



SPORTS- THE MEDIUM OF SOCIAL RESPONSIBILITY SERVICES: A CASE STUDY OF CENTRAL COAL FIELDS LIMITED (CCL)

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ABSTRACT

Sport plays an important role for the physical, mental and emotional development of people. Sporting activities leads to a healthy lifestyle which helps in improving productivity. The benefits, derived from sports, are immense. Active participation in sports improves the health which results in a decline in medical cost and crime rate. It inculcates discipline and introduces the concept of teamwork, leadership qualities and social bonding. In recent years, research has revealed that sports and physical education play an instrumental role in the school life which may help in improving the behaviour, health, retention and social skills of a student. These attributes have a positive impact in achieving academic excellence. In brief, it can be said that the active participation in sports helps in building social capital which is a key for making a strong society. On the other hand, the success of the sports persons at the national and international stages helps in creating social cohesion, pride and prestige at the state and national levels, achieving international recognition etc.

Key Words: Social responsibility services, sports, society, sports participation, excellence in sports, impact

Introduction

Sport offers career options to a part of the youth while healthy and active lifestyle to the other part. Today, companies are looking beyond their ability to maximize profit. They

acknowledge their responsibilities to work for the benefit of the community. Sport, due to its vast impact on the society, is often considered as an instrument for making these changes. A strong relationship has already been established between these responsibilities and sports. Corporate Social Responsibility (CSR activities) services by using the medium of sports are usually directed for the benefit of the children and youth. Here table 1 represents the benefits that can be derived from sports from both of participants and spectators point of view.

Table1: Benefits from Sports

Active participation in sports	Spectators Sports
Improvement in the health of the community	Social Cohesion
Improvement in productivity	National Pride
Reduction in medical cost	International recognition
Reduction in crime rate	Economic development
Character building and sense of 'fair play'	Sports tourism

In India, the Ministry of Corporate Affairs (MCA) notified that the companies, making at least Rs5crore net profit or Rs1,000crore turnover or Rs500crore net worth, must spend 2 per cent of their three-year average annual net profit on CSR activities in each financial year, starting from the financial year 2015. Schedule VII of the Companies Act 2013 provides a list of CSR activities that includes 'training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports'. Therefore, sport is included in the CSR activities in India.

In this context, it is important to study the CSR activities, by using the medium of sports, introduced by various organizations in India. For this purpose, the CSR activities of Central Coalfields Limited (CCL) at Jharkhand States Sports Promotion Society (JSSPS) which is located in Mega Sports Complex, Khelgaon, Ranchi, were selected for detailed evaluation.

Research Method

The methodology used for this study was based on both the primary and secondary data. The primary data was collected through a well-defined questionnaire. The sample size for this study was 78 and the respondents belong to the age group of 5-10 years. The present study has been conducted in the city of Ranchi which is the capital of the Indian state, Jharkhand.

Delimitations of the Study:

Followings were the limitations of the study:

- i) Due to lack of time and resources, in-depth study was not possible.
- ii) Due to the age group of the respondents, detailed interaction was difficult.
- iii) Self-made questionnaire were used and that was validated by different experts.

Limitations of the Study:

Followings were the limitations of the study:

- i. There was no control of the researcher over the policy of the company regarding sport.
- ii. The socio economic statuses of the respondents were beyond the control.
- iii. The psychological statuses were not controlled by the researcher and hence the responses may be deviated from its original feelings and realization.

Results and Analysis:

Table 2: Sex of the respondents

Sex	No.	Percentage
Male	54	70
Female	24	30
Total	78	100

Table 2 shows the sex of the sports cadets. 70% of the respondents are male and 30% of the respondents are females. At present, in the first batch of sports academy, there are 24 girls who are chasing their big Olympic dream. Social stigma often causes dejection in women from viewing themselves as physically powerful, proficient and self-governing individuals. JSSPS provides a platform for these women to work against these self-limiting opinions. It may be considered as an important instrument to empower the women. Their participation in sporting activities enables them to live a life of dignity.

