A PROJECT ON

Impact of Indian Super League (ISL) in INDIAN FOOTBALL

By

JERVISLY RYMBAI

SUBMITTED TO

Department of Sports Management

Nagindas Khandwala College of Commerce, Arts and Management Studies,

Mumbai – 400064

In partial of the requirements for the degree of

Master of Master of Management – Sports Management

Sem-IV

Academic Year 2023 - 2024

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DECLARATION

This is to certify that this dissertation entitled as **"Impact of Indian Super League (ISL) in Indian Football"** submitted by **Mr. Jervisly Rymbai** has been carried out for the fulfillment of requirement for the Degree of Master of Sports Management NASM of University of Mumbai. The materials and details obtained and used from other sources and literature have been duly sited and acknowledged in this Dissertation. To the best of my knowledge, no part of this research work has been submitted for any other degree or diploma to any other university or institution. I further certify that, I have no objection for supplying a copy of my Dissertation or any part of it to rendering service either in library or documentation center. This Dissertation is carried out under the guidance of **Prof. Anand Limaye** and **Prof. Sakshi Chandak** in the academic year 2023 – 2024.

Date:

Place: Mumbai **Jervisly Rymbai**

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CERTIFICATE

This is to certify that Mr. Jervisly Rymbai has successfully completed the Dissertation as a part of the Semester IV syllabus title Impact of Indian Super League (ISL) in Indian Football under the guidance of Prof. Anand Limaye during the Academic Year 2023 – 2024.

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ABSTRACT

The Indian Super League (ISL), introduced in 2014, has revolutionized the landscape of Indian Football. This abstract provides a comprehensive analysis of the multifaceted impact of ISL on the sport in India. The ISL has elevated the professionalism of Indian Football, ushering in higher standards in training, coaching, and player development. It has served as a catalyst for the growth of domestic talent, providing a platform for young Indian players to showcase their skills alongside seasoned international professionals. The league has spurred infrastructural development, with investments in stadiums, training facilities and grassroots programs. The ISL has garnered global recognition, attracting high - profile international players and coaches, thereby enhancing the reputation of Indian football on the global stage. This influx of talent has not only improved the quality of the league but has also inspired and motivated aspiring footballers across the country. The commercial growth of Indian Football has been propelled by the ISL, attracting significant sponsorship deals and investments. This commercial success has provided financial stability to clubs and players, further reinforcing the leagues sustainability. The efforts to integrate the ISL with the existing football structure in India, such as the I-League, highlight a concerted approach towards the overall development of the sport in the country.

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Chapter -1

Introduction

Sport is accepted worldwide as part of society and culture. Sports and games also influence social processes, human values, social life and international affairs. It is universal in the sense that it is practiced in all countries, although it does not always take the same form in all countries.

Football is not just a sport. In many parts of the world, it is a tradition that gives people a sense of belonging. With more than 4 billion viewers per year, football is the most watched sport and fascinates people from all walks of life. This football match in essence has teaches people to never give up and persevere. While in India around 1.3 billion people has the ability to achieve excellence in every sport, something that has never been the case before. Football in the country is growing slowly and it may take some time for India to gain a foothold on the world stage.

Football has been an integral part of my life since I was a child, as for many people worldwide. I think when I play professionally, I can think and react in two different ways points of view: one of the players, one of the fans.

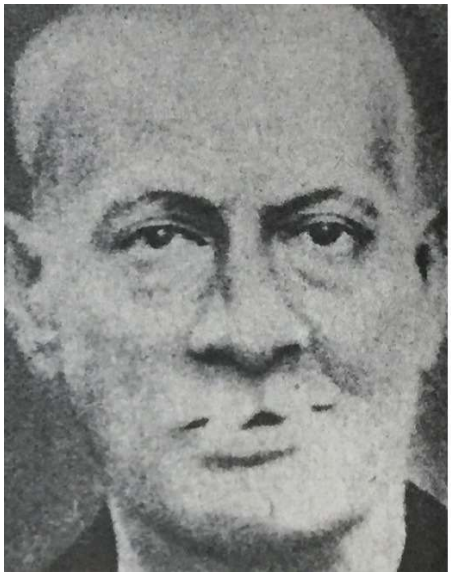
In India Football is known as the second largest popular sports which are played after cricket. It is enjoyed by States in India such as Goa, Kerala, and West Bengal. It popularity is quite enormous after cricket but is not famous worldwide in India because of improper planning by the government and lack of funding is the main issues impacting of less accessibility of football in India

One of the objectives of this article is to understand the impact of football on grassroots and understand the perspectives athletes towards club-based football leagues in India, While In this study we will be able to establish and understand the people perspectives towards clubs-based football leagues.

ORIGIN OF FOOTBALL

Subsequently, the IFA (Indian Football Association) was introduced in the state of West Bengal. Founded in 1893, it is India's oldest football association. The IFA organized many historic tournaments such as the Trades Cup, Gladstone Cup, Cooch Behar Cup and the coveted IFA Shield before the formation of the Calcutta Football League in 1898.

As one of the things the English taught us in playing various games such as cricket and football. They also introduced this football game in the mid-19th century, but thanks to this man's efforts, it gained popularity. He is no other than **Mr. Nagendra Prasad Sarbadhikari**, who is also called the father of Indian football. He used to watch during a football game played by British soldier, after which his journey began to embark on gaining interest in football and encourage his fellow mates to play the game. In receiving enthusiastic responses from his fellow classmates, the British government encouraged him to spread the game to various places. He founded numerous football clubs, the Sovabazar Club in the 1880s and one of the first existing clubs was Wellington Club.





The foundation of Indian football date back to the 19th century when the Durand Cup was played initiate the British, this particularly affected the British troops stationed in India. Durand Cup is the third oldest club competition after the FA Cup (England) and the Scottish Cup (Scotland). The first professional football league in India was founded in 1996 and was called National Football League. After failing to achieve the goal of building a talent pipeline, it succeeded. The was relaunched in 2007 and renamed I-League. Ten teams competed in the first phase Season. In 2014, the ISL was introduced to increase the visibility of the Indian audience. First For three seasons, the tournament lasted three months from October to December each year. This operated without recognition from the Asian Football Confederation but was recognized in the 2017-18 season. After its glory days, the tournament was extended to 6 months with 10 teams. The AIFF signs a 15-year agreement with International Management and Reliance Industries and.

The Group is worth billions. Star Sports owns the rights to broadcast ongoing ISL matches. Much better job at marketing the league than Zee Sports I-League. The Indian

Super League marks the beginning of football's expansion into the wider sport of cricket. Crazy country fans. It is a catalyst for the development of facilities, infrastructure and football; Fan In the end you will get subscribers. To grab the attention of fans, ISL clubs have made huge investments. The attracted players who were legends of the sport such as Del Piero, Ljungberg, Trezeguet and Pires. Even in a football country like India, they are considered legends. Theis not a traditional sport. Their vast experience proved crucial for other local actors have gained experience just from training with these superstars. (Sarma, 2017)

Rise in the 1990s Popularity

In 1888, the Durand Cup was founded, becoming the third oldest football competition after the FA Cup and Scottish Cup. The enthusiasm for this game was so great: in 1889, India's oldest team, ATK **Mohun Bagan** FC, was founded under the name **"Mohun Bagan** Sporting Club". Likewise, the first Indian Football Association was founded in 1893. It was the start of something promising, with presence in club and cup competitions and the emergence of more and more Indian players. Indian football showed its true talent and potential in 1911 when **Mohun Bagan** AC beat East Yorkshire Regiment 2-1 in the IFA Shield final. With growing fame and talent, Indian football teams began traveling to other countries such as Australia, Indonesia, Japan and Thailand in 1930. Although unconfirmed, India won their first international match abroad against Ceylon in 1933, securing a 1-0 victory over the hosts. Due to the popularity and success of Indian clubs at home and abroad, the All-India Football Federation (AIFF) was founded in 1937.



However, Indian football has gone through many ups and downs up to this point. The All India Football Federation (AIFF) is the governing body of Indian football and comes under the jurisdiction of the Indian Ministry of Youth Affairs and Sports. AIFF was founded in 1937 and affiliated with FIFA in 1948. In 1954, AFC joined AIFF and organized all football tournaments and championships at national level i.e. H. the Indian Super League, the I-League and the Super Cup. The association also indirectly manages local football competitions through state associations. The association is also responsible for the management of the Indian national football team, women's national team and various youth national teams. South east Asia is the governing body of the South Asian Football Association and AIFF is also part of it. The headquarters of the Federation is currently located in Dwarka, Delhi

GOLDEN AGE

The year 1950, India conceded the FIFA World Cup after withdrawing all scheduled opponents. The AIFF was unaware of the paramount of the event and declined to take part citing travel expenses, team building and selection issues. Although FIFA has said it will cover most of the costs, governing body AIFF has not changed its position, favoring the Olympics over the World Cup.

The decade 1951–1962 is considered to be the golden period in the history of Indian football as the country achieved commendable performances in many international competitions. India won gold medals at the 1951 and 1962 Asian Games, held in New Delhi and Jakarta respectively, and became the first Asian country to reach the Olympic football semi-finals at the 1956 Melbourne Olympics. In recent years too, the Indian football team has shown good performances, such as winning the Nehru Cup in August 2007. The team also won the AFC Challenge Cup in August 2008 and qualified for the 2011 AFC Asian Cup in Qatar. Apart from the Indian national football team, several Indian football teams have also performed brilliantly in various international tournaments.

This period from 1951 to 1962 is regarded the golden era of Indian football. In 1951, India emerged as a fearless team led by **Syed Abdul Rahim**. In 1951 the team returned to Asia for the first time and defeated Iran 1-0. We invite you to follow next year's successes at the Quadrilateral Cup in Colombo, Sri Lanka. In the same decade they won three more editions of the quadrangular cup. India created a historic moment at the 1956 Olympics by finishing fourth in the final standings and defeating Australia. Although India's winning streak continued for the rest of the years, it was not until 1962 that silver medals appeared again. India defeated South Korea 2-1 in the 1962 Asian Games final

and won the prestigious award twice in a decade. However, this would be the last piece of silver the country would see for the foreseeable future.



The Modern Historic of Indian Football

In recent years, Football in India has experienced ups and downs. Qualifying for the 2011 AFC Asian Cup after a 27-year absence was a significant achievement. India's performance in the 2019 AFC Asian Cup and historic win against Thailand gives hope for the future.

