Public Opinion on Gender Discrimination in Indian Sports Industry

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Abstract-In general, Gender Discrimination is a situation when someone is treated unfairly or in a disadvantaged manner on the basis of their gender but not needlessly of a sexual nature. Sports is a field which is meant for both the genders. Gender discrimination is almost present in all kinds of sports such as Cricket, Football, Tennis and Chess etc. Gender Discrimination is done at the highest level in Cricket sport. The statistics as per 2020 report published by Indian Express as there were about 29 cases of sexual harassment of women atheltes over the past 10 years at famous Sports Authority of India. This research aims to understand the factors contributing to gender discrimination in sports industry, To analyse the government initiatives to curb this discrimination in sports industry, To examine the achievements of female athletes and its impacts on industry, To compare gender discrimination prevalent in different sports & in different countries and To create awareness among public regarding discrimination in indian sports industry. The researcher has collected 202 responses. The researcher has undertaken the empirical research method. The scope of having an effective and efficient participation in the sports industry of our country by our young talent of both men and women is purely in the hands of the government as it should provide equal treatment in all aspects in a stricter manner for smooth development of the nation.

Index Terms—Gender Discrimination, Sports Industry, Female, Consequences, Government.

I. INTRODUCTION

Let me start my research paper by stating an amazing quote on gender discrimination in the Indian sports industry: "Empowering women in sports is not just about fairness; it is about building a stronger nation". Gender Discrimination means in common parlance is a discrimination on grounds of a person's gender or

sex which in turn on a larger scale affects girls and women. Gender Discrimination is in more numbers in our country's sports fields. The achievers in the sports industry with regard to women are very much minimal and limited as compared to male athletes' achievers. This is considered to be the primary reason where we fail as a nation in bigger stages in the likes of world tournaments of various sports. The factors that are responsible for such gender discrimination in sports industry in India are patriarchal mindset, traditional gender roles, safety concerns, absence of role models to bring fire within the female to go and achieve in this field, pay gap, poor infrastructure for women, underserved in roles of leadership, lack of promotion. The Current statistics on gender discrimination in this industry is that in the year 2020, the Indian Express published in their front page that 29 women athletes were sexually exploited by male coaches of their own at the sports authority of India centres being present for a maximum of 10-year period. At last, in the year 2022, the SAI received 30 complaints of sexual harassment against the wrongdoers. In Cricket also this kind of gender discrimination is done in various ways like pay gap etc. In the cricket field, discrimination will be greater than other sports due to the reason that this field is male dominated. The media coverage of women cricket matches is not widely broadcasted like male cricket. Example of this is that Women's T20 World Cup are available only in star sports but not on other channels. From a Football field point of view, we see that AIFF is making the women atheletes by providing less support and development programs for their development and success. There is no structured way that is being followed to give the necessary facilities as required by women athletes to show what they are capable of. The recognition of talent among the women is very much minimal as

compared to male in our country. The solutions that can be provided to reduce the gender discrimination is that the government should toughen the laws like POCSO to protect the female athletes, setting up of grievance redressal machineries to keep the athletes confident of getting a light for their racial discriminations and other problems by rewarding stringent punishments. AIM: The Aim of my research is to have a public opinion on gender discrimination in the Indian sports industry.

II. OBJECTIVES

To understand the factors contributing to gender discrimination in the sports industry.

To analyse the government initiatives to curb this discrimination in the sports industry.

To examine the achievements of female athletes and its impacts on industry.

A. Evolution of Gender Discrimination in Indian Sports Industry

Gender Discrimination in our sports industry is not a new concept as it started way back in the 20th Century. As in the early 20th Century Women's engagement in the sports industry was a rare thing to take place. This was due to the presence of societal pressures and minimal opportunities. At that time itself the sports industry was male-dominated as many women were discouraged from active involvement. There were some people in the likes of Rajkumari Amrit Kaur who was India's first Health Minister, who set a perfect example by taking part in a difficult and high-energy needed sport called tennis thereby breaking the existing norms. After Indian Independence in the year 1947, there was a progressive recognition of the significance of sports for all citizens. However, the focus predominated on male athletes, with women accepting less support and acknowledgement. The National Youth Policy of 2003, avowed the need for gender fairness in sports, but execution is not at odds with. In the field of cricket, the 1970's stated the beginning of organised women's cricket in India. Diana Edulja, a groundbreaking cricketer, arising during this period. She became the first women to be picked to the BCCI selection panel in the year 2017 & was inducted into the ICC Cricket Hall of Fame in 2023. Even with the existence of talented female cricketers, the sport has gone through institutional challenges. The BCCI's neglect for women as there were differences in funding, facilities and opportunities as stacked up to the men's game. The launch of the Women's Indian Premier League in March 2023 offered the platform for female cricketers to show their various talents on a bigger arena, giving them chances for financial benefits and professional growth. The same thing happens to the females in the field of football as in the year 2000's saw an incremental shift in the limelight of women's football. But the support even in the modern sense suffered on various terms.

B. Government Initiatives On Gender Discrimination In Indian Sports Industry

The Government Initiatives on Gender Discrimination in Indian Sports Industry as the Khelo India Scheme was launched in the year 2018, as it is an national initiative by the Government of India focused at reviving the sports tradition at the grassroots level and demonstrating India as a great sporting nation. The Youth Games were held in the south for the first time as the Tamil Nadu multi-city route was a success with fans having a free and easy entry to venues. The Objectives of Play Field Development, Community Coaching Development, Sports for women, Talent Search and Development and Promotion of rural and indigenous or tribal games. The New National Sports Policy, 2001 envision board basing of sports, accomplishment of excellence in international sports, making provisions of modern sports infrastructure, improving skills of our coaching teams, more effective functioning of national sports federations, Another Initiative made by our government is the Vishaka Guidelines as following a grand and yet important judgement of Vishaka vs State of Rajasthan pronounced by the Supreme Court gave guidelines to forecast and prevent sexual harassment at the workplace, which was later enlarged to sports organizations in order to make sure a safer environment for women atheletes. The initiatives taken in the field of cricket for women participation is Halke Mein MattLo Campaign which was effective in December 2022, is a joint forces effort between the BCCI and Mastercard. Its main objective is to break stereotypes and advocate the achievements of women cricketers at both the national and international levels. Even a team in WPL called UP Warriorz, has also partnered with UN Women, to increase gender

equality and give wings to women via Cricket. This partnership also aims on dealing with problems to women empowerment via interfering in education, learning, development, and menstrual health mindfulness in specific Uttar Pradesh and beyond. From a Football point of view, The Indian Women's League is a professional league exclusively for female footballers in the year 2016 by AIFF. Its only objective is to increase the standard of women's football in the country and to add a competitive platform for these female athletes. The ASMITA Portal is also a source which gives invaluable insights about matches to women aspiring to the field and gather support for women footballers.

