

EFFECT OF COVID-19 ON SPORTS: A REVIEW

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ABSTRACT

The purpose of the review is to find the effect of COVID-19 on sports in terms of Olympics, Sports training and Sports market/industry. As we know sports have massive gathering which is very dangerous for the human being as COVID-19 spread worldwide very fast. First time COVID-19 cases emerged in December 2019 from Wuhan (China) to worldwide which damages the Human Life and world economy and most of the sector including Sports. In this phase government needs to revive the training development programme as Olympic Games has been postponed, in this situation the performance of the player is affected and coaches and sports professional start working on it. Due to financial crises, ministry of finance reduced the sports budget 8.16% in comparison of last year, which will affect the various verticals of sports, this time policy maker need to decide the priority on Health Sector. In the sector of sports more financial support comes from the CSR. At this time, while most of the sector facing the financial crisis many sports bodies had to shift focus on public health and find inventive approaches to engage with their athlete and other beneficiaries in the short, medium and long term programmes. In this situation all the sports will hamper but unrecognised sports bodies will hamper more as CSR funding is affected. But some sectors grow fast during/after Covid-19 like Health care cum Medical Sector, Education technology, Online Media/Entertainment, E-Commerce & delivery based services, pharmaceuticals, Life Sciences & Labs/Pathology few other sector also. CSR can carry to Sports Sector as Promoter for maintain the level of sports and up gradation and government also need to revise the policy for sustainable development of sports.

Keyword: COVID-19, CSR, Sports Budget and Sports Industry

INTRODUCTION

This research report has been prepared during COVID-19 situation faced by the athletes and effect on Sports Market as Sports have major contributor to socioeconomic field. It's all depends upon the Governments, Political influence make a major role in Indian Sport. This also helps in empower the women and of young people, which causes for inspiration individuals and communities, as well as to health, education and Show the Power of Nation without any war

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Since COVID-19 pandemic has spread to almost all countries of the world effected from this pandemic lockdown takes place in which of businesses, schools and overall social life hamper including many regular aspects of life, including sport and physical activity. Various changes take places during COVID-19 as per the recommendation of World Health Organisation.

“COVID-19 is an infectious disease in this disease most people infected by this virus experienced mild to moderate respiratory illness and recover without special treatment. Person with medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness including senior citizens. To prevent and slow down transmission government spread the awareness programme through all digital and Printed medium. Protection from COVID-19 virus by washing your hands or using an alcohol based rub frequently and not touching your face”.

Key Points for measuring the effect of COVID-19 on Sports:

1. High-performance athletes (Elite athletes)
2. Effect on Sports Training
3. Effect on Sports Market/Industry

“This Sports addendum ought to be perused related to the WHO key arranging suggestions for Massive Gatherings with regards to the current COVID-19 flare-up which gives general guidance on the general wellbeing parts of such occasions. This addendum has been created to offer extra help to game coordinators in evaluating the particular extra dangers, recognizing moderation exercises, and settling on an educated proof put together choice with respect to proceeding to have any game. Extra direction is given in the particular WHO COVID-19 mass social events sports addendum hazard appraisal instrument and relief agenda. Refreshed specialized direction on COVID-19 ought to likewise be consulted. These reports will be looked into and refreshed as the pandemic develops”.

Health care cum Medical Sector, Education sector survive through education technology through which all the student and teacher student, teacher, and parents as Online Media/Entertainment: OTT plat forms such as Netflix, Amazon Prime, and Hot-star, e-commerce Company etc.

1. **High-performance athletes (Elite athletes):** “This COVID-19 start from the from the Wuhan city of China which affect respiratory system. This transmission affect Homo-sapiens (Human) very fast this virus that cause COVID-19 spreads primarily through droplets generated when an infected person coughs, sneezes or speaks. Infection by touching a contaminated surface and then touching your eyes, nose or mouth before washing your hands frequently. Effect of COVID-19 on elite athlete: As we are aware about Olympics games was going to conduct in Tokyo (Japan) in 2020 but it has been reschedule due to Covid-19 in July 2021. This affect the player performance as periodization (training plan) hampers in which the peak performance of the player in 4 year was planned by the coach and other supportive team”³. Coach and other officials again design the 1-year macro cycle under various preventive measures as player follow the guideline issued by WHO and country to prevent infection and to slow transmission of COVID-19, do the following:

Recommendation for use of 3 layer Masks or N-95 mask while stepping outside or public place.

Wash your hands regularly with soap and water or clean them with alcohol-based hand rub or sanitizer.

Maintain at least 1 metre distance between you and people coughing or sneezing.

Avoid touching your face.

Cover your mouth and nose when coughing or sneezing.

Stay home if you feel unwell.