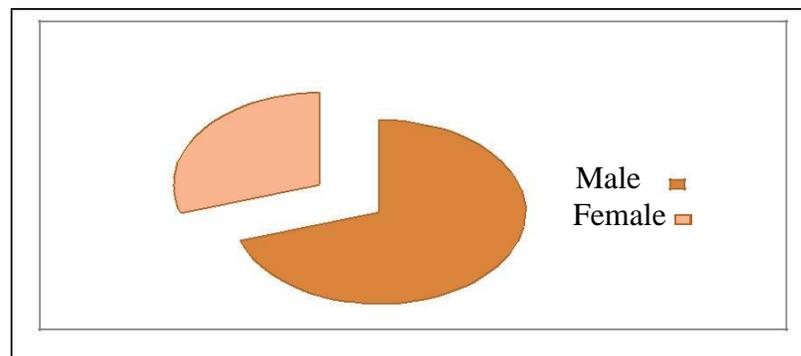


Fig 1: Graphical representation of Sex of the respondents

Table 3: Place of original residence

Original Residence	Frequency	Percentage (%)
Rural	78	100
Urban	0	0
Total	78	100

Table 3 shows the place of original residence of the respondents. All the 78 respondents came from a rural background. JSSPS promised a career in sports in the tribal and rural and of Jharkhand who could not afford quality training in sports and schooling simultaneously at their original place of residence.

Table 4: Level of satisfaction with regard to the accommodation facilities

Satisfaction with accommodation facilities	Frequency	Percentage (%) (app.)
Excellent	66	85
Good	12	15
Satisfactory	0	0
Bad	0	0
Total	78	100

Table 4 shows the level of satisfaction of the cadets with regard to the accommodation facilities provided to them. 85% of the respondents said that the accommodation facilities were excellent, while 12% of the respondents said that the facilities were good.

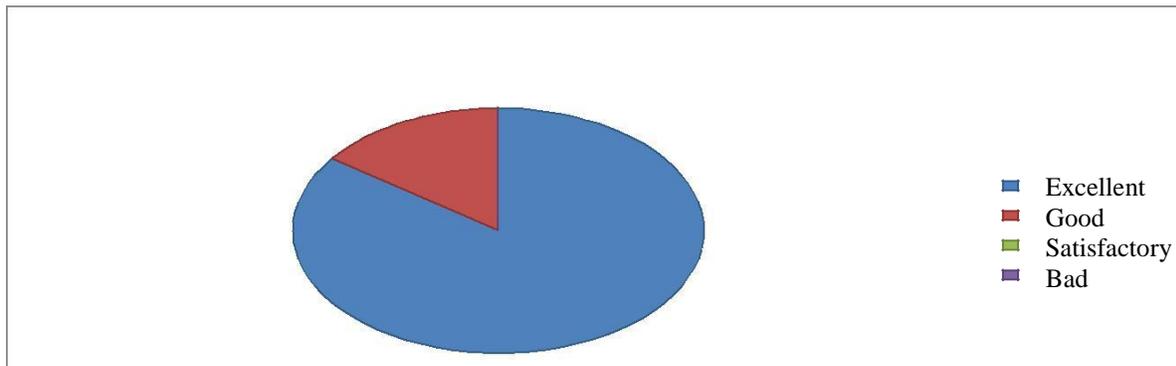


Fig 2: Graphical representation of the Level of satisfaction with regard to the accommodation facilities

Table 5: Level of satisfaction with regard to the toilet facilities

Satisfaction	No.	Percentage (%)
Excellent	3	4
Good	66	85
Satisfactory	9	11
Bad	0	0
Total	78	100

Table 5 shows the level of satisfaction of the cadets with regard to the toilet facilities available to them. 4% of the respondents said that the toilet facilities were excellent. 85% of the respondents' said that the facilities were good and 11% of the respondents expressed their satisfaction over the toilet facilities provided to them.

