

# **Information design on India's participation in Olympics**

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# Approval Sheet

The Visual Communication-Project 3 titled 'Information design on India's participation in Olympics' by Ravi Purty, roll no 146250014 is approved, in partial fulfillment of the requirements for the degree of Master of design in Visual Communication.

Guide:



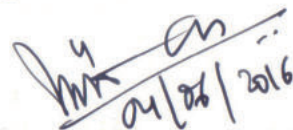
Chairman:



Internal Examiner:



External Examiner:

  
04/05/2016



# Declaration

I declare that this submission represents my ideas in my own words and where other's ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all the principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature:

A handwritten signature in black ink that reads "Ravi Purty". The signature is stylized with a large, looped 'P' and a horizontal line extending from the end.

Name of the Student: Ravi Purty

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Date: 25<sup>th</sup> May 2016



# Acknowledgment

Here I express my heartfelt thanks and sincere gratitude to all the people, without whose help, successful completion of this project would not have been possible.

I would sincerely like to thank my project guide Prof. G. V. Sreekumar for his guidance and support throughout the project. I owe my thanks to Prof. Mandar Rane, Prof. Raja Mohanty, Prof. Sudesh Balan and Prof. Girish Dalvi for their valuable feedbacks, suggestions and encouragement.

Lastly it can never go without thanking my friends and batch mates who were always there when needed and given their contribution and support at every stage of the project. Abhey Singh, Akshay Kore, Chinmay Bhawe, Dileep Mohanan, Nitin Shekhar, Rohan Verma, Sagar Yende are few of the many key people who have contributed in this project one or the other way.





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# Preface

This project aims at acknowledging the efforts that our Sportsmen put in the Olympics, which usually remains unnoticed. India, a country with the second largest population on the earth struggles to compete in International sports events. There are a large number of people who play sports as their hobby. Sports persons who represent India to the world during Olympic often remain unnoticed/forgotten by our society. India has won 9 Gold Medals, 6 Silver and 11 Bronze medals, a total of 26 medals in the history of the 30 Summer Olympic.

The Indian men's hockey team had a glorious past of winning 8 gold medals in summer Olympics more than any other nation in the world. Gradually, it lost its charm, may be due to negligence by authority or by our society. While cricket took a giant leap among all the sports and today it is a religion which most of the countrymen follow. One of the most important was the likability of the sports persons among the audience and secondly cricket is being played in very few regions of the world and India was able to get in the top 10 list.

Many of the brands saw it as a great opportunity to en-cash it and many of the products are thrown at us through cricket personals. Winning 1983 World Cup was a great incident when Indian team, which was considered the underdog created the history. As a common man we love to see an underdog who breaks the odds to become a champion. The Indian cricket team turned out a hero and afterwards there was no looking back. We were able to see our hero sometime in Sunil Gavaskar, Kapil Dev, Sachin Tendulkar or even today M. S. Dhoni.

In 2012 Olympic India won 6 Olympic medals in individual events and now it can be seen that other sports are also catching the attention of the media and the nation. Different formats to promote multiple sports are coming into play and brand endorsement have also been improved. It is a bitter truth that we need to commercialize sports, but cricket is a great example in front of us. As a visual communication student, I am interested in bringing out the stories and achievements of Olympians which usually remains in shadows.



# **1. About the project**

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## 1.01 Introduction

खेलोगे कूदोगे तो होंगे खराब,  
पढोगे लिखोगे तो बनोगे नवाब ।

If you play, you will get spoiled, to become a king you must study hard. Well, these were the lines which I used to hear in my childhood. As like many of the children, I never questioned why I should only focus on studies and not to play. An aspiration which they were trying to build in me was to become an engineer or an IAS officer since my childhood. I always wanted to join the Air Force and yes, my parents accepted this fact because I was not deviating myself from studies.

Performance in the academics was the only parameter at which we used to get evaluated, and many a times we were compared with others as how well they are performing. If a child is not getting good marks, he/she is sent for tuitions and may be asked to an extra hour of study to improve. To earn a good livelihood and lifestyle, it is assumed a person must be good at studies else he/she may not have a great career ahead. At the end it is all about money to be earned.

If we discuss about today's scenario, there is a lot of opportunity apart from traditional profession. A person can be good at various other skills apart from academics where he/she can build his/her career. The reason I am discussing about all this is because I used to love sports. At one point of time I had an opportunity to give it a try but did not know how to convince my parents. When you are good at something, and it gets appreciated, it motivates you to do more and better in that field. It is the story of thousands of people in the country. People are good at sports, but many a times they do not get support.

One of the most important factors is the lack of awareness towards new and upcoming opportunities not only in the field of sports, but many other fields too. For the last 12–15 years, it has been noticed that Indian athletes have been performing in various events like Archery, Shooting, Wrestling, Boxing etc. and winning medals. It is important to appreciate and acknowledge their efforts, and first and foremost important thing is to know about them.

## 1.02 Project highlights

The project started with understanding the current scenario of the education system and how does the society respond towards another career option apart from the traditional ones. Since the topic of the project states that 'Information design on India's participation in Olympics', it was more towards how education system and society responds towards the idea of making a career in cricket, football, athletics or any other sports. It was realized that people do not know about what is happening in the field of sports, who are the athletes, what are their rankings, how they are performing.

It is important to understand what has happened in the previous years, because of which Olympians face the negligence of our society. To know this, I conducted a sample survey where 47 people contributed and shared their opinion.

Major insight which came out of the survey are as follows:

1. We don't have a proper Sports promotion policy.
2. Lack of grass root level development and infrastructure.
3. Players are not getting proper recognition from Govt, media and mostly from Indians it.
4. Lack of money and sponsoring problems.

In the year 2001 Mr. Geet Sethi and Mr. Prakash Padukone started a nonprofit organization named Olympic Gold Quest (OGQ) to help the Indian athletes win Olympic medals.

Apart from coaching staff an athlete needs support staff that includes, physiotherapists, dietitians, mental trainers, injury management experts and logistic managers around them to look after all their training needs. As of today Olympic Gold Quest is taking care of 78 athletes all across the nation. Since then athlete supported by OGQ bagged 4 Olympic medals and many athletes got qualified for Olympic participation.

After all the efforts which an athlete put for his career very few of them are noticed and rewarded for achievements. In the year 2010, Gagan Narang once denied to participate in the 2012 London Olympics as he was ignored by the Rajiv Gandhi Khel Ratan award. Gagan Narang holds a world record in 10m Air Rifle where he scored 600 out 600 twice in the history. My project tries to bring out the information about the Olympian, their success and their failures.



## 1.03 Objective

1. To understand the reason behind why people hesitate to take sports as a career option in India.
2. Make the information readily available about Indians who participated in Olympics.
3. Create awareness about sport as a profession.



## 2. Study

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## 2.01 Olympics

Olympic games term was adopted from religious and athletic event which used to happen in the interval of 4 years, in Olympia – Greece. It was supposed to be a competition where representatives of several cities and kingdom used to participate. These games featured mainly athletics, but combat sports were also the main attraction of this event. It is mentioned that during the Olympics, all the political conflicts of participating cities were postponed till the last event. Earliest Olympic was held in around 776 BC where the ancient games featured running events, a pentathlon boxing, wrestling, pankration, and equestrian.

Olympics is the largest international competition of sports where thousands of athletes from more than 200 nations participate in a variety of sport events. Olympics being of two kinds, summer & winter Olympics, started two years apart, with each having a cycle of four years. Thus, the games are held biennially alternating between summer and winter Olympics. Olympics games are inspired by ancient Olympics games which were used to happen in Olympia, Greece from around 800 B.C. to 400 A.D. In the year 1884, 'Pierre de Coubertin' founded an organization named International Olympic committee which was responsible for defining the structure of Olympic.

During the 20th and 21st century Olympic has evolved to facilitate and introduce new sports to the event. Several newer versions of Olympic sports were formed to attract more participants where they can showcase their skills. Winter Olympics, Para Olympics for person with disability and Youth Olympics were introduced during this course. IOC had also faced cancellation of Olympics during the World Wars and limited participation at the time of Cold war.

IOC holds the responsibility of choosing the host city, where Olympic are supposed to be held. It also coordinates with National Olympic committees, organizing separate committee for separate events and funding them as required. Today, over 13,000 athletes compete at the Summer and Winter Olympics in 33 different sports and more than 400 events. Almost every nation on this planet has an Olympic committee, which takes part in Summer Olympics. In the Rio 2016 Olympics, 10500 athletes from 206 nations are expected to compete in 42 different sport event. The first, second, and third-place finishers in each event receive Olympic medals: gold, silver, and bronze.

## 2.02 Indian Olympic Association



India first participated at Olympics in the year 1900 which was held in Paris. Norman Pritchard, who was Indo-British national represented India in the Olympics and won 2 silver medals in Athletics. In the year 1919 Sir Dorabji Tata initiated to establish a united national body for sports, which can prepare and send athletes to participate in Olympics. Though Indian Olympic Association came to existence in the year 1927, Dorabji Tata with Dr. A.G.Noehren were able send 4 athletes and 2 wrestlers to participate in 1920 Olympics.

IOA the apex Sports Organization of Olympic Sport in the country is responsible for the Indian contingent's participation in the Olympic Games, Commonwealth Games, Asian Games (Outdoor-Indoor-Beach) and South Asian Games. Each Olympic and Non-Olympic Sport has a Federation at the National level and are affiliated/ recognized to/ by IOA. The selection of the National teams is done by the respective National Federations and then recommend to IOA for official sponsorship for participation in the Games being conducted under the auspicious of the IOC, OCA, CGF and SAG. The main task of the State Olympic Associations is to Promote the Olympic Sport and to ensure coordination among the State Sports.

## 2.03 India's performance at Olympics

<b>Sports</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Total</b>
Field Hockey	8	1	2	11
Shooting	1	2	1	4
Athletics	0	2	0	2
Wrestling	0	1	3	4
Boxing	0	0	2	2
Badminton	0	0	1	1
Tennis	0	0	1	1
Weight-lifting	0	0	1	1
	<b>9</b>	<b>6</b>	<b>11</b>	<b>26</b>

## 2.04 India's performance at 2012 London Olympics

The Indian Olympic Association sent the nation's largest delegation to the Games in Olympic history. A total of 83 athletes, 60 men and 23 women, competed in 13 sports. Men's field hockey was the only team-based sport in which India had its representative in these Olympic games. The Indian team featured several Olympic medalists from Beijing, including rifle shooter and Olympic gold medalist Abhinav Bindra, who failed to advance into the final rounds of his event in London. Wrestler and Olympic bronze medalist Sushil Kumar managed to claim another medal by winning silver in the men's freestyle wrestling.

This was India's most successful Olympics in terms of total medal tally, having won a total of 6 medals, doubling the nation's previous record. Two medals each were awarded to the athletes in shooting and wrestling. India also sets a historical milestone for the female athletes who won two Olympic medals. Badminton player and world junior champion Saina Nehwal became the first Indian athlete to win an Olympic bronze medal in the women's singles. Boxer, Mary Kom, on the other hand, lost to Great Britain's Nicola Adams in the semi-final match, but settled for the bronze in the first ever women's flyweight event.



Sushil Kumar  
Silver Medal  
Wrestling



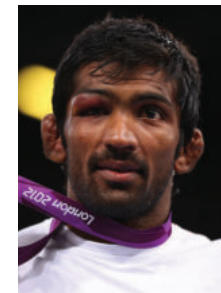
Vijay Kumar  
Silver Medal  
Shooting



Gagan Narang  
Bronze Medal  
Shooting



Saina Nehwal  
Bronze Medal  
Badminton



Yogeshwar Dutt  
Bronze Medal  
Wrestling



Mary Kom  
Bronze Medal  
Boxing





## **2.04.01 Sushil Kumar**

**Silver medal  
Freestyle wrestling  
2012 Summer Olympics**

Sushil Kumar Solanki, born 26 May 1983 is an Indian freestyle wrestler. In July 2009, he received the Rajiv Gandhi Khel Ratna India's highest honor for sports persons. Sushil Kumar is presently employed with the Indian Railways as an assistant commercial manager.

### **Awards and Recognitions**

- Padma Shri, 2011.
- Arjuna Award, 2005.

### **For silver medal at London Olympic**

- 20 million cash reward from the Delhi Government.
- 15 million cash reward from the Haryana Government.
- 7.5 million cash reward from the Indian Railway.
- 1 million cash award from ONGC.
- Land area in Sonapat district, to set up a Wrestling academy by the Haryana Government.

**Bronze medal  
Freestyle wrestling  
2008 Summer Olympics**

### **For bronze medal at Beijing Olympics**

- Rajiv Gandhi Khel Ratna Award.
- Rs. 5.5 million cash award and promotion to Assistant Commercial Manager from Chief Ticketing Inspector by railway ministry .
- Rs. 5 million cash award from Delhi government.
- Rs. 2.5 million cash award from Haryana government.
- Rs. 2.5 million cash award from Steel Ministry of India.
- Rs. 500,000 cash award from R K Global.
- Rs. 1 million cash award from Maharashtra state govt.
- Rs. 1 million cash award from MTNL .



## **2.04.02 Vijay Kumar**

**Silver medal  
25 metre rapid fire pistol  
2012 Summer Olympic**

Subedar Major Vijay Kumar AVSM, SM born on 19 August 1985 is a sport shooter from India. Kumar hails from Barsar village of Hamirpur district of Himachal Pradesh and is a serving Subedar Major in the Dogra Regiment (16th Battalion) Indian Army. He has been posted at Indian Army Marksmanship Unit (AMU) since 2003 where he is being coached by the Russian Pavel Smirnov.

### **Awards and Recognitions**

- Padma Shri, 2013.
- Arjuna Award, 2007.
- Rajiv Gandhi Khel Ratna Award, 2012.

### **For silver medal at London Olympics**

- Rs. 1 crore cash award by Himachal Pradesh government.
- Rs. 50 Lakh cash award by Rajasthan government.
- 3 kg of gold by Shimoga gold palace.
- Rs. 2.5 billion by Rifle Association of India.



## **2.04.03 Gagan Narang**

**Bronze medal  
10 meter air rifle  
2012 Summer Olympic**

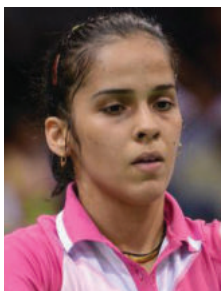
Gagan Narang is an Indian shooter, in Air rifle shooting, supported by the Olympic Gold Quest. He was the first Indian to qualify for the London Olympics. He won the Bronze Medal in the Men's 10 m Air Rifle Event at the 2012 Summer Olympics in London.

