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Analysis Of Explosive Power- Vertical Jumping Ability Among Inter District Hockey Players - A Comparative Study

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Abstract
The plan of the study was to compare the capacity of explosive power-vertical ability among Inter District level Hockey players. To achieve the purpose of the study sixty junior boys hockey players (N=60) who have attained first four positions in the 7th Inter District Junior Hockey Championship-2018 held at Madras Veterinary College,Chennai. The first four qualified teams were Trichy District (winner),Ariyalur District (runner), Ramnad District (Third position) and Dindigul District (Fourth position).The age of the players ranged between 12-14 years. The selected teams were considered as Independent variables. The Explosive Power-Vertical jumping ability was chosen as dependent variable. The Vertical Jumping ability test was administered to examine the explosive power- Vertical ability performance and final scores were recorded in centimetres. The one way analysis of variance (ANOVA) was used to find out the significant differences, if any, among the four teams. The level of significance was set at 0.05 level of confidence for observe the significant difference. The results of the study has shown that there was a significant difference on the performance of explosive power-vertical ability among the four teams.
Keywords: 1.Inter District, 2. Junior Boys, 3. Explosive power, 4. Hockey, 5. ANOVA

Introduction

Physical fitness is the ability to perform daily task with energy and enjoy leisure time pursuits and to meet the unpredicted emergencies. Physical fitness is defined as a set of ability to carry out physical ability. Regular physical exercise is an important part to remain fit and active in the long run and we also feel better. Exercise can help you to remove some diseases like diabetes, prevention of cancer and heart problems (Rao, 2010). Hockey is referred to as intermittent sports due to the pattern of repeated short bursts of high intensity activity interspersed with active and passive recovery. Such a pattern requires lactate removal and rapid regeneration of phosphocreatine (PCr) stores to allow for sustained performance. Muscle strength is relevant to striking the ball and to tackling and tolerating physical impacts with other players. Anaerobic power is also important in accelerating the body during short movements and changing direction quickly. Players who can sustain a high work-rate throughout a match gain an advantage over equally skilled players, whose energy can approach depletion towards the end of a game or after a series of high intensity efforts, resulting in reduced performance (Reilly, et al., 2000). A power, which allows the players to recover between shifts, is a necessary universal trait to compete at elite level. Power is needed to transfer the most possible force from the stick to the ball. Therefore the present study was made an effort to find out the differences of explosive power- vertical ability among inter district hockey players.

Materials And Methods:

Experimental Design:

The purposive random group design was used to find out the performance of explosive vertical ability among the Inter District Hockey players. The Independent variables namely, Tricky District (winner), Ariyalur District (runner), Ramnad District (third place) and Dindigul District (fourth).The performance of explosive power vertical ability was chosen as criterion variable.

Participants:

Sixty junior boys hockey players (N=60) who entered first four places in the 7th inter district junior hockey championship-2018 held at Chennai. The district teams were Trichy, Ariyalur, Ramnad and Dindigul.

Testing Procedure:

The performance of vertical explosive power of all the players were tested by, vertical jump test, and the players' performance were recorded in centimetres.

Data Analysis:

The one way analysis of variance (ANOVA) was applied to find out any significant difference among the selected teams on the performance of explosive power vertical ability. The 0.05 level of confidence was fixed to test the significance difference among the groups.

Table-I THE COMPUTATION OF ANALYSIS OF VARIANCE ON EXPLOSIVE POWER VERTICAL ABILITY AMONG THE FOUR TEAMS

(Performance in centimetres)

Variable	Mean				Source of Variance	Sum of Square	Mean Square	Obtained 'F' value
	G1 (Winner)	G2 (Runner)	G3 (Third Position)	G4 (Fourth Position)				
Explosive power- Vertical ability	46.46	42.0	38.86	37.73	Between	687.3	229.11	23.83*
					Within	538.4	9.6	

The Table-I shows the analysis of variance on capacity of explosive power vertical ability among the four teams. The mean value on explosive power- vertical ability of group-1 (winner) was 46.46, group-2 (runner) 42.0, group-3 (third place) was 38.86 and group-4 (fourth place) was 37.73. It can be seen from table-1 the significant differences were found with regard to explosive power-vertical ability among four district teams. Since the obtained 'F' ratio 23.83 was greater than the required table 'F' value 2.77. Therefore, the four teams were found to be significant at 0.05 level of confidence for the degrees of freedom 3 and 56.

