



## SPORTS - AN ELEMENT ENHANCING GLOBAL ECONOMIC COMPETITIVENESS

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### **ABSTRACT:**

Sports and laws are connected through multiple dimensions. Since sports is a vast sector that provides a boost to an economy when proper measures are taken, it plays an important part in developing business and economy, various legal intricacies are present to elevate its contribution internationally. Under the ambit of sports, the legal aspect is yet to achieve a strong and concrete framework nationally and globally.

As a facilitator, sports law must stress on intellectual property rights such as trademarks and patents which gives credit to the extensive sports research and development. It should also involve sports sponsorship and passing in bills and policies for the national interest. Where economy and business play a major role their legal regulations automatically share the stage. Therefore, media and broadcasting law, competition and commercial law and all business-related laws now blend well with sports. Also labour law plays a trivial role in the sports industry globally. As a prohibitor, sports law tends to curb all black-marketing practices and exploitation.

This paper is an effort that attempts to exhibit the reality of retail and industrial conditions and the support of branding and media which helps the market to flourish. To enhance the depth of the subject, the authors have focused

on the social aspect, the legal aspect and the commercial aspect which includes a comparative analysis of such processes and positive suggestions to score more economic goals.

### **INTRODUCTION:**

Sports is both a consumer good and a consumer of goods. Various studies uncover the rapid development of the sports economy as an independent and an interdependent branch of economics. It has emphasized the profit generated by sports through its infrastructure, the production and sales of sports goods and services. It also studied various methods of information dissemination which took place through advertising, sponsorship and events organized.

It is important to understand that sports economy contributes to the GNP and GDP of various countries due to its labour intensive operations and it is estimated to grow faster than most of the other sectors. Also, having a globalized economy, sports has its own share in global trade.

Moreover, it must be understood that the given statistics do not include the very considerable contribution of countries' inhabitants who are actively involved in organizational levels of sport. Also financing in sports and other support activities varies from country to country due to the level of development, availability of funds, growth of industries and the political situation present. Thus, underdevelopment of sports is both a cause and the consequence of economic underdevelopment.



Having a paramount obligation to meet the basic needs of their citizens, many developing countries tend to reduce the importance that is needed to be given to sports. It is always considered as a secondary requirement due to the pressuring priorities. Even then, sports have proved to help significantly to uplift economies and it has also favorably raised the sharp exchange rates for the nations

The relation between sports and economy can be easily analyzed by studying the relationship between the media and multinational corporations. This can direct us to two conclusions- one is commercial in nature and the other political in nature. Improved quality and performance from the workforce, media and MNC's all lead to the development of sports which in turn contributes to the economy. Thus, it is necessary to improve the support systems for sports such as physical education and treat it as a safe investment. The framers of a country's economy must carefully formulate policies in such a way that sports help every individual to improve their economic standards and that there are proper regulations to inculcate equity, justice and good conscience in the economy.

International economic law includes an array of topics connecting the economics with the state policies and regulations and portray it on a global platform.

IEL may be described in various ways. No clear definition has developed in practice or in theory. Both broad and restricted

descriptions have been put forward. In the broadest sense, IEL could be defined as including all legal subjects which have both an international and an economic component.<sup>1</sup>

The components of International economic law are:

- First, economic activity is central to government affairs and International Law.
- Secondly, International Law, and an important component of IEL, namely International Trade Law, are each underpinned by inconsistent assumptions, or fundamentally opposed assumptions. Whereas International Law is based on the State and the notion of sovereignty, IEL is based on the dictates of comparative advantage, on promoting individual cross border exchanges and specialization.
- Thirdly, whereas as International Law is oriented towards defence and peace and economic self-sufficiency or materialism, the international economic system as reflected in the Britton Woods Institutions, is based on the market economy and the promotion of global welfare, not so much the prevention of economic welfare.
- Fourthly, key features of International Law are not present in the same manner in the field of IEL. Thus, because of globalization, it is not possible to talk about national economy.<sup>2</sup>

There are essentially two dimensions to a consideration of the sources of IEL. International Law, considered merely as a body of rules, comprises those sources of law

<sup>1</sup> John H. Jackson, "International Economic Law: Reflections on the "Boiler room" of International Relations", American University Journal of International Law & Policy, [1995],

p.34.

