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스포츠 매니지먼트 석사 학위논문

# Curbing Child Labour through Sports in India:

Analysis of the COE Taekwondo Program

인도 내 스포츠를 통한 아동 노동 억제:

COE 태권도 프로그램 분석 중심으로

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체육교육과

Abhishek Dubey

## **Abstract**

# **Curbing Child Labour through Sports in India: Analysis of the COE Taekwondo Program**

Abhishek Dubey

Global Sport Management, Department of Physical Education

Graduate School

Seoul National University

The purpose of this dissertation research was to examine and understand if sports could act as a tool to curb and reduce the ill effects of child labor. An issue that has been a barrier for social welfare in India and a grave concern globally too. The research examines a sports policy ‘COE’ which has adopted sports as a soft power for social inclusion of the urban and rural community as one of its objectives.

It reviews models where sport is used as a catalyst to encounter social issue and if the model can be replicated in different sectors of the society for disadvantaged communities. The research examines the

experiences of the participants in the COE sports programme along with data on how the programme has supported the kids to be released from labor activities.

An analysis of the role of Taekwondo COE programme, government and its stakeholders in delivering social inclusion and sport development in the community has been conducted to weigh the feasibility of replicating such programmes at large. The research is conducted at the COE Taekwondo centre in the province of Gujarat, India.

The implication of sport management in felicitating these programmes are discussed to understand the need and importance of sports management and policy makers in its formative and summative stages.

It was found that sports for development programmes can act as an excellent hook for social cohesion, especially in the disadvantage communities as well as a measure to reduce the magnitude of a social issue like child labor.

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**Keywords** : Child labor, COE, Sports policy

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# **Chapter 1. Introduction**

## **1.1. Background of the Study**

Child labor, depriving millions of children across the globe of their childhood, education and basic human rights has become a matter of grave concern. An activity that forces young hands to toil in unhealthy conditions, hands and feet's which were supposed to play. It has been one of the major barriers in the path of social, mental and physical development.

Latest global estimates grounded on data of the UNICEF, the ILO as well as the World Bank shows that 168 million children aged 5 to 17 are involved in some form of child labor. Around 120 million in this massive category of child labourers fall below the age of 14, whereas an additional 30 million children in this age category which are mostly girls are engaged in unpaid household chores for their own families. Child labor has its roots ever since the human evolution, however it quantified to new extremes, especially during the Industrial revolution.

"Child Labor and American History," children had a long history of indulging into household work or in companies that required industrial labor (Hyndman, 2002). Children were cheap source of labor and an integral part of the economy. Easy to deal with, and paid less than adults, an apt option



for employers. Children were prime source of labor for the agricultural and handicraft industry. This type of labor eventually diminished in the early 19<sup>th</sup> century, though factory employment provided new opportunities for work.

Although, most developed nation have eliminated child labor, developing nation still face a serious threat to their countries growth and prosperity owing to the widespread clutches of child labor. “According to the ILO, International Labor Organization it is work that children should not be doing because they are too young to work, or if they are old enough to work, it’s because it is dangerous or otherwise unsuitable for them.” ILO also affirms that, “children contributing in family farms or engaging in household chores' is not alarming though defines child labour as an activity that rope in children into leading permanent adult lives, working for lengthy hours for meagre wages in an environment that damages their health, and hampers their physical as well mental development. Often being separated from their families, deprived of significant educational and training avenues which could offer a better future.” The World Bank seconds the opinion and says —Not all child labor is harmful

Many working children who work under the protection of their parents/guardians can derive the benefit in terms of socialization, informal

education and training. It's a thin line whether these definition really provide justice to the term child labor. A further examination is done in the literature review. Ironically different nations, institutions, laws and legislation have their own definition of child labor which has been tampered and manoeuvred to play with the law and with innocent childhood.

Though child labor is at a decline, it's still a long way to go to eradicate the evils of child labor. Right policies, strict laws to protect the children rights, education and better socio economic conditions are some of the key to eliminate child labor. "No to child labor is our stance. Yet 215 million are in child labor as a matter of survival. A world without child labor is possible with the right priorities and policies: quality education, opportunities for young people, decent work for parents, and a basic social protection floor for all. Driven by conscience, let's muster the courage and conviction to act in solidarity and ensure every child's right to his or her childhood. It brings rewards for all. Juan Somavia, ILO Director-General."

## **1.2. History of Child Labor**

The history of child labor is not unique to India nor to the world. Philippe Aries, a French historian has stated in his book *Centuries of Childhood*, states that 'the concept of childhood was not prevalent at all in

the earlier times', he says that once the 'child' progressed the biological stage of dependence of 'infancy' it 'belonged to adult society' (Aries, 1962,125). Lloyd de Mause, a historian too portrays the dark side of childhood and family life in the yester years in his book 'The History of Childhood'. In fact, he goes to the extent of expressing that "the history of childhood is a nightmare from which we have only recently begun to awaken". He also elaborates that "the further back in history one goes, the lower the level of child care, and the more likely children are to be killed, abandoned, beaten, terrorised and sexually abused".

A childhood where children are permitted of a moral status, and their rights are a serious affair, could be termed as a better childhood, not a worse one' (Freeman, 1997: 5-7).Defining children's rights garnered consensus and clarity in the last fifty years. A publication in 1973 by Hillary Clinton specified children's rights as "slogan in need of a definition". Some researchers are of the view that the entire concept of children's rights need a better and concrete definition, while some propose the theory that there is no singularly acknowledged definition or concept of the rights that children hold. "In the USA, the Children's Rights Movement was born in the 19th century with the orphan train. In the big cities, when a child's parents died or were extremely poor, the child frequently had to go to work to support

himself and/or his family. Boys generally became factory or coal workers, and girls became prostitutes or saloon girls, or else went to work in a sweat shop. All of these jobs paid only starvation wages.

“The eighteenth century barely identified with right of children. It is relevant to comment that the documents that originated from great libertarian revolutions, nor the Americans neither the French, had anything specific to say about children (Freeman, 1997: 48).” In the Indian scenario historical and sociological documentation also confirms that ancient Indian civilisation observed prevalent biases in those days with regards to upbringing of children, and many factors like caste, age, gender and association tried to advocate moral laws that would counter-balance with respect towards parents and elders. In perspective, the ideology promoted was that showing loyalty and obedience to the elders, was a socially expected behaviour. Due to the economic downfall experienced by the people, the children too faced adverse fluctuations during the invasion of Arabs and Mughals and the British rule in India. Enforcement of an alien culture brought deep impact at various levels.

Families failed to afford food and basic requirements for their children, significantly in the rural population of India. The value of basic education gradually declined. Basic education was mostly restricted to the

higher castes like Brahmins, Rajput's and Vaishyas in the Hindu communities. The Muslim community was observed to have similar trends and education was made available to the upper-class and rich families at home through the Maulvis. The others studied at 'Maktabs' situated in mosques. The girl child status remained inferior in comparison to boys and was seldom educated. The rulers or the people took no remedial steps either. As being colonised by the British, the dilemma of being in the lower class of the society, hampered the childhood of many children.

### **1.3. Research Significance**

The objective of the study was to examine the Centre of Excellence (COE Sports Taekwondo Policy) and how sports can act as a tool for reducing child labor, which may further lead to creating social welfare of disadvantage communities. It also examined how sports policies like the COE can bring a reform to reduce the ill effects of child labor. Sports industry has been booming in India and has opened doors for various sources of employment. The last decade or so has witnessed a substantial growth in the sports sector as the focus of the world shifts to India as the seventh largest and a growing economy. Sports seems to be an instrumental factor contributing in the development of the country. Child labours

presence in Indian agriculture /Industrial and the Sports industry is inevitable as the evils of child labor have a history in the sports goods manufacturing units. The research was an attempt to provide recommendation to use sports as a medium of contribution to social capital as well. This research examined a case study which was initiated in the Gujarat province of India to uplift the level of sports. The effects of these policies were examined, with an analysis of the experience of the different stakeholders of the COE programme. Recommendations were provided that will enhance the scope of replicating the Sports COE model to curb child labor as well as lift the standards of sports in the Gujarat province.

#### **1.4. Research Questions:**

The research aims to identify and answer the following questions:

**RQ1.**Up to what extent has the COE program achieved its goals?

**RQ2.**How has the experience been of the Athletes, Coaches and government official officials of the COE program?

**RQ3.**What are the issues & challenges surrounding the delivery of the COE program?

**RQ4.**What are the recommendations to replicate the COE Taekwondo model to reduce Child labor across India?

The study proposes to replicate the sports model used to reduce the impact of child labor through one of the strongest medium that connects the world, i.e. Sports. Some policies implemented through the government, NGO's and as CSR initiative by private MNC's have brought changes through sports initiative in India. If these practices of sports policies can actually act as a tool reduce child labor was the core focus. As child labor is an enormously multifaceted phenomenon, this study is restricted to examining the nature and extent of child labor aged between the age of five and sixteen years old. Majority working children engaged in economic activities globally are in the ages of five and fourteen. The study focuses on the fight against child labor through sport programmes such as COE.

## **Chapter 2. Literature Review**

This chapter is a study of various interpretations and measures to the ever increasing issue of Child labor, Sports Industry in India as well as Child Labor Issues in the Sports Industry. This report would focus on different facets of Child labor.

Various researchers, scholars, organization have inscribed definitions of 'Child labor' in order to study, research and define the boundaries and lay rules and regulation of this toiling social issue that penetrates its root in the Indian society as well as at the global level. As per the International labour Organization (ILO), 'child labor' is defined as "work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical and mental development. It refers to work that is mentally, physically, socially or morally dangerous and harmful to children; and interferes with their schooling by depriving them of the opportunity to attend school; obliging them to leave school prematurely; or requiring them to attempt to combine school attendance with excessively long and heavy work."



## **2.1. Children in Employment**

Children who are engaged in employment are the ones who are involved in any activity that comes under production limits of the SNA (System of National Accounts) which accounts for at least one hour in the reference period. This denotes to the economic activities of children, including market production as well as certain types of non-market production. It comprises forms of work that is prevalent in both type of economy i.e. formal and informal economy, settings inside and outside family ; work that is paid or for profit, or domestic work that a child does for an employer which may or may not be paid.

Children who are in child labor within the SNA production limit is a subdivision of children in employment. It comprises those in the worst forms of child labor and in employment underneath the minimum age. Hence it is a narrower notion than that of “children in employment”, and it eliminates children who are engaged for fewer hours of work in a week in permitted light work and those above the minimum age whose work is not classified as “hazardous work” or among other worst forms of child labor.

Children are considered to be doing Hazardous work if any activity or occupation that, by its nature or type, has or progresses to adverse effects on the child’s health safety and development. Hazardous work in general

consists of conditions that involve night work and work for long hours, , psychological or sexual abuse; work underground, exposure to physical work, underwater, at dangerous altitudes or in confined space, equipment and tools, or work that includes manual handling or heavy loads; and work that is carried out in an unhealthy environment.

The Child Labor (Prohibition and Regulation) Act, India 1986 defines a child as “any person who has not completed his fourteenth year of age. Part II of the act prohibits children from working in any occupation listed in Part A of the Schedule, which include among others, domestic work, dhabas & hotels, catering at railway establishments, construction work on the railway or anywhere near the tracks, plastics factories and automobile garages. The act also prohibits children from working in places where certain processes are being undertaken, as listed in Part B of the Schedule, which include among others, beedi making, tanning, soap manufacture, brick kilns and roof tiles units. These provisions do not apply to a workshop where the occupier is working with the help of his family or in a government recognized or aided school”.

Child labor as defined by the UN (United Nations) “It is work that children should not be doing because they are too young to work, or – if they are old enough to work – because it is dangerous or otherwise

unsuitable for them. Not all work done by children should be classified as child labor that is to be targeted for elimination. Children’s or adolescents’ participation in work that does not affect their health and personal development or interfere with their education, is generally regarded as being something positive. Whether or not particular forms of “work” can be called “child labor” depends on the child’s age, the type and hours of work performed and the conditions under which it is performed.”

Some figures that showcases the extent of child labor globally.

Table 1. Extent of Child labor by Region

BY REGION	No in Millions	Percentage
World	215	13.6%
Asia and the Pacific	113	13.3%
Sub – Sahara Africa	65	25.3%
Latin America & Caribbean	14	10.0%
Other Regions	22	6.7%
<b>BY ACTIVITY</b>		
Agriculture	129	60%
Service	55	25.6%
Industry	15	7%
Not defined	16	7.5%

## 2.2. Classification of Child labor

This chapter is further classified into 3 main aspects i.e.