Figure-1MEAN VALUES ON EXPLOSIVE POWER VERTICAL ABILITY AMONG THE TEAMS

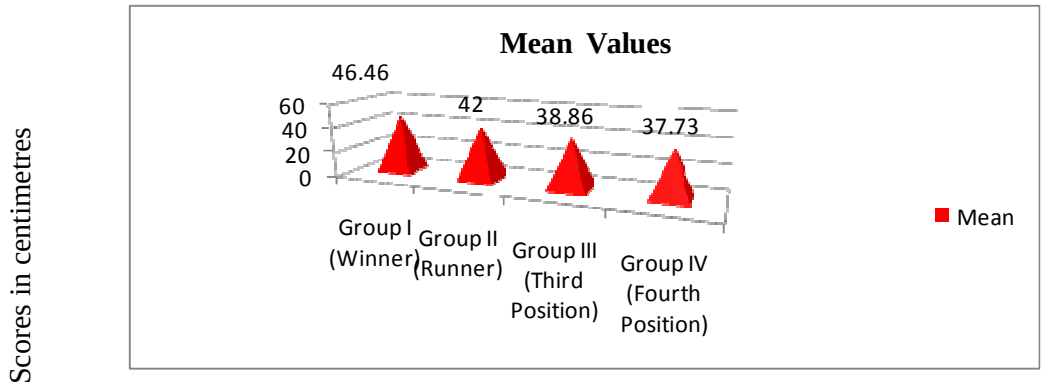

Table-IISCHEFFE'S POST HOC TEST PAIRED MEAN DIFFERENCES ON EXPLOSIVE POWER-VERTICAL ABILITY AMONG THE FOUR TEAMS
(Performance in centimetres)

Comparisons		Mean Difference	CI Value
G1 (Winner) (46.46)	G2(Runner) (42.0)	4.46*	4.13
	G3 (Third position) (38.86)	7.6*	
	G4 (Fourth position) (37.73)	8.73*	
G2 (Runner) (42.0)	G3(Third Position) (38.86)	3.13	
	G4 (Fourth position) (37.73)	4.26*	
G3 (Third position) (38.86)	G4 (Fourth Position) (37.73)	1.13	

Table- II shows the results of Scheffe's Post-Hoc test to assess pair wise difference of explosive power vertical ability among the four groups.

Comparison 1 (Winner and Runner): The comparison of explosive power vertical ability between winner and runner teams shown significant, because of the mean difference value 4.46 was higher than the confidential interval value 4.13. Hence the explosive power-vertical ability was better in winner team than the runner team.Comparison 2 (Winner and third position): The comparison of explosive power vertical ability between winner and third position teams shown significant, because of the mean difference vale 7. 6 were higher than the confidential interval value 4.13. Hence the explosive power-vertical ability was better in winner team than the third position team Comparison 3(Winner and fourth position): The comparison of explosive power vertical ability between winner and fourth position teams shown significant, because of the mean difference vale 8.73 was higher than the confidential interval value 4.13. Hence the performance of explosive power-vertical ability was better in winner team than fourth position team. Comparison 4 (runner and third position): The comparison of explosive power vertical ability between runner and third position teams shown insignificant, because of the mean difference value 3.13 was lesser than the confidential interval value 4.13. Hence the explosive power-vertical ability was similar in both the team players.

Comparison 5 (runner and fourth position): The comparison of explosive power vertical ability between runner team and fourth position teams shown significant because of the mean difference value 4.26 was higher than the confidential interval value 4.13. Hence the explosive power-vertical ability was better in runner team than fourth position team. Comparison 6 (Third and fourth position): The comparison of explosive power vertical ability between third and fourth position teams were insignificant because of the mean difference value 1.13 was lesser than the confidential interval value 4.13. Hence the explosive power-vertical ability was similar in both the team players.

Discussion On Findings:

The analysis of data using analysis of variance (ANOVA) test showed that variations exist among the selected teams. Bashir Ahmad Mir and Bari (2017) conducted a study on cardiovascular Endurance, Explosive Strength of Legs and Agility among female Inter-University Handball & Hockey players. They found that the Handball Players had better Cardiovascular Endurance than Hockey Players, the Hockey players had better explosive strength of legs than Handball players and Agility was same in both the groups. Ajayaghosh (2017) conducted a study on Comparative study of selected physical fitness variables among men football and hockey players. He found that hockey players shown the better physical fitness. Sunil Sen and K.R. Bhagat (2013) conducted a comparative study of motor fitness of school state level hockey and football players of Himachal Pradesh. Their results showed that hockey players were better in strength component bent knee sit-ups and football players were better in strength component standing broad jump. Hockey and football players had almost same level of agility, speed, endurance and strength component pull-ups. Vishaw Gaurav , Amandeep Singh , Sukhdev Singh (2011) conducted a study on Comparison of Physical Fitness Variables between Individual Games and Team Games Athletes. Their study revealed that those individual games athletes had significantly higher muscular strength, agility, power, speed and cardiovascular endurance than team games athletes. The findings of the present study well documented in line with the above mentioned earlier studies.

