



INTERNATIONAL
Scientific Indexing

ISSN



THE

RNI No. DELENG/2012/48509

DISCUSSANT

PEER REVIEWED REFEREED JOURNAL

Centre for Reforms, Development and Justice

Volume - X

Number 1-2

January-June 2022

Rs. 500

Special Edition in Collaboration between

VIPS

योग: कर्मसु कौशलम्

IN PURSUIT OF PERFECTION



THE DISCUSSANT

PEER REVIEWED REFEREED JOURNAL

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Published and Printed by: Sidharth Mishra on behalf of

Centre for Reforms, Development and Justice

B-344, Nehru Vihar, Timarpur, Delhi -110054

and Printed at Om Printers, 324, Patparganj, Industrial Area, Delhi

website: www.crdj.in

email: president@crdj.in, sidharthmishra@hotmail.com, sanjeevtiwaridu@gmail.com



INTERNATIONAL
Scientific Indexing



ISSN

2251-3412

THE RNI No. DELENG/2012/48509
DISCUSSANT

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Centre for Reforms, Development and Justice

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EDITORIAL

TRICOLOUR GIVEN TO PEOPLE OF INDIA BY THE POEPEL OF INDIA

"It would be necessary for Indians - Hindus, Muslims, Christians, Jews, Parsis and all others to whom India is home - to recognise a common flag to live and die for,"

—**Mohandas Karamchand Gandhi**

On July 22, 1947 a resolution was moved in the Constituent Assembly for the adoption of the Tricolour, as we see in the present form, as the National Flag. The discussion on the flag, which was initiated by Jawaharlal Nehru, had several members expressing sentiments, each defining what the flag meant for them.

While it would be a tall order to recall all, some very representative thoughts much be considered specially in time as hoisting of Tricolour has become part of politics. Soon after Nehru introduced the resolution for adopting the Tricolour, erudite scholar Dr S Radhakrishnan made a beautiful exposition about make-up of the flag.

The learned intellectual, who later became second President of republic, said, "In these difficult days it depends on us under what banner we fight. Here we are putting in the very centre the White, the white of the Sun's rays. The white means the path of light. There is darkness even at noon as some People have urged, but it is necessary for us to dissipate these clouds of darkness and control our conduct-by the ideal light, the light of truth, of transparent simplicity which is illustrated by the colour of white.

This wheel (Ashoka Chakra) which is a rotating thing, which is a perpetually revolving thing, indicates to us that there is life in movement. Our Dharma is Sanatana, eternal, not in the sense that it is a fixed deposit but in the sense that it is perpetually changing. Its uninterrupted continuity is its Sanatana character. So even with regard to our social conditions it is essential for us to move forward. The Bhagwa colour represents the spirit of renunciation it is said: Sarve tyage rajadharmesu drsta. All forms of renunciation are to be embodied in Raja Dharma.

The Green is there as our relation to the soil, our relation to the plant life here on which all other life depends. We must build our Paradise here on this green earth. If we are to succeed in this enterprise, we must be guided. By truth (white), practise virtue (wheel), adopt the method of self-control and renunciation (saffron). This Flag tells us: Be ever alert, be ever on the move, go forward, work for a free, flexible compassionate, decent, democratic, society in which Christians, Sikhs, Moslems, Hindus, Buddhists will all find a safe shelter."

Seventy-five years later a lot of noise is being made about saffronisation, considering saffron in a negative perspective, which it's not as mentioned earlier by Radhakrishnan, it would not be out of place what a leading Muslim member of the assembly, Mohomed Sherrif from Mysore (now Karnataka) had to say. Sherrif said, "I am sorry that some controversy has been created about the Resolution about the question of the consideration of the Indian Flag. Some gentlemen suggested that there should be some variation in the colours represented on

this Flag. Sir, the white, the saffron and the green colours, signify renunciation, purity or sacrifice. Great spiritual significance is attached to them. These colours are venerated by all persons, whether they are Hindus, or Muslims, Christians or Parsis. The Chakra which is there in the centre of the Flag symbolises motion, progress and advancement and from aesthetic and other considerations also, it suits the genius, tradition and culture of India. As was said by Chaudhuri Khaliquzzaman, it is a Flag which deserves the respect of everybody who lives and has his being in India. With these words, Sir, I have very great pleasure in supporting the Resolution."

Similar speeches were made in support of the Tricolour by prominent members of other communities. Two of them being most relevant. The first to find mention here should be the observations made by Jaipal Singh, the captain of gold medal winning hockey team at 1932 Olympics. Jaipal Singh represented the adivasis (indigenous population).

An articulate speaker, Singh made very crisp speech saying, "I would also say a few words on behalf of the 30 million Adibasis, the real owners of this country, the original sons of the soil, the most ancient aristocracy of India, who have been fighting for freedom for the last six thousand years. On behalf of these my people, I have great pleasure in acknowledging this Flag as the Flag of our country in future. In the melas, jatras and festivals in Chota Nagpur, whenever various tribes with their flags enter the arena, each tribe must come into jatra by a definite route by only one route and no other tribe may enter the mela by the same route. Each village has its own flag and that flag cannot be, copied by any other tribe. If any one dared challenge that flag, Sir, I can assure you that that particular tribe would shed its last drop of blood in defending the honour of that flag. Hereafter, there will be two Flags, one Flag which has been here for the past six thousand years, and the other will be this National Flag which is the symbol of our freedom. This National Flag will give a new message to the Adibasis of India that their struggle for freedom for the last six thousand years is at last over, that they will now be as free as any other in this country. I have great pleasure. Sir, in accepting and acknowledging on behalf of the Adibasis of India the Flag that has been presented to us."

The spirit freedom soared as Sarojini Naidu, the Nightingale of India rose to make the concluding speech. She did not speak just as a woman member but a representative of people of India. Bulbul-e-Hind, as some members referred to Naidu, said, "On the day when peace was signed at Versailles after the last war, I happened to be in Paris. There was great rejoicing everywhere and flags of all nations decorated the Opera House. There came on the platform a famous actress with a beautiful voice, for whom the proceedings were interrupted while she wrapped round herself the flag of France. The entire audience rose as one man and sang with her the National Anthem of France - the Marseillaise. An Indian near me with tears in his eyes turned to me and said, "When shall we have our own Flag?" "The time will soon come," I answered, "When we shall have our own Flag and our own Anthem."

Thus to politicise whether it is Gandhi's, Nehru's or somebody else's flag deserves contempt. It is the flag of the Indian Nation, given to us by the people of India represented through the members of the Constituent Assembly. We the people of India have given ourselves the flag and we should all be proud of it.

31 July 2022



Sidharth Mishra

GUEST EDITORIAL

Academic research is pivotal for the development and growth of various social and economic sections in society, especially education. The basic understanding of research is usually developed around the notion that it is done to find something new by following systematic scientific procedures and to add another brick to the already existing wall of knowledge.

Similar topics may have myriad perspectives from a research point of view, which needed to be explored from time to time. The contribution of research and its findings not only helps in developing a better understanding of society but also to correct existing policies and framing new laws and policies. It is one of the reasons that research is always an ongoing phenomenon.

The entire research process is time-consuming starting from diligently framing the title to systematically analysing collated data to have findings and inferences. Research articles, research papers, position papers, term papers and research projects are different forms of research writing.

The Discussant is a journal published by the Centre for Reforms, Development and Justice (CRDJ), a body of academics, journalists, intellectuals and social workers. The purpose of the journal is to promote and celebrate quality research. This issue of the journal is a special edition dedicated to research work done by students of the Vivekananda Institute of Professional Studies (VIPS), New Delhi under aegis of the Vivekananda Research Centre (VRC), VIPS to expose students to research writing.

As part of the VRC Summer Internship Programme 2022, students, who opted to be part in research writing, were given two broad topics - Cricket as Commerce is for the Benefit of the Game and Withdrawal of Farm Laws was a Step in the Wrong Direction. Students were tasked to give their perspective compounded by doing a review of the literature and by quoting data and facts.

This special issue of The Discussant is having 11 research articles written and submitted by the first-year students of the Vivekananda School of Journalism and Mass Communication (VSJMC) and Vivekananda School of English Studies (VSES). It is for sure that the students must have learnt the nuances of research writing and its importance.

31 July 2022

Dr Baninder Rahi
Assistant Dean, Vivekananda Research Centre
VIPS-TC, GGSIPU, New Delhi

NEED TO EQUIP SOCIETY TO DIFFERENTIATE BETWEEN PROPAGANDA AND FACT

Sneha Tiwari*

ABSTRACT

This research-based article dives deep into how popular culture narrative has the potential to dominate public opinion and whether it can displace historical facts and figures extracted through extensive research or not. The article goes on to justify how even though power of mainstream is a concept to reckon with, it cannot combat the importance of historical writing and the realism that it offers with its full accountability. The article defines culture and how consumerism is the key factor into turning a culture into popular one, and how it goes on to become public opinion. Since media contributes a great deal to this, any form of control of a party over media will have the strength to formulate public opinion, even though it would be skewed, which lead to establishing a propaganda. This can only be extricated from the system with knowledge of historical facts. To back the argument above there are case studies along with historian's take on current scenarios in India. Further the article ends with solutions to the disinterest of people in history and fact checking and their attitude towards history in general. It mentions how role of media is important in dissemination of information and misinformation.

*Vivekananda School of Journalism and Mass Communication

KEYWORDS: Popular Culture, Consumerism, Public Opinion, Propaganda, Historical Mistakes

INTRODUCTION

India is a culturally diverse country attributing to its diverse topography and history. It is home to many religions, tribes, cultures, languages, traditions, customs, cuisine, fashion etc. Here, people's identities are deeply rooted in the religions, traditions, morals that they were. India's civilisation can be tracked from 4,500 years back. It is considered as one of the first and supreme culture in the world according to All World Gayatri Parivar. About 13 percent of Indians are Muslim, making it one of the largest Islamic nations in the world. Christians and Sikhs make up a small percentage of the population, and there are even fewer Buddhists and Jains, according to the "Handbook." (Indian culture: Customs and traditions, 2022)

History is a specialised discipline that wends a careful and delicate way through the maze of what happened, and how we justify our interpretation of what happened.

(Writing the History of a Civilisational State, 2022) History is the study of change over time, and it covers all aspects of human society. Political, social, economic, scientific, technological, medical, cultural, intellectual, religious and military developments are all part of history. Usually, professional historians specialize in a particular aspect of history, a specific time period, a certain approach to history or a specific geographic region. (what is history and how do historians study the part as non historians)

Culture is anything that influences views, habits, beliefs, arts, morals, law, custom and any other capabilities acquired by a person as a member of a particular society. (Spencer Oatey H., 2012) Cultures are holistic in nature i.e. they shape and affect behaviour, give a sense of identity, bind a group of people together and it determines how a person or the group of people experience themselves in the world. They are not inbuilt in a person but rather gathered and learnt from the environment that they are in. They are dynamic in nature i.e. they are subject to change especially depending on circumstances, change of location and influence of other cultures. However, core or interior values of cultures cannot be changed even if exterior alters. (Inter-culturally speaking, n.d.) It has some parts that are visible on the surface but it has many layers and a considerable amount of depth than one could imagine. Just like an iceberg, only 10% is visible on the surface but 90% of it is hidden under the ocean, culture is similar in that context. (Culture is like an Iceberg, n.d.) Culture is the feature of a particular group of people bounding language, art, religion, social habits, music, literature, goals, moral values, attitude towards life, reactions, marriage. It consciously and subconsciously programs us to be a certain way depending on the society that we live in. Therefore, it

has a command over how we greet visitors, believe or not believe certain things. (What is Culture? Types of Culture, Elements of Culture, Characteristics of Culture, 2020)

Culture is relative in nature which means that it differs from place to place, country to country, states to state and even household to household. This is concept is known as cultural relativism. Difference in culture not necessarily good or bad. (Nicki Lisa Cole, 2019) For example, a typical breakfast in France is taken as pastries, corssions, pain au chocolat etc with coffee while in South India, a typical breakfast may include Idli, Dosa, Sambhar with coconut chutney etc. Another example can be how nudity is seen in various parts on world. In general, in India showing a lot of skin is not considered well behaved but in America or any other Western, it is acceptable.

Since, cultures are subject to change, people also tend to accommodate features of the culture they are exposed to depending on the location. So, for example, if somebody is from India, if they go to France, they will try to learn ways of life of France including changing the food they eat, clothes they wear, the way they behave (to some degree) depending upon social norms of that country.

Throughout most of human history, people have been inside their own boxes, living their homogenous rural life, cut off from the outside world. But due to industrialisation in 1760s in Western Europe, people started migrating to cities, which lead to urbanisation. In India, arrival of indutrialisation occurred in 1854 when railways were introduced in Bombay to Thane. These people from different homogenous culture came together to diversify and heterogenize cities. Diversity in people's ethincity, background, race, gender, religion and their accomodation is known as Multiculturalism. The rise of the middle class seen in this era. Diverse people come to recognize themselves with this mix of culture, which was termed as popular culture. Popular cultures is formed by daily interaction of individuals with daily activities that involve, slang, greetings, food, music, dressing sense (fashion) etc. Popular culture is considered the culture of the masses or cultures which influences majority of people. It influences and reflects a society and is also subject to rapid change. (Pop culture: An Overview)

POPULAR CULTURE AND CONSUMERISM

The sources through which pop culture is desseminated by media with songs, movies, TV shows, fashion, and now in the age of social media, internet and many more. Therefore, money is put into these ventures to grab the interest of the audience towards their product to gain profit. "Pop culture is a very dynamic entity, it decides what's cool, what's lame and has the ability to tell people what to buy therefore can be the deciding factor in the financial decisions multi billionaires make. It's also something that will inevitably change over and over again throughout time. I always wonder who is it really

that controls pop culture, because it isn't something tangible, we can't hold it in our hands or ask it what the next cool thing is going to be. Pop culture is simply formed of ideas that are shared and filtered through word of mouth and whatever means of communication exist in that period of time whether it be the telephone, written mail, magazines, newspapers, e-mails, etc. Then those ideas get filtered again and picked up by the consumers, whichever idea becomes the most popular will have the most invested, time, interest, and money therefore becoming 'cool'. (ryhan, 2011)

For example, the trend of baggy jeans, wide leg pants are a new trend and is considered very appealing but it may go out of style. Old songs or movies of Bollywood have been replaced by content on the OTT platform like Mirzapur, Sacred Games etc which is getting a lot of attention from people, while the old movies like Naya Daur, Guide etc are not to be seen as they are considered old fashioned and out of style. What is popular also becomes mainstream, even if it's for a little time. So, there is a high chance that baggy or wide leg pants may go out of style, depending on whether something new and interesting comes in the market or something which was previously in trend will return. Content like Mirzapur and Sacred maybe replaces by some other content which will be "new" and popular. So, companies, and product sellers will run to sell similar products which are in trend in the market, which is popular among the folks.

Public Opinion and Propaganda

What is popular among the people of the society and their views are also considered as Public Opinion. Public Opinion is the aggregate belief of majority of people on a topic or subject. In 1961, American political scientist V.O. Key struck the importance of public opinion in politics when he defined it as "those opinions held by private persons which governments find it prudent to heed." Public also encompasses areas of fashion, arts, consumerism etc. (Longley, 2021) Again, mass media plays a big role in constructing Public Opinion as it influences larger number of audiences. However, if somebody get the power to govern the mass media, also has the power to influence Public Opinion, which has been practiced. This is usually done by authoritarian regimes as the need to control the masses and remain in power.

For example, Hitler, to influence public opinion, heavily used mass media, like radio, hoardings, books, to paint himself as the hero while he painted Jews as greedy, fat, horrifying features. It was so persuasive that even Jews started believing in the lie that Hitler was trying to tell people. Another example would be how Global Times is the mouth piece of China (where, again, authoritarian regime has been set in place) so, it tells people whatever the government wants the public to see. "The Global Times shares a compound with its mother paper, the People's Daily, which legitimately lays claim to the title of 'Communist Party mouthpiece'. (Eric Fish , 2017)

This persuasion and manipulation of public opinion by exaggerating aspects of a story or a narrative is called Propaganda. “Propagandists have a specified goal or set of goals. To achieve these, they deliberately select facts, arguments, and displays of symbols and present them in ways they think will have the most effect. To maximize effect, they may omit or distort pertinent facts or simply lie, and they may try to divert the attention of the reactors (the people they are trying to sway) from everything but their own propaganda.” (Bruce Length Smith, n.d.)

So, all in all, we can say that popular culture governs or formulates public’s opinion on a matter or topic. This public opinion can be manipulated in way through which a false narrative can become a narrative which is popular. Hence, becoming a part of public opinion. This can become quite dangerous when a specific section of society is being targeted through a false narrative. It has the potential to marginalise and threaten that portion of culture or society.

CASE STUDY

Prithviraj Chauhan and Historical errors

Samrat Prithviraj Chauhan, movie starring Akshay Kumar as the lead, focuses on history of Samrat Prithviraj who belong to Chauhans dynasty of Ajmer, present day Rajasthan. It is an epic which depicts how Prithviraj fights Muhammod Ghori. Based on the epic poem Prithviraj Raso, written by Chand Bardai, who is known to be patron of Chauhan and also his accomplice during various battles. Heroic acts of victory and defeat have been depicted in the poem.

The movie was criticised for its lack of depth and eye for the detail. As befits its simplistic, shorn-of-nuance tone, this Akshay Kumar-Manushi Chhillar film lurches between dialogue-baazi and blandness, and stays completely faithful to its stated intent.

(Samrat Prithviraj review: Akshay Kumar’s period piece is loud, lurid and colourful, n.d.)