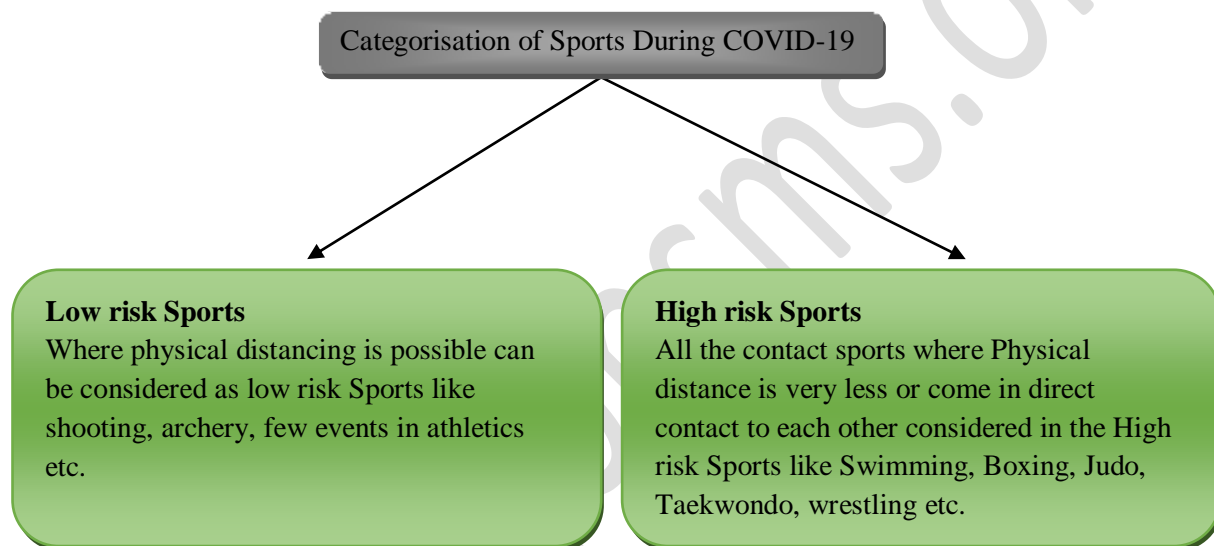
Refrain from smoking and other activities that weaken the lungs.

Practice physical distancing by avoiding unnecessary travel and staying away from large groups of people.

This is the difficult to follow the above preventive measure on ground while lots of player practice/ use the sports ground / equipment. In this difficult situation to a country/player selected

for the Olympics games and infected from covid-19 which affects the respiratory system; in this situation player training hamper and this reduce the performance which causes the loss of medal in Olympics

2. **Effect on Sports Training:** “Sports training is categories into two parts during covid-19 while unlock starts in India but priority was given to prominent sports (selected for Tokyo Olympics). Mainly sports was categories in two parts given below:



All the sports affected due to COVID-19 as massive gathering takes place during practice/tournament and more than one player use the sports ground/ equipment during training. High risk sports training suspended for the long time and low risk sports permitted in roster. Player or official found below symptoms recommended for COVID-19 test and the minimum 14 days [Corentine or hospitalization as per the recommendation of doctor. The most common symptoms of COVID-19 are Fever, Dry cough and Fatigue](#)”.

EFFECT ON SPORTS MARKET/INDUSTRY

Due to the global outbreak of COVID-19 has resulted in closure of gyms, stadiums, pools, and fitness studios, physiotherapy centres, parks and playgrounds. Lots of individuals are not able to actively participate in their regular individual or group sporting or physical activities outside of their homes. Urban area are strongly affected due to this COVID-19 as dense population found in urban areas but in rural area/Village level people have sufficient space for physical activity and maintain social distancing more effectively and continue with their physical activity by which the effect of COVID-19 is less at rural level.

“The world’s sports ecosystem are damaged by COVID-19, all Matches and competitions are being cancelled or postponed, disrupting governing bodies, organisers, teams and athletes — as well as the non-stop live sports content we have come to expect. Owners, broadcasters, and sponsors are trying to navigate the impacts and implications of event cancellations and modifications.

In this COVID time while all the industry is going down except few industries like Health care cum Medical Sector, Education technology, Online Media/Entertainment, E-Commerce & delivery based services, pharmaceuticals, Life Sciences & Labs/Pathology few other sector also. In the sector of sports due to closure of stadiums, pools, and fitness studios, physiotherapy centres, parks and playgrounds the revenue generation is Zero or Nil and expenditure for maintenance is the same and government of India Reduce the budget 8.16% in comparison of last year now government need to revise the sports policy for sustainable development of sports. CSR is one more dimension for the development of sports as most of the industry / sector are in loss in this above mention which are in profit or grow fast in the COVID time CSR can be carry from those Sector for the Development of Sports”.

“In the Sector of Sports entrepreneurship has been considered an important part of sports organisations when overcoming crisis situations. This impact of the crisis derived from COVID-19 on sports entrepreneurship and whether there are differences in the prediction of

entrepreneurship on service quality in non-profit sports clubs or Academies are risk-taking and innovation are significantly higher after the appearance of COVID-19”.

Summery and Outcome:In the present study, it is shown that the COVID-19 crisis had an effect on the Player Performance in term of elite athlete and entire sports training, Sports Industry including sports entrepreneurship of the sports clubs analysed. Government of India play a pro active role in take the strong decision with consideration of WHO, which have completely altered the course of sports, social, and professional lives. As a result, there have been planned changes undertaken by sports organisations to counteract the consequences and try to maintain high levels of quality and the sustainability of the organisation. However, Government of India reduces the Sports Budget which will directly affect/compromise the sports quality at grass root level or Excellence. Various observations taken from the previous research and reports which shows the deep impact on Olympic games going to hamper due to this COVID-19. The Major Sports Industry is in loss, government need to revise the Sports policy with Budget reallocation.

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