<sup>2</sup> V.M. Koretsky, "Essays on International Economic Law", [1928] p.34



as enumerated in Article 38(1) of the Statute of International Court of Justice. These are stated as follows:

- (a) international conventions, whether general or particular, establishing rules recognized by the contesting states;
- (b) international custom as evidence of a general practice accepted as law;
- (c) the general principles of law recognized by civilized nations.”

However, it needs to be noted that International Law is not defined universally merely as a body of rules alone. A broader conception of International Law is entertained by some. Whilst it includes the sources mentioned in Article 38, this broader perspective of law comprehended it as a process of decision making<sup>3</sup>

There are a number of problems that characterize this source of IEL. Some of the main problems may be described as follows: First, given the abundance of international agreements, there are serious questions as to the coordination of such obligations. A state may have entered into multilateral, regional and bilateral agreements involving the same subject matter. There is the need to ensure the avoidance of conflicting obligations undertaken in different treaty arrangements<sup>4</sup>.

Sports and laws are interconnected in many ways, sports play an important role in business and economy but there are various legal intricacies that make this a strong contributor to a booming economy. Due to the presence of a globalized market, we need

to regulate prices, level of taxes, imports and export dues to be paid, black-marketing, exploitation of resources and foreign exchange. This links international economic law to sports.

Furthermore, sports have become a complex and a diversified business field with new inventions and investments. Development in sports have reached such heights and these have led to the requirement of specific statutes and legal authorities to regulate. The intellectual properties rights, competition and commercial law and all business- related laws now blend well with sports. They have paved a new path to economic contribution. Thus, international economic law plays a serious role to solve the current period's sports related disputes.

#### **SPORTS – AS A SOCIO-ECONOMIC INDICATOR**

In the current era, sports is viewed as a trivial component of socio-economic development of a country. It is promoted as a key to improve health and productivity by reducing ailments and diseases and inculcating discipline and *esprit de corps* . Therefore, carrying out any mega level tournament or league contributes to the development of better infrastructure, provides greater number of employment and raises the inflow of foreign exchange capital into the country leading to a substantial growth of an economy. Hence, it can be said that the impact of sports on the society is complex and layered. Sports economics is playing more important role in our lives, which is associated with tickets, media rights,

<sup>3</sup> Documents and Resolutions. The 26th Congress of the Communist Party of the Soviet Union, [1981] p.21

<sup>4</sup> Documents and Resolutions. The 26th Congress of the Communist Party of the Soviet Union, [1981] p.21.



merchandising, and sponsorship. To achieve the aim, the following specific tasks were set:

- to give insight into the situation in the field of sport and mega sports events, placing a particular focus on its impact on region's economics;
- to analyse the papers of sports impact to economic, biggest sports markets and mega sports events;

Today there are two journals devoted to sports economics namely, Journal of Sports Economics and the International Journal of Sport Finance.<sup>5</sup>

North American authors Peter A. Groothuis and Kurt W. Rotthoff stated that the economic impact of sports has been studied in two main ways: through local economic impact and through the impact of mega-events.<sup>6</sup>

### GOVERNMENT ROLE IN PROMOTING SPORTS

The government of a country is a critical player in the promotion of sports. Both governmental and non-governmental organisations join hands and work together to formulate policies for development of sports. It is done by allocating funds and grants for providing better infrastructure and equipments. Various schemes are brought out to find and trained talented personnel and lead to an overall development in sports as a whole.

In India prior to the year 1982, sports was not given much importance as the other sectors of development were given. Thus, this year

amounts to historic significance as a separate ministry was setup for sports which led to the gradual increase in funds and its emphasis in public policies.

Although, there was a considerable increase in the grants and funds regarding sports, budgetary allocation in India was not enough to meet the needs of the sector. Thus, fundamental changes had to be brought to the framework for its betterment. This led to the development of the National Sports Policy 2001, National Sports Development Bill 2013, Khelo India etc. This helped the government to engage in a trivial role in promoting sports and realize the immense potential the country has.