Conclusion:

It is concluded that, significant differences were found among the four district hockey players on explosive power-vertical ability. The winner team have better in explosive power- vertical ability than the other three teams.

The runner team have better in explosive power- vertical ability than the third and fourth position teams and third position team have better in explosive power- vertical ability than the fourth position group.

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Insights and Trend of Technology in Sports and Games

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"Sports do not build character. They reveal it"

Abstract:
The purpose of this study "Insights and Trends of Technology in Physical Education" is to provide an insight about the technology users in relation to sports and utility to players. Digitalized revolution is seen in sports matches with the usage of High-definition (HD) technology.

Introduction:
"Sport can affect a child's development of self-esteem and self-worth," **explains Roberts**. "It is also within sport that peer status and peer acceptance is established and developed."A sport is a physical activity carried out under an agreed set of rules, with a recreational purpose: for competition or self-enjoyment or a combination of these. A game is a recreational activity involving one or more players, defined by a goal that the players try to reach, and some set of rules to play it. Games are played primarily for entertainment or enjoyment. Technology started to play an important role in the field of sports and games from 18th century. The flow of technology over the years has been distributed below:

Sports and Games:
Sports includes all forms of competitive physical activities or games which are organized with the aim to use, maintain or improve physical ability and skills while providing enjoyment to participants, and in some cases, entertainment for spectators. Usually the game is between two sides, each attempting to exceed the other.Sports are usually playedwith a set of rules , which serve to ensure fair competition, and allow consistent judgement of the winner. Winning can be determined by physical events such as scoring goals or crossing a line first. It can also be determined by judges who are scoring elements of the sporting performance, including objective or subjective measures such as technical performance or artistic impression.

Technology:
The word technology was derived from a Greek word "Techic" that means skills or arts, and "logia" means study or science. Thus, Technology means the Study of an art or skill. However, according to the historian Paul Sattler, the term Technology is derived from the Latin word "Texere" which means 'to construct' or 'waive'. So it does not only means use of machines as we all know in common, but it means any practical art of applying scientific knowledge.Thus, Technology in sports plays a vital role in the modern world and as in televisions, mobile phones, tablets, etc., it is playing a vital role of accurate results, replays, etc.,

Sports Technology:
The sport technology unit is focused on the design and innovative application of technologies to facilitate research and the development of intervention strategies to enhance sport performance.
The purpose of sports vision and decision training is to develp the visual skills and perceptual awareness needed to support intelligent decision-making in sport. Research in this area seeks to:
1. Identify those visual skills that are essential to sport performance and then to design sport-specific training programmers that will enhance those skills.
2. Discover what kinds of decision-training drills and games can teach players where and when to focus, on which performance cues in a sport context, how to interpret the pattern amount the cue, and what actions to take to be successful.

Objective Of Study:
The following are the objectives of this study:

To study the trends of technology in sports.
To Inspect The Changes And Improvements In Technology From Past To Present.
It Will Provide An Insight On The Viewers And Fans While Using Various Technologies.

Hypothesis:
H_0: There Is No Significant Improvement In The Technology From Century To Century.
H_a: There Is Significant Improvement In The Technology From Century To Century.

Significance Of Study:
The Result Of The Study Should Be Significant For Technology And Sports In The Following Ways:
It Will Show That There Is A Huge Impact On Viewers With Digital And Social Media In Sports.
Ease On Buying Tickets Online.With The Use Of Technological Equipment's, Which Will Enhance The Experience Of Watching Sports Online

Discussion:
Technology Has Improved The Accuracy, Enjoyment And Experiences Of Both Sportspersons And Audiences At Sporting Events. Discovering The Key Advancements In Technology From Past Topresent That Have Contributed In Making Sport Better For Everyone. In Today's Modern Time, Technology Has Made A Powerful Impact On Almost Every Aspect Of Our Day To Day Lives. The World Has Transformed Immensely Where Now People Get Information Quickly; Communicate More Precisely And Effectively And Also Emerging Ideas. Technology Has Impacted Every Corner Of Society Including Industry From Business To Sports. The Impact That Technology Has Had On Sports Is Vast. Here Are The Three Main Inventions Of Technology That Sports And Physical Education Has Increased Popularity And Awareness Among The Viewer And Players.