### **Awards and Recognitions**

- Padma Shri, 2011.
- Rajiv Gandhi Khel Ratna Award, 2011.

### **For bronze medal at Beijing Olympics**

- 10 million cash prize by state govt of Haryana.
- 5 million cash prize by state govt of Andhra Pradesh.
- 5 million cash prize by the state govt of Rajasthan.
- 2 million cash prize by Steel Ministry of India.
- 2 kg of gold by Sahara India Parivar.



## **2.04.04 Saina Nehwal**

**Bronze medal  
Badminton singles  
2012 Summer Olympic**

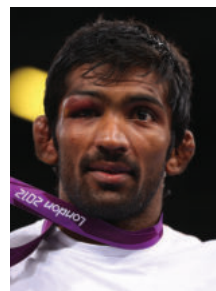
Saina Nehwal, born on 17 March 1990 is a badminton player who has been for some time ranked No.1 in the world by Badminton World Federation Women's Singles 2015. She is the first Indian to win a medal in Badminton at the Olympics.

### **Awards and Recognitions**

- Arjuna Award (2009).
- Padma Shri (2010).
- Rajiv Gandhi Khel Ratna (2009-2010).
- Padma Bhushan (2016).

### **For bronze medal at Beijing Olympics**

- 10 million cash award from the Haryana Government.
- 5 million cash award from the Rajasthan Government.
- 5 million cash award from the Andhra Pradesh govt.
- 1 million cash award from Badminton Association of India.
- Honorary Doctorate Degree by Mangalayatan University.



## **2.04.05 Yogeshwar Dutt**

**Bronze medal  
Freestyle wrestling 60 kg division  
2012 Summer Olympic**

Yogeshwar Dutt, born 2 November 1982 is an Indian wrestler from Haryana. He won the bronze medal at the 2012 Summer Olympics in the Men's 60kg Freestyle wrestling. He was awarded the Padma Shri by the Government of India in 2013.

### **Awards and Recognitions**

Rajiv Gandhi Khel Ratna Award 2012 given by Government of India.

### **For bronze medal at Beijing Olympics**

- Rs. 10 million cash reward from the Haryana Government.
- Rs. 5 million from Rajasthan government.
- 4x4 vehicle from a PSU bank.



## 2.04.06 Mary Kom

**Bronze medal**  
**Boxing (Flyweight 51 kg)**  
**2012 Summer Olympic**

Mangte Chungneijang Mary Kom, born 1 March 1983 also known as Mary Kom, is a boxer from Manipur, India. She is a five-time World Amateur Boxing champion, and the only woman boxer to have won a medal in each one of the six world championships.

### **Awards and Recognitions**

- Padma Bhushan (Sports), 2013.
- Arjuna Award (Boxing), 2003.
- Padma Shree (Sports), 2006.
- Contender for Rajiv Gandhi Khel Ratna Award, 2007.
- People of the Year– Limca Book of Records, 2007.
- ‘Magnificent Mary’, AIBA 2008.
- Rajiv Gandhi Khel Ratna award, 2009.
- International Boxing Association’s Ambassador for Women’s Boxing 2009.
- Sportswoman of the year 2010, Sahara Sports Award.

### **For Bronze medal at London Olympic**

- Rs. 50 lakh cash award from the Rajasthan govt.
- Rs. 50 lakh cash award and two acres of land from the Manipur govt.
- Rs. 20 lakh cash award from the Assam govt.
- Rs. 10 lakh cash award from the Arunachal Pradesh govt.
- Rs. 10 lakh cash award from the Ministry of Tribal Affairs.
- Rs. 40 lakh cash award from the North Eastern Council.

## 2.05 Participants at London Olympics

Along with these 6 medalist and India's most successful attempt at Summer Olympics there were 77 more athletes who participated in various events. Somehow, we usually remember the names of the winners of a sport. Which is certainly justified as they didn't perform well or it didn't affect the ranking of nation at Summer Olympics. While considering that, common man of India remains unaware

of the winners of the sport too. Whether a sports person performs well in a particular event or fail to succeed, he/she had certainly achieved many successes while preparing for the Olympics. It's more likely that there are 206 nations competing and one may win as much as we expect. Here follows the list of athletes who participated in London Olympics 2012.

### **ARCHERY**

#### **Men:**

Jayanta Talukdar  
Rahul Banerjee  
Tarundeep Rai

#### **Women:**

Laishram Devi  
Deepika Kumari  
Chekrovolu Sworu

### **ATHLETICS (Track)**

#### **Men:**

Basant Bahadur Rana  
Baljinder Singh  
Gurmeet Singh  
Irfan Kolothum Thodi  
Ram Singh Yadav

#### **Women:**

Tintu Luka  
Sudha Singh

### **ATHLETICS (Field)**

#### **Men:**

Vikas Gowda  
Om Prakash Karhana  
Renjith Maheswary

#### **Women:**

Mayookha Johny  
Sahana Kumari  
Seema Antil  
Krishna Poonia

### **BADMINTON**

#### **Men:**

Parupalli kashyap  
Valiyaveetil Diyu

#### **Women:**

Saina Nehwal  
Jwala Gutta  
Ashwini Ponnappa

## **BOXING**

### **Men:**

Devendro Singh  
Shiva Thapa  
Jai Bhagwan  
Manoj Kumar  
Vikas Krishna Yadav  
Vijender Singh  
Sumit Sangwan

### **Women:**

Mary Kom

## **FIELD HOCKEY)**

### **Men:**

Ignace Tirkey  
Sandeep Singh  
Bharat Chettri  
Manpreet Singh  
Sardara Singh  
Dharamvir Singh  
V. R. Raghunath  
Gurbaj Singh  
Tushar Khandelkar  
S. K. Uthappa  
P. R. Sreejesh  
Danish Mujtaba  
Shivendra Singh  
Gurvinder Singh Chandi  
Sowmarpet Sunil  
Birendra Lakra

## **JUDO**

### **Women:**

Garima Chaudhury

## **ROWING**

### **Men:**

Sawarn Singh  
Sandeep Kumar  
Manjeet Singh

## **SHOOTING**

### **Men:**

Abhinav Bindra  
Joydeep Karmakar  
Vijay Kuma  
Gagan Narang  
Sanjeev Rajput  
Manavjit Sandhu  
Ronjan Sodhi

### **Women:**

Laishram Devi  
Deepika Kumari  
Chekrovolu Sworu

## **SWIMMING**

### **Men:**

Ullalmath Gagan

## **TABLE-TENNIS**

### **Men:**

Soumyajit Ghosh

### **Women:**

Ankita Das

## **WEIGHTLIFTING**

### **Men:**

Katulu Ravi Kumar

### **Women:**

Ngangbam Chanu

## **WRESTLING**

### **Men:**

Amit Kumar  
Yogeshwar Dutt  
Sushil Kumar  
Narsingh Yadav

### **Women:**

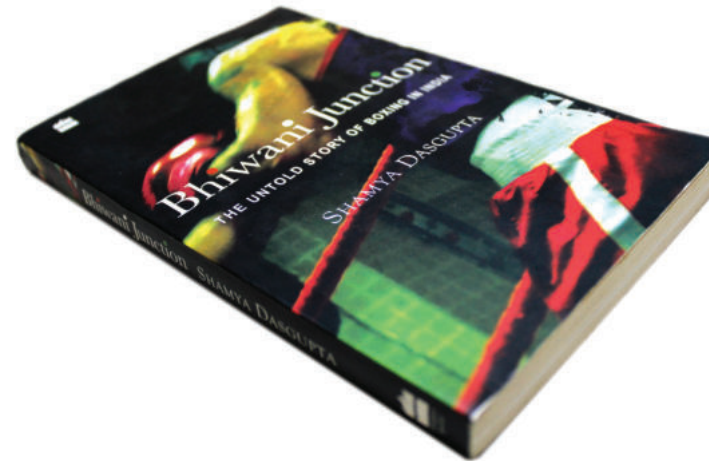
Geeta Phogat

## 2.06 Bhiwani Junction

**'Havana. Harlem. Haryana. There is a thread that runs through these centres of excellence in boxing; They are places where young boys can choose a career in crime if they want to, and they often do. Or, turn to boxing.'**

Bhiwani Junction is written by Shamy Dasgupta, is a story of the boxing as a sport. Shamy Dasgupta is a sports journalist who has touched all the media, whether it was the web, newspaper, television or any other medium. He has been part of many of the renowned media group that are The Indian Express, ESPN, Headlines Today, Tehelka, Encyclopedia Britannica and News X.

He has tried to a build emotional and credible connect through this book on the journey of boxing as a sport in India. By the help of this book he tries to convey the ups and down in a field of boxing. Calcutta and Bombay used to have boxing center, which has shrunk to few districts of Haryana. Today what we see Haryana as the hub of boxers is all because of encouragement towards the sport by the government of state.



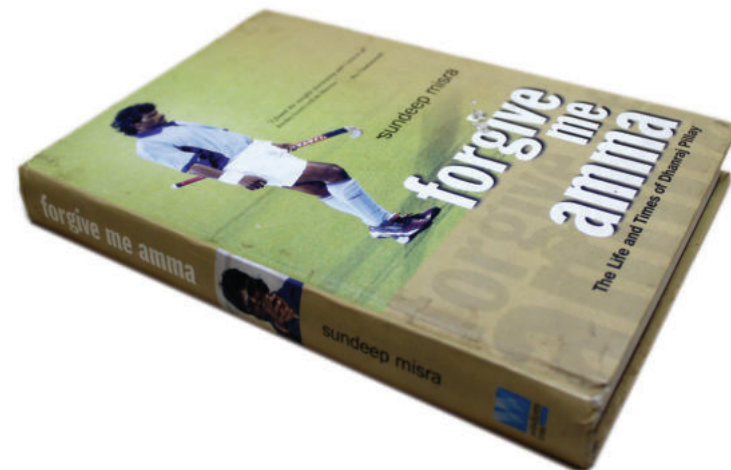


## 2.07 Forgive me Amma

**"Amma, I have failed you, Amma. Three Olympics I have played and I couldn't get a medal back...Amma, I could not do it for the country. Amma, forgive me, I have failed".** These words of from Mr. Dhanraj Pillay after finishing the league in 7th position of year 2000 Sydney Olympics tells enough about the pain through which a sport person goes through.

Hockey is the single team sport from India which had the longest success run in the history summer Olympics. While in three and half decades India had performed modestly and remain in shadows of Cricket which became most popular sport in India after 1983 world cup.

Mr. Dhanraj Pillay had been the part of Indian national hockey for four Olympics. Being the best in the sport among all the sports person of his time had to see the worst time of Indian hockey team's performance. He is the most renowned face of contemporary Indian hockey, but sport which he played did not do justice to his capabilities.

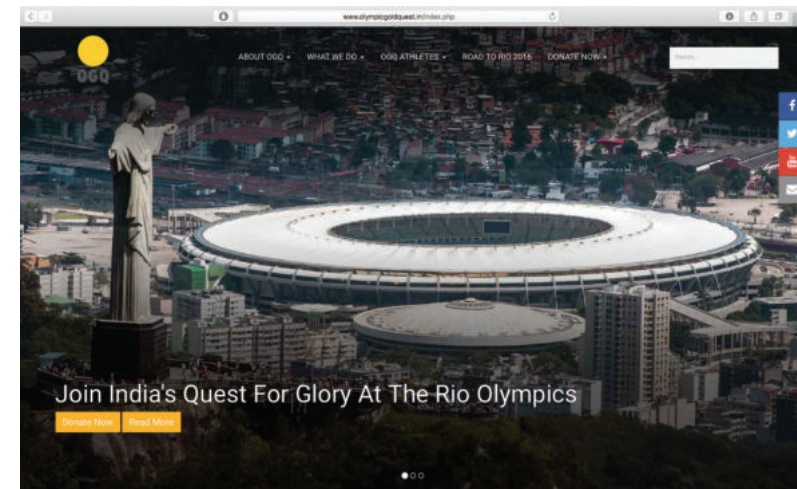


## 2.08 Olympic Gold Quest

It takes just 6 grams of Gold to lift the worth of a nation.  
Come Join Us in our quest for GOLD!

When everyone was blaming Indian Olympic Association and the negligence of government towards the sport, an organization was shaping up to support the Indian athletes. Mr. Geet Sethi a professional English billiards player and Mr. Prakash Padukone former Indian badminton player came together to form this NGO Olympic Gold Quest. Problems faced by athletes and deficiency in the administration were visible to everyone but there was no one who could take the charge to contribute in the building a parallel sports authority for potential medal winners.

OGQ has identified 8 different sports that are shooting, athletics, boxing, wrestling, archery, swimming, table tennis and badminton where they had seen a strong potential in winning a medal for the country. OGQ in collaboration with business leaders and sportswriters identifies the talents across the country and raises funds to support and fulfill their training needs. OGQ looks after



needs of the athletes to get the best training and coaching facility of International standards and planned nutrition and diet. OGQ played a vital role in India's biggest success at 2012 London Olympics. 4 of the 6 medals won by Indian athletes in individual sport was supported by this organization. Mary Kom, Gagan Narang, and Saina Nehwal won bronze medals in their respective sports and Vijay Kumar won the silver.

## 2.10 Sample Survey (Questionnaire)

1. Name:
2. Age:
3. Sex:
4. Hometown (city):
5. email id.:
6. Do you play any sport?
  - i. Yes
  - ii. No
  - iii. Occasionally
7. With which sport you had been associated with?
  - i.
8. What is the role of sports in your life?
  - i. Fitness
  - ii. Recreation
  - ii. Does not matter
9. Do you follow any sport as an audience?
10. Have you ever been associated with a sport, which you could have pursued it professionally?
11. Given a chance would you like to make sport as your career option?
  - i. Yes
  - ii. No
12. Did your Graduate school or Secondary school promoted students in sport?
  - i. Yes
  - ii. No
  - iii. Partially
13. Have you followed cricket?
  - i. Yes
  - ii. No
  - iii. At some point of time
14. Why cricket is more popular than any other sport in India?

15. How did you come to know about Cricket?

- i. Parents & Family
- ii. Friends
- iii. Community
- iv. Other

16. What makes a sport interesting?

- i. Format
- ii. Availability
- iii. Accessibility
- iv. Knowledge about it

17. Do you have any idea, how to go about if you want to make a career in a particular sports.

18. Do you have any idea of Olympics?

- i. Yes
- ii. No
- iii. A little

19. What do you think, should India participate in Olympics because anyway India is not winning much medals?

20. According to you, why people are not encouraged enough to make a career in sports apart from as we have 2nd largest population of world.