The Rise of Sunil Chhetri in the History of Indian Football

Talking about one of the iconic figures in Modern Indian Football **Sunil Chhetri** with his splendid achievements has made him not only a national hero but also recognized and garnered all over the world. His Leadership qualities and goal scoring made **Chhetri's** played a key role one of the recent successes for India. On the 28th June, 2023, **Sunil Chhetri** to success Tri-Nation Friendly Tournament opposing Kyrgyz Republic, obtaining a 2-0 score winning, during the match, Chhetri succeeded an outstanding feat of breaking the Puskas preserving, to his talent a testament and dedication.

Women's Football

Where Indian Women's football team faced issued during the 2022 FIFA U-17 Women's World Cup, marking an important milestone in their matched, thereby organizing the tournament show how India dedication in encouraging women's football, before the women's team wins highest success on the global stage is it's only a matter of time

Marking the history of Indian Football is evidence to all the passionate and dedicated footballers and fans the same. During the 1920 to its recent success, its humble beginning, Indian football carries on to grow and expand. Looking towards, a bright future and achievement of the Indian promising to holds more success on the global stage.

ABOUT INDIAN SUPER LEAGUE (ISL)

The Indian Super League (ISL) is the first professional and popular league in modern India. The All India Football Federation supported ISL and organizes by Football Sports Development and supported. It is officially name the Hero Indian Super League because Hero Moto Corp are the main sponsor. On October 21, 2013 competitions was launched

with the aim of developing and promotes football in India and increase its visibility in the country. The league started in October 2014 with eight teams. In the first three seasons, the competition was played without official recognition by the Asian Football Confederation (AFC), the sport's governing body in Asia. The league currently has 11 clubs. Each tournament season typically lasts from November to March. In the league phase of the competition, each club plays against all other clubs in a round-robin format. Lastly when the league phase was done, the team who got more points was informed premier and a League Winners' Shield trophy awarded to them. The four best teams qualify for the play-offs. The season then ends with the ISL finals, where the champions are crowned and awarded the ISL trophy. The club that wins the Cup Winners' Shield earns the right to participate in the AFC Champions League, while the club that wins the ISL Trophy has the opportunity to participate in the AFC Cup.

The Indian Super League (ISL) began operations on October 12, 2014 and was recognized as India's top domestic league by FIFA and AFC in October 2019. The league is jointly promoted by Reliance, Star India and the Indian media organization All India Football Federation (AIFF).. Prominent Indian industrialists and personalities from the world of sports and the Indian film industry have made significant investments in the league's 12 clubs based in the following cities: Bhubaneswar, Chennai, Delhi, Goa, Guwahati, Kochi, Kolkata, Mumbai, Hyderabad. . ., Bangalore und Jamshedpur.

The league has committed to investing in stadium renovations at 11 selected venues, as well as a robust grassroots football development program that will provide a platform for developing football talent in the country. With a mission to revolutionize the sport, the ISL positions itself as a dynamic, high-quality league that will take Indian football to the international stage.

The aim of the Indian Super League is to create an entertaining, high-quality football league that appeals to hundreds of millions of fans, improves standards of play and delivers added value to all partners.

The Indian Super League has the following main objectives:

1. International football competitions take place.

2. Participation of hundreds of millions of football fans

3. Promote and facilitate the practice of this sport among the general public

4. Gather a large group of talented Indian players and heroes to play for the Indian national team

5. They are setting new standards in sports administration, management and marketing in India

6. Deliver value to all stakeholders and partners and create demand for further investment.

CHAPTER-2

Review of Literature

IMPACT OF INDIAN FOOTBALL ON ISL

One of the most significant impacts of the ISL is the development of football in India. The league brought in international players and coaches who helped improve the level of play, while Indian players had the opportunity to learn from the best in the world, which helped them improve their skills. The league has also provided a platform for young Indian players to showcase their talent. Too many young players were given the opportunity to play in the ISL, prompting to develop their generation of Indian players.

Moreover, an increasing investment and sponsorship in Indian football is also one of the main impacts for ISL. The championship featured some of the world's biggest brands including Hero, Coca-Cola, Red Bull and Puma. The brands have made significant investments in the league, which has helped improve football's development and facilities in India. The ISL also helps create new revenue streams for Indian football, helping to make the sport more sustainable in the long term. The ISL has also helped create a sense of national pride in Indian football. Players from different parts of the country brought together the championship, which helped create a sense of unity among the players. It also introduces Indian football to the world. In around 80 countries football games are broadcast on social media, television which has helped raise the profile of Indian football on the international stage.

CONTRIBUTION ON THE DEVELOPMENT OF INDIAN FOOTBALL PLAYERS

The ISL's contribution to Indian football was a turning point. Bringing a new level of professionalism and enthusiasm and to the sport are benefited in promoting a new generation of young talented Indian footballers. One of the ISL's most important contributions to Indian football was the exposure it gave young players. Building a platform in promoting an opportunity for young Indian players to showcase their talent by competing with some of the world-famous players. This can also help improve the quality of coaching and training for Indian footballers. Top coaches and managers from around the world who have brought their knowledge and experience to the Indian football scene, the leagueare very much attracted by the coaches. Investment and donations have also helped open up new way for Indian football team, to be attracted by the intentions of international clubs and recruiters who are now actively looking for talented Indian players to recruit.

Influence of Fans engagement on Indian football with the sport.

Football in India was never that famous. When the ISL came into existence, it changed the rules of the game and its involvement of Indian football in the sport brought a new level of joy. The ISL has had the biggest impact on the prominence of Indian football.

The ISL particularly influences Indian fans through marketing and advertising. The championship was presented as a fascinating and exciting event with high-profile participation and involvement of international players. Second, social media engagement has ensured accessibility for football fans. Stream on TV and online so fans can easily watch from all countries in the world.

A CRITICAL REVIEW ON THE INDIAN SUPER LEAGUE ISL:

In 2017, an international journal of Physical Education, Sports and Health highlight a study on critical review on the Indian Super League. This investigation further explains that Contrary to what you may have read about the Indian Super League, which is "football". "Indian Premier League" have little in common. In fact, due to the complexity of the challenge met by the ISL organizers, the tournament was designed to be equally complex. The main aim of the IPL is to discover cricket talent of Indian players; The ISL is beyond the reach of local players. It was founded to revolutionize and renew the entire landscape of national football: cultural, political and infrastructural aspects, which makes it a much riskier and more complex undertaking than, for example, the primary aim of the tournament with in the exact time in above was that to solve the fundamental problems mentioned and to maintain (and improve) the status. **(Anatarup, Sen Sarma., 2017)** It is important to understand the Indian Super League is merely a tool to achieve specific long-term goals. Expecting to improve things overnight is naïve.

On the basis of football sound system lies in its roots. These include: Creating a solid foundation. Grassroots football is the most basic form of simulation game. The sad reality is that while India is full of talented footballers, their numbers remain the same. go unnoticed because children are discouraged from playing sports; And rightly so. School tournaments are not taken seriously.

Basically, through this study on a critical review on ISL shows how terribly fascinating statistic is recently discovered where India has just under half a million registered footballers and a population of 1.3 billion, while the Netherlands... inhabitants out of 16 million inhabitants have more than a million registered players. This is really impacting Indian football clubs due to lack of development and improper infrastructure by the government.

Also, **Sachin Tendurkar**, highlighted the important of discovering young talented which is half the problem for age group in school is merely needed to encourage young kids to take up sports. By this he does not mean that all kids is compulsory to be a sportsperson but for them to become a healthier national youth athletes and identify their ability.

This is made possible by the ISL Core Curriculum - it is a multi-tiered initiative that aims to introduce children to the world of football from a young age and encourage them to take an interest in football and develop that interest into something bigger. . Umbrella program run by ISL aims to reach 500,000 children through school initiatives this year. The club's efforts will focus on introducing children to the world of sports through professional education and talent scouting. top talents will be accepted into professionally run football academies to promote their development. In addition, it covers the second level of fundamental activities required for all franchises, with the sole aim promoting youth football in a specific area. An annual franchise fee of ₹15 Crore (₹1,605,000.00) for 10 years, including a special allocation of ₹2 Crore (₹214,000.00) for large projects, is mandatory require on franchises payment. It will be implemented in collaboration with English Premier League and UEFA to ensure international best practices are applied.

On grassroots levels in order efforts to be effective, they must accompanied by a tradition that views football as more than just a pastime. The importance of football culture FC Goa coach **Zico** summed it up by saying "Football is closely linked to culture. If a country's culture does not match its football culture, it is hard to develop better players and build teams. Therefore, the status quo is bad. I know people who would prefer staying late till 3 am watching a poor-quality Brazilian Serie A broadcast than an evening I-League broadcast on TV. That needs to change. The first step in promoting a football tradition is to ensure engagement. We must try to follow the II Liga and some competitions domestic cup knowing that they are unlikely beyond our expectations.

Being an individual having the power to change but you can't complain about the terrible state of football in India. Though it may look like a drop in the bucket at first, other people will surely follow.

“Why hasn’t this happened in so long?” You can ask. I would say the main reason is an inadequate management system. It is natural that people want to be associated with the city in which they were born and brought up and with the organizers of the Indian Super League and not with Indian football. The Association (AIFF) has defined this natural human tendency as a market that aims to convey to fans various aspects of fan culture such as: B. Love and passion for the sport as well as loyalty to the team, chants, pre-match rituals, etc. **Novy Kapadia**, India's leading football expert, rightly believes that it will take many years to create a football culture from scratch and in my opinion that is mainly because we see no reason to do it, to participate in it and to support it to engage.

With improper infrastructure is one of major factor that has impacted and held back Indian football for decades, with the AIFF generally lax in its approach to the sport. With the same behavior makes the Indian national team to withhold from FIFA World Cup the year 1950 in Brazil. There are recreational sports without external support:

• In Delhi the World Cup qualifier was played on a partially wet pitch, between India and the United Arab Emirates with the ball lost when it fell onto the pitch.

• Most of the I-League games still start at 3pm as temperatures rise;

• In such country the number of youth academies of over a billion people is incredibly small.

• There is not enough stadiums dedicated exclusively for Indian football. The only stadium that can host World Cup matches according to FIFA criteria is city that doesn't even have an I-League team which is the Athletic Stadium in Chennai, a;

• There is no national or statewide broadcast of games.

