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Vellore Institute of Technology
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COMMUNITY DEVELOPMENT IN INDIA - HUM1039

Embedded project – CDP – Review-2

PROJECT TITLE:-

IMPACT OF THE COVID-19 PANDEMIC ON SPORTS

SLOT:- B1

TEAM MEMBERS:-

B DEVI PRASAD - 19MIS1018

UMMADISETTY JAGADEESH - 19MIS1024

SAMATAM HARIKUMAR - 19MIS1051

TADIKONDA SRINIVASARAO - 19MIS1061

K CHAITANYA - 19MIS1099

Under the guidance of

Prof . S Patchainayagi mam

ABSTRACT:-

COVID-19 is a droplet-transmitted potentially fatal coronavirus pandemic affecting the world in 2020. The WHO recommended social distance and human-to-human contact was discouraged to control the transmission. It has put many countries in a state of lockdown and many sporting events (including the 2020 Olympics) have been affected. Participation in sports and exercise, typically regarded as healthy activities, were also debated. Many of the sports have been cancelled and postponed due to more increasing rate of COVID-19 also some matches have been held with no spectators on the grounds playing by only with players without spectators. Large spectating crowds are well-known to be infectious hazards, but the infection risk for on-field players is less recognized. Aside from watching professionals exercise, many people opted to hike in the countryside during the weekends to avoid city crowds. This led to a widespread discussion on the issue of wearing a facemask during outdoor activities.

PROBLEM STATEMENT:-

Sport is a major contributor to economic and social development. Its role is well recognized by Governments, including in the Political Declaration of the 2030 Agenda, which reflects on “the contribution sports make to the empowerment of women and of young people, individuals and communities, as well as to health, education and social inclusion objectives.” Since its onset, the COVID-19 pandemic has spread to almost all countries of the world. Social and physical distancing measures, lockdowns of businesses, schools and overall social life, which have become commonplace to curtail the spread of the disease, have also disrupted many regular aspects of life, including sport and physical activity. This policy brief highlights the challenges COVID-19 has posed to both the sporting world and to physical activity and well-being, including for marginalized or vulnerable groups. It further provides recommendations for Governments and other stakeholders, as well as for the UN system, to support the safe reopening of

sporting events, as well as to support physical activity during the pandemic and beyond.

MOTIVATION:-

Governments and intergovernmental organizations may provide sports federations, clubs and organizations around the world with guidance related to safety, health, labour and other international standards and protocols that would apply to future sport events and related safe working conditions. This would allow all stakeholders to work cooperatively as a team with the objective to address the current challenges and to facilitate future sports events that are safe and enjoyable for all.

Sport education is a powerful means to foster physical fitness, mental well-being, as well as social attitudes and behaviour while populations are locked down. International rights and values based sport education instruments and tools, such as the International Charter of Physical Education, Physical Activity and Sport, the Quality Physical Education Policy package and the Values Education through Sport toolkit remain highly relevant references to ensure that the many online physical activity modules that are being currently deployed comply with gender equality, non-discrimination, safety and quality standards.

INTRODUCTION:-

The COVID-19 pandemic has had and will continue to have very considerable effects on the sporting world as well as on the physical and mental well-being of people around the world. The following recommendations seek to both support the safe re-opening of sporting events and tournaments following the pandemic, as well as to maximize the benefits that sport and physical activity can bring in the age of COVID-19 and beyond.

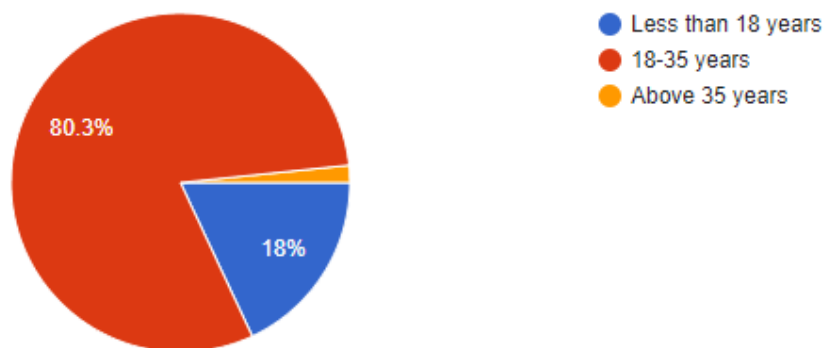
OUTCOMES:-

- Making Impact of the COVID-19 pandemic on sports and exercise
- Creating survey

- Changing the decision to resume sporting events should correlate to the local number of cases and strict infection measures will need to be implemented at the early phases of resumption.
- Everyone should practice safe sports with the appropriate measures and prevent the further transmission of the COVID-19 pandemic.