Digital and Social Media:
In the past the viewers faced difficulties due to limited options to view channels and catch the game-while now there are various options. Increased usage of technology have proliferated the curiosity among viewers and players to view match lively and full-replay. Previously if due to some reason you missed watching a match the results of it would be only available next day morning. But now this lag is no more valid as there are enormous options available such as recording, replay, footage, and save.
These improvements in technology have grown the media business as they share information more easily and quickly than before. The coverage now isbeing sent to smart phones and are shared through various social media such as Facebook, twitter, Instagram, etc. Connecting to people in sports was like a dream in the olden days but now through social media you can connect with various sports committees and people on just a mouse cli.ck away; it's just like a dream come true. It is as simple as posting a tweet and receiving it back. Imaginary sports are another new digital implementation to the sporting world. This is a fun way that fans are able to have yet another outlet to their favorite teams and players.

Image 1.1: Social and Digital Media

Buying Online Tickets:
Buying tickets online was like people never thought of ever. It was all about waking up early and standing in long queues. It was a very costly affair as the options of buying tickets were very limited was not very effectual.Well now process of buying tickets online have become hassle free as ticketing sites can be browsed anywhere and anytime due to internet giving worldwide connectivity. Fans and followers of sports can now buy tickets online on last minute as well due to various platforms available. Competitors in the market place now cannot fool the people or cannot sell the tickets on high price as they have other sellers in the market that they can approach to buy tickets from. In fact we now have various apps specially designed for viewers who can buy tickets just on a click.

Image 1.2: Buying Online Tickets

Equipment's and Experiences:

Usage of technology has provided ease of accessibility to athletes to be able to enhance their skill. Players and teams can now conveniently access the videos, analyze their moves, and can bring in improvement in the game by watching in the recorded sessions, this way technology brings in drastic improvement in the way things are been viewed and analyzed, be it design of attire/ clothing and equipment's – from shoes and uniforms to gloves, helmets, and pads--sporting equipment is now more high-tech and high-functioning.

Revolutionized experience rather I can say digitalized revolution is seen in sports matches and can be proved right with the usage of High-definition (HD)

Scoreboards, access to wireless internet to viewers, and recreational devices like batting cages and hitting machines have become more popular. To protect the players smart helmets have been introduced which are equipped with built-in magnet – tech and sensors. Tech isn't just making sports better for the fans--it's looking out for the wellbeing of the players.

Image 1.3: Equipment's and Experiences

Result:
The graphical representation of the information collected on the bases of observational method where it clearly shows that there significant improvement in the technology from century to century where people are mostly aware of the various technologies used in the Sports and Games.

Graphical representation of targeted sample for analysis of the technology in Sports and Games

Conclusion:
Digitalized revolution with the collaboration of emerging technology in sports such as High Definition resolution and expressing once opinion in social media, ease of trading tickets online, and visual and graphic design of clothing and equipment's which gives a whole new experience to viewers, coaches and players.And from the above result it is clear that there is minimum awareness to the population about technologies used in Sports and Games. We need to showcase that different technologiesthat are used in various Sports and Games. The entire event management through the usage of technology should be presented to the audience and the coaches.

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Anthropometric Parameters of Inter University Football & Volleyball Players

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Introduction:

Football is probably the most popular game worldwide but there is still limited scientific information available concerning the physique and performance qualities of elite Indian footballers. Not many sports scientists have been attracted to examine the footballers in details because of the lack of adequate experimental models to study the games in the laboratory (Reilly *et al*, 1990). The game comprises activities like sprint and jumps in attack and defense. Football is a team game. Team games are sports where body size, shape, body composition and level of fitness, all play an important part in providing distinct advantages for specific playing positions particularly at the highest levels of performance, where there is a high degree of player specialization (Bale, 1986). Specific positional roles within each code may demand unique physique, physiological and physical fitness (Reilly *et al*., 1990).

Volleyball, as one of the most amazing sports, includes fast movements, jumpings, landings and sudden shifts which need high power and strength for optimized performance (De Almeida, 2003). Physical structures of volleyball players are mainly assessed through measuring anthropometric parameters such as standing height, Body mass index and some other physical factors related to performance skills like jumping ability, agility, strength and endurance (Palao et al,2007, Zhang,2010).

Anthropometric properties of athletes represent important prerequisite for successful presence at the same sport, effecting athlete's performance and are necessary in order to gain excellent performance of sports skills (Duncan et al 2006, Bayios et al, 2006, Ibrahim, 2010, Gualdi-Russo & Zaccagni, 2001).