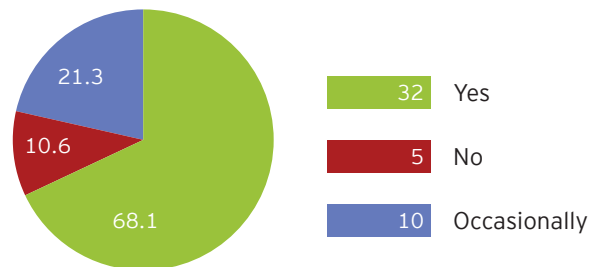
## 3. Analysis

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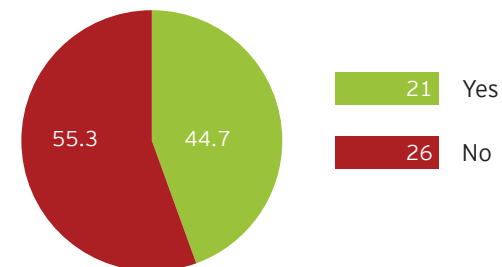


## 3.01 Response to questions

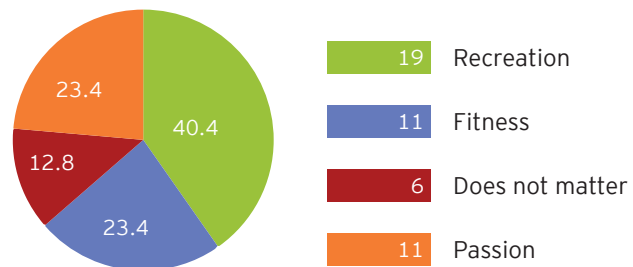
1. Do you play any sport?



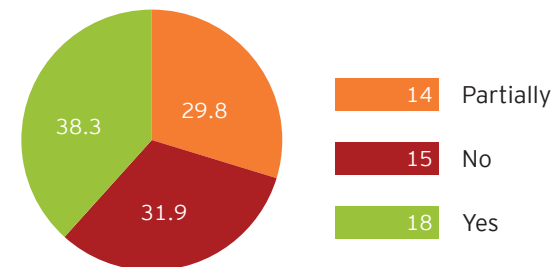
3. Given a chance would you like to make a sport as your career option?



2. What is the role of sports in your life?



4. Had your Graduate school or Secondary school promoted students in the field sport?



## 3.02 Problems faced by athletes

Athletes in India complain about the facility and infrastructure available to them is insufficient to compete against the athlete at international standards.

Schools in India are struggling to meet the basic requirements of education, so there are rare occasion where they play any role in promoting sports.

Government has setup many regional organization and clubs for various sports, but people are unaware of the facilities even about the institutions.

Not much importance is given to other sports in India. It is like a dominoes effect not much importance is given to some sports thus experts dropout thus further interest is lost and so on.



## 3.03 Sociological problems

Career in sports is insecure and involves struggle, a huge part of the population doesn't find the logic in pursuing sports when other more 'fruitful' jobs are available. Sports is hardly seen as an important aspect for a child to learn seriously in most houses.

Sports has a short lived career, which highly depends on physical fitness. It is unpredictable as a profession because if an athlete gets injured it takes a long time to come back in form.

Lack of role models. General belief is that, there is less opportunity in the field of sports. People do not see many role models to follow and if they know someone, they are not living very lucrative lifestyle.

Playing sports is symbolic for a country and currently it is not a significant factor in contributing to the economy. Nor does it guarantee employment to a large population apart from government jobs compared to sectors such as engineering, commerce etc.

Government job is not aspirational for a lot of people who have grown to see peers earning in engineering / technical jobs. Nor is it thought of as prestigious apart from the top few players.

## 3.04 Solution alternatives

As a student of Visual Communication there are few options which can be offered to promote sports or create awareness.

1. A platform where aspirants can interact with professional athletes and get guidance from them.
2. Bring out the struggles through which these athlete had gone and how do were able to overcome the odds against them.
3. A platform to make people aware about these Olympians, so idea of playing sports, an act of recreation can be re-imagined as professional career option.

## 4. Process

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## 4.01 Design Process

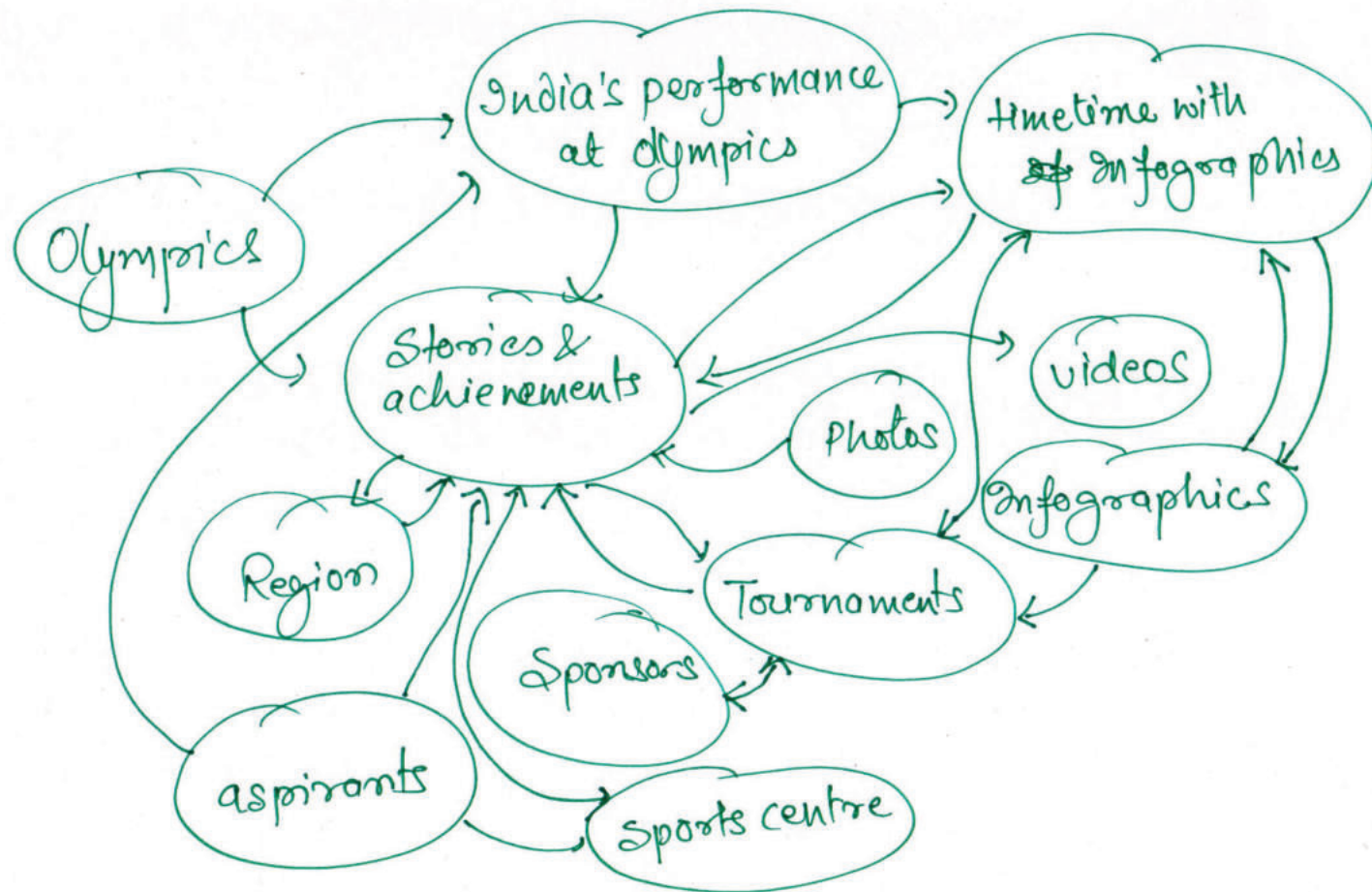
From previous studies and surveys conducted among the people it came forward that, many of the people do not know about many of the sports. The people who follow any sport is highly dependent on their surrounding environment, where they are born and brought up. Since in India large number of people live in rural areas, they are not aware about the existence of institutions where they can get trained and pursue a career in sports. Interaction with sport is very limited which mostly revolves around cricket, football, Kabaddi and other local sports.

Sports get popular because of its availability and accessibility of the resources. Technical knowledge remains very low as they rarely get any chance to participate district, state or national level. Even if they participate lack of proper training and guidance demotivates them to drop their aspiration. They never get to see the bigger picture behind their small dreams.

Understanding the needs and as a visual communicator what is there to offer is the biggest challenge. There is a lot of information available on the Internet, but the problem is where to look for. All the information available about the sports person is scattered. If a user wants to access the information on any particular place, he/she is redirected to new web page and from there to another web page. When the link of accessing an information breaks while searching on various websites and platforms, user feels discouraged and disheartened.

Sole idea of this project to narrow down the search and reduce the efforts of a user for appropriate and relative information. What if a person visits web page and what all things he/she may look for will be taken care in this project.

#### 4.01.01 Relative information



## 4.01.02 Structure of information

1. Create information ~~and~~ architecture
2. Sites architecture
3. Interaction architecture

wizard method.

study Wikipedia page design.

→ one page where all medal winners from India in 2012 olympics will be listed with ~~to~~ links.

structured information

unstructured information

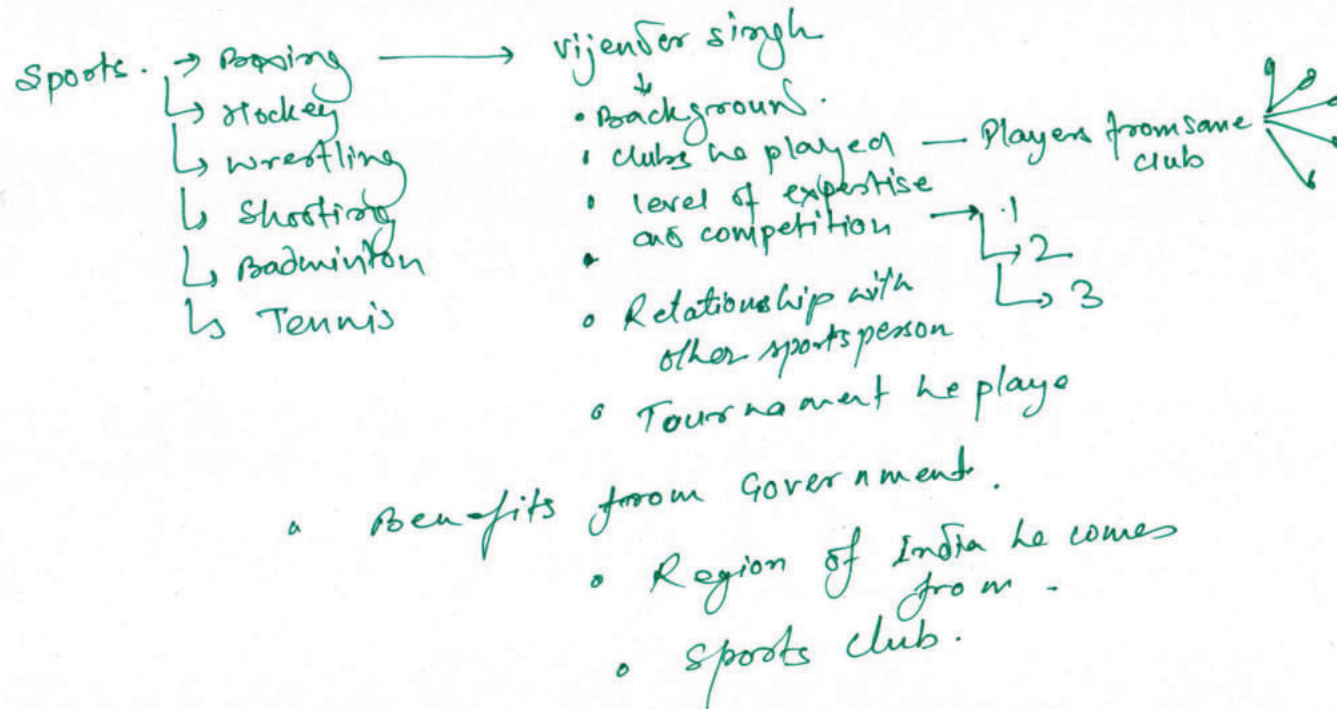
information hierarchy.

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### 4.01.03 Information architecture

About olympics.

Timeline





## 4.01.04 content segregation

### Scenario 1

user wants to know specific year

selects - 2008

→ website shows events at which  
India participated in 2008

user selects specific events  
e.g. Hockey.

we show India's performance  
in hockey in 2008.

list of team members

Player 1 → details  
↓  
Performance  
Achievements

### Scenario 2

user selects specific sports.  
e.g. Badminton

India at Olympics.

sub header - India's performance in Badminton

< 2000 2004 2008 - 2012 2016 >

~~ask the user to select a year.~~

	1992	1996	2000	2004	2008	2012
Gold	x	1	x	1	1	1
Silver	1	x	2	x	1	2
Bronze	x	x	x	3	1	x

ask user to select year

user selects 2000

detailed info on India's performance  
in Badminton in 2000 olympics.

Gold: — Silver: — Bronze: —  
□ □ □

# 4.02 Design direction

## A web portal

Olympics	India at Olympics	Events
Homepage: A brief introduction about the website and why it is created.	Time line to show how India had performed over the different Olympics.	Information about a particular event, with details of how India had performed in the particular event, during various events and information about their participants.

Content → Olympics. (year & details) — [Events] → □□□□□

Events.

People

People → □□□□□□

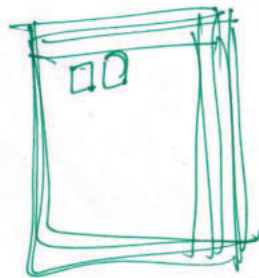
\* Olympics → yearwise details / summary

\* Events → shooting / Badminton / wrestling.

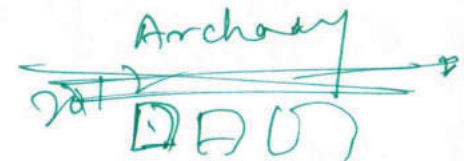
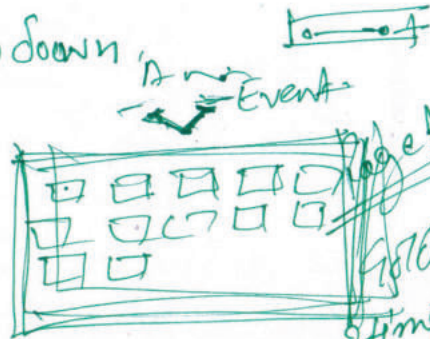
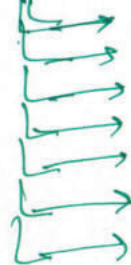
\* People → ~~say~~ specific information about the athlete



P.