### MEDIA AND ITS FUNCTIONING:

Telecasting of sports works on a contractual basis and various channels bid among themselves to receive broadcasting rights. Every sport that is being played can help to earn huge amount of money by selling its broadcasting rights to the channel that gets the said rights. Usually, any sport that has a considerable number of viewers will have a demand for television rights and sport like cricket where it is considered to be a separate religion in India, it can help the Sports board or administration to get an enormous deal.

For example, in 2018 Star Sports acquired the television and digital rights of BCCI from 2018-2023 for 6138 crores by beating Reliance Industries Limited and Sony Pictures Network Limited. This will amount to increase in TRP for Star Sports and result

<sup>5</sup> Bryson, A., Frick, B., & Simmons, "Sports Economics: It May Be Fun But What's The Point?" [2015] R1

<sup>6</sup> Peter A. Groothuis and Kurt W. Rotthoff, "The Economic Impact and Civic Pride of Sports Teams and Mega-events: Do the Public and Professionals agree?" [2016] p. 3



in more economic benefits through broadcasting.

In fact, today television and digital broadcasting is very essential since different people watch different sports and it is important such sports are broadcasted which would otherwise lose its interest among people which no sports would want. The success ratio of a Tournament such as FIFA world cup massively lays on the number of countries it has been telecasted and number of people who were able to watch the Tournament. This tournament will then have a greater impact on the countries where it is broadcasted.

Therefore, it is important in today's world that sports are to be broadcasted properly and the economic benefits are utilized carefully.

### THE ECONOMIC CONTRIBUTION OF SPORTS

Direct income: Tickets prices; sponsorship and partners; municipal grants; state grants.  
Indirect income: increase in tourism; the national income resulted due to the winning of a tournament.

As a visitor of a country during a sports event, he/she incurs travel expenses for the purposes

such as transportation, accommodation and food. One might also go around the city and visit various places of interest or shop local goodies which amounts to higher economic benefits which comes directly in contact with the local markets.

### Sports events market:

Trends show that market for global sporting events are on the rise. This is all because of the effort of sponsor, media, growth of technology, increase in awareness about sports. Many clubs and teams have become a successful business to venture around the globe. The finance involved in such event increases every year and the revenue earned from them also raises exponentially.

The total budget allocation for the Ministry for the year 2018-19 was ₹2,196.35 crores and the revised budget allocation (RE) for 201819 is ₹2,002.72crore.<sup>7</sup>

**Bloomberg** estimated that the NFL earned nearly \$15 billion in 2018.<sup>8</sup>

**Statista** revealed that more than 50% of the league's revenue came from TV deals.<sup>9</sup> **Deloitte Sports Business Group** found that the EPL revenue amounted to £4.8billion for the 2017/2018 season, which is up 6% from its previous year<sup>10</sup>.

<sup>7</sup> Ministry of and Youth Affairs ,Government of India, "Annual Report 2018-19" <<https://yas.nic.in/sites/default/files/Annual%20Report%20%28English%29%202018-19.pdf>> accessed 21 November 2019

<sup>8</sup> Craig Giammona, and Scott Soshnick, "The NFL's Very Profitable Existential Crisis"(Bloomberg,13 September 2018) <<https://www.bloomberg.com/news/features/2018-09-13/nfl-makes-more-money-than-ever-and-things-have-never-been-worse>> accessed February 22 2020

<sup>9</sup>Statista Research Department "Total value of NFL national TV broadcasting rights deals from 2014 to 2022" ( Statista,5 December 2019) <<https://www.statista.com/statistics/615678/nfl-national-television-broadcast-deals/>> accessed February 22 2020

<sup>10</sup> "Premier League clubs' revenues reach a record £4.8 billion, but profitability is dampened by rising wage spend" (Deloitte 25 April 2019) <<https://www2.deloitte.com/uk/en/pages/press-releases/articles/premier-league-clubs-revenues-reach-a-record.html>> accessed February 22 2020