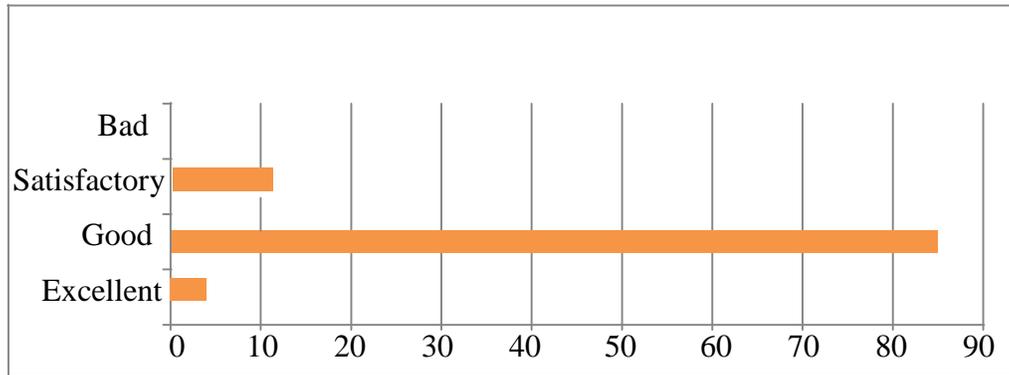


Fig 3: Graphical representation of Level of satisfaction with regard to the toilet facilities of the respondents

Table 6: Level of satisfaction with regard to cleanliness and hygiene facilities

Satisfaction	Frequency	Percentage (%) (app.)
Excellent	5	6.4
Good	68	87
Satisfactory	5	6.4
Bad	0	0
Total	78	100

Table 6 shows the level of satisfaction of the cadets with regard to the cleanliness and hygiene facilities. 6.4% of the respondents said that those facilities were excellent and 6.4% said that the facilities were satisfactory. The rest 87% said that the facilities were good.

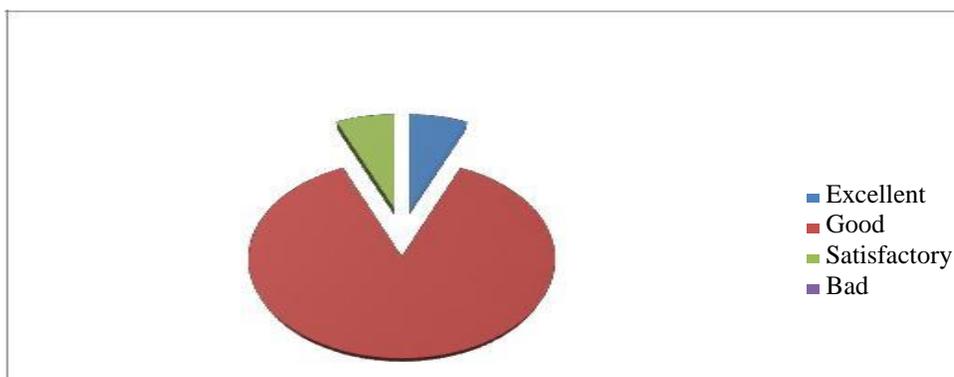


Fig 4: Graphical representation of Level of satisfaction with regard to cleanliness and hygiene facilities

Table 7: Level of satisfaction with regard to the quantity of food provided

Satisfaction with the quantity of food	Frequency	Percentage (%)
Excellent	71	91
Good	7	9
Satisfactory	0	0
Bad	0	0
Total	78	100

Table 7 shows the level of satisfaction of the cadets with regard to the quantity of food provided to them. 91% of them said quantity of food was excellent, while 9% of them said that the quantity was good.

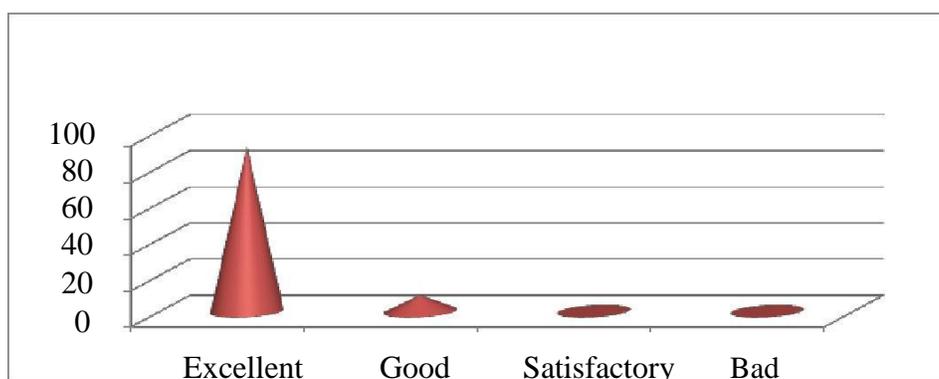


Fig 5: Graphical representation of the Level of satisfaction with regard to the quantity of food provided

Table 8: Level of satisfaction of the respondents with regard to the quality of food

Satisfaction	Frequency	Percentage (%)
Excellent	71	91
Good	7	9
Satisfactory	0	0
Bad	0	0
Total	78	100

Table 8 shows the satisfaction level of the respondents with regard to the quality of food. 91% of the cadets said that the quality of food was excellent, while 9% of them said that the quality of food was good.