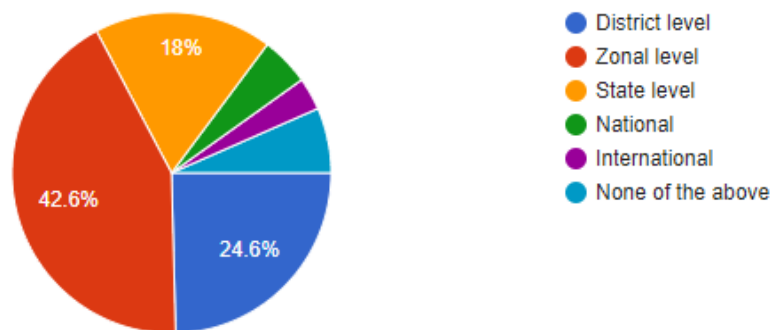
SURVEY RESULTS:-

Age:

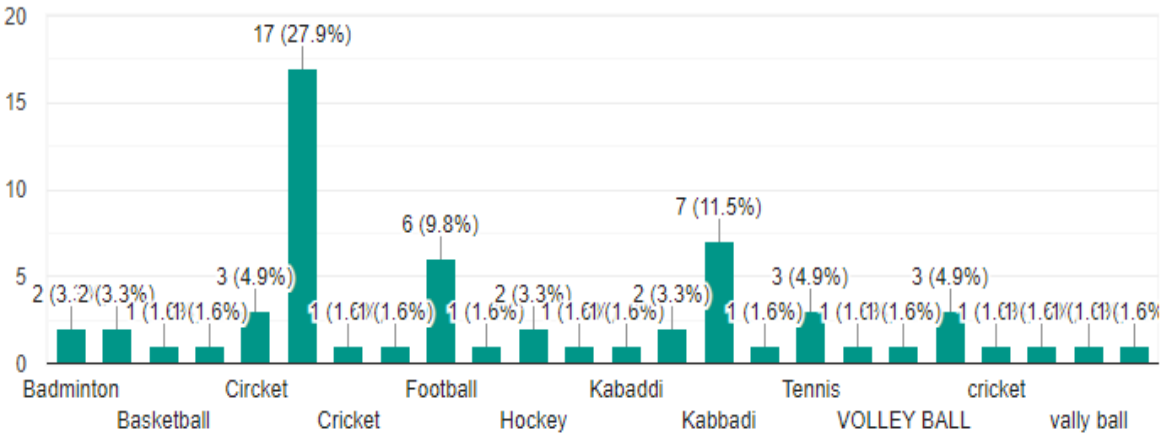


We got responses of 80.3% for people whose age is 18-35 years and 18% for the people whose age is less than 18 Years and 1.6 % of people are only above 35 Years.

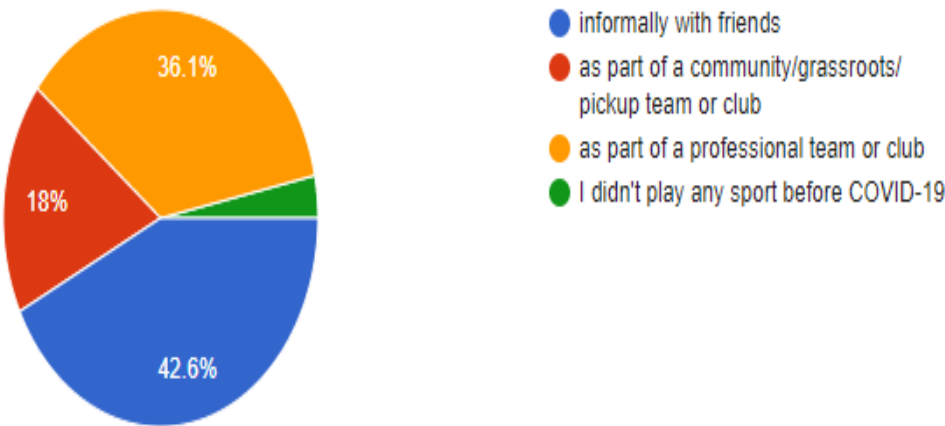
Which level of tournament did you play?



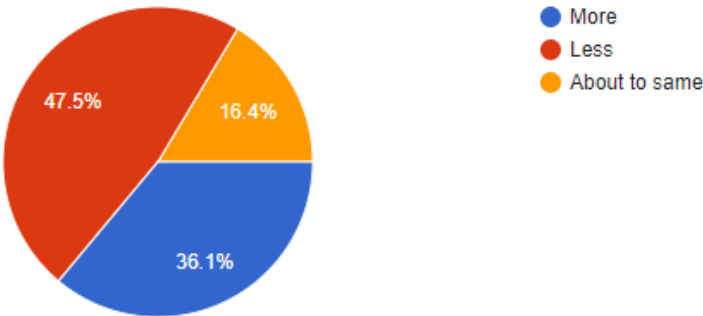
Which Sport are you playing?



