

STRATEGIC PLANNING FOR THE IMPROVEMENT OF SPORTS AT GRASS ROOT LEVEL IN PUNJAB (HOCKEY, CRICKET AND BASKETBALL)

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Abstract:

Sports have never been seen as a concentrated industry with probable greatness and influence of social, political and business action in Pakistan. Sports have increasingly notable prospective and positive depiction than any other social drive for health-enhancing physical actions. This research mentions three basic divisions of Punjab sports which are hockey, cricket and basketball. It includes all the issues which are faced by Sports Board Punjab and Pakistan Cricket Board regarding above mentioned divisions in past years and to suggest required advancement for sport sector. The significance of the study is to draw attention to the Government to the underdeveloped areas of sport sector in hockey, cricket and football to enhance it at grass root level. Hockey is the national sport of Pakistan but its ranking is getting low because the management system and strategies of the development of hockey department are not proceeded further. Moreover, cricket is a most popular sport in Pakistan. Basketball team of Pakistan also represents at international level and our team won silver medal in 2013 at regional level. From results and discussions, it is evident that hockey is now being improving as compared to previous performances in the past years. As we know that Pakistan has good taste in cricket so it is still at the top of sports. The strategies planned and implemented ratio is satisfactory by PCB. However, basketball needs some attention but it has trained coaches, we just need to publicize it. Moreover, at high level, Sports Board Punjab must be based on public and private members by having full knowledge of sports and games.

Keywords: Strategic Planning, Sports, Sports Board Punjab, Sports Diplomacy, Sports Development

Introduction:

Sports play contributory part in country-building because it breaks down all things in the way to join together the country. In any case, sports have never been

seen as a concentrated industry with probable greatness and influence of social, political and business action in Pakistan. The views and need of fascinated de-

signs has not as it were come about in stopping fact of sports uses at the national and international levels, but have too incredibly affected the youngsters which was made on sports grounds [1].

It is said that the variety of human exercises that significantly gives to typify welfare of the masses and has uncounted planned for carrying them together, in any specimen of age groups, social cause or religious grouping. Sports have increasingly notable prospective and positive depiction than any other social drive for health-enhancing physical actions. Astonishingly, the unaffected potential of the sports has not however been documented to promote physical, collective and knowledgeable exercises in Pakistan [2].

Sports play a critical part in physical, intelligent, positive and high-energy, social and mental progression of its participants without any unfair treatment based on skin color, age, etc. Male and female are equal but still women are facing different issues of inequity all through the world especially in Islamic nations and developing nations of the world. [3]

It is accentuated that the congruous excellence of sports curriculum increases the life skills such as self-control, management which play the paramount task in a scholastic plus in the communal circumventions. Sports circumventions are further consequential in youth because it avails them to face the challenge and be edified to handle the convincing life with expertise [4]

Globally sport has been perceived as an institution that includes a component to play in making a difference people to become a convivial and dynamic part of society. For many people, the amendment of positive life faculties is, in authenticity, a major reason for interest in sports. Life skills not only offer assistance youth prosper in sporting workouts but moreover it adds to the individual's prosperity in non-sports situation [5].

Sport covers a sequence of physical exercises in which adults and young individuals may take a concentration. Physical education is a process of cognition; the set being made mainly physical. The reason of this process is to stimulate specific information,

abilities and understanding, and to progress physical proficiency. Individual sporting activities can and do add to this cognition process, and the cognition process potentiates awareness in sport. The focus in any case is on the child and his or her progression of physical proficiency, in lieu of the actions [6].

There are many variables which make problems in the way of sports activities at exclusive levels. Among these, one is want of professional financing for showing sports workout routines at exclusive levels. There are few important problems which includes the absence of sports activities formation. The present services of sports are now not at that stage to meet the prospects of the athletes and don't coordinate the usual procedures. There's an inadequacy of expert coaches and trainers as well.

Moreover, the countrywide sports enterprise has quality scarcity of sports offices to their deprived implementation. In any case, compelling sports office conveyers and their assigned interface, and want of harmonization amongst these associations, at the

government and public levels, are fundamental causes for the terrible state of affairs. Another concern is the dedication of local governments in progression and aid of sports activities is irrelevant. Due to financial requirements, sports activities exercises at the Tehsil and local tiers are now not held most of the times. There's a requirement of financial help to sportsmen, in specific resigned.