Directed by Chandrapraksh Dwivedi, was proclaimed to have been researched for 10 years but it has forgotten to notice nitty gritty details. Statements like last “Hindu ruler of India” were thrown around but historians do not agree with it. They put forth their views by saying that neither Prithviraj Chauhan was the last Hindu ruler, nor was he last ruler of India. “History shows us that Prithviraj was the last Hindu ruler of Delhi and the surrounding region. But other Hindu rulers continued to reign in other parts of India such as Odisha. The Vijayanagar empire also emerged at a later date,” says history professor Krishnokoli Hazra from Loreto College, Kolkata. Professor Ali Nadeem Razvi, who teaches at Aligarh Muslim Univeristy (AMU) also contradicts the claims of the Chauhan

being “last hindu” ruler by stating Vijayanagar Empire’s called themselves Hindu rulers. Shivaji was also a Hindu ruler. Ruling Delhi, does not equate to ruling India. “Just because does not rule Delhi, we cannot discard them as not the part of history. How would Shivaji’s followers react if you tell them that he was not a Hindu king? Just because he was not holding the Delhi region? The heart of the Brahmanical empire was still sitting in Maratha land. Would you deny him the right to be called a Hindu king then?” Rezavi asks. Chauhan Dynasty acquired the throne 1172 BCE and 1192 CE. So, it’s not possible that Prithviraj is the last ruler of India nor is he Hindu ruler of Delhi. In fact, Hemu is considered the last Hindu ruler of India since, he ruled Delhi briefly after defeating Akbar but was then over thrown by Second Battle of Panipat. Moreso, poems on which the movie is based are usually exaggerated to maximum. So, it is very likely that grandiose claims of the poet about the ruler will be written in favour and to patronize ony. (Prithviraj Chauhan was a great Hindu ruler, but was he India’s last? Historians answer, 2022)

While promoting the film, Akshay Kumar expressed his sorrow towards the lack of content written on the Chauhan Dynasty and appealed to the education ministry to add more information. “It’s sad we don’t know about our own kings. There were only three-four lines about Samrat Prithviraj in the history books that I read. Thanks to this film, I got to know so much about him. I don’t think anyone else also knew about him,” he said. Kumar, however, got trolled for his inaccuracy comment as netizens pointed out that there is an entire chapter on Prithviraj Chauhan. People mocked him by saying Kumar never got an education from reading NCERT (National Council of Educational Research and Training) and accused of selling propaganda. (Akshay Kumar says history books have ‘less on Prithviraj Chauhan, more on Mughals’. Is he accurate in his claim?, 2022)

Mughal representation vs. Hindu rulers’ misrepresentation in textbooks

These accusations of misrepresentation of dynasties or cultures is not a new one. There have been many instances where historical facts have been questioned and accused of being biased towards one or the other section of society. “The history of India has been misrepresented where prominence has been given to Mughals at the cost of the empire such as the Pandyas, Chola, Mauryas, Gupta and Ahoms, and now no one can stop is from rewriting it”, Union Home Minister Amit Shah from Bhartiya Janta Party said, at the book launch of Maharana: Sahstra Varsha Ka Dharma Yudh. The home minister appealed that history of India should not be left in the corner; it should be in the fore front. (Prominence given to Mughals at the cost of others, says Amit Shah, 2022)

In July 2021, a research report by the director of Public Policy Research Centre (PPRC) Sumeet Bhasin, researcher Chandni Sengupta, Deepa Kaushik and Sanket Kate, called ‘Distortions and Misrepresentation of India’s past: History textbooks and why they

need to change' had stated that the NCERT history books pay "disproportionate attention" to Mughal rulers. It states that there were 97 references to Akbar and 30 references of Jahangir, Shah Jahan and Aurangzeb each compared to 8 references that were given to Chhatrapati Shivaji while none were given to Rana Sangha. In 2017, it led to removal of big portions of removal of history while expanding Shivaji's history, extending to its family. On the other hand, history of the slave dynasty and Tughlaq dynasty was glossed over. (Akshay Kumar says history books have 'less on Prithviraj Chauhan, more on Mughals'. Is he accurate in his claim?, 2022)

There have been cases where 'saffronisation of books' controversy in Karnataka. This entire row was a result of complaints against some lessons in textbooks of class 6th and 11th, which were hurting the sentiments of people. Therefore, government set up a 15-member committee which was to review social science books from 5th to 10th classes of all the mediums. Reports said that chapters on revolutionary and freedom fighter Bhagat Singh, Mysore ruler Tipu Sultan, Lingayat social reformer Basavanna, Dravidian movement pioneer Periyar and reformer Narayana Guru were allegedly removed from the syllabus or severely curtailed with. The authors of their respective chapters and books then offered education ministry to remove their chapter and accused the government of being undemocratic and a stranger to Kannada literature. (Decoding the row over Karnataka textbooks and why writers want their chapters dropped, 2022)

An article in The Wire goes to contradict by saying that one cannot exclude a portion from history which has contributed so much to the Indian culture. One cannot demonise a section because of some propaganda. It is very important to note that Mughal-Hindu assimilation has contributed to Indian classical musical, forms of prostration. "In this and many other fields of art, poetry, and painting the fusion is so complete and the flowering is so thorough and so creative that a whole new rainbow-like artistic range came into being, which is now a permanent part of the cultural tradition," states Professor Gopi Chand Narang in The Urdu Ghazal: The Gift of India's Composite Culture in 2020. These qualities exist even today no matter how many differences arise. What RSS (Rashtriya Swayam Sevak Sangh) or Hindutva whisperers want to discard and demonise Mughal rule, but unlike other dynasties, they have contributed a great deal to our culture, which in return threatens the minority. One cannot represent a plural society with just one sect. (Writing the History of a Civilisational State, 2022)

"While the historian is opening up the past, its popular representation is narrowing it down. The kinds of linkages that are made with the past in popular outlets tend to marginalise many communities and cultures that make up Indian society. These linkages frequently draw from political agendas" says Romila Thappar in The Hindu interview.

(Conversations about history, 2009)

CONCLUSION

It is very much possible that a popular or mainstream narrative can be a false one. Their meaning can be construed in a wrong way and in the wrong context. The saying, a lie told a million times becomes fact comes into play. Narratives leave out too much information than including information. History puts a structure to these narratives and is based on research and evidence, put in time. Media and politics fail to tell accurate stories

The way forward to improve can be to change perspective on history as a subject altogether. The only reason misconstrued information is disseminated in media and accepted by the audience, taken as the word for gospel, is because of the way history is being taught in educational institutions. Student is expected to mug up all the information just to regurgitate back on to the paper and to never remember it. “The notion that a body of knowledge implicitly means that the person who is approaching it has to question it and understand and maybe develop further- that is not something that is implicit in our educational methods. The purpose of education is increasingly with rare exceptions, a competition involving numbers in an exam which determine the next step. This is not what education should be about” says Romila Thapar in an interview with *The Hindu*. (Conversations about history, 2009)

One should be equipped enough to understand what is the difference between a propaganda and fact especially through roads of mainstream media and politics.

Media should also be responsible and accountable towards preventing wrong information dissemination. One of the basic tasks of media is to provide truthful and objective information to the people that will enable them to form rational opinions, which is a sine qua non in a democracy. (Media and issues of responsibility, 2011)

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POPULAR CULTURE: A STEP TOWARD INDIVIDUAL FREEDOM

Ananya Gupta*

ABSTRACT

Culture is influenced by several factors. A culture is shared among people in a *particular society*. India is a multicultural country and what at present, people follow is popular culture. Often popular culture is understood as non-intellectual and non-creative. The topic is relevant to today because of its influence on various political programs among people. Popular culture has moved way beyond films and music. To express individual freedom, it is necessary to have what we call the popular culture. It induces a sense of acceptance. Popular culture in a broader sense is used by commercial entities to fulfil their own interests. However, commercialism somehow acts as a strength for it. History is studied to analyse the change over time and its amalgamation with popular culture can lead to greater good. Popular culture is not imposed on anyone rather created by people. There are several incidents where notions of popular culture have been put to question, whether it is a political rally or release of a historical film. Historical writings cannot be compared with Popular culture. It does not replace the history rather compliment it. **KEYWORDS:** Popular Culture, Consumerism, Public Opinion, Propaganda, Historical Mistakes

*Vivekananda School of Journalism and Mass Communication

KEYWORDS: Popular culture, youth, history, mass media

INTRODUCTION

Culture can be referred to the lifestyle in which people live, that includes your habits, customs, morals, history, beliefs, and values at a particular time (Stephanie Pappas, 2021). While talking about diversity and division, we certainly neglect to mention the basis of both of these- *Culture*. Edward Taylor, a British Anthropologist says, “Culture is that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society”. Ralph Linton, an American Anthropologist says, “A culture is a configuration of learned behaviours and results of behaviour whose component elements are shared and transmitted by the members of a particular society.” Though what can be concluded from these definitions is that culture refers to the shared pattern of behaviours, and cognitive construct of a particular community.

India is a multicultural country and what distinguishes these cultures is the logic of how tight or loose a particular culture is. The behaviour of an individual depends on which culture they are living in, either it is a loose one or a tight one. A loose culture is usually liberal in nature and does not enforce any norms to be followed, whereas a tight culture is strict in its conduct. The former is known as the rule breaker and the latter is the rule maker (Gelfand, 2018). There are three aspects of culture which are as follows:

1. **Pattern of behavior:** Culture entails patterns of behavior. In a particular culture, the people will have a similar kind of behavior and thought process. Those who do not follow the same might face condemnation from the society.
2. **Acquired:** Culture can never be inherited, but learned from the surroundings, experiences, and interactions.
3. **Passed on generation to generation:** Culture never persists to one generation. When people follow values, norms, and habits, they try to inculcate the same in the coming generation. This process is known as ‘Enculturation.’

UNDERSTANDING POPULAR CULTURE

Popular culture is one of a type that is not imposed on people but created by them. The beliefs and behaviors of a popular culture exhibit a sense of trend and acceptance. Recently, there has been a sudden emphasis on the importance and role of popular culture, particularly due to its rising participation in mobilizing certain political programs amongst people. Another reason could be to make sense of the content of popular forms. Popular culture since years has been seen as bad. There are scholars with different definitions for popular culture.

In an essay by Ray Browne, “Popular Culture: Notes Toward a Definition” of 1972, he gave a tentative meaning to the term *Popular Culture*. He believes that “all those elements of life which are not narrowly intellectual or creatively elitist and which are generally though not necessarily disseminated through mass media” is popular culture. Schroeder’s essay on “The Discovery of Printing Before Printing” believes that popular culture came into existence the day human beings appeared on earth, way before the printing press, industrialization, and urbanization (Nelson, 2006). Putting it all together, popular culture or mass culture is the way of living that we are accustomed to and find reasons to value it.

Another perspective to it is *youth popular culture*, which denotes something that is contemporary and approved by adolescents. It is this culture that induces a sense of belonging amongst the youth and inspires them to behave in a certain way. Although not all the adolescents have the same thought process, majority of them fit in the spectrum of popular culture. The mass culture is an influential one and thus, the youth is considered powerful in driving the culture. The rise of the popular culture can also be traced back to the rise of cinemas and televisions. Cinema is a popular culture institution that can be studied to understand the historical background of popular culture. Cinema certainly develops a thought process among individuals and motivate them to think in an analogous manner. It has left an incredible impact on the population by providing what we call the ‘audience pleasure.’

However, scholarly history writings are written by scholars, having a primary source, along with a peer-check (mostly other scholars) before publishing any article in the journal. These journals are referred to understand history or to remake any of the events of the past. Popular culture molds the history and present the selective information which is usually popular in opinion or desired (Varma, 2019). There has been a boom in popular culture after the development of electronic media. Movies, music, digital videos, and audios today tell the perspective that the population wants to listen, instead of showing what is necessary to be told. For an instance, children tend to learn more American history from Walt Disney than from simple classroom setting. It is one of the big displayers of history majorly among the Americans, even if they deny.

Popular culture in India has however, moved far beyond Bollywood, cricket, and Politics. The rising popularity of international web series is one of the major factors affecting the mass today. Game of Thrones is one such web series that has a huge Indian fan base, though it is entirely fictional, some of the content is a reference to history. Even the literature shows history the way the author perceives it. Palace of Illusions is one such book written by Chitra Banerjee Divakaruni that shows the perspective of Panchaali from Mahabharata. People have always seen Mahabharata as a feud between brothers, but the

book brings out another way to see through it and creates a great sensation among the youth because of the presence of feminism. The modern times see the history through different values that arouse a concern for historians, such as feminism, romance, sentimentalism, myths, domestic behaviors along with literature, considering the way they are expressed. Various aspects of the history do not occur to be important to a particular community or made fun of through what came to be known as memes. But not looking at that all the trivial things that seem funny today have made up our life. The popular culture majorly comprises actors, content creators, musicians, and artists. Comedy shows, web series, movies, and music platforms have also grown because of an influx in OTT content.

POPULAR CULTURE'S INFLUENCE ON HISTORY

One of the recent events of changed perspective of history is the release of Samrat Prithviraj, a movie by Dr Chandraprakash Dwivedi. When the movie was announced to be released in September 2019, since then it has been receiving criticism for showing it as a love story and not a warrior's tale. The script was asked to be fact checked by historians. This incident shows how films change the perspective to see through things and make people see what is popular among them. Most viewers are not aware of the history, for them it is what is being showed to them. However, one cannot neglect the fact that it is because of films that most people have started to take interest in history.

Popular culture has opened a space for creativity and usage of knowledge beyond academic writing. In addition, in classroom setting, students prefer to work on projects involving a sort of imagination, practicality, or their input. Academic writing would help them but only to a limited extent. Popular culture on the contrary, gives the students to use their own intellect and put what they have understood of the composition in all its manifestations. Scholars like Alexander (2009) and Stedman (2012) highlight the ways in which popular culture and academic writing can fit together, while providing the students a familiar and comfortable environment (Mariam Kushkaki, May 2017). Popular culture is known for creating notions of traditions that were never seen before, be it neo modernism, neo-classicism, or the advent of retro styles. All these genres have content from all the decades- Fifties, sixties, seventies, eighties, and so on.

Neo classicism is not a new phenomenon, it involves the shift of content across generations between the time of renaissance and mid-twenties. This time is also considered an ideal construct of the modern western culture. Popular culture holds power in today's world due to its ability to recreate old notions and present them to appeal new audiences. Current popular culture has its own tonal ranges because the consumers are aware that it is profit-oriented business but still consume it to participate in the present. The meaning of the music, films, records, or fashion and trends is there

because of commercialism, which technically is a strength for art culture to exist at all. Certainly, popular culture helps to bridge the gap between our differences and provide our diverse culture a commonality. A major part of the pop culture involves shared experiences, and connections. For example, recently there has been a buzz about *Stranger Things* final episode, which took the youth with a similar sense of excitement and anticipation. This moment of collective suspense shows the extent to which pop culture influences the mass knowing no geographical boundaries. In addition, pop culture can be our source of information most of the times, or sometimes the only source of information of events, places, and people. Multiple documentaries and films have come to existence to visually record historical archives. For example, *Chernobyl* is one such documentary series that allows us to understand a prominent event of nuclear explosion in the Chernobyl Nuclear Power Plant in the north of Ukraine in Soviet Union. It has been considered as one of the most disastrous events of history, financially as well as in casualty. If you have never been at the place where the event took place, the only source to refer is media. Pop culture is an instrument to feel the emotions, experiences, and situations that we might not face otherwise.

THE ADVENT OF MASS MEDIA

Popular culture helps us to identify in-groups and out-groups in the society and teach us how to treat distinct groups. Like *Mean Girls*, a show on Netflix, clearly states the dynamics of groups. Its tendency is to produce content in a compelling manner that make the audience devote their time- irrespective of the format or genre. *Harry Potter*, a renowned book sequel, has paved a path for people to have open conversations around topics that were hush hush at the time. Readers know that *Harry Potter* is not just a book or series but a whole cult amongst the youth. Gradually, it turned into a franchise and soon we had *Harry Potter* T-shirts, drinks, and bag packs. Various other shows and books are there that have entered our life at a point and become a cult among the young generation as well as millennials. The advent of mass media has led to the emergence of thrift shops- to sell second-hand clothes and other household material at lower cost. This way of shopping is considered the most desirable and sustainable today. Even the small vendors have started to see a boom in their business because of the emerging fascination for fandom merch and posters. Previously only the hard-core fans of a particular genre used to buy fandom merch, but now streets are flooded with them. On top of that, the liberty to buy customized merchandize dedicated to different artists, music, films, or characters helps them to express their identity in a creative manner (Ratha, 2017). Social media and blogging provide a platform for people to talk about pop culture icons which help them to accept themselves.

One great power that the pop culture has inculcated among people is the voice to all. There have been protests earlier but not on an unforeseen scale. Youth has for a change started to take part in protests and demonstrations, which was not the case earlier. Shows like *Made in Heaven*, provide a safe space for discussions and debates around homosexuality and marital affairs, which were earlier considered taboos in the society. Pop culture helps us to stand against the ills across the world. It also helps people to identify their interests and aspirations from life. Pride parade can be counted as one such demonstration where most of the youth is participating and supporting each other. There is a sense of belongingness and acceptance of others the way they are. The freedom to protest give everyone a platform for being vocal against the injustice people face (Ratha, *Impact of popular culture on society*, 2017).

Performing Arts have always been in use to stand against wrong. Waacking is a dance form, also known as punking, involving arm movements with a strong musicality and performance. It was emerged in California's gay clubs of the 1970s. Punk was a derogatory word used to refer the gay community at that time. Earlier, gay men used to take inspiration from dance icons and move their arms to pose while the music played to show their inner diva. The rhythm, vocals, and the lyrics about love and joy gave them a sense of freedom, which they did not get easily during that time. Since then, dance and music have been evolving not only in the way they are produced but also the way they are presented. Locking and house were initially not a part of pop culture, however, were added for the sake of entertainment and performance and to not restrict the dance battles to a mere battle. Now, waacking is being performed by dancers across Asia, Europe, North and Latin America (Dance Australia, 2020).

AN INNOVATIVE PEDAGOGY OF POLITICAL LITERACY

Pop culture signifies collective engagement across the world. The message, transmitters and receivers can play a vital role in creating a particular political leaning through popular culture activities. Shows like *City of Dreams*, *House of Cards*, *Suits*, and *The Crown* use satire, drama, and thrill to communicate their political message. You do not need to have any political knowledge already to watch these but need to participate in media analysis and critics to actively pitch in debates and discussions. *Schindler's List* is a film of 1993 that shows the true story of the Jewish relocation during the Holocaust. Media or Popular Culture constitutes political implications. Most Americans know about the Arab Israeli conflict from what they see, hear, and read, either on news media or in fictional popular texts. Pop culture can be used as a manipulative medium to create political inclinations in all its forms - text, music, TV, films (Rowley, 2015). "Hollywood is, of course, known to use stereotypes and glorify national values: narratives of national

cohesion are visualized in films, and the emotional pull they create for the audience helps to strengthen conceptions of identity. Movies and television shows and even television advertising campaigns play an important role in presenting identity such that we feel happiness, pride, and even love for our nation. Popular culture matters to world politics. It is a significant identity marker that tells us who we are and how we should feel about both us and them” (Duncombe, 2015, p. 6).

CONCLUSION

In conclusion, what can be understood is that popular culture cannot replace scholarly history writings but as Aristotle once said, “Man is a social animal,” tells that a man cannot live on his own. He needs to follow what the society is following, instead of living in a vacuum. Popular culture has paved a path toward freedom and liberty, however without neglecting the fact that the basis of all of it are the scholarly writings. This can better be acknowledged through a philosophical phenomenon, Occam’s Razor originated by Philosopher William of Ockham. The phenomenon states, “entities should not be multiplied unnecessarily” which certainly means that sometimes the simplest answer is where the reality lies (Duignan). The simplest answer that appears while talking about whether the pop culture can replace the scholarly history writings or not is obvious. Scholarly history writings cannot be replaced by the Pop culture. However, popular culture is the reality of today. Pop culture has always been looked down upon but has come a long way. Historians have started to take an interest in knowing the history and origin of popular culture. The advent of internet has made it easy for people to connect living overseas. There are hardly any people who have not made any friends overseas due to their similar taste in music, or through chatbots. No doubt that pop culture is not static. It keeps changing generation to generation, but it has given a chance to people live unapologetically for the way they are.

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POPULAR CULTURE CANNOT REPLACE SCHOLARLY HISTORY WRITING

Yash Bhatnagar*

ABSTRACT

The History of any community or nation state defines its values, customs and influences its heritage and prevalent belief systems, attitudes and behaviours in a society at a given time (Popular Culture). History is cumulative and the result of an interplay between people involving sharing, transmitting and accumulating meaning i.e., culture, history records culture, circumstances, events and the context (socio-economic-linguistic-technological) under which people have lived. The way history is perceived also influences and is influenced by the interaction and dialogue between various cultures, counter cultures, hence it becomes important to depict history judiciously in the presence of many cultures coexisting at the same time (multiculturalism). Cultures contain not only the behaviour of people, but also the products of culture (books, art, literature, mythology) and in present day, content creation through mass mediums which makes it difficult to identify its scope. The products of culture which seek to entertain and engage are most widely consumed today (movies, series, books, content creation), is often conflated and confused with popular entertainment (Zeng, 2017). Critical Theorists Theodor Adorno and Max

*Vivekananda School of Journalism and Mass Communication

Horkheimer in the book, *The Dialect of Enlightenment* introduce the concept of “culture industry”, which, relevant to this day, indicates that the commercialization of content has made popular culture a product used by hegemonies and commercial entities to extend control over individuals through products of capitalism to further their own interests.

KEYWORDS: History, Culture, Popular Culture, coexisting

THE HISTORIOGRAPHY OF INDIA

Historiography studies the methods of historians in developing history, and by extension includes historical work on any particular subject. The recording of History is a vital element for any society as the history of a people defines their past, their culture, and to certain extent, dictates their future as well, the recording and interpretation of history helps people put their experiences in a social context and hence form an identity in their culture. Historiography emerged in the true sense during the period of Classical Antiquity (Wikipedia, n.d.).

In a young country like India, history helps the society gain insight and balance the old with the new, allowing different cultures and subcultures to harmoniously coexist and prosper together. This is a mammoth task in a country as diverse as India, as it involves integrating people who can trace their historical origins back to varying geographical, linguistic and religious communities into a single identity.

Yet the recording of history, the method of recording history and history itself has been the subject of longstanding debate and controversy in India, and not without reason. History in India is intimately linked with religion and perspectives of religiously or culturally popular communities threaten to overwrite, and at worst alter historical facts (Greenberg, Slate, 2005).

The lack of well-defined principles and systems in a democracy are certainly a reason, but the alteration of historical records to serve as propaganda for a dominant(popular) culture leads to injustice and unfair practices against the minority communities, and eventually those not abiding the values of majority rule (Yadav, 2020). This forces the minority groups to undergo (becoming a part of) assimilation or acculturation into the popular culture and eventually leads to a loss of heritage, art and history.