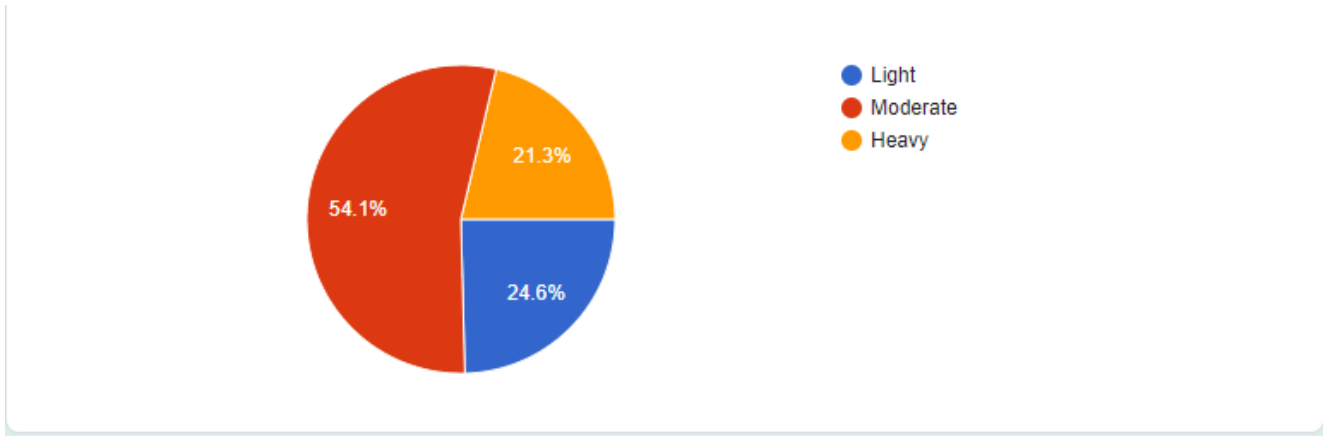
Before COVID-19 you did most sports in...



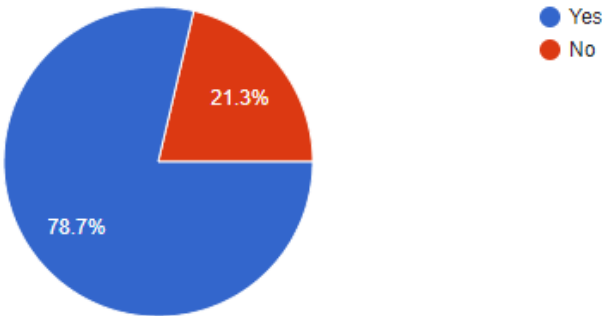
Are you playing more, less, or about the same amount of sport than you were before the pandemic?



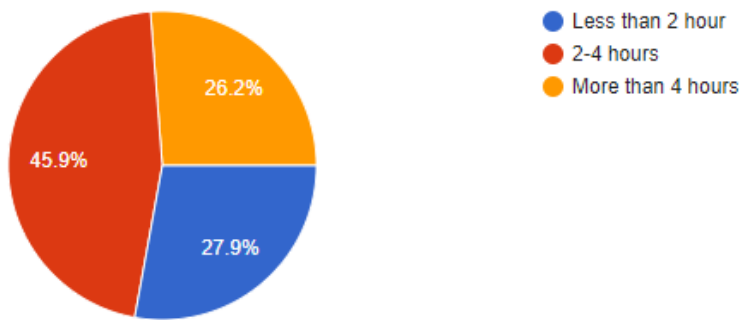
Before lockdown, the intensity of your daily workout/practice/ training was



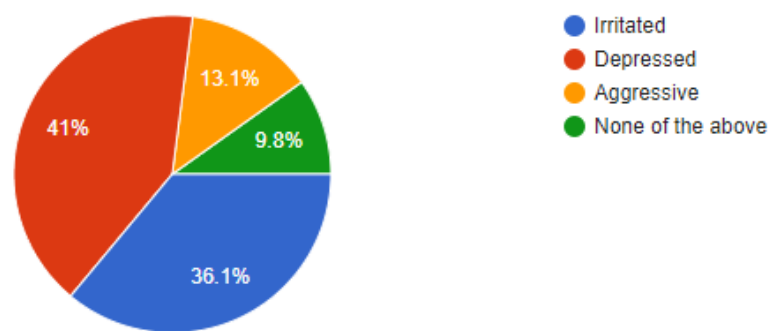
Do you feel lockdown will affect your sports performance in future?