C. Factors Affecting the Gender Discrimination in Indian Sports Industry

The factors affecting gender discrimination in the Indian sports industry are of various types. First of all is societal and cultural standards as there is a concept called the traditional gender roles as the deeply rooted society's expectations and thoughts make give first importance to various domestic responsibilities a women is burdened with over the participation of women in sports resulting in rare and minimal opportunities and lack of support from both the husband and family members to utilize the chances that they get. Second factor is stereotypes and biases as there are various perceptions among the people that women always possess less physical capacity than men which leads to either exclusion or unequal treatment in various aspects. Second factor is economic difficulties as Women's sports are always less encouraged in terms of financial support by our own government which in turn have a massive impact on infrastructure, training and competition chances. Female athletes are also given less pay as compared to male athletes as people think females are always inferior to men & the Board under which they play also are not ready to give equal remuneration for the amount of matches they play for the country. The Third factor is the weak legal framework and its implementation as even though various policies are there with our government to increase the idea of gender equality in sports, but due to less or discrepant in the execution and absence of awareness restrict their effective functioning in curbing such gender discriminating elements in the society. The Fourth factor is huge amount of safety and harassment

problems as day by day the events of sexual abuse and harrasment within the sport organizations create a fragile environment which leads to quit in their decision to choose sports as a carrier and life. The Fifth factor is family and social support which is very less in our country as various families are always on the side of discouragement if any matter concerning the sports field due to safety concerns, adverse societal thoughts and lack of interest among the family members and economic constraints of the family. Six factor is media coverage as different women sports starting from cricket to hockey get very less media attention, giving rise to diminished visibility among the general public and fewer sponsorship opportunities as companies who offer those sponsorship is always decided on the basis of the economic wealth of the particular individual and support of the board she possess apart from their inherent talent.

D. Female Achievers Who Broke Gender Discrimination in Indian Sports Industry

1. Dutee Chand (Athletics)

Dutee Chand, a sprinter who is specialized in the 100m and 200m events, encountered a ban in 2014 due to increased testosterone levels. She on the other hand successfully contested the ban by highlighting the gender differences in present sports rules and regulations. Chand's toughness has ultimately made her a symbol of empowerment for all the women athletes

2. Saina Nehwal (Badminton)

Saina Nehwal has been a great figure in Indian badminton, accomplishing international success and got through into the top ranks of the sport. Her achievements have confronted the thought that badminton is a male-dominated sport in India.

3. Mithali Raj (Cricketer)

Mithali Raj, Former captain of the India's Women Cricket Team, has been a prominent figure in the whole women's cricket. Her leadership and performance have topped the entire profile of women's cricket in India, encouraging many young girls in our country to take this sport as their career.

4. Vinesh Phogat (Wrestling)

Vinesh Phogat, a famous wrestler, has been for long years a vocal advocate and protester for women's rights in sports. She has led protests against the issue of sexual harassment within the Wrestling Federation of India, informing about challenges faced by the

female atheletes, Phogat's activism has made limelight important discussions on gender equality in Indian sports.

5. Mary Kom (Boxing)

Mary Kom, a Six-time World Champion boxer, has defeated various obstacles to become a global icon now. Her success has challenged the traditional gender roles and has played a vital role in transforming women's boxing in India.

E. Current Trends On Gender Discrimination In Indian Sports Industry

The Current Trends on Gender Discrimination in the Indian Sports industry. There are various trends in this industry. First of all, Female Athletes in India still have to face wide pay gaps as compared to their male counterparts. This difference is nakedly evident in different sports existing in today's world including cricket. Where women's teams get less compensation and very little sponsorship deals from big MNC's. Second current trend is media coverage as it still now has less media representation which in turn reduced the viewership and support which is an important element of sports. This absence of representation keeps the dirty game of stereotypes and reduced opportunities for the female athletes. Third current trend is less chances given in the leadership roles as in the fields of coaching, administrative and decisionmaking positions that are available within the sports institutions. This lack of rendition impacts the policy decisions and the assignment of resources, at many times leads to the weakening of women's sports. Fourth current trend is in the field of cricket is that as of now is the record-breaking performances is that as on June 2024, the Indian Women's Cricket Team has set a brand new record for the highest team total in the women's test cricket by declaring their 1st innings at the score of 603/6 against South Africa. This achievement was showcased by the phenomenal opening partnership of 292 runs between Shafali Verma and Smriti Mandhana. Smriti Mandhana recaptured the record for the most international runs in a calendar year in Women's cricket, culminating 1,602 runs in 2024. She also set the record for the highest number of runs in a given calendar year in Women's T20 Internationals, with 763 runs. In August, 2024 Odisha FC's Women's team created history by becoming the first Indian Club, male or female, to reach the group stages of the Asian Champions

League. This milestone was in specific very much attractive given that the women's team officially came into existence only in 2022. The All India Football Federation (AIFF) has disclosed a 138% increase in registered women footballers between 2022 and 2024, denoting a rapid rise in participation at different levels. Harendra Singh has been recently appointed as the new head coach of India's women hockey team taking forward new views and strategic directions. Salima Tete has also been named as a captain leading the team with the aim of improving fitness and goal-grooving capacities. The Indian Women's Hockey Team has finally achieved their title at the Women's Asian Champions Trophy, 2024, displaying their valiant toughness both at mind and body and skills.

F. Comparison Between Different Nations On Gender Discrimination in Indian Sports Industry

The Comparison between different nations on gender discrimination in the Indian Sports industry. First of all in India, From the Pay Parity female athletes very frequently get lower compensation than their male athletes, regardless of achieving similar amounts of success in their respective fields. For Instance, the Indian Women's Cricket team has historically been paid less than the men's team. However, the recent developments shows the emergence of equal pay with the BCCI announcing that women cricketers will achieve the same match fees as their male genders in international matches. But as pay parity as australia is concerned is quite different as the Australia Football League (AFL) recently established a pay parity policy in the year 2020, with the intention of accomplishing equal pay for both the male and female players by 2023. Second from a media coverage point of view, In India Women sports offered a diminished and limited media representation resulting in minimal visibility and constant support. This absence of coverage perpetuates stereotypes and reduces the opportunities for female athletes. But the media coverage is completely different in the United Kingdom, here it is seen a rapid increase in media's coverage of women's sports particularly like the events of the Women's World Cup. However, the entire media representation still is far behind that of men's sports. And there is still advocacy for the same coverage. Third, from Institutional support and buildings point of view, Japan has made vital investments in women's sports resulting in more participation and pinnacle of success

in international competitions. The Government's support which is inclusive of funding, infrastructure improvements, and initiatives to motivate the female participation in sports from a very young age by the females. In Germany similar support has been offered for female athletes with balanced access to training facilities and resources. The country has executed policies to increase gender equality in the field of sports, leading to a greater coverage of women in different sport fields. Fourth, from Cultural and Societal Attitudes point of view, Brazil has a very powerful cultural emphasis on sports, with both men and women taking part in an active manner. However, women still face difficulties in relation to equal recognition and there is an progressive work being undertaken to see these fields. In South Africa, Women in the field of sports frequently confront societal difficulties, inclusive of gender stereotypes and diminished resources. Efforts have been taken to swap cultural thoughts and encourage higher female engagement in sports.