Economic growth

In accordance with the study on the relation between football clubs and economic growth **Aygün, M., Savaş, Y**. &**Alma Savaş, D(2023**) they investigate that economic growth is a prerequisite for combating the underdevelopment of sport **(Andreff 2001).**Moreover economic growth in professional football clubs is a key factor for these clubs focus on two goals: commercial success and success on the field **(Guzman 2006).**

In modern times, it is extremely important to study the relationship between economic growth and developing countries **(Akamatsu 1962**). Research in the increasingly popular field of sport economics includes not only sport-related products but also the institutions and activities that support the entire process (He 2018). As a result, the sports economy is becoming an important source in the growth of economic for 21st century governments.

Despite the importance attached to the economic impact of football, which occupies a predominant place in the sports economy, the following factors related to football and economic growth are constantly being studied: (i) the economic situation of the country, (ii) the extent of the economic Impact, (iii) the political elements and (iv) the relationship

between business and Therefore, there is an extensive literature that attempts to explain the origins and significance of the relationship between football and business.

An Endless List

In accordance with **Bob Houghton**, Recounting an episode from 2011, the former India coach said: that The President of Asian Football Conference (AFC) it was three years ago when he came to India to which he learn through his journey that Indian football was still 100 years behind. Also, he came to visit again back in the last year and said this time again nothing had changed. **Houghton** criticized the AIFF's nonchalance: "I don't know how long and how often people have to say it for the authorities to take care of it."

However, it seems that there is finally a realization that the invisibility of one of the fastest growing economies on the world football map is more than a disgrace and the AIFF cannot operate in isolation. The ISL organizers are private companies (Reliance, IMG and Star) who are ambitious, have a good financial situation and firmly believe in the important for a “revolution of football”. From an infrastructural perspective, the edition of ISL is already the first being seen by Indian stakeholders as a positive change compared to the past. Atletico de Kolkata's **Arnab Mondal** said, that the I-League they would not have the same facilities." Another Indian player expressed his lack of motivation to return to I-League mediocrity.

England goalkeeper **David James** and Liverpool and believes the infrastructure is far from sufficient in India. “They need to make serious investments and infrastructure was not there. Four teams played on the cricket grounds. It was difficult to find training opportunities. However, he believes that “if we work on these areas, the potential will be huge.” This confirms that the necessary result can only be achieved in the long term. As

India will be hosting the U17 World Cup in 2017 is a favorable factor as FIFA compliance with certain to require minimum standard set by. This means that organizers are subject to constant monitoring until they meet these standards.

While the above issues are development-oriented and require a serious, long-term commitment from grassroots football, the ISL has some powers from above that will allow its positive impact to spread to the lower levels of Indian football - in other words, the lower levels of Indian football in the short term. long-term solutions. The word "disclose" is often used in articles about the Indian Super League. The popularization of football is the key to any hope for the global development of this sport. History shows that domestic football has fallen out of favor with the masses since the advent of cricket in the late 1970s.

To address the issues, various initiatives have been taken by ISL:

• As social media becomes an integral way in our lives, it becomes a marketplace where brands can attract (and retain) customers. Eight franchise along with the Indian Super League and have successfully marketed to millions of potential customers through online media such as Twitter and Facebook

• To strengthen its brand the Indian Super League has also signed big names: world-class athletes like **Pires, TrezeguetDel Piero,** and **Ljungberg** offered heavenly status to Indian fans in their heyday. The fact that these "heroes" now stand for Indian cities is huge. They were not only responsible for attracting audiences but also for passing on the vast wealth of education they have accumulated throughout the years to the Indian players who played alongside them.

As members of the Indian sporting family, footballers have stayed in the shadow of cricket for long time. They were poorly paid and unrecognized; but finally they have been set up in a direct stage in the spotlight. The Indian Super League can become the football icons that India desperately needs.

• The franchises' unique ownership structures allow them to promote football in their regions and also help them win trophies. It is no myth that most Indians are identify with two things bollywood and cricket. Therefore, to attract football lovers and cricket fanatic's franchises have integrated these two factors into their business structures, representing the largest sports group in India. Many franchises also have connections to major European associations and millionaire entrepreneurs who take care of the technical and financial aspects. For example, Mumbai City FC is jointly owned by **City Football Group, Rabir Kapoor** and **Bimal Parekh**; **Vita Dani,MS Dhoni** and **Abhishek Bachchan** for Chennaiyin FC.

The use of these mechanisms has proven effective so far, as evidenced by attendance data. The ISL had the highest average attendance (over 26,000) of any Asian football league. and fourth in the world behind the **Bundesliga, La Liga** and the English Premier League. In terms of television viewership, the series has been viewed more than 430 million times worldwide. Implementing these efforts on an annual basis will undoubtedly benefit football in the short term; however, a question arise that in the long run whether the important of such project, will they be sustainable ambitious. What is certain; however, is that the Indian Super League in no way represents an obstacle to Indian football, which has already reached rock bottom.

The first look at the current FIFA world rankings leaves a few surprises: Arjentina, world champions, are in first place, while France are in second place. However, as you scroll

below on one of the list name stands out among all the others. India is much further back, in 117th place, behind North Korea, Lebanon and Togo.

In accordance to **Soccernomics**, **Stefan Szymański** and **Simon Kuper** argue on the population, soccer exposure and average investment is the better indicators of a national team's strength. Z1. With 2 billion people and the world's 10th-largest economy, India - which will open the Indian Super League on Sunday - is arguably the world's biggest loser. Indians were introduced to football by British colonists from the mid-19th century to introduce a kind of activities for military forces participating in games across the country.

The Recognition for Football in India and the World

Through this study Football admiration in India around the world **Avatar Sing** and **Rahul Sharma** (2022) find out that Sport, particularly football is one of the most unique and sociologically insightful areas of globalization. Through this article it has been examine that with the particular globalization on football attention to Robertson's assumptions about global operations. Through the concept of "globalization," they examine the social globalization of football which encompasses the connection between local and global operations within entertainment personalities and institutions. According to **Giulianotti** and **Robertson** (2004) Football, an approach monetary globalization by recognizing riders clubs around the world as "global" transnational corporations. We examine the political globalization of football in the context of the possible improvement of popular governance under a universal subversive government.

Sport, particularly football, is considered one of the most unique and sociologically insightful areas of globalization. In this article they study on globalization of football with special attention to **Robertson's** assumptions about global operations. They also study the social football globalization of through the idea of "globalization," of local and global which encompasses the linking processes within entertainment personalities and institutions. At Football, we approach monetary globalization by recognizing riders clubs around the world as "global" transnational corporations. They examine the political globalization of football in connection with the possible improvement of popular governance under a universal subversive government.

However, coming to the context of study done by **Avatar Sing** and **Rahul Sharma (2022)** they further study that the segment of modern retail in India is rapidly growing though sports retail is small as According to **Mukherjeeet al.,(2010)** Recently, the country has hosted several World Games, which has given a boost to this segment. Many third-party retailers and retailers have entered the sporting goods retail space. The production of sporting goods is a central area of foreign trade policy (2009-2014) and the legislature is reviewing the current regulations for long-distance retail operations. In the above framework, this article shows the gaming retail model in India. In particular, it shows the retailer's distinctive retail organization, buyer profile, production network and sourcing.

In addition, it examines the approach of retail and sports and their proposals for this part of the trade, examines the obstacles facing this segment and recommends organizational changes. The study found that allowing 51% of foreign direct investment in a single-brand organization did not benefit the region. The ban on foreign direct investment in multi-brand retail does not pose a barrier to trade flows as remote retailers can improve their quality in India through various approaches. The study concludes that FDI will not have a bad effect on regular retailers as it is a specialized part of retail. The study

concludes that lawmakers should allow 51% foreign direct investment in multi-brand sporting goods retail. This will lead to, among other things: increased supply of raw materials from India, rapid diffusion of innovations, multiplication of brands and interest in the development of games and sports. **Mukherjee et al., (2010)**

Mantri (2013) regarded football as one of the most exciting games in India and is the number 2 sport after cricket, owing to many elements including exchanges, initiatives and organization required for the development of the game. India has recently improved its ranking by 24 places from 167 to 143 in 2013, which is commendable in itself, but so much of work to be done if India aims to compete in FIFA world football. FIFA, the world's governing body, has expressed clear interest in bringing Indian football into the game's most unnatural moments. Government authorities and national gaming organizations have worked with the industry to provide excellent entertainment and any closures represent honest or benevolent efforts to promote the long-term improvement of the football industry by recognizing it as a strong, revenue-generating business. To make use of this opportunity, the Indian Football Association's governing body has reorganized itself and many global clubs/companies have undoubtedly shown interest in participating in the story of football development in India and other countries. FIFA has developed a targeted methodology for Indian football. There are methodical game development programs implemented by the AIFF under the auspices of the AFC and FIFA.

In accordance with **Krabbenbos** (2014) Since the 1980s, the football industry has experienced expansive monetary development. For this reason, most experienced football clubs are organized in one form of organization. However, there is a minority of clubs that are organized as participatory clubs. This task analyzed the differences in the trading system between participating and non-registered clubs. The level of fan satisfaction at this type of club was also analyzed. Clubs are required to modernize the

commercialization of football, with the ultimate goal of remaining profit-oriented. However, football fans are consistently dissatisfied with the way their clubs' lifestyles are changing as a result of this improvement. As part of an exploratory process, contextual research was carried out with three football clubs; a registered club, a non-member club and a mixed club. The meaningful results survey was supplemented by an internal survey of participants per club and a cross-sectional survey. By breaking down the information, two different marketing approaches were discovered: the non-participating club has a commercial enterprise approach available, while the joining club focuses on a methodology to build the conventional nature of football. The mixed club demonstrated the methodology at halftime.

Ramakrishna (2015) said that football was acquainted with India amid the British occupation. India was an Asian powerhouse in Football in 1950s and in 1960s.During this glorious period, India made history by becoming the leading Asian team to reach the semi-finals of the Olympic football competition at the 1956 Summer Olympics in Melbourne and Neville D'Souza became the leading Asian Indian to win the Cap Trap record remains unbroken) in the Olympic game. In conclusion, football is widely known as a sport of cooperation and vision in various parts of the country such as Kerala, West Bengal, Goa and the North East. In June 1, the All India Football Federation (AIFF) was formed at the army headquarters in Shimla at a meeting of football association leaders from six districts where subversion was extremely notorious at the time. It is the governing body of football in India. Local competitions in men's football include the I-League and I-League Second Division in the Indian league system, the annual Strike Federation Cup (India) and the Indian Super Cup, and in women's football, the Indian Women's Soccer titles.