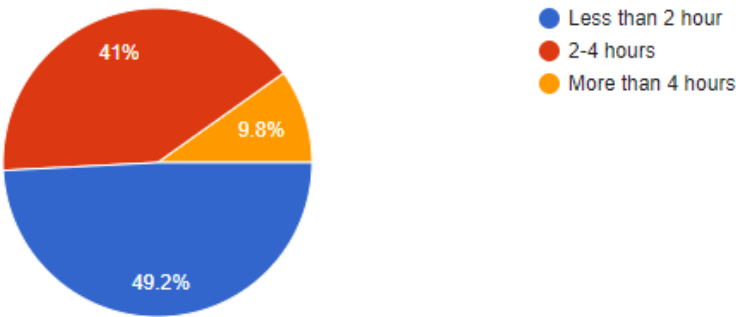
Before lockdown, how much time do you spend on your workout in a day?



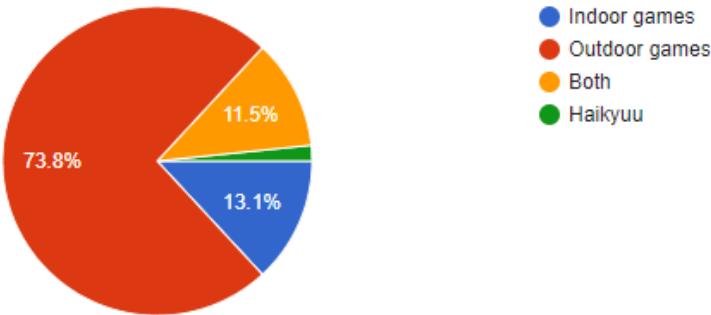
How are you feeling about not being able to play in this pandemic?



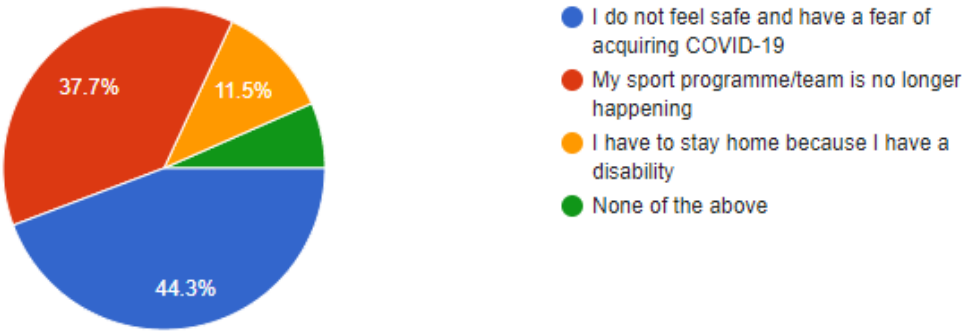
During the lockdown, how much time do you spend on your workout in a day?



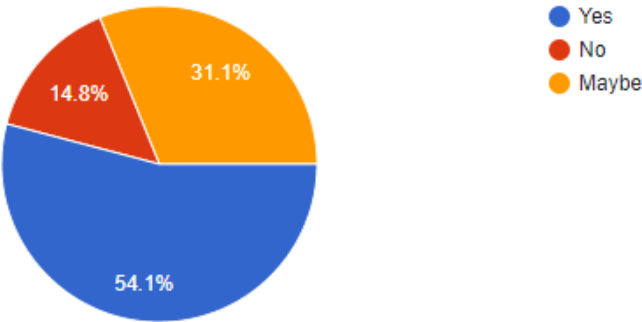
Which mode of sport do you play?



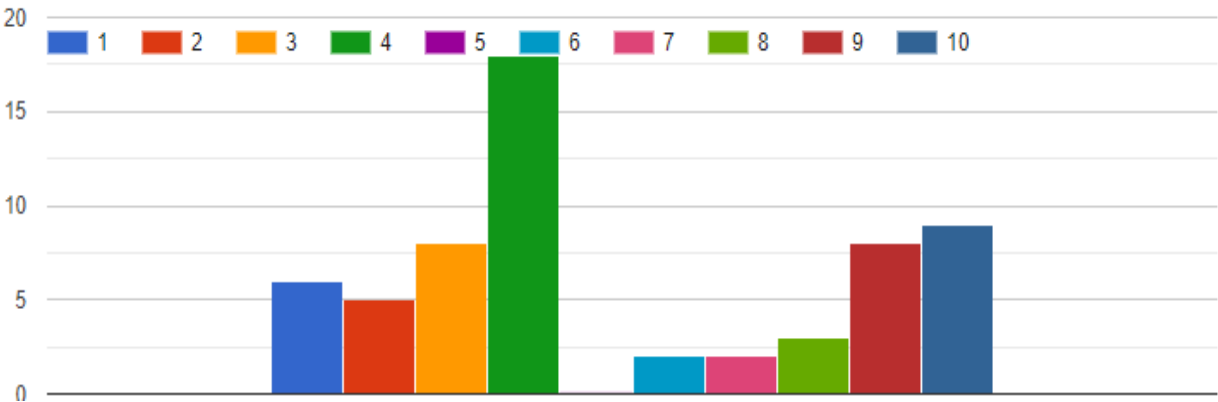
What barriers have you faced in playing sport during the COVID-19 pandemic?



