

Indian Premier League – A Boom Or Bane For Atmanirbhar Bharat

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ABSTRACT

IPL which started in the year 2008 has become a big platform for young Indian emerging players to showcase their talent and become a part of the Indian team. IPL was the brain child of Lalit Modi who subsequently resigned from BCCI over some controversies & issues.

IPL has no doubt revolutionise and globalise the game of cricket by combining cricket with entertainment, fun and bollywood. There are eight teams in the IPL present format. These teams are Mumbai Indian, Chennai Super King, Kolkatta Knight Rider, Royal Challenger Bangalore, Sun Rise Hyderabad, Delhi Capital, Punjab Kings and Rajasthan Royale. The brand value of team varies between Rs760 crore (highest) and Rs249 crore (lowest).

The present paper evaluates whether IPL is a boon or bane for the realisation of the dream of Atmanirbhar Bharat. IPL can be considered as a boon as it has contributed significantly to the Indian economy at the macro level as well as micro level.

At the macro level IPL has contributed to the GDP of the country tax revenue to the government, infra structural development (cricket stadium cricket pitches) , improved quality and standards of the game, contributed to tourism development, globalisation of Indian cricket, creation of employment opportunities, higher TV viewership's across the globe, promoted Indian Industry etc.

At the micro level it has benefited cricketers earnings maximum money, helped young emerging players, attached foreign players, fun, excitement, benefited BCCI with maximum revenue etc.

However IPL has created some issues and challenges such as commercialisation of cricket, home for gamblers, match fixing scandals, banning of players, wrong schedule during hot summer, hectic schedule , promotion of foreign brands (Chinese brands) pressure on players to perform, dark covid cloud looming over the game, covid cases among the cricketers, postponement of some matches etc.

On the whole IPL has benefited the Indian economy, the government, cricket, advertisers, media public and all other stakeholders. However when we apply the concept of Atmanirbhar, the model is financial most profitable model but it does not fully comply with the goal of the Atmanirbhar because IPL has Chinese companies as a major sponsor of the game. IPL should reduce our dependency on Chinese companies.

KEY WORDS : IPL, Atmanirbhar, Globalisation, Indian Cricket.

INTRODUCTION

Cricket more than a game is religion in the country with 1.5 billion fans across the world and more

than 90 percent from Indian sub continent alone. BCCI decided to capitalise this situation by creating a domestic cricket league. This resulted in the creation of Indian Premier League, popularly known as IPL. It is the brain child of Lalit Modi. The tournament began in the year 2008 and so far 14th such tournaments are held.

IPL has brought revolutionary changes in the game of cricket such as making it shorter and shorter (from 5 days one day to 50overs now 20 overs), greater excitement, greater competition, greater fun, participation of international players, commercialisation, involvement of bollywood, brands sponsorship and finally the uncertainty of game resulted in certainty ad photo finish. Competition is so stiff the many matches are won or lost on the last ball with one run. IPL has blended global experienced seasoned players with the domestic young inexperienced one.

At present there are eight different teams in the IPL. There are.

- Mumbai Indian
- Kolkatta Knight Rider
- Chennai Super King
- Rajasthan Royale
- Royal challenger Bangalur
- Sun Rise Hyderabad
- Kings Eleven Punjab
- Delhi Capital.

The brand value of these teams can be seen from the following table

Table No. 1.1

Brand Value of IPL Team

Sr No	Teams	2019 Rs Crore	2019 Rs Crore	GR
1	Mumbai Indian	809	761	-5.9
2	Chennai Super King	732	611	-16.5
3	Kolkatta Knight Rider	629	543	-13.7
4	Royal challenger Bangalur	595	536	-9.9
5	Sun Rise Hyderabad	483	442	-8.5
6	Delhi Capital.	374	370	-1.0
7	Kings Eleven Punjab	358	318	-11.3
8	Rajasthan Royale	271	249	-8.1

Source : IPL official site

The Concept of Atmanirbhar means self sufficient and self reliant. the term is popularised by the government as a strategy to overcome the crisis due to COVID_19 or the pandemic.

REVIEW OF LITERATURE

1. Vaishnavi Kanukurti (2019) examines how IPL has resulted in the globalisations of cricket in the world and how India became a leading country in the field of cricket. The factors that contributed to the success of IPL were Indias huge population with one billion fan following, mass coverage of crocket on television and media, support of former cricketers from Australia. IPL has established global brands for many Indian cricketers, companies and media.

2. Umar Rashid Dar (2016) analysed the major consequent factors and their positive and

negative impact on IPL crickets. These factors are impact on the game of cricket impact on domestic cricket, platform for emerging players, turnover for franchisees , and entertainment. IPL has provided a new dimension to Indian cricket. IPL is a good business model integrating many factors into one game such as cricket, glamour pricing, entertainment, hard hitting etc. The negative impact is the controversies, problem associated with the game.

3. Reporter (2020) found that the confederation of all India traders (CAIT) which has 40000 associations and seven crore traders alleged that IPL is a blow to vocal for local and Atmanirbhar Bharat Programme of the government. Dream 11 which has investment for Chinese company Tencent Global is the title sponsor of IPL and associate sponsor of five teams. While Government is taking steps to control Chinese participation in infrastructure projects, banning Chinese aaps, restricting Chinese investment, BCCI is completely disrespecting the broad policies of the government. In this sense IPL is blow to Atmanirbhar Bharat.