III. LITERATURE REVIEW

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- 4) (UNICEF, 2009): Gender discrimination in Indian sports as this paper addresses the inequalities faced by women in sports, including disparities in funding and opportunities.
- 5) (Bhatia B, 2000): Legal and ethical implications of gender discrimination in sports as this article examines legal frameworks addressing gender

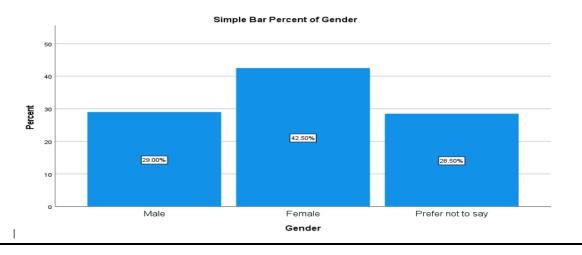
- discrimination and harassment in India's sports industry.
- 6) (Vasanthi Kadhiravan, 2010): Exploring gender discrimination faced by women in Indian sports as this study analyzes specific challenges faced by women athletes, such as unequal pay and lack of representation.
- (Kokilam Vasantha N, 2011): Gender discrimination and abuse on female athletes gives a scoping review highlighting the impact of gender discrimination and abuse on female athletes' performance.
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- 12) (Boloorizadeh, P 2022): A study on gender discrimination and abuse on female athletes in their coaching environment as this research highlights the prevalence of gender discrimination and abuse among female athletes in Mumbai.
- 13) (Hovden, J 2017): Gender discrimination in Indian sports as this article discusses the inequalities faced by women in sports, including disparities in funding and opportunities.
- 14) (Sharma Y 2018): The legal and ethical implications of gender discrimination and sexual harassment in sports since this study explores legal frameworks addressing gender discrimination in India's sports industry.
- 15) (Pica E, 2022): Exploring Gender Discrimination Faced by Women in Indian Sports as this paper analyzes specific challenges faced by women

- athletes, such as unequal pay and lack of representation.
- 16) (Wicker P 2021): Gender Discrimination in Indian Sports: A Review as this study reviews the impact of gender discrimination on female athletes' performance and participation.
- 17) (Roy John V.D.K. 2020): The role of policy interventions in gender equality in sports as this research examines how policy changes can address gender discrimination issues within the sports sector.
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IV. METHODOLOGY

The Research Method utilised here is the Empirical Research Method. A total of **200** responses are collected. A Questionnaire was made in the Google Forms & it was sent to my known people, close friends and relatives. They are requested by the researcher to forward the link to the closest ones. The responses were collected from the people residing inside Tamil Results And Interpretation Simple Bar Graph Fig-1

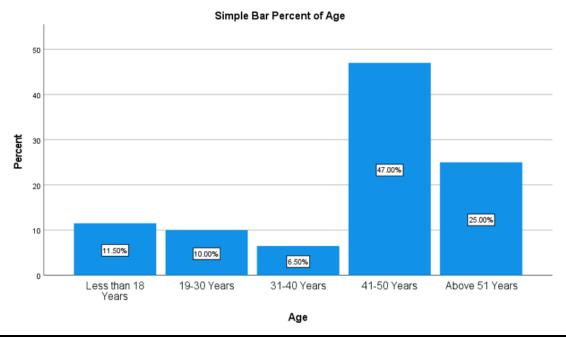
Nadu such as Poonamallee, Anna Nagar as well as other parts of India. The Questions are Women in Indian sports face gender based pay disparities compared to their male counterparts, Gender Discrimination in Indian sports negatively affects the performance of the female athletes, The success of female athletes like P.V. Sindhu and Mary Kom has reduced gender discrimination in Indian sports, The Indian sports culture is predominantly male dominated, which affects the opportunities available to female athletes, The Primary reason for the underrepresentation of women in leadership roles within the Indian sports and Rate the Scale 1-10 " Cultural norms in India contribute to gender inequality in sports" respectively. Their responses were collected by the researcher by using the SPSS software. The Independent Variables are Gender, Age, Place of Residence, Educational Qualification, Occupation and Marital Status. The Dependent Variables are Women in Indian sports face gender based pay disparities compared to their male counterparts, Gender Discrimination in Indian sports negatively affects the performance of the female athletes, The success of female athletes like P.V. Sindhu and Mary Kom has reduced gender discrimination in Indian sports, The Indian sports culture is predominantly male dominated, which affects the opportunities available to female athletes, The Primary reason for the underrepresentation of women in leadership roles within the Indian sports and Rate the Scale 1-10 " Cultural norms in India contribute to gender inequality in sports". The tools used in this research are Simple Bar Graph, Clustered Bar Graph, Chi-Square, Anova, Means Plot respectively.



LEGEND: Fig 1 clearly shows the % of people who have responded to the Questionnaire in relation to their respective Gender.

Simple Bar Graph

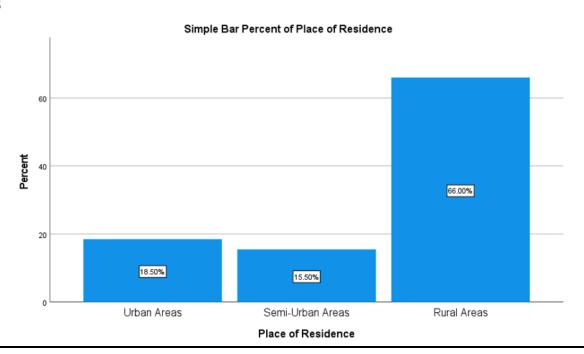
Fig-2



LEGEND: Fig 2 clearly shows about the % of people who have responded to the Questionnaire in relation to their respective Age Groups.

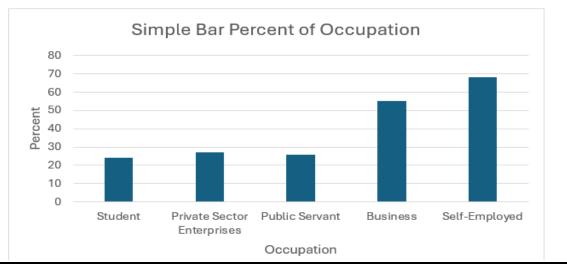
Simple Bar Graph

Fig-3



LEGEND: Fig 3 clearly shows about the % of people who have responded to the Questionnaire in relation to their respective Place of Residence.

