

A Suggested Model for the Development of Women's Cricket in India

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Abstract

The purpose of the study was to develop a model for improvement of women's cricket in India. In order to gather information regarding the status of women cricket in India a self structured questionnaire was administered to 150 north zone inter university women cricket players and in addition interview was conducted with coaches, players, managers and parents. Based on the analysis of information collected with the help of above two tools a model was prepared and the researcher is of the firm view that the suggested model will not only remove all the hurdles interfering in the promotion of cricket in India but will improve the standard of the women cricket.

Key Words: Women's Cricket, Model, Mapping

Introduction

Edulji, the former India Women Cricket captain, has criticized the "discriminatory" attitude of the BCCI and expressed this organization is not interested in running women's cricket beyond paying "lip service". She expressed that if the current situation persists the women's cricket in India is in the danger of dying out. Edulji, one of India's pioneering woman cricketers, was on the BCCI's women's committee and was also manager of the Indian Women team. It was a "dream" when the BCCI took over women's cricket in 2006 in line with ICC regulations - but now the bubble has burst.

The BCCI is running women's cricket because they have to run it. The ICC is now

running both men's and women's cricket otherwise, there is no women's cricket. They cannot play under any other banner. Edulji openly expressed that it is an insult to women's cricket to be treated this way."

She criticized the gender-based double standards prevalent in the game's administration. She openly spoke about how the India Women team preparing for the Women's World Cup had been put up in a centrally-located but budget hotel while they were training for the competition. The practice sessions of the team were also arranged at sub standard fields i.e. Police Gymkhana, Hindu Gymkhana and Bombay Gymkhana grounds. Men cricketers would never opt for any of these play grounds as well as lodging places.

She also criticized the amount of match fee being paid to the women cricketers. The irony is, in women's cricket it is the other way round; the selectors get the maximum, next to them are the match referees and then come the players. So how are you going to motivate the girls to come into cricket? The domestic match fee is just Rs 2500/- and for T20 it is even less, Rs 1250. It appears to be very insulting. Edulji said despite consistently being among the top-ranked players in the world, India Captain Mithali Raj as well as Jhulan Goswami the highest wicket taker in the world had little chance of being recognized in public due to the lack of visibility of women's cricket in India.

On the other hand Ratnakar Shetty, the BCCI's chief administrative officer refuted the charges levied by Edulji. He said that the board was giving women's cricket adequate support. Since 2006 i.e. when women cricket has come under BCCI, the board has done an excellent job. Women cricket players have been extended the best of facilities. All the state associations have thrown open all their training facilities to the girls. In addition, every women cricket team has all the requisite support staff, including a coach, a physio and a trainer.

Maskey Amrit and Chaulagain Madhu Kumar (2013) prepared a case study on the development of sport tourism in Finland. Cricket is a popular sport in different countries and is able to attract many visitors. Players are keen to have more audience in their tournament, which gives them strength to continue and participate in cricket more actively. FCA has been working on building infrastructure where they are building clubhouses, fences, sitting arrangements in

an effort to promote tourism. Governing body of cricket would pay a direct visit to school and consult with the tutors, forming clubs and some demonstration also. It is the most efficient way to promote cricket amongst juniors.

Dhirender Kaim and Dr. Ashok Kr. Singh (2015) studied the social support factors for promoting cricket amongst women in India. 102 national level women cricketers were taken as test subjects and sufficient data was collected to identify the necessary support factors. 83% of the test subjects believed that support from parents was the most important factor and support from friends was the second most important factor behind their motivation. 45% of them also believed that support from fellow team members was also very important for them. Many of them denied any importance of encouragement from media or from spectators in their journey.

Methodology

A reliable validated questionnaire was developed and administered on 150 north zone inter university women cricket players in order to obtain their concerted views regarding the status of women cricket in India and in addition suggestions were also invited so that disparity between men and women cricket could be reduced. The purpose was also to improve the standard of women cricket. In addition interviews were also conducted with 10 coaches, players, officials and parents so that the views of those who are responsible for enhancement of women cricket at different levels could be obtained.