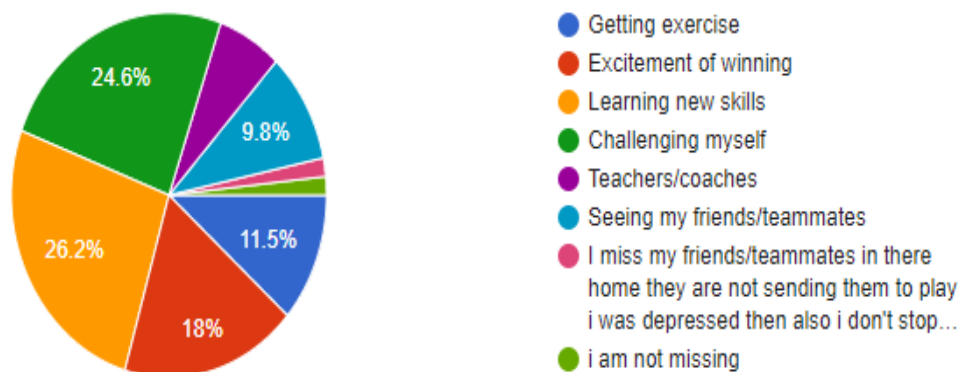
Is the pandemic disrupting your plans to become a professional or elite amateur athlete?



How much do you miss playing sports?



Tell us what you miss the most about playing sport



UNDERSTANDING THE IMPACT OF COVID-19 ON THE SPORTS

The effects of COVID-19 continue to flow through the world's health, educational, financial and commercial institutions, and the sports ecosystem is no different. Matches and competitions are being cancelled or postponed, disrupting governing bodies, organisers, teams and athletes as well as the non-stop live sports content we have come to expect. Owners, broadcasters, and sponsors are trying to navigate the impacts and implications of event cancellations and modifications.

Many questions have arisen from the situation. How do you simultaneously manage fan expectations, minimise operational disruption, and plan for a future that, in both the short and long term, may not look anything like the past? Can new technologies and channels help engage fans during suspended or modified league operations? With the pandemic looking likely to be with us for some time, the entire sports ecosystem will need new ways to deal with threats to financial and business continuity arising from disrupted cash flows, legal and insurance challenges, and possible impacts on longer-term attendances and engagement.

THE POTENTIAL LONG-TERM IMPACT ON PROFESSIONAL SPORTS ECOSYSTEM

The sports ecosystem governing bodies, competition organisers, clubs, owners/investors, athletes, broadcasters, sponsors, suppliers, and fans can expect impacts across multiple organisational and strategic pillars.

Competitions and calendars: Postponement, cancellation and expungement of events and competitions looks set to radically alter the sports calendar over the coming years, with innovative changes to existing formats looking likely in a number of sports.

Operating models: Disruption will push some organisations to transition to new operating models that they may have already been considering. Others will be forced to adapt whether they've been planning to or not, whilst many will see this as an opportunity to transform.

Commercial relationships: How can ecosystem members support and strengthen relationships with broadcasters, sponsors, and partners amid the difficult legal and financial implications of an abrupt shutdown.

Fan engagement: How will teams, owners, and sponsors re-think the fan experience? What does fan experience mean if there are no fans in the stands? Will the shutdown increase focus on virtual one-to-one relationships and closing the last mile?

Investment: Given the exposure and liquidity issues of the rapid shutdown, should organisations and individual investors be diversifying their portfolios across regions or leagues? Or is it the time to prepare for future acquisitions? Consideration could be given to alternative sources of finance which help to safeguard the sport in the short term, without compromising the medium to long term future of the sport.

Digital Workplace: Giving a remote workforce access to scalable, secure, virtual systems may require new investments in digital, technological, and cyber services. Stadiums and Venues. How does the current crisis affect the needs of arenas and stadiums? Can venues be used to support the response of governments and society to COVID-19? How can venues be better utilised, including for new and different content, in the future? What happens if we must continue without crowds.

Challenges for sports businesses: This unique situation is putting stress and strain on sports organisations, and will continue to do so in the coming months, as organisations face the challenges of Managing cash flows, which are so closely planned to established calendars that are no longer relevant enticing fans to return to stadiums and venues with the threat of additional outbreaks and societal uncertainty asking athletes to return to training and competition when they may rather be with family or friends ensuring that relationships between athletes and fans are protected resuming operations, having suffered significant financial

losses and with an uncertain future financial situation mutually supporting partners in an ambiguous macroeconomic climate resuming global operations, possibly in countries still struggling with outbreaks asking employees to return to work when they still may be uncomfortable being in large groups continuing large portions of their operations remotely, on technology ecosystems which have not been prepared for such levels of use.