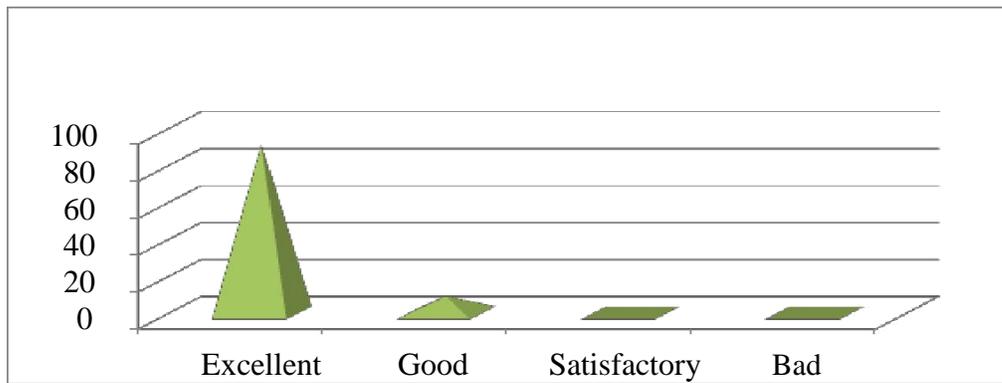


Fig 6: Graphical representation of Level of satisfaction of the respondents with regard to the quality of food

Table 9: Level of satisfaction with regard to the availability of clean drinking water

Satisfaction	Frequency	Percentage (%)
Excellent	78	100
Good	0	0
Satisfactory	0	0
Bad	0	0
Total	78	100

Table 9 shows the satisfaction level of the respondents with regard to the availability of clean drinking water. All the cadets said that the clean drinking water was available at the facility. They were provided with mineral water.

Table 10: Level of satisfaction with regard to medical care provided

Satisfaction with medical care	Frequency	Percentage (%) (app.)
Excellent	19	24
Good	56	72
Satisfactory	3	4
Bad	0	0
Total	78	100

Table 10 shows the level of satisfaction of the cadets with regard to medical care provided to them. 24% of them said that the medical care provided to them was excellent. 72% of them said it was good and 4% of them said it was satisfactory. They also have an in-house doctor who visits thrice in a week.

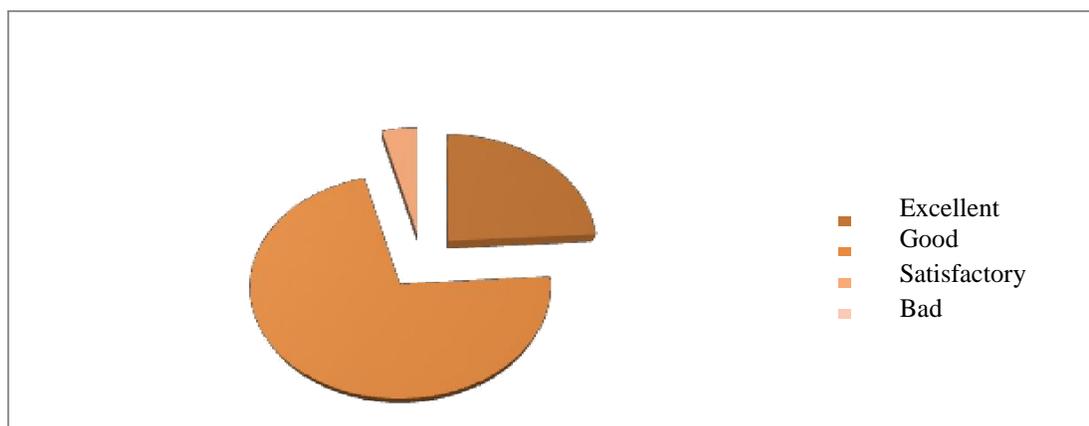


Fig 7: Graphical representation of Level of satisfaction with regard to medical care provided

Table 11: The satisfaction level with regard to the safety provided

Satisfaction with safety provided	Frequency	Percentage (%)
Excellent	78	100
Good	0	0
Satisfactory	0	0
Bad	0	0
Total	78	100

Table 11 shows the satisfaction level of the cadets with regard to safety and security provided to them. All of them said that they feel very safe and secured and have never been a victim of any harassment. They also have arrangements of harassment cell and CCTV cameras in the facility.