Material And Methods:

The present study was conducted on inter-college level male football (N=27) and Volleyball players (N=20) of Guru Nanak Dev university from 20th September 2013 to 30th November 2013 during the course of Inter-college coaching camp held at GNDU, Amritsar; Twelve anthropometric parameters like height, body weight, Sitting height, leg length, circumferences (like upper arm, fore arm, thigh and calf), arm span, hand span and foot length were taken with standard instruments and standardized techniques (Ross et al, 1980, Weiner and Lourie,1969). Appropriate statistic (Mean, SD, Range and Student't' test) was used to analyse the data.

Results and Discussion:

Table-1 depicts anthropometric parameters of present study male interuniversity footballers of Guru Nanak Dev University. Mean body weight and SD were recorded 63.8 ±5.31kg having range values (upper and lower limit) of 72.60 kg to 55kg respectively. Average body height and SD were examined 173.17 ± 6.29, having maximum and minimum values 189.6cm and 156.8cm respectively. Mean sitting height and leg length were found 89.97 ± 2.69cm and 82.97±5.10cm respectively. Range values for sitting height and leg length were recorded 93.8 cm & 85.5cm and 95.8cm & 69.9cm respectively. Mean upper armgirth, fore arm girth, thigh girth, calf girth and waist girth were examined 26.26 ±2.08cm, 24.01 ±1.55cm, 50.79 ±3.20cm, 34.83 ±1.66cm, and 77.68 ±4 .44cm respectively. Arm span, hand span and foot length were also recorded having mean values 178.3 ±8.46cm, 21.69 ±1.50cm and 24.9 ±1.01cm respectively as shown in table-1.

Table-1:Mean, SD and Range values of Anthropometric parameters of interuniversity Footballers (N=27)

	Body Weight (kg)	Body Height (cm)	Sitting Height (cm)	Leg Length (cm)	Upper Arm Girth (cm)	Fore Arm Girth (cm)	Thigh Girth (cm)	Calf Girth (cm)	Waist Girth (cm)	Arm Span (cm)	Hand Span (cm)	Foot Length (cm)
Mean	63.80	173.17	89.97	82.97	26.26	24.01	50.79	34.83	77.68	178.3	21.69	24.9
SD	5.31	6.29	2.66	5.10	2.08	1.55	3.20	1.66	4.44	8.46	1.50	1.01
Maximum	72.60	189.60	93.80	95.80	30.40	27.3	56.50	38.8	86.60	194.0	25.2	27.1
Minimum	55.00	156.80	85.50	69.90	22.60	19.9	44.10	32.2	67.80	155.3	18.4	22.3

Table-2 depicts anthropometric parameters of present study male inter-college volleyball players of Guru Nanak Dev University. Mean body weight and SD were 63.24 ±5.89kg having range values (upper and lower limit) of 70.55 kg to 48.50kg respectively. Average body height and SD were examined 176.85 ± 4.28cm having maximum and minimum values 186.80cm and 167.5cm respectively. Mean sitting height and leg length was found 91.81± 2.38cm and 84.84±3.58cm respectively. Mean upper arm girth, fore arm

Table-2Mean, SD and Range values of Anthropometric parameters of Inter-college Volleyball Players (N=20)

	Body Weight (kg)	Body Height (cm)	Sitting Height (cm)	Leg Length (cm)	Upper Arm Girth (cm)	Fore Arm Girth (cm)	Thigh Girth (cm)	Calf Girth (cm)	Waist Girth (cm)	Arm Span (cm)	Hand Span (cm)	Foot Length (cm)
Mean	63.24	176.85	91.81	84.84	26.68	25.42	50.40	33.71	75.91	184.26	24.30	27.02
SD	5.89	4.28	2.38	3.58	1.92	1.35	3.09	2.51	4.30	6.87	1.51	1.15
Maximum	70.55	186.80	96.50	90.80	29.60	27.30	56.30	38.50	82.00	197.20	27.20	29.70
Minimum	48.50	167.50	88.30	78.30	22.80	22.70	46.00	30.60	65.80	168.70	21.70	24.80

Girth, thigh girth, calf girth and waist girth were examined 26.68 ± 1.92cm, 25.42 ±1.35cm, 50.40 ±3.09cm, 33.71 2.51cm, and 75.91 ±4.44cm respectively. Arm span, hand span and foot length were also recorded having mean values 184.26 ±6.87cm, 24.30 ±1.51cm and 27.02 ±1.15cm respectively as shown in table-2.