During the 1950s and 1960s India was one of the leading forces in Asian Football; the British introduced Football to India during their rule. India has also made history becoming the top Asian team to reach semi-finals of the Olympic football competition in Melbourne the year 1956 a Summer Olympics in Melbbourne, Neville D'Souza was recorded as the first Asian Indian to win the cap trap, undefeated in the Olympic Game. Therefore, football is probably recognized as both a cooperative and spectator sport in most parts of the country such as Northeast, West Bengal, Goa and Kerela. In 1937 June, the All India Football Federation (AIFF) was started in Shimla at the Army Headquarters , at a meeting of leaders of football associations from six districts where subversive activities were extremely notorious at the time. India is the governing body of football. Local competitions in men's football consist I-League and the I- League Second Division in the Indian league system, the Indian Super Cup and ,the annual Strike Federation Cup (India) and in women's football the Indian Women's Football Championship.

On the words by **Andrews** (2015) Football clubs are omnipresent in Europe. Every city, small and large, has a professional football team. Regardless, there are no European-renowned football clubs in most urban communities. Top professional football clubs win more games, attract large fans and generate profits compared to other professional clubs. It tells more about financial history than what you wear, describing a narrative that can shed light on the evolution of successful multinational companies. According to the study, professional football clubs are rising and gradually offering huge and complex products to increase their earning potential, while at the same time risking depleting their financial resources.

As stated by **Nielsen's Insights** (2018) Football continues to grow its popularity globally whether you call it football or soccer, it is a game that generates great interest and fascination among fans worldwide. In fact, over 40% of people aged 16 and over, a significant proportion of the population, are fascinated or extremely interested in football

more than any other sport. Although enthusiasm for soccer in the United States is lower than in most other countries, it is still at 32%, compared to 28% four years ago. Youth collaboration, a growing Latino population, the growth of Major League Football, and the notoriety of the video game FIFA have contributed to the recent soccer "flood" in the United States. **Daily Hunt** (2018).

ISL Development in Grassroots

ISL clubs have launched comprehensive grassroots football programs to identify and develop promising young players across the country that were not present in the club's early years. This leadership commonly comprise the creation of youth academies, scouting networks to explore grassroots talent, and training programs to improve the skills of young players. Hence contribution to the growth of grassroots football, the ISL aims to not only nurture the league's future stars but also contribute to the broader development of football in India. Focusing on developing talent from a young age is vital to the long-term success and stability of Indian football both in the ISL and globally. Thus football in India represents a holistic approach of profound change in the grassroots development

Infrastructure Development

The infrastructure for the development of Indian football has shown with the Indian Super League (ISL) revolution. Since its inception, to meet international standards the ISL clubs have focused on enhancing stadium facilities, resulting in modern, fan-friendly facilities. The stadiums have not only supplied an exceptional playing experience, but it also improving existing football infrastructure and served as catalysts for across the country. The focus on youth development ISL's has led to the formation of state-of-the-art academies that nurture young talent from an early age. However expenditure in

medical support and sports science and training infrastructure has improved player performance and wellbeing. The ISL's willingness to growth infrastructure development has not only left an indelible mark but also paving the way for a more competitive and professional future and transformed the league on the Indian football landscape.

However in 2021, The Indian league has made significant progress, the **Broadcast Audience Research Council (BARC)** said. It attracted a large audience of more than 130 million viewers, surpassing the television viewership of the previous season., time spent watching, brand integration and social media buzz. The 2021 season also saw a significant increase in minutes listened to - 3.42 billion compared to 3.16 billion minutes in the 2020 season, with a 16% increase nationwide.

Apparently, congratulations to Star India for the excellent television program that presented localized television programs in regional languages and engaging content, thereby increasing the reach of the championship. In addition, in a country with many tech-savvy young people, digital engagement has increased significantly. Interestingly, the ISL's commitment to digital media even exceeds that of Italy's Serie A, highlighting their growing popularity in the digital space.

SOCIAL MEDIA ENGAGEMENT

However, through social media Indian Super League has done excellent job followers from all sorts of platforms show they perfect inns building engagement: it has over 800,000 followers on Twitter, more than Italy's Serie A. In terms of engagement ISL shows that it has nearly the 4th football league on Instagram. ISL clubs work with leading football clubs in Europe. To improve talent development, several ISL clubs have collaborated with renowned European clubs. Many young ISL players have already completed trials with Europe's biggest clubs and although no contracts have been signed

yet, it is only a matter of time before we see young Indian stars playing at the highest level of European football.

The Popularity of Indian Football is propelled by ISL

The fact that Indian Super League is immensely positive as a whole and will continue to drive the popularity of Indian Football to new heights for the upcoming years to come. In line with this article, financial issues face by the league need to be resolved to assure long-term sustainability of the clubs.. If this happens and interest and participation in the league continues to grow, ISL clubs could have the chance to increase their profits in the coming years, benefiting not only the league but also fans and the sport in India as a whole would come .

According to one of the leading news Indian Express, a national daily headline, highlighted on the comments said Former India captain **Bhaichung Bhutia** today said the lack of world-class infrastructure continues to be a hindrance to the development of football in the country, while AIFF president **Praful Patel** lamented the lack of adequate funding for the sport other than cricket. Bhutia during his play days, he was considered a torchbearer of Indian football and felt that while new opportunities were opening up in the infrastructure sector, there was still a lot to be done. “I have only participated in one national U16 tournament, with the exception of the Subroto Cup. Someone like **IM Vijayan** has never participated in an age group tournament. But young people now have many opportunities to move up the career ladder.”

On having a good base, they have just received approval from FIFA for the U17 World Cup next year and six stadiums have also been approved as reserve stadiums. We need to see the bigger picture. The problem is if there was money is because apart from cricket

there is no money in Indian sports. And no funds in ice hockey and even less in football or other Olympic sports. On the possibility of a merger of the I-League and the Indian Super League (ISL), Bhutia, said: “I think the league should last for seven months, otherwise many players who like players will remain unemployed. **“Climax (Lawrence)** and **Clifford (Miranda)** – both former Indian players. They should think about creating a championship that lasts seven months.

The Decline of Indian Football

The lack to investment and infrastructure is one of the major attribution lead to the down fall of football in India, poor training and development programs, and a general lack of interest and support from the public and government.

The lack of expenditure is one of the main problems in football facilities and infrastructure. Most clubs in India trying hard to look for adequate infrastructure and coaching and equipment, which hinders player development. Furthermore, there is a lack of qualified coaches and development programs to train young players and develop their talents.

Although, lack to support as well as interest and from society and the government. In a country where cricket is the dominant sport, football is often overshadowed and does not receive enough attention or funding. Thus Football clubs making it tough in creating a solid sports foundation and to attract top talented players .

However, Indian football has witnessed positive changes on Indian Super League (ISL) in recent years with the formation of and the emergence of promising young players on the international stage. With continued investment and support, Indian football can regain its relevance and become one of the best football nations in Asia.

1. The lack of foundation in growth and development: In India Football is not view as the top sports so it impacted in improper development of expenditure for facilities and infrastructure. Most football clubs is struggling to look for a suitable coaching grounds and equipment, which hamper player development so this make it difficult for clubs to attract top talent.

2. Improper program development and lack of coaching: One of the main issues leading to the football decline in India is the unavailability for quality coaches and improper development infrastructure. Most youth athletes are not having proper access to adequate training, which hinders their development and stops them from reaching their full potential.

3. Lack of motivation and support: India is a country where cricket is supreme sport, football is often overshadowed. Football lacks attention and financial resources, making it tough for players to create a strong solid foundation for the sport.

4. Corruption: Corruption is also a serious problem in Indian football, with reports of match-fixing and other forms of corruption. This undermined the sport's credibility and made it hard to attract funding and expenditure

5. Poor Performance: Finally, the poor performance of the Indian national team on the international stage has also contributed to the decline of Indian football .India has not been selected for the FIFA World League since 1950 and continues to struggle to win and influence regional competitions such as the Asian C competition. This has led to a lack of interest and support from fans, sponsors and investors.

Lastly, some positive changes have taken place in Indian football in recent years. After the foundation of the Indian Super League (ISL) it need an essential expenditure to attract top international talent, while the appearance of young athletes on Indian football can thrive with continued investment and support, such as **Sunil Chhetri** and **Sandesh Jhingan** gave fans hope for the future.

Why foreign are interested to invest in Indian Football

In an article by Forbes India, **Taruka Srivasta** (3 June 2019), conforming the rise of Indian football has grown popular in reality with customized vocational training and grassroots outreach. He further said that India has been woken up with a bang, when once was a sleeping giant of football.

Firstly, the World Cup2017 FIFA U-17 broke previous viewing records with over 1.3 million viewers. The global media interest generated by the event contributed to the growth of sports infrastructure, the improvement of personnel skills and the transfer of knowledge to government organizations and companies for the organization of major football events. The hosting rights for the 2020 FIFA U-17 Women's World Cup has brought India full circle by winning Secondly, the Indian Super League (ISL), which has 155 million fans in the country, has been driving change in India as a growing football market since 2013. In terms of average attendance, it is the fifth largest football league in the world. It is just behind the Bundesliga (Germany), the Premier League (PL, United Kingdom**), La Liga** (Spain) and Serie A (Italy) and ahead of Major League Soccer (MLS, USA) and League 1 (France).) and **Liga** MX (Mexico).).

Therefore, with ever-growing popularity India has grab attention from football clubs and leagues all over the world. Since 2016, **La Liga** has made India its base and opened **La Liga** football schools, an initiative that has reportedly reached 10,000 children across 35 football schools in 14 cities across eight states.

Also through this article by Forbes India, it has been found that according to the study conduct by Market GFK, study by **La Liga** in Indonesia, China and India, the second most popular sport in India after cricket is football. This is partly due to increasing social networks and smart phone usage mobile probing in India. According to Kantar IMR Bagency market research, the number for usage of internet in India expected to expand by double digits in the ear 2019to 627 million thanks to rapid rural development. India is also Facebook's largest market worldwide with 250 million users. As Sony Pictures Networks India (SPN) partners with Facebook to broadcast La Liga matches on Indian television, the company will support the league to extended plans into India.