It is stressed on the non-accessibility of property or cash for sports workouts is considered one of the major blockades in the approach of sports activities growth.

It is determined in the 11th year plan that due to need of research, out of date techniques are being used in sports. Progressive methods, units and agenda are not accessible. The mass collaboration is highly low and men and women of Pakistan have almost improper interest in games, organized at the provincial and country wide levels.

We know that hockey is the national sport of Pakistan but its ranking is getting low because

the management system and strategies of the development of hockey department are not proceeded further. Moreover, cricket is a most popular sport in Pakistan. The segment of cricketing enthusiasm has gotten logically enunciated in Pakistan, generally as a result of the dreadful disagreement of religious and sectarian cruelty that has immersed the country, setting off an inclination separation, chaos and misery in the troubled society (Paracha, 2015) [6]. In a similar way, Basketball team of Pakistan represents at international level and our team won silver medal in 2013 at regional level.

The rationale of the study is to highlight the sport sector of Punjab Pakistan, and mention those divisions in which the Government need to plan strategies and put some effort to improve those sector in sports department to bring it at the grass root level. The research mentions three basic divisions of Punjab sports which are hockey, cricket and basketball. The study includes all the issues which were faced by Sports Board Punjab and Pakistan Cricket Board regarding above mentioned divisions in past years

and to suggest required advancement for sport sector.

Literature Review:

Sport is an important portion of the life. Accomplishments in sports are not as it was helpful for an athlete physique yet additionally it incorporates more to his economic wellbeing in the general public. Sports interest gives a phase for socialization to its members. Khan Faheem Ullah did exploration study inside the zone of Dera Ismail Khan, Khyber Pakhtunkhwa Pakistan. The fundamental focuses of the study were to assess the piece of family as a social establishment inside the headway of sports, to perceive the job of Madaras as social organizations inside the development of sports, to study the role of religious teaching as social institution inside the progression of sports, to perceive the relationship among social instruct family, ardent instruct and educational instruct concerning their part within the improvement of sports and to degree the differentiation among the social educate family, religious foundations include noteworthy role in the advancement of sports. Educational or-

ganizations as social foundations also have a noteworthy impact inside the progression of sports. In view of discoveries the analyst inferred that family, religious associations and educational establishments as social organizations have an imperative influence in the sports progress [7]. (Khan Faheem Ullah, 2017)

In the research work done by Munt Valeria (2015), it competes that the act of sports technique has given countries with relative offensive associations, with a 'delicate section' to a possible recovery of their propitiatory relations. He notices that legislature and specialists should work for the sports strategy, sports discretion has had an important and triumphant effect in the improvement of associates both in the national and in worldwide domain [8].

As we know the importance of sports between two or more countries, it is worthwhile to put a light on the sports relationship between Pakistan and India in terms of cricket. For both of the countries the principal issue for the harmony is Kashmir which is the complicated zone by India.

Urge focuses are to show up the criticalness for the Pakistanis and Indian and the centrality and significance of this wear in reported periods. The cricket sports board is as yet attempting to construct the tranquil environment among Pakistan and India (Shahid, S. A., 2015) [9].

Pakistan might be a country plague with politicized risks, monetary issues, ethnic conflicts, religious enthusiasm and crises of character. It is furthermore a country in which the preoccupation of cricket has terminated the nation over obsession. A Muslim country, like Pakistan, desirous of its independence and chose to make a Pakistani charm, so enthusiastically handle the untouchable refined gentleman's redirection imported by the far away and pulled back past pioneer specialists. It has been observed that Western wear came to embed itself into the psyche of Pakistanis old and young, and within the condition of cricket inside the district is simply the way to understanding Pakistan. Sports like cricket enthrall basic peruses and cricket fans, simultaneously exhibiting essential scrutinizing for audiences of Pakistan, India and

the South Asia area. (Khan Shaharyar & Khan Ali ,2013) ^[10]