- 1) Issues of Child labor.
- 2) Sports Industry in India.
- 3) Child labor issues in the Sports Industry

### **2.2.1. Issue of Child labor**

The issue of child labor is alarming and has progressively laid its root deep into the Indian society. Child labor has not only emerged as a grave issue in India but has garnered international attention, due to its presence globally especially in developing nations. An increase in various human rights, growing economy, need of an educated youth, population, poverty and education have shown the various facets of an interlink with Child labor.

Poor law enforcements, failure of monitoring the depth of the occurrence make understanding child labor and measuring it a daunting task. Thus its important at the very onset to determine Child Labor, how can we calculate Child labor and what makes is it difficult to calculate Child labor? “The term “child labor” or “child work” has often been used without reference to clear definitions: To know what a child is and what kind of work do they have to do in order to be characterized as child labor? This is clearly problematic (Bonnet and Schlemmer 2009)” .For Instance in India, majority of child labor is found in the rural sector, household work done by children do not constitute to labor. Ironically, children working to support their family business does not constitute as labor by the law. Again, does paying a wage only means that a child is engaged in work, if so who

accounts for unpaid wage labor by children in household family businesses. Such questions need to be brought into account in order to reduce and curb child labor effectively. In this report we follow the ‘The Child Labor Act, 1986’ of India to measure and define child Labor. The Act defines a child as ‘A person who has not completed his 14 years of age’. The act prohibits the occupation or work in various categories mentioned in the act such as Transport of passengers, goods, or mails by railway, working in construction sites or restaurants, work related to sewing, manufacturing, Tobacco industry and a list of others termed in its hazardous industries work category.

The table below displays the allocation of child labor in the different provinces of India by the Ministry of statistics and Programme Implementation, Government of India.

Table 2. Province wise Distribution of Children at work as per the 1971, 1981, 1991 and 2001 Census for the age group 5-14 years.

SI. No.	Name of the State/UT	1971	1981	1991	2001****
1	Andhra Pradesh	1627492	1951312	1661940	1363339
2	Assam *	239349	**	327598	351416
3	Bihar	1059359	1101764	942245	1117500
4	Gujarat	518061	616913	523585	485530
5	Haryana	137826	194189	109691	253491

6	Himachal Pradesh	71384	99624	56438	107774
7	Jammu & Kashmir	70489	258437	**	175630
8	Karnataka	808719	1131530	976247	822615
9	Kerala	111801	92854	34800	26156
10	Madhya Pradesh	1112319	1698597	1352563	1065259
11	Maharashtra	988357	1557756	1068427	764075
12	Chhattisgarh				364572
13	Manipur	16380	20217	16493	28836
14	Meghalaya	30440	44916	34633	53940
15	Jharkhand				407200
16	Uttaranchal				70183
17	Nagaland	13726	16235	16467	45874
18	Orissa	492477	702293	452394	377594
19	Punjab	232774	216939	142868	177268
20	Rajasthan	587389	819605	774199	1262570
21	Sikkim	15661	8561	5598	16457
22	Tamil Nadu	713305	975055	578889	418801
23	Tripura	17490	24204	16478	21756
24	Uttar Pradesh	1326726	1434675	1410086	1927997
25	West Bengal	511443	605263	711691	857087
26	Andaman & Nicobar Islands	572	1309	1265	1960
27	Arunachal Pradesh	17925	17950	12395	18482
28	Chandigarh	1086	1986	1870	3779

29	Dadra& Nagar Haveli	3102	3615	4416	4274
30	Delhi	17120	25717	27351	41899
31	Daman& Diu	7391	9378	941	729
32	Goa			4656	4138
33	Lakshadweep	97	56	34	27
34	Mizoram	***	6314	16411	26265
35	Pondicherry	3725	3606	2680	1904
	Total	10753985	13640870	11285349	12,666,377

**Note:** \* 1971 Census figures of Assam includes figures of Mizoram.

\*\* Census could not be conducted.

\*\*\* Census figures 1971 in respect of Mizoram included under Assam.

\*\*\*\* includes marginal workers also

Table 3. % of children in overall population in India

Age Category	1991	2001	2006*
0-4	12.0	10.7	10.4
5-9	13.2	12.5	10.7
10-14	11.9	12.1	11.0
5 to 14	25.1	24.6	21.7
0-14	37.2	35.3	32.1

Table 4. Extent of child labor and children out of school

Distribution of Children	Population Census 2001	Population ,projection estimates 2006	% of children population	
			2001	
Population				
Male	132,367,710	125,485,000		
Female	120795938	116274000		
Total	253163648	241,759,000		
Child Labor ( 10-14)				
Male	6804336	4276744	8.8	6.7
Female	5862041	3894131	8.5	6.3

Total	12666377	8082954	8.7	6.6
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Census of India 2001, Population Projection for India & states 2001-2026

### 2.3. Factors & Causes of Child labor

Poverty and the ever increasing population are the prime contributing factors to the child labor scenario in India. According to the 2014 report on poverty by the Planning Commission of the Indian Government showed that 262 million Indians still lived in poverty. India apparently also ranks as the 2<sup>nd</sup> largest population in the world with a total population of 1.6 billion and houses one of the world's largest child labor sectors in the age group of 5 -14years. Parents' fertility decision are also influenced by the myth that the higher the number of children, higher would be the number of hands to work in order to contribute to the family income. Higher the members in a family the risk can be spread over lesser number of people members. Cain (1981) discovers in his study the case of three villages in India and one village its neighboring country of Bangladesh. He finds that children are treated as laid off source of insurance in times when alternative means of adjusting are accessible. In harsh risk environments and when the mechanisms of risk adjustment are ineffective, the insurance value of children acts as an incentive for high fertility.



Child Labor seems to be the easiest source of income for the families failing to meet their basic family needs. “Children worked long hours for very small wages” (Basu, 1999a). “By the late 19th century, the incidence of child labor started to decline, and today it is more or less non-existent in the developed world”(Basu, 1999a; ILO, 2002). A common phenomenon, especially in rural areas and families where parents are uneducated. Child labor has also been viewed as the most economical source of labor by contractors and employers. With absolute no bargaining power for their daily wages, the heads of the families supply their children’s at cheap wages to meet their livelihoods. Lets have a look at the key issue that create a demand for Child Labor and how the surplus supplies of Labor contributes in making Child labor a tough task to cater to.

#### **2.4. Supply Sources of Child as Labor**

**1.Poverty:** As mentioned earlier, children begin work at an age where they ought to be educated and play to develop their mind and body. Children start work at a very young age, especially in developing countries like India. Inability of the parents to provide basic needs of life like food, shelter, clothes forces the parents of these kids to involve their children as a source of livelihood. To get it in perspective, reasons determining Child labor out

of poverty is the failure of families to survive without the support of their children. “Many a times, a child labourers contribution in the family income is significant in order to remain above the poverty line. A study conducted on India’s urban informal sector, by Sharma and Mittar (1990) found that when child labor income is included, 22.2 per cent of households fall below the poverty line. However the absence of child labor income shows a massive difference, which is 77.8 per cent of households fall below the poverty line (for households with 3 to 4 persons). Parents are forced to send their children to work to find a way out of economic hardship.”

**2.Lack of Education:** Poverty is directly linked with level of education, especially in rural area of developing countries. It’s logical that a family that fails to accomplish basic needs would have education as a secondary priority. Most of the children falling below the poverty line are forced to take up jobs and thus schooling remains a distant dream. A study on household data in rural India, (Sakamoto 2006) shows that “if there’s just a primary school in the village, children are more probable to work than study, which would be the case otherwise if there is a primary and a middle school. When a village does not have a middle school, children may have to walk long distances in order to attend school. This is “wasted” time that could be utilized working.” Sakamoto in his findings also states that “increase in the costs of education

leads to the chances (for instance, for fees and uniforms) of children to work (as cited in theoretical analysis of intervention in Child Labor, Ringdal)".

Edmonds (2008) uses (MICS)1 data for many nations and his findings exhibit "that more the number of hours a child works during the week, lesser the probability that the child will attend school. This outcome is justifiable and logical as the more a child works, lesser will be the time for the child to study or attend school". Foster and Rosenzweig (2004) found that "the construction of schools associated with the Green Revolution in India made a significant increase in the attendance rate of schools which also lessened child labor.

**3.HIV /AIDS** - The dreadful disease that has roped the world, more significantly in developing countries is also a prime factor for child Labor. The UN estimated around 13 million children across the globe who lost either one or both their parents were under the age of the 15 due to AIDS. This occurrence of untimely death of either one or both the parents lead the kids to involve in work or informal employment to support themselves. "A survey in 2002 by the United Nations (UN) of girls working as domestic servants in the Ethiopian capital, Addis Ababa, found that more than three-quarters were orphans. More than a third of those questioned were not attending school."

Discrimination based on caste and minority Groups. Many children abandon school because of their religion, caste and social status in the society. For e.g. .in south Asia, the caste system derives that children from Dalit Families (who have low status or are untouchables in the status hierarch of the society) commence work faster or do no attend school at all. “Surveys by UNICEF and Save the Children UK in Bosnia and Herzegovina confirm that the vast majority of Roma are unemployed. Although 92 per cent of school-age children attend school on average, in some areas as many as 80 per cent of Roma children do not. Those who are in school often drop out early to seek work”.

**4. Attitude towards Girl Child:** It’s found most often than not that the girl child has been a victim of society and family bias, especially in the developing countries. Social groups, caste system, further aggravate the girl child involving in domestic household work or in child labour. In some developing nations girls are discouraged from attending schools. UNICEF estimated that, “at the end of 2003, 121 million children of school age were not attending school: well over half (65 million)were girls”. (UNICEF, State of the World’s Children 2004, UNICEF, New York 2003, p7.)

**5.Lack of law Enforcements:** Various laws and enforcements have been made by the International Labor Organizations and regional governments

which has reduced the numbers of child labor on paper. However the issue still remains in jeopardy of these laws been strictly implemented. On the other hand data from various sources which account for child labor have been prejudice as most of times it accounts only for the organized work sector where child labor exists. Easy to tamper laws which are not full proof extends the occurrence of child Labor.

## **2.5. Demand of Child Labor.**

Previous researches have also shown that mere bans or law enforcements do not curb child labor. In most of the cases it increases child labor if not implemented immaculately. According to Basu 2005 “Legal intrusions to decrease child labor may or may not yield results even though they are properly impose which eventually does not lead to child welfare. A key lesson that modern economics teaches us, however policy makers have been eluding this important aspect.”

### **2.5.1. Reasons of High Demand of Child Labor**

**1. Cheap labor:** Child labor is ironically the cheapest form of labor.

Millions of kids around are extreme source of exploitation. As minors they are exploited for low wages or just food and shelter in exchange of their endless hardship of free labor Nimble Fingers: “According to the UN report

‘Nimble fingers’ “India is a country that houses one of the highest population of child labourers and they justify the engagement of small children in jobs that require expertise on the grounds that these kids “nimble fingers” which equips them to produce finesse to work. Some kind of work cannot be performed by adults is the argument.” Myths like these rationalises the humungous number of children involved in labour today.

**a) Age Factor:** One of the other key difficulty accounts for the age of these kids. Developing nations face a grave issue of determining the age of the child due to lack of medical documents, Compulsory birth certificates. Children are often shown as adults and hired for work, especially with the law being tampered and broken by complicating laws.

**b) Globalization:** Globalization has arguably raised the concerns and ill effects of child labor, however it has also increased the participation of children into labor and lesser number of attendee at school. Easily available work by contractors of MNC’s has also opened the trade of child labor at cost effective rates and high profit returns.

