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Sustainable Development in Sports

Subhash Chandak

Department of Management Studies, Indian Institute of Science, Bangalore, India

Email: schandak@iisc.ernet.in

Amita M. Nishmitha

Department of Management Studies, Indian Institute of Science, Bangalore, India

Email: nishmitha@iisc.ernet.in

Abstract

The paper draws from relevant literature and two original case studies, and analyses five main processes involved in Sustainable Development in Sports. This paper is a review on efforts needed to reposition University sports. If sports would meet the global best practice, then attempts must be made to upgrade sport facilities in the universities. Provide coaches with the requisite training and certification. The University Games Association being the umbrella organization for university sports must organize sports in division level. The greatest challenge for sports growth which has to do with sponsorship and branding has to be pursued with utmost vigor and determination. Private and corporate organization must come to the aid of University Sports by carrying out their corporate social responsibility through building of sports facilities.

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