Romila Thapar (2008 Kluge Award Winner) is an Indian Historian, who, at the time of Independence was of the belief that the native history textbooks of her time lacked quality and adhered to colonial ideals, she was tasked with making textbooks for middle school after the time of partition, when India was seeking a national identity grounded in , these textbooks were published in the 1960’s and were subject to widespread scrutiny, they were criticized for not doing justice to regional leaders, religions, religious

personalities and called anti-Hindu, anti- Indian (Steinhauer, 2015). Thapar always emphasized the authenticity of independent historical interpretations based on reliable evidence, asserting that textbooks should not merely contain cherished myths and pious literature but provide authentic and rational explanations of the past. She argued against the notion of British era historians who thought the Indian civilization static, and without a sense of history, before the advent of colonial rule. Thapar's lifelong study of nearly 2,000 years of history revealed an Indian past that was much more than what textbooks represented it to be (Rehman, 2016). Her work was a representative of how cultural beliefs and values can overshadow the truth, eventually bearing fruit with the birth of a people disconnected from their own heritage, and most importantly why scholarly history is important, it narrates the past without being influenced by the present.

Thapar challenges common conventions, about the hypothetical singularity of Indian heritage, and the conception of a Hindu golden age, followed by Mughal invasion which made way for British colonialization and conquest. Thapar's case is also a stark example of how interpretation of history changes as new research comes to light, and through the changes, citizens are able to view their histories in different contexts and viewpoints, thus allowing for a flexible telling and retelling of the past. New connections, insight, interpretations and findings often conflict with old values and might face negative feedback from people. History books in the US are often in discourse and subject to controversy as well (Steinhauer, 2015).

India has witnessed a battle of opinions and value systems for altering its history textbooks, the discourse started after BJP had formed a government in the 1990s. The Akhil Bharatiya Itihas Sankalan Yojana (ABISY) founded by RSS pracharak Thakur Ram Singh, was the leading force behind the movement to rewrite textbooks, challenging the leftist historians (Anand, 2021). The issue was recently reignited when Union Home Minister Amit Shah stated, "Those who wrote history only discussed Mughal empires. Kingdoms like that of Pandyas, Ahoms, Pallavas, Mauryas & Guptas ruled for over 500 years & fought valorously but reference texts were not written on them" declaring "nobody can stop us from writing history as we are independent now" (The Wire, 2022). Other than spreading the Hindutva Agenda, these actions are also being taken to highlight evidence from ancient history which proves that the Hindus today were the first inhabitants of the geographical region, and hence have some sort of superiority over other groups (Jaffrelot, 2021). Yet these claims were not entirely accurate as the current situation is more nuanced, for instance, some regional histories have been recorded over the past decade, but it takes time to translate into textbooks (Kumar, 2021). This came to the backdrop of several chapters in the syllabus of history and political science of

Classes 11 and 12 being removed, including the Non-Aligned Movement, the Cold War era, the rise of Islamic empires in Afro-Asian territories, chronicles of Mughal courts and the industrial revolution. For class 10 the topic “impact of globalisation on agriculture” and two translated verses of Faiz in Urdu, course content chapters on democracy and diversity were also excluded. The B.A History syllabus was also reshaped by the U.G.C last year. Myths, glorified accounts and representations of figures, such as Bhagat Singh, Rana Pratap, Shivaji and others do not constitute history, they fall in the category of cultural impressions, and hence should not be historically acknowledged. These events happening in succession are demarcating a transformation of Indian academic history into a myopic mindset accumulating and adjusting to the principles and belief systems of a dominant culture, (emphasizing Hindu mythology and texts and diminishing the importance of Mughal rule) and have been highly criticized by many advocates of better education including Romila, who advocated that curriculum be carefully analysed by historians as to not be used for political propaganda, and another prominent historian Ifran Habib who said that false history is a disease for a country just as false memories are a disease for an individual (Bhattacharya, 2021). History needs to be protected through authority, debate, and independent thought by scholars, historians and the public.

POPULAR HISTORY IN CINEMA

“... from the 1970s onwards, history writing shifted from the crude political history of elite personalities to include the histories of ordinary people, women, workers, and Dalits.” writes Arun Kumar, Assistant Professor of history at Nottingham University (Kumar, 2021) .This trend however, has not yet translated into popular historical representations in cinema, concerned mostly with portraying the lives of glorified historical figures in extraordinary circumstances, rather than trying to capture the daily lives of commoners and the context under which they existed. The depiction of history through cinema usually focuses on viewer engagement, narrative and the art of storytelling, and good cinematography but all movies representing Indian history are viewed through a partisan and political context, people often take offence to films pertaining to and commenting on any religious or cultural context. For instance, The Title of Padmavati, a movie based on an epic, had to be changed to Padmaavat as it hurt religious sentiment, was scorned by the Rajput community and faced scrutiny from various political parties.

Kashmir Files, a critically acclaimed film high praised for its portrayal of the injustices against Kashmiri Pundits, was banned in Singapore as it could cause enmity between different communities and disrupt religious harmony in the country, and was

criticized publicly for its partiality in displaying the events that transpired, while it claimed to be historical and patriotic (Chakravarty, 2022). One of the criticisms of popular culture in cinematography include an inability to be objective, or complete in their retelling of the events, this is in part as it often tries to establish an emotional connection with certain characters and communities.

During a recent interview while promoting his movie Samrat Prithviraj, actor Akshay Kumar said history of rulers like Prithviraj Chauhan “should be written about” in Indian history textbooks, and the film (assumed to be educational) should be mandatorily be shown in schools, as it had been thoroughly researched and expressed only the “truth”. Much of what we know about Prithviraj Chauhan comes from Prithviraj Raso, an epic poem composed by his friend and poet, Chandra Bardai, while he is termed the last Hindu emperor, a title used often to rouse nationalist sentiment, and supporting the colonial view (James Mill divided the historical periods and came up with the 2 Nation Theory) of Indian history being broadly divided into 3 periods- Hindu, Muslim, and British, while in fact many Hindu rulers were present after Mahmud of Ghori captured the Delhi sultanate (Chauhan, 2022). Movies, especially popular ones cannot be depicted or understood as apt representatives or historical depictions of the past as they serve mainly to entertain.

SCHOLARLY HISTORY WRITING VS POPULAR HISTORY

Scholarly History Writing is expositional in nature, it is necessary to provide arguments and to have those arguments grounded in evidence, this evidence can come in form of literary works, art, previous studies or journals and so on, emphasis is placed on the objectivity of the sources from where evidence is taken, all scholarly writing is peer reviewed to ensure the same. The objective is not merely recording history, but adding insight, establishing previously unidentified connections, and analysing cause and effect relationships between the concerned variables, for instance, in her Historical Essay, Voices of Dissent, Romila Thapar explores the history of dissent in the Indian subcontinent, and analyses the relationship with dissent and how it is expressed in contemporary times. This contrasts with popular history which often, if not always, fails to add any intellectual contributions to the understanding of any issue.

The scope and dynamics of popular culture have changed over time with the emergence of new media, for one, the authority held by tastemakers has declined due to availability of widespread access over mediums of content creation, this has empowered individuals to produce their own content, opinions, interpretations in the public sphere (socialsci.libretxts, 2021). Joseph Nye, a prominent political scientist defines Soft Power as the ability of a country to make others develop interests or define preferences

consistent with its own without the use of threats and payments in contrast with Hard Power which entails making others act the way you want to by using economic or military might (Weldes). Popular Culture is intimately related, and perhaps in the future will be at the foreground of political activity worldwide (Kyle Grayson, 2009). Historical narratives of popular culture spread through means of misinformation and often go unquestioned, for instance, the Santhal Rebellion widely celebrated in India as one of the first expressions of revolt against the colonizing British, is only partially so and to be more accurate “actually began as revolt against exploitation by Indian ‘upper’ caste zamindars, moneylenders, merchants and darogas (police officials), collectively known as ‘diku’, who had come to dominate the economic sphere of Santhal life.” In contemporary times, this misinformation is often deliberately spread across various media for promoting propaganda and mobilizing the masses to action (Mogha, 2022).

Scholarly Writing is often condemned for being hard to understand, full of jargon, only meant for intellectuals, scholars and academics, being inaccessible or too complex for the masses. While some of these claims ring true, over the past few decades, many academic institutions and research organizations have capitalized on the opportunities provided by the internet, leading to a vast repository of academic journals being available online. Scholarly history writing uses formal tone and language whereas popular culture employs the vernacular.

Yet another aspect of popular culture is disinformation (through the wrong sources), or misinformation (spreading disinformation, partial information or lies deliberately, usually for propaganda), WhatsApp, Facebook and various other platforms are used extensively for spreading false or partial information, shaping political opinions, these opinions do not try to understanding history but rather realize the ambitions of vested interests by means of protecting their own versions of the past into the present (D’Souza, 2021). Social media has promoted decentralization for centralization, taken the authority away from certified and authentic hierarchies, for instance, providing a greater scope to activists with many followers rather than experts, this connects with the issue of free speech, and also brings into question whether people should define their own histories, and the consequences emanating from the same (Obaid, 2020). History is also distinct from memory, as French Historian Pierre Nora (Between Memory and History) puts it, Memory emphasizes the main object of recollection, while history seeks to criticize, complicate and analyse, memory moves you and becomes a part of your identity, creating boundary of communities, while history is more detached, and complicates both identity and community (Mehta, 2022). This is important to note as at the root of historical debate, there usually lies the fault of memory emphasizing and glorifying the object of recollection, for instance, glorifying kings in India (Prithviraj Chauhan).

The commercialization of popular culture has also hindered identity formation through collective identification, for instance, this has led the family, an institution primarily responsible for enculturation and socialization, to undergo a shift in dynamics, as mass media plays an ever increasing role in enculturation over an individual's life span (Furstenberg, 2019).

The purpose of scholarly history is to also help us clearly define our values and beliefs, what they represent and how to embody them properly, by understanding the context under which they were shaped, and what meaning they took upon emerging, for instance "Secularism is the curtailment of religious control over social institutions, not the absence of religion from society. It is when our primary identity is of equal citizens of the nation, not as belonging to a particular religion or caste. But the Indian definition of secularism is limited to the coexistence of many religions which is incomplete because some religions can still be marginalised as they are," stated Romila Thapar, while giving a lecture in 2015. This contrasts with the misrepresentation or misunderstandings of values which are common in popular culture.

CONCLUSION

Through the aforementioned arguments, it becomes evident that academic history writing, as a discipline has a role to play, that is, to inform, educate and ignite the spark of doubt, analysis and critical thinking in the reader's mind, which is distinct and cannot be fulfilled by popular culture. Historians need to enter the public sphere, sparking more debate over the events and interpretation of history, and they need to employ the same devices through which false historical narratives are being propagated, that is, the media in all its forms (as some historians have already started doing in India and worldwide), Historians can also join hands with journalists, media organizations, public influencers and opinion leaders to further propagate to the masses, objective accounts and evident interpretations of their origins. Writing directly for readers and through collaborations with media organizations can earn historians a greater following and readership.

Historians should also enjoy independence and protection from political, religious and commercial pressures, and if possible, the authority of school and college curriculum should lie (partially or fully) in the hands of historians. They should also enjoy independence in setting the topic of research, rather than being dictated by political or commercial entities.

While the practice of historical writing cannot be replaced by any less rigorous method of recording (Historiography), using more innovative methods to teach history can aid a lot of students and citizens by making lessons much more impressionable, engaging, and memorable. (Adams, 2022) Research grants and academic posts for vacant seats in universities should also be commissioned, perhaps by a single institution or entity.

These steps can bring about a proliferation in research and expand the historical archives of academic institutions, engaging intellectuals and citizens alike in a widespread discourse about the contents of civilization in contemporary and ancient history, leading to an increase in national literacy, critical thinking and human resource development, hence creating more informed decision makers with greater awareness of their historical contexts.

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WITHDRAWAL OF FARM LAWS WAS A STEP IN WRONG DIRECTION

Disha Gupta*

ABSTRACT

It was obvious that the buried laws were no longer functional and could not provide any political benefit to the government or the Bhartiya Janata Party (BJP), which is preparing for assembly elections in many states next year, by the time PM Modi announced the decision to withdraw the laws, reversing a major policy decision. The governments biggest reforms push in the agriculture sector was reversed on Friday, when the Prime Minister Narendra Modi announced the repeal of the three farm laws against which farmers mainly from Punjab, Haryana and western Uttar Pradesh have been protesting, laying siege to Delhi for almost a year now (editors, 2021).

KEYWORDS: Farm Laws, Farmers, Protests & BJP

INTRODUCTION

“I did everything I could for farmers. I am acting in the interests of the nation.” Prime Minister Narendra Modi made the announcement to repeal the three farm laws, which

*Vivekananda School of Journalism and Mass Communication

had caused the nation's largest socioeconomic group to go to battle with the federal government (Narendra Modi, 2020).

The Essential Commodities (Amendment) Act, which eliminates stockholding restrictions on agricultural goods, the Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, which creates an opportunity to sell straight to the privatized zones, and the Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services, which aims to establish guidelines for contract farming, were all passed last year. During the declaration process, protests spread throughout Punjab and Haryana (sustainableagriculture.net, n.d.). On November 26, farmers from these two States mostly marched to Delhi and have since set up camp at the territorial boundaries of Tikri, Singhu, and Ghazipur.

ROLE OF GOVERNMENT

Farmers worry that the agricultural production changes may lead to the downfall of the APMC markets and the elimination of the minimum support price (MSP) regime. Under the MSP system, the government purchases farm products at a set cost. Regardless of supply and demand limitations, the MSP assures farmers receive a set price. A measure to secure the procurement of farm products at the MSP has been demanded by farmers. They also urge the government to repeal the Electricity Act modifications (www.news18.com, 2021).

Farmers worry that removing stock restrictions on food commodities will encourage huge corporations to stock products indiscriminately, which might ultimately control the markets.

To remove the laws, the administration will now need to introduce separate measures in the Lok Sabha. It might simply permit the measures to be repealed without any debate. If the opposing party demands on a discussion, the treasury benches will have to put up with a round of criticism of the government because they have decided to revoke the legislation (timesofindia.indiatimes.com, n.d.).

AT IT COMMENCE

One factor that contributed to the ill will between farmers and the Modi administration was the agriculture legislation. The largest pool of potential voters for any party is found among farmers. Three months before assembly elections in five states, the decision to withdraw the farm legislation seems to have been made at a financially beneficial time. Although the protesters applauded Modi's decision, farmer leader Rakesh Tikait stated that the movement would not end right away. We'll watch for the day when Parliament repeals the agriculture legislation, he declared.

Farmers have been sitting out on the borders of New Delhi since the restrictions were implemented last year, through a brutal winter and a disastrous coronavirus spike. Additionally, there were protests against the laws all around the country.

At first, the demonstrators and the government tried to work things out; the administration offered to put the laws on hold for 18 months, but the farmers persisted in demanding a complete removal (timesofindia.indiatimes.com, n.d.).

In nearly a year, the farmers' agitation has frequently made international news. November 26th, the anniversary, is almost coming. According to reports, the farmers' unions and activists wanted to become well-known. The Modi administration would have received negative press for an outdated statute with slim chances of being revived.

From opposing parties to leaders of the farming community, everyone has called the Modi administration "arrogant" at a certain point regarding a different problem. In light of a persistent campaign portraying him as a leader who did not review a choice even if the people impacted by it disagreed with it, PM Modi's reputation as a "strong leader" was fading (editors, 2021).

HURDLES IN THE PROTEST

According to the demographics of the protesting farmers, those in Punjab, western Uttar Pradesh, and sections of Haryana were the biggest opponents of the farm legislation. Elections in Punjab and Uttar Pradesh will take place in February to March of 2022.

Furthermore, the Jat community in western Uttar Pradesh made up the majority of the protesting farmers. In this province, where Jats are seen as ruling the social structure and opposed by so-called inferior castes like Gujjars, Pals, and Sainis, the caste equation reduces its significance on the BJP (indianexpress.com, n.d.).

Punjab presented a significant obstacle because there are more Jat-Sikh farmers there. Second, the BJP is attempting to expand its presence in Punjab, where a multi-cornered election is expected. Lastly, if the BJP wants to work with the previous Chief Minister Captain Amarinder Singh, a resolution to the farmers' agitation was a requirement. It was not a challenge to bury a dead law.

Everyone has called the Modi administration "arrogant" at some time, from political enemies to leaders of the farmers' movement. In light of a persistent campaign portraying him as a ruler who did not rethink a choice even if the families impacted by it disagreed with it, PM Modi's reputation as a "tough leader" was becoming muddled.

This answers why PM Modi went over and beyond by issuing an apology in addition to the repeal announcement. He apologised to the nation's citizens, saying, "We tried to persuade the farmers, but we were unable. Given that we were unable to persuade some farmers, there must have been a flaw in our attempts (www.indiatoday.in, 2021).

POLITICS IN THE PROTEST

The political resolution that the BJP national executive passed earlier this month contained a hint about the effort to remove the farm laws. The agriculture laws were not mentioned in the decision. Many analysts ignored the strong indication that the agricultural laws would not be on the BJP's electoral agenda throughout the course of the following year, which would see seven state elections, but it was there all along.

For many who had backed the farm legislation, it is another another reminder that good economics frequently results in bad politics. Particularly when there is a lack of confidence between both the government and the important stakeholders; when politics is hostile; and when politics is quasi (www.thehindu.com, 2021).

PARLIAMENTARY PROCEEDINGS

As written in the article 122, which estates that on the basis of unconstitutionality, illegality and irregularity which can challenge parliamentary proceedings in the supreme court. But supreme court can not interfere in the proceedings of parliament (indianexpress.com, n.d.).

REASON OF REVOLT

After independence every state has its development rate, every state don not have the same development rate. That's why some states are known as rich states i.e., Maharashtra, Gujrat, Karnataka, Tamil N?du etc and some are poor states. Now, every state government for the development of their respective states they acquire some funds from the state funds and they receive some funds from the centre for the development. Let's take hypothetical example, imagine if all the states and UTs gives 100 rupees each to the centre now centre allocates all the funds given by the states and UT but the centre also has to redistribute the funds.

At the time of redistribution centre favour more towards the poor states for their better development as compared to rich states. For example, in 2017 data, if Maharashtra has given 100rs to the centre then it has received back only 13rs by the centre, Kerala got 52 rupees in return and Punjab 42 and so on (apnews.com, 2021).

The division between rich state and poor state is not only in India it is present in other countries as well. Like in US, its richest state New Jersey when it gives 100\$ then in return it receives 60 dollars for sure. These funds can be used for states development and farmer development.

REPEALING OF FARM LAW

The opposition says that this decision has been taken down because of the elections. According to the government, this masterstroke has been taken in the favour of the country, and the public is supporting the views of their parties, and arguing with their friends on the same path. In 2019, in the manifesto of the congress party, they were advocating to bring this bill. In 2017, the Aam Aadmi Party had spoken about bringing this bill in the manifesto of Punjab.

Even Rakesh Tikait talked about bringing this bill before 2019 and in 2001 when Modi ji was in Punjab, he opposed this bill. So, actually no one think about the farmers, this is the battle to get maximum benefits according to situations.

Government has support of more than 325 MPs. There is neither any difficulty nor any kind of pressure. In fact, when the condition was bad in real, when the pressure was high, that time it was not removed. Rather when everyone was sure that nothing can happen now, then all of a sudden, this bill was removed. And that too when the government knew that their supporters will get disappoint (www.deccanherald.com, 2021).

The way BJPs network operates, at the booth and grassroots level, it is different from rest of the parties. BJP has been lucky in this too because it gets the support of organizations like RSS. BJP gets to know very quickly what is going on at the ground level. They understood that the image of the party is getting anti- farmer in West UP, Punjab and Haryana. In fact, when the party workers were going in these areas, they were not allowed to go in. 58% of people are directly connected with farming and 15% are indirectly connected, like fertilizers, seeds, tractors its manufacturing.

Till now BJP which was not visible anywhere in Punjab has become Major Party with Akali Dal, captain Amarinder Singh and with 38% Hindu voter support. Even they are not saying about the alliance. But after the election results, if BJP is successful in convincing 38% of Hindu voters, then both these parties will support. Even if the loss is less in UP, only in the west UP, but when great alliances come then even a small loss turns into a defeat. And an important state like UP, from where the PMs path does not open without winning there. BJP cannot put that at risk.