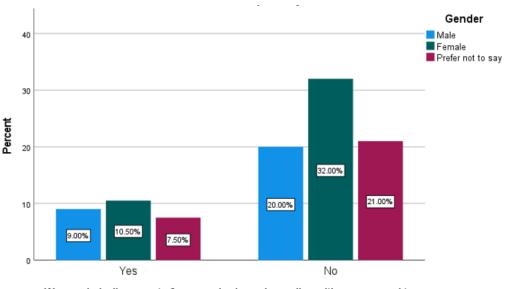
Simple Bar Graph Fig-4



LEGEND: Fig 4 clearly shows the % people who have responded to the Questionnaire in relation to their respective Occupation.

Clustered Bar Graph

Fig-5

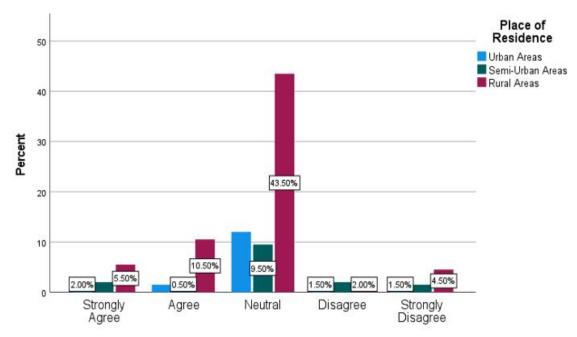


Women in Indian sports face gender-based pay disparities compared to their male counterparts.

LEGEND: Fig 5 clearly shows that the people who have responded to the Question of Women in Indian sports face gender-based disparities compared to their male counterparts in relation to their respective Gender.

Clustered Bar Graph



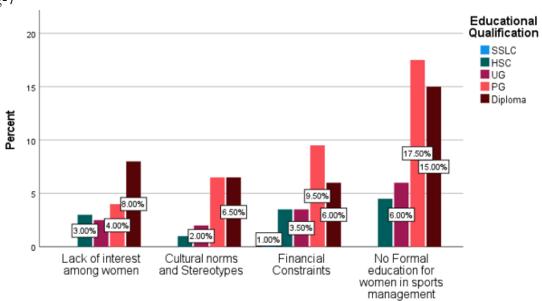


The Indian sports culture is predominantly male dominated, which affects the opportunities available to female athletes.

LEGEND: Fig 6 clearly shows that the people who have responded to the Question of The Indian sports culture is predominantly male dominated, which affects the opportunities available to female athletes in relation to their respective Place of Residence.

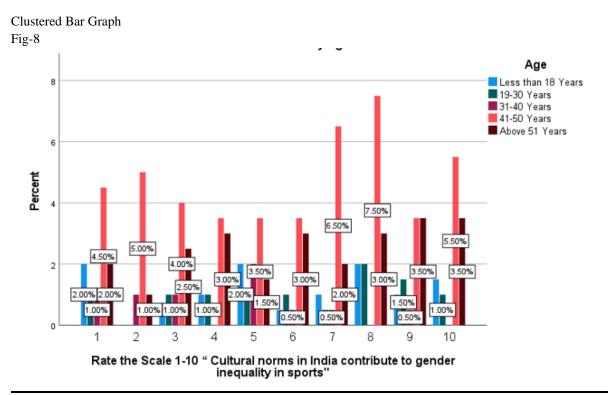
Clustered Bar Graph

Fig-7



The Primary reason for the underrepresentation of women in leadership roles within Indian sports.

LEGEND: Fig 7 clearly shows that the people who have responded to the Question of The Primary reason for the underrepresentation of women in leadership roles within Indian sports in relation to their respective Educational Qualification.



LEGEND: Fig 8 clearly shows that the people who have responded to the Question of Rate the Scale 1-10 "Cultural norms in India contribute to gender inequality in sports" in relation to their respective Age. Chi-Square Tests Fig-9

| | Value | <u>df</u> | Asymptotic Significance (2-sided) |
|---------------------------------|--------|-----------|---|
| Pearson Chi-Square | 4.569ª | 8 | .802 |
| Likelihood Ratio | 4.600 | 8 | .799 |
| Linear-by-Linear Association | .548 | 1 | .459 |
| N of Valid Cases | 200 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.71.

The success of female athletes like P.V.Sindhu and Mary Kom has reduced gender discrimination in Indian sports. * Gender Crosstabulation

| | | Gender | | | |
|---|----------------------|--------|--------|-------------------|-------|
| | | Male | Female | Prefer not to say | Total |
| The success of female athletes like P.V.Sindhu and Mary Kom has reduced gender discrimination in Indian sports. | Strongly Agree | 1 | 4 | 1 | 6 |
| | Agree | 23 | 33 | 16 | 72 |
| | Neutral | 14 | 22 | 18 | 54 |
| | Disagree | 3 | 3 | 4 | 10 |
| | Strongly Disagree | 17 | 23 | 18 | 58 |
| Total | | 58 | 85 | 57 | 200 |

NULL HYPOTHESIS (HO): There is no significant association between Gender and the success of female athletes like P.V. Sindhu and Mary Kom have reduced gender discrimination in Indian sports.

ALTERNATE HYPOTHESIS (H1): There is a significant association between Gender and the success of female athletes like P.V. Sindhu and Mary Kom have reduced gender discrimination in Indian sports.

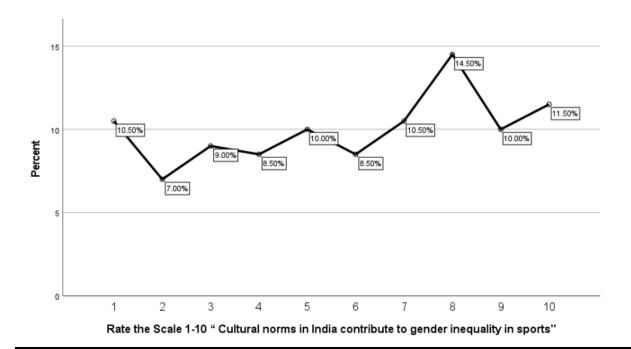
One-Way Anova

Fig-10

Gender Discrimination in Indian sports negatively affects the performance of female athletes.

| | Sum of Squares | <u>dt</u> | Mean Square | F | Sig. |
|-------------------|-------------------|-----------|-------------|-------|------|
| Between Groups | 14.814 | 4 | 3.703 | 2.316 | .059 |
| Within Groups | 311.806 | 195 | 1.599 | | |
| Total | 326.620 | 199 | | | |

Means Plot



INFERENCES: Fig 10 clearly shows that the Null Hypothesis is Accepted as given in the graph above. So, there is no difference between the question of the Rate the Scale 1-10 "Cultural norms in India contribute to gender inequality in sports" and Gender. So, there is no significant relationship between the two variables.