## **2.6. Sports Industry in India**

This section highlights the current sport industry scenario in India. Although sports has been a vital aspect of this gigantic nation ,it struggles to

ground its firm roots in terms of the number of medals it bags at major International games. Experts perceive the sport industry is deemed to be the next big bubble to burst in India. India's sports industry, is a century old industry primarily the sports goods industry. Its history ways back to 1883. "The industry was founded by Sardar Bahadur and Sardar Ganda Singh Oberoi in 1883 in Sialkot which enabled sport equipment to be the first Indian Industrial Product to be exported in 1885" (NPC 2010)<sup>1</sup>. The sports industry is considered as one of the largest industry worldwide with regards to revenue and employment. The universal sports sector is projected to be around US\$ 480–620 billion, though sport is yet to be recognized as an formal and organised sector and there is no concrete study on the sports industry's estimated size. The service sector and the manufacturing of sports goods are the key sectors comprising of the Indian sports industry. The sports service sector includes of several aspects such as sports tourism, sports management, sports events, recreational sports, sports media, spectator events, sports businesses in form of sports marketing firms, the sport sponsorship industry along with sport governing bodies. The sports goods sector comprise of the manufacturing of sports goods, import and export of sports goods, etc. We will have a brief study of these 2 main sectors to understand their nature of execution in the Indian Sports Industry

### 2.6.1. Sports Manufacturing Goods Sector:

As per the Indian trade Portal, Department of Commerce, Government of India the sports industry has flourished, especially due to the work force in this industry which is estimated to be 5 million. India's share of global sports goods market is expected to grow in the coming years with multinational companies eyeing the feasibility of cheap labor and international quality sports goods that the Indian labor has to offer in this industry. In 2014-15, India exported sports goods worth US\$ 274.68 million and registered a 16% growth rate as compared to 2013-14 US\$ 236.45 million. India's major Sports manufacture industry is catered in Northern India as well in the west and some parts of the east such as Jalandhar, Meerut, Moradabad in Uttar Pradesh, Mumbai, Calcutta. In the past, India used to be the largest manufacturer of sport goods in Asia. Since last decade countries like China and Japan have surpassed Indian sport goods manufacturing and trading sectors (Andreff, 2007). Some of the major Sports manufacturing goods in their clusters and their product in India are mentioned below.

Table 5. Sports manufacturing clusters in Indian cities

No	CLUSTER NAME	PRODUCT
1	Jalandhar	<ul style="list-style-type: none"><li>• Inflatable ball</li><li>• Boxing equipment's</li><li>• Cricket equipment's</li><li>• Sport ware</li><li>• Track and field equipment's</li></ul>



		• Sport training equipment's • Hockey equipment's • Hockey foam molded goalie range and ship guards • All kind of netting
2	Meerut	Weight lifting equipment's • Cricket equipment's • Athletics equipment's • Boxing equipment's • Badminton accessories • Carom board • Fitness and exercise equipment's • Lane markers • Basketball • Netball rings • TT accessories • Sport apparel
3	Jammu & Kashmir	Cricket bats
4	Delhi	Football • Carom board • Chess • Cricket equipment's • Billiards/Snooker/Pool tables • Football bladders • Boxing equipment's • Sport helmets • Educational puzzles • Board games
5.	Kerala	Golf equipment's • Board games
6.	Mumbai	Water park slides • Carrom board • Play ground equipment's • Fitness equipment's • Sport net • Sport helmets
7.	Kolkatta	Skipping rope • Carrom board • Magic tools
8	Chennai	Tennis Ball • Sport shoes and apparels
9.	Bangalore	Bowling equipments • Sport medals and trophies • Gym and health equipments • Sport apparel
10.	Ludhiana	Bycycles, Mountaineering & Hiking Equipments
11.	Moradabad	Sport shields, Trophy, Cups Etc.

Sources: National Productivity Council (India) and Mukherjee, A. and et al. (2010)

Jalandhar and Meerut undoubtedly is the hub of the sports manufacturing Industry in India as shown in the above table, which also indicates that create more job opportunities for skilled and unskilled labor. Jalandhar and Meerut, contributed together to exports worth of INR 186.63 crores and 54.82 crores respectively. These figures has been provided by SGEPC which was confirmed by Directorate General of Commercial Intelligence and Statistics (DGCI&S)( cited An Anatomy of Indian Sports Industry ). A study of factors Promoting Sports Goods industries in India

2013 ,lead to following conclusions were derived about the sports Industry In Jalandhar and Meerut, the hub of Sports Goods manufacturing sector .

### **2.6.2. The Sport Service Sector**

Unlike the Sports Manufacturing Sector in India, the service sector is in the niche stage and forecasts tremendous growth prospects. Being home to various League Championships and with the massive population, only 2<sup>nd</sup> to china, the potential is humungous. Atul Singh, who currently chairs the CII National Committee on Sports and Group President (Asia), said, “The role of corporate support might be the solution to ignite the development of sports in India. Promotion of excellence in Sports, can take place when there is infrastructure development, technical support for athletes, as well as grooming of talented sportspersons”.

“The evolution period for reaping return on such investments may be long, but global experience have proved that it could be potentially rewarding”, added Jaideep Ghosh, Partner, and KPMG in India. Sport services can be defined as the sport related activities that cater to the requirements of sport production, consumption and distribution. Gratton and Taylor (2000)says sport services involves expenditure on entrance fee to

spectator sport, a fees for participation in sport, sport-related spending's on television and expenditure on health and fitness clubs.

The previous decade has witnessed enormous growth in the sports industry, which has led to rise in marketing of sports as well as increase in sports being utilised for marketing (Fullerton and Merz, 2008). Government support has also been rendered for development of sports as it is said to increase societal and economic welfare of the country, and hence providing a chance to endorse the nation on a global platform (Nauright, 2004). The initiative of commencing various league games such as Premier Hockey League (PHL), Indian Cricket League (ICL), Indian Premier League (IPL), and hosting of international sporting mega events like 2010 Commonwealth Games (CWG), 2010 Hockey World Cup, 2011 first Indian Grand Prix, 2011 Cricket World Cup have impacted the economy in a positive way. Andreff (2011) has investigated the “differences between open and closed system of leagues and studied the impact of structure on overall economic outcomes”. These new avenues have opened up doors for a new market in the economy in the sports industry in India. ‘Robinson (2008) in her work on ‘business of sport’, explained that sport is no more a leisure time activity only but is a serious business that competes scarce resources and uses professional management techniques’. ‘Khoshaba advocates similar opinion

that among the present-day changes in sport, it is now seemingly a 'Big Business', where prospects for manufacturing, entertainment, endorsement, the media, and employment are available. 'The commercial sector of sport services in India has witnessed remarkable growth in recent times. An indication of all round development of this emerging sector of sport services in the nation can be measured from recent large scale sport events other than cricket. India hosted the Commonwealth Games in October 2010, the first ever Formula One Grand Prix 2011 and some other international sport events like world cup of cricket and hockey. Besides these the National Basketball Association (NBA) of America staged its Basketball without Borders camp for the first time in India in the year 2008 to promote India as a basketball hub. The International Federation for Football Association (FIFA) also expressed its interest in developing football in Indian villages through government schemes and at the same time the International Rugby Board (IRB) has identified India as a nation with high potential for rugby. The last decade has seen a roar in the league sports scenario in India.

### **2.7. Child Labor in the Sports Industry.**

Child labor as examined earlier is a lucrative source of employment for its various reasons. The sports industry is no exception to the case and

garners enough supply of child labor in India. Its ironical to see that the hands and feet's of little kids as young as 6 or 7 age are involved in the labor industry, toiling their life in manufacturing sports goods.

Is there a way out for these children from the sports industry to the sports World? Has sports got the power to influence and better their lives. Some questions that might be a catalyst in nurturing the childhood through the medium of sports. 'There exists a popular myth that sport is a binding thread in rural areas, which contributes to local identity, sense of community and a spirit of egalitarianism (see Cashman, 2002)as cited in Matthew Tonts 2005.' In a recent conference at in the UK, the prime minister of India quoted that 'Ever youngster in India aspires to bend the ball like Beckham', a statement made when thousands of kids being still involved in manufacturing football for European countries. The answer seems 'yes' every youngster may bend it like Beckham, provided they are given an opportunity to play with ball, rather than stitching it. The employment of children in the sports goods industry in India was brought into limelight after a report in 1996, the International Labor Rights Fund (ILRF) ran a campaign called "Foul Ball" to garner attention to the plight of thousands of children working drenched in stitching soccer balls for the demands of global market in villages of Sialkot district of Pakistan.

The Football industry became one of the most exposed industry that brought the term child labor to the world. Soon, the US Department of Labor in its document ‘By the Sweat and Toil of Children’ underlined the issues of children working in the sports industry. A UK based NGO ‘Christian Aid Society’, in collaboration with South Asian Coalition Against Child Servitude (SACCS) also highlighted the situation of working children in the sporting goods industry in Jalandhar and Meerut in 1997, the two city which also amounts to the maximum number of child labor Industry.

The survey findings estimated that 25,000 – 30,000 children were engaged in work in the sports goods industry. The research carried out by V. V. Giri National Labor Institute (NLI) as cited in the Labor Standards in the Sports Goods Industry in India – with special reference to Child labor,2002 .The study also concluded that about 10,000 children were stitching footballs in the district of Jalandhar (other producing areas were not included). Nearly 1350 of these were reported to be working full time in the home based production of sports goods.

Table 6. US Imports for Soccer Balls for Consumption 2004-2009 (In US \$)

	2004	2005	2006	2007	2008	2009
China	25,084,501	26,179,882	32,395,657	32,901,199	36,603,669	31108439
Pakistan	16,134,430	16,324,885	20,364,242	14,869,219	15,335,329	11623939
India	1,009,428	1,658,677	2,877,121	1,441,242	2266025	1443765
Thailand	370,172	710,654	1,394,845	1,629,041	1357368	607108

(Sources: Data have been compiled from tariff and trade data from the U.S. Department of Commerce and the U.S. International Trade Commission6)

As the Sports manufacturing Industry runs more in an unorganised structure compared to the Sports Service sector, the volume of child labor in the latter seems to be at a very miniscule level due to its more organised format, adherence to law and media coverage. The scope of child labor in the sports manufacturing industry have penetrated its roots more firmly with regards to child labor. The soccer manufacturing industry, is one of the prime contributors in the increase of child Labour in the world's largest football manufacturing countries i.e. India, China & Pakistan, Thailand. As cited in Missed the Goal for Workers: The Reality of Soccer Ball Stitchers in Pakistan, India, China and Thailand 2010

The scope of registered and non-registered injuries determines several factors that lead to situation of child labor in a much vulnerable condition. The Football World Cup and other big championships have open doors for a lucrative business opportunity for soccer ball companies. During the 2006 World Cup, Adidas' revenue in the soccer category increased more than US \$800 million. On one hand the football industry provided an opportunity for these giant companies to increase their revenue in millions and on the other an opportunity for poor children living below the poverty line to meet their basic need of life. These business opportunities are at the cost of factory workers in factories, stitching centres and homes globally to

produce soccer balls. Over a decade ago, the world was shocked by reports that Pakistani children were stitching soccer balls for six cents an hour “Six Cents an Hour”, In reply to the media fury and public outrage, governments companies, and other stakeholders agreed to eradicate child labor in the industry by supporting the 1997 Atlanta Agreement which intended to abolish child labor in the soccer ball stitching industry”. (Atlanta Agreement, 2010).

After the exposure of child labour at an extensive level in India the SGFI (Sports Goods Foundation of India )was formed in 1998 in order to address the child labor issues. Within India Jalandhar and Meerut are the 2 cities that employ the highest amount of child labor as well as employment opportunities to the local community and source of revenue to the economy. Apparently the 2 cities are also the largest manufactures of football, that’s one of the prime source of income of this industry.( Play Fair 2008 “Clearing the Hurdles”, (2008).Many of the Hindu Craftsman after the partition of India and Pakistan moved to these cities from Sialkot where the sports good industry was based. 75 to 80 per cent of all the balls produced in India are stiched in these two cities and drive th export industry that contributed US\$100 million for India in 2004.( FIFA, “FIFA Quality concept for Footballs: Social Responsibility”.. The World Bank has



condemned India's labor rights protection as "among the most restrictive and complex in the world". Some of the key findings in this specific industry is mentioned below.

Wages: The amount on wages act as an indicator of the system of forced or bonded labor. As there is no official association or organization that monitors the wages for child labours, most of the child labor are paid below the minimum wages. Everyday earning lesser than the set minimum would be considered a bonded labor case as per the Bonded Labor Abolition Act 1976 of the Government of India. Denial of such labourers in their workforce due to lack of work agreements lead to less pay or sometimes no payments to the children. The child labor and their families have to succumb to the demands of the employers due to lack of inspection of rules set by the government. To add to the agony home based stitching units (employing less than seven labourers) are not considered by the state labor department to be roofed under the jurisdiction of Child Labor (Prohibition & Regulation) Act 1986. Though, it may be noted that the State is statutorily requires to impose the relevant Act in relation to payment of minimum wages and requirements regarding disposition of contract labor.

