matches and then a two months series makes the players fatigue and tired. This might affect their performance in the international cricket.

Wrong scheduling of the league

This league takes place in the month of April and May which are very hot months of the year in India. The players face health issues due to the heat of scorching sun, especially in Rajasthan. The sun make players perspire more than usual and may make them feel drowsy. This scheduling is not done by considering that people from all the countries would be able to participate, as often international tours take place when IPL occurs.

Pandemic

The Recent Covid-19 pandemic has wreaked havoc in the world and has also impacted the IPL in many ways, looking at the rising infection and fatalities it shows very grim picture of IPL in near Future.

Conclusion

Like other events, IPL has its pros and cons. It has really shifted the paradigm of Cricketing World to new heights. IPL provides a brilliant platform for youngsters where they can catch the eye of selectors for their inclusion in their respective National squads. IPL, because of its huge fanfare and higher brand value is surely one of the mega events in the World of sports. It acts as a great promoter of cultural heritage of India to the World. IPL serves as a source of entertainment for millions throughout the World. It is surely a billion dollar baby. IPL is providing the players a fair amount of money with which they can fulfill all their needs & secure future. Moreover the franchisees are also earning huge profits from the League. IPL also contributes a significant amount towards GDP of India.

After all, Cricket has always been a gentleman's game. So IPL should also stick to the basic principles and let the game to be played with real sportsman spirit. IPL should act as a brand ambassador for passing on the perfect message of universal brotherhood and friendship, which is the prime motto of a sport. Keeping apart all the qualitative effect of IPL on Cricket, one must confess that IPL is a great source of amusement for millions of Cricket lovers and presents a very exciting form of Cricket.

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