The opposition was dreaming of Haryana, UP and Punjab. The BJP broke it in a jiffy by removing the Farmer law. The biggest loss has happened to the opposition due to the removal of the Farm law. There was competition among the oppositions for getting the credit for the removal of farm law, whereas farm bill has been removed due to belligerence of farmers. Even after the removal of the Farmer's law, the opposition was looking to stop it by bringing any demand, but Modi ji decided, so he accepted all the conditions (www.bbc.com, 2021).

You just think once, Government may say that “the states who want farm bill can implement it, and vice versa” but if they did so, then there was BJP’s government in Haryana and UP. And if the government doesn’t implement the bill in both these states, it would have been that they are not implementing the bill and are asks others to implement it and if the implement it, then they have to face the same problem that BJP was facing in UP and Haryana. No solution comes out for it and there is no use in doing all this. That’s why they did not hold any meeting with any farmer union. And suddenly, removed the law. So, that it seems that a decision has been taken in the favour of the country and they have taken it themselves, and it has nothing to do with the elections (www.thehindubusinessline.com, 2021).

CONCLUSION

Our PM was seen at the gurdwara on the Guru Tech Bahadur’s 400th birth anniversary. Farmers law was abolished on the day of Gurburab. The price of farm budget and crop were incremented. In 1984, a fresh investigation was started for anti-Sikh. In debate, the Sikh community should be brought back and giving back to guru Garand sahib. These things were started all of a sudden, there is no relation of this with elections!

If you come from Kashmir, and sit on the streets it doesn’t mean they will repeal section 370. The government has always dealt with their non-voters. Whether it is CAA or NRC. But this time they are dealing with their voters. That’s why this is happening. News channels that are against the government are getting happy as if they have hit the jackpot. And the news channels that are in support of the government have mentioned the benefits of farm laws the whole year. And now when the farm laws are repealed, then they are explaining that keeping in mind the national security Modi ji has played a masterstroke (www.news18.com, 2021).

That means when the law was formulated then also it was for nations benefit. And when it was repealed, it was also for nations benefit. Meaning they have absolutely had nothing to do with education and knowledge now {sarcastically}. That’s why will see around you that farmers children are seeking jobs in cities rather than doing farming.

On an average in India, a farmer has 1.1, in 1.1 hectares of land, the cultivated wheat is approximately 27 quantal, which takes 6 months. If we talk about current rates, then for 1 quantal, a farmer gets 2015 rupees. According to this, a farmer earns 9000 rupees a month. If a person reaches Delhi railways junction every morning and starts to beg for money in every train, then he will earn more than this (www.indiatoday.in, 2021).

This is the reason behind that since independence till today, approx. 3 lakh farmers have committed suicide. The farmer sells 1 quantal of maize at the rate of 1870rs on MSP

and that same maize reaching market and cinema hall costs from rupees 1500 to 200 per kg. This is a very difference. This is the first place in the world where the one who is producing or the one who is the owner is earning less, and the one who is selling is earning more. This can mean only one thing that this process has a loophole. And to remove this loophole there is only one way and that is reform.

Whether you did not like this farm laws, you sit with agriculture experts or with their team and suggest them according to you and make the law. The place where the government is standing, they will agree to everything. But removing the law, and the things will go on as they were. The farmers will keep committing suicide. And what happened this time, whichever government will come in the coming years. They will not dare to touch the farmer's law (www.thehindubusinessline.com, 2021).

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CAUTIOUS IMPLEMENTATION OF FARMS LAWS, NOT THEIR WITHDRAWAL IS THE WAY FORWARD

Lavisha Malhotra*

ABSTRACT

Laws are a set of rules made by the government or social institution to regulate a country. People follow these rules in order to live a proper and systematic life. Without some rules and regulations people would be free to do any crime and they would not be punished. When there are some laws made by the government people have to follow them. It has been variously described as the art and science of justice. The creation of laws may be influenced by a constitution. The law shapes politics, economics, history and society in various aspects and serves as a mediator of relations between people. The scope of law can be divided into two domains. Recently Prime Minister Narendra Modi announced the repeal of three contentious farm laws. These laws came into being in 2020, but due to the protests that occurred in the country by farmers of various states in India. And hence these laws were taken back. This action of Prime Minister has raised serious questions.

KEYWORDS: Farm Laws, Constitution, Politics, Farmers

*Vivekananda School of Journalism and Mass Communication

BACKGROUND

The three laws are included the Farmers Produce and Commerce (Promotion and Facilitation) Bill, 2020; The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Bill, 2020 and The Essential Commodities (Amendment) Bill, 2020.

Farmers mostly from Punjab and Haryana protested against these laws at the border of Delhi. Earlier this bill was passed as an ordinance when the parliament was not in session.

“It was first time in history of democratic governments that brazen and cruel laws were made without even taking the stakeholders on board. No govt. should ever do such cruel thing again,” said Mr. Badal (shah, 2021).

On June 2020 the farmer production trade and Commerce Ordinance 2020 was passed,

this Bill was introduced in Lok Sabha on 14 September 2020 after getting approval from Lok Sabha it was sent to the Upper House i.e. Rajya Sabha, it was passed by Rajya Sabha on 20 September 2020 and it was promulgated by the Union Cabinet. This law allowed the electronic trading of schedule farmers in the specified trade area with facilitate the online buying and the selling of the agriculture products. In this act the Indian parliament that was enacted on 1955 shows the delivery of sudden commodity and product of being not be affected by the Black marketing for example drugs ,fuel ,food and other stuff (shah, 2021).

The Government of India regulates a production of supply in order to make available the product to the consumer at the fair prices also the government fix the MRP of the product

Indian farmers had fear that they might lose more than they can gain the profit from the commodity .As quoted by Bhartiya Kisan Union leader Rakesh that they what amendment in them but we won these law to be replied we do not want changes (IAS S. I., 2021).

EXPLANATION

First law:

The first law states that the farmers from now on can sell their produce directly to the private mandis and their will be no middlemen in between the farmers and the mandis. Middlemen also known as “Adatiya” i.e. APMC mandis where the people who buy the produce from the farmers. According to this law farmers can eliminate middlemen and sell to institutional buyers or Private mandis at prices to be agreed between them. This law seems to be very good on paper but practically it is not so because 85% of the farmers are

small farmers and they own less than 2 hectares of land, they can sell their produce at around 1800-2000/ quintal at the APMC 'mandi' but if they sell their produce to the private mandis they does not have that much produce to so they would not be able to negotiate directly with the large-scale buyers the price. This is one of the major reason why farmers protested against this law. These alternative mandis will lead to ultimate closure of existing APMC. In this bill they also stated that the geographical restrictions have been removed but farmers never had any restrictions. Farmers can sell their produce in the neighboring states as well. The farmer can trade outside such as farm Gates, factories, cold storage and many more that are offered by the APMC mandis. The problem is that as we talked before that they are small farmers, hence they cannot afford the transportation cost and storage cost. This is another reason of their denial for the laws. These restrictions are imposed on the Adatiya as they cannot sell in any other state. Also the APMC has some taxes imposed on the produce, if Private mandi comes into play then there will be no tax on them. If private buyers start purchasing from the farmers, they will lose out on taxes that are charged on private mandis. Also the potential scrapping of the mandis will endanger the jobs of millions who work there. The Bhartiya Kisan Union and other farmer organizations sought permission From the Haryana government for a Protest rally. On the 10th of September, the BJP-led state government denied them the permission. In view of the coronavirus pandemic and that a protest during this time would not be right. But the farmers did not pay heed to the government and a rally was organized in which more than 100 farmers. Rode their tractors to the site of protest and hence some called it the "tractor protest" (IAS S. I., 2021).

Second Law:

The second law allowed farmers to enter into agreement with agri-farmers, exporters or large buyers to produce a crop for a pre-agreed price. It made the national Framework for contract farming through an agreement between the farmer and buyers before the production or rearing of any farm products. Farming agreement was agreement between the farmers and buyer that there shall be one crop season of one production cycle of minimum period .The maximum period the agreement shall be of 5 years and the production is mutual decided by the farmers and the buyers (IAS S. I., 2021). The act provide three level dispute settlement mechanism correlation board sub divisional magistrate and appellate authority It means that a private buyer can directly talk to the farmer and sign a contract 5-6 months before the harvesting of the crop, and a priced would be decided at that time only. It was a good scheme for the farmers because sometimes there are bumper crops in the market i.e. a lot of farmers grow the same crop and it's quantity is increased at that time the rate of the produce decreases so according

to this scheme the rate would be previously decided so the farmer would not face any issues related to the price. But again this looks very beneficial on paper, but its drawbacks are that if such big companies buy the produce directly from the farmers they will face crises to sustain. Let us take the example of some online stores that sell vegetables and other groceries (IAS S. I., 2021).. These stores might sell the products in the beginning by giving discounts and offers but after some time they would face issues because there is not one online store, there are many. At the time of starting they would have funds so they could pay the price decided in the contract to the farmers too , but if they themselves could not sell the produce then they might face problems in paying the amount to the farmers a as result it would not sustain, and the price that they pay to the farmers will decrease. For a farmer this money is very important , it is his daily life. Farmers were also worried about the MSP (minimum sale price) that was removed which means no govt. control over prices (Chandrashekhar, 2021).

Third Law:

The third law was about hoarding which means that earlier these middlemen or some buyers used to store a lot of produce purchased from the farmers and they used to sell this when the market price increases although this is an illegal practice but still people used to follow this, however this practice has been decreased very much since past few years. An act was made against this practice that is The Essential Commodities Act, the new bill made is an amendment in this old act. This act stated that you can store certain amount that is certain quintal of the produce, storing more than that amount is illegal. The amendment made in this act proposes to allow the private buyers or private mandis to stock food articles freely without the fear of being prosecuted for hoarding. (IAS S. I., 2021)

Because of this amendment the farmers were against this bill. Because this unlimited stocking can lead to artificial fluctuations and low prices for farmers after harvest. These private buyers will purchase a lot of produce at a low price and in the next season they would not pay the farmers the amount because they will not purchase the produce of that season as they already have a lot of material stocked. And they might ask the farmers to sell their produce at a very low price and here the farmer had to face problems as he would be asked to sell his produce at a low price and he had to sell because he does not have any other option(Rathee, 2021).

PROTESTS AROUND THE COUNTRY

The biggest changes that farmer faced was that now they have to sell their product at the market directly to the private buyers and online shops. There were 1000 of farmers from Bareilly against the government and the farmers also block trees in Delhi (IAS S.

I., 2021). Farmer had a fear that this will eventually lead to the farmers selling their produce in wholesale market and that will leave them at the mercy of private corporates. Farmers protests against the government continued for almost 15 months that is more than a year. In Haryana farmer bodies and Congress workers hold protest at Rothak, Karnal, Hisar and Sonapat. The farmer protest continued in other states of India as well. In Goa people protest march on the road leading up to the Raj Niwas. In Karnataka their were protests in 30 districts including Bengaluru, Mysore, Hassan and Raichur. In Madhya Pradesh Congress workers protest at district headquarters. In Odisha the Congress workers take out a rally in Bhuvneshvar. In Utrtrakhand as well the Congress leaders hold protests at the Governner's house in Dehradun (IAS S. I., 2021).

Many farmers refused to go back to the home until the law are repealed and they were there standing straight fighting the government because it ultimately the farmers had to face all the problems and since a long time many farmers committed suicide and these laws might become another reason for their suicide. During these protests they faced a lot of problems, many farmers died in the latthi charge by the police, many of them died in covid as the second wave started in 2021 beginning but the farmers were still there protesting against the laws .There was a lot of support given by the Chief economic Geeta Gopinath for the three farm laws. She said that the farm laws and the label will be a very important step in right direction also du , Jnu Rajasthan University and other in the support of these farm laws (Rathee, 2021).

On the other hand in opposition Kaushik Basu chief economist of World bank called the farm laws are flawed and detrimental to famers. Other Academics said that new farm laws are the major threat to the Indian farmer community and argued the government to abandon it. There was several agitation against act called such as Bharat bandh on 25 September 2020. This was supported by the18 political parties and 10 Central trade union it was the biggest and the longest farmer protest after the Narendra Modi party came into the power. Farmers were blocked by the Haryana police to enter Delhi .Truck filled with sand and the bulldozer were placed on the path of their March to Delhi (Rathee, 2021).

Also the formal leader and Bhartiya Kisan Union chief Rakesh Tikait with the faces on the ongoing protest. On the occasion of Gurupurab on 19 November 2021, Narendra Modi, Prime Minister of India, announced that his government would repeal the three acts during the upcoming winter session of Parliament in December. In a televised address, Narendra Modi lamented his government's inability to convince farmers of the law's advantages, saying that despite several attempts to explain the benefits to the farmers, we have failed. On the occasion of Guru Purab, the government has decided to repeal the three farm laws (Rathee, 2021).

CONCLUSION

Experts and poll watchers suggested that the forthcoming state elections in Punjab and Uttar Pradesh in 2022 had an effect on Modi's decision. On 29 November 2021, the Indian parliament passed the bill to repeal farm laws in the country. The bill was passed without a debate in both the lower house i.e Lok Sabha and the upper house i.e Rajya Sabha, despite several demands of it. The farm laws repeal bill was passed within four minutes of being tabled in the Lok Sabha. It was tabled at 12:06 pm and passed by 12:10 pm, these law were brought on the demand of the farmers economics and Agriculture experts to empower the small farmers. Also several schemes were brought in the ruler markets to help farmers. and there were budget allocations for the farmer for 5 times. Prime Minister Narendra Modi said "we work to provide farmers with the seeds at the reasonable rates and facilities like micro irrigation and issued as many as 22 crore soil health cards . Such factors have contributed to increase agriculture production we stent and fasal Bima Yojana" (shah, 2021).

There were certain demands put forward by the farmers. They said that the acts are more favourable towards the companies and not legally empowering the farmers. They demanded to strengthen the MSP- MSP to be made a legal right. Currently procurement is not done for all 20+ crops for which MSP is declared. They said that APMC reforms are needed , not its removal. They should be strengthened. The middlemen will not go away. If the middlemen are doing work for the government sector they can even work for the private sector. Investment in agriculture sector must be from GOVERNMENT, NOT PRIVATE sector. Government should provide all the facilities themselves besides of appointing private people (shah, 2021).

We are all aware of the economic reforms of 1991. These liberalization measures had not only increased the growth rate of economy but it has also supplemented then prevailing public sector. There is lot of hue and cry over MSP and misconception that it may be abolished in future. However, it should be noted that MSP covers only around 6 per cent of farmers. To assure price stability the specific measure will be required in the initial years till the act becomes regular. It is beyond doubt that freeing the farmer for selling the produce will definitely put the large number of middlemen/ intermediary in jeopardy. In present times diversification of farming is need for social, economic and ecological sustainability. Also, the dietary demands of Indian society are witnessing a reduction of cereals and increase of fruits and vegetables. It should also be noted that soil and water exhausting crops like rice and wheat, need to be replaced with protein rich and soil enriching pulses. These three acts are in coherence of these demands. Another point is that contract farming is implemented in certain pockets in India by reputed MNCs such as Pepsico and Reliance (Chandrashekar, 2021). Legalizing the practice will only

enhance the confidence among stakeholders. However, it is needed that there should be formation of expert groups comprising the specialist from state agricultural universities to study the implementation of act with time and they should submit timely reports regarding various drawbacks and best models (state wise) pertaining to it. Simultaneous strengthening of FPOs will definitely serve as complement to strengthen the farmers' bargaining position especially marginal ones. There is long way to go in agriculture and the cautious implementation of these acts will definitely be helpful. It will surely be a welcome step if government takes heed of the genuine concern of the public at large and alleviate the fear among the mindset of the people by incorporating the desired changes into the legislation. However, succumbing down to the demand of repealing the legislation in totality should not be agreed upon as it will give the wrong precedence for future to come. Government will also be able to shun off its pro- capitalist and anti - farmer image while ensuring the strategic benefit to the nation and its democratic harmony (shah, 2021).

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WITHDRAWAL OF FARM LAWS HAS SET WRONG PRECEDENCE

Leema*

ABSTRACT

Prime Minister Narendra Modi announced the repeal of three contentious farm laws- Farmers produced trade and Commerce act the Farmer agreement of price assurance and Farm service act Essential committee act 2020. Farmers mostly from Punjab and Haryana have been protesting against these laws at the border of Delhi since November 26 2021. Farms law was an ordinance in June later it was made a bill which was not passed by the president but the protest began since it was passed as ordinance (Shah, 2021). The move of repealing these laws by the Prime Minister has raised serious question whether this could be beneficial or harmful for the constitution.

KEYWORDS: MRP, Bhartiya Kisan Union, Farms bill

INTRODUCTION

On June 2020 the farmer production trade and Commerce Ordinance 2020.

This Bill was introduced on Lok Sabha on 14 September 2020 it was passed by Rajya

*Vivekananda School of Journalism and Mass Communication

Sabha on 20 September 2020 was promulgated by the Union Cabinet.

It permits draw interstate trade of farmer to produce beyond the physical permissions of APMC Markets (Agricultural Produce Market Committee).

The act allow the farmer to trade outside such as farm Gates, factories, cold storage and many more previously it was only done by APMC wards.

At also allow the electronic trading of schedule farmers in the specified trade area with facilitate the online buying and the selling of the agriculture products

Essential committee Amendment Act 2020.

This bill was introduced in Lok Sabha on 14 September 2020 and it was passed by Rajya Sabha 22 September 2020 (Kumar, 2021).

PROTESTS BY THE FARMERS

In this act the Indian parliament that was enacted on 1955 is shows the delivery of sudden commodity and product of being not be affected by the Black marketing for example drugs, fuel, food stuff.

The Government of India regulates a production of supply in order to make available the product to the consumer at the fair prices also the government fix the MRP of the product

Indian farmers had fear that they might lose more than they can gain the profit from the commodity. As quoted by Bhartiya Kisan Union leader Rakesh that they what amendment in them but we want these law to be repealed, we don't want changes.

Also lot of people died during the protest. the duration of protest was of 11 months beating heat, monsoon and winters .as now this law has taken back. The new bill sates that now their will be a private mandis where the farmers sell the crops and there will be 0%interferes of the middleman.

The problems lies that 85% of the farmer have less than than 2 hectares of land so where they should grow the crops and then sell to privates mandis later they used to sell to AMPC and in private mandis there was no scope of negotiation.

The biggest changes that farmer faced was that know they allowed to sell their product at the market directly to the private players and online shops.

farmer also block roads in the Delhi. farmer had a fear that they will eventually lead to the wholesale market and ensured prices leaving them at the mercy of big Corporation.

Many farmers refused to go back to the home until the law are repealed and they were Till they for 11 months and they were also fighting with the second wave of covid.

There was a lot of support given for the three farmers by the Chief economic Geeta Gopinath said that the farm bill and the labours will a very important step in the right direction also DU, JNU, Rajasthan University and other in the support of these farm laws.

On the other hand in opposition Kaushik Basu chief economist of World bank called the farm laws are flawed and detrimental to famers. other Academics said that new farm bill will over the major threat to the Indian farmer community and argued the government to abandon it (Deepshikha, 2021).

There was several agitation against act called such as Bharat bandh on 25 September 2020 this was supported by the 18 political parties and 10 Central trade union it was the biggest and the longest farmer protest after the Narendra Modi party came into the power. Farmers were blocked by the Haryana police to enter Delhi. Truck filled with sand and the bulldozer place on the path of the March to Delhi. In Haryana famers bodies and congress workers hold protest with congress workers at Rohtak, Karnal, hisar and sonapat also in Punjab bhartiya kisan union BKU holds a protest in longowal ,sangur. All India kisan sangarsh coordinate to block railway track near jandiala in Amritsar. In other state also Rajasthan Congress workers protest outside the Raj Bhawan and submit a memoran dum to governor Kalraj Mishra .KARNATAK Protests in 30 districts, including Bengaluru, Mysore, Hassan and Raichur. Farmer bodies and Congress workers hold protest with Congress workers at Rohtak, Karnal,Hisar and Sonapat. No roads were blocked on Monday. UTTARAKHAND Congress leaders hold a protest at the Governor's house in Dehradun UTTAR PRADESH Protesters burn the effigy of PM Narendra Modi in Haldwani Town. Farmers' bodies protest in several part of western UP. Bhartiya Kisan Union, others protest at Moradabad, Meerut and Saharanpur . UPCC president Ajay Kumar Lallu taken into custody with other party workers, while trying to hold a march in Lucknow.