Few of the researches show the sport related awareness in Pakistan. It is explored that there is low awareness for sports in Pakistan (Voss, Connolly, Schwab, and Scher 2015). Tragically this doesn't occur at school or school level sports. This could be because of the need of care of the results of awareness which prompts the need of significance given to them, budgetary objectives or inaccessibility of clinical offices in a low-incomes nation like Pakistan. Right now, Pakistan is deficient with regards to a legitimate body to direct this issue. Our need ought to be to advance the knowledge nearly the executives among medicinal services experts and spread care of the symptoms of low awareness so that the harmed decide to search for treatment. (Haider, Mohammad ,2016) ^[11]

Problem Statement

This research work focuses on the strategies planning for the sports at grass root level in Punjab regarding hockey, cricket and basketball. This study illustrates the value of sports and the en-

hancement required in this sector.

Objectives:

Following are the major objectives of this article:

1. To emphasize the role of sports in a society of Punjab.
2. To highlight the issues of sport sector at grass root level in hockey, cricket and basketball.
3. To examine the required areas for the advancement in sports sector of Punjab.
4. To observe the last five-year strategy plans proposed/used by Sports Board Punjab and Pakistan Cricket Board.

Significance of the study

The significance of the study is to draw attention to the Government to the underdeveloped areas of sport sector in hockey, cricket and football to enhance it at grass root level. This research scrutinizes those factors in which the planning and strategies are required for the boosting of Punjab sports.

Research Questions

1. What are the issues faced by Punjab sports regarding hockey, cricket and basketball?
2. In which aspects the Punjab sports board is required development at grass root level?
3. What are the steps should be taken by Federation for the Punjab sport development?

Theoretical Framework:



Materials and Methods

Research methodology is a technique to do an investigation, to tell that how the data was gathered and under what condition the research has done. Two methodologies are used:

1. Content Analysis:

It is an investigation method used to deduct results by do-

ing systematically assessing writings such as from reports. In this method subjective information can be changed into quantitative information. In this research, the strategies and policies of Sports Board Punjab and Pakistan Cricket Board of last or upcoming few years are analyzed.

2. Interview

The opinions and thoughts of the management authorities and sports related people about the improvement required in Punjab sport department regarding hockey, cricket and basketball are interviewed and analyzed.

Results and Discussion

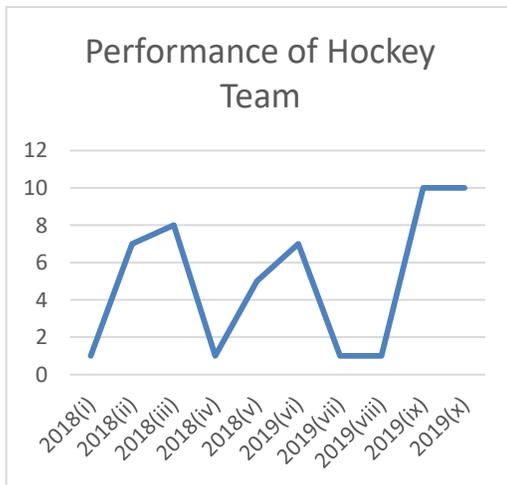
This research study has been discussed as three main sports, i.e. hockey, cricket and basketball, therefore, each one is observed and analyzed separately:

1. Hockey

The record of hockey matches is recorded in the following table and it is analyzed on the basis of won the match, lost the match, draw the match or what is the position achieved by the teams in the last 2 years [12]. We have taken only 10 tournaments as a sample:

Sr. No	Tournaments	Year	Points (won/lost/draw)	Status
1.	Training Tour of Uzbekistan Hockey Team	2019	10	Won
2.	Oman vs Pakistan four match series	2019	10	Won
3.	Test matches GER v PAK	2019	01	Lost
4.	Fih Hockey Olympic Qualifiers Ned V Pak	2019	01	Lost
5.	13th Azlan Shah Cup	2018	07	Silver
6.	Women's Asian Games Qualifier	2018	05	Position
7.	World XI tour to Pakistan	2018	01	Lost
8.	Tri Angular Series	2018	08	Position
9.	Common Wealth Games	2018	07	Position
10.	Asian Youth Olympic Games Qualifiers	2018	01	Lost

In the above illustrated graph, it's clear that the performance of hockey team is kept fluctuating from 2018 to 2019 tournaments which are 10 in total. In 2018, first tournament was lost then hockey team had won the match as the graph is showing suddenly risen. The team was managed to keep its position and performance but in the next tournament it was again declining. The points are at average from 2018 to 2019 middle stage but at 7th tournament it again lost the performance and the graph at a continuous equilibrium position but in the recent tournaments the hockey team of Pakistan was capable again to achieve the targets and still its maintaining its position in the matches which shows a good sign.