Conclusion:

From this study, it was concluded that:

The Mean and SD values of Football players, body weight, height, sitting height, Upper arm girth, fore arm girth, thigh girth, calf girth, waist girth, Arm span, hand span and foot length were found 63.8 ±5.31kg 173.17 ± 6.29cm,89.97 ± 2.69cm,26.26 ±2.08cm, 24.01 ±1.55cm, 50.79 ±3.20cm, 34.83 ±1.66cm, and 77.68 ±4.44cm,178.3 ±8.46cm, 21.69 ±1.50cm and 24.9 ±1.01cm respectively.

The Mean and SD values of Volleyball players body weight, height, sitting height, Upper arm girth, fore arm girth, thigh girth, calf girth, waist girth, Arm span, hand span and foot length were 63.24 ±5.89kg 176.85 ± 4.28cm,91.81±2.38, 84.84 ± 3.58cm, 26.68 1.92cm, 25.42 ±1.35cm, 50.40 ±3.09cm, 33.71 2.51cm, and 75.91 ±4.44cm, 184.26 ±6.87cm, 24.30 ±1.51cm and 27.02 ±1.15cm respectively.

Body weight, leg length, upper arm girth, thigh girth, and waist girth were examined non-significant t test value between football and volleyball players.

Body height and calf girth has shown significant differences at 5% level between football & volleyball players Sitting height, fore arm girth, arm span, hand span and foot length were recorded highly significant't' test values at 1% level between football and volleyball players.

Recommendations

On the basis of anthropometric measurements, the players should select the positions (like forward, mid-fielder, defenders and goalkeepers) according to their suitability.A similar study can be conducted on higher level of footballers and volleyball players (National or International level).Similar study may be repeated by employing a larger sample.Study may be conducted to determine the body image, body type, and body concepts of the players participating in different field games related to football.

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The Effect of Sponsorship on Brand Awareness: A Comparison of Brand Awareness between Singha Corporation Co., Ltd. And Thai Beverage Public Company Limited in being club sponsor of Thai Football League and English Premier League.

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Abstract

This study is quantitative research aimed to explore on brand awareness, comparing study between Singha Corporation Co., Ltd. And Thai Beverage Public Company Limited in club sponsor of Thai Football league and English Premier League. The research population was Football fan's club of the Premier League and Thai Football league in period of 2017 to 2018. The data were analyzed by statistics, average and standard deviation. The conclusions of the research are following; Being club sponsor in the Premier League of Singha Corporation Co., Ltd. (Singha Beer) found that (1) increasing more brand awareness after being sponsored club of the Premier League (2) first out of brand awareness before being sponsored club of the Premier League, and (3) Singha Beer is a good quality brand with so being highest in brand awareness. Being club sponsor in the Premier League of Thai Beverage Public Company Limited (Chang Beer) found that (1) increasing more brand awareness after being sponsored club of the Premier League (2) first out of brand awareness before being sponsored club of the Premier League, and (3) Chang Beer is a good quality brand with so being high in brand awareness.Being club sponsor in Thai football league of Singha Corporation Co., Ltd. (Singha Beer) found that there is brand awareness of Singha Beer of Leo Beer before being sponsored club of Thai football league and there is more increasing of Singha Beer or Leo Beer after being sponsored club of Thai football club (2) Singha Beer or Leo Beer are good quality products, and (3) Despite not being sponsored club of Thai football league anymore, Singha Beer or Leo Beer still have been in mind and ranged in high level of brand awareness. Being club sponsor of Thai football league of Thai Beverage Public Company Limited (Chang Beer) found that (1) increasing brand awareness of Chang Beer after being sponsored club of Thai football league, and (3) Chang Beer is a good quality product and ranged in high level of brand awareness. Keywords: Sponsorship, Brand Awareness, Comparison of Brand Awareness

Introduction

Being sport sponsorship has been fast revolution and being sponsorship of Professional football both in domestic and international countries of private company in Thailand has also been developed dramatically. (Somboon Rujikhajorn, 2017) There are many companies from Thailand decided to be main sport sponsor of foreign countries such as Thai Beverage Public Company Limited (Chang Beer) is main sponsor of Everton football club, Singha Corporation Co., Ltd. (Singha Beer) is sponsor of Manchester United and Chelsea Football club (Thai Publica, 2016) While, there are many companies currently being sponsors both of the Premier League and Thai football league. Being marketing sponsorship is significant tool for business organization to apply in severely competitive condition because it could be able to make more value, construct brand awareness which gets more acceptable from society and other sectors, build good image and relationship as well as preserve good connection among their customers and also increase more sale volume for the business. There are numerous aspects to consider for being sport sponsorship to obtain the valuable return of investment such as target group, empowering brand image, and expanding supportive boundary, brand participating, efficiency of support, and having other sponsors (Wragg, 1994; Nattaphol Jitprapai, 2007)

Brand construction significantly makes product being more popular. Teerapan Lothongkam (2002) indicated that strategy of brand construction by using marketing communication such as Below the Line and Money investment, budget for few activities for instance special activity arrangement, being supporter; could be able to access to target group, build the image, good awareness and brand royalty, also enhance the brand strength.