They were later released Also the formal leader and Bhartiya Kisan Union chief Rakesh Tikait with the faces on the ongoing protest.

Prime Minister Narendra Modi with raw the controversial farm laws also he said these law were brought on the demand of the farmers economics and Agriculture experts to empower the small farmers. Also ruler market was several schemes were brought to help farmers and they are also was budget allocations for farmer for 5 times. Prime Minister Narendra Modi said “we work to provide farmers with the seeds at the reasonable rates and facilities like micro irrigation and issued as many as 22 crore soil health cards . Such factors have contributed to increase agriculture production we stent and Fasal Bima Yojana”. Prime Minister Narendra Modi added “In the coming Parliament session, we will take constitutional measures to repeal these farm laws”.

The demand of the farmers was the Act was more about the favourable towards the companies and not legally empower the farmers. For example in contract farming MSP(Minimum support price) should be joined as if MSP price should be given to the farmers. Also MSP is available but not all the farmer have given the right to use MSP

only 6% of farmer have the right to use it because government promise is to give MSP to the 20 to 25 crops but only one to two crops are given MSP. Also MSP should be a legal right given to every farmer.

The minimum support price (MSP) is an advisory price signal that is part of a larger set of agricultural policies in parts of India. This informal “support” price as opposed to procurement or issue price is recommended by the government and aims to safeguard the farmer to a minimum profit for the harvest while at the same time of harvesting.

Also farmer to APMC reform to be strengthened and not to be removed because APMC have lot of flaws in it because it is very old that should be reevaluated.

The work of the middlemen should not go away because the middlemen will be there in the private sector also because we don't have any direct contact so the middleman will be there in the private sector also. Also the investment agriculture sector must be form of government not by the private sector .

Agricultural Produce Market Committees (APMC) is the marketing board established by the state governments in order to eliminate the exploitation incidences of the farmers by the intermediaries, where they are forced to sell their produce at extremely low prices (Chhabra, 2020).

The withdrawal of three farm laws by the government is not a sign of weakness and will not impact any other Reform said by finance minister Nirmala Sitharaman

Also three farm laws were not introduced suddenly and all the parties were in favour of them from 10 to 15 years. They are some drawbacks of the farmers that is mandis operated under APMC laws of the state will be abolished the former will force to sell their crops to the private companies at half of the prices.

The abolition of Mandi system there will be no purchase of the crop on MSP minimum support price.

Also the transportations of the crop from one state to another the benefit will be provided to the private sectors not to the farmers.

Also the farmer will face the fear of losing their land and they will become a treated as slaves

Mandis bring in revenue for state governments. The diversion of agricultural trade towards private mandis could lead to the loss of states' revenues. Some states are concerned about the loss of revenue from mandi taxes and fees, which currently range from 8.5% in Punjab to less than 1% in some States.

On the occasion of Gurupurab on 19 November 2021, Narendra Modi, Prime Minister of India, announced that his government would repeal the three acts during the upcoming winter session of Parliament in December. In a televised address, Modi

lamented his government's inability to convince farmers of the law's advantages, saying...despite several attempts to explain the benefits to the farmers, we have failed. On the occasion of Guru Purab, the government has decided to repeal the three farm laws. Experts and poll watchers suggested that the forthcoming state elections in Punjab and Uttar Pradesh in 2022 had an effect on Modi's decision. On 29 November 2021, the Indian parliament passed the bill to repeal farm laws in the country. The bill was passed without a debate in both the lower house i.e Lok Sabha and the upper house i.e Rajya Sabha, despite several demands of it. The farm laws repeal bill was passed within four minutes of being tabled in the Lok Sabha. It was tabled at 12:06 pm and passed by 12:10 pm, while the opposition demanded a discussion (encyclopedia, 2022). The first law states that the farmers from now on can sell their produce directly to the private mandis and there will be no middlemen in between the farmers and the mandis. Middlemen also known as "Adatiya" i.e. APMC mandis where the people who buy the produce from the farmers. According to this law farmers can eliminate middlemen and sell to institutional buyers or Private mandis at prices to be agreed between them. This law seems to be very good on paper but practically it is not so because 85% of the farmers are small farmers and they own less than 2 hectares of land, they can sell their produce at around 1800-2000/ quintal at the APMC mandis but if they sell their produce to the private mandis they do not have that much produce to so they would not be able to negotiate directly with the large-scale buyers the price. This is one of the major reason why farmers protested against this law. After protesting for 15 months against the farm laws and other issues like MSP have announced the end of the protest. (MSP) have announced that they will end their protest on Saturday, December 11, and return to their homes. The farmers' unions have planned a Fateh Ardas (victory prayer) at 5:30 pm today, and a Fateh March (victory march) at Singhu and Tikri protest sites on Delhi's borders on December 11 around 9 am, sources said, and added that Punjab farm leaders plan to pay obeisance at the Golden Temple in Amritsar on December 13 (Kumar, 2021).

CONCLUSIONS

There was lot of hue and cry over MSP that it may be abolished in future or not. It should be noted that MSP covers only around 6 % of farmers. It is announced only to assure the price stability in market. To assure price stability the specific measure will be required in the initial years till the act becomes regular. Government need to procure the food grains for the PDS for times to come. In present times diversification of farming is need for social, economic and ecological sustainability. It should also be noted that soil and water exhausting crops like rice and wheat, need to be replaced with protein rich and soil enriching pulses. These three acts are in coherence of these

demands. The other point to be noted that contract farming is implemented in certain pockets in India by reputed MNCs such as Pepsico and Reliance. Legalizing 1practice will only enhance the confidence among stakeholders. However, it is needed that there should be formation of expert groups comprising the specialist from state agricultural universities to study the implementation of act with time and they should submit timely reports regarding various drawbacks and best models (state wise) pertaining to it. There is long way to go in agriculture and the cautious implementation of these acts will definitely be helpful. It will surely be a welcome step if government takes heed of the genuine concern of the public at large and alleviate the fear among the mindset of the people by incorporating the desired changes into the legislation. However, succumbing down to the demand of repealing the legislation in totality should not be agreed upon as it will give the wrong precedence for future to come (Biswal, 2020). Government will also be able to shun off its pro- capitalist and anti - farmer image while ensuring the strategic benefit to the nation and its democratic harmony. The Centre has also agreed to drop all police cases against farmers - this includes stubble burning complaints and those filed by Haryana and Uttar Pradesh in connection with violent clashes with security forces over the past several months. It has assured the farmers that all cases against them relating to the protests will be immediately withdrawn, and has appealed to all states to do the same (Deepshikha, 2021).

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WITHDRAWAL OF FARM LAWS WAS SET UP IN WRONG DIRECTION

Sakshi Pandey*

ABSTRACT

The article includes summary of the three farm laws including the Farmers (Empowerment and Protection), Agreement on price assurance and farm services Bill, 2020 and the Farming Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020. The third and last law is the essential Commodities (Amendment) Bill, 2020, why the farmers were against these laws, how these laws were affecting 'poor' farmers of the country. Importance of APMC Mandis, MSP and how they have been helping out the farmers since during the time of independence, and most importantly how the government failed to show the citizen the importance of the three bills. The protest got international attention from singer Rihanna and social activist, Greta Thunberg. An important aspect of the laws is also farmers would be exposed to the risk of fraud due to the entry of people without licenses or registration due to the removal of the APMC. The PM's statement on the day of Gurupurab included that the implementation of the laws was beneficial for the farmers and the government had a good intention behind the laws but because of the protest the government decided on taking them back

*Vivekananda School of Journalism and Mass Communication

KEYWORDS: Farm Laws, APMC Mandis, MSP, BJP, MSP

INTRODUCTION

Farm laws protest by the farmers of the states of Punjab and Haryana was initiated in the state of Punjab in August 2020 when the farm laws were made public. Then on November 26, 2020, farmers marched toward the Capital city of New Delhi. Then in large groups they gathered and protested at the Delhi borders, Singhu Border connects Delhi to Haryana, Ghazipur Connects Delhi to Uttar Pradesh (Ghaziabad) and Tikri Border connects Delhi to Haryana. This protest did not just gain attention in India but also able to attract the attention of International Famous Personalities like singer Rihanna and Swedish environmental activist Greta Thunberg.

The three Laws that were the root cause of this protest are first, 1. The Farmers (Empowerment and Protection) Agreement on price assurance and farm services bill 2020, which means this bill is related to protecting farmers' interests through a legal agreement from any type of exploitation from the buyer, and also this bill includes a dispute settlement procedure between a farmer and a buyer by an established authority. The primary function of this act for contract forming and secondary is proving a nationwide legal framework. Here a farmer will grow crops according to contracts with investors for a mutually agreed payment. According to the Indian government, this act will attract private investors. The fear of the farmer is that a corporate investor will legally dominate the farmers and put liability clauses on them, this is a genuine and major problem for them. Secondly, 2. The Farming Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020, this bill talks about trading farm goods outside the physical mandi or APMC yards. This bill gave farmers the freedom to sell their goods anywhere within the state or outside of it, but because of this many states like Punjab and Haryana could lose a big source of their state revenue. This bill will allow barrier-free trade in agricultural produce, outside the informed APMC mandis. With its help the state government will not impose any tax on sales and purchases, it also gives farmers the authority to sell their goods at a better cost. For the poor farmers it does not make any difference as they have to pay different costs like transportation, also now their earnings will depend upon the market uncertainties. Also, for the intrastate sale, it will bring a great expense to them. As for the Rich farmers, it is feasible to do so as they can cover the cost. 3. The third and last law is the essential Commodities (Amendment) Bill, 2020. It controls the production, supply, and distribution of certain commodities, removes restrictions on certain essential commodities, and deals with the problem of 'Artificial demand' created by hoarding of goods. Under this act the government can put up essential goods when they are hoarded and also during the time of an emergency when

some products are essentially needed by all can be listed as essential goods and then the commodities will be available to all at the right price. The amendment in this law, that the government did was removing some of the commodities listed as essential commodities and the government will control the prices and the supply during the time of emergency, war, calamity high rise in prices, etc. The commodities removed by the government are generally food items like vegetables, cereals, pulses, etc. which are consumed by everyone on daily basis and will be added to the list only during the time of an emergency, which will lead people to hoard them as the government will not regulate their supply and the price. The three Farm laws. (Sengupta, 2020)

Also known as the Tractor Protest, this protest Bharti Kisan Union and other farmer organizations sought permission from Haryana Government for a protest rally but were denied by the government because of Corona Virus Pandemic. The farmers did not heed the orders of the government and started this protest with their tractors. They also gave a slogan 'Kisan Bachao Mandi Bachao, they also face lathi-charge because of it. (Rathee, 2020)

APMC

An important aspect of the farm laws is APMC, which was started in the post-independence period when the supply chain was sabotaged by Middlemen and the farmers were being exploited by the Middlemen cartel, meaning the middlemen used to regulate the prices by themselves and forced the farmers to reduce the prices by teaming up with other middlemen and not buying the product until and unless it's their decided price. So, now the government decided to create an authorized body which is called the Agriculture Produce Market Committee which acts as a buyer and a mediator. They levy taxes on the transactions done by the buyers and the farmers. It was created to prevent monopoly and to make sure to prevent farmer exploitation. Every buyer in the APMC needs to have a license from the government to buy the produce from the farmers. The farmers are not allowed to sell their produce to a manufacturer or a processor and they have to sell their goods only at the APMC. The Minimum Support Price is the base price issued by the government which is the minimum price at which the buyers are supposed to buy the product. (School, 2020)

MSP

It is one of the reasons that the farmers are able to get a minimum amount as payment because it is a form of market support by the Government of India to ensure any sharp fall in farm prices was announced at the beginning of the sowing season on the recommendations of the Commission for Agricultural Cost and Capital Prices (CAPC). It

was created to protect the farmers to fall against excessive falls in price and in the case when the price for the commodity falls below the announced minimum price to bumper production and glut in the market, government agencies purchase the entire quantity offered by the farmers at the announced minimum price.

EXPLANATION

Firstly, the laws were never clearly explained by the central government to the country and the opposition took advantage of it and gave wrong meaning to the laws by spreading their opinions as facts and never claiming them as opinions.

BILL-1

According to Bill 1, The Farmers (Empowerment and Protection) Agreement previously allows barrier-free intra and inter-state trade of farm produce. Earlier the farm produce was sold only in Wholesale Markets, Mandis, and Agriculture Produce Marketing Committees (APMC). APMC used to have a licensed middleman who use to purchase the goods from the farmers set by the auction before selling to retailers and traders. Now in the new system, farmers can eliminate and sell directly to the institutional buyers at the prices to be agreed between them, but here farmers are worried that they have to face big corporates which have more bargaining power and resources as compared to small farmers. As many farmers are poor and more than 85 percent of farmers own less than two hectares of land making it is difficult for them to directly negotiate with large-scale buyers. Another thing that is bothering the farmers is that their 'Private Mandis' will lead to the closure of the existing government APMC, as to gain profit buyers will use private mandis, then there will be no tax given to the state. As now the geographical restriction is removed, for large-scale farmers it is easy to cover the transportation and storage cost but for small-scale farmers, even though they might get a better price in some other states but transportation and storage expenses (also other expenses) are constraints for them, for the state government will also lose the tax they collect from the APMC Mandis, because of private mandis jobs of many people will be endangered.

BILL-2

2nd law is The Farming Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020, This law will allow the farmers to enter into an agreement with exporters, large-scale buyers, etc. to produce a crop for the pre-agreed price, because of this the farmers are worried that MSP (Minimum support price) will be removed and there will

be no control of the government over the minimum price of the product, which will gradually lead to the monopoly of the big exporters and large scale buyers in the market. The minimum support price problem is a huge problem in India, it is one of the main reasons for a farmer's suicide, but here Prime Minister Narendra Modi himself has cleared the doubt that MSP will not be removed.

BILL-3

Bill number 3 that is; The essential Commodities (Amendment) Bill, 2020, talks about the problem of hoarding, which means collecting and storing of goods in large quantities illegally. This bill removes the restrictions on storing certain essential goods to economic agents without fear of being sued for hoarding. The Unlimited stocking can lead to artificial price fluctuations and low prices for farmers after harvest. The demand made by the farmers' organizations is, they feel that these laws are not legally empowering them, but are in favor of the companies. Another point is to strengthen MSP (minimum support price), the farmers' organization wanted to make "MSP a legal right", and as of now, twenty-two crops are under the prosecution of MSP. They wanted for the APMC to strengthen as it is one of the most important organizations which protects the farmers from various middlemen and protects them from their monopoly. According to the government, if they remove middlemen from APMC, it will benefit the farmers, but according to farmers the middlemen can simply work with private organizations thus their existence will be still there. The farmers wanted those investments should be done by the government not by Private Organisations, as the government will not only look up to the profit gains from production but also, they will take care of the standard of living of the farmers, their protection, etc and will help in reforming the APMC, but as for the private organizations their main focus is to gain profit so they will either give little attention to the other needs of farmers or no attention. (IAS, 2020)

PM MODI'S STATEMENT

Prime Minister Narendra Modi on the day of Gurupurab announced that they will be taking the three laws back, saying that the laws were only beneficial for the farmers. "Our government brought in the new laws with good intention, full sincerity and complete dedication for the welfare of farmers, especially for small farmers, in the interest of agriculture and the country and for the bright future of the poor in villages. But we have not been able to explain to some farmers such a sacred thing which is absolutely pure and for the benefit of the farmers despite our efforts," he said as he addressed the nation on Friday morning.

CONCLUSION

In Conclusion, in spite of a year of protest, the government failed to explain and communicate its policies and ideas regarding the three farm laws to the farmers. The Union Cabinet approved the Bills to repeal the three newly enacted agriculture laws on November 24th. Under these laws, mandis that operate under APMC laws of the states will be abolished. In a few years, the APMC mandis will end and farmers will be forced to sell their crops to corporate companies at one-and-a-half times their current price. Due to the abolition of the mandi system, there will be no purchase of crops on MSP. It has long been the case that farmers' products are shipped from one state to another, and the provisions of the proposed law will only benefit corporations, not farmers. Farmers will be exposed to the risk of fraud due to the entry of people without licenses or registration. In case of any dispute in the business with the corporate buyer, there will be a danger of farmers' interests being ignored. Besides these, farmers fear losing their land and becoming "slaves" to the corporates as far as The Farmers (Empowerment and Protection) Agreement of the Price Assurance and Farm Services Act, 2020 is concerned. According to the farmers, The Essential Commodities (Amendment) Act, 2020 is also in favour of big buyers. (IANS, 2020)

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CRICKET AS COMMERCE IS FOR BENEFIT OF THE GAME

Rishika Arora *

ABSTRACT

In India, cricket has grown to be a major industry. What was once a pastime played among neighbours has evolved into a fiercely competitive spectator sport. A bright young cricketer may now make the equivalent of \$1.25 million per year playing in the Indian Premier League. He may become a star and advertising brand after a few successful years and earn up to \$20 million. Cricket was always an extremely well-liked sport in India, a defining product of British Imperialism. But in recent decades, a brand-new, worldwide model for one-day matches dubbed Twenty20 has emerged. Despite being far shorter than the lengthy traditional five-day test match format, they nevertheless last four times as long as a football match. This invention won over new supporters who previously regarded cricket dull due to its convoluted and obscure rules. Cricket was still considerably less popular as a spectator sport back then than it is now. Fewer individuals could watch matches due to the state's monopoly on broadcasting and the very restricted access to TVs. In reality, cricket was played considerably more often than it was televised. Before 1991, when India formally began its economic liberalisation programme

*Vivekananda School of Journalism and Mass Communication

and welcomed the rest of the world, this was the case. According to estimates, India now accounts for more than 75% of the International Cricket Council's global revenue. The International Cricket Council (ICC) is the sport's governing body. The sums spent on sponsorships, broadcasting, and licensing rights in India are comparable to those spent on any other popular sport around the world. The Board of Control for Cricket in India (BCCI) has used its financial clout strategically - and mostly in a roughshod manner - to tip the balance of power in its favour on the global cricket stage. For example, it removed referees, fought for the interests of its sponsors, and opposed game administration reforms, including anti-doping measures. However, it has been quite tolerant of corruption, both on and off the field. Powerful politicians run the BCCI. It has not fulfilled its mandate of constructing high-quality infrastructure and creating opportunities to significantly support the game. Cricket is no longer about participating or even playing, but rather about consuming images of fierce competition in public or private spaces. It has devolved into a divisive practise, extolling distance, difference, and competition at the expense of contact, unity, and cooperation.

KEYWORDS: Cricket, IPL, Betting, Commerce, Business, India

CRICKET AS COMMERCE IS FOR BENEFIT OF THE GAME

Why cricket is the most popular sport in INDIA?

When it comes to sports in India, cricket is the first thing that springs to mind. Cricket is incredibly popular in India. It resembles fanaticism more. Even more justification for why it is not surprising that cricket in India attracts 93% of all sports watchers.

Numerous Indians even go so far as to base their weekend plans, travel arrangements, and even employment decisions on the cricket team's itinerary.

But why is cricket a lot more well-liked sport in India than national sports like kabaddi or field hockey, or the globally recognised sport of football?

Here are some of the main reasons that explain the popularity of cricket in India -1

1. Cricket is easy to play - Granted, playing cricket is more difficult to learn than, say, football, which only needs a ball and can be played by one person. Cricket is best played with at least one friend and does require some additional equipment. Despite these difficulties, cricket is still a pretty simple game to learn, and Indian youth are creative enough to always come up with a way to play. This is why kids playing street cricket frequently use items like rusted metal pipes and used tennis balls. Even the smallest roads and streets in India can be seen playing the sport due to its simplicity.

In actuality, the majority of today's well-known cricket stars entered the sport via playing on the street.