Events ↓ drop down



2008 □□□

stats · 2004 2008

Abhinav Bindra 2008

Sushil Kumar 2008 - 2012

Saina Nehwal - 2012 - Bad

stats  
is upcoming.

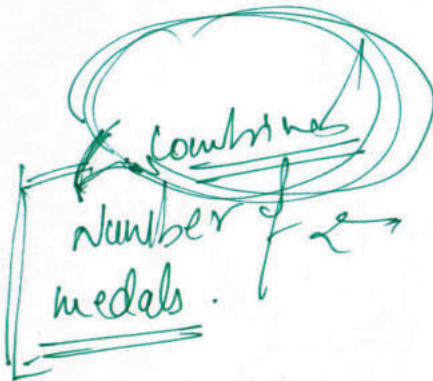
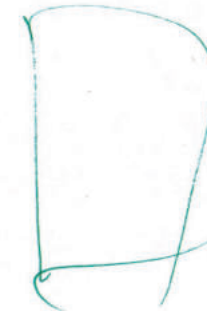
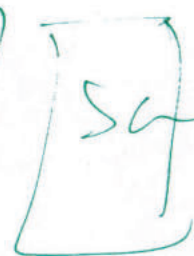
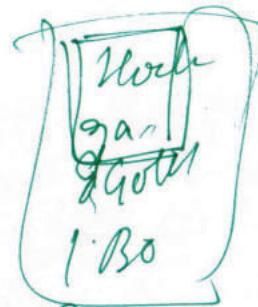
Page

India at Olympic

1



time line will be active

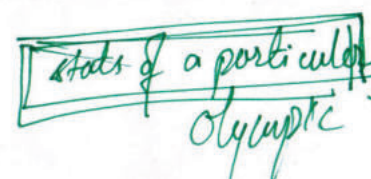


Goey if not participate



fixed height

Remove icon



scroll - Page 2 icon

## 4.03 Content of platform

While working on the intricacies of such large data of the 30 Summer Olympics since 1896, it was noticed it can not be covered in such small time frame. It is better to focus of recent Olympics and current participants to give them the visibility. In 2012 London Olympics 83 athletes participated in 13 different events. If we can create a platform where all the information can be shared, it may not solve the complete problem, but it can make people aware about

their current Olympians. Choosing or leaving a sport can be left on their conscience.

The web portal will be a template where one section all the athletes can be put together as per their participating event, and in the second section where you can see all the athlete with their short history and achievements.

### 4.03.01 Scenario 01

User wants to know about the performance of India in particular season Olympics.

**Process:**

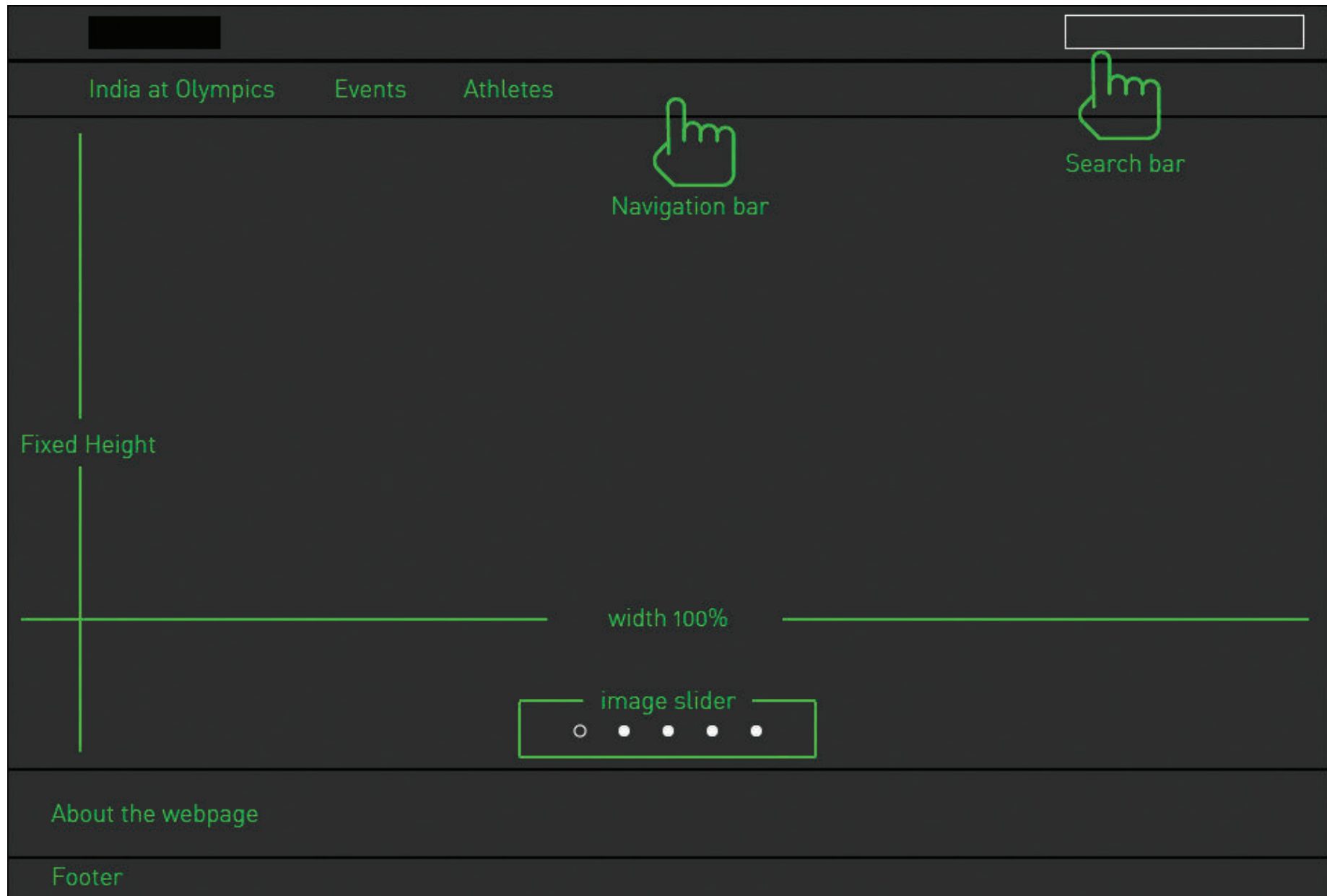
1. Select the year e.g. 2008
2. Website shows events at which India had participated in the year 2008
3. User selects specific event e.g. Hockey
4. Website shows India's performance in Hockey
5. List of team members
6. Pick a player e.g. Mr. Dhanraj Pillay
7. Details about his performance across multiple Olympics

### 4.03.02 Scenario 02

User wants to know about the performance of India in a particular sport during the Olympics.

**Process:**

1. Select the sport e.g. badminton
2. Time-line scroll which can move from 2016 backwards
3. Ask user to select the year
4. User select the year e.g. 2012
5. Detailed information on India's performance in badminton in 2012 Olympics

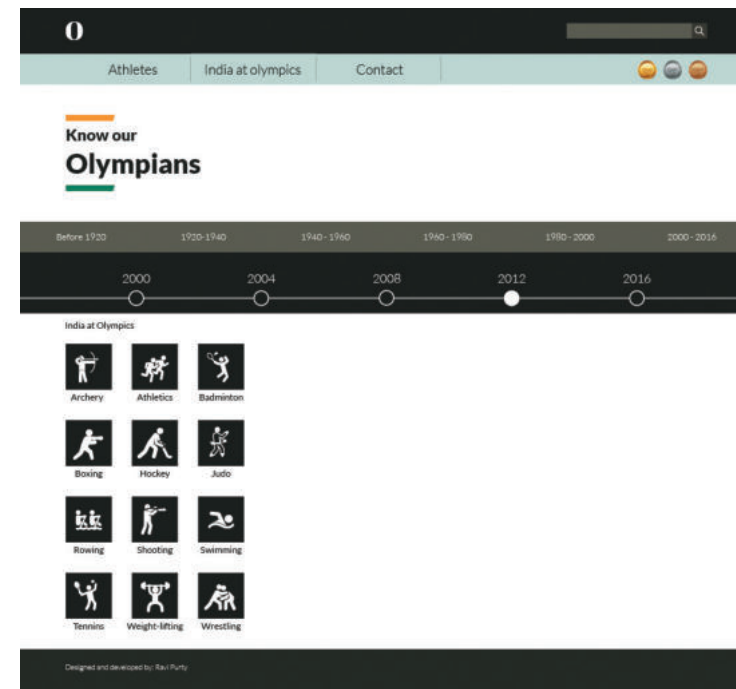
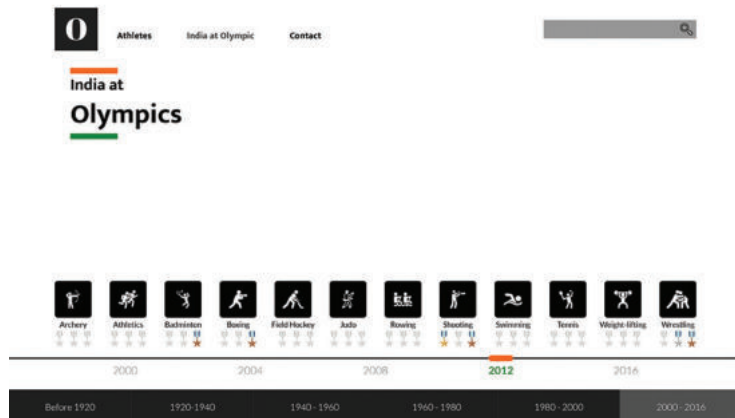