Thai business organizations have clearly decided to invest on foreign sport sponsor for last decade. Many companies in Thailand become more sport sponsor in foreign countries both of main sponsor and sub-sponsor in English Premier League competition which is the most popular football league that Thai people watch in top range of the world. For being sponsored club in English Premier League and Thai Premier League, there are many companies in Thailand decides to invest with high amount of budget to promote their brands being more well-known and awareness as well as expecting of valuable return of investment. Consequently, this research is to study the effects of sponsorship on brand awareness.

Objective of the research

To study brand awareness and comparison between Singha Co., Ltd and Thai Beverage Public company limited in being sponsors of Thai football league' club and English Premier League.

Research Methodology

The research on "The Effect of Sponsorship on Brand Awareness: A Comparison of Brand Awareness between Singha Corporation Co., Ltd. And Thai Beverage Public Company Limited in Sponsored Clubs of Thai Football league and English Premier League" is quantitative research by collected data from theory, related researches, academic document and articles.

Research population and sample groups

Research population was general fan club of the competition of English Premier League and Thai Premier League between 2017 and 2018. The sample groups of the study were fan club of English Premier League and Thai Premier League in 2018 by determined sample size from large group and non-identify of population of W.G. Cochran (1963) which was specified the confidence level at 95% and the standard deviation level at 5%.

Research Tool

The tool of this research was questionnaires which were edited completely and presented to 5 experts in order to test of content validity and consider about Index of Item Objective Congruence (IOC). Also, the questions having IOC more 0.5 were totally 76 questions and the results were used to explore reliability, Cronbach Alpha Coefficient of the questionnaire. The reliability of the questionnaire was 0.836 higher than the standard of acceptance at 0.7. (Boonjai Srisathitnaragoon, 2007)

Data Analysis

The data were evaluated by computer program to analyze the result of brand awareness in sponsored club of English Premier League and Thai Football League by used mean value and standard deviation.

Results

1. Result of brand awareness in being sponsor for English Premier League's club of Singha Corporation Co., Ltd. (Singha Beer) and Thai Beverage Public Company Limited (Chang Beer)

Table 1 shows results of brand awareness of being sponsor of football club in English Premier League of Singha Corporation Co., Ltd. (Singha Beer)

Results of Brand Awareness	Mean	S.D.	S.E.	Level
1. You can first remember Singha Beer's brand before being sponsor of the Premier League's club	4.90	.020	.416	High
2. You can more remember Singha Beer's brand after being sponsor of the Premier League's club	4.94	.014	.290	Highest
3. Whenever you realize Beer in the Premier League, you first remember to Singha Beer	4.20	.042	.854	High
4. You believe that Singha Beer is the premium brand	4.17	.046	.950	Hig
5. Singha Beer is good quality product	4.46	.033	.678	Highest
6. You agree on being sponsor of the Premier League's club of Singha Beer	3.42	.048	.983	High
7. Although Singha Beer will not be sponsor of the Premier League, Singha Beer's brand will always be in your memory	4.35	.043	.875	Highest
Total	**4.35**	**.035**	**.721**	**Highest**

According to Table 1, it was found that sample group has brand awareness from being sponsor of English Premier League's club of Singha Corporation Co., Ltd (Singha Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can more remember Singha Beer's brand after being sponsor of the Premier League's club (Mean = 4.94, S.D. =.290) 2) You can first remember Singha Beer's brand before being sponsor of the Premier League's club (Mean = 4.90, S.D. =.416) and 3) Singha Beer is good quality product (Mean = 4.46, S.D. =.678)

Table 2 shows results of brand awareness in being sponsor for English Premier League's club of Thai Beverage Public Company Limited (Chang Beer)