2. **Cricket is an incredibly lucrative business** - In India, there is extensive media coverage of cricket. Every cricket tournament receives in-depth coverage in print, television, and digital media. Every time there is a cricket match, the sport dominates most commercial advertisements. Cricket players and cricket clubs have drawn a wide range of sponsors and commercials as a result of this extensive coverage. Numerous cricket players have amassed enormous personal wealth by endorsing products and appearing in commercials. Because of this, cricket has become major business in India. Professional cricket players also live a more opulent lifestyle than other Indian athletes, which contributes to the sport's popularity in India. Many young Indian boys are inspired to play cricket after watching the luxury and opulent lifestyle of cricket players on television.
3. **India has great cricket infrastructure** - India is home to numerous cricket practise fields and coaching facilities where both children and adults may learn the game. In every Indian town, there is at least one cricket stadium. Most stadiums offer top-notch amenities and coaching of an international calibre. The popularity of cricket in India is largely attributed to the high availability of cricket training and coaching facilities.
4. **Online cricket betting** - The popularity of cricket in India has increased dramatically as a result of online betting, but why? Cricket betting is a means for the average person to get involved in the sport and, hopefully, profit from it. As a result, cricket betting provides a means for fans to become even more involved in the game, which has greatly increased cricket's appeal. In India, cricket accounts for 80 to 90 percent of all sporting bets. This might be attributable to the several cricket betting websites that are available in India and have welcomed Indian Panthers in recent year. According to all indications, cricket will remain India's most popular sport for the foreseeable future because no other sport even comes close to having the same degree of popularity. (Vikram Bhattacharya, 2021)

INDIAN PREMIER LEAGUE (IPL)

Ten teams from seven Indian cities and three Indian states compete in the professional men's Twenty20 cricket tournament known as the Indian Premier League (IPL), which is also formally known as the TATA IPL due to sponsorship considerations. The Board of Control for Cricket in India (BCCI) established the league in 2007. Every year, it typically takes place between March and May, and it has a special slot in the ICC Future Tours Programme. (Wikipedia, 2022)

Why are the IPL and cricket betting extremely popular in India?

For the numerous cricket enthusiasts in India, the Indian premier league (IPL) and betting on the game go hand in hand. Cricket is still the most popular sport in India, despite hockey being the national sport, and the IPL season has to be their favourite time of the year.

India and cricket have a long history together. The very first cricket game in the nation was played in 1721. However, this gained popularity primarily in the 1980s. At this time, local cricket players were given the opportunity to compete abroad.

The Board of Control for Cricket in India was established in 1928 and was responsible for overseeing cricket throughout the nation. The board has traditionally been in charge of planning important cricket competitions in India. The BCCI established the IPL, the biggest cricket competition in the world today, in 2007.

The popularity of betting on Cricket

Aamir Khan, Jeetendra, Minisha Lamba, and many other well-known Indians are recognised for their passion of gaming. It therefore comes as no surprise that India's passion for cricket will result in gambling. Every time a significant cricket match is taking place, fans swarm websites like Cricket-Betting.com to put educated wagers prior to the events.

Cricket betting is growing in popularity, in part because of technological developments. Many residents may readily put their bets online in modern times. They can do this without even using a computer.

India has one of the largest populations in the world, and there are already 760 million mobile customers there. About 691 million of them people utilise the internet. As a result, local bettors can now be served by more online casinos and bookmakers that offer cricket odds.

The audience can also wager on mobile games from any location. This implies that they can easily place bets whether they are watching a game live or at home. Before the games, people who are trapped at work can still place their bets easily. The main fact is that cricket betting is now easier and more comfortable than ever.

It's simple to see why many people have a shared interest in sports betting. It's a fantastic way for kids to support their preferred cricket teams or players. Additionally, it can enhance their viewing experience. It makes the games they are watching more thrilling and exciting. (Punjab News Express, 2021)

Is the "Game" in cricket still the centre of the sport?

Cricket is about commerce and politics, just as much as it is about the game.

Cricket is no different. This is particularly relevant to India. According to the

International Cricket Council's (ICC) largest-ever market research study, there are over 1 billion cricket fans worldwide, with India accounting for nearly 90% of them. According to a research by the Broadcast Audience Research Council (BARC), sports viewing in India increased by 9 percent from 43 billion viewers in 2016 to 51 billion in 2018. Football and other sports like kabaddi are becoming more popular. They are not, however, even close to cricket. Amounting to 65 percent of people watch the sport annually.

Sports are aggressively promoted to fans today, in addition to actively being played. Leagues for cricket have also begun to distinguish themselves. The 2008-launched Indian Premier League (IPL) serves as an illustration of this. Even though this league is relatively new, it generated more sponsorship revenue (\$1 billion) in 2017 than Major League Baseball (MLB), which debuted in 1969 and generated \$ 892 million in the same year.

Cricket has become into a fantastic marketing medium. According to the BARC report, from 2016 to 2018, there was a 14% increase in advertising across all cricket programming. As a result of networks like Star India paying the Body of Control for Cricket in India (BCCI) "38.5 billion to possess the rights to own and broadcast India's home matches, they recognise the marketing potential these events contain, making the BCCI the richest cricket board in the world. (EPW Engage, 2019)

AN OVERVIEW OF THE BUSINESS OF CRICKET

Like everything else in the world, cricket is a business. Cricket involves owners, managers, employees, and certainly money. It should be mentioned that, like every other business, cricket has been impacted by globalisation and the advertising revolution. Prior to today, trade barriers existed, advertising strategies were primitive, there was no such thing as an online presence, capitalist states forbade the private ownership of assets, and cricket was just not good enough to be a lucrative industry.

In the last few decades, a lot has changed. The broadcasting of the game needs to be the most significant aspect of this change. Cricket broadcasting altered irrevocably when the World Series of Cricket introduced coloured uniforms, sports under lights, partnerships with big corporations throughout the globe, and commentators like Richie Benaud to the forefront. Today, a number of stations compete for a country's cricket TV rights. The rights are sold to the highest bidder for a set length of time, and they come with an annual fee to be paid to the nation's cricket organising organisation. The lifeblood of the cricket industry is the broadcasting income obtained from individuals watching cricket on TV and through applications like Hotstar.

The global economy are now interconnected as a result of the opening up of economies and globalisation, as was already mentioned. This made it possible for numerous businesses to link themselves with cricket. They make a sizable sum of

money by serving as title sponsors, kit sponsors, trip sponsors, and banking sponsors. Being associated with cricket benefits these companies' reputations and operations greatly because cricket is now a well-respected sport. These include PayTm and Oppo, to name only two.

Business is conducted as usual by cricketing boards and the ICC, however unlike corporate organisations, positions are appointed by democratic elections, prior cricket expertise, and promotions. In this way, the president of BCCI is chosen. Other professional positions, like statisticians and performance analysts, are hired solely based on qualifications, just like any other organisation would. Last but not least, these organisations that organise cricket follow a standard management structure. There are committees, coaching staff, and selectors. They are compensated according to their various tasks. There are a number of parties involved in the boards' operations who may not have a direct impact on it. One such example are commentators.

The franchise business is the industry where real business operations are conducted. Let's use the IPL as an example. Every team has owners, CEOs, COOs, and CFOs because it is similar to a business. A private company's objective is to earn a profit; this team's objective is to prevail in the competition. The team invests on the greatest players and coaches in order to turn a profit or win the IPL. There are several talks, data analytics, and financial and mathematical modelling that take place in the background of recruiting these individuals. This is comparable to how a firm makes its fundamental decisions. The players may be compared to workers, and the coaches to managers. Most importantly, you must deliver because it is a business. No matter how talented you are at cricket, you must continue to perform to stay in your position. Ideas and results, not feelings and reputation, are what drive business. Finally, there are times when other businesses are impacted by cricket because they depend on it. For instance, there are media agencies that conduct interviews and report matches. Numerous channels and studios offer live pre- and post-match shows including a panel of cricket-related specialists. In fact, organisations that offer cricket equipment and cricket academies work with the sport in some capacity.

Because of this, businesses are what propel economies worldwide, and cricket propels big economies by providing millions and billions of dollars to them. (Ritik Goel, 2020)

C IS FOR COMMERCE, C IS FOR CRICKET! BUT WHAT COMES FIRST FOR THE IPL?

The IPL is mostly a business, or is it still cricket? The richest, most lucrative, and most glitzy domestic Twenty20 (T20) cricket competition in the world is the Indian Premier League (IPL). It must be acknowledged that, aside from the cash produced, it's Teacher's popularity has been steadily increasing since its launch in 2008. Additionally,

it must be acknowledged that it has assisted India in developing some of the ticketing skills it offers, particularly for the future.

But after more than ten years, the IPL's appeal is starting to wane a little. And it's not only the people; according to broadcasting statistics, viewership has decreased by roughly 2 to 3 percent with each new season. What, therefore, is causing the world's most endearing T20 competition to wane in popularity?

Well, the overexposure to T20 cricket is actually the main cause of the same. Team India's overseas schedule is already full for the entire year. The underlying psychology of people dictates that if cricket fans are subjected to over 60 days of nonstop play, their interest in the sport would decline.

However, it does not seem to be hitting the head of India's Board of Control for Cricket (BCCI). Additionally, it merely keeps thinking of ways to make the IPL more extensive, prominent, and ultimately, more profitable in terms of bank notes. In IPL 2022, it was therefore decided to enlarge it from 8 to 10 teams. Two decades from now, it shouldn't be a surprise if it rises even more to 12 or even 14 teams. (Vikrant Choubey, 2022)

IPL'S RECENT MEDIA RIGHTS E-AUCTION FOR 2023-27 CYCLE

Based on their areas of expertise, the complete number of players for the IPL auction 2022 have been separated into various sets. The auction will be opened by a group of ten marquee participants. Following the players in the marquee set, capped players based on specialisation will participate (batsmen, allrounders, wicketkeeper-batmen, fast bowlers and spinners).

Uncapped players will then be added to the auction for teams to bid on after the capped players. With the marquee set included, there are a total of 62 sets overall. According to the participants' areas of specialisation, the sets have been divided. After a few sets, those with caps and those without caps will switch. (Suraj Alva, 2022)

BCCI announces the successful bidders for acquiring the Media Rights for the Indian Premier League Seasons 2023-2027

The TATA Indian Premier League's Governing Council issued an Invitation to Tender ("ITT") for Media Rights for the TATA IPL's Seasons 2023-2027. All qualified bidders were allowed to participate in the process' e-auction, which took place between June 12 and June 14, 2022, to choose the winning bids for the Media Rights.

The winning bidders will purchase the media rights for the IPL Seasons 2023 through 2027 for a total of INR 48,390.32 crores, provided that all necessary paperwork is signed, BCCI formalities are followed, and all other requirements outlined in the ITT are fulfilled.

Argus Partners served as BCCI's legal counsel and provided support throughout the whole tendering process. BCCI received advice from KPMG. The platform for the efficient operation of the e-auction was provided by Junction Services Limited.

BCCI President, Mr Sourav Ganguly said: "The game has never been just about money, it is about talent. The IPL e-auction just showed how strong the game is in our country. The numbers should be the biggest motivation for all the young players to take their ability and Team India to the highest level."

"IPL's growth story and its phenomenal rise in the sporting world is a result of people's immense faith and belief in the BCCI leadership and its workforce to keep on delivering under all adversities. I am sure with the constant support of everyone in the eco-system we will be able to take brand IPL to new heights on the global sports stage." (IPLT20, 2022)

From Mumbai Indians to CSK, here's how much money IPL franchises will make after the recent auction

The Indian Premier League is likely one of the few industries in India that won't be impacted by rising interest rates, a global pandemic, or high inflation. It's going to start pouring money on its franchises as a result of the recently finished media rights auction.

Following the record-breaking bidding's conclusion on June 14, the Board of Control for Cricket in India (BCCI) would walk away with 48,390 crore. With this, the National Football League has a slight advantage at \$17 million over the other major sporting event in India, which has seen a 3x rise from the previous cycle.

Disney-Star kept the television rights for 23,575 crore, while Mukesh Ambani, the richest man in India, received two and a half bundles, including non-exclusive digital rights and some international markets, for 23,750 crore. The international mission was split between Viacom18 and the new winner Times Internet.

The IPL teams and their franchise owners would stand to gain the most from the recently finished auction, aside from the media winners.

The economics of IPL

Selling media rights allows BCCI to generate substantial sums of money from broadcasters and Over-the-Top (OTT) platforms. After deducting its share, a sizable portion of the company's earnings is distributed to the IPL teams.

Franchises receive a fixed 40-50% revenue share from the IPL's central contract income pool (a share of \$48,000 crore for the upcoming cycle). The largest portion of the BCCI income goes to the season's final victorious team.

After the most recent auction, the IPL's value increased by three times to 48,000 crore, which means franchisees would receive a larger share of BCCI's income.

Elara Capital, a financial consultancy business, predicts that during the next five years, the average revenue of all IPL clubs will increase by two times.

There will be ten teams competing in the IPL 2023-2027, including the two new franchises Gujarat Titans and Lucknow SuperGiants. High-demand teams like the Mumbai Indians, Chennai Super Kings, and Delhi Capitals have higher fees and revenue shares than other teams since they have greater revenue potential from sponsorships and gate receipts. Mumbai Indians' revenue will increase by 109.1% from 3,836 million to 8,020 million following the current auction, according to Elara Capital, while Chennai Super Kings' revenue will increase by 124.9 percent. In contrast, Royal Challengers Bangalore and SunRisers Hyderabad would have the largest increases in income, with respective increases of 133.8 and 138.4 percent.

As the value of their IPL teams rises, Sun TV Network, Reliance Industries, and United Spirits will see an increase in their market capitalization among the listed firms that own major franchises. According to a recent Stocktwits poll, 51% of respondents are optimistic about media stocks following the IPL auction. Along with ticket sales, prize money, brand sponsorships, and product sales, IPL teams also profit from these sources. (Karuna Sharma, 2022)

IMPACT OF IPL ON INDIAN ECONOMY

The lucrative star-studded event is a whole entertainment package tied to several economic ideas, including brand strategies, investments, IPL for GDP growth, etc. how this sporting event has affected the Indian economy over the years:-

- 1. Significant rise in GDP:** The Indian economy has benefited greatly from the IPL's enormous profits. Hugely successful branding, unrelenting fan support, and a huge global fan base have caused the GDP to continuously increase. According to KPMG's survey study, the 60-day competition brought in INR 11.5 billion (USD 182 million). The KPMG sports advisory group was hired by BCCI to conduct this poll.
- 2. Boosts Tourism:** In addition to 32 foreign players, there has been a significant increase in the money made from tourism abroad. According to Cox and Kings, one of the most well-known travel agencies, the IPL caused a staggering 30 percent spike in travel income. During the season, people from all over the world visit various states and towns in India. India has been ranked 34th worldwide and 11th in the Asia Pacific area for most desirable travel destinations. The World Economic Forum published a report that included this ranking.

3. **Hotel and restaurant business:** There is an increase in the travel, lodging, and dining industries during the IPL season. During the 60-day competition, check-ins rise, and visitors from around the world enjoy experimenting with various Indian dishes.
4. **Increase in tax contribution:** The BCCI was never had to pay taxes since, before to the start of the IPL, it was regarded as a charitable organisation. IPL had been classified as a commercial operation when it first began, so BCCI was forced to make tax payments, which boosted the amount of money collected by the government. Since the start of the cricket competition, BCCI has generated a sizable amount of taxes. (The Sports School, 2022)

CONCLUSION

Entertainment is what the audience craves, and IPL is a cricket league that has proved to be an excellent combination of cricket and entertainment. The cricket contest has earned tons of accolades and fame for the last 12 years and continues to do so with an enhanced economy. From the managing staff, the groundskeepers, players, coaches, staff, etc., the tournament has generated employment worldwide and has emerged as the largest and most successful sports event worldwide. In conclusion, Cricket has indeed become or perhaps will become a business if this continues on and BCCI keeps thinking and managing Cricket with a business mindset. Cricket is a sport but with the ongoing events happening such as the “IPL auction”, it will soon become like football and would no longer be pleasing enough to be called a sport.

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COMMERCIALIZATION OF CRICKET NEEDS TO COME WITH SANCTITY

Utkarsh Raj*

ABSTRACT

Cricket, the game between bat and ball is not just played by the tools but by the emotions. Especially in India, where the game is considered as a religion and the legend Sachin Tendulkar as it's God. Cricketers are not just players but portrayed as heroes and celebrities. With time, the game has also evolved and so has us, the time of the 70s and 80s where 5-day matches were popular to now where 20 overs cricket has taken over all the excitement and entertainment. Cricket from the old times to now has changed in many aspects or we can just say that it has been kept upgrading with time and there will nothing be wrong to say that now just the outlook of the game remains the same and the rest of everything has changed. Commercialization of the game might look like a recent phenomenon but it started earlier in 1977 during Kerry Pecker's World Series Cricket. He was a media tycoon from Australia, who first recognized that cricket can be turned into a profitable business, his inventions including floodlights, colored clothing, day night matches, and white ball are widely used in modern day cricket (Hegde, 2021).

*Vivekananda School of Journalism and Mass Communication

KEY WORDS - Cricket, Commercialization, IPL, T20 cricket, Test cricket

IS COMMERCIALIZATION GOOD OR BAD FOR THE GAME?

This is a never-ending debate as everyone has a different point of view and understanding of the game, therefore it becomes necessary to understand why it actually started, about test cricket ICC quotes "It is considered the pinnacle form because it tests teams over a longer period of time. Teams need to exhibit endurance, technique and temperament in different conditions to do well in this format" (ICC, n.d.). Some self-proclaimed purists of sports argue that "limited overs cricket fails to achieve this, it fails to test a cricketer's "true" cricketing abilities and instead rewards them for being innovative and unconventional. It promotes "quick thrills" and "instant gratification" and turns cricket into a slogging contest that puts entertainment above all else" (Hegde, 2021).

This even looks reasonable because the limited over cricket especially T20 league matches possess a threat to the test cricket, Andrew Edgar writes in his paper, is that "in a consumerist society, Test cricket offers a perhaps nostalgic glimpse of a world where the capacity for deferred gratification is still to be valued" (Edgar, 2020) while T20 cricket results in the corrosion of this discipline. But how much of it will be true to say that league matches or the hundred is responsible for downgrading the game?

Let's take the arguments from both sides.

■ Role of IPL

League matches like IPL weren't born because there was a need to bring another tournament for the game but they were born as a business opportunity that features a cricket tournament. Apart from its advertising and other entertaining features it is highly successful because of the high quality of cricket and the highly calculating brains sitting outside the 22 yards. A bigger concern is that the league matches are not just causing a threat to test cricket but also to the international cricket. As Former Proteas skipper said "T20 leagues are a threat for international cricket. The power of the leagues are growing year by year and obviously, in the beginning, there might be just 2 leagues around the world and now it's becoming 4, 5, 6, 7 leagues in a year. The leagues are just getting stronger" (Plessis, 2021) The fact that these league matches are getting so powerful to occupy more matches than international matches, also players are more inclined towards the league matches than the international is indeed a major concern. According to Graeme Smith, the former South Africa skipper, lamented, it is a vicious cycle. The fewer the Test matches that cricketers from these so-called "lesser" cricketing nations play, the more they feel compelled to look for opportunities to play in T20 leagues around the world (Smith, 2018). Just as every other thing, even this has positive as well

as negative sides, the negative side apart from the above discussed are, Match fixing. IPL has seen the darkest side which shamed the entire game when two teams were caught in match fixing and banned for two years leaving a permanent mark on the game. IPL is a money-making business but the fact that it also features a sport should not be overlooked. Another negative aspect of it is gambling, a complete unidentified yet very large sum of money is put on betting and it has become a business in itself, the fact that the apps promoting such activities sponsors the game says it all, next one on the list is sportsmanship. Cricket is also known as a gentleman's game but due to the high competition in such type of matches the teams go to every extent to win the game. In contrary to these an argument given could be the leagues like this have made the cricketers and cricket boards richer than ever, this has led to better financial negotiations and enabled cricket boards to provide more capital in the development of the game. Also, as the IPL slogan "Where talent meets opportunity" suggests, it has explicitly provided young and old players with a lot of opportunities. It has given many players a stage to showcase their talent and helped to kick start their career and continues to do so, many uncapped players are picked in the national teams after performing well in these league matches. Also, it has put money into the pockets of the players motivating them to consider it as a full-time career. In terms of quality, the league has manufactured many amazing players who are not just playing limited overs cricket for the country but also test cricket, Jasprit Bumrah and Hardik Pandya are the best examples.