The Contract Labor (Regulation and Abolition) Act of 1970, the Factories Act of 1948, the Minimum Wage Act of 1948, and Trade Union

Act of 1926 are some of the most established pool of labor laws in India. However, the above mentioned laws are applicable only to establishments which consists of 20 or more workers are engaged in the manufacturing procedure which does not include electrical power. Thus home base entities such as production of soccer balls ,which are massive in reality but on paper do not exist under the law. On the subject of implementation of minimum wages the labor Department plainly relinquishes itself by signifying that prosecution is difficult as there are no complaints..

Violation of Working Hours: With the law being absolutely not stringent, the working hours for the labourers differ from different employers. Violation of working hours is a natural phenomenon which leads to safety issues and the mental state of the children. Factory workers officially fall into the Factories Act of 1948, which pledges numerous rights to the labor force , which boasts a labor contract, double pay for overtime, and a annual bonus. However, the workers do not receive benefits from the provident fund, the employee state insurance.

“The National Labor Institute’s report, Child labor in the sports goods industry – Jalandhar, A case Study (1998) and the Indian Committee of the Netherlands’ report The Dark Side of Football (2000) (ICN report hereafter) deliver insights about the industry, along with the child labor

concern, the socio-working condition in the city of Jalandhar are explicitly expressed. The working paper Labor Rights and Sportswear Production in India - A Study of Soccer Ball Industry in Jalandhar released by the Center for Education and Communication (CEC report hereafter) in 2008 has emphasised these issues. A report was also released by the ILRF also in the year 2008 that depicts the widespread practise of child labor and debt bondage in the manufacturing of soccer balls in Meerut District in northern India. The research documented a list of ten companies situated from this district, which wholesale their soccer balls in the United States (Soccer Ball report, 2010). The laborers barely managed to meet ends with the wages received .Overtime work was never paid for, and the wages were inadequate to shelter basic needs .They were forced to do extra work, often taking stitching work home to earn a little more..

Working Conditions: The wages that these children get depicts the condition one would work in. Small rooms with absolute no ventilation, is a common scenario at these small industries to produce sporting goods. The overall working circumstances are best described as “pathetic” For home based workers, their work place is typically located within the living rooms, a majority of which are too trivial. The stitching activity are carried out in dark and dingy rooms where scarcity of electricity is a regular phenomenon.

The extensive hours of gruelling glancing may damage workers' eyesight( International Labor Rights Forum, Child Labor in Football Stitching 2008). "Needle piercings, , backaches, headaches muscular pains, and loss of eye sight are very commonly reported amongst all stitchers irrespective of their working sites. A report documented by the ICN tells that stitchers pull and bite the chemically preserved thread with their teeth. Maximum workers do not have the basics to treat their health issues.High health cost could be the reason"as cited CEC Labor Rights and Sportswear Production in India (2008) (p.22-35).

Football sewing unquestionably has been one of the key sectors of the sports Goods industry in India that flourshes child labor. Reports and statistics say that the number of involvement of child labor has reduced incredibly after government laws. However the authenticity if these reports still leaves a question mark as thee are various counter reports that suggest that child labor still prevails.

Originally, SGFI was backed by FIFA's donations and aids from manufacturing members (members donated 0.25% of their income from soccer ball exports each month). FIFA concluded its financial support in 2003 and the year 2004 saw the contribution fell down to 0.10%. Presently, SGFI is wholly funded by the local sports industry, which raises alarms of

its independence as cited in (Missed the Goal for Workers: The Reality of Soccer Ball Stitchers in Pakistan, India, China and Thailand International Labor Rights Forum report June 7, 2010 )..

Organizations that have been monitoring and preventing the extent and eradication of Child Labor in India:

**1) The South Asia Coalition on Child Servitude (SACCS)** formed in 1989 governmental organization that works for elimination of child labor in India. In 1997 SACCS activated discussion on the issue of child labor in India with WFSGI, the Sports Goods Export Promotion Council (SGEPC), numerous sporting goods exporters , UNICEF, National Human Rights Commission, and the National Trade Union Centre. A decision was made for the formation of a Joint Committee that would comprise of the Sports Goods Export Promotion Council, , experts ,SACCS the sports goods industry itself . Reports published by them made great interest across the Globe and threw light to the issue of Child labor. The claim of thousands of kids being engaged in the Indian Sports industry produced a strong objections from the Sporting Goods Industry which ultimately vanished the idea of a joint committee.

**2) ILRF: The International Labor Rights Forum (ILRF)** has been

battling child labor for more than a decade in the soccer ball industry. The year 1996, witnessed the launch of ILRF's "Foul Ball" which fortified soccer players as well as the consumers of soccer balls round the globe by revealing the plight and extreme condition of thousands of children who were employed full time. Report: "Child Labor in Football Stitching Activity in India: A Case Study of Meerut District in Uttar Pradesh" (released in coordination with Bachpan Bachao Andolan in India) to display the conditions prevailing in child labor in North India. The ILRF published two major reports on child labor in the soccer ball industry, Labor Standards in the Sports Goods Industry in India with distinct emphasis to Child Labor (2002) and Child Labor in Football Stitching Activity in India (2008 )

**3) The World Federation of the Sporting Goods Industry (WFSGI)** The WFSGI holds an authoritative position as far as products associated to the sports industry, The WFSGI is a self-governing association established by, manufacturers, suppliers, national and regional federations, sporting goods brands, retailers, and other businesses related to the sporting goods industry. WFSGI has a Corporate Social Responsibility (CSR) committee, which was originally known as the Committee on Ethics and Fair Trade (CEFT). A lot of questions were raised and the efforts of this body were in constant doubt

as the President being the general counsel of Adidas and Board members comprised of high repute perssonel from companys like Nike, New balance.

Thus the industry seems still vulnerable to the high demands of various multi national companies , growing economy and a source to meet ends meet for these child labores. The fact remains that child labor still exists in many parts of India,and reports also suggest that though the numbers may have declined on paper,there is more supply of child labor ,unfortunately with lesser wages.

## **2.8. Sports Contribution to Social Capital**

Social Capital is a theory that is widely challenged. Social capital lacks a clear, acknowledged meaning, for reasons that are practical and ideological (Dolfsma and Dannreuther 2003, Foley and Edwards 1997). Thus there is no given consensus as to what is the definition of social capital and a specific definition adopted by a research will eventually depend on the discipline and level of study (Robinson. 2002) The debate is highly about the various forms it takes, though it can broadly be divided into two main categories namely bonding and bridging social Capital. Bonds are one such as friends, family or people with whom we share a common identity. Bonds in some way act as a link that connect a common identity. However

bridging can be described as relations that reach beyond the common sense of identity. This chapter explores how sports could contribute towards social capital as it does provide the opportunity of bonding, bridging and linking with different sought of people in the society, especially children who fall in the disadvantaged communities and forced to take up work at an early age.

Rothstein and Stolle, 2003: “To comprehend the way sports can materialize as an effective tool in the contribution of social capital, it’s of prime importance to understand the theory of social capital” Capital is something that might give future returns or benefits. ‘Social’ refers to relations that one make in size, quality and with different groups

Coalter (2007) p. 159 states that “the diffuse and contested nature of social capital is central to the social regeneration/social inclusion agenda”,

A community exists with its various social elements, and sports at all levels and communities is extensively recognized as a means to build social capital (Zakus&Edwards 2005, Lawson 2005)”. Some past studies also contribute to the findings that grassroots level sporting activities have the potential to encourage, inspire, and forge a sense of community spirit against social harms (Cairnduff, 2001; Zakus, 1999).

Child labor is a serious issue that limits opportunities for social inclusion for thousands of kids in India. Social exclusion is a serious



problem especially for kids when they are at a age of mental and physical development. Social inclusion policy such as COE Taekwondo program which will be later discussed in this study, could act as a rich source of social inclusion for children in child labor and in many ways limit the extent of child labor. Rather catering to huge welfare programs, identifying the local needs of a community would be the key, and introducing innovative programs that may produce better results in restricting the ills of social issue like child labor. The biggest impacts have been witnessed when communities have been engaged and developed through a range of mechanisms such as funding, expertise, referrals.

In the past there has been many International and local organizations that has used sports as a model for social capital and bridging the gap of the social imbalance in the society through sports. For instance an international humanitarian organization called ‘Right to Play ‘has effectively collaborated with local coaches and organization, international volunteers to deliver a safe and healthy world for children living in the most deprived communities of the world. Similarly Magic Bus in India has impacted the lives of 300,000 kids in India that were roped in disadvantage communities through education and sport. Crabbe (2006) pg.19, explains that the adoption of social and personal development model which is sacrosanct to sport-based

social cohesion are more important than the sport itself. Crabbe mentions that sports can be utilized as a tool for building a bright future by building community participation, leading a way for education as well as employment opportunities and so on. Sports programs can use sports as a hook that enrolls and inspire young people to look at bigger issues that affect them. Thus emphasizing on how sports could be used to build the communities social stock capital.

Though sports seems to be a viable and common aspect of initiating social change or contributing positively in social issues, it is also very intrinsic to identify which stakeholders or which kind of organization would implement these social outcomes. Especially in context of developing countries, as it's been observed that a lot of sports programs pilot of with huge objectives, however somehow fade out during the implementation phase. Reasons may range from lack of intent, to scarcity of technical expertise to the right people who execute these policies and programs. Coalter (2007) the crucial element to effective social inclusion programs is their ability to appeal and involve. Sport in such programs are a means to an end and not the prime focus.

Finally to add value and accountability of sports for social inclusion programs as a contribution to social capital, its policies should be monitored

and accounted for. Monitoring both at formative and summative stages would perhaps lead to the efficiency and worth of sports as a form of social capital. The issue of monitoring outcomes have been argumentative and in case of developing nations, an aspect which is chosen to be ignored.

### **Chapter 3. Methodology**

For several compelling reason, the approach chosen for this study is qualitative. This study is a phenomenon study as it surveys a sports policy/programme that has been influential in reduction of labour activities in children by engaging them in sports and lessening their hours at work. Generally, qualitative research approaches are particularly beneficial in discovering the significance that people provide to various events they experience (Bogdan & Biklen, 2003; Denzin & Lincoln, 2000)

Phenomenology is quite often the theoretical perspective that has been associated with qualitative researchers (Bogdan & Biklen, 2004). The phenomenological approach has been followed by lot of researchers who are in pursue of understanding the meaning in various events and exchange of communication that occurs with humans. To further simplify, this framework is imperative to the interpretation of data. Such approach necessitates that the researcher "centres on the attempt to achieve a sense of the meaning that others give to their own situations" (Smith, 2005, p. 12). Thus also empowering the students at the COE programme the values that sports have to offer and eventually careers and work opportunities. The phenomenological movement was initiated with Husserl's *Logische Untersuchungen* (1900-1901). Genuine phenomenology highlights the

search for the universal essences of several sorts of matters, motives, including human actions. The data collected in a qualitative study includes more than words; attitudes, feelings, vocal and other behaviours patterns will be included. The data which contains interview transcripts, a wide variety of records and historical documents, Telephonic Interviews and memoranda, and are subject to rigorous and continuous analysis. A merger of 3 processes are involved throughout the study: collection, coding, and analysis of data (Glaser & Strauss, 1967).

This study, used a case study approach to explain the perceptions and experiences of the Athletes/Coaches/Parents in reducing the ill effects of child labour through sports policies of the COE Sports programme. This part of the study explains the research model, approach, and its design used to attain the purpose of the study. A numerous ways of data collection is possible in qualitative research, which could be in the form of observations, textual or graphic analysis (e.g. from books or videos) and interviews (individual or group) Silverman D. *Doing qualitative research*. London: Sage Publications, 2000. Such an approach is adopted as it inspires flexibility which is of extreme importance to the qualitative researcher who can alter the route of inquiry and shift to new directions, as it adds to larger information and an improved understanding of attaining relevant data

(Blumer, 1999). A qualitative approach is most appropriate for this study as it fosters a better understanding of the first hand experiences of the participants (athletes at the COE). This study allows participants the opportunity to express their emotions and feelings thereby providing detail insights to the realities of how Taekwondo as a sport influenced in shaping up their lives. Rich and critical explanation provides in-depth, thorough versions of the participants' experiences. The vital essentials of a qualitative research development are generally defined as including epistemology, a theoretical perspective, and methodology (Crotty, 1998). This chapter defines and discusses each of these components in relation to this study.