## 4.03.01 Homepage options

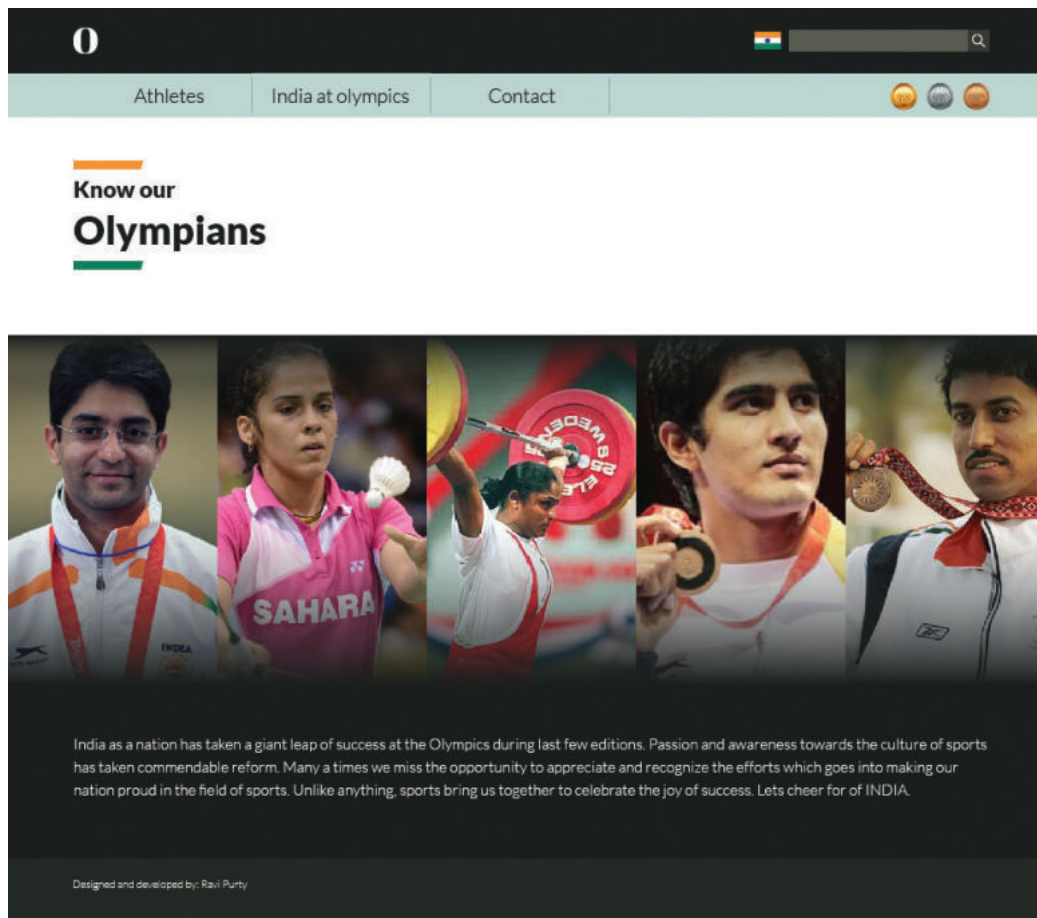


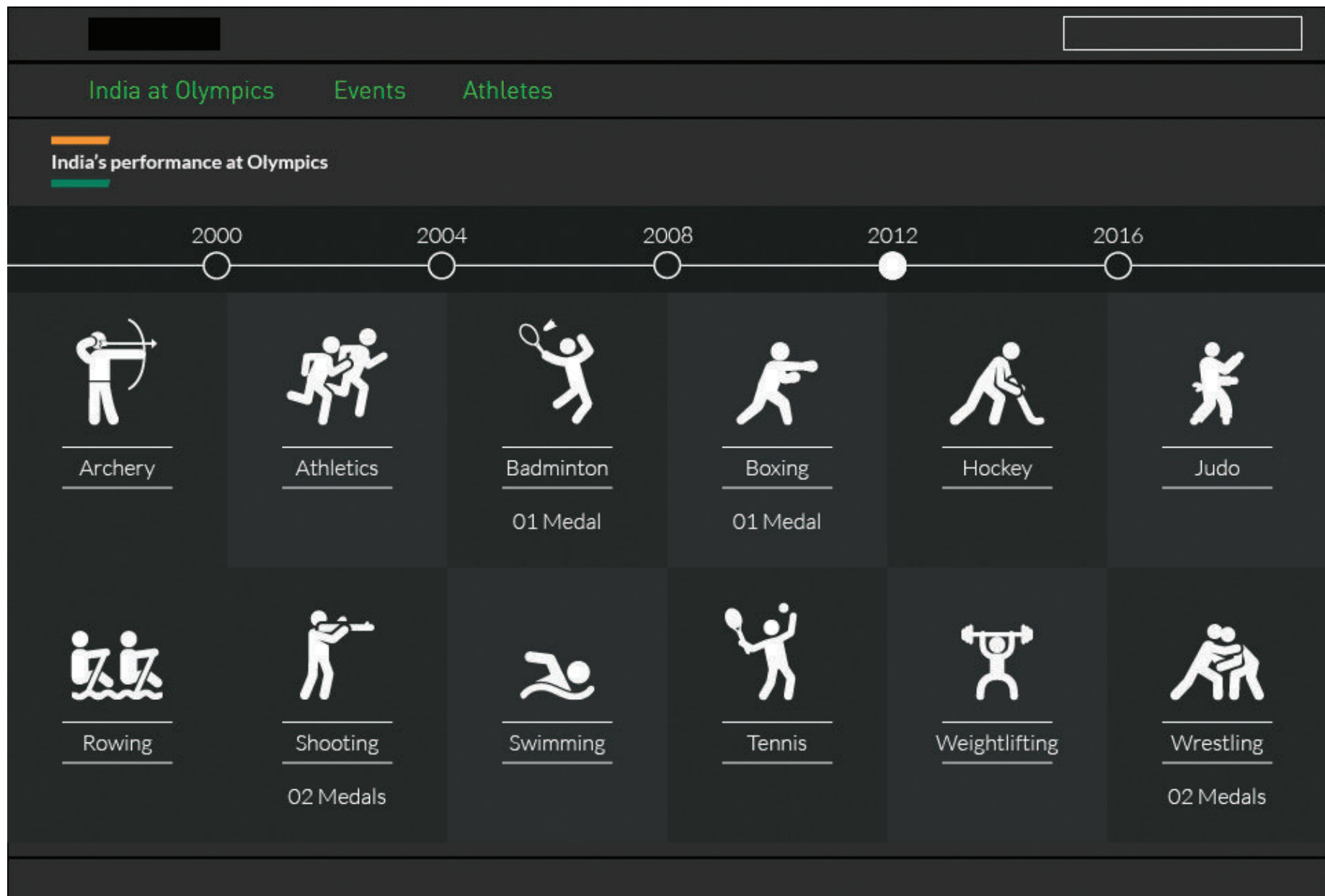
## 4.03.02 Inside page options

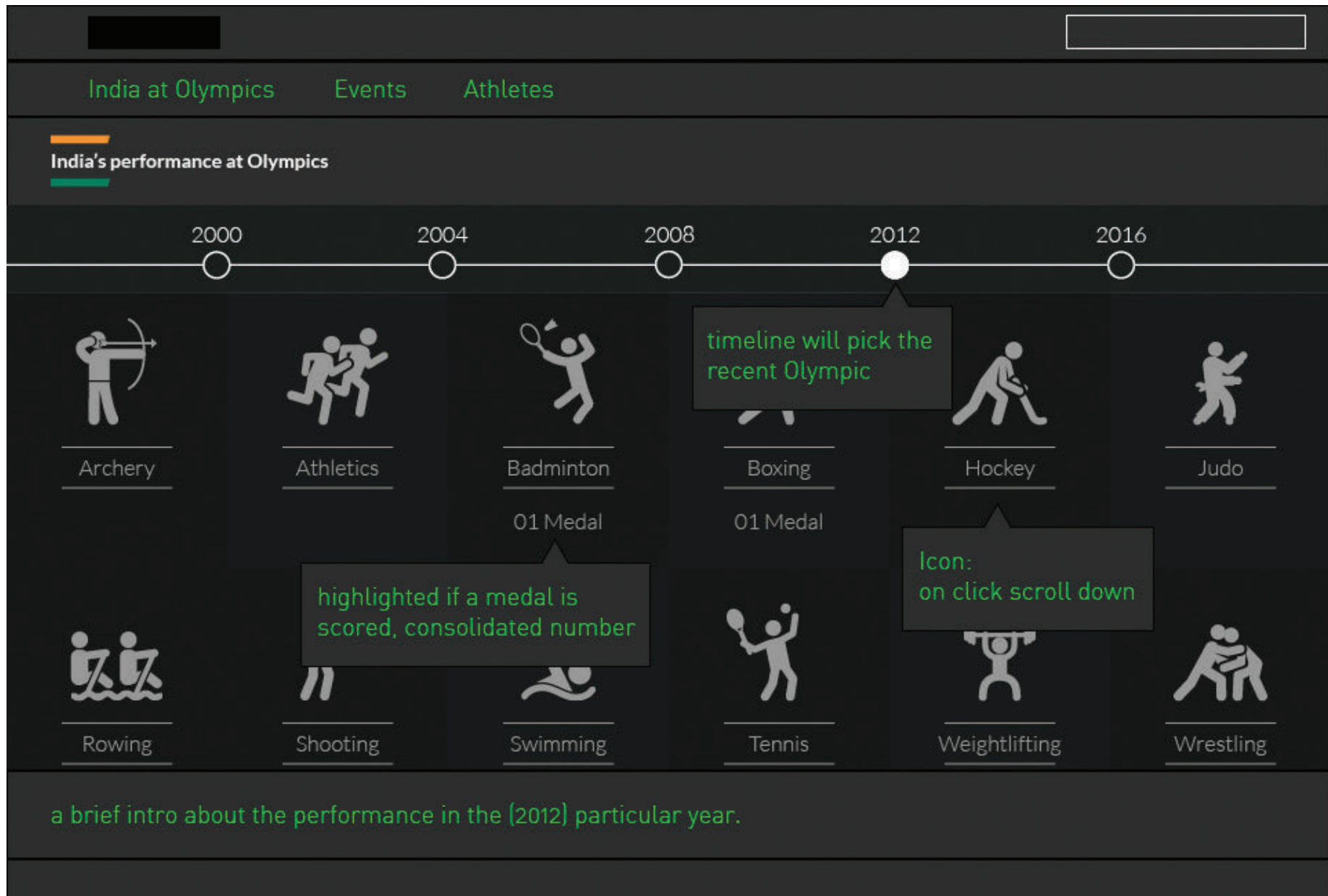




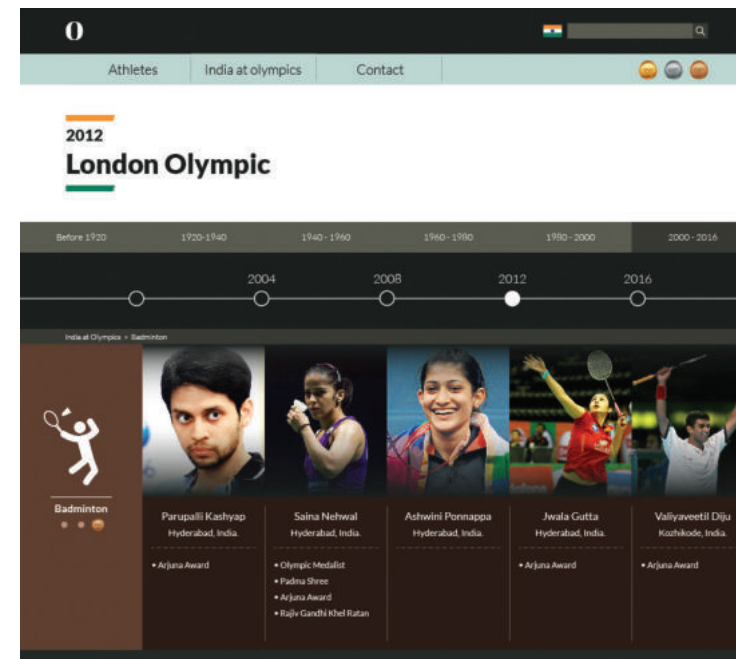
## 4.03.03 Homepage revised







## 4.03.04 Inside pages revised



India at Olympics

Events

Athletes

2012 London Olympics

2000

2004

2008


2012


2016




Badminton

01 Medal

 Gold 00

 Silver 00

 Bronze 01

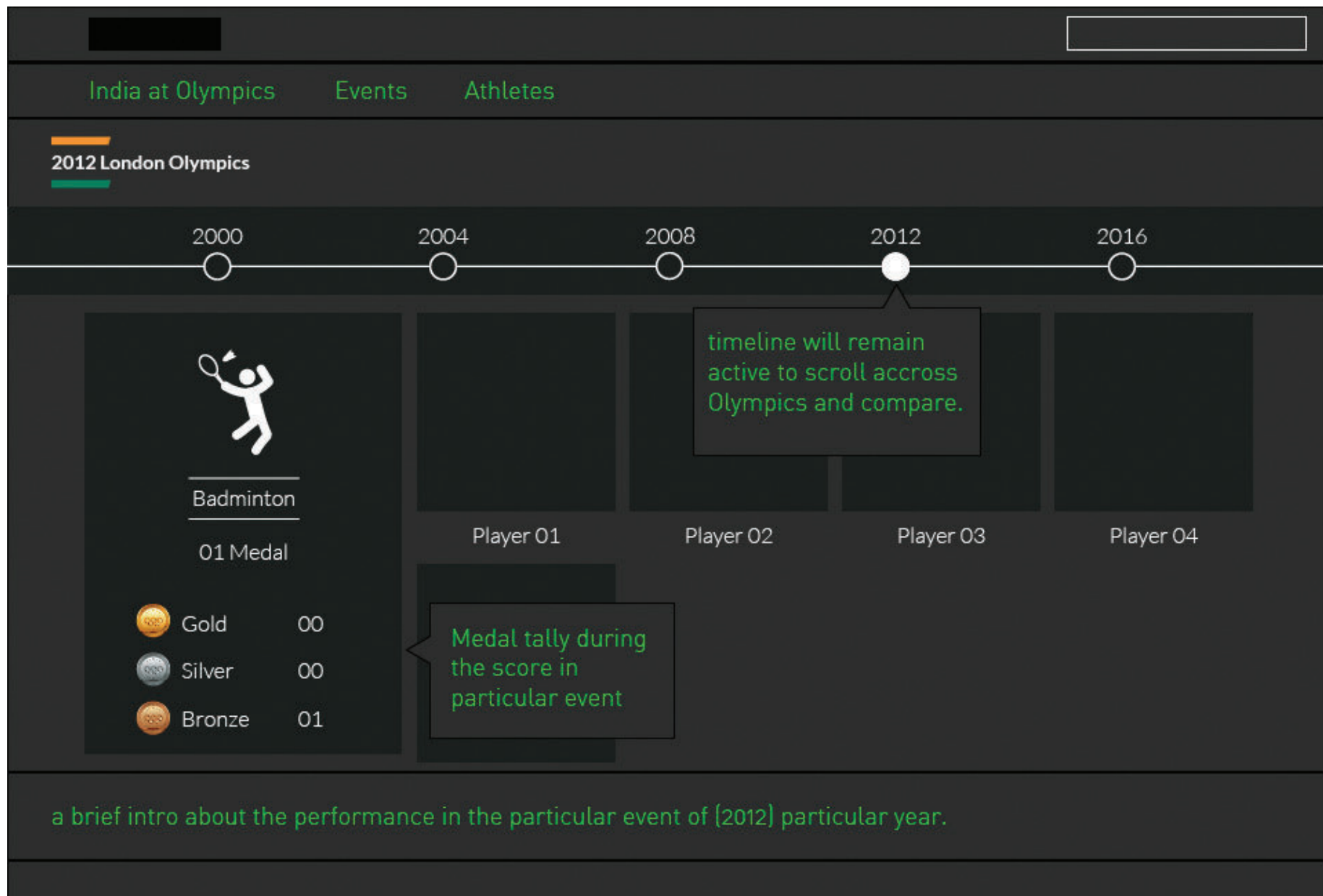
Player 01

Player 02

Player 03

Player 04

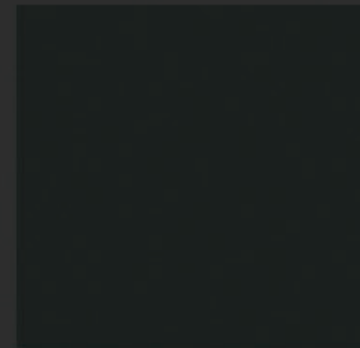
a brief intro about the performance in the particular event of [2012] particular year.



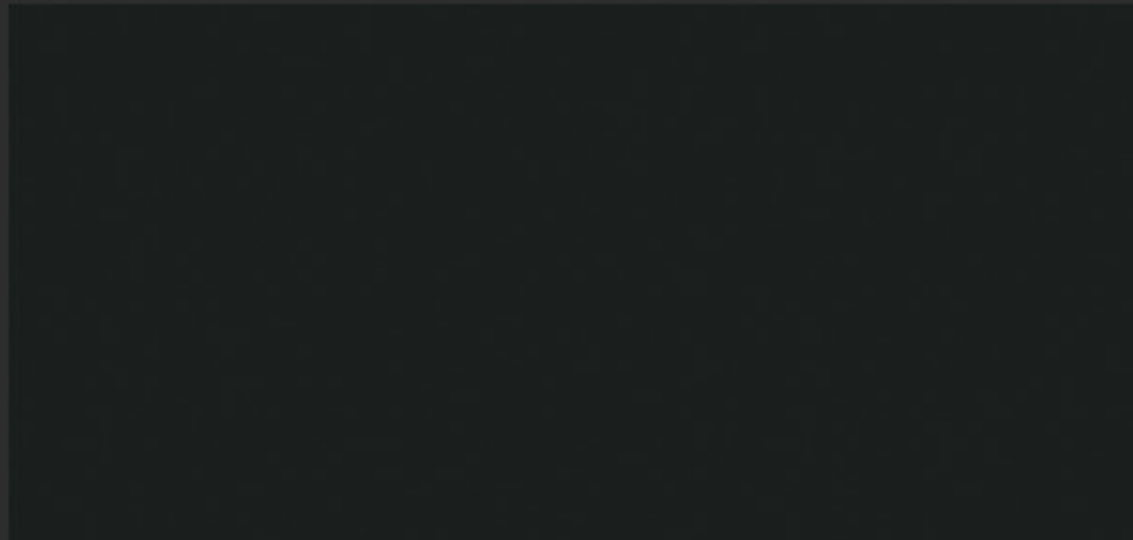
India at Olympics

Events

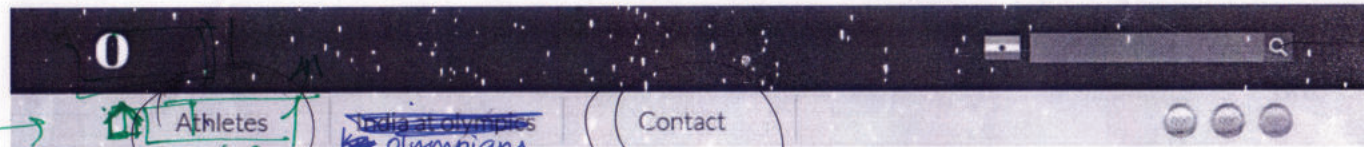
Athletes



Name : Saina Nehwal  
DOB: 17th March 1990  
Country: India  
Residence: Hyderabad  
Sport: Badminton (Singles)  
Participation: 2008, 2012.  
Performance:  
2012 - Bronze Medal  
2008 - Lost in quarter final







Know our

**Olympians**

India at olympics

2012



1992

1996

2000

2004

2008

2012

India as a nation has taken a giant leap of success at the Olympics during last few editions. Passion and awareness towards the culture of sports has taken commendable reform. Many a times we miss the opportunity to appreciate and recognize the efforts

which goes into making our nation proud in the field of sports. Unlike anything, sports bring us together to celebrate the joy of success. Lets cheer for of INDIA.