### **INDUSTRIAL TRENDS:**

1. eSports: It involves multiplayer connected in a same web platform and such players are usually professional gamers. With the advent of technology, online sporting trend is rapidly gaining grounds. Such sports also require its own set of skills, techniques and strategy to play. Such games flourish well due to the excessive craze and the number of downloads it has.
2. Sponsorships: Many brands use the concept of brand ambassadors and use sportspersons to endorse and promote their products. This concept has a wide reach and it brings in a wider demand for the goods advertised. With the development of media and internet, brands find it easier to popularise itself. Sponsorship acts as the backbone of many sporting events and in the current market, sports cannot survive without sponsorship.
3. Media Rights: The main income for sports comes through media rights. An event is broadcasted by a channel on a contractual basis. Such channel will not only telecast the event but also promote it and has the right to all content relating to its distribution. Star network, ESPN sports etc are certain media giants in the ambit of sports.
4. Sports Gambling: In 2016, the sports betting market in the U.S. was valued at \$40 billion. The legality of betting is still in question in many countries. Although it is banned in some places, it has its own share of enthusiasts and unfortunately creates an economic bad that needs to be curbed.
5. Sports Investment: Sports is a field that involves a good number of research and development to enhance its usage. Many start-ups are blooming to create various sports related technology and also produce sports

attires and merchandises. An example of sports development would be the LED lights in cricket stumps or the usage of “*snickom*” technique to determine a leg before wicket. Similarly, usages of spider cameras and drones to have a clearer view of the game was made possible only with the help of research and development in sports.

### **INTELLECTUAL PROPERTY RIGHTS IN SPORTS:**

Invention and creativity have always been an important thing in the area of sports. It has gained significant amount of Importance in the last decade or maybe from earlier stages. Every originator and creator is trying to go beyond the boundaries and try to invent new things to develop and exploit the sports economy. This is where the Intellectual property rights (IPR) comes into play and the Government usually gives the creator the right to have the information of his/her innovation for a limited period of time. Intellectual Property Rights are the basis of licensing that help in earning revenues to support the development of the sports industry. In Addition to that, it helps the inventor or the creator to protect his product or innovation to earn enough amount of revenue which more or less gives a monopoly power on the product for a limited period of time. This has become a very important thing because the market is huge to be exploited and with the commencement of various leagues in various sports which has led sports market to be a huge economic forum it is very important now to use IPR efficiently in sports which will lead to lead to promote sports development by making sporting organizations to finance sporting events.



Sporting events will lead to an increase in investment, telecommunications, tourism which helps to increase employment and also helps in infrastructure development. Investors would like to get some favourable returns before other companies in the market replicate their ideas. When we look at the various IPR it includes Patents, Trademarks, Design, Copyright, broadcasting etc., where patents would protect the technology used to produce the product for a limited period of time and trademark and design would protect the identity of a brand and its product from similar products and copyright generate the revenues needed for broadcasters to invest in the costly undertaking of broadcasting sports events to fans all over the world.

In sports era, the very first patent was awarded to George (US1718305) for a ball specifically designed for basketball in 1929 almost 100 years back. Then many changes were made which allowed us to attach and detach the net from the ring without any help from the lacing cord (US2053635). The patents have been used since then and many inventors have registered for patent but however, from the 1990s has been used vastly. Data showed that over 750 patents were registered only for football boots alone, with Nike, Puma and Adidas comprising the majority of those 750 applications. In recent times various technology is being used in different sports like ball tracker in cricket, tennis and such various sports which is used to track the trajectory of the ball. Recently VAR is used in football to find out whether the ball has crossed the goal line. The patent

application ([WO0141884](https://patents.google.com/patent/WO0141884))<sup>11</sup> is registered for this technology and it was first widely talked about when it was used in FIFA world cup 2018. These are just a few patents that are being used in sports and it is expected to rise in the coming years. **Trademarks** which also plays an important role in sports protects the identity of a brand from its similar products, by protecting the names, patterns, slogans and such other things which gives certain brand value to the particular team or club.