Table 12: Infrastructural facilities

Proper infrastructure and maintenance	Frequency	Percentage (%)
Excellent	74	95
Good	4	5
Satisfactory	0	0
Bad	0	0
Total	78	100

Table 12 shows the view of the respondents on the infrastructural facilities at JSSPS. 95% of them said the infrastructural facilities were excellent and these are properly

maintained. 5% of the sports cadets said that the facilities were good. The facilities were having 7 indoor stadiums.



Fig 11: Graphical representation of Infrastructural facilities

Table 13: Level of satisfaction with regard to proper sports kits/uniforms/equipment/playing kits

Satisfaction	Frequency	Percentage (%)
Excellent	78	100
Good	0	0
Satisfactory	0	0
Bad	0	0
Total	78	100

Table 13 shows the satisfaction level of the sports cadets with regards to the sports kits, uniforms and equipment provided to them. The data shows that they were highly satisfied as all of them said the provision of these things were excellent.

Table 14: Quality of training provided to the cadets by the coaches

Quality of training provided	Frequency	Percentage (%)
Excellent	78	100
Good	0	0
Satisfactory	0	0
Bad	0	0
Total	0	100

Table 14 shows the quality of the training provided by the coaches to the respondents. All 78 of them said that the training provided to them was excellent and they also mentioned that they share a very good bond with their respective coaches.

Future Outlook

The present study highlights the facilities and services that are provided to the cadets at JSSPS which will enable them to achieve their goal of winning Olympic medals. More initiatives are being taken to bring about gradual development in the services and facilities that are already being provided. Although the age category of the respondents is very low to provide feedback in case of such information like the quality of training, but the spontaneous response of the cadets is enough to draw some specific conclusions. All the facilities are excellent. We, the people of India are not as aware about the scientific requirements of development in sports as there is no such gradual curriculum of development of sporting talents because there is no sports culture associated with our academic system. But here the responses are enthusiastic from the trainee point of view.

At present, the Sports Academy is exploring the idea of establishing suitable tie-ups with major international sporting organizations for imparting training to the sports persons. Institutes like IMG (Florida), Queensland (Australia) and Aspire (Qatar) are being requested to explore the potential of these players and prepare them for the major international sports events. But to do this it demands the quality of initial product i.e. the basic potentials of the trainee and for that it requires quality infrastructure, facilities and scientific sports training. JSSPS, being the first Sports Academy in India to boast of comprehensive facilities and training programmes of international standards, has been set up to change the face of sporting culture in India.

JSSPS, a dream project of CCL and the State Government of Jharkhand, is poised to nurture young budding sportspersons. The academy has already made a mark in the field of sports by its unique programmes which are supported by the state-of-the-art ultramodern sports facilities available in the camp such as indoor stadium. Sports Federations, Associations, and Institutions, famous personalities of yesteryears and reigning stars of the day have appreciated this endeavour of JSSPS and are overwhelmingly supporting the cause.

This study has helped in gaining deeper insight of the importance of sports in our lives. From the basketball court to the soccer field, from the tennis court to the swimming pool, sports are the ultimate class room for the children and youth. Kids learn the importance of teamwork,

sportsmanship, perseverance, respect for authority and rules, and how to win with class and lose with dignity.

Sports are the greatest tool we have in today's society to help children to develop positive character traits and life values. No other place affords them the opportunity to soak up as many quality values as sports participation provides.

Conclusions

This study has provided information about the facilities of a specific academy from different angle which are essential for the development of budding athlete. The feedback of the trainee specified the absolute wonderful environment of such academy. Their feelings, emotion, mental attachment with the academy are very positive which is very essential in this middle adolescents' period for their grooming. The present case study helped to know that the sports cadets at JSSPS see themselves performing at various international level sports which will help them to live a life of respect and dignity. The efforts at JSSPS are indeed ensuring that the future of these young citizens is getting shaped for bringing glory to this Nation. More such initiatives shall bring this country due empowerment and glory.

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