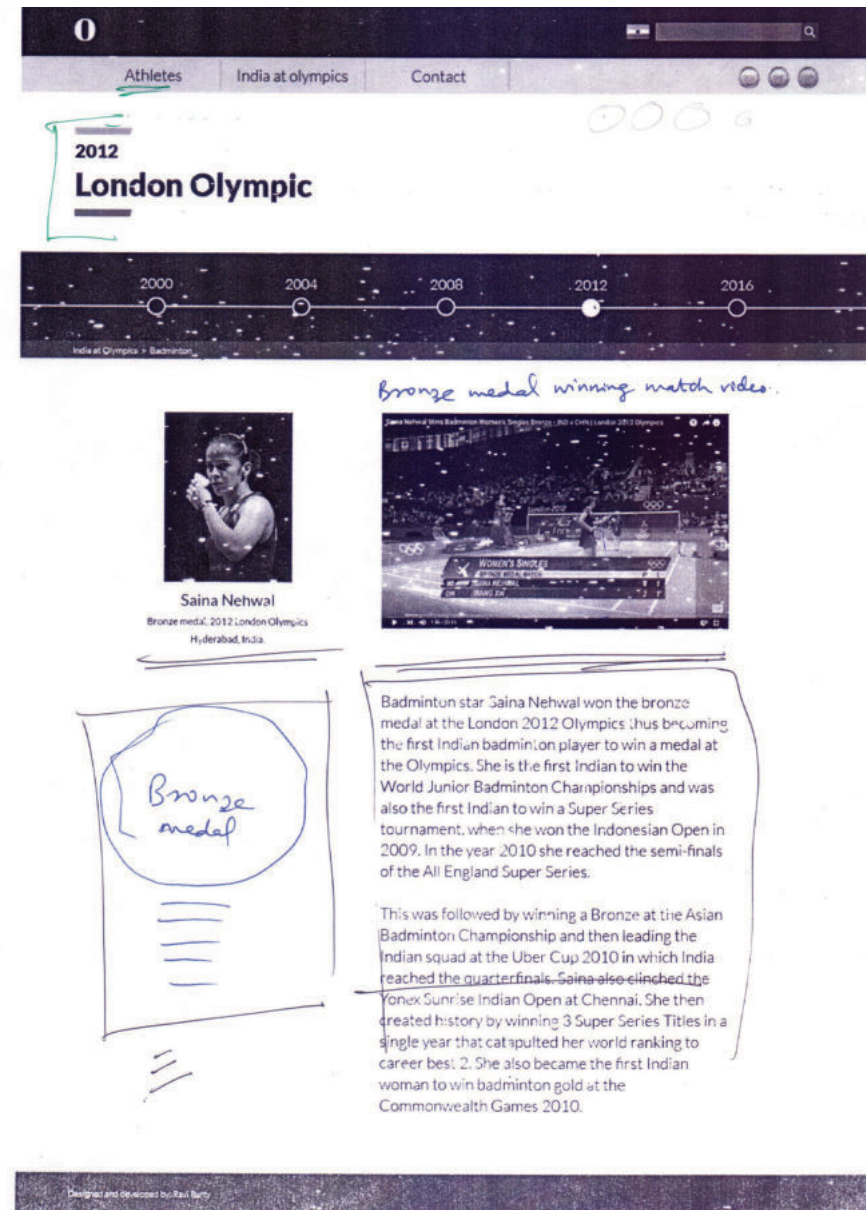
Designed and developed by: Ravi Purty

Sub Header







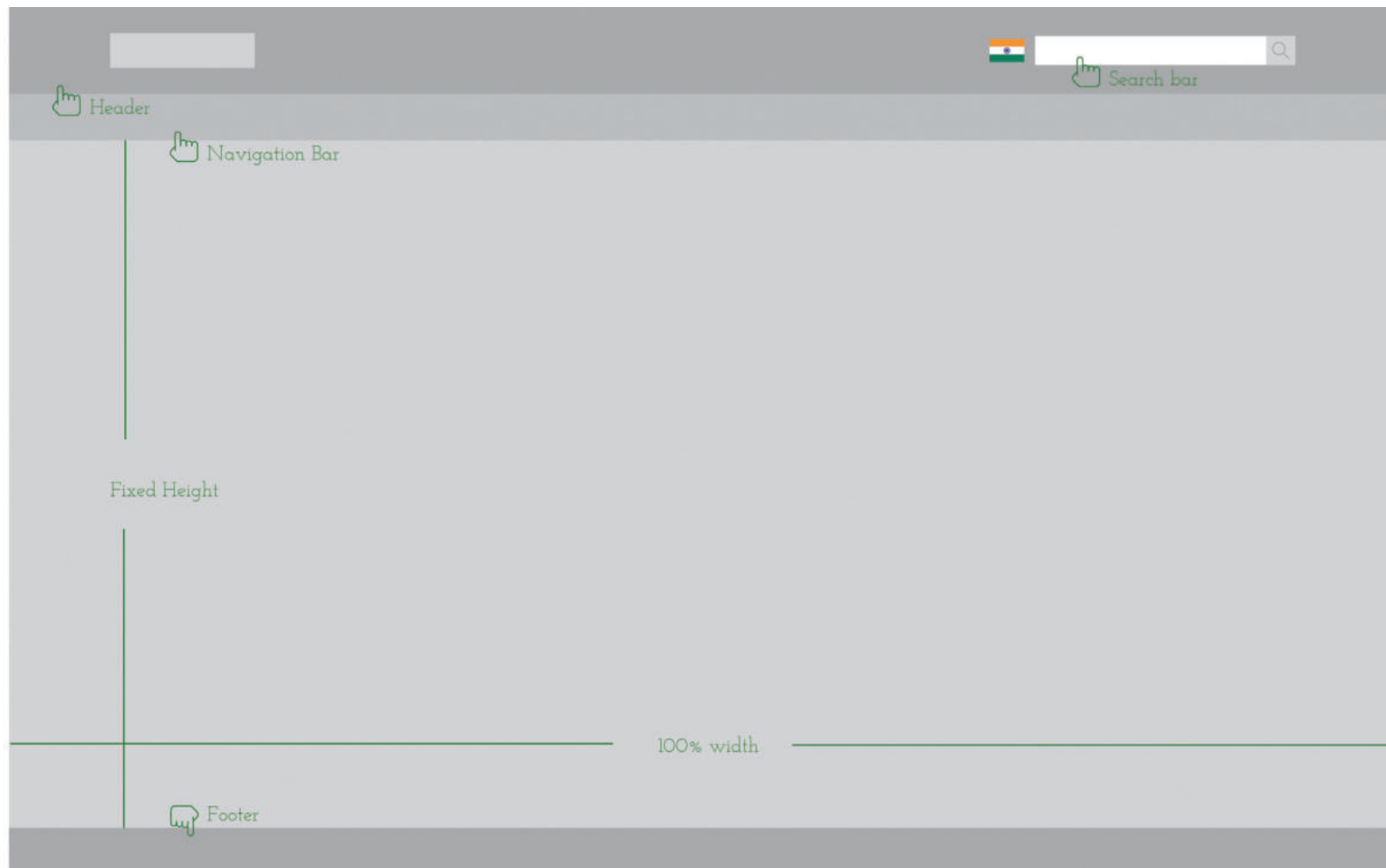


## 5. Final Concept

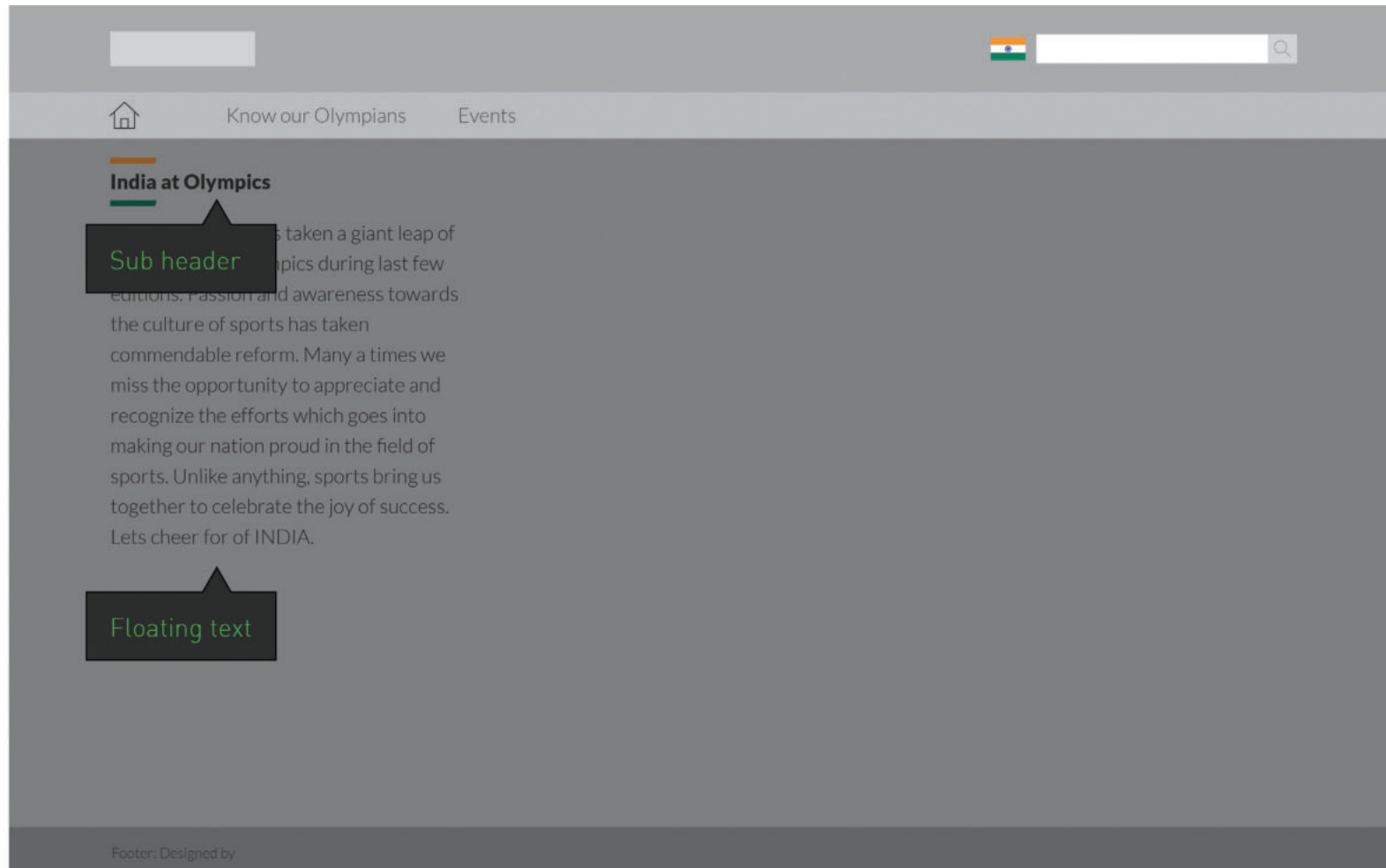
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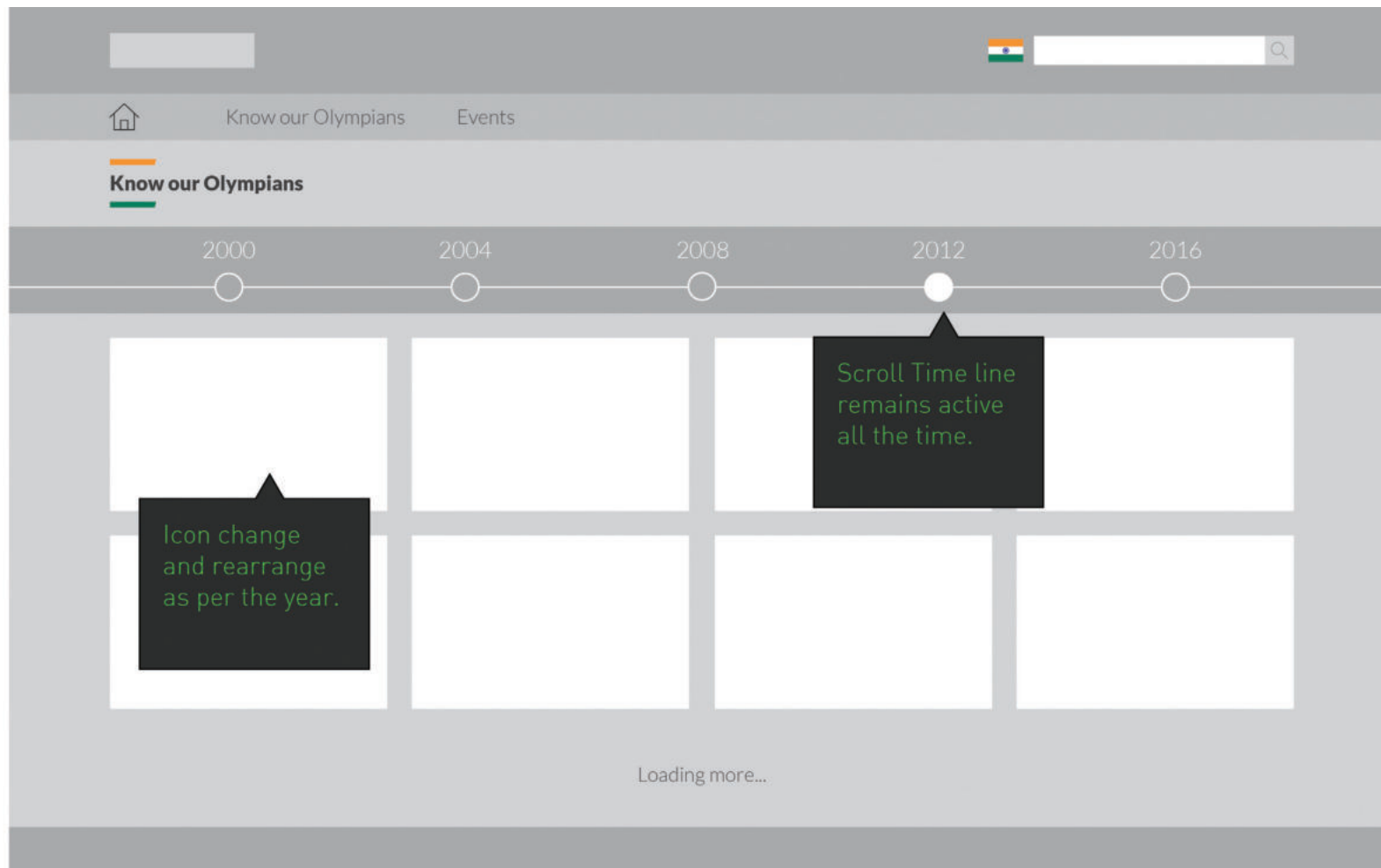
## 5.01 Wire-frames