For example, Manchester United have trademarks for the name 'Manchester United' and for the club crest. When it comes to team logo it is protected by Trademark if it is just a simple design but it can be protected by both Trademark and Copyright as well if it has some creativity in the logo as anything that is artistic would be protected by the Copyright and in sports it is mostly it is used in logos and the artistic works while promoting their team or club.

When it comes to broadcasting it helps us to know the media rights over broadcasting and it should protect online piracy on the internet and allowing unauthorized streaming of matches which would damage the growth of revenues which would have an impact on the economy. For, Example watching a cricket match in star sports and hotstar is legal because they have a right to broadcast the game but if the same is watched in online by an unauthorized broadcaster it would amount to something that is not illegal. This is very important because it is said that the broadcaster loses thousands of millions of dollars if people use unauthorized links to

<sup>11</sup><https://patents.google.com/patent/WO2001041884A1/pt>



watch the game. Henceforth, to control all these problems it is important that the legislature make strict Intellectual Property laws to avoid all these loopholes which will automatically guide sports as a strong economic sector.

### **SPORTS SPONSORSHIP:**

While dealing with sports impact on the economy as a whole it is necessary that we deal with sports sponsorship. It satisfies all the involved parties where the sponsor would get brand awareness and the sponsee would get finance for the sport they play. There are many successful sports sponsorship – one of which was Unicef and Barcelona which provided a Win-Win situation for both of them since Barcelona paid UNICEF to sponsor them and within 2 years without any titles went to 2nd place in worldwide recognition of a football brand. Moreover, with the Goodwill and the awareness by UNICEF Barcelona was able to create a feeling of “more than a club” which helped in increasing loyalty for the club. Another such sponsorship was Adidas and NBA in which Adidas provided officials uniform which helps them to try out the US market with some of the athletes and try to undo the Nike super dominating power in that locality and it also provides NBA with some financial assistance that they would require to organize the league properly. Henceforth sports sponsorship works in both the ways – helps both the sponsor and the sponsee. As it was stated above if the sponsor tries to bring in an athlete to try out their products such as T-shirts or shoes the consumers would want to try out the product because their favourite athlete/club is one of the sponsee and due to loyalty or goodwill they would want to try

that particular product and this is how it helps in generating sales.

In today's world using advertisement on television is not a very efficient way of promotion as earlier and in order to promote the product, the sponsors try out different ways to increase their goodwill and sponsoring the favourite club or favourite athlete would bring in certain goodwill.

Therefore, sports sponsorship plays a very important role in the sports economy which would, in turn, have a great impact on the country's economy. From the developments in sports in India for the last few years we can expect much bigger sports sponsorship deals in the coming years and it is also important we sought out and improve other sports excluding cricket as well, to improve the deals such other sports and if the government is keen to develop the sports economy it is important to give equal importance to every sport.

### **NEED FOR A SPORTS LAW IN INDIA**

In an area where there are many economic impact and various other activities takes place it is more or less surprising that we do not have a national sports law governing various sports that are prevalent in our country. The same is necessary to eradicate various issues that are present in this sector such as broadcasting issues and issues relating to contracts and betting and black market that affects the economy as a whole. National Sports Development Bill, 2013 and the Prevention of Sporting Fraud Bill, 2013 are the two draft bills that are pending in the parliament. Necessary steps regarding this should be made and this is the right time to



bring in a new law to utilise the advantages from sports with economy being one of its advantages.

**AREAS TO TIGHTEN FOCUS:**  
**Intellectual Property Rights**

There are many laws in IPR such as

Patents<sup>12</sup> Design<sup>13</sup> Trade Mark<sup>14</sup>  
 Copyright<sup>15</sup> Geographical Indications.<sup>16</sup>

Although there are separate acts, the judicial aspect in Intellectual Property rights is considerably low. The courts are not giving adequate importance to IPR violations taking place around the country. The point of registering the ideas under particular domain is to control the use of one's own idea by others which is not being done by the judiciary. The need for punishment be it any type of punishment is necessary and absolutely essential for improper uses of others ideas which will in turn have its impact on the economy. A need for a particular tribunal with required expertise is required to deal with IPR matters exclusively to help improve the economy which is what the government requires from sports industry.

