

"FROM UNDERDOGS TO POWERHOUSE: THE EVOLUTION OF BCCI'S DOMINANCE IN INTERNATIONAL CRICKET"

by Naitik Shah

Submission date: 20-Apr-2025 04:46PM (UTC+0530)

Submission ID: 2651119728

File name: AU2240047_NAITIK_SHAH_1.docx (11.91K)

Word count: 1264

Character count: 7443

NAME - NAITIK SHAH
ENROLLMENT - AU2240047
FACULTY - JALAJ SINGH ; SECTION 5
TOPIC - FROM UNDERDOGS TO POWERHOUSE: THE
EVOLUTION OF BCCI'S DOMINANCE IN INTERNATIONAL CRICKET

How did the BCCI, which once struggled to fund its own growth, transform into one of the most powerful entities in cricket history? The BCCI was founded in 1928 and played a crucial role in world cricket by generating massive revenue, organizing the highly successful IPL, influencing ICC decisions, nurturing young talent and producing many cricketing legends whose careers have made an immense contribution to world cricket. Despite having financial constraints in the early days, it became one of the richest cricket boards through the IPL and strategic decisions that not only boosted its revenues but also expanded its fan base and increased its global influence.

During its early period, the board faced severe financial challenges but 1983 world cup victory and the acquisition of legal control over broadcasting rights were two major turning points. It functioned as a private organization whereas cricket authorities in England and Australia received state backing. "It was 1975 when cricketers had to have jobs to pay their bills. Banks, Indian Railways and several private enterprises recruited them" (Atreyo Mukhopadhyay, 2017). This shows that Indian cricketers received minimal compensation. The board achieved most of its money through ticket sales but found it challenging to secure television rights or sponsorships. After India won the 1983 World Cup tournament everything changed. The surprising victory of the Indian cricket team in 1983 spurred massive growth in the sport and established the BCCI as a stronger authority in international competition. According to TNN (2015) Bindra and Dalmiya challenged the monopoly of Prasar Bharati over telecast rights by going to the courts. In a first, they sold the broadcast rights of the 1992-93 India-England series to TWI for ₹18 lakh, creating a turning point in the commercialization of Indian cricket and growth of its revenues. Financial stability for the BCCI emerged from two factors which included securing broadcast rights along with growing sponsorships. Securing broadcasting rights provided them some financial stability but they were still exploring ways generate greater revenue which led them to the decision of launching the IPL tournament designed to boost their finances

¹ The Indian Premier League (IPL) made its debut in 2008 and contributed tremendously to the financial strength of BCCI while nurturing the further growth of young Indian cricketers and improving their facilities in domestic competitions. The IPL achieved worldwide status as a profitable cricket league through BCCI's successful broadcasting contract agreements including a ₹48,390 crore deal in 2022. "The significance of the IPL lies in its ability to transform Indian cricket in multiple ways. Firstly, it provided a platform for domestic cricketers to showcase their talent and compete alongside some of the best players from around the world" (Dixit, 2023, para. 3). The IPL's business achievements enabled the BCCI to allocate funds toward domestic infrastructure developments, the establishment of modern sports facilities and competitive tournaments. These advancements helped Indian cricket to flourish, creating new opportunities for young Indian players to display their abilities. As the IPL was held in India, team owners preferred Indian youngsters over foreign youngsters. Besides strengthening domestic cricket, this financial success established BCCI as the most important governing body in world cricket, enabling it to shape international decisions and tournament structures. As a result of exceptional performance from Indian cricketers, strengthened finances and expansion of their influence, Indian cricket began its dominance over world cricket.

The BCCI's financial strength and vast fan base have established it as the dominant organization in world cricket, which allows it to influence the cricket's future and achieve premium broadcasting rights. Broadcasters are willing to pay a high rate for the chance to commercialize and telecast matches involving India as India's enormous fan base makes Indian matches very valuable. A recent example of this influence is Champions Trophy 2025 which was initially scheduled in Pakistan. The Indian board (BCCI) maintained its policy of not touring Pakistan due to security concerns, leading to the tournament's relocation. Verma (2016) explains the BCCI's participation is a key factor behind the commercial success of any cricket tournament. The relocation of the event shows BCCI's importance and dominance in world cricket as their massive fan base brings a huge audience, making the country a key driver of viewership and commercial success. One of the reasons behind the massive fan following is also the presence of some of the most influential and skillful cricketers such as Virat kohli, Rohit sharma, MS Dhoni and Sachin tendulkar who have achieved legendary status through their performances and belong to India. Their phenomenal performances, charisma and consistent success at the global stage have won the hearts of millions and boosted India's influence. The combination of superstar players and vast fan base has solidified the BCCI's unmatched position in world cricket.