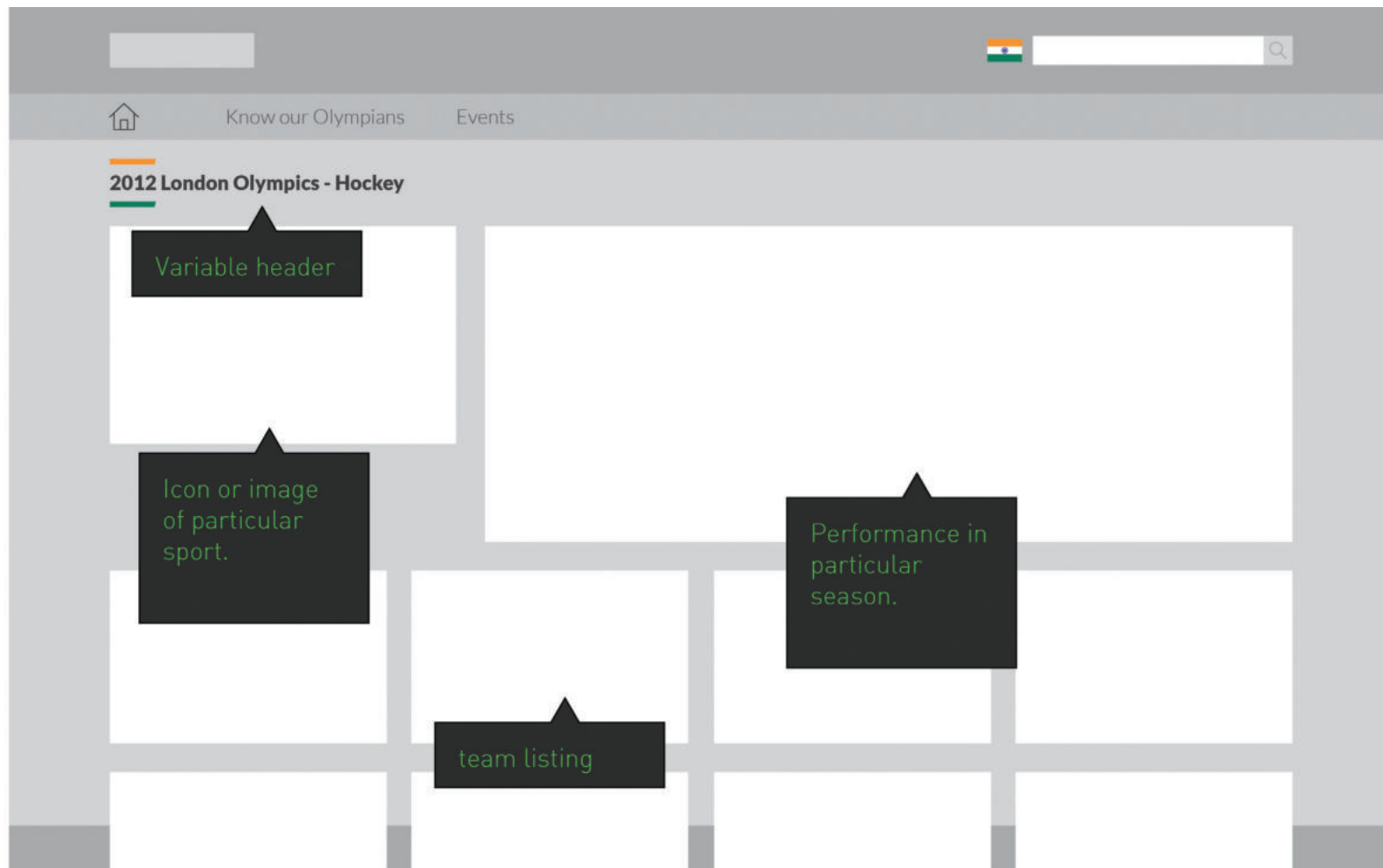


## 5.01.01 homepage layout

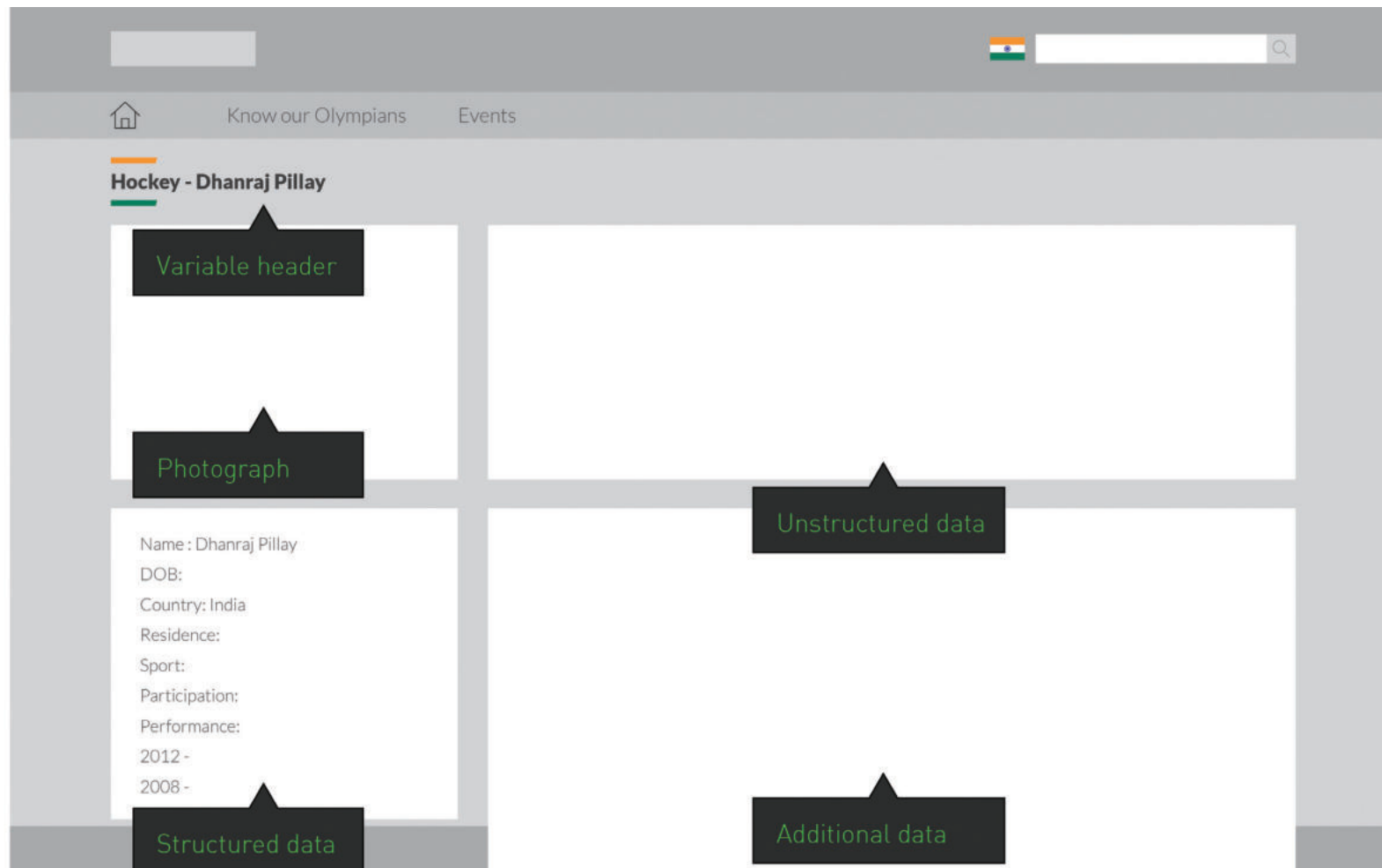


## 5.01.02 Scenario 1 - page layout

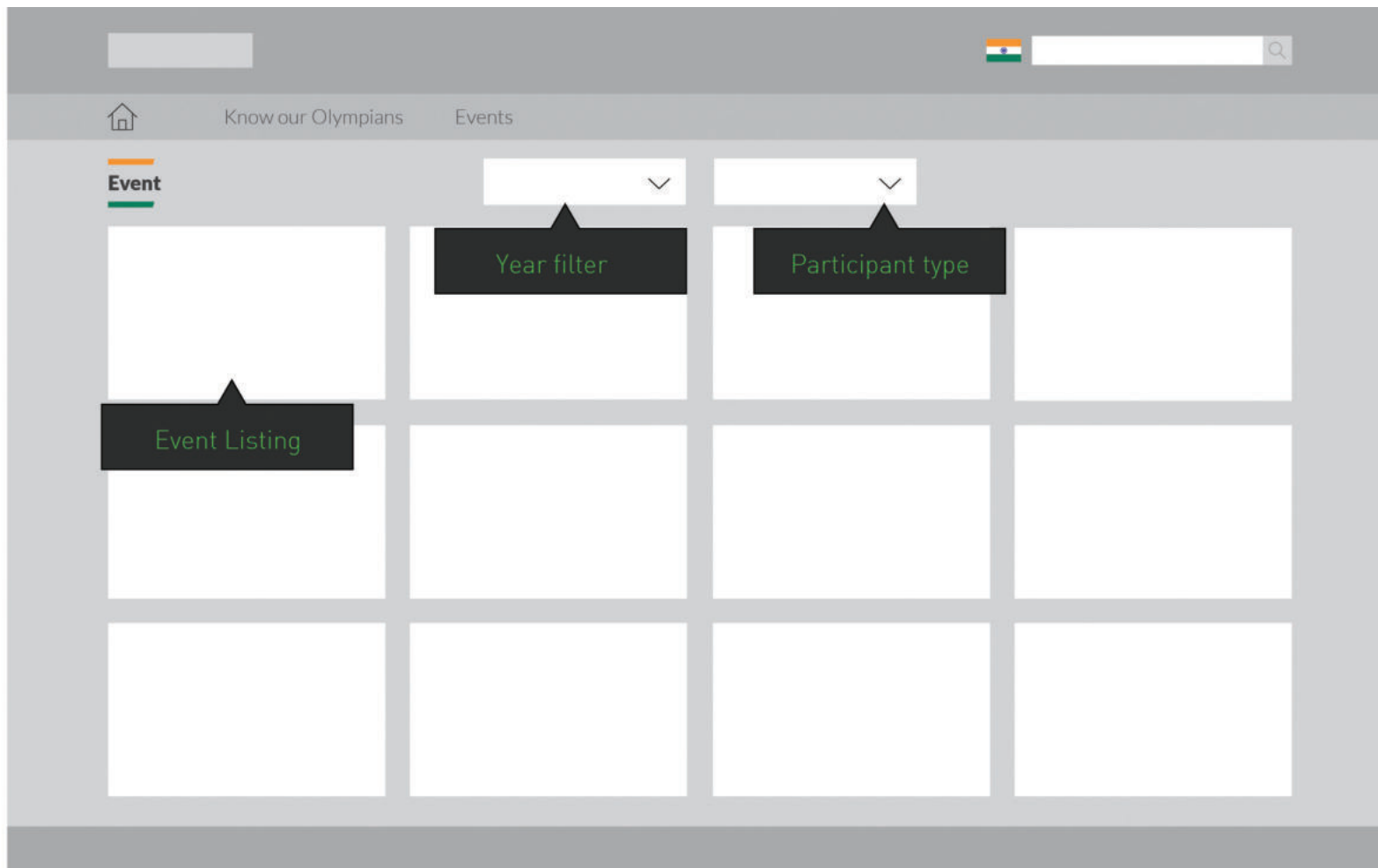


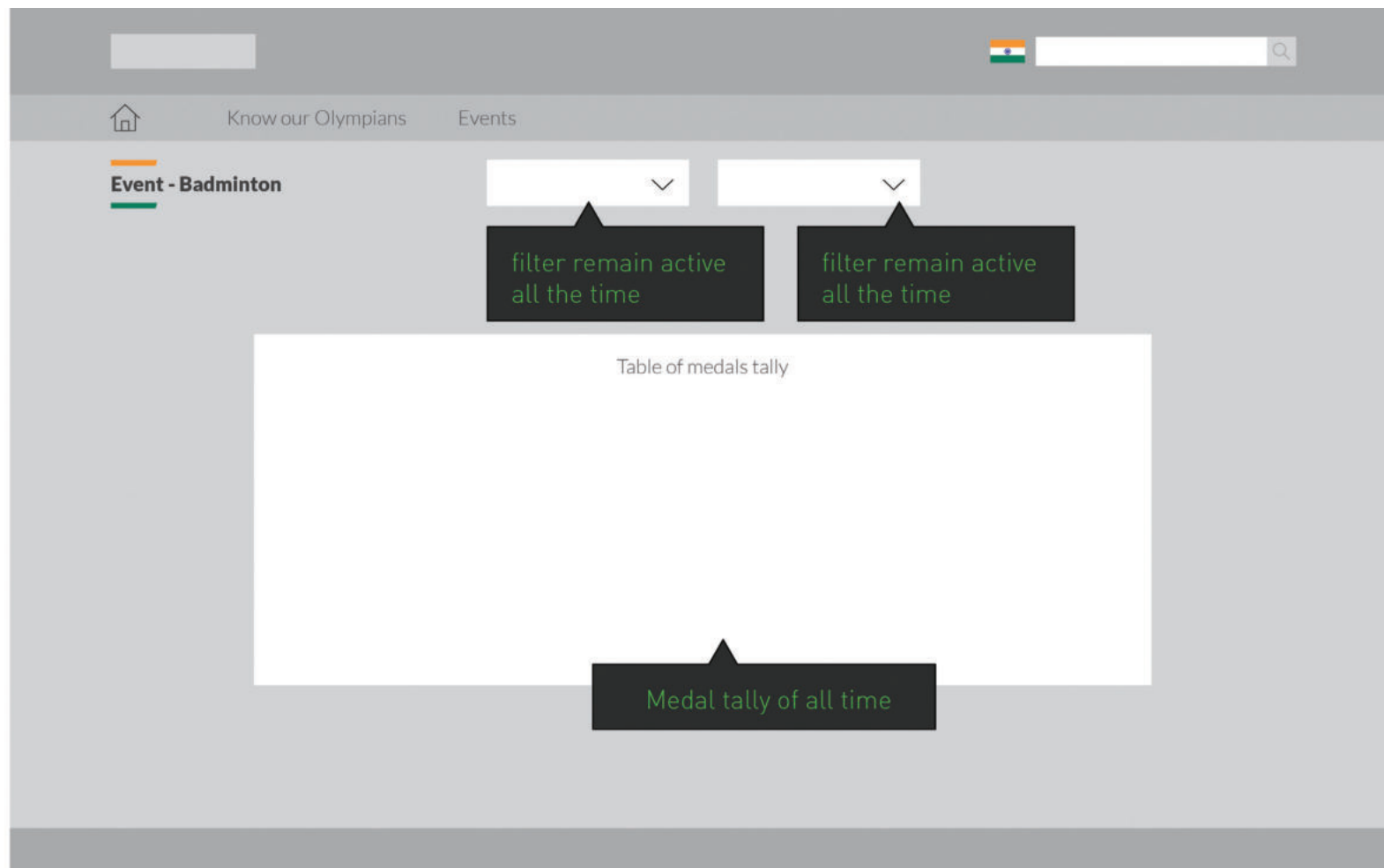


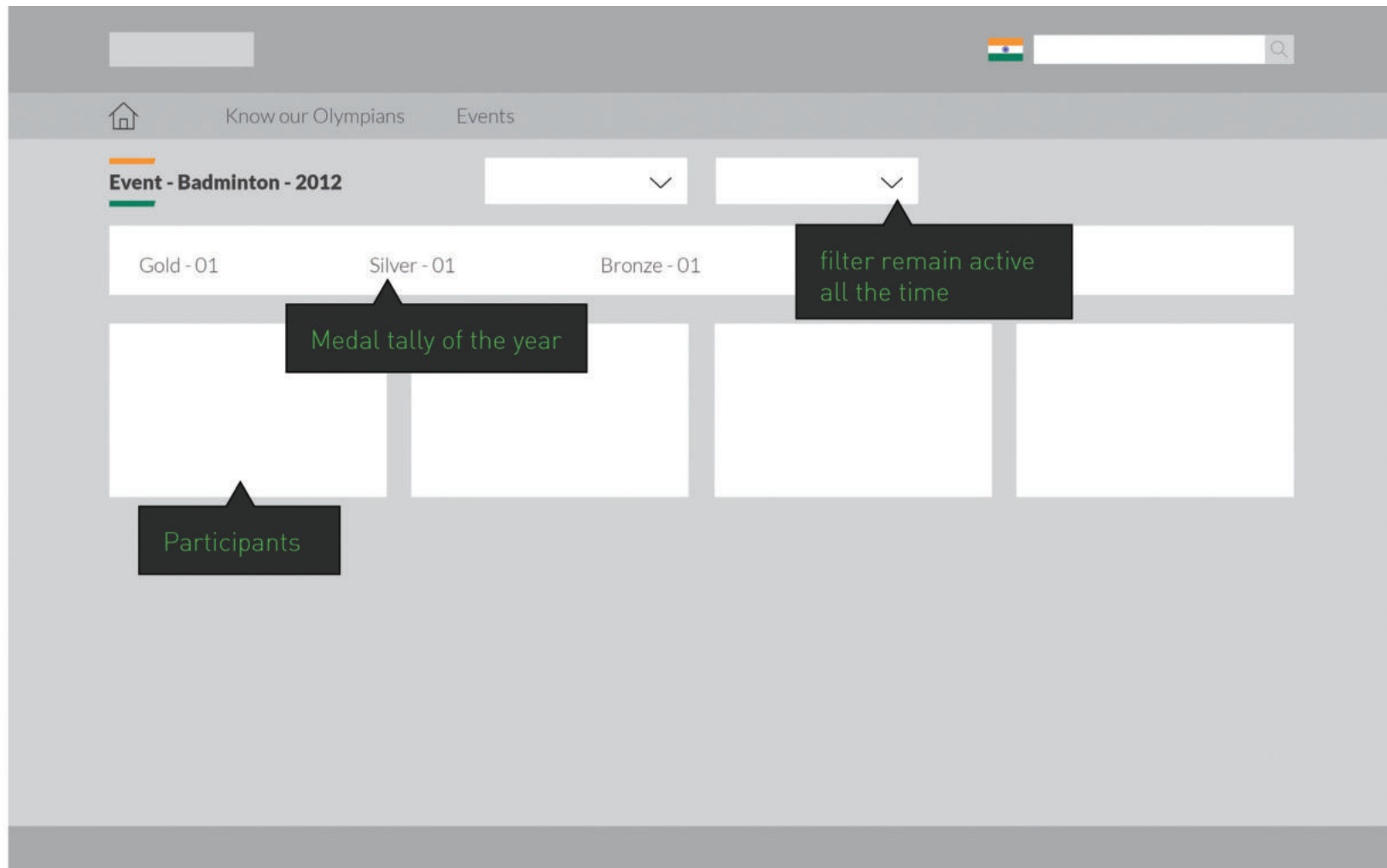




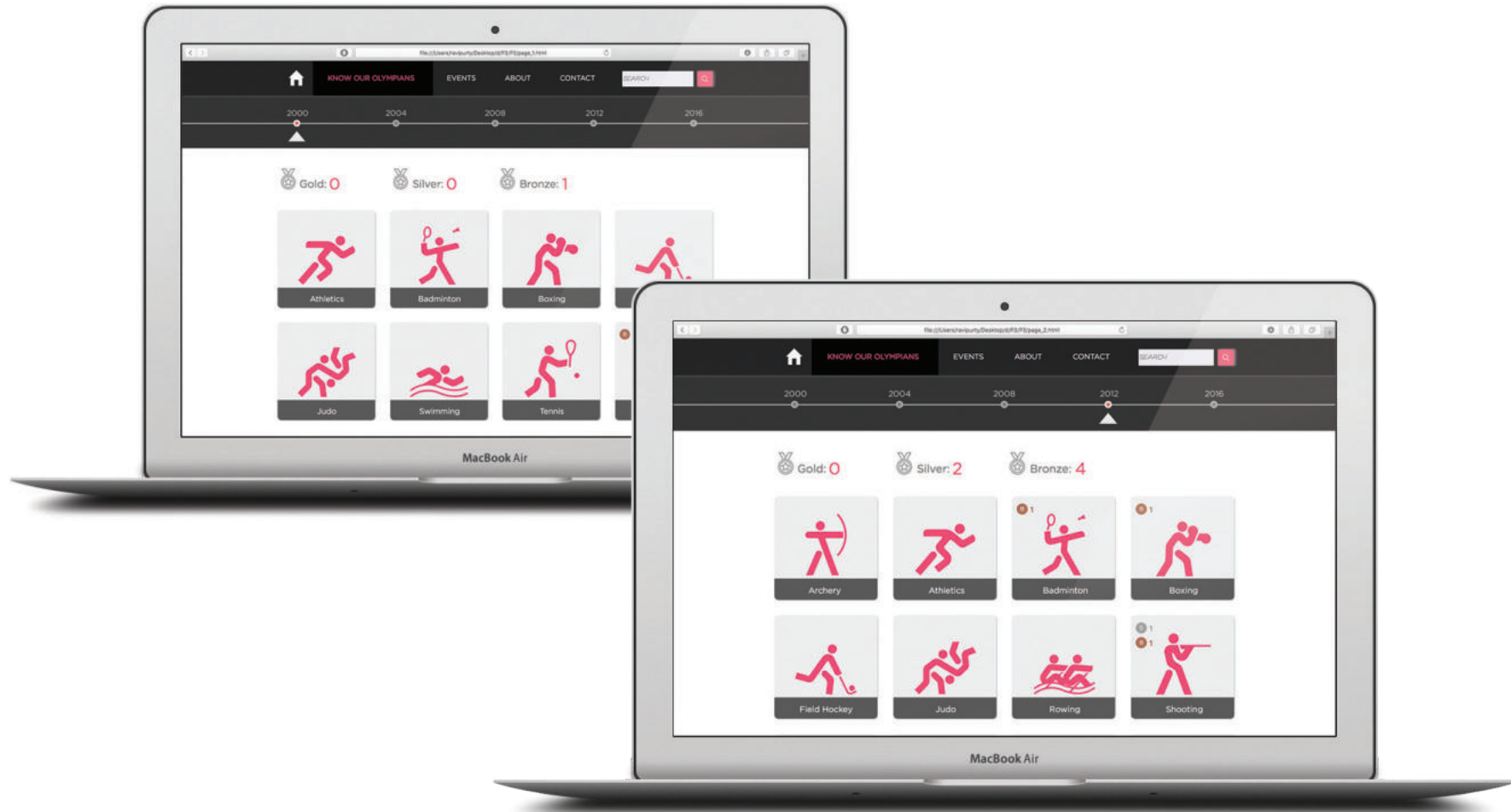
### 5.01.03 Scenario 2 - page layout



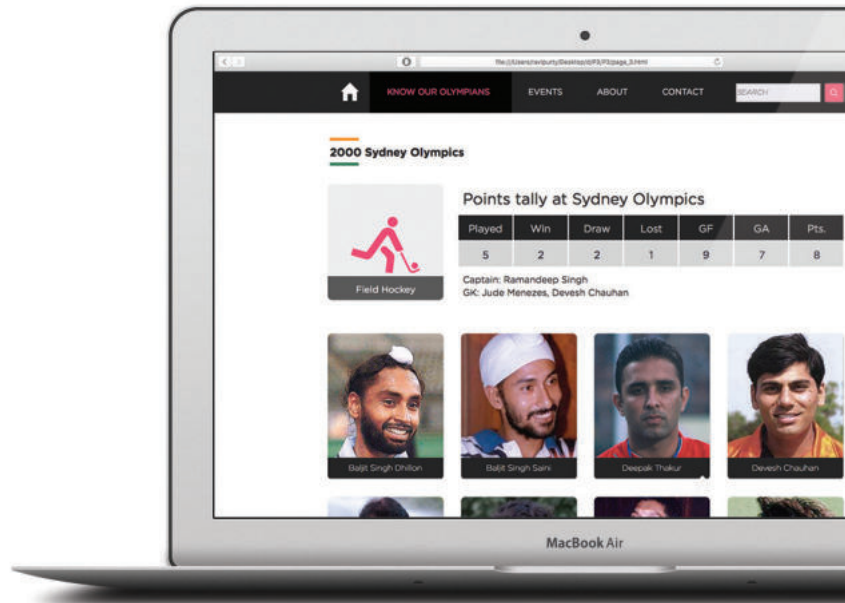












[KNOW OUR OLYMPIANS](#)
[EVENTS](#)
[ABOUT](#)
[CONTACT](#)

### 2000 Sydney Olympics

Played	Win	Draw	Loss	GF	GA	Pts.
5	2	2	1	9	7	8

Captain: Ramandeep Singh  
GK: Jude Menezes, Devesh Chauhan

Baljit Singh Dillon
 Baljit Singh Saini
 Deepak Thakur
 Devesh Chauhan

Dhanraj Pillay
 Dillip Tirkey
 Dinesh Nayak
 Jude Menezes

Gagan Ajit Singh
 Lazarus Baria
 Mohammad Riaz
 Mukesh Kumar

Ramandeep Singh
 Sameer Dad
 Sukhbir Singh Gill
 Thirumal Valavan







## Saina Nehwal

SPORT  
BADMINTON

BORN  
17 MAR 1990

OLYMPICS ATTENDED  
2008, 2012

RESIDENCE  
HYDERABAD

**Padma Shri Award**  
**Rajiv Gandhi Khel Ratna Award**

Saina Nehwal is the first Indian to win a medal in Badminton singles at the Olympics. Saina was initially coached by S. M. Arif a Dronacharya Award winner, and then by Pullela Gopichand till 2014 September. Saina Nehwal played for Hyderabad Hotshots in the

MacBook Air



## Conclusion

Anything related to the sport has always been very close to my heart. Ever since I started discovering the world through my own eyes, sport had been an integral part of my lifestyle. Many a times I had to keep myself away from being involved in sports, but it was like first love if may not be around it but you can't deny its existence. The sport is usually considered as an act of recreation and physical fitness, but has layers to know what it actually stands for. **"A growing body of research literature finds that in addition to improved physical health, sport plays a primarily positive role in youth development, including improved academic achievement, higher self-esteem, fewer behavioral problems, and better psychosocial".**