S. N.	Variab les	Problems	Solutions
1.	Financ e	<ul style="list-style-type: none"> ➤ Lack of funds. ➤ Financial incentive given to women player is less. ➤ There is a huge difference between fees paid to men and women cricketers. ➤ Match fees and other remuneration are too low. ➤ At SGFI level no fees is being paid to women players. ➤ Lack of proper diet. ➤ Low quality of kits and shoes given to women players. 	<ul style="list-style-type: none"> ➤ Financial incentives to players should be increased ➤ More funds should be made available for women cricket.
2.	Infrast ructure	<ul style="list-style-type: none"> ➤ Lack of infrastructure and other facilities. ➤ Facilities are not up to the mark as compared to men cricket such as food, hotels and transportation ➤ No separate washrooms, changing room and special academies for girls. ➤ No security for women players. 	<ul style="list-style-type: none"> ➤ Special academies for girls should be opened. ➤ Fitness camps should be started.
3.	Media	<ul style="list-style-type: none"> ➤ Lack of awareness about women cricket. ➤ Media rarely covers the matches of women's cricket. ➤ Public is not very well aware of the existence women cricket. 	<ul style="list-style-type: none"> ➤ Media should play a great role in popularizing sports and therefore it should be involved in a big way. ➤ A plan should be made to telecast all the matches of women cricket by prominent sports channels and the result of all matches should be printed in leading newspaper of India. ➤ The print as well as electronic media should give due weightage to women cricket players. ➤ The media should cover all the matches of women cricket without being biased.
4.	Author ities of cricket	<ul style="list-style-type: none"> ➤ Less initiative from top level. ➤ Domestic matches played by women cricketers are few. 	<ul style="list-style-type: none"> ➤ The involvement of Cricket Board should be stressed more. ➤ Number of tournaments and matches

	<ul style="list-style-type: none"> ➤ Less job security. ➤ Lack of initiative from the Board. ➤ Men and women cricket is not equally treated by the Board. ➤ No international exposure given to women players. ➤ Pace of improvement is slow. ➤ The authorities of cricket in India should take initiative to improve the status of women cricket at school and college levels. ➤ The Board does not approach sponsors properly. 	<p>should be increased.</p> <ul style="list-style-type: none"> ➤ Authorities of cricket in India should start IPL like tournaments for girls ➤ Test cricket for women should be started again. ➤ Secured environment must be ensured for women cricket players. ➤ The state Cricket Board should plan to provide separate facilities for women cricket players ➤ Authorities of cricket in India/AIU/Department of Physical Education and Sports of different universities should create a plan of action to uplift the level of women cricket in India ➤ Authorities of cricket in India/AIU/Department of Physical education and Sports of different universities should plan more tournaments and matches for women cricket player. ➤ The Authorities of cricket in India/AIU/Department of Physical education ad Sports of different universities should plan to get sponsors to promote women cricket. ➤ Authorities of cricket in India should recognize the university women’s cricket and the colleges and universities should give preference to women cricketers in admissions. ➤ The Authorities of cricket in India/AIU/Department of Physical education and Sports of different universities should plan to organize Corporate Trophy for women cricket players as organized for male cricketers. ➤ The Authorities of cricket in India/AIU/Department of Physical education and Sports of different
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5.	Jobs	<ul style="list-style-type: none"> ➤ The job opportunities available for girls are very limited. ➤ No organization is offering jobs to women players except Indian railways 	<ul style="list-style-type: none"> ➤ Involve ex-women cricketers who do not have proper jobs through Authorities of cricket in India ➤ More jobs should be created by government for women cricket players.
6.	School /colleges/universities	<ul style="list-style-type: none"> ➤ Admission was not ensured to women cricketer in all the colleges on sports basis. ➤ Most of the schools/colleges/universities do not have a girls' cricket team. 	<ul style="list-style-type: none"> ➤ Provide scholarships and medals to achievers at school level. ➤ Schools should start cricket academies for girls. ➤ Cricket should be introduced right from the school stage. ➤ Universities and colleges should encourage girls to form cricket teams.
7.	Promotion	<ul style="list-style-type: none"> ➤ It is a lengthy and difficult game for girls. ➤ Women cricket is slow as compared to men and because of this people are not attracted towards it. ➤ Low scoring matches with fewer boundaries and sixes 	<ul style="list-style-type: none"> ➤ To promote women cricket, financial payments given to women cricket players should be increased. ➤ Corporate houses should also take initiative to promote women cricket. ➤ To promote women cricket at rural area, the state government should provide the basic amenities and financial incentive. ➤ To promote women cricket at school level, the Directorate of Education should plan to start girls' cricket at Zonal level. ➤ The corporate house should make women players as the brand ambassador for their products and services. ➤ To promote women cricket, the government should plan to give more awards like Arjuna award, Rajiv Gandhi Khel Ratan Award etc. to women for achievements in cricket.

1. Finance – 72.47% of respondents were agreeing that lack of fund is a problem in women's cricket and 77.18% of respondents agreed that financial incentive to play cricket by women player is not enough to meet the financial requirement of women from rural and poor background.