There is also a need for nation level IP policy from the government to explore the IP areas more deeply and try to maximise the use of IPR in developing the nation's economy and will play a huge role in maintaining strong socio - economic relationship with other

countries. This policy will also help others to know about IPR and create more awareness about IPR and help in registering their ideas which will make our country strong domain in IPR.

**Betting and Black Marketing**

Online gaming is something that amounts to "game of skill" and not "game of chance" and the former would not be illegal as it was stated in Varun Gumber Vs. Union Territory of Chandigarh where the court said that the online gaming such as dream 11 is a "game of skill" any game of skill, greater experience and training in Dream11 fantasy sports games provides a user with greater insight into strategies for success and a better understanding of the game's dynamics and operational constraints, and in itself heightens and attunes the element and exhibition of skill on the user's part and thereby has an material influence on generating a successful winning outcome in favour of the user.<sup>17</sup> However, since online gaming is a big forum now there is a law that is required to make it legal and record all those transactions which would improve the economy and eradicate the regulation of black money in the sports industry. According to 276<sup>th</sup> Law commission of India, this is a market which can rise to \$1 billion by 2021. Betting and gambling would come under Entry 34 under list II of the seventh schedule of the Indian constitution. Hence it is absolutely necessary that we have a law for online gaming which would authorise every

<sup>12</sup> The Patents Act 2005

<sup>13</sup> The Designs Act 2000

<sup>14</sup> The Trade Marks Act 1999

<sup>15</sup> The Copyright Act 1999

<sup>16</sup> The Geographical Indications of Goods (Registration and Protection) Act, 1999

<sup>17</sup> Varun Gumber v. Union Territory of Chandigar, 2017 CriLJ 3827



transaction that is taking place and tax upon those transactions which would help to improve the sports industry economically. Black market today plays a significant role in depriving the growth of sports industry by taking away the actual profit by selling duplicate products by local companies which would otherwise go to that team's net profit.

### **Media and Broadcasting**

When a sports event is about to be telecasted in a channel, it gains a greater number of subscriptions than normal. Such tournament organizers and television channels work on a contractual basis. The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act was passed in 2007<sup>18</sup>. This act was intended to provide the masses on a free to air basis of sporting events that were of national importance. This was achieved through legislated sharing of sports broadcasting signals with Prasar Bharati. It was an important step to prevent telecasting companies from creating a monopoly and making sports content accessible to the public at large. Although this act was later repealed, it is suggested that some governmental control mechanism over media must be present for greater public and economic interest.

In the case, Secretary Ministry of Information and Broadcasting and others v Cricket Association of Bengal and Others, Honorable Supreme Court of India stated that there shall be a law controlling the electronic media and if AIR or Doordarshan find such

broadcast/telecast not feasible then they may consider the grant of permission to the organisers to engage an agency of their own for the purpose. Of course, it would be equally open to the nodal Ministry (Government of India) to permit such foreign agency in addition to AIR/ Doordarshan, if they are of the opinion that such a course is called for in the circumstances.<sup>19</sup>

### **Labour Rights and Protection From Exploitation**

International Labour Organisation is a key player. It is the pioneer of workers protection which was propounded with the Treaty of Versailles after first world war.<sup>20</sup> It adopts and regulates labour laws to implement the standards of ILO, promote its declaration and fundamental principles and right to work along with the concept of decent work into practice. In India we have various central and state enactments pertaining to labour laws. The main aim of all these statutes are to protect workers against any exploitation and ensure the dignity of workers.<sup>21</sup> Sports as an industry comprise of both the organized and unorganized sector. Many of them work in small groups and hand skilled labours making sports equipments or run small mills to produce jerseys and other attires. They are not properly aware of the exploitation they face and do not realise that their produce is worth much more than what they are paid. Acts such as Unorganized Workers' Social

<sup>18</sup> The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007, Act 11/2007(19 March 2007)

<sup>19</sup> Secretary Ministry of Information and Broadcasting and others v Cricket Association of Bengal and Others, (1995) AIR SC 1235

<sup>20</sup> Treaty of Peace with Germany( Treaty of Versailles), 28 June 1919

<sup>21</sup> Dr. Juan Somavia, "Valuing Dignity of Work"(UNDP reports, March 31,2015) <[hdr.undp.org/en/content/valuing-dignity-work](http://hdr.undp.org/en/content/valuing-dignity-work)> accessed February 2020



Security Act of 2008<sup>22</sup> has played an important role to protect and promote the welfare of the workers. Government must take proper measures to reduce middlemen and let the manufacturer produce directly reach its global customers.