V. RESULTS

In Fig 1, From the Above Simple Bar Graph, we can understand that people whose gender is female have responded to the Questionnaire in more numbers than people belonging to other genders. Since the % of people who are male is 29.00%, % of people who are female are 42.50% and % of people who are prefer not to say is 28.50% respectively. In Fig 2, From the Above Simple Bar Graph, we can understand that people whose age is 41-50 years have responded to the Questionnaire in more numbers than people of other age groups. Since the % of people who are less than 18 Years are 11.505, % of people who are in between 19-30 years are 10.00%, % of people who are in between 31-40 years are 6.50%, % of people who are in between 41-50 years are 47.00% and % of people who are above 51 years are 25.00% respectively. In Fig 3, From the Above Simple Bar Graph, We can understand that people whose place of residence is rural areas have responded to the Questionnaire in more numbers than people whose place of residence is neither urban areas nor semi-urban areas. Since the % of people whose residence is urban areas are 18.50%, % of people whose residence is semi-urban areas are

15.50% and % of people whose residence is rural areas are 66.00% respectively. In Fig 4, From the Above Simple Bar Graph, we can understand that people who self-employed have responded Questionnaire in more numbers than people with other occupations. Since the % of people whose occupation is student are 25.00%, % of people whose occupation is private sector enterprises are 28.00%, % of people whose occupation is public servant are 27.00%, % of people whose occupation is business are 55.00% and % of people whose occupation is self-employed are 68.00% respectively. In Fig 5, From Above Clustered Bar Graph, We can understand that many people who have responded to the question of Women in Indian sports faced gender-based pay disparities compared to their male counterparts by stating no as their opinion rather than other opinions on the basis of their gender. The % of people who said yes to the question and whose gender is male are 9.00%, % of people who said yes to the question and whose gender is female are 10.50% and % of people who said yes to the question and whose gender is prefer not to say are 7.50% and % of people who said no to the question and whose gender is male are 20.00%, % of people who said no to the question and whose gender is female are 32.00% and % of people who said no to the question and whose gender is prefer not to say is 21.00% respectively. In Fig 6, From the Above Clustered Bar Graph, We can understand that many people have responded to the question of The Indian culture is predominantly male dominated which affects the opportunities available to female athletes by stating a neutral opinion rather than other opinions. Since the % of people who said strongly agree to the question & whose residence is urban areas are 2.00%, % of people who said strongly agree to the question & whose residence is semi-urban areas are 1.00% and % of people who said strongly agree to the question & whose residence is rural areas are rural areas are 5.50% respectively. The % of people who said agree to the question & whose residence is urban areas are 1.00%, % of people who said agree to the question & whose residence is semiurban areas are 0.50% and % of people who said agree to the question & whose residence is rural areas are 10.50% respectively. The % of people who said neutral to the question & whose residence is urban areas are 12.00%, % of people who said neutral to the question & whose residence is semi-urban areas are 9.50% and % of people who said neutral to the question & whose residence is rural areas are 43.50% respectively. The % of people who said disagree with the question & whose residence is urban areas are 1.50%, % of people who said disagree with the question & whose residence is semi-urban areas are 1.00% and % of people who said disagree with the question & whose residence is rural areas are 2.00% respectively. The % of people who said strongly disagree to the question & whose residence is urban areas are 1.50%, % of people who said strongly disagree to the question & whose residence is semi-urban areas are 1.00% and % of people who said strongly disagree to the question & whose residence is rural areas are 4.50% respectively. In Fig 7, From the Above Clustered Bar Graph, we can understand that many people have responded to the question of the primary reason underrepresentation of women in leadership roles within Indian sports by stating that no formal education for women in sports management rather than other opinions. Since the % of people who said lack of interest among women and whose educational qualification is SSLC are 0.00%, % of people who said lack of interest among women and whose educational qualification is HSC are 3.00%, % of people who said lack of interest among women and whose educational

qualification is UG are 3.50% and % of people who said lack of interest among women as their opinion and whose educational qualification is PG are 4.00% and % of people who said lack of interest among women and whose educational qualification is Diploma are 8.00% respectively. The % of people who said cultural norms and stereotypes as their opinion and whose educational qualification is SSLC are 0.00%, % of people who said cultural norms and stereotypes as their opinion and whose educational qualification is HSC are 1.00%, % of people who said cultural norms and stereotypes as their opinion and whose educational qualification is UG are 6.50%, % of people who said cultural norms and stereotypes as their opinion and whose educational qualification is PG are 6.50% and % of people who said cultural norms and stereotypes as their opinion and whose educational qualification is Diploma are 6.50% respectively. The % of people who said financial constraints as their opinion & whose educational qualification is SSLC are 1.00%, % of people who said financial constraints as their opinion & whose educational qualification is HSC are 3.50%, % of people who said financial constraints as their opinion & whose educational qualification is UG are 3.50%, % of people who said financial constraints as their opinion & whose educational qualification is PG are 9.50% and % of people who said financial constraints as their opinion & whose educational qualification is Diploma are 6.00% respectively. The % of people who said no formal education for women in sports management as their opinion & whose educational qualification is SSLC are 0.00%, % of people who said no formal education for women in sports management as their opinion & whose educational qualification is HSC are 5.50%, % of people who said no formal education for women in sports management as their opinion & whose educational qualification is UG are 6.00%, % of people who said no formal education for women in sports management as their opinion & whose educational qualification is PG are 17.50% and % of people who said no formal education for women in sports management as their opinion & whose educational qualification is Diploma are 15.00% respectively. In Fig 8, From the Above Clustered Bar Graph, we can understand that many people have responded to the question of Rate the scale 1-10 "Cultural norms in India contribute to gender inequality in sports" by stating 5 as their opinion rather