From irrelevance to hierarchy ISL:

Before the introduction of the ISL, Indian football leagues enjoyed poor television coverage, poor branding, inadequate marketing and a dull atmosphere that was insufficient to attract viewers from the domestic and international communities. Today, the ISL has moved up the hierarchy of Indian football, with a mix of players from Europe to South America and younger players filtering through the football pyramid to significantly raise standards. The pioneers of this phenomenon were the former Brazilian footballer and Inter defender **Marco Materazzi**, the Brazilians **Roberto Carlos**, Alessandro Del Piero, Nicolas Anelka, Luis Garcia, Robert Pires and coaches such as the legendary **Zico**. Many others followed suit, including **Ferran Corominas** and **Steven Mendoza**, whose are now considered icons.

While television viewership has increased as such it never before, imposing millions of fans' social media presence is helping the league build a following through social media banners, photos and tweets. This rising graph clearly shows that today's youth are not only embracing gaming, but also enjoying it.

FAN CULTURE

Additionally, when the National Football League/League I era, the lack of adequate fan engagement programs has hindered the development of fan culture in the country. With the advent of the ISL, fans gained new momentum and were able to attend matches regularly and accompany their team on trips, which ultimately led to a better atmosphere on match days, which seemed like an impossible dream 10 years ago. The ISL's fan engagement programs have led to the establishment of several fan clubs - West Block **Blues, Manjapadda**, Gaur Army, Red Miners, The Juggernauts, Super Machans and the recent Ultras and East Bengal Mariners base camp.

UNDERSTAND THE PERSPECTIVE OF ATHELETS CLUB BASED

However, partnerships between clubs from different leagues have existed for several decades, particularly in India, since the Indian Super League (ISL) was initiated. There were several famous European football clubs that have signed an ISL club. Participate In a sense, ISL represented its own marketing strategy, in which many actors and business people were involved. and even cricketers with quotas in the ISL. Some of the current contracts between European clubs The and ISL clubs include Manchester City FC with majority shares in Mumbai City FC, Borussia Dortmund partnered with Hyderabad FC in 2020 and the partnership between Bengaluru FC and Rangers FC. It is important for these shareholders to understand India's development Transfer market.

In a Survey study on of Indian Super League players and I league, about player perspective and Experience

As stated by **Dr. Gaurav Pant** and **Parvath Laximan Naik**.,(2017) they conduct this survey on 20 numbers of players to which both were playing for Indian Super League and I League, through this survey study a questionnaire has been prepared by professional expert, a 12 separate question were interview to both the league. As stated by the author main purpose in their study is to find out the comparison between the two leagues with a perspective to study on the effect they had in football growth and development

The National contributes to the football development in the country popularized it in several ways. Out of offers gaming opportunities for local players and equal taxpayers from different regions take part in the game League, which promotes football. Rector The purpose of the championships is also general advertising football environment. Even if it's just official Championship in a specific country, e.g. tradition in most European and football competitions Across countries, India observed a two-tier trend leagues. The I-League is India's premier official league according to AIFF.

Therefore based on finding of all data collected in their survey and while monitoring the players questions were randomly drawn:

1. There was no significant difference among midfielders in among the first league and Indian Super League.

2. Both leagues contribute equally Development of football at national level.

3. Athletes chose to participate on two leagues.

4. In both leagues the environment development of players is positive.

Understand the implementation of long termathletes' development at a local sports

Patti Millar, **Ryan Clutteruck** and **Alison Doherty** (2020) In their study, they examined the goals of defining long-term athlete development in community sports clubs to better understand its actual use as well as the conditions, barriers and enablers that influence its implementation within sports clubs the community.

The results indicated that the club had limited knowledge of LTAD but independently implemented long-term athlete development initiatives in response to the needs and conditions of the club and its community. Communication with stakeholders, different club characteristics, and economic, political, and sociocultural conditions facilitate or hinder the adoption of LTAD.

Basically, this study highlights the fragmented communications system in the Canadian sports system and underscores the importance of consulting local sports clubs in the development and implementation of nationally developed policies.

Obtaining the perspectives of club administrators and coaches responsible for the club's strategic direction and programming underscores the importance of considering these perspectives in relation to policy implementation.

A global study of perspectives on the demands, resources and barriers that impede the progression of young players from youth to senior levels

Athletes with sufficient personal resources, coping strategies (e.g., problem-solving skills, acceptance, self-monitoring, support seeking), and environmental support are likely to be more positive and satisfying sport experience and transition to senior sport. They cope effectively with the changing process. 7,15,18,19 In the literature, coping is often understood to mean the various strategies used to reduce or tolerate various internal or external demands.20 The factors that are considered crucial for a successful transformation include social support Media from peers, friends, family, coaches, and organizations that provide information (e.g. tactical or technical advice), emotional (e.g. supporting athletes), respect (e.g., strengthening athletes' sense of competence) and material support (e.g. travel to and from events).7,16,21,22 Inadequate organizational support, financial pressure in shortage of stable income and limited academic support in terms of teacher understanding , lack of physical preparation, and difficulty maintaining personal relationships can lead to increased stress, decreased well-being, and stagnation in the athletic development of athletes transitioning into senior sports. 7,17, 23 Various obstacles that arise during the transition complicate the transition Process difficult. and Evidence: Interventions to support the transition from young to old and to overcome barriers are still rarely discussed in the research literature.

This study examined professional football academies' perceptions of youth and first-team player transfers, focusing on requirements, transition resources, micro- and macro-environmental barriers, and adaptation between players. In line with previous research in this area27, the results of our study showed that the most of interviewee indicated that their club's vision for youth development was to produce as many players as possible for the senior national team at junior to senior levels, to meet higher demands higher intensity/stress of training and games, parental pressure).Consistent with concerns raised

in previous research, 27 participants believed that professionalization had a negative impact on youth players' intrinsic motivation. Factors such as awareness of players' physical or psychological needs, understanding of the sports and the equipment required to technically meet the demands of the first team were seen as temporary obstacles. Previous research has identified several additional barriers, such as: Such as social isolation, loneliness, lack of choice, lack of time to play and a stimulating environment, which can hinder the progress of post-academic development. 5,28 This study therefore supports previous research findings on the importance of football academies in supporting players in the transition from youth level to the first team32 and also added a global outlook to manage research findings by including respondents from different countries and cultures around the world.

Market football club perspective for club ownership

Club ownership is also becoming increasingly important from a sporting perspective. At clubs such as Chelsea FC (2005, 2006, 2010), Manchester City (2012, 2014) and Paris Saint-Germain **(2013-2016), the** nouveau riche owners, led the club to several national championships just a few years after he took office. As stated by **Wilson** et al. (2013) his report on this topic that English Premier League clubs owned by foreign private investors perform better in the domestic league than clubs owned by domestic private investors.

Plumley et al. (2017) measure sporting success using a holistic score that reflects championship winning percentage and capacity taken into account.

Application of this measure to the English Prime Minister The Championship clubs include four of the top five teams from the 2010 season clubs were owned by foreign private investors (Manchester United, Chelsea, Arsenal. Manchester City) and one club

(Tottenham) was owned by an English investment In contrast, Two of the three worst performing teams were primarily national teams. Owners (Bolton, Wigan), while Westham United saw a change from Icelandic owners to Welsh investors. In addition to immediate sporting successes, but also private onesplay a crucial role in long-term success**.** new large training centers and youth centers and integration of young top players to the large training centers and youth centers and integration of young top players to the first team.

According to Transfer market. of the Most Valuable Young People, May 2016 players under the age of 23 played in the competition and the value was over 20 million euros majority of the clubs were head by more investors. However, after sought-mangers it has been successfully attracted some of the investors-owned clubs**.**. For example, **Pep Guardiola** left Bayern Munich at the end of the 2015/2016 season after signing a three-year contract with the club. agreement with Manchester City. Likewise the former coach of Borussia Dortmund, **Jürgen Klopp** a year earlier, a contract with Liverpool FC was signed . According to France Football there are eight In 2016, of the top ten club managers were employed at investor-owned clubs; The two exceptions were Real Madrid and FC Barcelona.

CHAPTER-3

Research Methodology

In this Chapter starts with the nature and needs of the research, the methods used for research and the designs undertaken. It focuses on the objective of the study. It details on the type and tools of data collection, the sampling approaches and the sample size of the study. This Chapter identify on the entire process of data collection and finalizes on Limitation and scopes of Research

Objective of the research

- To understand the impact of ISL on grassroots level.
- To study on ISL impact in India football.
- To understand the people perspectives towards clubs based football league.
- To understand the athletes perspectives towards club based football leagues.

Research Design

In this study, Quantitative research has been applied. These research present quantitative types of analysis that describes the reality as experienced by groups, communities, individuals etc. Quantitative research methods are systematic approaches to collecting and analyzing numerical data to understand and draw conclusions about a phenomenon or population.

Data Collection

Quantitative research collects statistically significant information from current and potential customers using sampling techniques and by sending, for example, online

surveys, polls and questionnaires. In this research data is collected through primary as well as secondary sources.

Primary data is collected through online surveys with questionnaire is prepared in goggle doc.

Secondary data is collected through various books, articles, journals, websites and newspaper.

Sample Design

Sampling use for the thesis : Probability sampling is adopted in this study to which each respondent has an equal opportunity to be selected for the survey.

Simple Random sampling : The researchers have chosen Simple Random Sampling for the purpose of data collection. By using this technique, a sample is drawn at random, without regard to bias from population. Respondents should select at random for them to consider as probability

Sample size: The number of peoples or attendees selected for the purpose of this study is knows as sample size. In this research study the number size is 72 participants.

Limitations

There are few limitations listed below that the researchers faced during the processing of the data:

- Research projects must be completed on schedule without compromising the validity and integrity of the study, which requires effective time management. This study is done in short span of time.
- Sample size was small.
- The audience may provide inaccurate answers.

Scope of Research

- Understand the history and evolution of sports in India, the challenges, local initiatives and the impact of leagues such as the Indian Super League (ISL).
- Identify player development, fan engagement and overall contribution of football to the country's sporting culture.
- Analyze the socio-economic factors affecting the development of sport and consider potential opportunities for improvement.
- International cooperation for the exchange and development.
- Explore the connection between football and social issues such as community development and inclusion.