Working on this project helped me to understand what a person has to go through who is a sports enthusiast. What kind of problem he/she faces in the society if looks to make a career in this field. Whether a person gets support from their family or always declined to this idea. Every person who plays any of the sport professionally, has a dream to represent our nation one day. Olympic is the biggest platform for any sports person to make his/her mark in the history of sports.

It had been an enriching experience where I got a chance to know the life Olympic participants. We always talk, what are the problems in the administration, why India is not doing well, why these athletes are discouraged to give up their dream etc... During this project I got to meet new people which gave me newer insights to understand the scenario better. I help me to become more considerate towards sports from just being a sport enthusiast. I also met people who are indifferent towards sports, and their opinion of India participating at Olympics.

However, this website may not solve the problems which are being faced by our Olympic participants. Many of the people like Mr. Geet Sethi and Mr. Prakash Padukone are making real efforts to provide our Olympic participants an appropriate platform and support through which we will be able to see better representation at the Olympics from our country. This is only small effort to make the information available to the common man, to appreciate the efforts of Olympians and know about them.

## References

Books:

- Dasgupta, Shamy, Bhiwani Junction, The Untold Story of Boxing in India, New Delhi: HarperCollins Publishers, 2012. Print
- Misra, Sundeep, Forgive Me Amma, The Life and Times of Dhanraj Pillay, New Delhi: Wisdom Tree, 2007. Print

On the web:

- [olympic.org](http://olympic.org)
- [olympic.ind.in](http://olympic.ind.in)
- [olympicgoldquest.in](http://olympicgoldquest.in)
- [wikipedia.org](http://wikipedia.org)
- [awwward.com](http://awwward.com)
- [histography.io](http://histography.io)
- [goo.gl/RScP6e](https://goo.gl/RScP6e)
- [goo.gl/Wt3ZWp](https://goo.gl/Wt3ZWp)
- [goo.gl/egK9V3](https://goo.gl/egK9V3)
- [github.com](https://github.com)