than other opinions. The % of people who said 1 as their opinion & whose age is less than 18 years are 2.00%, % of people who said 1 as their opinion & whose age is 19-30 years are 1.00%, % of people who said 1 as their opinion & whose age is 31-40 years 1.00%, % of people who said 1 as their opinion & whose age is 41-50 years are 4.50% and % of people who said 1 as their opinion & whose age is Above 51 years are 2.00% respectively. The % of people who said 2 as their opinion & whose age is less than 18 years are 0.00%, % of people who said 2 as their opinion & whose age is 19-30 years are 0.00%, % of people who said 2 as their opinion & whose age is 31-40 years are 1.50%, % of people who said 2 as their opinion & whose age is 41-50 years are 5.00% and % of people who said 2 as their opinion & whose age is above 51 years are 1.00% respectively. The % of people who said 3 as their opinion & whose age is less than 18 years are 1.00%, % of people who said 3 as their opinion & whose age is 19-30 years are 1.00%, % of people who said 3 as their opinion & whose age is 31-40 years are 1.00%, % of people who said 3 as their opinion & whose age is 41-50 years are 4.00% and % of people who said 3 as their opinion & whose age is 2.50% respectively. The % of people who said 4 as their opinion & whose age is less than 18 years are 1.00%, % of people who said 4 as their opinion & whose age is 19-30 years are 1.00%, % of people who said 4 as their opinion & whose age is 31-40 years are 3.00%, % of people who said 4 as their opinion & whose age is 41-50 years are 0.00% and % of people who said 4 as their opinion & whose age is above 51 years are 3.00% respectively. The % of people who said 5 as their opinion & whose age is less than 18 years are 2.00%, % of people who said 5 as their opinion & whose age is 19-30 years are 2.50%, % of people who said 5 as their opinion & whose age is 31-40 years are 0.00%, % of people who said 5 as their opinion & whose age is 41-50 years are 3.50% and % of people who said 5 as their opinion & whose age is Above 51 years are 1.50% respectively. In Fig 9, NULL HYPOTHESIS (HO): There is no significant association between Gender and The success of female athletes like P.V. Sindhu and Mary Kom have reduced gender discrimination in Indian sports. ALTERNATE HYPOTHESIS (H1): There is a significant association between Gender and The success of female athletes like P.V. Sindhu and Mary Kom have reduced gender discrimination in Indian sports. In Fig 10, Fig 10 clearly shows that the Null Hypothesis is Accepted as given in the graph above. So, there is no difference between the question of the Rate the Scale 1-10 "Cultural norms in India contribute to gender inequality in sports" and Gender. So, there is no significant relationship between the two variables.

VI. DISCUSSIONS

In Fig 1, The people who are female have responded to the Questionnaire in more numbers than other genders. This is because the topic chosen is very suitable for them to answer. The gender discrimination as this topic stands as they are forced to face every day and time in their entire life. Whereas the male members don't face that much discrimination as compared to them. As in sports industry the societal perceptions and higher authorities play a major role as of now the things stand there is no respect for the talent a women possess and the caste from which they have grown is also plays a vital role as pay parity and opportunities are provided on those grounds only. Only a few match chances will be given to the talented individuals & after two or three poor outings with that particular sport they will be benched. On the other hand, prefer not to say gender has nothing to say in this as these people are not even recognised by the society and they are struggling to get their identity. These people are not even allowed to participate in any sports. In Fig 2, The people who are between 41-50 years have responded to the Ouestionnaire in more numbers than people of other age groups. This is because the people of this age group generally have time and experience to understand and know about the root causes of gender discrimination in the Indian sports industry. Since, many female aspirants will also quit sport as a career due to this long-lasting problem. This even happens at international level sports as well. The people who are less than 18 years are not aware of these things since they will be either enjoying their life or studying where the parents are not permitting the child to know these life-required matters. In their age, people usually keep their favourite sportsperson as their role model. So, it is also a primary reason for them to become unaware of the dark side of the Indian sports industry as it may be any sport. People who are between 19-30 years to above 51 years have no time to understand the realistic nature of Indian sports industry as they are always burdened with various

external factors such as societal pressure, family pressure, expectations of their parents and taking care of their child which make them suffer with strangled time to know these bitter truths of the society. But the people who are above 51 years are quite different. They have time and mental space to know and delve deeply into these matters but they generally won't care due to their health problems and some other problems. In Fig 3, The people who are residing in rural areas have responded to the Questionnaire in more numbers than people residing in other areas. Since, the rural people are always keen to explore and have that fire and desire to know new things that are happening outside their area. This is what makes them a bit different from urban people as these people have huge amounts of talent in different sports and these are the people who always know the dark side of any field but in a specific sports industry. But people in urban areas are always in a hurry to earn more and settle well in life and many people also at the same time suffer from many issues which makes them less attentive to the issues that take place around them. Moreover, people who are residing in urban and semi-urban areas are a little bit lazy and less hard-working which acts as a barrier to know the unknown things in their life. In Fig 4. The people who are self-employed have responded to the Questionnaire in more numbers than other people. It is also a surprising fact from one point of view as these people normally possess somewhat great IQ and knowledge in and about all the fields. As the reason which takes the centre stage here is that they are self-employed. So, they will have a connection with the topic of gender discrimination in the sports industry of the country. The people who are students have good knowledge on what is currently happening in the sports industry but in particular cricket. As the students see cricket as an important part of their life and are emotionally connected. The people who are employed in the private sector, business and public sector are always on fire as their thoughts will be surrounded by money in form or other to keep themselves going throughout the year. So, even though they read about the topic in a newspaper or magazine. They leave the matter there itself and it won't be a topic of discussion among them. In Fig 5, Many people have responded to the Question of Women in Indian sports facing gender-based pay disparities compared to their male counterparts by stating a no opinion. This is because most of the general public are of the opinion

that female athletes are given equal remuneration in the field of sports and some even think that a sports career will give them an immediate leap in their life. The aspirants in our country are also of the view that getting a chance in the national team in any sport is a very easy job. In Fig 6, Many people have responded to the Question of The Indian sports culture is predominantly male dominated, which affects the opportunities available to female athletes by stating an neutral opinion. This is because the general public perceive that male athletes are given much more importance in all the fields of sports in the country which results in less opportunities for female athletes in the global arena which is absolutely true. But this is not the same now as before since female athletes have also proved their worth to the world and broke the jinx of the concept called male-dominated field. This is a statement given by another set of people. But as the world stands now slowly all the sports starting from cricket the most celebrated sport of the country to hockey least celebrated sport of the country. Slowly the female athletes are turning the global stage tide in their favour. In Fig 7, Many people have responded to the Question of The Primary reason for the under representation of women in leadership roles within Indian sports by stating that no formal education for women in sports management is their opinion. This is because according to them, as many females are not aware about sports and its related aspects including sports management which is very important to any individual to go through this concept no matter who they are if they want to get into the arena of sports industry in our country. This is true to a great extent as many female sensational talents would find a way to go and achieve in their favourite sports due to lack of basic education in those areas. In Fig 8, Many people have responded to the Question of Cultural norms in India contributing to gender inequality in sports by stating 5 on rate the scale as their opinion. This is because many people think that cultural norms in India is a major factor giving power to gender inequality in sports which is absolutely true as there is no doubt about that but other factors also do contribute such as patriarchal thoughts, traditions, financial barriers and lack of interest among women etc. In Fig 9, HULL HYPOTHESIS (HO): There is no significant association between Gender and the success of female athletes like P.V. Sindhu and Mary Kom have reduced gender discrimination in Indian sports. ALTERNATE

HYPOTHESIS (H1): There is a significant association between Gender and the success of female athletes like P.V. Sindhu and Mary Kom have reduced gender discrimination in Indian sports. In **Fig 10**, Clearly shows that the Null Hypothesis is Accepted as given in the graph above. So, there is no difference between the question of the Rate the Scale 1-10 "Cultural norms in India contribute to gender inequality in sports" and Gender. So, there is no significant relationship between the two variables.