CHAPTER-4

Data and Analysis

Data collection: This consists of a survey through goggle form with question on multi choice, check box, linear scales and section-specific information. And I also consider gathering information from official football associations, league statistics, player profiles and club records. Utilizing both quantitative data (statistic, numbers) and qualitative data (opinions, narratives) for a comprehensive understanding.

Data presentation: It refers to the process of communicating information, insights, or finding derived from data in a clear, understandable, and visually appealing manner. It involves transforming raw data into a format that can easily interpreted by an audience, whether that audience consists of colleagues, stakeholders, decision-makers or the general public. Effective data presentation is crucial in making data accessible and meaningful to a diverse audience. It involves careful consideration of the audience's needs, the nature of the data, and the most appropriate visualization techniques to convey the intended message accurately.

Data analysis: The process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, reaching conclusions, and supporting decision-making is data analysis. It plays a crucial role in transforming raw data into actionable information that can drive informed decision-making and strategic planning.

The finding from the quantitative investigation will be shown in this section. This may include data on player performance, team statistics, match results, attendance, financials,

and any other pertinent information. Sources could include official football organizations, sports analytics platforms, or databases. This survey was conducted on 72 participants.

Demographic data

I will be able to learn more about my audiences' demographics through the first two pie charts.

Who responded to the survey? What sort of individual are they?

1) Gender?

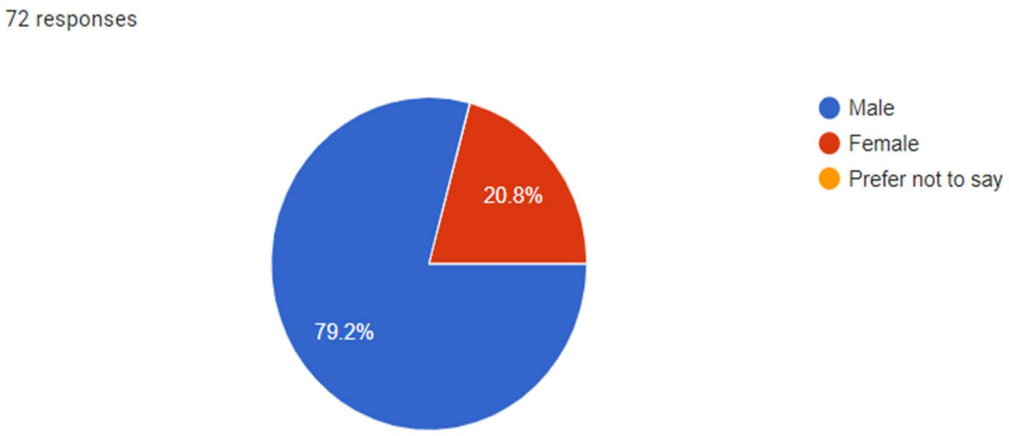


Figure 1 – Gender of the participants.

This survey was conducted on both the genders; however the respondents were mostly men because of author's connections and the study being conducted on sports perspective.

All the respondents were adults and sportaholic's who were still active playing there sports, which is almost half of them 48.6% are above 20-25.

2) Age?

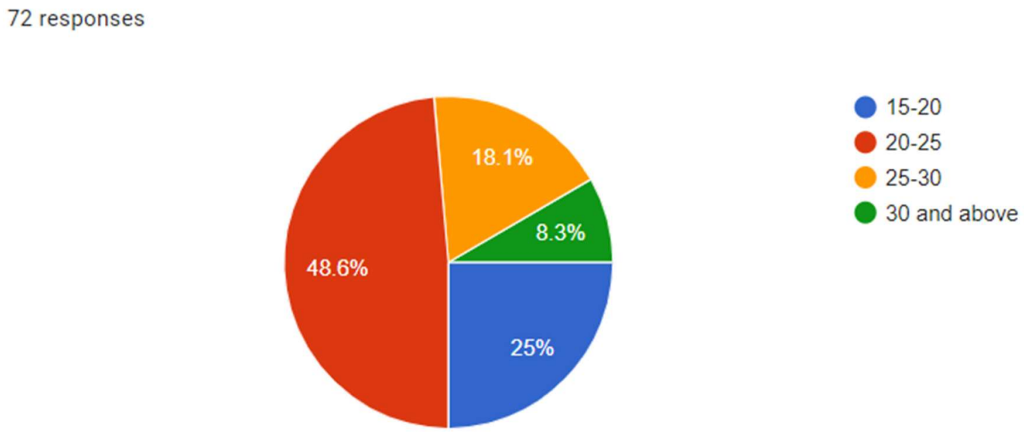


Figure 2: Age of the participants.

Awareness and understanding

3) Do you follow football?

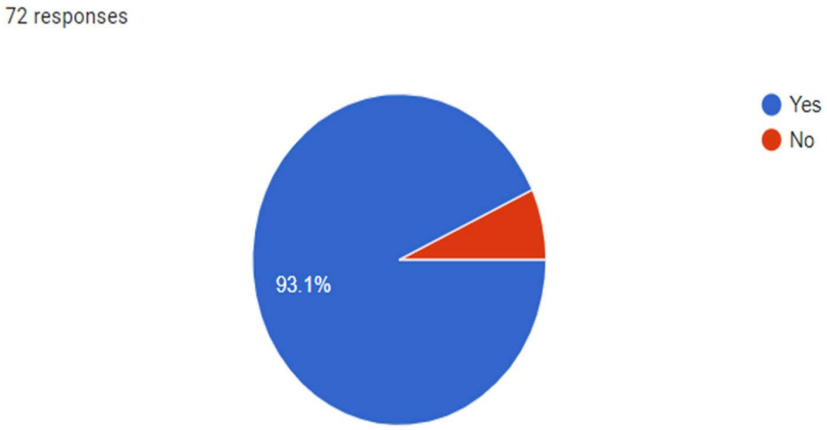


Figure 3 : The passions and support towards the game.

From the 72 participants, only 6.9 percent which is 5 participants who doesn't follow football. People often feel a strong connection to their national teams or local football clubs. Supporting their teams provides a sense of pride and identity, as fans feel a part of something larger than themselves so it's hard to not follow football.

4) Do you support Indian national football team?

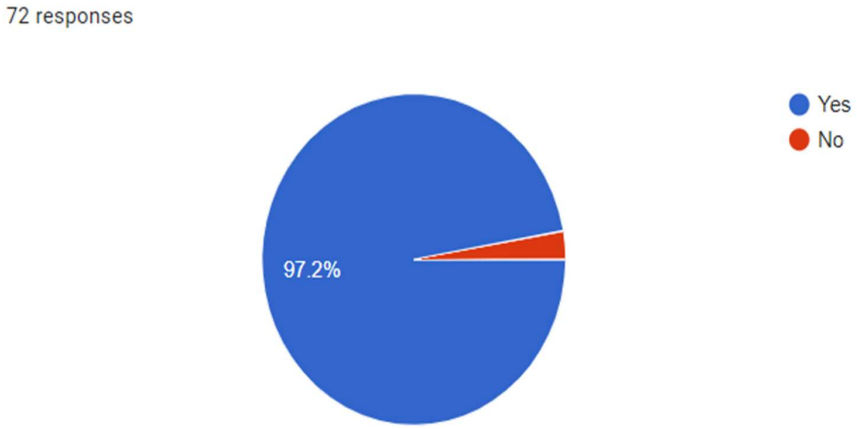


Figure 4 : The passions and support towards the game.

Support for the Indian national football team is expressed in various ways, reflecting the passion and enthusiasm of football fans in the country and the results of this question exactly proves that, only 2.8 percent doesn't support Indian national team. The rest 97.2% supported Indian football team.

5) Do you watch Indian Super League (ISL)?

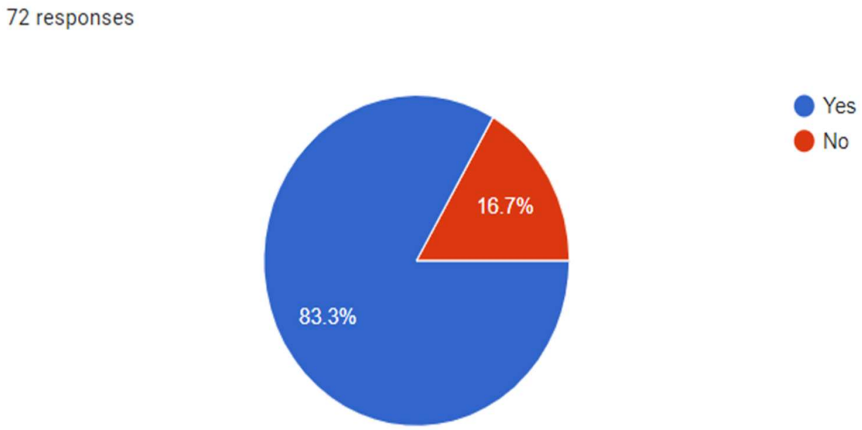


Figure 5 : ISL visibility through out the year.

The Indian Super League was founded in 2013 with the aim of promoting football in India and improving the standard of the sport in the country. The league has gained popularity over the years, drawing significant viewership and attendance for matches which clearly shown here 83.3 percent from the participants have watch the league and only 16.7% participants did not watch it.

6) **Do you believe the establishment of professional leagues like the ISL has positively impacted the development of young footballer talents in India?**

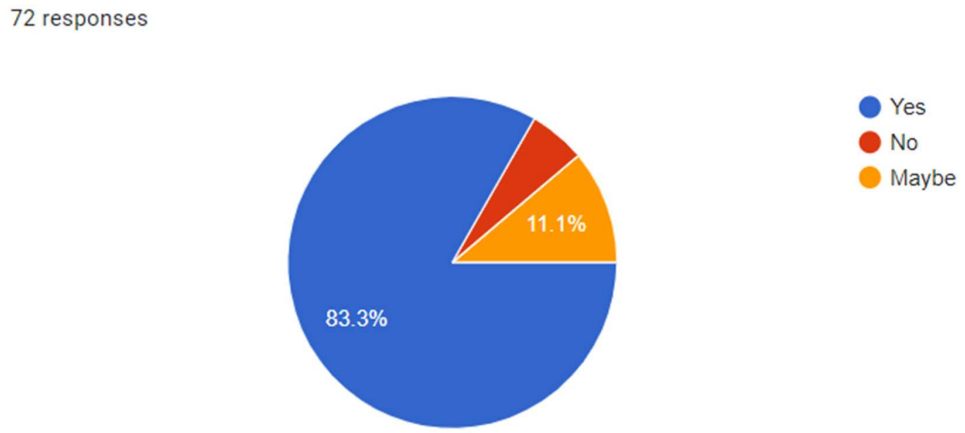


Figure 6 : ISL impact on grassroots development.

