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ROLE OF FINANCE MANAGEMENT IN SPORTS ACTIVITIESShri Bhagwan¹, Reena Rani², Anurag Sharma³ and Devlal Sheoran⁴¹Research scholar in deptt of physical education Delhi University)²Research scholar in the deptt of physical education MDU Rohtak)³Research scholar in the deptt of physical education Delhi University)⁴Sportsman**ABSTRACT**

This paper describes about the role of management of finance in sports activities. If proper management of finance is carried out then activities like sports, games can be make better in every aspects. This paper describe all the aspects of sports which reaches its peak whenever finance management or planning is followed in proper manner. However if proper way of thinking is utilized in financial management more number of athletics can be motivated towards sports and it can help us to making our nation and youths bright.

Keywords: *Finance, management, peak, motivated, nation, planning.*

I. INTRODUCTION

Sports play a vital role in youth life and everyone. When return back to childhood life our primary concern on academics that is children education but we forget between academics it is important term associated with everyone that comes in factor is sports. For proper development of brain and physical configuration sports is considered to be a prime factor on aspects of life. If study is considered a serious part of children then it is not any case where sports can be isolated from his life. There are so many examples in our nation how anyone get success through sports throughout his life as a major goal if he choose it's as a career option. Important thing is that we need a good finance in sports to motivate youth to give his best services.

II. ROLE OF FINANCE IN SPORTS

First thing that comes into mind is that how to manage finance in sports to promote and develop it among youths. Sometimes what happens we have a lot of good talent in our nation but despite that due to lack of funds and finance that talent do not come into limelight. If there is a good management in sports regarding finance then lot of hardships that someone face while choosing it as a career option can be completely eliminated. Prime focus is to evolve such a plan to resolve financial problem that becomes a big challenge to upcoming youths or generations. Good management can do lot of changes not only sports man life but also gives a good talent to our nation in terms of sports. Hence it is necessary to build such a management which can helps youths to get out from financial problem and can makes his life better in sports and makes our nation progressive. So need is that to make a good management to handle all these situations which makes sports attractive and better options in terms of career objective. Thus it is a matter of primary concern today to develop a management that can provide a good sportsman to our nation.

III. HOW TO MAKE A GOOD FINANCE MANAGEMENT

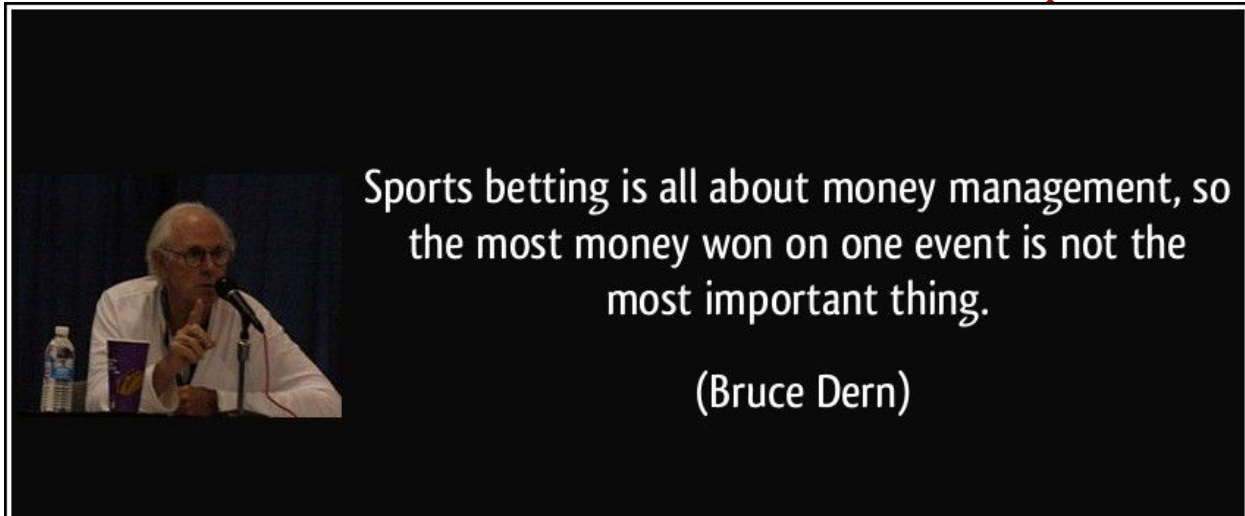
A good management can deals with lot of hurdles that arises in sports activities. Suppose if we can concentrate on specific games and we need a good results in that sports we have to encourage that participant who is interested in that activities. To motivate others to join sports a good management can provides several schemes like a motivational amount can be given to candidates, some good beneficial schemes for his family. However a management can concentrate on expenditure required for that sports. If proper planning is considered then a good sportsman can be developed in that specific areas. A new methodology can be evolved to motivate sports activities. A prime concern of developing a sports man to give him financial support in every conditions. Management qualities in such a way that it can handle every situation related with youths

financial problems. Hence a management should be good in terms of handling financial problems associated with participants. However such a situation can be resolved if proper planning be implemented. Better future and better nation can be provided by a good management of finance. Sometimes to promote a particular game we need a good facilities for that activities. We think of good resources that can be utilized for development of that game.

IV. SPORTS ECONOMICS

Sports economy is a new and developing parameters. Student's athletics who find themselves in that situation where they have limited financial resources to high their income exponentially with short experience in management of money. Further it is difficult to select an advisor that is faithful particularly for athletes who travel outside to continue their career of sports. Since career is of short duration less than 10 years for sportsman then there is a need of sound money management for those athletes who earn big salaries for a short period of time. It is important to complete the process before you start spending or introducing new financial limitations. A good way to start this process is some analytical approach. These three approaches are needs, wants and savings. The largest section of the budget of needs goes toward housing. A good deal is that we do not overspend on housing or to think like a banker. Wants requires cloth, meals restaurant and anything that is not necessary. By using a spending plan within your limits we can put out the odds and living within our limits. The prime focus is developing an accurate spending plan.





V. LACK OF MANAGEMENT IMPACTS ON SPORTS

To make a sports popular among youths we require a management deals with finance issue and resolve all the issue in limited time. Without a good management of finance a good hardworking athletes becomes isolated from society and there is a loss of talent to our nation also. For inspiration point of view it is necessary that if we give a good financial support to a good talented person in that field of sport it can enhances the chances of building a great sportsman among thousands of peoples. If there is a lack of good financial management it can destroy the hope of any talented hardworking sportsman if he choose sports as a career. Thus to motivate the upcoming youths it is required to take necessary steps to make a developing nation with the help of energetic youths. An athletes requires a good financial support from his sports academy due to which it can give better results in each event he participate. Management qualities are in such a way that it can boost all the confidence of upcoming youths towards making a great nation. A good athletes needs a good financial support from nation to produce good results and give a proud moment to our developing nation. Lack of expenditure is big issue today time that can be eliminated if it cannot be solved soon according to that conditions of sports event.



VI. CONCLUSION

This paper describes about the key role of finance management in sports activities. Implementing the proper way of planning or finance in sports a talented athletics comes in front and get a good results when sports meet can be organized. Our nation has lot of talent and hardworking sportsman which can give their best in anytime. To encourage and support it is required to concentrate on expenditure put on sports activities. This paper tells how we can improve our management to make sports a prime field besides academics in developing a child.

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