The questions sports owners, executives, and boards should be asking now

- *How can we reduce the impact of losses from cancelled games and events?
- *How can we best serve our broadcasters and sponsors at this time?
- *With athletes idle, is there an opportunity to create new and different “outside the ropes” sports content?
- *How do we maintain fan enthusiasm without live matches, tournaments, or events?
- *How do we best prepare to serve the demands of fans, sponsors and broadcasters when restrictions are lifted?
- *How do we utilise this ‘down-time’ to best plan and prepare for the future?
- *How will likely restrictions on international travel impact on the ability to stage multi-nation sporting events? What can be done now to mitigate against such restrictions?
- *How does this crisis allow organisations to reset the financial ecosystem that underpins their sport and create more resilience for the future?
- *How will COVID-19 impact the regulation of sport, including sporting, operational and financial aspects?
- *Is there an opportunity to capitalise on remote work? For example, could shared back offices efficiently support multiple teams within a league, or even multiple leagues?
- *How can we review insurance policies to assess, quantify, and document losses from cancelled events and other business disruptions related to COVID-19?
- *If insurance policies provide insufficient coverage, is any contractual relief available?

*What can we be doing to support the wider governmental and societal response to COVID-19?

As in any crisis, sports industry leaders will be defined by the three dimensions of crisis management: respond, recover, and thrive. Key next steps for leaders to consider include:

Get ready to potentially play without fans for a while

There is a real possibility that when games resume they will happen, for some time, without fans. How do you still connect with fans when they are not there? How can you recreate that experience at home through digital platforms? Can players perform to the same level without fans in stadiums?

Prepare for more outbreaks and restrictions

What will you do if a second wave of COVID-19 arises, or a new virus spreads in the next few years? What contingency plans can be put in place now?

Think through a comeback plan

How will recovery unfold? Consider multiple approaches potentially starting with special events or tournaments. How do you invite fans back, but with added safety precautions? How do you manage the risk to employees?

Consider the role of digital and social platforms

How might you deliver, and monetise, one-on-one digital engagement between fans and athletes, or fans and clubs?

Mutually support and strengthen relationships with partners

Broadcasters, sponsors and vendors will have gone through their own challenges. How do you support, and strengthen, those relationships in this new world?

Use the crisis to evolve

How can this enable broader transformation efforts already underway, or even efforts previously deemed too radical?

The role of sports in our shared recovery

This crisis has come on hard and fast. In many ways, when live professional sports were put on hold, a major aspect of life changed so quickly and comprehensively that it shocked many into seeing the scope of the problem. With professional sports offering a point of community and connection for so many, resumption of play however long it takes will signal to fans and players alike that we're on our way to beating the pandemic. We hold out hope for the day when teams once again take the field, and the business of sports becomes joyful business as usual.

THE IMPACT OF COVID-19 ON SPORTING EVENTS AND HIGH-PERFORMANCE ATHLETES

In December 2019 a novel Coronavirus emerged from Wuhan, China, as a severe acute respiratory syndrome (SARS) and rapidly spread worldwide. Initially, it was believed that the virus outbreak has begun from a zoonotic transmission associated with the seafood market in Wuhan. However, after further investigations, it was realized that human to human transmission played a more significant role in the coronavirus spread.

*In this sense, current data from the World Health Organization (WHO) has reported about 5,701,337 cases and 357,688 deaths worldwide on May 29, 2020.

*The novel Coronavirus has been named as SARS-CoV-2 or 2019-nCoV mainly due to its homology with SARS-CoV which led to a lot of deaths in 2002/2003.

*It is a virus that harms primarily the respiratory system and leads to symptoms such as fever, dyspnea and myalgia or fatigue. Although the elderly have been those most affected by COVID-19 at the very beginning,¹ the more the virus spreads the younger people are infected. In this sense, COVID-19 has caused too many impacts on society, since quarantine, which is based on social isolation, was necessary to restore health worldwide through the virus' non-dissemination.

Both athletes and the world of sports found themselves in an unexpected situation since the athletes are unable to practice because of the quarantine and the need for health care, and the sports world has needed to cancel all competition schedules of both individual or team sports to guarantee the health of athletes, and the audience. The greatest example of it was the announcement on March 24, 2020 of the postponement of the Tokyo 2020 Summer Olympic Games, which must be realized on July 21, 2021.