The Indian Super League (ISL) has had a notable impact on the development and exposure of young football talent in India. This gives platform for exposure and learning from international players. And 83.3 percent of the participants have agreed on this, which is a sign that we are on the right track and it will take some more years to be on the 90+ percent.

7) Which is the top football league in the country?

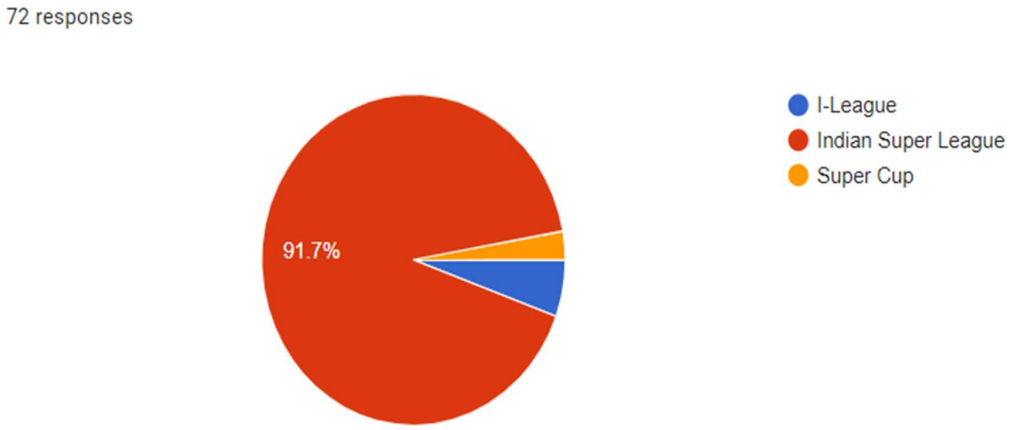


Figure 7 : Three football league in the country.

No doubts ISL is the top football league in the country and often attracts international football stars, both seasoned and emerging, to play alongside Indian players. This has contributed to raising the overall quality of football and providing exposure to Indian players. Which 91.7 percent of my participants vote for this.

8) Do you think the government are doing enough for the development of Indian football?

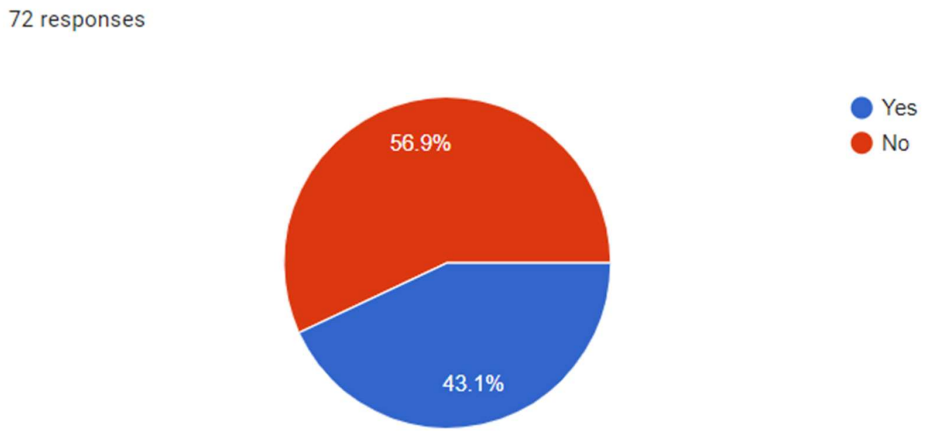


Figure 8 : Development of football in India.

The efforts by the government demonstrate a commitment to the development of football in India, but is it enough on whether they are sufficient or not comparing with other nations how fast their progress is. Some may argue that more resources, consistent policies, and a sustained focus on grassroots development are needed, which clearly indicates here 56.9 percent says NO and 43.1 percent says YES. Others may acknowledge the progress made but emphasize the importance of continued investment and strategic planning.

9) **To encourage the development of Indian Football the government should implement more finance?**

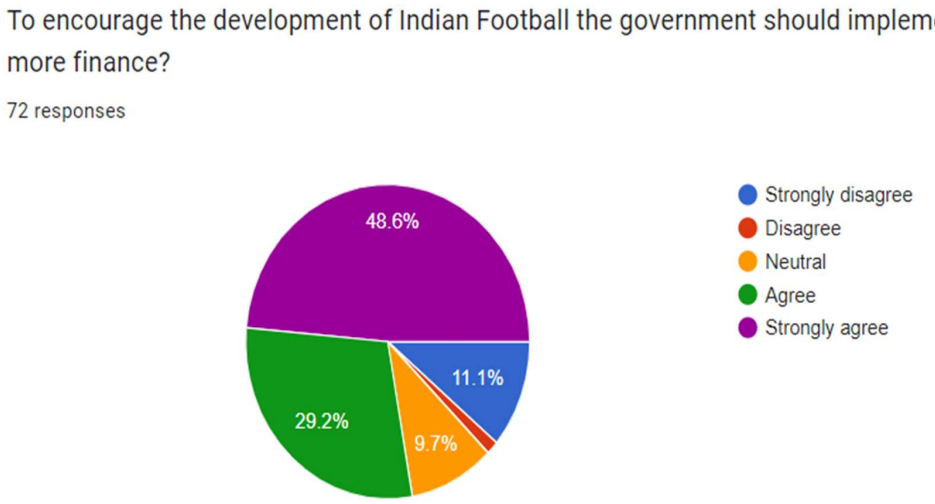


Figure 9 : Development of football in India.

Adequate funding can address various aspects of the sport, including grassroots development, infrastructure, coaching programs, and the sustainability of professional leagues. Andit's equally crucial to ensure that the funds are used efficiently and transparently. Strategic planning, accountability mechanisms, and collaboration with football stakeholders are key factors in maximizing the impact of financial investments in Indian football. Most of the participants have strongly agreed on this.

10) What initiative should be taken to increase the support for football in India?

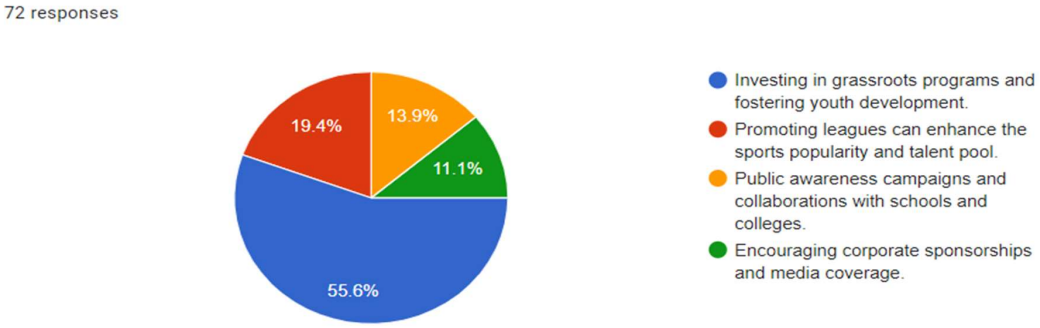


Figure 10 : Steps to be taken.

- ✓ 55.6 percent of the participants said investing in grassroots programs and fostering youth development, which is one of the crucial roles to be taking seriously in the country.
- ✓ 19.4 percent of the participants agreed on promoting leagues can enhance the sport's popularity and talent pool.
- ✓ 13.9 percent believes that public awareness campaigns and collaborations with schools and colleges, one of the steps need to be considers because sports and education play an important role in academic and social experience.
- ✓ 11.1 percent of the participants says by encouraging corporate sponsorships and media coverage will boost the support for football in India.

11) How has the Indian Super League influenced grassroots football development in India?

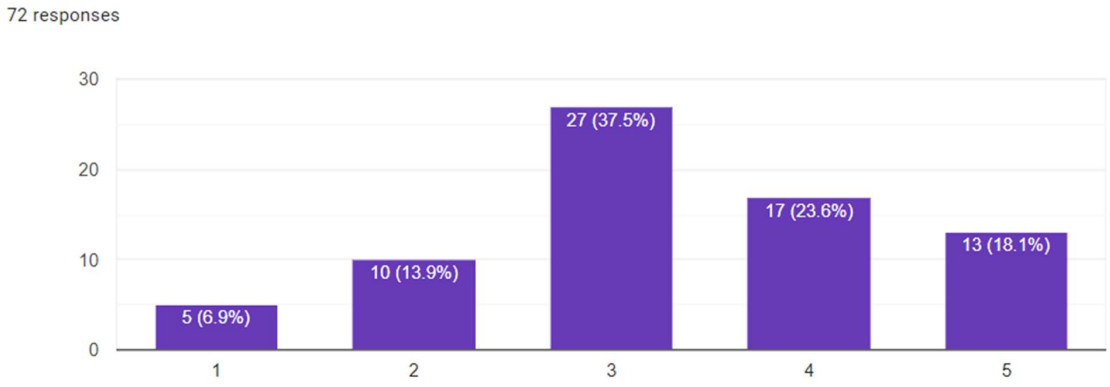


Figure 11 : The impact of (ISL) in grassroots development.

Some ISL clubs invest in coach education programs to improve the quality of coaching at the grassroots level. Trained and certified coaches can positively impact the development of young players.

I have sets 5 level in this graph above which is 37.5 percent of the participants agreed that the ISL has influenced the grassroots football development in India that is on level 3, it's important to note that the success of grassroots initiatives depends on a collective effort involving government bodies, football associations, clubs, schools, and communities.

Talented players who perform well in the league often attract attention from scouts and youth development programs, creating pathways for them to progress through the ranks.

12) How does the league (ISL) envision contributing to Indian Football in the coming years?