4. Sameer Makani (2020) highlighted how IPL provides greater opportunities for Indian brands to invest and gain visibility. Due to safety concern IPL 2020 has been shifted to UAE. This will help to gain larger audience in India and UAE. Dream 11 announced as a sponsor of IPL 2020 and has the probability of getting recognised on the national and international front.

5. Prince Attri (2020) focused on the issue of IPL and Indian chines tiles. On the one hand the relationship between Indian and China are slumping and the government has ban multiple Chinese forms present in different sectors. VIVO is paying Rs440 crore yearly almost double to what Dream 11 offered but BCCI is optimistic towards considering this considering economic distress. Is it ethical for BCCI to change VIVO for being Chinese company and giving sponsorship to Indian company with Chinese holding in the presence of many Indian bidders. If BCCI goes ahead with giving sponsorship to VIVO next year it implies they are acting against the Vision of Atmanirbhar Bharat.

6. Reporter (2021) reported that BCCI has announced the IPL 2021 schedule which will be held in India after two years. The IPL matches will be played at Ahmedabadm Bengaluru, Chennai, Delhi, Mumbai and Kolkatta. All teams will play at a neutral venue and not at home venue. The future of the game in mapped in such a way that each team will travel only three times reducing commute and risk.

7. N Madhavan (2021) dealth with the term Atmanirbhar as defined by Amitabh Kant CEO of NITI Aayog, The basic philosophy of Atmanirbhar is to create an economic system that will help Indian company to the highly completeive in the global market. It will help them to make Indian self reliant . The government has introduced performance linked incentives for sectors which are highly import dependent However there are other issues which should be addressed otherwise Atmanirbhar will remain only a dream. These issues relate to manufacturing cost, logistic costs, compliance cost, investment in R & D, higher interest rate etc.

8. Arjun Srinivas (2021) highlighted that even the pandemic cannot derail IPL juggernaut. IPL 2020 was a compromised event but it was not financially compromised. BCCI has

made profit of Rs4000 crore, reduced cost by 35 percent and increase viewership by 25 percent. An analyst estimate revenue of Rs4000 to Rs5000 crore and Rs2000 crore surplus for BCCI from the IPL tournament. This indicates that IPL 2020 was respectful if not profitable. In the other words IPL is a good financial model of managing the megha event.

RESEARCH METHODOLOGY

- Nature of Research Design : The research design adopted for the present research is descriptive research design. It describes the existing situation regarding the IPL game.

- Sources of Data : It is mainly based on the existing literature review and available published data on the subject of the research, it has not taken into consideration the primary data from the different IPL stake holders.

- Objectives of the Research : The major objectives of the research are
 1. To trace the evaluation of IPL and the factors responsible for it.
 2. To assess the contribution of IPL at the macro level.
 3. To assess as a Boon or Bane for the goal of Atmanirbhar Bharat.
 4. To highlight the opportunities and challenges in the field of cricket.

- Data Analysis : The available secondary data on the subject of the research is analysed covering various aspects of IPL such as value of IPL brand, Value of IPL teams , IPL viewership's IPL sponsorship (Indian brands and foreign brands) revenue generation and so on .

- Limitations : Some of the limitations of the present research are
 1. It is based only on the secondary data and not primary data/
 2. It focuses on the quantitative research and not on qualitative research.
 3. It has taken only the macro overview of IPL contribution but not the micro overview.
 4. It does not consider the financial aspects of the IPL games.

IPL BOON OR BANE FOR ATMANIRBHAR BHARAT

1. IPL Title Sponsors : The title sponsors of IPL from 2008 to 2020 can be seen from the table given below.

Table No. 1.2

IPL Title Sponsors

Year	Sponsor	Value (Crore)
2008 – 2012	DLF	40
2013 – 2015	Pepso	79
2016 – 2017	Vivo	100
2018 – 2019	Vivo	440
2020	Dream 11	222

Source : Own Compilation

The first sponsor was Indian company Delhi Land and Finance, a commercial real estate developer. The second sponsor was Pepsi company, a largest MNC company in India in food and beverage

business. The third sponsor was Vivo, a Chinese company. Again the fourth sponsor was vivo the amount was the maximum at Rs.440 crore (again Chinese company). The fifth sponsor is the Dream 11 company which is an Indian company. It is an Indian gaming company. The company has investment from Chinese company tencent (invested 100 million USD).

2. Number of Brands Advertised : The details can be seen from the following table.

Table No. 1.3

Number of Brands Advertised

Year	Nos
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2016	138
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2017	135
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2018	247
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2019	250
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2020	200
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Source : Own Compilation

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It can be seen from the above that the number of brands advertised during different IPL seasons vary between 138 and 250. In the year 2020 there were less number of brands due to the conditions of pandemic.

3. IPL Boon or Bane Comparison : The following section gives an overview of IPL merits and demerits Advantages can be considered as boon and disadvantages as bane. Overall conclusions can be drawn on the basis of this comparison. The details can be seen as below.

IPL	BOON	BANE
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|---|--------------------------------------|
| • Benefited Domestic players to learn international game. | • Commercialisation of cricket |
| • Created platform for senior global players to share their experience with young emerging players. | • Home for Gamblers |
| • Highest money in the form of salary and perks | • Match Fixing issues |
| • Infra structure development like cricket stadium pitches. | • Pressure on players to perform |
| • Development of tourism sector / national / global. | • Business rather than sports |
| • Contributed to GDP and Government tax revenue | • Hectic Schedule |
| • Employment opportunities | • Banning of cricketers |
| • Branding of India and Globalisation of cricket. | • Wrong Scheduling in summer season. |
| • Higher viewership throughout the world. | • |