

# ***INTERNATIONAL JOURNAL OF INSTITUTIONAL PHARMACY AND LIFE SCIENCES***

**Health Sciences**

**Short Communication.....!!!**

Received: 31-03-2021; Revised: 15-07-2021; Accepted: 16-07-2021

## **IMPACT OF COVID-19 ON SPORTS INDUSTRY**

Sumedh Pradeep Talvelkar\*

Nagindas Khandwala College, Mumbai, India.

### **Keywords:**

Covid 19,  
Sports Industry,  
Sporting Events,  
Sports Manufacturing

### **For Correspondence:**

**Sumedh Talvelkar**  
Nagindas Khandwala  
College, Mumbai, India.

### **E-mail:**

[sumedhpro48@gmail.com](mailto:sumedhpro48@gmail.com)

### **ABSTRACT**

The article is based on the impact of the COVID-19 on sports industry. Because of the pandemic all sporting events has been called off or on hold or played in empty stadium, in limited fans. Sports manufacturing units were shut down & negative impact on tourism business. But E -Sporting events take lead in pandemic situation. Many digital platform companies come forward to sponsor the events & save the federations, clubs, league from the loss. Increasing in the demand of gym goods, cycles & yoga mats help large small sports companies to work again. It will help to lift up economy as well as worker, co-workers to be financially strong. Science and technology playing big role in the e-sporting evening; bringing new ideas & innovation's in the market. International federations helping national federation to manage their annual projects and other programs.

## INTRODUCTION

The entire world is experiencing COVID-19 pandemic. Global market, Transport, Events, Sports Leagues, Business are stopped because of crown episode. Coronavirus is spreading for enormous scope on the planet. Numerous people groups lost their lives because of COVID-

19. Specialists, Police powers and Political pioneers from the world attempting to secure numerous lives just as to ensure us. Social removing is fundamental advance to forestall or get contaminate from COVID-19. Significant effect of COVID-19. The COVID-19 pandemic affects practical state of the world. Sports industry is one of those economical area. Many sports events, Pro Leagues, Championships are postponed or been canceled due to corona outbreak. Tokyo 2020 Olympic games postponed due to the COVID-19 outbreak. Impact of postponing Olympics will see on local transport, tourism, hotel, selling goods, & etc. As well as many pro leagues seasons of the year get postponed or canceled. Like Major league Baseball, English Premier League, Indian Premier League, US Open, T-20 cricket world cup and many more sporting events. Sport industry plays a major role in making global & national economically strong.

Currently some international events were played empty stadiums or in limited audiences. In some the events fans supports their team virtual appearance. Sporting activities slowly getting back on the track. Fitness & Bi-cycle sector is trending in society. Peoples are focusing to fit & healthy. They giving more preference to bicycle riding as well as yoga and workouts. Therefore, manufacturing of the bicycles, gym products & yoga mats & apparels are increasing on the demand of the society. Indian sports industry started after the couple months lockdown. But there are lot of challenges in front of all sport companies. To recover the economical, lose. As well as to male

the new marketing ideas & innovation to attract customer & gain the profit. Starting back of the sporting events will help to tourism business. Tourism & hotel business was running on low scale or some were closed. Happening of the sporting activities are like oxygen for their business. Real challenge in front them to provide safe accommodations to customers, celebrities. Sports Science & Technology playing big role to entertain fans & players. Chinese Professional Baseball League played first day of the season of season on 11 April 2020 in close arena. Just staff and media were permit to join in. Matches are playing behind close entryways because of COVID-19 flare-up. To persuade and to cheers the players CPBL deal with the electronic robots. Science and innovation are assuming significant part to advance games. Development changing the games world. The rise of E- sporting is the new opportunities to earn money for sporting associations & companies. Because e-sports sector are in demand. Youth of today's generation are crazy for e- sporting. Lot of innovation happening in this sector. E-sports will be going to be the part of Olympic games. E- sports have huge market in the upcoming time.

## METHODOLOGY

As indicated by overview report of India times, sports producing business sector of India found that, Sports market of Jalandhar were lockdown from 5months due to pandemic Assembling and Trading exercises are stop or been get moderate. Sports market of more than 2000 crore are confronting urgent time due to Coronavirus pandemic. As a result of current circumstance of maker concedes request. Jalandhar is a major market of sports great. Every year almost 70% of all out India's merchandise produces from Jalandhar fabricating center.

Jalandhar city is a main name in games great assembling administration in country and

around the world. Assembling global wearing brand game like cricket, hockey, football, rugby, wellness and of different games. For huge scope Jalandhar sports industry catch International market. They trade products to UK, Australia, South Africa, Germany, France, New Zealand and a lot more nations. In view of crown pandemic entire world has been stopped.

America is facing major impact on sports industry. According to survey, American sports industry facing big loss of 90 thousand Cr. Planned events are canceled. Therefore, American sports industry facing big loss of 12 million dollars. The loss of sports industry is considering big loss in economy sector. Pro season of various major leagues has been stopped due to corona pandemic. Hence America will be going to facing big economical problem. No pro leagues have been played during lock down therefore, pro sports industry will face loss of 42 thousand Cr. 25 thousand Cr loss will come from not selling of ticketing & food & beverages. Major league baseball players will face big loss. Major league baseball will face loss of 15 thousand Cr. According to survey ESPN, If the season of NFL & college league aren't get played during this year; then America will face major economic problem.