This was one aspect of the league matches, now the other argument given by the purists is the 5 days cricket used to judge a player's overall strength, stamina, fitness, agility, temperament and cricketing skills which limited over cricket fails to do so and the skills of a player gets blurred in the glamorous lightning of the matches. But this might not seem true because the kind of catches players take, the level of fielding they show in the field is just spectacular to watch which shows the fitness of the players, every team in the league matches have a dedicated fitness coach to work on each player's fitness, every player in the team goes through a rigorous training to attain this level of fitness. Talking about the skills, the T20 cricket is indeed a show of power hitting but it involves technicality too, not every player has the ability to hit lofted shots but are very successful on the ground and this is a pure work of skill.

IS IPL ALONE RESPONSIBLE FOR THE COMMERCIALIZATION OF CRICKET?

Commercialization is what led to the telecast of cricket on televisions and being promoted. The introduction of live broadcast hooked the audiences to the game and helped in increasing the reach than ever before. The love for the game in India and

Indians rises when Indian team won the world cup for the first time in 1983, the first time when cricket got linked with patriotism and the cricketers were seen as heroes. CEO of Indian Premiere League, Sunder Raman said "1983 was just a beginning, First the sport had to become big for the business of it to become big. So when the 1983 World Cup win happened-and it was back-to-back with the 1985 World Championships win in Australia-those years became truly remarkable for Indian cricket" (Subrahmanyam, 2008) Then came the time which revolutionized the game in India, The Sachin Tendulkar era. Things got revolutionized when the BCCI set up a concert of Lata Mangeshkar for raising funds, where each member got Rs 1,00,000. The BCCI came a long way from there, In 2006-07 T20 world cup each member of the winning Indian team was rewarded 80 lakh rupees and the board generated a whooping revenue of 650 crores. Business head at VGC Sports, Gaurav Seth said "That anecdote really gives us a benchmark of where the board was then, and where cricket was".

Ramachandra Guha, a historian says "The 1985 world championships devised a sort of mini world cup (only one of its kind was held), also exposed an entire generation to the high-quality cricket live broadcast. At that time color television has entered Indian market and more people started getting access to it. This live coverage of cricket, as well as India's success, broadened the sport's "catchment area." It got more housewives involved in watching cricket, as well as more people outside the big cities" (Subrahmanyam, 2008). "So as the viewers increased, the game spread, and advertising and branding followed." Reliance Industries Ltd. Sponsoring the next season of the world cup after 1983, shifted the event from England. "It was a sign of things to come." Asian cricket was on the ascendant, and this move was "a natural progression... Reliance demonstrated, for the first time, that Indian companies had the money to pull off something like this," (Subrahmanyam, 2008) .Samir Kale, managing director of CMCG India said "And people began to see that the subcontinent could host a show like this." With growing television and corporate involvement contributed in making cricket a richer sport than any other sport in India in 1990s. But the real tipping point came only after 1999. I don't think 1983 was a turning point commercially." (Subrahmanyam, 2008). "There was no satellite television at all, and commercial success comes from television success," CEO of Future Group's Galaxy Entertainment, Shashi Kalathil said, He also puts the inflexion point much later than 1983. "Cricket was always big in India, but it became hugely commercially leveraged only starting from the mid-1990s," he says. Towards the second half of that decade, Jagmohan Dalmiya became chairman of the International Cricket Council. "It was Jaggu-da who completely changed the rules of the game" (Subrahmanyam, 2008).

Kale recognises the period between the 1999 World Cup and the 2003 World Cup as

the real turning point. "The rights for the 1999 World Cup were sold for \$12 million, "The combined rights for the 2003 and 2007 World Cups were sold for \$250 million. Nobody believed Sony (Entertainment Television) would recover that money-but it did," he said.

Who would have expected that Sony would pay \$ 1.026 billion for television rights for the first 10 years of IPL.

IPL's CEO Raman, also, defines 1990s as the defining decade, he said, "It was only with the cable TV revolution that good-quality cricket became accessible to everyone. It required cable to dish out the exhaustive entertainment from cricket across the world," .

After winning the world cup in 2011 the success on field met with the success in commerce and Indian Cricket Council (ICC) earned whopping \$ 321.2 million and BCCI has a lion's share of 80% over ICC events, no doubts BCCI is the richest boards and controls most of cricket than any other boards in the world. Author of "The Great Tamasha", James Astill recalls an interview with Niranjan Shah, a former BCCI secretary. Shah is cited as saying with a degree of candor: "For cricket, the only market in the world is India. The market is here. So we will control cricket, naturally" (Astill, 2013).

India is the biggest provider of cricket and some cricketing nations are virtually dependent on India for their revenues, every nation seeks a tour by Indian cricket team because of the television money it generates from the host board. Money generated by TV rights from an Indian tour helps to sustain that board and its affiliate bodies. They also earn good profit from tickets because of presence of Indian fans around the globe. This has led to gain more control and power to the Indian board over others "We have put the interests of India and Indian cricket first. We have ensured that Indian cricket gets the highest priority it deserves, and our fans are not deprived of the cricket they deserve," a BCCI official said, requesting anonymity .

THE LINE BETWEEN COMMERCIALIZATION AND OVER-COMMERCIALIZATION

Commercialization is a two-faced sword which if done to the right degree and extent, it has the ability to make a product or service, however it can even kill it if overdone. Commercialization of a sport is a reflection of the consumers demand of sports and sports content. It has led to better and improved benefits for the athletes, better payments and facilities, increased professionalism among sporting authorities, and modern infrastructure and technologies have made it more interesting and entertaining to watch. Indranil Das Bhal, chief operating officer, KWAN, says, "A sport cannot survive without commercialization. But a sport will not survive if over commercialized. There's a very thin, but distinct line between the two, a fact that Indian sports stake-holders perhaps still don't fully understand today."

When it comes to over-commercialization cricket is blamed than any other sport in

India. Cricket today has become a continue 12- month game with no breaks.

CHALLENGES

"The commercialisation has saturated the nature of cricket by creating new formats of the game. These shorter games are more attractive to audiences but it has led to the change in the rules of the game and the way it is being played" (Ramani, 2008)

While all three forms of cricket - the advanced, more rigorous but "slow", test cricket; the still popular one-day cricket; and the fast-paced Twenty 20 (T20) version - are patronised by the Indian cricket board, it is the last version that has generated the most enthusiasm and popular support. However, the T20 format has skewed this equation disproportionately in favour of the batsman. Various other forms of dilution of rules and system have accompanied this development - the reduction of boundary limits, less leeway for bowler error, the virtual disappearance of the state of the pitch as a major factor, and, of course, restrictions on the bowler's arsenal and field settings. In this form of cricket, there is little true competition, and too much success is left to chance and randomness. Little wonder then those purists have found it difficult to sustain their enthusiasm for cricket, when the T20 version of it predominates discussion and media coverage in the country (Is the "Game" in Cricket Still the Centre of the Sport?, 2019).

■ Another challenge to the game is match fixing

Vidya Subramanian warns us about the dangers of match-fixing when she says,

"As cricket becomes more technologically complex, more cash-rich, and faster paced, several fragilities and instabilities (such as match-fixing and a deep politicization of the cricketing structure) seem to have become defining aspects. As can be seen from the aforementioned spot-fixing scandals that rocked the cricketing world and allegations of fixed world cup matches, the specter of match fixing has become only too real" (Is the "Game" in Cricket Still the Centre of the Sport?, 2019).

WAY FORWARD

Commercialization is a basic requirement for growth in the popularity of any sport, it is also important to maintain the integrity of sport during the process of commercialization. There are some negative aspects of it but the positive aspects also can't be overlooked. India produced only 200 international cricketers out of large number of players in several decades before IPL happened but after IPL many players got a platform to showcase their talent, earn money and a career. After the mega auction of media rights of IPL, the huge cash flow has aroused a question in everyone's mind, what more thrills is this game about to put in the platter for the consumers?

From a purists' point of view, "It's not cricket anymore. It's instant cricket curated

for a humongous set of viewers who want everything quick and fast. There is a whole lot of glamour and glitz. The skimpily clad cheerleaders are gone, as are the much publicised and maligned IPL after-parties, but everything else remains" (Bijoor, 2022). But from a neutral point of view test cricket will still remain the most prestigious form of cricket despite its viewership while limited overs cricket will continue to entertain us and grab more eyeballs, atleast we can hope for that. The cash flow in these league tournaments will further show increase only, with digital medium twist these matches will definitely reach unimaginable heights of success. While no-one can predict the future, we can only hope that this won't affect the sanctity of the game and further help in taking the game to a new level of success.

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NEED TO MAINTAIN BALANCE BETWEEN THE SPIRIT AND COMMERCE OF THE GAME

Divya Divyanshu*

ABSTRACT

The ever-increasing role of commerce in sports, especially cricket, has led to several controversies and debates. Commerce directly affects sports, so whether the merger is healthy for the sport or not is an interesting topic to research upon. This research article highlights the positive impacts and the overall impact of integrating commerce in cricket through facts and findings. Trend of increasing brand associations, the inclusion of cricketers in ads and commercials, fights for sponsorships, impact of the huge gap between countries providing sufficient resources and the rise of women cricket etc are among the topics discussed in the article. The article also includes two case studies that are based on the rise of opportunities and recognition of young cricketers, and the other one highlights the plight of the valiant West Indies cricket team, due to the lack of commerce. The article comprises of timeline consisting of significant events that proves the importance of commerce in cricket and how the rise of commercialization has equally led to the rise of the sport. Statements of sportspeople on the research topic further helps to identify the benefit of the integration of commerce in cricket. The article begins from the previous research

*Vivekananda School of Journalism and Mass Communication

done on the impact of commercialization on the rise of women's cricket, referring to the ad campaigns that brought a revolution, derives a conclusion from the latest data and discusses the possible rise in future. Overall, the commercialization of cricket has benefited the game to a huge extent by making and shaping it again and again.

KEYWORDS: Commercialization, Cricket, Sponsorships, Brand Associations and Promotion

INTRODUCTION

Cricket is a sport that has traversed several cultural settings and time periods with changing meanings, from being an English sport to a rebel and anti-colonial weapon, and from being a taste of elites to a leisure activity for several Indians both urban and rural. The vast potential that is witnessed in this sport even now was first tapped in by businessperson Kerry Parker. The businessman identified the possible revenue cricket could generate in the coming years and when the media tycoon was denied from claiming exclusive TV rights of ACB, he led to the emergence of World Series Cricket, a private series, transforming traditional cricket into a modern one that was inclusive of commercialization, an inevitable move under which every cricket board had to succumb and change their previous tough stance, thus granting Parker the rights. At that time, cricketers were underpaid with not even enough income to sustain their livelihood and family. So, Kerry Parker picked famous and talented cricketers by doubling and tripling their money who were unsatisfied with their respective cricket boards. By when he announced the formation of World Series Cricket officially, many talented and skilled cricketers from all over the world joined him. ICC took a very tough stance by declaring a ban on all those players who had joined Parker. Kerry Parker went on to lead World Series Cricket to success as the viewership kept on growing at a rapid pace as did the revenue. Eventually, the cricketers who were left out started joining Parker which led to a void of talented players on the Australian Cricket Board. Kerry Parker offered a deal to ACB, demanding the broadcasting rights and uplift the ban if they want Parker to dissolve World Series Cricket. International Cricket Council and Australian Cricket Board both had to accept the demands put forth by Parker, which marked a moment of victory for a media tycoon over the cricket governing body. (Wisden, 2017) Broadcasting cricket on television, a commercial move itself, expanded the audience base to a huge extent. The airing of cricket on TV created equal accessibility of leisure irrespective of social base, traversing through urban as well as rural India thus increasing the viewership and the craze. Globalization aided the process for the sport to capture the global market which helped increase revenue to further develop the sport and the

sporting experience. The aftermath of ongoing changes in the sport especially the shifting focus of sponsors on the twenty-over format drove the attention of another business tycoon from India to capitalize on the initial craze of cricket into something new and more intense. Lalit Modi, former vice-president of BCCI introduced the famous Indian Premier League on April 18, 2008, which led to the commencement of a tussle between brands for rights and sponsorships, changing the entire landscape of the sport and its viewership in India and around the world. Companies like PepsiCo, Hero Honda, Kingfisher, Vivo, and several others struck deals to step in and sponsor teams, leading to huge investments into players, facilities and amenities, training, broadcasting, and an effort to provide a better experience each time.

RISE OF WOMEN'S CRICKET AFTER INCLUSION OF COMMERCE

The rising craze of cricket and equally rising commercialization of the sport are both interdependent. This interdependency can be best explained with the reference to women's cricket. The women's side saw several emerging talented players creating their legacies under the shadow of the craze of men's cricket. As quoted by sportsperson Anya Alvarez, "I thought the main issue in women's sports was equal pay. I was wrong. We are told female athletes are paid less money. But that will always be the case if women's sports aren't marketed properly" (The Guardian, 2019), the viewership, grew in recent years due to increment in the commercialization of women's cricket. Indian bowler Shikha Pandey put forth a similar statement, "Growth can also be achieved by marketing the sport well. We don't have to tinker with rules or the very fabric of the game to attract an audience." (Business World, 2020) The aggressive marketing and initial investment helped women's cricket to invite sponsors and thus transform its limited audience into an accelerating one. Carrying forward with a similar strategy of IPL by introducing franchises resulted in companies investing and sponsoring the event. Players were soon seen building a social base on social media and nurturing a relationship, the core idea, and brick of the concept of franchise and success of IPL, BBL, etc. Women cricket players are now getting commercially recognized for brand association unlike earlier when men's cricket formed the face of famous brands. Increased revenue helps not only the sport but also the sportsperson. Pay parity had always been a debatable topic in sports and the increased revenue helped to decrease this shortcoming to an extent. The viewership of women's cricket will further encourage women to take up the sport and thus keep the spirit alive. According to figures from BARC India, female viewership for IPL 2020 increased by 21% compared to IPL 2019; TVRs jumped to 5.4 from 4.3. In November, the 2020 Women's T20 Challenge had a TVR of 1.3 as opposed to barely 0.5 in the previous competition (and reached 60% more people

than an Indian men's cricket team trip at the same time. Observers credit the surge, at least in part, to the expanded audience made possible by the competitions' multilingual transmissions. Nive Hygiene and Personal Care sponsored the Rajasthan Royals for the 2020 IPL, marking the first time a feminine hygiene company has done so. (WARC, 2021) These data support and justify the growing interest and viewership among females in cricket.

These data support and justify the growing interest and viewership among females in cricket.

CASE STUDY: WEST INDIES CRICKET FRANCHISE

Recently, all the Bangladeshi players travelled from Saint Lucia to the match venue by sea which is approx. 180 km. The journey takes around five hours, and the visiting players suffered a horrid time traveling through the sea on a ferry. Almost all the Bangladeshi players did not have the experience of traveling through ferries and they fell sick till the time they reached Dominica. "A lot of visiting players kept vomiting throughout the journey." (Cricket Country, 2022) One of the Bangladesh cricketers said that they could die in such a journey, while another senior cricketer of the country remarked that it was the worst tour of his life. Providing facilities and travel arrangements are the responsibility of the host country and in this case, it was West Indies. The mighty West Indies cricket team was also seen void of any sponsorship logo on their jersey in 2021 as they suffered a lag due to the ending relationship of the previous sponsor and finding it difficult to find another immediately. Once the greatest test side in the world has been witnessed many times lacking basic facilities and kits which all indicates the importance of commercialization of sports and how it aids the sporting experience. Lack of basic facilities has also been highlighted by former Comptroller and Auditor General of India Vinod Rai, "I was aghast to know that men's uniforms were being cut up and re-stitched for women's players. I had to ring up Nike and tell them that this was not on and that their design would be different. I sincerely believe the girls deserved much better [when it came to] training, coaching facilities, cricketing gear, travel facilities, and, finally, match fees and retainers. That was lacking and we tried to rectify it," Rai added. (The Week, 2022)

INCOMING OF INTERNATIONAL LEAGUES AND IT'S MONETIZATION

Indian Premier League, famously known as cash making machine, introduced a form of democracy and equity in the sport. It introduced the concept of auction which resulted in merit-based income for the players unlike a non-flexible method of salary in the hands

of BCCI. Players were picked for crores, increasing the interest of cricketers as well as the fans. The lucrative option opened gates for several young Indian cricketers to climb the ladder to selection in the Indian team. The huge amount of money poured in it attracted the foreign players to go for the Although heavily criticized and viewed with sceptical eyes due to the introduction of cheerleaders, the concept led to increase viewership and in turn aided the overall development and popularity of the league. The commercialization aggravated competition between huge companies and created a new concept of franchise-based brand formation. The owners of every franchise marketed their players and the franchise itself to not only promote sportspeople but also to increase the enthusiasm of people for the matches. Numerous fans come to the stadium every year as spectators to enjoy the game which also boosts the confidence and the passion of the player. In 2022, India saw aggressive bidding from companies like Amazon, Disney, Zee media, Sony, Viacom 18, etc for IPL media rights of both digital and television broadcasting for the next five years. The buzz around it was evident and obvious when looking into the estimated money being poured and accordingly the amount that IPL contributes to BCCI and the nation. The rampant predictions rose with the entry of industrial giants and finally the results spread like wildfire with every newspaper dedicating space to it which has the potential to transform the league for the better. Walt Disney owned Disney Hotstar won the television broadcasting rights for Rs. 23, 575 crores (in Indian rupees) and since being the ex-digital rights owner of IPL, is predicted to lose approx. 15 million subscribers. (SN, 2022) At the same time, Voot under Viacom 18 which is a subsidiary of Reliance Industries is predicted to see a rampant rise in subscriptions on its over-the-top platform after winning digital rights of IPL. (Money Control, 2022) The huge interdependency of revenue of companies and viewership of the sport can't be ignored or undermined, which one way or the other benefits several parties, including the sport itself.

IMPACT OF COMMERCIALIZATION OF CRICKET ON PROMOTING THE SPORT

The viewership in the phase of globalization and rising usage of social media has helped to spread the craze past the boundaries into the countries where cricket was not even played to a similar extent. Countries like the United States have generally seen the fame of sports like baseball but the rising popularity of leagues like the Indian Premier League, Caribbean Premier League, Big Bash League, Pakistan Super League, etc has ignited a new fever for cricket and its ever-rising. In 2022, USA Cricket announced that it partnered with American Cricket Enterprises (ACE), a group backed by Willow TV and The Times of India Group, to create a professional US T20 cricket league. Teams from Los Angeles, New Jersey, Atlanta, Chicago, New York, and San Francisco will likely be

the first ones in. (Cricket Addictor, 2022) The \$1 billion investment will hopefully lead to the creation of not only Major League Cricket but also dedicated cricket venues across the country in these key cities. Current estimates show that the cricket market in the US is made up of about 35 million fans. Furthermore, New York City is among the biggest cradles for the sport. (Cricket Addictor, 2022) Cricket governing bodies are now looking towards a much more broadened and expanded audience base and fuelling the already flaming craze by investing to promote cricket in countries that carry potential. Unless these governing bodies are not made commercially abled and have enough capital, promoting the sport would rather be a dream. The effort to introduce cricket in the Olympics reignited when International Cricket Council once again pitched the idea which it had been doing for years, but this time the hope was high due to the stand of modern cricket and the stage it has set. A Cricbuzz report stated that the organizers of the Los Angeles Olympic Games which are going to be held in 2028, in the next six years, will be inviting the sports disciplines to provide their presentation in July 2022. Meanwhile, a recent report in The Wall Street Journal mentioned that cricket could be a part of the Brisbane 2032 Olympics, but the ICC has remained optimistic about the sport's inclusion in 2028. "One of our strategic priorities is to get into the LA Olympics. The decision is made by the IOC in consultation with the LOC of LA28. All we can do is put our best foot forward and hope that cricket is taken into LA," the ICC chairperson Greg Barclay quoted. (Circle of Cricket, 2022)

SPONSORSHIP TUSSLE AND IT'S BENEFIT

Commercialization of cricket which has driven the revenue has helped in the overall infrastructure of the game. There has been increased investment in technology which has made the game more democratic providing justified results. Ample incoming revenue ensured affordability to continue sports and organize cricket matches in a safe environment even during the covid pandemic. A very practical statement in the field of economics is that competition highly influences the quality, likewise, the corporate takeover liberated the sport and helped it grow exorbitantly. Disney Hotstar had specifically focused a lot on penetrating the rural areas of India which in turn became a driving force of its subscription. Another aspect is nurturing cricketers from scouting to training them. Franchise indulges in serious scouting since it, in turn, impacts its revenue, and the concept of liberation and competition comes here which is extremely healthy for the sport. The enthusiasm in the audience generates tough competition between franchises to scout better players than the other and better players mean a long-term assurance for the franchise as well as an improved probability of winning the game and an increase in fan base to generate more revenue. Franchises provide opportunities

to young talented players with potential and train them to improve their skills even more which can't be compared with a case that is void of such tough competition. This training with adequate resources helps them groom and compete on an international level. There are several examples of cricketers who arguably got recognized after their successful innings in IPL like Sunil Narine, Sam Curran, R.Ashwin, Kuldeep Yadav, Kieron Pollard, Shane Watson, Jasprit Bumrah Mohammad Siraj, and Yuzvendra Chahal, etc.