However, the immense fan base, while providing massive strength, can also turn into intense pressure for the cricket team. The deep emotional attachment of the Indian fans with their teams can lead to the extreme reactions when team's performances fall short of expectations. According to Ghosh (2020) in the 2007 world cup, after India lost against Sri Lanka and was knocked out from the tournament early, fans took it seriously as stones were thrown and effigies of players were burned near their homes. According to King (2024) the Indian star cricketer Hardik Pandya was booed in stadiums across the country because of the team's poor performance in the 2024 IPL. These incidents highlight how the same passion of fans can act as a double-edged sword.

⁴ The Board of Control for Cricket in India (BCCI) has transformed from a financially struggling body into one of the most powerful entities in world sports. This has been made possible mainly by leveraging broadcasting rights to fetch huge amounts of money in order to create its journey toward commercialization, expansion of various sponsorship avenues, and establishment of the Indian Premier League (IPL), which helped it to enhance its funds for investments on domestic cricket and development of junior players. The ability of the BCCI to command the exorbitant broadcasting fees, along with the success of the IPL, went on to further cement the BCCI's role as a superpower in world cricket. The board demonstrated its power through the shifting of the 2025 Champions Trophy from Pakistan to Dubai as a result of security questions, which support the argument that the power to impact upon decisions related to international cricket is vested with the board. With its financial clout and global influence, it continues to lead world cricket and leave legacy as a dominant force in shaping the future of the game.

References:

- **BCCI.tv.** (n.d.). *History of the Board of Control for Cricket in India (BCCI)*. Retrieved from <https://www.bcci.tv/about/history>
- **King, J.** (2024, April 4). IPL: Astonishing reason Indian cricket star facing horrific attacks from own fans. *Express.co.uk*.
<https://www.express.co.uk/sport/cricket/1884963/ipl-india-cricket-fans-boo-hardik-pandya>
- **Ghosh, A.** (2020, April 11). 5 Times when fans outraged outside Cricketers' houses. *CricTracker*. <https://www.crictracker.com/5-times-when-fans-outraged-outside-cricketers-houses/>
- **Atreyo Mukhopadhyay.** (2017, March 23). *Today's Indian cricketers earn 600 times more than players of 1970s*. The New Indian Express.
<https://www.newindianexpress.com/sport/cricket/2017/Mar/23/todays-indian-cricketers-earn-600-times-more-than-players-of-1970s-1584946.html>
- **TNN.** (2015, September 21). Jagmohan Dalmiya 1940-2015: The man who transformed cricket. *The Times of India*. <https://timesofindia.indiatimes.com/top-stories/jagmohan-dalmiya-1940-2015-the-man-who-transformed-cricket/articleshow/49039473.cms>
- **Dixit, P. V.** (2023). The Indian Premier League (IPL) and its transformative impact on Indian cricket: A comprehensive review of available literature. *Journal of Survey in Fisheries Sciences*, 3641–3653. <https://doi.org/10.53555/sfs.v10i1.1627>
- **Verma, D.** (2016). Board of Control for Cricket in India. *www.academia.edu*.
https://www.academia.edu/23222192/Board_of_Control_for_Cricket_in_India

"FROM UNDERDOGS TO POWERHOUSE: THE EVOLUTION OF BCCI'S DOMINANCE IN INTERNATIONAL CRICKET"

ORIGINALITY REPORT

9%

SIMILARITY INDEX

9%

INTERNET SOURCES

2%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

1

sifisherliessciences.com

Internet Source

4%

2

www.arabnews.pk

Internet Source

2%

3

en.wikipedia.org

Internet Source

1%

4

[Submitted to Sheffield Hallam University](#)

Student Paper

1%

5

www.herzindagi.com

Internet Source

1%

Exclude quotes On

Exclude matches Off

Exclude bibliography On