### **3.1. Research Design and Procedures**

A qualitative study of the contribution of sports policies to lessen the impact of child labour, laid the fundamentals for this study. This section describes the background of case study research, explains why a particular methodology was adopted and its relevance.

Suggestions for organizing and conducting research techniques have been widely written on by eminent case study researchers such as Yin (2009), Flyvbjerg (2006) and so on. For the basis of reliability and

authenticity, references have been gathered for my research purpose from these Authors.

Flyvbjerg (2006) advocates the theory that there is a need to strengthen the numbers of good case studies which would lead to consolidation of social science. He also lists five critical factors that researchers need to consider in order to avoid misunderstandings that a researcher may commit while his study: (1) Practical knowledge weighs lesser in comparison to theoretical (2) generalization from a single case will not add to learnings therefore, scientific development cannot happen through the contribution of a single case study. (3) A case study is most beneficial for producing hypotheses, while other 48 methods are highly suitable for hypotheses testing and building of a theory (4) Verification of a the case study may be biased (5) summarization of specific case studies are often difficult.

### **3.2. Case Study & Data Collection**

The case selected for my study was of the students' Swami Vivekananda Centre for Excellence Programme (COE) in the Gujarat province of India. I collected data of 11 athletes, 4 parents and 4 Officials & Coaches (includes 2 International Coaches) in the COE programme. The

data was collected through in-depth interviews and additional documents such as newspaper publications, newsletters provided by the Head of the COE programme for Taekwondo in Gujarat province. Stake (1995) described case study methodology as an approach of inquiry in which the researcher ascertains in-depth a program, event, activity, process or one or more individuals. The Cases are restricted by time and activity, and thus the researchers assemble thorough information using a variety of data collection methods over a sustained period of time. For this study, the phenomenon under investigation was students under child labour whose childhood was deprived due to work. Interviews were conducted through Telephonic conversation on a video call. The recordings were further translated from the local language 'Hindi' to English in a word document. These documents were thoroughly reviewed and translated to provide the best possible essence of the conversation. Yin (2009) illustrated five major components of an effective case study design namely

1. Research Questions
2. Purpose of Study
3. Logic that connects data to the Purpose
4. Unit Analysis
5. Criteria for Interpreting Findings



The apt kind of questions in this type of a Qualitative study research were “How”, “Why”, “to what” etc. as these open ended questions provided the participants an opportunity to exhibit their experiences. The participants were asked specific questions for example ‘How do they monitor reduction in labour Hours’, or ‘How has taekwondo impacted their wellbeing and self-confidence’.

The second element of the case study research design is to define the Purpose statement or the significance of the research. My aim in the research case study was to understand the experience of the students, Parents, Coaches and official in the COE –Taekwondo programme that initiated the sports programme to achieve better standards of sports performance in the province of Gujarat with respect to medals achieved.

Consequently the next component is the unit of analysis. Yin (2009) described the unit of analysis as the area of emphasis that a case study examines. Yin wrote that an appropriate unit of analysis occurs when primary research is accurately specified.’ The unit of analysis is directly connected to the research questions developed by the researcher. This study’s unit of analysis are the children in Child Labor and the COE programme.

The fourth element of the case study design is to link the data to the purpose of the research. This link is generated through the data collection phase. The answers that were collected were thus connected to the research questions mentioned earlier in this report.

At the end, the fifth element of the case study design is to accurately interpret the findings. The meaning and essence of the responses have been minutely drafted to provide the feel of the real situation experienced by the participants in this case study. These findings would lay a solid base for further recommendations and future research work.

### **3.3. Target Population: Swami Vivekananda COE Sports Taekwondo Program**

The Gujarat province government initiated a 5 year plan for sports Programme where children are trained to be future sports professional. The programme is to identify future talent and produce international laurels for the country. 600 students in 12 sports discipline were selected for this programme. The target population for my research were children in the Taekwondo discipline aged 5 to 18 years. Most of the kids are from families that fall below the poverty line and some involved in the labour force. The uniqueness of this programme is that all these 50 kids are given an

allowance of approximately \$100 as a stipend to train themselves in taekwondo once they are selected in the COE Programme. These students need to report to training 6 days a week for a period of 5 years. The money paid to these kids is far above they would earn from labour work. Nineteen participants were interviewed for this research which included 11 students, 4 officials and 4 parents of the students.

### **3.4. Data Analysis:**

Qualitative research is a creative process, not a mechanical one (Denis& Lincoln,2000). There are many ways of accomplishing a qualitative research , as data analysis is a process of creating meaning out of the data. (Stake, 1995). Stake enforces the fact to researchers that, “there is no particular moment when data analysis begins. “A qualitative research capitalizes on simple ways of making data meaningful. With reference to my research analysis began from the very first interview I had to get an idea of what are the perceptions about the program, however it lead to many detailed insights as the interviews progressed with different participants. In this research analysis were identifying the COE’s policy to improve the level of sports in Gujarat province as well as defining the pattern that helped in curbing child labor in the COE Taekwondo program. It is an analysis of

the experience of the students at the COE programme and up to what extent are these programs sustainable to further help reduction in child labor through replication of such sports programs. Esterberg (2002) suggests, “Getting intimate with data “and explains the key purpose of submerging in interview transcripts. This research study follows some of the major steps of Creswell’s (2009) six steps of data analysis:

1<sup>st</sup> Step – Organize and prepare the data for analysis(Pg.185).This step included reviewing of recorded interviews from the voice files and transferring them into word document transcripts.

2<sup>nd</sup> Step – Reading the data (Pg.185) -I, Collated the information and ideas that the interviewees expressed into a general sense.

3<sup>rd</sup> Step – To start detailed analysis of the coding process.-I collected the text data and organised different categories. Specific details were then provided about the interview in each categories. Actual dialogues were also included to ensure that the originality and emotions of the participants were kept alive.

4th Step - Use the coding process to generate a description of the setting or people as well as categories for these for analysis (Pg. 189) – Three different categories of the interviews namely students, Coaches and Parents were generated. Analysis of all the participants were organized in each category.

5<sup>th</sup> Step –Advance on how the description of the categories will be represented.

6<sup>th</sup> Step – Interpreting the meaning of the Data collected. -During the interpreter my own experience as a Coach let me explain the perception, views and experiences of the participants at this programme.

## **Chapter 4. Findings**

The aim of this research study was to examine the reduction of Child labor among the 11 COE participants who were engaged in labour work and gather their experiences during the Taekwondo COE programme. The research findings are based on the analysis through interviews conducted, newspaper articles and my observations during the research. The Interviewees provided differing amounts of information to the four themes that comprises of the narrative. Some participants talked about all the themes , while some of them made comments on one or two themes; and some participants made equal contributions across all four themes. Thus, the view of all the interviewees are represented in this study. The following research questions provided the basis for the research of this study:

### **4.1. To what extent has the COE programme achieved its objective?**

This theme has been divided into 2 aspects namely:

- a) Primary Objective (To improve the standard of sports Athletes in Gujarat province at national and International level ,emphasizing on Olympic Sports)
- b) Social Objective (Reduction in child labor) Social Inclusion of kids from urban and rural areas through sports Programmes

In general the participants, especially the students demonstrated and expressed a sense of massive improvement as far as their technical skills were concerned. A participant expressed that “Initially I was a novice, however after enrolling to the COE Programme my skills improved tremendously. We have been in special training camps for 3 years that has improved our stamina, strength and technical Skills. All the eleven athletes interviewed in the COE programme were of the consensus that before they enrolled in the programme the competency of their sparring skills were average, however the training at the COE programme has been instrumental in raising their standards of their Taekwondo skills. Participant 2, further explains that the COE programme bought international expertise to India that further leveraged the efforts and objective of their regional coaches and the programme at large.. He explains “The training we have received from national and International Coaches have added minute corrections to our techniques that have complimented our training programme at the regional level”

The participant have been taken through regular specialize training that involves a year round training by an accredited and professional national Coach, accompanied by 1 month training under former World Champions from S Korea. Many participants perceived that a systematic

training approach at the COE that includes regular professional training complimented by other monetary benefits leverages them the freedom to focus on Taekwondo that has been influential in their results at state and national level. Another participant states that “I have been winning medals at the National level consecutively for the last 3 years, all thanks to the training I have been receiving at the COE programme” Another striking evidence found out during the interviews was that Gujarat has moved up to 9<sup>th</sup> place in overall rankings in all sports among the 23 states in India. One of the national Coaches was extremely proud of the revolutionary change that has taken place in the Gujarat province and believes that the government’s policies have been the key to this radical change .He says “As far as taekwondo is concerned we were nowhere in the scene at the national championship circuit, however we produced 5 National gold medallist last year “.

The head of the programme further added there has been a phenomenal change at the COE since its inception in 2013 with regards to the performance of the athletes “We have produced 3 medallists at the Korea Open International Taekwondo Championships in 2015 in the Junior Division. Two of or athletes represented India at the Asian Taekwondo Championship and one at the Cadet World taekwondo Championships in



2015. Two years ago it was a distant dream, but thanks to the COE programme and the government initiative, this massive change was brought down to reality. The COE Taekwondo programme was designed in a way where the initial stages ensured nurturing and selection of talented athletes in the Taekwondo programme. 50 students were selected out of which 27 have won medals at province level and 7 at national level". One of the participants who have been selected for the 2016 World Junior taekwondo championships says "It's unbelievable, I am very happy that I have reached till this stage". The officials perceive that strong policies both at the formative and summative stages have been a key factor in achieving a substantial part of their primary objective to produce national and International medallists.

The head of the programme further added "Monitory incentives have been an added boost to the students morale at the COE, International medallist have been paid \$ two to three thousand as rewards. The governments reward policy for Olympic, Asian and Commonwealth medallist have been one of its kind which has also been a motivating factor for achieving our objectives" While there are still no medallist at the Olympics, Asian and World Championship from the bunch of athletes COE

has produced, their representation in these event is a big boost to the athletes, country and the programme itself.

The secondary objective of reduction in Child labor garnered enough attention as all the 11 interviewed athlete were unanimous on their experience of a complete abolishment of their engagement in labor activities .100% of the total sample were out of labor work and 7 of them resumed their education in some or the other ways. The prime contributors in this phenomenon comprised of two major elements:

- a) The first one being the number of hours the COE demanded for the athletes to be at the training centre
- b) Secondly the amount of money they received from the COE programme. (\$100 a month, a substantive amount which was all most 2 to 3 times the amount the children drew from labor work)

The COE Taekwondo programme had a mandatory rule where in all the selected athletes need to comply with mandatory attendance, 6 days a week/ 5 hours a day at the COE training centre. Failure to the first compliance would automatically affect the second element i.e the money the athletes would draw as a fee for learning and upgrading their skills at Taekwondo. However the significant findings was that, although the money aspect helped them to abandon labor activities, it was not the reason these

kids pursued their quest towards excellence in Taekwondo. Money did help them to stop labor work, however the love and passion towards sports as well as the bonds of respect and friendship these students made through taekwondo made them enthusiastically and dedicatedly transform their passion to expertise at the COE programme. One of the participant mentioned “The COE programme and Taekwondo has changed my life, earlier I use to sell ‘Pani Puri’ (Indian snack/street food) at a local street food stall. I use to work there at least 5 hours a day, however ever since I got into COE ,I never got time to work and I got paid around \$100.Thus I never required to do that job again as the money I received through COE taekwondo was way beyond what I drew at the street stall.” A further testimony was a view shared by another participant “After training for 5 hours here, neither do we feel the need nor have the stamina to work outside. As we are physically drained here, however it’s beneficial as we love doing this more than anything else.

Secondly, the money drawn from the COE programme takes care of my basic needs and I am able to contribute to my family household income as well.” One of the Coaches at the COE programme explained that the combination of monetary incentives has a direct influence in the reduction of labor activities amongst the 11 athletes. The primary reason of these

children to engage in labor activities was the weak economic condition of their families. He said “As the athletes are not worried of being an income generator for their household, now their focus is on sports which is fun and filled with learning for them, at the same time their monetary needs are taken care through the COE programme, couldn’t have been a better combination”. Another participant at the programme said that “I use to do petty jobs in Restaurants or offices, after my enrolment at the Taekwondo Club and COE programme I never looked back at those jobs as I loved it here and found a lot of respect here.