Whereas 79.33% of respondents are in a view that there should be more funds

available for women cricket while 87.24 % are in opinion that to promote women cricket, financial payments given to women cricket players should be increased.

2. Job- 77.32% of respondents were agreeing government jobs offered to women cricket players are very limited and 60.81 % agreed that the parents are not conveyance to send their daughters to play cricket as there is very limited opportunities available for girls to get admission in a good college on sports basis as well to get a job on sports basis.

84.45% of the respondents are in a view that more jobs should be created by government for women cricket players.

3. Infrastructure- 66% of respondents were agreed that Security of the women cricket players is a big challenge in India and 77.70% agreed that the facilities like latest equipments, qualified coaches, safe transportation and accommodation; ground etc. available to women cricket is very limited.

88.66% are in a view that secure environment must be ensured for women cricket players whereas 83.33% in a firm view that the state Cricket board should plan

to provide separate facilities for women cricket players.

4. Media- 85.90% of the respondents are in a view that a plan should be made to telecast all the matches of women cricket by prominent sports channels and the result of all matches should be printed in leading newspaper of India while 85.23% opines that the print as well as electronic media should give due weightage to women cricket players.

84% are strongly agreed that the media should cover all the matches of women cricket without being bias.

80% of respondents suggested that the corporate houses should make women players as the brand ambassador for their products and services.

5. Authorities of cricket- 58.37% of respondents agreed that No. of matches played by women cricket .players at domestic level and international level has been reduced drastically and 72.29% agreed that there is no such tournament for women like IPL.

83.22% of the respondents are in a firm view that the matches and number of tournaments for women cricketers should be increased and 83.22 % says that Authority of cricket in India should recognize the university women's cricket and the prestigious colleges and universities should give preference to women cricketers.

87.24% respondents are opines that Authority of cricket in India/AIU/Department of Physical education and Sports of different universities should create a plan of action to uplift the level of

women cricket in India. 82% of in the view that Authority of cricket in India/AIU/Department of Physical education and Sports of different universities should plan more tournaments and matches for women cricket player. Whereas 84 opine that the Authority of cricket in India/AIU/Department of Physical education ad Sports of different universities should plan to get sponsors to promote women cricket. 85.33 % are in a view that the Authority of cricket in India/AIU/Department of Physical education and Sports of different universities should plan to organize Corporate Trophy for women cricket players as organized for male cricketers.

86.66 of the respondents agree that the Authority of cricket in India/AIU/ Department of Physical education and Sports of different universities should plan tournament such as IPL for women cricket players to promote women cricket.

6. School/colleges/universities- 63.33% of respondents agreed that Cricket as a game is not offered to girls at the school level in India. 68.91% of respondents agreed that Universities and Prestigious colleges do not have any incentive to give preferential admission to women cricketers.

87.16% of respondents are in a firm view that the cricket should be offered to girls at school level.

7. Promotion- 81.33 % of the view that to promote women cricket at rural area, the state government should provide the basic amenities and financial incentive. 85.33% opines that to promote women cricket at school level, the Directorate of education

should plan to start girls cricket at Zonal level and the same % also agrees that to promote women cricket, the government should plan to give more awards like Arjuna award, Rajiv Gandhi Khel Ratan Award etc. to women for achievement in cricket whereas 89.18% respondents agrees that the Authority of cricket in India as well as state cricket association should plan to open new cricket academies for women cricketers to promote women cricket.

The above model in addition to highlighting the problems being faced by women cricket in India also suggest how those problems can be taken care of. In as much as the problems highlighted are based on the views expressed by the respondents and as well as the interviewee, the research scholar very strongly feels that if the suggested model is implemented, the future of women cricket in India will be very bright. The model highlights each problem in percentage as well as the suggested solutions for tackling the problem have also been indicated in percentage. Even though range of percentage both in terms of problems and solutions is very high yet the research scholar very strongly feels that if the problems interfering in the promotion of women cricket can be assessed before hand and thereafter specifying solutions for tackling them would be an easier task.

Conclusion

As discussed above Indian women cricket is facing so many problems such as lack of finance, lack of infrastructure, biased attitude of authorities and media and such problems can be tackled by using the suggestions given by the respondents and

interviewees. On the basis of problems and solutions highlighted by respondents and interviewees in the above it can be concluded that if the authorities of cricket in

India as well as their affiliated state units and the officials follow the model as it is, in all possibilities the future of women's cricket will be very bright.

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