VII. LIMITATIONS

One of the Limitations of this survey is its size of 200 responses which is not enough to draw conclusions for the entire population of 1,30 Crores in our country and since their total population count differs drastically and in that survey 50% of the population are of young age and middle-aged people and less old-age people which makes it even more difficult for the researcher extrapolation. Many people have nill awareness of gender discrimination in the sports industry in our country. Language barriers were also a reason for people to understand the question asked. Limited access to original reports has made the researcher difficult for wider conclusions on the topic.

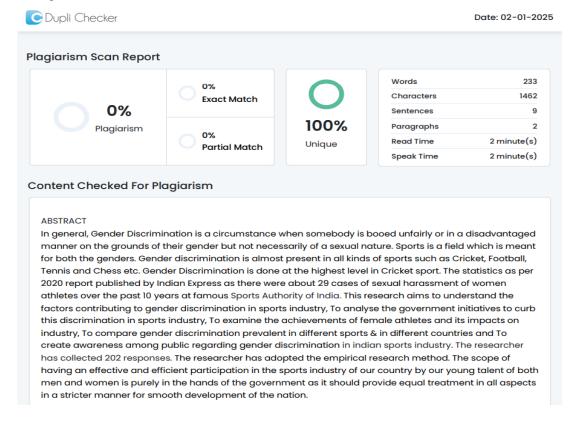
VIII. CONCLUSIONS

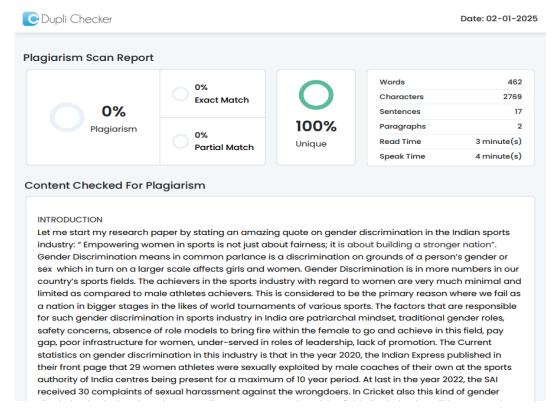
As a Conclusion, Gender Discrimination is the unequal or less humane treatment of someone based on the ground of their gender, gender identity or gender expression. Sports industry is the only industry where the people can show to the world what they are capable of to a great extent. But nowadays, the sports industry has become a breeding ground for gender discrimination and women are suffering the most in this case. Treating both men and women equally in all aspects will itself make them determined to do something for the organization and to the nation as all people work harder to reach the stage where they are now. So, respect has to be given to them by offering equal opportunities and pay parity to make people feel more like they are in a place where they should belong. So, sports are also very important to improve the GDP and to show what our country can do on the global stage. Talented individuals are just like a gift from God which cannot be found if once lost. So, we have preserved them by giving them all the facilities needed by them in the course to prepare them as strong contenders in any sports they play for the country and this in turn helps us a nation to progress together in order to attain remarkable achievements in all the field of sports tournaments in the near future and achieve big in olympics like the China as a nation does. Ignoring talent is just like ignoring the growth of the nation.

IX. SUGGESTIONS

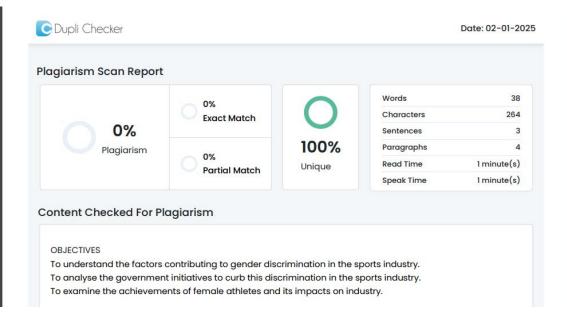
As far as this research is concerned it speaks about gender discrimination in the Indian sports industry. Sports are the field where everyone can enter without any discrimination in the ancient times but still the discrimination is being imposed by the society and other organizations relating to sports as the female athletes are also denied the championship based on various reasons which are useless. So, the government should make sure that the legislation that is there in the country can be effectively put into place to feel the difference in the future and one more suggestion is that the parents of the girl child should encourage their girl children in their careers in sports. Since the discrimination on them starts from home itself. There is not enough funding from the government for the sports industry for women. There is a need for awareness and counselling programs to tell the importance of sports to female child parents. Governments should also organise various public events for female children so that it would be much easier to identify the pool of talents for the nation and also to the parents in order to create a kind of interest among them to encourage their child to participate in sports. Government should also bring a change in academics as more importance has to be given to sports as a subject as well as practicals to increase the reach and training of children when they are at school itself. From researcher's point of view, there is a best example to quote is Dommaraju Gukesh and Vaishali Praggyanadha who is now considered as a world champion and grand master in the field of chess is just because of his school management that encouraged students to take part in competitions inside and outside the school.

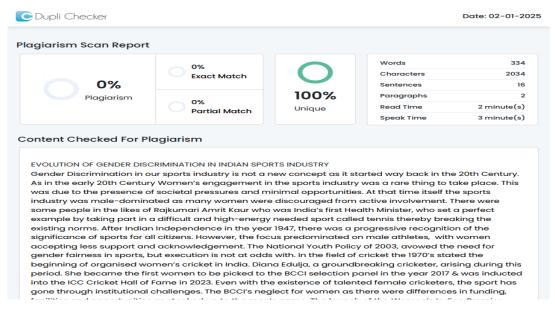
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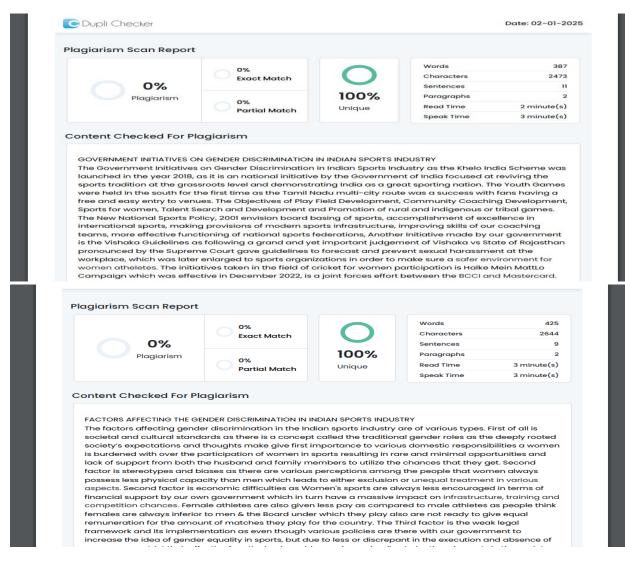