#### **4.2. How has been the experiences of the students/Coaches/Athletes and Parents at the COE programme?**

The second half of the findings dwell into the experiences that the Students, Coaches and Officials as well as parents have experienced and witnessed during the last 3 years of the COE programme. The findings here are illustrations of real lived experiences of the participants at the programme. This theme is divided into sub categories to understand the key elements that gives an overall scenario of various experiences encountered in the programme. The experiences narrates various facets of the COE Taekwondo programme that acts as a link to the findings of our further

questions. It may also serve as a future reference to understand the drawbacks and positives from these experiences while designing policies which involve sports as a development model. Some of the experiences are as follows:

#### **4.2.1. Students Experiences**

**a) Peer Influence** – was the prime factor that drew most of the participants in Labor work towards taekwondo. Out of the 11 athletes interviewed 9 athletes i.e. (81% of the sample population) were introduced to the Taekwondo and sports through their peers. One of the key factors that got them enrolled was the fact that their friends were doing Taekwondo and they were attracted and inspired to learn the sport with their friends. Kishan, one of the most senior students at the academy says that “I use to see a lot of kids dressed in taekwondo uniforms coming to the food stall where we use to make Chinese Food. I just once followed them and somehow managed to join the Taekwondo club. As it was very difficult to pay the fees for the training, I left the club, however my Coach figured me out at the Chinese food stall and called me back. I was offered free training and then eventually a place in the COE Programme. This experience has changed my life. Luvkush another participant expressed that, like most of the COE

programme kids ,he too was introduced to taekwondo through his friends, he says that “I too wanted to do what my friends were doing, as they did beautiful kicks which caught my attention “

**b) Social Cohesion:** It was observed that out of the 50 students selected for the COE programme, 11 students came from economically low backgrounds and fell below the poverty line. The social barriers in the society such as discrimination due to family background, their clothes, speech and economic standing were never witnessed at the Taekwondo club. The insecurity of being unaccepted, was eradicated due to the sports for all culture at the COE Programme. Khakendra , a student said that ‘ At the food stall, sometimes the customer use to abuse us, and use foul language, at night there use to be dunked customers , and was very tough to serve them as they would abuse us if we couldn’t serve them well on the street stall I use to work. Ever since I joined taekwondo, I never experienced such behaviour, every one respects me here as I perform well. My performance is appreciated by everyone and everyone calls me ‘Sir’ here in the club. I feel very humbled and good about myself.’ Another participant further added that ‘A lot of kids in the Club and the COE programme are from rich families, however they respect us as we perform well, we are treated with lot of respect from their parents too as we win medals, no body judges us

from the way we dress, I feel very nice to see my friends respect and love me. All the participant at the COE programme expressed similar feelings that they were as normal as any other kid at the COE programme and the criteria for respect was just good behaviour and performances

**C) Resuming School:** Out of the 11 student's interviewed, 70% of the students said that they had to drop out of school due to their weak economic situations that lead to their engagement with labor activities and thus contribute to their household income to make ends meet. However, since their enrolment into the COE Taekwondo programme, they were able to resume their school education by the support of their Coach and through the awards and cash prizes they won. One of the participants mentions that "I dropped out of school after my 8<sup>th</sup> grade, my father is a handicap and he use to sell Tobacco in a small 'Pan beedi shop' (Small establishments selling Tobacco and local cigar rates called beedi). It was very difficult for my father to afford a family of five people owing to his disability and lack of education. Hence I had to drop out and start working, however COE gave me a chance to groom myself and I started studying in a local school again as I was monetarily supported by the COE programme and also give a part time Instructors job. Although the COE does not provide any formal education at the centre, the Head of the Programme has taken an initiative of

supporting basic school education fees for these kids who wish to carry on with their further education. “I like studying and I always wished of going back to school with my friends, as our financial situation stabilized with time, my family allowed me to start my education as I could now earn money through sports.”

**d) Labor Hostility** - The interviewees expressed their vulnerability towards labor activities. All the 11 participants displayed their unpleasantness while working. 100% of the total population voiced the opinion of hardships, low self-esteem, and unhygienic conditions and felt deprived of their childhood. One of the participant said “I use to serve tea in small offices, the work was hard as I had to lift heavy cartons of milk and other ingredients. Serving everyday was not at all fun, I wanted to play like other kids, but I was always surrounded by adults at the company’s office. “Another participant who worked at a food stall said that “Most of the times our Stalls use to be next to ‘Gutters’( open sewage system), the place at times use to badly stink and as it operated during late evening hours , the crowd who visited at the stalls were mostly drunked. I never liked that smell and thus never liked working there”.

**e) Fun** – The students at COE stated that the key element that makes them happy while doing taekwondo was ‘Fun. All the 11 students emphasised to



the fact that they enjoyed the atmosphere, the training lesson, the competition, sharing food and so on. ‘I enjoy being here with my friends, we play learn and have a lot of intense training too. Every day is a blessing here as I enjoy being here.’ Another participant said that the surroundings at the training centre make him feel special and cared for, “I love the fact that there are so many kids whom I can share the same feelings unlike at the work place where I was always surrounded by adults”

#### **4.2.2. Experience of the Coaches**

The coaches have been the backbone of the COE Programme. As many as 10 Coaches were involved with the programme including regional, national and 3 international coaches. The tenure of the coaches varied depending on the availability of National and International coaches.

However regular training has been carried on under regional coaches. Some of the aspects that were raised during the interviews are mentioned below:

**a) Applaud for the Government Policy** – The coaches’ appreciated and praised the government policies of the COE Program, which they found to be effective, efficient and implemented in a transparent way. The coaches were of the view that the COE program has given life to the current sports culture and its positive effects can be witnessed in many ways .One of the

regional coaches mentioned “We were nowhere in the national sporting circuit, but the last 3 years have yielded results both performance wise as well as the quality of athletes, coaching and infrastructure has boosted up.” Further, one of the international coaches mentioned that there is abundance potential in the kids here, loads of energy and will, however these traits can be taken to a better level with a lot of supports that originates from the government policies, which the Gujarat government exhibits”

**b) Recognition & Award for Coaches** – The general scenario in the sports fraternity in India is to felicitate Players at times once they achieve major sporting milestones. However the coaches seemed to be thrilled with the Government incentives for the Coaches as well. Huge sum of cash rewards as well as recognition by the Government has boosted the morale of Coaches for displaying utmost dedication and commitment. “The programme has offered us huge cash rewards for every medal at the province and National level, it certainly is a factor of encouragement in this program “said one of the regional coaches. A National Coach from India mentioned that “The government treats us well, as good a treatment that they offer to international Coaches, we are thus motivated and feel responsible towards the students, which is unlikely at other programmes.

There is lack of motivation as we are paid bare minimum and made to work like labourers rather than Coaches”

**c) Technical Education** – The Coaches were of the opinion that the COE’s objective has also lead to upgrading their current knowledge of Taekwondo and their teaching skills as they have been assisting international Coaches in the programme which has also added in their self-confidence. One of the regional coaches said “I feel like a student here too, I have learnt so much while teaching from the students as well as from the International coaches, this knowledge is very instrumental for further development of athletes, I am great full for the COE program.” Another national Coach added “We are receiving International Coaching patterns here in our own city, if we had to upgrade our knowledge we would have to personally pay thousands of dollars for the same. Owing to the COE programme we have gained this expertise for free which will add a lot for our future careers.”

**d) Self Esteem & Pride** – The Coaches involved in the COE programme exhibited a sense of huge pride which has boosted their self-esteem. Most Coaches at all levels in the program were proud of themselves as their students have displayed a massive growth in terms of performance. At the same time they were happy for the student’s as a social cause was stemmed and nurtured, eventually reaped the fruits in form of achieving dual

objectives of the programme. “It’s great to see our students win at the national and a matter of great pride for us, our respect in the sporting circles have increased and other sports persons look up to us” said one of the regional coaches. An international Korean coach and former World champion involved with the COE programme said that “I feel so happy for the students and India as a country as well, my life changed after I taught in this programmes. I value my life more and am thankful for what I have. Some of the students won at Korea Open in my country, it was a great day for me personally see my students beat the Korean students who are considered to be far superior in taekwondo. This goes on to show that it’s about right training and strong will and equal opportunities to all kids from different backgrounds, other barriers can be overcome when you have these two.”

#### **4.2.3. Experiences of the Parents at COE Programme**

Interviews were conducted with 4 parents whose kids were involved in labor activities and they disclosed some of their views and feelings. A lot of apprehension was observed when asked about their kid’s labor activities, though the parents did sum up a lot of benefits they witnessed after their

kids enrolled in Taekwondo. Some key elements that would provide a broader perspective are listed hereafter:

**a)Monitory Support:** As observed earlier in the literature review that there remains a myth of ‘the more the number of hands, higher would be the household income contributors’ this perception was quite relevant during the interviews. Although 90 % of the parent were in denial mode that they relied on their child’s income at some point they did convey that their child’s income did contribute to the financial needs of the family in some way or the other. One of the parents said “The money he gets from COE does help his dietary needs and we use the money for his food, though at times it helps in other purposes for our family as well. However we never ask them for money” Another parent confessed that “After winning a gold at the nationals my son was awarded \$2000 which helped us immensely, we had never seen such a huge figure in our life time”. Further a parent added that “the government has been very supportive towards our kids, they get paid for learning Taekwondo, and it does help us in our family needs.”

**b)Initial Apprehension towards Sports:** The parents expressed that they were quite apprehensive about their kids doing Taekwondo, as it involved investment of time and there were no life skills to be learnt. Some further added that it would be better if they learnt some work that will help them in

their future lives. The parents initially also perceived it as violent as it was a combat sport. A parent said ‘At the beginning I dint know what was taekwondo and why he wanted to do it, later I realized that he is doing well and we are proud of him, we wish he continues as long as he wants to.’”The apprehension was also due to their kids investing ample time as the kids loved taekwondo, however a hope of better living circumstances, government funds and a hope of future career prospects for their kids have changed their mind set. A parent stated that “Our kid has changed a lot ever since he enrolled in Taekwondo, he is very disciplined and respects us, he doesn’t leave the house without our blessings, a change we experienced after he continued Taekwondo, as it’s a mandatory process in their club to respect all seniors and the club where they train.

**c)Pride and Respect** – All the 4 parents expressed their joy and happiness in stating that they receive a lot of respect from their local communities as their kids are doing well in sports. They feel proud of the fact their kids have earned respect in the society due to their sporting performance. ‘I feel very good to see my kids photo in the newspapers, I always preserve his articles in the newspapers, and feel very proud of him. Till I am alive no one will stop him from doing sports. I thank the COE programme for nurturing my kid’s life through sports.’

The third theme highlights the challenges and issues that surrounds the delivery of the Programme and hampers the efficacy of the programme. This section is related to our third research Question

### **4.3. What are the Challenges and Issues Surrounding the Delivery of the COE Program?**

**a) Future prospects for the kids** – As observed in the findings earlier, the program did had a strong impact in reducing child labor. Although they might be out of labor activities at the moment, the question still remains as to what the kids would do after the programme is over. The kids are undoubtedly train to become the best in taekwondo, however there's no concrete plan after the programme. They still remain uneducated and not equipped with life skills.

One of the Coaches mentioned that 'Its commendable that the Government has taken these initiatives which has lessen the evil effects of child labor, at the moment they are out of it, however what after the programme is over, that's my concern, What if they are injured? A possibility witnessed by many athletes, most of them are not educated to pursue a different profession. Peak physical abilities are a constant with Taekwondo or any other sport, I wonder how long can they persevere

through Taekwondo, as the benefits provided through the program will last only for five years. I am not discounting the efforts of the policy makers, however the future of these kids is still in jeopardy”

**b) Social Welfare** – As many researchers have coined the theory that introduction of policies and introducing laws will not on its own lead to social welfare, the programme’s effectiveness is handicapped with the fact that it heavily relies on one aspect that is sports. 70% of the students didn’t know what would they exactly do when the programme is over, however they did expressed their feelings of being associated with the sport after the program in some way or the other. 30% of the interviewee said that they would like to become Professional Coaches. However the COE Programme currently does not offer any Train the Trainer Programmes neither doesn’t have strong provisions to make professional coaches in the scheme as of now. One of the interviewees mentioned “I really don’t know what’s after this Programme, I am happy now, later I don’t know’. Another respondent stated that he would probably want to be a Coach “if there’s an opportunity I would like to be a Coach, however I am not sure as I am still a player”.