2. Cricket

On Jun 15, 2020, the Pakistan Cricket board released its five-year strategic plan (2019-2023), which has been approved by the Board of Governors. Captioned under Five-Year Plan to Inspire and Unify Our Nation, the document explains strategic and corporate goals, for the progress and improvement of the national men's, women's and

teams and offers a clear path and arrangement for grassroots growth.

The six prominent features of the strategy are [14]:

1. Sustainable Corporate Governance
2. Deliver World Class International Teams
3. Grassroots and Pathways Framework
4. Inspire Generations Through our Women's Game
5. Grow and Diversify Commercial Revenue Streams
6. Enhance the Global Image of Pakistan

Some important achievements since February 2019 of PCB are [15]:

1. Application of PCB Constitution 2019; progress of Cricket Associations and City Cricket Associations constitutions and their approvals by the Board of Governors
2. Restructuring of the domestic structure
3. Appointment of high-quality experts and coaches with the Pakistan national men's team
4. Whole of the HBL PSL in Pakistan, MCC tour to Pakistan after 48 years and the return of Test cricket after 10 years

5. Expansion of extraordinary performance system and reformation of the PCB departments.
6. Appointment of Ehsan Mani as Chairman of the ICC's influential F&CA, Wasim Khan as member of the ICC Women's Committee, Salman Naseer as member of the ICC Safeguarding Panel, Sana Mir as member of the ICC Women's Committee.

Strategies	Frequency	Percentage
Corporate Governance	7	11.111
World Class International Teams	9	14.285
Grassroots Framework	13	20.634
Women's Game	8	12.698
Commercial Revenue Streams	7	11.111
Global Image	13	20.634
Neutral response	6	9.523

Hypothesis:

H₀ Last five-year strategy plans proposed / used by Pakistan Cricket Board are adequate for advancement in sport sector of Punjab

H₁ Last five-year strategy plans proposed / used by Pakistan Cricket Board are not adequate for advancement in sport sector of Punjab.

Population

The population for the current study consisted of 12 participants including higher management from PCB, players and audiences. Only 27% people from PCB are agreed to take part in questionnaires and interview sessions. It is combined with the response rate to propose that results of the research can be generalized to the target population. The questionnaire is validated by different members of strategic planning, higher management, educational management as well as sports authority. The reliability of the survey tool was determined with the help of Cronbach’s alpha. Coefficients for alpha is $\alpha = 0.8284$. A pilot study was also led, and recommended developments were integrated in the final research.

After taking interviews regarding the implementation of this strategic plan and the previous plans, we have concluded the following statistical data which has been analyzed:

The percentage fitted in all of the six strategies of cricket planned and implemented by PCB. Some participants don’t response

properly so we have put them in the category of neutral as 9.523%. Grassroots Framework and Global Image have the highest frequency which shows that Pakistan Cricket Board is satisfyingly following the planning strategies while Corporate Governance and Commercial Revenue Streams are illustrating less which depicts that it is not paying attention to these fields. They are needed to follow the strategies in such a way that PCB must create revenue from the matches as well as they must meet the corporate governance in real sense. It can be illustrated in the following graph:



In order to do chi-square test, first we have to define the null and alternative hypothesis which was written before.

$H_0 : p_A = 0.5 \text{ and } p_B = 0.5$

Or $H_0 : p_A = p_B$

and $H_1 : p_A \neq 0.5 \text{ and } p_B \neq 0.5$

or $H_1 : p_A \neq p_B$

From calculation, chi-square value is 4.532 and critical value is 12.592. Our level of significance is 0.05 and p-value is 0.5 so its mean that we should not reject H_0 as null hypothesis is "Last five-year strategy plans proposed/used by Pakistan Cricket Board are adequate for advancement in sport sector of Punjab". By observing this result, we have come to know that Pakistan Cricket Board is implementing properly according to the strategies and plans.