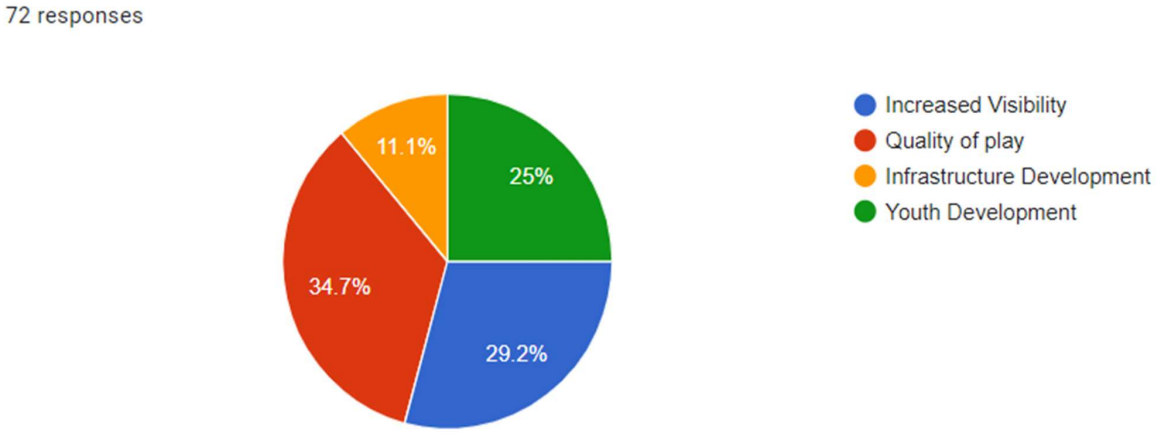


Figure 12 : (ISL) contributing to Indian Football in the coming years.

- ✓ 34.7 percent of the participants recognize the quality of play has positively improved.
- ✓ 29.2 percent of the participants says the ISL increased visibility.
- ✓ 25 percent agreed that the youth development have improved since the ISL was introduced to Indian Football.
- ✓ 11.1 percent sees the improvement of infrastructure development.

13) How has the league impacted the performance of Indian players at the International level?

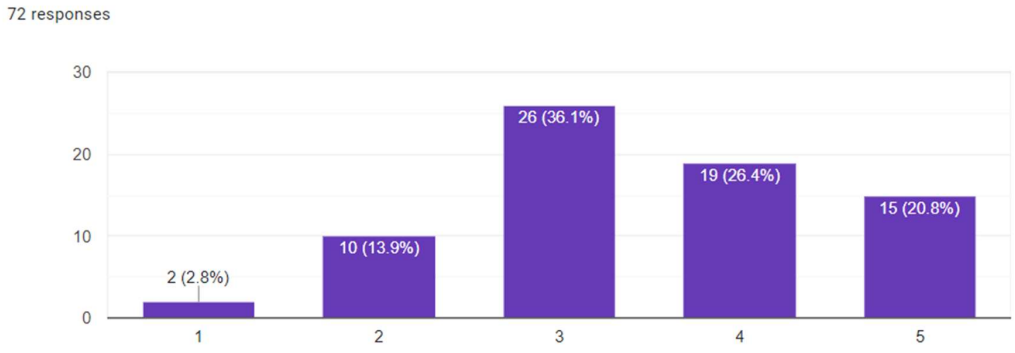


Figure 13 : Performance/gameplay has impacted through the league.

The ISL has contributed positively to the exposure, development, and representation of Indian players on the international stage.

Again, I have set 5 level for the participants to choose and 36.1 percent were on level 3,

26.4 percent on level 4 and 20.8 percent on level 5.

2.8 percent and 13.9 percent on level 1 and level 2.

The ISL has raised the overall level of competition in Indian football. Indian players participating in the league have the opportunity to face high-quality opponents, including experienced international players. It's important to note that developments in football are dynamic, and the landscape may continue to evolve.

Chapter-5

Finding and Conclusion

This chapter is summarizing the overall analysis which the researcher explores during the study. The research proposes to find out the impact of ISL on Indian Football.

Findings

From the above findings and analysis, the research learns that from all the 72 attendees conducted that on Gender participants more were male respondent's because most of the target audience were from sports background and have a strong connection and interest on the impact of sports and it perspective. Coming to the age-group starts from 15-30 and above to which it has been observe that half of the age group from 20-25 were the most participated in the study with 48.6 percent attendees. 93.1 percent of the attendees are believed to followed football and only 6.9 percent were not interested in football. Support for the Indian national football team is expressed in various ways, reflecting the passion and enthusiasm of football fans in the country and the results of this question exactly proves that. With the aim and objective of Indian Super League to increase the development and supported talented players after is coming into existence in the year 2013 has help in prompting and improving the standard of football sport in the country, to which it has gain popularity over the years, when drawing significance observation and attendance for most matches shown that 83.3 percent of the attendees have watches the league.83.3 percent of the participants have agreed on that Indian Super League (ISL) has had a notable impact on the development and exposure of young football talent in India which help in promoting more opportunity, exposure and learning from international players, India is now on the right track and it will take some more years to be on the 90+ percent along side with the other nations. It is believe that most of the respondent agreed on the fact that ISL is the top league in the country with 91.7 percent vote. Through this

study where on the growth and infrastructure by the government is not enough when compare to other countries, it is clearly seen that 56.9 percent of the attendees say no and 43.1 percent agreed on it. It is very important that the efforts by the government to look into and demonstrate a commitment to the development of football in India, including grassroots development, infrastructure, coaching programs, and the sustainability of professional leagues, the importance of continued investment and strategic planning, accountability mechanisms, and collaboration with football stakeholders are key factors in maximizing the impact of financial investments in Indian football. More of the respondents were strongly agreed on this. Through findings on various initiatives taken on increasing support for football government were answered by the respondents 55.6 percent support for implementing in grassroots and youth development, 19.4 percent agreed for promoting the league can enhance popularity and talent pool, 13.9 percent chose for awareness and public campaigns by collaborating with schools and universities and 11.1 percent support on encouraging media coverage and sponsorships. When it come to influencing youth in grassroots development on Indian football it was found out that only 37.5 percent the progress has seen improved which is on level 3 according to my research and as we know that the success for grassroots development will only rely on the government initiative by encouraging talented players to perform well in the leagues and chances to adapt football at a very young age. Only 29.2 percent attendees support that ISL increased visibility in contribution of Indian football. Lastly the result to overall finding to the study it shows that the impact of ISL have create a positive exposure to the growth of Indian football and their visibility on international platform. The development of football leagues is therefore good for the development of players.

Conclusion

On basis of the analysis all the data collected during the research the following conclusion are drawn. The primary data help us to understand the different perspectives responded about the impact on ISL in Indian Football. Most responded in encouraging and enhancing the growing and development of football enhancing our country to go forward with young talents. (ISL) has had a notable impact on the development and exposure of young football talent in India which help in promoting more opportunity, exposure and learning from international players, Indian is now on the right track and it will take some more years to be on the 90+ percent. They also responded that there should be a major improvement in grassroots development, for talented players to attract international stage and avail sponsorships.

However, the ISL has proven that it has a strong strategic and profitable investment in the Indian post-cricket market. The league wants to expand its reach to millions of people across the country by securing lucrative contracts with broadcast networks and digital platforms. Its global appeal, commitment to local development and proven success make it an attractive proposition for investors. It is a new Indian sport that is having a global and lasting impact on the country's football landscape. The impact of the Indian Super League now begins an exciting long-term journey

Recommendations

- To have a good results for Indian Football senior team firstly we need to qualify for AFC cup in the U18, U20, U23.
- Development, coaches, structure competition and long term planning that will take the Indian Football to another level.
- The need to stop match fixing and take serious action towards such leagues/clubs.
- The (ISL) has significantly brought a higher level of professionalism to Indian Football, the commercial broadcaster FSDL Reliance should care more about the AFC cup for Indian Football and collaborate with AIFF, rather than just making money through the league (ISL).
- The important of commercial growth and attracting sponsorship deals and investment for the clubs to nurture the players and Clubs development.
- The league (ISL) needs to increase fan engagement and interest in football across India, with packed stadiums and growing television viewership.
- Integration with I-League and (ISL) the two leagues needs to work together for the overall developments of Indian Football, leading to the creation of a unified league structure.
- The ISL has emerged as a transformative force in Indian football, leaving an indelible mark on its development and future trajectory, however continued collaboration, investment and strategic planning are imperative to harness the full potential of the ISL and propel Indian football to greater heights.
- To implement community engagement and also not to forget performance equal to marketing.

Annexure

Sl. no	Particulars
1	Figure:1 Gender of the participants?
2	Figure :2 Age?
3	Figure:3 Do You Follow Football?
4	Figure:4 Do you support Indian National football team?
5	Figure: 5 Do you watch Indian Super League (ISL)?
6	Figure 6 – Do you believe the establishment of professional leagues like the ISL has positively impacted the development of young footballer talents in India?
7	Figure 7 – Which is the top football league in the country?
8	Figure 8 – Do you think the government are doing enough for the development of Indian football?
9	Figure 9 – To encourage the development of Indian Football the government should implement more finance?
10	Figure 10 – What initiative should be taken to increase the support for football in India?

11	Figure 11 – How has the Indian Super League influenced grassroots football development in India?
12	Figure 12 – How does the league (ISL) envision contributing to Indian Football in the coming years?
13	Figure 13 – How has the league impacted the performance of Indian players at the international level?

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Questionnaires

1. Name
2. Gender
    - Male
    - Female
    - Prefer not to say
3. Do you follow football?
    - Yes
    - No

4. Do you support Indian National Football?
    - Yes
    - No
5. Do you watch Indian Super League (ISL)
    - Yes
    - No
6. Do you believes the establishment of professional leagues like ISL has positively impacted the development of young footballer talents in India?
    - Yes
    - No
    - Maybe
7. Which is the top football league in the country?
    - I-League
    - Indian Super League
    - Super Cup

8. Do you think the governments are doing enough for the development of football?
    - Yes
    - No
9. To encourage the development of Indian Football the government should implement finance?
    - Strongly disagree
    - Disagree
    - Neutral
    - Strongly agree
10. What initiative should be taken to increase the support for football in India?
    - Investing in grassroots and fostering youth development
    - Promoting leagues can enhance the sport's popularity and talent pool
    - Public awareness campaigns and collaborations with schools and colleges
    - Encouraging corporate sponsorships and media coverage
11. How has the Indian Super League influence grassroots football development in India?

    Very low
        - 1
        - 2
        - 3
        - 4
        - 5

    Highest
12. How does the league ISL envision contributing to Indian Football in the coming years?
    - Increased visibility
    - Quality of play
    - Infrastructure Development

- Youth development

13. How has the league impacted the performance of Indian players at the international level?

Worst

- 1
- 2
- 3
- 4
- 5

Best