**c) Lack of Life skills/Support Programmes:** The COE programme primary focus is on producing athletes as well as social cohesion from urban and rural areas in Gujarat. However when it comes down to reducing child



labour one of the drawback that can be observed is that the students who came out of child Labour may not be really equipped with life skills that might lead to overall social welfare as well as career opportunities in the future. One of the International Coaches at the programme said ‘If the athletes get injured during a combat sport it’s very difficult to continue the sport, it’s always better to learn a life skill or back up your sports career with some formal school education.. Another Coach added ‘Education definitely compliments sports and if u have formal school education along with sports, the doors are open these days in the sports industry, especially in India and abroad as well”

**d)Applicability Deficit** – The Child labor Act of India states that any one below the age of 14 is a child. One of the findings at this programme was that all the 11 kids included in the sample population were in the age of 12 to 14 when they entered the programme. So by the time they would move out of the programme their average age would be ranging from 17 to 19, an age where they would attain adulthood by law. At the same time their maturity as a teen would be considerably higher to an 11 or 12 year old kid. The programme did not have any kid involved in child labor for instance in the age group of 5 to 9 which attributes to a major chunk of kids involved in child labor in India. . The COE programme has not encountered any such

kid in this age group, thus its reliability as a sustainable model for the entire age group of 5 to 14 undermines its applicability. It would be interesting to evaluate aspects such as what would happen for instance if a kid came in at 6 and was out of the COE programme at 11, what would be his next profile, would he go back to labor or school or continue Taekwondo, as the parents would now be accustomed to higher income contribution from the kid.

#### **4.4. What are the recommendations to enhance the scope of COE**

##### **Program and replicate the Program to reduce Child labor?**

Out of all the respondent across the 3 categories of students, parents, coaches& officials, views emerged that formal school education along with the COE program would make its cause and delivery much more impactful in terms of the desired outcomes.81% of the students agreed that if they could have education at the COE center or along with the programme it would empower them with greater abilities and resources for their future. One of the students said “It would be great if the programme had formal school education, I could be more competent for my future’. Another student added that if I have to go for a job in my future life, education with sports will surely count, even if I wanted to do become a Sports Teacher or administrator my formal school education would complement my sports

achievements.” A participant who left school after his 6<sup>th</sup> grade, mentioned that “As I grow up and see all the kids going to school, I realize it’s different and good to study. I love Taekwondo, however if I could, I would like to study again. Detailed recommendations are further listed in the Discussion chapter of this research.

## **Chapter 5. Discussion**

The primary objective of the COE seems to be taking shape in reality as perceived by the officials and heads of the programme. The findings reinforces the fact that policies with clear objectives if complimented with the right support systems indeed produce favorable results. A broader vision after the completion of the program, its drawbacks and future recommendation that might lead to possibilities of enhancing the efficiency of the programs are mentioned hereafter.

### **5.1. Objectives of the COE program – Sports & Social**

‘Policy makers have to alter to globalization and neo liberal processes for the last decade or so as they impacted economic and social activities including community development and social inclusion. The governments radical shift from economic and policy provision for sport and other “embedded liberalism”(the former “welfare state”) provisions to current neoliberal state resulted in major changes (Harvey, 2005). Thus there’s a strong implication as previous findings exhibit sport fulfil two major criteria. First, the traditional sport development system is the primary role in community and programs for elite sports, as a purpose of government, policies, programs, legislation, funding, and sport management. The second

role, which has evolved is the one where sport is used as a model for Development through Sport and sets a platform to deal societal concerns and offer opportunities for the under privileged communities in the society (As cited James Skinner, Pg. 3). The COE's policy exhibit both ,Policy for sports development programme as well as sports for development through its policy interventions in nurturing sports development and curbing child labor

It also highlights the need of policies to be evaluated both in its formative and summative stages. The COE programme had a clear structure of nurturing and preserving the athletes. The focus of the athletes were diverted from 'off training issues' to one single objective of winning medals through improving their capabilities. As Clumpner states "there must be an unbroken line of communication up through all levels of the system and a communication network that supports the system. Such a system would allow the athlete to continue in a straight line up through the system rather than force the athlete to switch back and forth between various sporting bodies" (1994, p 358).

Secondly, the policies of the COE programme ensured that experts in their own field lead the programme for instance coaching was completely handed over to renowned professional National and International Coaches

on a regular term and is still going on. Bank accounts of athletes were made and their fee of approximately \$100 were deposited in their account directly in their accounts every month, thus eliminating any corruption issues as well as malfunctioning with the fee of the players. As per Oakley and Green (2001b), it is of prime importance to outline clearly the responsibilities of different stakeholders in order to ensure there is effective communication taking place amongst them and to streamline the administration.

The COE programme also showcases that a dedicated training center at regional levels go a long way in strengthening the grassroots level athletes. Green and Houlihan (2005) refer that it is perhaps too late to develop Olympians when they reach training centers. This process must commence and nurture at the club level (2001, p29). The participants in the findings displayed that the atmosphere at the club being positive and filled with fun while they experienced the privilege of world class training centers and infrastructure.. Participants in the programme highlighted the fact that monetary rewards do boost the morale of the athletes as well as lessen their burden of managing their sports requirements such as travel, diet and investment in better training opportunities, training gears and so on. ‘The importance of the monetary subsidies should not be underestimated as it may increase the prospects to develop a more systematic approach in

supporting elite athletes' (Green, 2005). It also quantifies the performance levels of athletes in comparison to performance when monetary assistance is unavailable. For instance Gujarat was placed 21<sup>st</sup> in the national rankings of overall sports when athletes were funding themselves. Funding for living and other sporting costs when in place allows athletes an access to a range of other lifestyle support services.

The second objective of the COE programme of targeting an alarming social issue and cohesion of all social classes showed 100% results in reducing the hours of child labor through the COE Taekwondo programme. As discussed in the earlier paragraph, that as important it is to have monetary support in influencing sports performance, similar grounds laid foundation for the reduction of child labor as well, the 2 main factors being the amount the money from the COE programme and the number of hours invested at the COE programme, which eventually kept them at the training center and out of labor activities. All the eleven athletes were out of labor activities as the COE Taekwondo programme curtailed the major barriers and thus provided the right to childhood to these 11 kids and secondly getting them involved into sports through their own will rather than of force or circumstances. This indicates that sports has the power to influence social changes as it has a magnet effect. Thus complimenting the

statement of our honorable Prime minister that “Every youngster in India aspires to bend the ball like Beckham”, however the need is to provide these socially deprived kids an opportunity to play with the ball, rather than getting involved in stitching the ball.

## **5.2. Experiences of the Students/Coaches/Officials and Parents of the COE Programme.**

The experiences of the athletes, coaches show immense satisfaction and pride in building up their social values, self-esteem and character. Researches in the past have found that such individuals have lived desired effect of their involvement with regards to respecting rules, positive peer relations, display courage, , being competitive, projecting leadership and foster citizenship (Evan & Roberts, 1987; Larson, 2000; Wright & Cote, 2003). The findings show that 90% of the total sample interviewed amongst the students said that their interest rose towards the sport due to their friends. Most of them found that their quality of life and social skills had improved. As they received respect from their peers, their community and from people belonging to the rich classes of the society as well, which they perceived as an entire different world.



It was also observed that sports can raise interest level of kids in education if the environment is apt and that peers influence positive social value among their classmates. As most of them mentioned that they would love to go back to school, 70% resumed school wherein 80% of the students interviewed were with the consensus that school education would help them and empower them with better skills for their lives. ‘One of the positive impact that has been witnessed with participation in sports is that its negatively correlated with school dropouts and antisocial behavior (McMillan & Reed, 1994; Shields & Bredemeier, 1995).’ This supports the thought that sports develops interest among students to attend school as well avoid negative behaviors.

Many respondents said that they had to leave school due to their family financial instability. Schooling remain a distant dream as they had to work and at work they were constantly surrounded by adults, hence completely ignored education not by choice but due to the circumstances. As most of them came from families below the poverty line, acquiring basic necessities were the first priority for them. Edmonds (2008) mentions in his findings that more the number of hours a child works during the week, lesser the probability that the child will attend school. This outcome is

justifiable and logical as the more a child works, lesser will be the time for the child to study or attend school.

The findings also discussed that the kids preferred to be with kids rather with adults at work. It also showed that 100% of the total population didn't have a positive experience as a child being involved in labor activities. They preferred being with their friends at the Taekwondo club thus emphasizing that children are not little adults. "The development of child's psychological and physiological state is constantly changing and sports provide a platform to nurture this change. These critical stages have no space in adult physiology and psychology as stated in the literature review earlier where some perceive kids to have nimble fingers that can add value to labor skills. Cited in Nimble Fingers by UN."

The research obtained empirical opinions of the students who expressed their happiness of being in a specialized taekwondo gym where the atmosphere was healthy, surrounding were positive and clean as well as an experience filled with fun. They understood the importance of being disciplined, kind ,courteous, respecting teammates, seniors as well as juniors. Reinforcing the theory that sports has the tools of providing a social platform and social development. A sports setting offers space where character can be learned and taught. A sport experience can build character,

but only if the environment is structured and a stated and planned goal is to develop character. This kind of environment must include all individuals (coaches, administrations, parents, participants, etc.) who are stakeholders in the sport setting (Doty, 2006, pg. 6). Taekwondo basic tenants of respect, humbleness, honesty and others are reinforced every day in the kids which has made it a way of life for them.

The coaches were observed to have a rejuvenated goal and sense of pride owing to better financial rewards and improved performances of their students. According to Warren (1983) 'rewards are used to motivate players to produce desired behavior's'. The commitment levels were higher as set goal were tied to their jobs and accountability was a prerequisite. Respect from their job added to their passion levels that raised to new heights. A chance of getting educated and upgrade their present skills under International Coaches was also a motivating factor for the Coaches.

### **5.3. Challenges and issues surrounding the delivery of the COE Programme.**

The research shows that there has been a phenomenal change in the lives of the participants, ranging from reduction in child labor to sporting excellence. Other key social aspects such as social cohesion, self-esteem,

importance of respect and values were imbibed during the process of COE, however that doesn't discount the fact that there has been some challenges and shortcomings in implementing this programme. One of the prime shortcomings analyzed is the absence of a concrete pathway for the athletes after the programme is concluded. Although there are few provisions made for job opportunities as Taekwondo coaches, many of the athletes didn't know where they were leading after the programme, however a majority of the respondents said that they would like to continue Taekwondo in some capacity or the other. Thus reinforcing the findings in previous researches that introduction of policies and law enforcements may reduce child labor but may not provide child welfare. It also highlights the need for policies to be analyzed both at formative and summative stages. According to ( Vickers, 2013) Athletes retiring can be compared to death ,as they have dedicated all their time and efforts to athletic training. After sports most of them face the issue of "If you aren't an athlete, then who are you". This seems to be very evident in the case of these athletes who once are out of taekwondo COE programme, might face a be a loss of identity as some of them haven't had any other life skill or specialization apart from sports. Emotional characteristics such as anger and shock can be commonly identified among the retiring athletes. In some cases they might show suicidal behaviors,

criminal involvement or substance abuse. (Wolff & Lester, 1989; Taylor & Ogilvie, 1994) In addition to the loss of identity the retiring athletes might have psychological and emotional complications like depression and self-doubt (Wolff & Lester, 1989).

Another drawback that may hamper the replication of the COE programme is the heavy reliance on monetary reward as a compensation. It would be important to see how equipped are the different stakeholders to provide financial support for such programme to help reduce child labor, as finance seemed to be the backbone for the programme, and an influential factor that allowed the students to move out of labor activities. Sustainability of social development programs heavy reliance on funding's somehow hinders its practical and continuous application.

Furthermore, although the COE programme has garnered enough attention with its 1<sup>st</sup> objective by generating extraordinary results in the history of Gujarat's sports, with its second objective, there's still a long way to conclude that this programme has met its objectives completely. The findings did exhibit reduction in labor activities in the sample group, though it needs to be observed that all the kids were in the age group of 12 to 17. It still remains a question if kids in the age bracket of 5 to 12 would generate the same results, as after completion of the program, the child still is in

his/her childhood, unlike the ones who would move out at 17 or 18 years age, an age where they attain adulthood. Thus there might be a possibility of the kids who move out of the programme at the age of 10 or 12 , resuming back to labor activities, considering the amount of income of \$100 that they and their parents get accustomed to, from practicing sports. What happens next? Is the question.