1. Basketball

Basketball is one of the fastest games in the world but unluckily it is facing great crisis in Pakistan. Once known and familiar sport, basketball is now facing almost extinction in Pakistan. Pakistan Basketball Federation (PBF) is taking frantic measures to recover the lost value of this game that stands among the three most popular sports in the world. Basketball requires highest athletic fitness, speed, stamina, quickness and an intelligent mind capable of making rapid decisions in few seconds. Field hockey, handball and football have cultured, learnt and approved various strategic novelties from basketball. It is not just about putting the ball into

the opponents' basket, but it's a game where you also have to block the opponents' attempts to score through higher guard, better ball holding, offensive and defensive rebounds, control and sharing of the ball and through perfect strategy and use of substitute players in limited time by an intelligent coach.

Strategies	Squares value	Degree of freedom	Mean	Frequency	Level of Significance
Leadership strategies	0.28	2	0.820	0.537	0.65
Training strategies	0.55	2	0.55	0.67	0.796
Oppressive controlled strategies	3.325	2	3.325	3.34	0.068
Social and moral support strategies	0.614	2	0.614	0.885	0.348

The speed and intensity of this game puts a lot of pressure on players as well as coaching staff. Any basketball player who lacks physical fitness, correct fundamental skills and a sharp mind can't be spun into a superior player by any coach. All of the federations must commence to perform talent hunt programs at schools, colleges and at region level, and establish coaching and referee clinics. The responsibility of promotion of basketball is the responsibility of the federation [16].

Methodology

In order to investigate the strategic plans and their results at regional level of Punjab, a survey is designed for basketball players. It's an important tool to gather and analyze the data from the sample.

Sample

The sample size for the research is 15 basketball players from Lahore School Basketball Association who have voluntarily participated in the case study.

Following strategies have been chosen for observation:

The p-value is 0.05. The above table shows that significant difference is 0.65 in leadership strategies offered by PBBF (Pakistan Basketball Federation). In a similar way, it is revealed that there is overall significant relationship among the player's performance and strategies implemented which increases the performance of basketball throughout Punjab. They are positively associated in basketball teams. While interviewing with the players, it is indicated that Pakistani basketball players have less communication among each other and having lack of interpersonal skills during training session.

Problems and Issues Faced by Hockey, Cricket and Basketball

1. Sports like Hockey, Cricket and Basketball don't have infrastructure. The facilities provided to them are not up to the mark and at international standards.
2. There is a shortage of trainers and trained coaches.
3. Sports culture has been declined due to poor economy, unstable law and order weak social values. In this case, all educational institutions and clubs must take the responsibility in providing support to games especially basketball.
4. PBBF doesn't have coordination and their personal interests influence the performance of sports.
5. Due to financial crisis, the sports level at district level is not satisfactory.
6. The retired players don't get enough financial assistance. It is less than one percent in Pakistan^[16].
7. Pakistan is short of talented sports people. The educational institutions must perform as a nursery at grassroots level but they are unable to do so.

8. Obsolete techniques are still being used in sports field. Modern techniques and infrastructure are not using at grassroots level even.
9. Women participation in sports is extremely little.

Conclusion

From the above results and discussions, it is evident that hockey is now being improving as compared to previous performances in the past years. As we know that Pakistan has good taste in cricket so it is still at the top of sports. The strategies planned and implemented ratio is satisfactory by PCB. However, basketball needs some attention but it has trained coaches, we just need to publicize it only. Moreover, at high level, Sports Board Punjab must be based on public and private members by having full knowledge of sports and games. It must hire sport technocrats and capable administrators. It needs to be focused on roadmap develop by the high authorities to combat various issues discussed above. The involvement of the private sector must be involved at national and provincial level. According to this view, financial resources, economic circumstanc-

es or budget allocation for these sports are the most important and influential factor among factors of sports performance (Buts, Du Bois, Heyndels, & Jegers, 2013). Proper implementation of strategic plans with financial aid are necessary for the growth of these sports as decline of field hockey at gross root level is lack of financial resources allocated for the welfares of athletes.

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