

Commercialization of Cricket in India and Its Impact on Performance of Players

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ABSTRACT

The purpose of this paper was to review the impact of commercialization of cricket in India. How the player benefited from the commercialized cricket? The positive impact is Improvement of skill, Standard of Game, team selection, Economic and new players get experience. The negative impacts are over-tiredness, Gambling, Diminishing of sportsman spirit etc. The organizer need take care of the impact of commercialization on the Cricket. Fair play and discipline should be maintaining to famous IPL worldwide. Cricket is a gentleman game and people likes change after a time.

Keywords: IPL, Commercialized, T20I

1.Introduction: -

A gentleman's game cricket was played by the Prince Edward, the son of Edward I, in Newenden, Kent, in 1301 but there has been lot of speculation about the game. There is no evidence that the game was a form of cricket. "The game of cricket has a *known* history spanning from the 16th century to the present day, with international matches played since 1844, although the official history of International test cricket began in 1877"¹. England is known for the origin of the game. Now a day the cricketers are the real God of playfield. The cricket playground is like a place of worship, where a huge crowd gathers to see their cricket Gods. IPL was founded in 2008 by BCCI former vice-president Mr. Lalit Modi. That time no one can imagine this tournament become famous on International level. Every one thinking how teams will play in double round robin tournament.

2. Indian Premier League (IPL): -

The Indian cricket league is a professional 20 over cricket tournament. It was started on 18 April 2008. The Board of control for cricket in India (BCCI) is the supreme for all the matters regarding this tournament.

3. What is commercialization: -

"The commercialization of sports is that aspect of the sports enterprise that involves the sale, display, or use of sport or some aspect of sport so as to produce income"². When India won the first world cup of cricket in 1983 then the prize money was 14.3 lacks but in 2011 the prize money was 13.8 cores because the sponsored form all around the world contribute for the cricket world cup. This sum of money indicates that the cricket has progressed lot in field of commercialization. The all credit goes to the spectators that love cricket more than thoughts. "The income of BCCI over a period of 5-10 year is in US billion dollars. The about television right was purchased by Sony Entertainment and World sports group for 10 years in US \$ 1.91 million. The

biggest Indian property developer DLF group paid US\$50 million to the title sponsorship of the tournament for 3 years from 2008 to 2010. The company likes Hero Honda deal in \$22.5 million, PepsiCo deal in \$12.01 billion, Kingfisher deal in \$26.5 million. The IPL negotiated a contract with the Canadian company Live Current Media Inc. to run and operate its portals and the minimum guarantee has been negotiated at US \$50 million over the next 10 years. The official website of the tournament is www.iplt20.com. DCI Mobile Studios (A division of Dot Com Info way Limited), in conjunction with Sigma Ventures of Singapore, have jointly acquired the rights to be the exclusive mobile application partner and rights holder for the Indian Premier League cricket matches worldwide for the next 8 years”³.

4. Positive Impacts of IPL: -

(A) Improvement of Skills: - The Skill is an athlete's ability to choose and perform the right techniques at the right time, successfully, regularly and with a minimum of efforts. The world top class players are playing in IPL tournament. The young players of Indian team can learn the best skill from them. The numbers of matches are more in IPL so a player has more chances to learn how to give the peak performance in critical situation. A player can give best performance on International level to play IPL tournament because it's true practice makes a man perfect.

(i) Batting Skill: -

A batsman can improve his shots on different deliveries of bowl because in IPL there are 20 over league matches in which a batsman needs to score more run in less number of balls. It does also teach a batsman how to get a goal in the limitation to use their skill.

(ii) Bowling Skill: -

A bowler can learn on which spot he has pitched a bowl to save more score for their team. A bowler can use different variety of bowl in his bowling spell.

(iii) Fielding: -

The fielding is the back bone of a team. The maximum coaches use this phrase “hold a catch and win a match”. In fielding a player can improve sliding, diving, catching, throwing skill and make a player run-out to hit the ball on the stump with more accuracy. The number of matches will improve the neuromuscular coordination of a player. A team captain can set a good fielding during the match.

(B) Standard of Game: - IPL has increased the popularity of cricket. The numbers of spectators are increased so that the number of sponsors also increased for the cricket sponsorship. The number of participants also increased in cricket so the selector has more opportunity to select better players for International plate form. The performance of players in IPL tournament also help selector to select a good team.

(C) Cross-country we feeling: - Players from different nations are playing together in a team. The respect of the game will increase. The player relation will become better. The different country people are cheering for a team. The IPL has given a great platform to all the people to sit together for a cup of tea.

(D) Economic benefits: -

The economic standard of India also increased a lot. Many people get a new job in IPL. The world famous companies expend money in IPL. The foreign currency comes in India. The spectators from abroad come to watch the tournament and also visit the historical places of India. The employment has increased in entire field. The standard of physical education and sports can be raised to follow the footsteps of IPL.

4.1 Negative Impact of IPL: -**(A) Overtiredness: -**

The schedule of IPL tournament has seven to eight weeks. In 2012, seventy-six matches will be played in 54 days. Teams need to play 14-15 matches to play semifinal. So now a day's players are facing the problem of mental fatigue, physical injuries and inability to perform. The players do not get enough time to recuperate from an injury and hence their performance falls below the desired standards. Today cricketers are among the highly paid persons with dozens of endorsements signed in their bags. Television commercials and shows, movie industry, fashion industry and many more are eyeing the cricketers as the money making pie. Not even a single industry is left untouched. The heroes of Indian international cricket team are sitting out from International matches because of injuries.

(B) Match Fixing: -

In 2000 the first match fixing scandal was highlighted when South Africa's team captain Hansie Cronje was banned from cricket for life after admitting receiving bribes from bookmakers. Every player has a dream after perform once on International level to become rich in shortest time. He feels jealous when he looks the earning of other player from IPL. He is tempted to try a shortcut method. The recent example of the fixing is three Pakistani cricketers. One of them Mohammad Aamer was only 19-year-old. "He said, I'm going to do is bowl a couple of no-balls. I'm not even going to affect the outcome. We can still win; I could still be man of the match and a hero"⁴. All the people know the IPL is a good plate form to earn money that's why the bookmakers are also using this field.

(C) Gambling: -

The gambling is also a big problem for cricket. Gambling is also a huge income sources for the people. The Gambler also becomes professional in cricket. They fix money on each and every ball. People choose a player and a team to play raffle. These things also encourage the match fixing. The faith of the people toward the game also decreased.

(D) Diminishing of sportsman spirit: -

Sportsman spirit is the most important part of a game. Good sportsmanship means not having a "win at any cost" attitude. Most athletes who don't have a "win at any cost" attitude are more likely to talk about how much they love their sport and how much personal satisfaction and enjoyment they get from participation. A nation pride is first for a player. He must obey the rules and regulations of games and the player's attitude must be fair with his teammate and players of team. Now a day's cricketers start playing for money not for the

nation. They love to play IPL not an International match. They not try to make extra efforts on International matches because they know if they got hurt they will sit out of IPL tournament.

Conclusion:-IPL is a good tournament for the youngsters but the organizer need to take care of the impact of commercialization on the game and the discipline has to be taken care of. It must have done to maintain the reputation of the game and our country is saved.

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