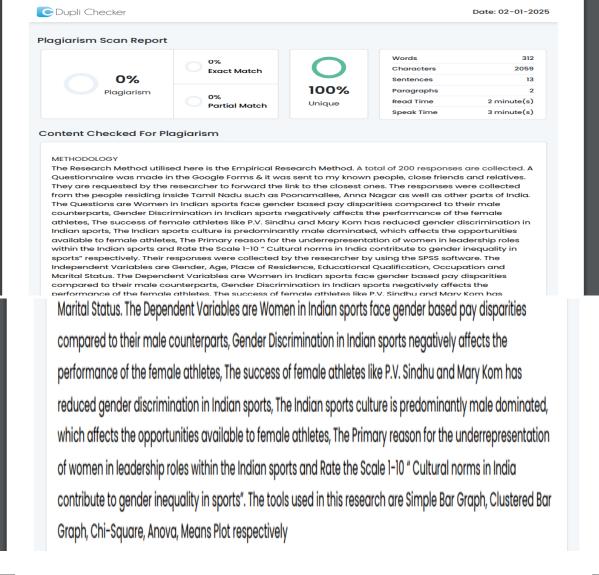
received 30 complaints of sexual harassment against the wrongdoers. In Cricket also this kind of gender discrimination is done in various ways like pay gap etc. In the cricket field, discrimination will be greater than other sports due to the reason that this field is male dominated. The media coverage of women cricket matches are not widely broadcasted like male cricket. Example of this is that Women's T20 World Cup are available only in star sports but not on other channels. From a Football field point of view, we see that AIFF is making the women athletes by providing less support and development programs for their development and success. There is no structured way that is being followed to give the necessary facilities as required by women athletes to show what they are capable of. The recognition of talent among the women is very much minimal as compared to male in our country. The solutions that can be provided to reduce the gender discrimination is that the government should toughen the laws like POCSO to protect the female athletes, setting up of grievance redressal machineries to keep the athletes confident of getting a light for their racial discriminations and other problems by rewarding stringent punishments. AIM: The Aim of my research is to have a public opinion on gender discrimination in the Indian sports industry.

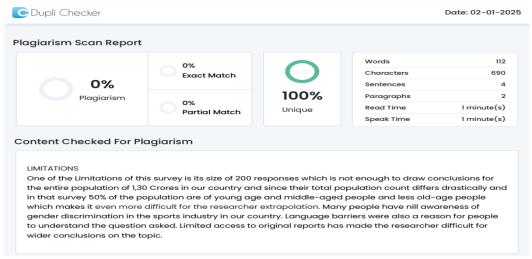


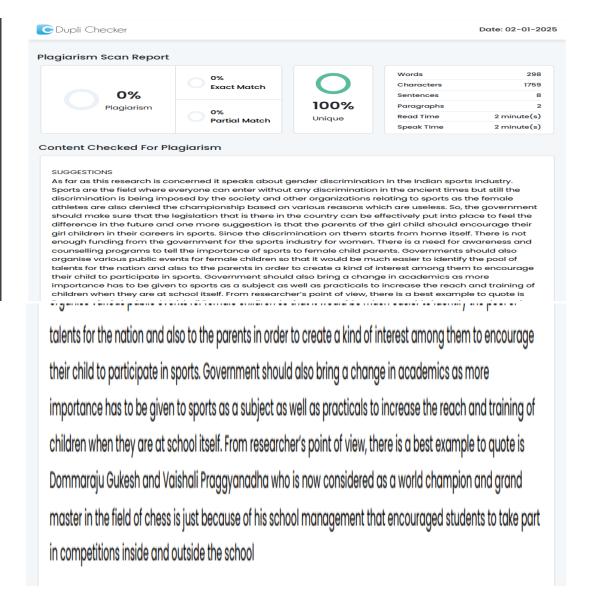


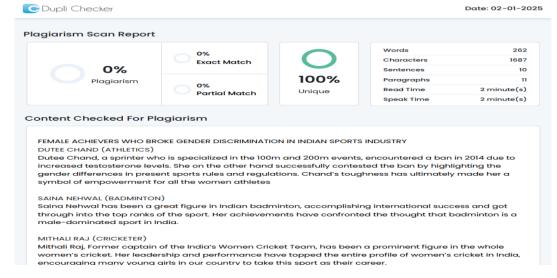


tinancial support by our own government which in turn have a massive impact on intrastructure, training and competition chances. Female athletes are also given less pay as compared to male athletes as people think females are always inferior to men & the Board under which they play also are not ready to give equal remuneration for the amount of matches they play for the country. The Third factor is the weak legal framework and its implementation as even though various policies are there with our government to increase the idea of gender equality in sports, but due to less or discrepant in the execution and absence of awareness restrict their effective functioning in curbing such gender discriminating elements in the society. The Fourth factor is huge amount of safety and harassment problems as day by day the events of sexual abuse and harrasment within the sport organizations create a fragile environment which leads to quit in their decision to choose sports as a carrier and life. The Fifth factor is family and social support which is very less in our country as various families are always on the side of discouragement if any matter concerning the sports field due to safety concerns, adverse societal thoughts and lack of interest among the family members and economic constraints of the family. Six factor is media coverage as different women sports starting from cricket to hockey get very less media attention, giving rise to diminished visibility among the general public and fewer sponsorship opportunities as companies who offer those sponsorship is always decided on the basis of the economic wealth of the particular individual and support of the board she posses apart from their inherent talent.









MITHALI RAJ (CRICKETER)

Mithali Raj, Former captain of the India's Women Cricket Team, has been a prominent figure in the whole women's cricket. Her leadership and performance have topped the entire profile of women's cricket in India, encouraging many young girls in our country to take this sport as their career.

VINESH PHOGAT (WRESTLING)

Vinesh Phogat, a famous wrestler, has been for long years a vocal advocate and protester for women's rights in sports. She has led protests against the issue of sexual harassment within the Wrestling Federation of India, informing about challenges faced by the female atheletes, Phogat's activism has made limelight important discussions on gender equality in Indian sports.

MARY KOM (BOXING)

Mary Kom, a Six-time World Champion boxer, has defeated various obstacles to become a global icon now. Her success has challenged the traditional gender roles and has played a vital role in transforming women's boxing in India.

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