#### **5.4. Recommendation for the COE programme, thus implicating its model in other sectors and regions of India to reduce Child Labor.**

A community comprises of various social elements, sport is widely recognized as a way to build positive social capital (Lawson, 2005; Skinner, Zakus). Putnam (2000) in the United States of America (US) backs this argument. (As cited in Running Head: development through Sports. It also has to be realized that sports can well act as a catalyst in addressing social issues, however sports by itself cannot solve all the problems. ‘It certainly provides an excellent “hook “for engaging people who may be suffering from disadvantages and providing a supportive environment to encourage and assist those individuals in their social development, learning, and connection through related programs and services’.( As cited Running Head ,Sport for development, Pg. 22). Thus certain recommendations are

furnished below that may lead to better the application and effectiveness of the COE Programme.

**A) Education& Taekwondo** – The programme could have stronger implications both individually for the athletes as well as in the social welfare of the community if the COE is collaborated with formal education.

That could be in form of:

- 1) Formal 1 hour education every day at the COE center, before training commences, in affiliation of local school boards. Thus empowering them with regular school facilities .
- 2) Regulations that would offer and permit these students to attend school during off training hours.

This would felicitate the overall development once the child is out of the programme and have confidence in pursuing further options for his /her life. As Crabbe et al. (2006) suggested in their review of the Positive Futures program: “we have found that while sport does have social value, this can only be fully realized within a social and personal development approach”. He further explains that a Positive Futures is not a sports development initiative or a diversionary program. It does not see the participation of young people in sport, the winning of medals or the development of an individual into a professional sportsman or woman as the

focus of its work. Rather, the program uses sport as a hook to engage and encourage young people to look at the broader issues that affect them. It is a method for building community participation and citizenship and a pathway to education and employment opportunities, in turn, increasing the social capital stocks of a community (Crabbe et al., 2006)

Thus the COE's first objective of producing elite athletes along with social inclusion through the second objective of reducing child labor is a great attempt to curb the menace, however the ultimate solution would be nurturing these kids into better future citizens that would be strong pillars in the growth of the nation.

**b) Long Term Sustainability** – The idea of sport for development programs such as the COE is to sustain after its pilots off in order to cater to the gi issue of gigantic issue of child labor in India including the sports manufacturing industry. The 5 year policy is impressive and needs to continue to reach out to a larger community involved in child labor as well as to produce better sporting results. Funding and management of the programme would be the key in successfully replicating the COE programme in other sectors. Policy and partnerships for funding with current and future stakeholders has to be of utmost importance . Sustainability is strongly connected to partnerships and establishing a wide



range of partners to support the COE Programme model. Long-term funding over a reasonable period of time is essential to the development of individuals and organizations, and their ability to sustain themselves. “All sport and recreation provision should be based on long term, established funding; should be continually monitored and evaluated in light of ongoing research, and should, for the most part, be offered for the purposes of social opportunity and social development.” (Cited in Cowell, 2007, p. 25).

Thus it’s very important to propagate the COE programme, may be by the government as an initiative to curb child labor and engage corporates with their CSR .Part of the philosophes would be engaging businesses in communities and rewarding them a substantive tax benefit scheme in return of their engagement for a 5 year programme.

**c) Collaboration with International Federations of the Sport:** The COE program could get further recognition and worldwide publicity when it’s connected to the IF’s of the 12 sports adopted by the COE.As the IF’s serve to a large audience globally through their respective sport. For instance the WTF is the International Federation recognized by the IOC, for the management and governance of sport Taekwondo. If the WTF promotes the vision of COE, it may garner enough attention across its 207 affiliated nations, and might develop future alliance with develop countries who wish

to support the cause of child labor through Taekwondo. The WTF currently has started with the HTF (Humanitarian Taekwondo Foundation), the COE's propagation through it would engage in further scope of partnerships that may lead to avenues of sustainability and COE program. A strong association with the IF of the sport would also lead to technical support for the development of the 1<sup>st</sup> objectives of producing world class athletes, as WTF has been instrumental in supporting various humanitarian causes across the globe such as in Nepal, Afghanistan, with the refugees and so on. These athletes who availed support of the WTF has not only come out of atrocities and social disadvantages, but have also yielded medals and bought fame and honor for their countries at the Olympics and world events.

**d) Recruitment of Professional Sports Managers:** The replication of COE programme can reap efficient and effective results, with the expertise of trained and professional sports managers. The way most of the SDP' are managed is a key aspect to its sustainability. Sports development programs have been an issue of critique in the past where the rule of one size fits it all were applied. For instance Technical training lead by a politicians, management led by nonprofessionals. The need of the hour is to understand and employ community based models, and understand the contribution that sport can make in a community's development. It's an area of expertise,

hence demanding proficiency in executing policies in the most efficient way. 'If sport policy and programs are imposed on communities without the local elements , it would fail to yield desired results Craig (2007)' and Vail (2007) emphasize that sport managers need to consider what the implications are for creating sustainable effective sporting opportunities that may result in positive social capital outcomes.

There is a paucity of research on the ways in which non-profit and volunteer organizations partner to provide sporting and recreation services to disadvantaged groups (Cassity & Gow, 2005; Miller, Mitchell, & Brown 2005) and how sport management professionals and academics can study the broader social implications that engagement with sport offers (Chalip, 2006) as cited in Running head: development of sport, pg 4.

As the concept of sport management is quite new to developing countries in India, Sports mangers may well be the source of laying a benchmark and way to how SDP's should and could be lead for effective outcomes in social development.

## **5.5. Limitations**

The main data source used for this study – “Curbing Child labor through sports: Analysis of the COE Taekwondo Program” – provides data from

respondents gathered through face to face interviews. As a phenomenon study, the extent of the study needs to be evaluated on a regular basis with a higher number of samples. Participants expressed their views based on their past experiences which might limit the extent of the impact of the outcome of this report. Since many of the topics dealt with, relate to activities that are difficult for respondents to recall and quantify accurately (such as extent of displeasure while being involved in Child labor), the data are prone to considerable error. The other limitation that might hinder the research is the experiences of the parents, as they were not very comfortable in expressing or confessing that they did perceive their kids as source of their household income. This might be due to social pressures as well as the fear of the law that states child labor as crime in India. The research outcomes may also be hindered with the accuracy of figures and financial data, as the government official data was unavailable for records due to their policy disclosure rules and regulations. In addition, the sample group consisted mostly of children in the age group of 12 to 18, thus eliminating a huge chunk of children in the age category of 5 to 11. Though the research is bounded by its limitations, the findings lays a strong platform for further researches on sport for development programs concerning child labor.

## **5.6. Recommendation for Future Research**

The research study was an attempt to understand how sports can play an integral role to reduce the ill effects of social issues like child labor. Thereby, providing recommendation to replicate the model that COE adopted at larger levels and different parts of India.

Previously, the general lack within education literature regarding this topic of child labor and sports in particular obscured administrators, and the potential positive effects of such practices in improving social welfare for children in India. The qualitative case study methodology utilized in this study offered a detailed examination of the experiences of eleven children in the programme, 4 coaches and 4 parents. Although this study signifies a start for emerging a larger body of research on the relationship between child labor and effect of sports as a means of curbing child labor, further research is necessary.

Firstly, a future study focusing on kids between 5 to 9 years should be implemented for such sports programs. As the duration of the programs are not more than 5 years in general, the overall welfare of these kids after such programs are of key importance. As mentioned in the report, this group needs to be examined with much more detail as they still would be in their childhood , once they are out of the program. The focus could be on a larger

study about the parents behavior of such kids, do they send them to work or school and why.

Second, it would be of utmost importance to check if the programme can be replicated in rural areas where the clutches of social barriers are rooted deeply. Such a comparison would reveal the applicability of this model in both rural and urban India.

Third, the sample collected didn't include any girl child as a member of the programme. The issue of girl child in labor force is massive and the social norms have retarded the participation of girl's in such programs especially in the rural area, a study focusing on girl participation and their development through sport programs would be of great relevance to India which houses on of the highest number of child laborers in the world.

Fourth, a further study on the kids who have attained adulthood and were out of child labor due to the sports programs, and their current status in terms of social capital that researches on their current lifestyles , social status , career opportunities and current job profiles.

Finally an empirical study on kids involved in the sports manufacturing industry and their transformation from child labor activities to child welfare owing to sports programs. These studies would lay

concrete guidelines on how sports and social capital can empower communities to achieve the power to control their present and future. The different indicators or guidelines for future research may open new doors for millions of kids as a gateway for self-development and a right to their childhoods

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## **Appendix**

### **A. Questionnaire for Students**

1. What made you enroll in Taekwondo?
2. How were you selected for this Programme?
3. How has your experience been so far at this Programme and while practicing Taekwondo?
4. How helpful has the Taekwondo Programme been for your life?
5. How was your experience while working?
6. What kind of work were you engaged in?
7. Did you prefer working or doing Sports?
8. Do you still work now?
9. What are the positives or changes you see in yourself after starting Taekwondo?
10. Do you get paid for training in this programme?
11. How do you support your family with the money?
12. Would you like to study along with this sports Programme?
13. What are your expectations in future out of this programme?
14. What is the opinion of your parents regarding your Taekwondo training?
15. How do you utilize the money you receive for Training at this programme?
16. Where do you see yourself after this programme is over?

## **B. Questionnaire for Coaches/ Officials**

1. What were the main objectives of commencing this Center of Excellence?
2. How far have the objectives of the programme met?
3. How were the students under child Labor identified?
4. Has this programme reduced the number of hours of work in Child Labor?
5. Up to what extent has the programme been successful in lieu with the objectives of the programme?
6. What are your views on the kids under child Labor and sports?
7. Can sports for development Programme be influential to reduce Child Labor?
8. How has your experience been at this programme?
9. What is the future career prospect for these kids under child labor?
10. What are your views on sustainability of these programs ?
11. Can the skills learnt at this center be utilized further as life skills for these kids?
12. What are the drawbacks of this Training program?
13. Will adding life skills and education in this training programme help the students?
14. Who can be the stakeholders to further enhance and continue these programs?
15. How can the COE model replicated in other parts of India?

### **C. Question for Parents**

1. What is your age?
2. What kind of work do you do?
3. Have you received any formal school education? Up to what grade?
4. How far do you think education is important?
5. Are you happy your kid is doing Taekwondo / Why?
6. Would you prefer him to study or do Taekwondo or work?
7. Did you get monetary help from your child's work
8. Does your kid's income help to contribute in family income?
9. Do you have Health Insurance?
10. Please explain your feelings about your kid performing well in Sports?

#### **D. Newspaper Links /Publications**

<http://timesofindia.indiatimes.com/city/surat/Surtis-win-medals-at-national-taekwondo-meet/articleshow/38247005.cms?>

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## 국문초록

인도 내 스포츠를 통한 아동 노동 억제:  
COE 태권도 프로그램 분석 중심으로

아비셱 두베이

서울대학교

사범대학글로벌스포츠매니지먼트전공

이 논문 연구는 스포츠가 아동 노동을 억제하고 이에 따른 악영향을 줄일 수 있는 도구로서의 기능여부를 검토한다. 아동 노동 문제는 인도의 복지 증진을 가로막는 중요한 문제이며, 세계적으로도 중대한 사회문제로 인식된다. 해당 연구에서는 스포츠 정책인 ‘COE’ 를 검토한다. COE 프로그램은 스포츠를 소프트 파워로 도입하여 해당 정책의 목적 중 하나인 도시와 시골 지역사회의 통합을 꾀한다.

해당 연구는 위의 모델을 통해 스포츠가 사회 문제를 마주할 수 있는 촉매제의 역할을 하는지, 또한 이러한 모델이 다른 지역사회와 다른 부문에서도 적용 되었는지 검토한다. 참가자들의



경험과 정보를 토대로 COE 스포츠 프로그램이 어떻게 아동들이 일터로부터 벗어날 수 있도록 지원하는 지 살펴볼 것이다.

태권도 COE 프로그램의 역할 분석은 사회통합과 스포츠 발전 도출을 목적으로 이를 운영하는 정부와 이해관계자의 프로그램 확대 운영 결정에 영향을 미친다. 연구는 인도의 Gujarat 지역에 있는 COE 태권도 센터에서 이뤄졌다.

이 프로그램을 축하하는 데 있어 스포츠 매니지먼트가 미치는 영향은 프로그램 형성 및 부가적인 단계에서 스포츠 매니지먼트와 정책 입안자의 중요성을 이해하기 위해 논의된다.

스포츠는 사회통합을 위한 도구로써 기능하며, 특히 사회발전이 더딘 지역 사회에서는 아동 노동과 같은 거대한 사회적인 문제를 해결할 수 있도록 한다.

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**주요어:** 아동노동, COE 프로그램, 스포츠 정책

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