The manufacturing and sales of various companies had direct effect by the various measures that were imposed to control the spread of COVID-19. The sponsorship deals that were agreed for the 2020 season of sports events, tells us that; consequently, the companies had to significantly reduce their sponsorship budgets in order to increase their cash flow.

BCCI and Vivo, China cellphone maker, consented to suspend the title sponsorship arrangement for IPL 2020 season, BCCI received offers from different backers for the

season this year. It is perceived that the occasion being moved out of India would almost certainly host been justification for the gatherings commonly concurring on suspension of the agreement. While under its concurrence with BCCI, vivo pays around Rupees 6.82 Cr every year for the IPL title sponsorship, the title sponsorship rights for IPL 2020 season have been granted to Dream11 for Rupees 2.97 Cr approximately. Delhi Capitals, the IPL group addressing New Delhi, has reported JSW, an internal brand as its chief backer for the 2020 season at a 15-20% reduced expense, after Daikin pulled out of IPL 2020. Daikin being a cooling brand and the IPL not being held in the long periods of March - May like different years might actually have been the explanation behind them to not put resources into sponsorship during cold weather months. This additionally demonstrates that there has been a huge decrease in the sponsorship financial plans of organizations.

Apart from establishment groups influenced by giant corporates, different National Sports Federations are dependent on financial guide got from the public authority just as sponsorship cash got from corporates. In any case, the current conditions have prompted organizations not being as direct in supporting competitors and groups, bringing about NSF's needing extra help from the public authority. The IOA mentioned for a one-time monetary guide of around rupees 30. Cr approximately from the Minister of Youth and Sports expressing that supporters were probably not going to act the hero until 2021. Indian Olympic Association mentioned the Sports service to give approximately Rupees 1.36 Cr for itself, Rupees 6.82 Cr for every NSF overseeing an Olympic game, Rupees 2.48 Cr approximately for each non-Olympic games NSF's and Rupees 99.21 lac approximately for each State Olympic Association. The

International Olympic Committee had likewise put aside Rupees 72.77 lac for International Federation, National Olympic Committees and IOC-Recognized Organization's to help them proceed with their main goal to build up their games, get ready for the Olympic Games and backing their competitors, which is supposed to be allowed on a case-to-case basis. It is muddled whether the IOA or the NSFs have applied for or gotten any sum from the award put aside by IOC.

#### **LITERATURE REVIEW**

Ravinder Dhir, manufacturer & trader of sports goods said that, the industry had a tough time during the pandemic, but the ordeal has not ended here. The real impact of the COVID-19 outbreak will be seen now. Sports goods are a costly so no one wants to buy in these uncertain situations. We have seen tough times in the past seven months and the situation is nowhere becoming normal in the coming days; he said adding besides gym equipment.

Because of no other sports in trending.

Analysis statement of the sports good manufacturer, the situation of the sports industry of the Jalandhar is looking little bit worst. Jalandhar city is hub of manufacturer of the sporting hub. Because of the pandemic; sporting activities gets stooped. And manufacturer units go down. Changing the approach of society to fitness & health helps little bit to Sporting Manufacturer's. Increase demand of cycles & gym equipment in the market are good signs for Jalandhar sport market. It will help little to lift economy high. As well as workers & co- worker for their financial stability & to survive in pandemic situation. Day by will be good days Jalandhar sporting hub.

#### **OBJECTIVES**

- Identifying the impact of covid-19 pandemic on sports industry
- New challenges & opportunities after the pandemic
- How to International federation, clubs manage to organize leagues
- New innovations in E-sporting sector

#### **CONCLUSION**

Within 2-3 of lockdown sports events were started in an empty stadium. Roboticfans were used in baseball league & virtual appearance of the fans in the stadium were innovated. E-sporting is concept were accepted by the whole world. Many e-sporting leagues were been organized. Sports goods manufacturing unit get down. But the increase awareness of the fit & health lifestyle demands gym equipment, Bicycles help to large & small business. Some of digital platforms companies get forward and sponsor the pro-leagues. Day by day the sporting activities get started; it will help to all sporting - non sporting companies to get back on the track. Many companies already work on to do new innovation in sports sector. Companies have to bring new concepts and innovation in the market to catch the customers.

#### **REFERENCES**

- <https://www.tribuneindia.com/news/jalandhar/jalandhars-sports-industry-battles-post-lockdown-blues-160155>
- <https://www.mondaq.com/india/sport/1010088/impact-of-covid-19-on-the-business-of-sports>.

#### **HOW TO CITE THIS ARTICLE**

Sumedh Talvelkar: Impact of Covid-19 on Sports Industry. International Journal of Institutional Pharmacy and Life Sciences, Vol 11[4] July-August 2021 : 14-17.