COVID-19 affects not only humans but also institutions. The disease collapsed healthy systems all over the world because of the rapid spread and severe symptoms that might lead to death. However, institutions linked to the health systems are not the only ones affected. COVID-19 has hit the economy hard, and commerce and events collapsed or suffered a great negative impact. Institutions related to sports are no different. The vast majority of countries canceled sporting events because of gathering too many people and helping to spread the disease. Thus, it is crucial to understand the role of sporting events in the spread of COVID-19. As recommended by the WHO, the main sporting events were postponed during the pandemic: the Olympics, Champion's League, NBA and so on. Although it is still unsafe to reopen stadiums, strategies that make it possible and safe must be developed. Many institutions are working on it, and those strategies must be highlighted.

First, training should be conducted alone or in pairs with at least 1.5 m of distance with no contact. Also, exercises that require no equipment are preferred, or in case they are extremely necessary, each athlete should use their own. Second, hygiene measures should be reinforced. Personal hygiene is necessary in any place whatsoever. Hand sanitizers must be used before, during, and after training. Drink bottles and towels must not be shared, and athletes have to abstain from training if feeling unwell. And finally, spitting or clearing of nasal or respiratory secretions is extremely discouraged. Besides, the Australian Institute of Sport developed specific measures to several sports, and it is freely available. It is important to mention that the Bundesliga, which was one of the first sports competitions involving football to restart activities, has been the target of

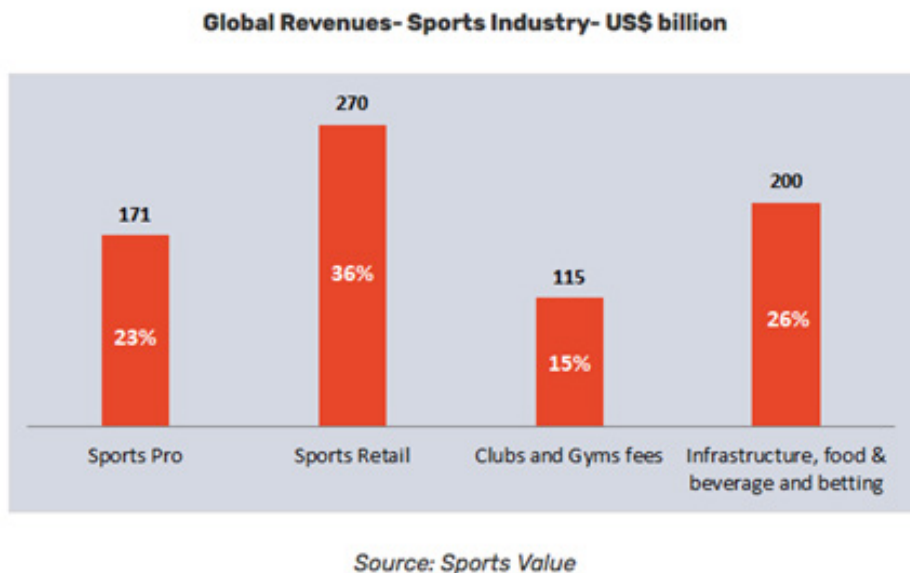
questions about the non-use of masks by the players and the number of people allowed in the stadium, which may generate a new increase in contamination by COVID-19.

Quarantine, although strongly necessary, has caused some disturbances in the athletes' health and performance. Detraining effect is observed between two to four weeks, and lack of equipment and appropriate local training might make it difficult to fight against. Beyond reduced physical capacity, it might cause post-traumatic syndrome, confusion, anger, and sleep disturbance. Thus, understanding and developing strategies that null or reduce those negative effects are essential.

Once athletes reduced training time and increased sedentary behavior, many deleterious effects might come out during quarantine. Similar to physical fatigue, increased time using video games, smartphones, and reading might cause fatigue as well, known as mental fatigue. It presents a deleterious effect on cognitive performance such as decision making, inhibitory control, and attention, as well as might reduce motivation to perform posterior tasks. Thus, it is reasonable to avoid prolonged exposure to high demanding cognitive tasks to avoid cognitive performance loss and decrease of motivation. Besides, smartphones and video games are known to reduce sleep time and quality, which is essential to the health and performance of athletes. In this sense, the athletes need to care about their sleep pattern. The quarantine period has led to many changes in the routine in which the high-performance athletes are needing to be looking for alternative strategies to keep fit and to maintain their training schedule by improvising both home space and training tools in safety. All these routine adjustments may culminate in constant sleep deprivation episodes induced by changes in the regular circadian rhythm.