CASE STUDY: RISE OF UMRAN MALIK

Sunrisers Hyderabad teamed up with RN Sports in 2013 to, especially scout talents and soon they found a young talent from Jammu, Umran Malik. Umran, a son of a fruit seller, awestruck the cricket world with his 155 kmph ball, becoming the fastest bowler from India. Umran Malik at first trained with his counterpart Abdus Samad who was also scouted by Sunrisers Hyderabad, post which he went for under-19 trials and got selected for Jammu and Kashmir team. After Vinoo Mankad Trophy for which he could only play one match, he went on to give under-23 trials but got rejected. Although rejected, he stepped in as a net bowler as per requirement in the 2019-20 Ranji Trophy season when Jammu and Kashmir was playing against Assam. The requirement of a net bowler came from the Assam side and the coach of Assam Ajay Ratra was shocked to see such a talent not being selected for the season, post which he appealed to Jammu and Kashmir Cricket Associations for Umran Malik's inclusion and thus reconsideration. In the aftermath of these events, he was scouted by Irfan Khan led Sunrisers Hyderabad with the help of Abdus Samad who helped Umran bag the contract as a net bowler replacing T. Natrajan. (Chai Bisket, 2022) He then trained under SRH and played a splendid spell against Gujrat Titans by taking a fifer. He also bowled in the death over against Punjab Kings and did not concede any runs taking three wickets in that over. The league helped him to get the deserving international recognition and finally a place in the Indian cricket team. Sunrisers Hyderabad franchise has a huge responsibility to nurture and groom this young talent which will benefit the franchise as well as cricket since the sport might see another brilliant bowler emerge in the coming years if traded carefully.

Another franchise that is Chennai Super Kings is known as the most consistent team since it doesn't release its players often unlike other franchises. The team has nurtured several players and had a very long-term association with them, turning them into famous cricketers as well. One of them is Ashish Nehra who was bought by Chennai Super Kings and his brilliant spells under the franchise helped him make a comeback to the Indian team. He played for CSK and picked up 30 wickets in just 20 matches at an economy rate of 7.68 as reported by Swag Cricket.

CONCLUSION

Commercialization of cricket has been many times countered and criticized to be one of the reasons behind the deterioration of the audience of test cricket and promoting of match-fixing. The latter can't be wholly claimed as the result of the commercialization of cricket as match-fixing is not at all a new concept, rather it has found its place in many ancient Egyptian manuscripts to Olympics and several other sports ranging from different time periods. Involvement of revenue may bring together a source of corruption but that doesn't indicate the stoppage of incoming money which indeed benefits the sports to such a huge extent, rather focusing on taking strict measures to ensure a democratic flow of the sport as it is supposed to be. Referring to the former wherein many critics highlight the rapid deterioration in the amount of viewership of test cricket also comes with its counterpoints. After the historic win of India at Gabba, the viewership of test cricket grew instantly. The surge wasn't the result of any kind of aggressive promotion or advertising, rather it was the game itself, a thrilling test series played with a huge amount of passion and dedication wherein a much weaker Indian side defeated the mighty Australians at Gabba to finally breach the fortress. England captain Ben Stokes too stated a similar statement after marking a sizzling victory in the last rescheduled test match against India on July 4, 2022, at Edgbaston in England, "We are trying to rewrite how Test cricket is played in England. We know that we want to give some new life to Test cricket. Inspiring the next generation is what we want to do. We want to bring in new fans and want to leave a mark on Test cricket. We're trying to rewrite how test cricket is being played in England." (Sports Keeda, 2022) Hence nothing is perfect, but the need of the hour is balance rather than complete elimination and to continue with the same equilibrium.

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COMMERCIALIZATION HAS DONE FOR HARM THAN GOOD TO CRICKET

Riya Dubey*

ABSTRACT

Today, sports are not just being actively played, but are being actively sold to fans. Cricket is no exception. This is especially pertinent to India. According to the largest ever market research survey conducted by the International Cricket Council (ICC), cricket has over 1 billion fans globally with India constituting about 90% of the total fans. According to a study by Broadcast Audience Research Council (BARC), sports viewership in India has increased from 43 billion in 2016 to 51 billion in 2018, growing at a rate of 9%. There is an increase in the popularity of other sports like kabaddi and football. However they are in no way near cricket. The sport has an upwards of 65% in viewership year after year. Cricket is the beloved sport of India. Cricket was once, a characteristically English sport that was created to symbolize and inculcate 'Victorian qualities of gentility' during the colonial days. Now, it has grown into a multi-billion-dollar industry. How did this picturesque sport, once majorly played amongst the elite class turn out to be the world's second largest sports in terms of popularity? The easy answer is commercialization. Commercialization drove the sport to this stage.

*Vivekananda School of Journalism and Mass Communication

KEYWORDS: Commercialization, Fantasy Sports, Match Fixing, Business Opportunities

IS COMMERCIALIZATION GOOD OR BAD FOR THE GAME?

Commercialization also instigated a slow but thorough Easternization of the sport, both literally and symbolically. England was once the centre of the sport; however that is no longer the case. This became evident when the headquarters of cricket were moved to Dubai in 2005 from Lord's eastward by the ICC.

Cricket's popularity sky-rocketed in India, post the 1983 World Cup. It was the perfect fairytale that captured the imagination of an entire nation. Next came the rise of one Sachin Tendulkar, which incidentally coincided with India's big television boom, and this led to cricket becoming the staple sport of the nation.

T20 over test matches

The craze for cricket increased furthermore when the The Indian Premier league or IPL was introduced. Considered Lalit Modi's brainchild, IPL quickly gained popularity, for good and bad reasons.

Within a short time of its existence, IPL was thrown in many controversies, from match fixing to gambling, but the major controversy was of Lalit Modi himself.

Lalit Modi was suspended as chairman and commissioner of IPL in April 2010. He was given a suspension notice and a letter containing 22 charges of impropriety. He was found guilty of the charges in September 2013.

Some purists, people who consider test cricket better than one day , shun tournaments like the hundred and some also consider them blasphemous to the sport itself. According to them cricket has already started down an undesirable path - one that sees limited overs and franchise cricket at the expense of true cricket.

Test cricket is considered to be the pinnacle of the sport as it truly tests the skills and abilities of a player. ICC themselves claim on their website- "It is considered the pinnacle form because it tests teams over a longer period of time. Teams need to exhibit endurance, technique and temperament in different conditions to do well in this format".

It is not a secret that T20 and franchise cricket fill up a cricket board's coffers a lot quicker than Test cricket does. Multiple T20 leagues have come up worldwide and international calendars have gradually become more packed. As a result of which Test cricket has often fallen under the axe. If said in simpler terms, the cricket board prefer organizing more T20 leagues rather than test matches.

Graeme Smith a former South African cricketer said, it is a vicious cycle. The fewer the Test matches that cricketers from these so-called 'lesser' cricketing nations play,

the more they feel compelled to look for opportunities to play in T20 leagues around the world.

According to the purists limited over cricket fails to capture the true essence of the sport, they consider it to be a marketing strategy. These kind of matches give the audience 'quick thrills' and instant gratification and that destroys the spirit of the sport itself.

The players no longer want to play because they love the sport and they are passionate about it, they want to play to earn money. Players do not want to play test matches any longer as it requires high endurance and it pays them less. They want to play in leagues where a single match pays them more than a test series does. This has destroyed the game's spirit.

It also has an adverse effect on the young and budding Cricketers; they get in the sport because of their love and passion for it. However, when they step into the world of cricket they become money minded. They want to earn more money in a short amount of time and the way to achieve it is playing in the leagues. This has wrecked the spirits of the players.

Cricket turned into a business opportunity

The ugly truth is that tournaments like IPL were not born out of a need for another type of cricket tournament; they were born out of a need for business opportunities. IPL is a uniquely thought out business. It's important to understand that the IPL and the tournaments that have since followed its path aren't cricket tournaments that happen to sustain businesses - they are businesses that happen to feature a cricket tournament.

The very high profitability of modern-day cricket comes from its highly worthwhile position as an vastly useful platform. No longer considered just a game, cricket has become the platform that can provide more "eyeballs" than any other marketing gimmick.

The case of India Cements is a ready and visible example. India Cements, the owners of the Chennai Super Kings IPL franchise was among the least known franchise owners when the IPL first came into being. (In their book IPL, An Inside Story: Cricket and Commerce, Alam Srinivas and T R Vivek (2009) describe the company as "perceived to be a conservative, publicity-shy, and provincial operator" and therefore in dire need of an advertising spur. Having bought Indian one-day captain Mahendra Singh Dhoni (the most expensive player in the first edition of the IPL at \$1.5 million), India Cements was all set to use their IPL team as a high-profile "calling card".

N Srinivasan, vice-chairman and managing director of India Cements, is quoted to have said, "Even if the company had spent Rs 1,500 crore on brand promotion, it wouldn't have got a fraction of the publicity that Super Kings got us. The team's brand equity will help expand our business in north India. We have big plans to be a pan-India corporate group."

Piggybacking on the popularity of the team (which won the IPL twice), India Cements planned to launch a new cement Super Kings, which was to be packaged in the instantly recognisable yellow of the team jerseys. Srinivas and Vivek give another highly visible example of why IPL can be a marketing vehicle. Vijay Mallya, "whose personal PR humbles that of Sir Richard Branson and Donald Trump", they say, was crystal clear from the outset that his team the Royal Challengers Bangalore was nothing more than a platform to promote his other business interests such as his airlines and his liquor brands, "which he couldn't advertise through conventional media because of government restrictions".

The reason for IPL's immense success is not the matches themselves, yes, the matches are very engaging and gives the viewers thrills but they are not the only reason for success. One of the key factors that makes IPL very popular is the relationship it shares with its teams.

The IPL's relationship with its franchises is comparable to the bond between a flower's petals. Or to put it another way, it's the ideal synergy. The IPL acts as the centre of the flower, giving the franchises the framework and assistance they need. The IPL receives its glitz and appeal from the franchises, which are like the petals of a flower. The IPL's relationship with its franchises is comparable to the bond between a flower's petals. Or to put it another way, it's the ideal synergy. The IPL acts as the centre of the flower, giving the franchises the framework and assistance they need. The IPL receives its glitz and appeal from the franchises, which are like the petals of a flower.

It wouldn't be too big an exaggeration to say IPL is played fifty percent in the stadiums while the other fifty percent is played in board meetings. To put in layman terms, cricket is one of the major ways through which a franchise conducts its business. This does not sound far-fetched or doubtful when one realizes that seventy percent of IPL's revenue comes through advertising, ticket sales and prize money contribute a very small part.

IPL franchises are, at their core, brands. They are businesses that want to raise their brand value and visibility. In order to achieve their brand aims, IPL teams will even go so far as to buy specific cricketers who do not play cricket.

Case in point, Chris Gayle, who almost went unsold in the 2018 IPL Auction before Kings XI Punjab (now Punjab Kings) swooped in to buy him at his base price in the third and last round of bidding. It was widely alleged that Gayle was purchased more so for his 'entertainment' abilities rather than his cricketing ones. This claim was further made solid when one look was taken at KXIP's team composition that year which revealed that there was no real place for him in the starting eleven. The fact that Gayle went on to prove everyone that his cricketing abilities are still in good shape and played many match-winning knocks for them is a different matter altogether.

The threat that franchise cricket offers to both Test cricket and international cricket as a whole is a far bigger worry in light of its growing popularity. T20 leagues all over the world, according to former Proteas captain Faf du Plessis, represent a major threat to international cricket. The following is what he said in June 2021:

"T20 leagues are a threat for international cricket. The power of the leagues are growing year by year and obviously, in the beginning, there might be just 2 leagues around the world and now it's becoming 4, 5, 6, 7 leagues in a year. The leagues are just getting stronger."

If the past is anything to go by, then Du Plessis may be right. The world's largest and most beloved sport (in terms of popularity) - football - has gone down a similar path. International football games are played in small windows that are sandwiched between multiple franchise leagues. Many football players earn more in a single league match than they do in multiple national matches.

And as we see money being pumped into franchise-based tournaments by the boards themselves, one can't help but worry that it will continue to chip away at local domestic circuits that have been around for decades.

DEMERITS OF COMMERCIALIZATION OF THE SPORT

One of the most appalling outcomes of commercialization of cricket is match fixing. It destroys the reputation as well as credibility of both the sport and the player. The biggest difference between sports and entertainment is the unpredictability of sports. It is the bliss and thrill of not knowing the outcome that makes the sport all the more fascinating. Watching an intense match that has no pre decided outcome is far more interesting than to watch a match that has a decided outcome. Therefore, match fixing is quite contrary to the nature of the sport and match fixing has the potential to reduce the passion one has for the sport.

The IPL is no stranger to controversy, but on May 16 it had possibly its worst crisis when Delhi Police detained three Rajasthan Royals players for spot-fixing: Sreesanth, Ajit Chandila, and Ankeet Chavan. At that time, eleven bookmakers were also detained with them, including Amit Singh, a former Royals player. Later, the Rajasthan Royals suspended their players, and the BCCI launched an investigation into the claims under the direction of the ACSU's chief Ravi Sawani. The board also disclosed improved anti-corruption procedures, including the appointment of two security professionals to each team. Following the arrests, a comprehensive search was launched, and bookmakers were also detained.

The well-known actor Virender "Vindoo" Dara Singh was one among those arrested in Mumbai; he was accused of having connections to bookmakers. His statement prompted

the authorities to detain Gurunath Meiyappan, a senior member of the Chennai Super Kings and the son-in-law of BCCI president N Srinivasan, on May 24. The players were among 39 people who Delhi Police ultimately filed charges against for violating the Maharashtra Control of Organized Crime Act and several sections of the Indian Penal Code. After Sawani's investigation concluded that Sreesanth and Chavan were guilty of fixing, the BCCCI took more drastic measures and gave them life bans.

FANTASY SPORTS

Another negative aspect the commercialization of cricket has brought up is these fantasy sports. Fantasy Sports are online guessing or prediction games where people put together a virtual team of real sports players. They earn points based on real life statistics that are converted into fantasy points. The better their chosen player performs in real life, the higher the their fantasy points. People play against other managers and their teams. Everybody manages a roster by adding, dropping, trading and selling players to keep winning.

Fantasy sports originated in the United States in the late 1940s and early 1950s. Fantasy golf was the first variant of golf that came around in the 1950s. A little behind, fantasy sports have become one of the most popular activities for Indian sports enthusiasts.. Fantasy sports are performed virtually by having participants select fictitious or virtual players who are likely to perform best in the match. Cricket, football, baseball, etc., are often played around the world. The growing field of technology is having a significant impact on Indian sport, with the rise of league-based sports and the growing popularity of online viewership.. This is contributing to the growth of smartphone usage in India.

There have been many controversies regarding fantasy sports being legal In India. Some people believe that fantasy sports are type of gambling and it should be banned while some believe that these sports like any other regular sports require skill and knowledge of the sport and therefore cannot be considered gambling.

Recently Dream 11, one of India's most popular fantasy sports platforms, had its activities suspended in Karnataka after a case was registered against it following a ban on online gambling in the state.

In 2017 , one of the users of the fantasy sports game , dream11 , Varun Gumber lost nearly Rs. 50,000 . Therefore he decided to take the company to the Punjab and Haryana high court.

Punjab and Haryana high court while exploring the case came to the conclusion that success or defeat in online fantasy sports depends on a user's skill, superior knowledge , judgment and application of mind.

Therefore, the online fantasy sports game require more than just chance, they test a person's skill on the different and various moves they make in the course of playing the game.

Later, when Bombay and Rajasthan high court were faced with similar cases , they followed the same reasoning as Punjab and Haryana high courts. The Rajasthan high court also said that games like dream11 involve substantial skill and was a business activity that is protected under the fundamental right to practice trade or any profession under article 19(10)(g) of the constitution.

In the same year, the legislative assembly of Karnataka passed a bill to amend the Karnataka police act, 1963 as they wanted to ban all forms of gambling in the state , which included online gambling, this included sports like dream11 . the new law aimed at strengthening the Karnataka Police Act to make gambling a cognizable offence, A cognizable offence means an offence in which the police officer as per the first schedule or under any other law for the time being , can arrest the convict without a warrant and can start an investigation without the permission of the court. The court also said to “curb the menace of gaming through the internet, mobile apps.”

The advertisements for dream11 have also been heavily criticized, their catchphrase is we will do your work, you make a team on dream 11. The popular cricketers who star in these advertisements have been pushed under scrutiny for encouraging people to leave their work and focus on these games.

CONCLUSION

It cannot be denied that commercialization has also done some very positive things for the sport. It has led to the development of infrastructure that was earlier in terrible condition. If the sport did not get commercialized and acquired great amounts of money, this would not have been possible.

The leagues also have helped young and bright stars to emerge and showcase their talent that they otherwise would have not been able to. Rishabh Pant is the biggest example of this.

The good and bad aspects of commercialization of cricket are two sides of the same coin none can exist without the other. However, commercialization of cricket has done more harm than good to the sport itself and the commercialization should be controlled otherwise it will kill the true spirit of the game. Then cricket would not be a sport or a game but just a business.

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DELHI POLITICAL

1947-2013



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PUBLISHED: Centre for Reforms, Development & Justice

Distribution: **Global Books Organisation**
9899071610; 9899521610

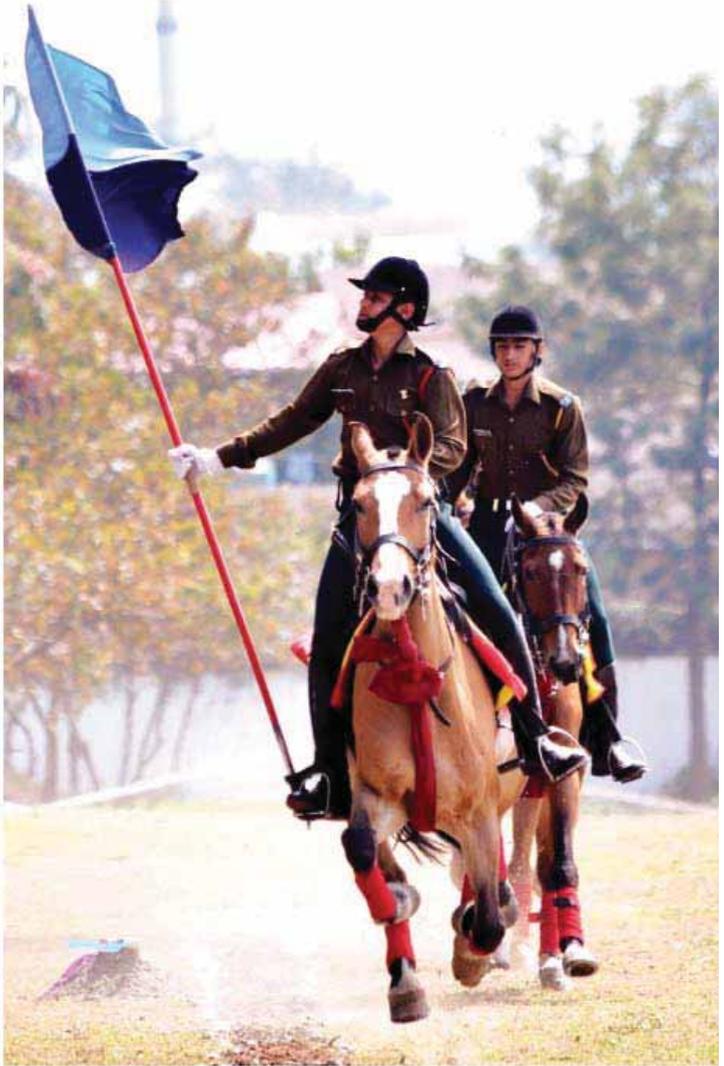
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