### **Research and Development**

Sports policies of a country must be formulated with a view of research and development and must ensure that sports contribute to the economy's much as any field will do. In India we have the National Sports Policies formulated in 1984 and drafted in 2001 which aims for resource mobilizations, globalization and research and developments in sports. Every country must contribute for developments in sports facilities, sports education and infrastructures. It must assist in all ways possible to come out with novel methods of training and develop equipment to suit the users. Any new invention or research by a country is an economic asset and a country must claim rights over it. For example, certain techniques of swordfight, yoga, archery and wrestling are way to indigenous to India and are deeply rooted since our ancient history. It would be very creative when such methods are inculcated with the current style of the game. Thus, it is the duty for a nation to allocate funds to carry out various researches in this field to enrich and highlight their cultural significance in the global arena.

### **CONCLUSION**

Sports is a trivial contributor to any economy. It is a golden opportunity for developing countries to boost their GDP

especially when there is a good population willing to contribute to this sector. A country like India, which is highly populated and highly enthusiastic about sports must utilize the moment to make money.

As an indicator of socio-economic improvement, we have the infrastructural development, human resource development and various other methods that helps to bring talented personnel from every nook and corner of a nation to represent in international events and bring laurels back home. It is also necessary to change the mindset of people towards sports and inculcate its practices since a very young age. To ensure this occurs, various policies must be implemented to spread awareness and hunt talents across the country. Thus, the funding for this is very trivial and the government must bring in structured policies and monitor its effectiveness to ensure maximum outcome from the initial investment. It is important to allocate adequate funds and make sports infrastructure available to every citizen of this country. It is high time we realize our shortcomings and device novel ways to promote sports as a valuable career option. In its commercial aspect, we have seen that sports have given an immense contribution in integrating various economies and also helped in bringing out a borderless market and huge demands for goods and services. For the existence of a healthy competition, various regulations fill in the gaps. It is important to note that stringent laws are required to ensure there is minimum exploitation of natural and human resources. India has been a production hub for various sports and sports related goods, but many of

<sup>22</sup> Unorganized Workers' Social Security Act of 2008, Act 33/2008(30 December 2008)



their contribution goes unnoticed due to the regulations present. Similarly, media and brand endorsements must be monitored to ensure that nothing against the public health and welfare is promoted. Also, the element of IPR is required to be carefully legislated to ensure fair competition and to avoid the concentration of monopoly anyone's hand. But such property laws must also encourage people to enter into the line of research and development and give the creator full credit of what he had created. Managing this in an international level is the biggest task which must be achieved with caution and cooperation without compromising on the perks that must be awarded to the creator. It is important to understand the legal nuances of sports when we see it in a globalized aspect. The rules for a fair play are as important as the rules for a fair trade. The sports industry has a dark side which has to be properly cleansed. We must realise the revenue generated through sports is a fairly huge piece of the economic pie, so we have to highlight its presence and stress more on its values. Sports law is a facet where we must bring a rigid structure and framework to it. A trivial aspect would be betting and gambling prohibitions and the black money that turns into an economic bad. Other important contexts are labour and industrial laws, to ensure removal of exploitation of the workers in sports and allied industries, entertainment and media laws to regulate the content presented in the on-screen and off-screen media, marketing and branding regulations to foster fair trade practices and notably on patents and copyrights so that the hard work and efforts of a person gets recognised.

*“In a field called the world, playing the game of growth and development is required for scoring economic goals must take place without a red card”.*

All we need to achieve the target is recognition of good players (i.e. various economic contributions), constant practices with discipline (i.e. structured framework of laws) and of course the readiness to compete in the global arena.

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