This being said, previous studies have shown that sleep deprivation affects immune responses by modulating facets of the immune system such as the antibody responses. So, high-performance athletes must be aware of sleep hygiene recommended by the National Sleep Foundation that advocates keeping a consistent sleep schedule, avoiding stimulants close to bedtime, making sure that

sleep environment is pleasant mainly by turning off electronic devices lights. Still, exercising has been associated with improving vaccine effects, immune system, and inflammatory markers. Due to alterations in host immune response and inflammation generated by the CO-VID-19, it seems to be plausible that physical exercise might be considered as an excellent strategy to fight off infection and symptoms caused by COVID-19. However, the need to readjust the athletes body and mind to both new personal and sporting schedules may lead to several physical and psychological impairments



THE IMPACT OF COVID-19 ON SPORTING EVENTS AND THE IMPLICATIONS FOR SOCIAL DEVELOPMENT

To safeguard the health of athletes and others involved, most major sporting events at international, regional and national levels have been cancelled or postponed from marathons to football tournaments, athletics championships to basketball games, handball to ice hockey, rugby, cricket, sailing, skiing, weightlifting to wrestling and more. The Olympics and Paralympics, for the first

time in the history of the modern games, have been postponed and will be held in 2021.

The global value of the sports industry is estimated at US\$756 billion annually. In the face of COVID-19 many millions of jobs are therefore at risk globally, not only for sports professionals but also for those in related retail and sporting services industries connected with leagues and events, which include travel, tourism, infrastructure, transportation, catering and media broadcasting, among others. Professional athletes are also under pressure to reschedule their training, while trying to stay fit at home, and they risk losing professional sponsors who may not support them as initially agreed. In addition to economic repercussions, the cancellation of games also impacts many social benefits of global and regional sport events, which can cement social cohesion, contribute to the social and emotional excitement of fans, as well as their identification with athletes leading to greater physical activity of individuals. Sport has long been considered a valuable tool for fostering communication and building bridges between communities and generations. Through sport, various social groups are able to play a more central role towards social transformation and development, particularly in divided societies. Within this context, sport is used as a tool for creating learning opportunities and accessing often marginal or at risk populations.

THE IMPACT OF COVID-19 ON PHYSICAL ACTIVITY AND WELL BEING

*** Supporting physical activity**

Governments should work collaboratively with health and care services, schools and civil society organizations representing various social groups to support physical activity at home. Enhancing access to online resources to facilitate sport activities where available should be a key goal in order to maintain social distancing. However, low-tech and no-tech solutions must also be sought for

those who currently lack access to the internet. Creating a flexible but consistent daily routine including physical exercise every day to help with stress and restlessness is advisable.

*** Research and policy guidance**

The United Nations system, through its sports policy instruments and mechanisms such as the Intergovernmental Committee for Physical Education and Sport, as well as through its research and policy guidance should support Governments and other stakeholders to ensure effective recovery and reorientation of the sports sector and, at the same time, strengthen the use of sports to achieve sustainable development and peace. Scientific research and higher education will also be indispensable pillars to inform and orient future policies.

*** Technical cooperation and capacity development**

Governments, UN entities and other key stakeholders should ensure the provision of capacity development and technical cooperation services to support the development and implementation of national policies and approaches for the best use of sport to advance health and well-being, particularly in the age of COVID-19.

*** Outreach and awareness raising**

Governments, the United Nations and the sporting community, including the sporting education community, should disseminate WHO and other guidance on individual and collective measures to counter the pandemic. Measures must be taken to reach communities that have limited access to the Internet and social media and that can be reached through cascading the sport education pyramid from the national/ministerial level down to the provincial/municipal level, from the national physical education inspector down to the teacher, from the national sport federation down to the clubs. In turn, escalating the pyramid provides for important feedback to identify needs and share specific solutions. Athletes, while deeply affected by the pandemic, remain key influencers to ensure that especially young audiences understand risks and respect guidance.

*** Promoting positive social attitudes and behaviour**

Sport education is a powerful means to foster physical fitness, mental well-being, as well as social attitudes and behaviour while populations are locked down.

International rights and values based sport education instruments and tools, such as the International Charter of Physical Education, Physical Activity and Sport, the Quality Physical Education Policy package and the Values Education through Sport toolkit remain highly relevant references to ensure that the many online physical activity modules that are being currently deployed comply with gender equality, non-discrimination, safety and quality standards.

THE IMPACT OF COVID-19 ON SPORTING EVENTS

*** Sporting federations and organizations**

Governments and intergovernmental organizations may provide sports federations, clubs and organizations around the world with guidance related to safety, health, labour and other international standards and protocols that would apply to future sport events and related safe working conditions. This would allow all stakeholders to work cooperatively as a team with the objective to address the current challenges and to facilitate future sports events that are safe and enjoyable for all.

*** Professional sport ecosystem**

The sport ecosystem, comprising of producers, broadcasters, fans, businesses, owners and players among others, need to find new and innovative solutions to mitigate the negative effects of COVID19 on the world of sport. This includes finding ways to engage with fans in order to ensure safe sport events in the future while maintaining the workforce, creating new operating models and venue strategies.