Results of Brand Awareness	Mean	S.D.	S.E.	Level
1. You can first remember Chang Beer's brand before being sponsor of the Premier League's club	4.94	.014	.279	Highest
2. You can more remember Chang Beer's brand after being sponsor of the Premier League's club	4.95	.012	.254	Highest
3. Whenever you realize Beer in the Premier League , you first remember to Chang Beer.	4.02	.049	.995	High
4. You believe that Chang Beer is the premium brand	3.35	.043	.874	Medium
5. Chang Beer is good quality product	4.48	.033	.668	High
6. You agree on being sponsor of the Premier League's club of Chang Beer	3.40	.052	1.074	Medium
7. Although Chang Beer will not be sponsor of the Premier League, Chang Beer's brand will always be in your memory	4.25	.045	.913	Highest
Total	**4.20**	**.035**	**.722**	**High**

According to Table 2, it was found that sample group has brand awareness from being sponsor of English Premier League's club of Thai Beverage Public Company Limited (Chang Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can more remember Chang Beer's brand after being sponsor of the Premier League's club (Mean = 4.95, S.D. =.254) 2) You can first remember Chang Beer's brand before being sponsor of the Premier League's club (Mean = 4.94, S.D. =.279) 3) Chang Beer is good quality product (Mean = 4.48, S.D. =.668)

2. Result of brand awareness in being sponsor for Thai Football League's club of Singha Corporation Co., Ltd. (Singha Beer) and Thai Beverage Public Company Limited (Chang Beer)

Table 3 shows results of brand awareness in being sponsor for Thai Football League's club of Singha Corporation Co., Ltd. (Singha Beer)

Results of Brand Awareness	Mean	S.D.	S.E.	Level
1. You can first remember Singha Beer or Leo Beer's brand before being sponsor of Thai Football League's club	4.97	.009	.180	Highest
2. You can more remember Singha Beer or Leo Beer's brand after being sponsor of Thai Football League's club	4.97	.008	.167	Highest
3. Whenever you realize Beer in Thai Football League you first remember to Singha Beer or Leo Beer.	4.20	.042	.866	High
4. You believe that Singha Beer or Leo Beer is the premium brand	4.05	.050	1.022	High
5. Singha Beer or Leo Beer is good quality product	4.52	.032	.665	Highest
6. You agree on being sponsor of Thai Football League's club of Singha Beer or Leo Beer	4.10	.047	.957	High
7. Although Singha Beer or Leo Beer will not be sponsor of Thai Football League, Singha Beer or Leo Beer's brand will always be in your memory	4.22	.040	.826	Highest
Total	**4.43**	**.032**	**.669**	**Highest**

According to Table 3, it was found that sample group has brand awareness from being sponsor of Thai Football League's club of Singha Corporation Co., Ltd. (Singha Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can first remember Singha Beer or Leo Beer's brand before being sponsor of Thai Football League's club (Mean = 4.97, S.D. = 180) and You can more remember Singha Beer or Leo Beer's brand after being sponsor of Thai Football League's club (Mean = 4.97, S.D. = .167) 2) Singha Beer or Leo Beer is good quality product (Mean = 4.52, S.D. = .665) and 3) Although Singha Beer or Leo Beer will not be sponsor of Thai Football League, Singha Beer or Leo Beer's brand will always be in your memory (Mean = 4.22, S.D. = .826).

Table 4 shows results of brand awareness in being sponsor for Thai Football League's club of Thai Beverage Public Company Limited (Chang Beer)

Results of Brand Awareness	Mean	S.D.	S.E.	Level
1. You can first remember Chang Beer's brand before being sponsor of Thai Football League's club	4.94	.014	.291	Highest
2. You can more remember Chang Beer's brand after being sponsor of Thai Football League's club	4.95	.012	.254	Highest
3. Whenever you realize Beer in Thai Football League you first remember to Chang Beer	3.85	.052	1.063	High
4. You believe that Chang Beer is the premium brand	3.32	.044	.909	Medium
5. Chang Beer is good quality product	4.43	.033	.672	High
6. You agree on being sponsor of Thai Football League's club of Chang Beer	3.33	.056	1.137	Medium
7. Although Chang Beer will not be sponsor of Thai Football League, Chang Beer's brand will always be in your memory	4.12	.046	.941	High
Total	4.13	.037	.752	High

According to Table 4, it was found that sample group has brand awareness from being sponsor of Thai Football League's club of Thai Beverage Public Company Limited (Chang Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can more remember Chang Beer's brand after being sponsor of Thai Football League's club (Mean = 4.95, S.D. = .254) 2) You can first remember Chang Beer's brand (Mean = 4.94, S.D. = .291) and 3) Chang Beer is good quality product (Mean = 4.43, S.D. = .671).

Conclusion

1. Result of brand awareness in being sponsor for English Premier League's club

1.1 Result of brand awareness in being sponsor for English Premier League's club of Singha Corporation Co., Ltd. (Singha Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can more remember Singha Beer's brand after being sponsor of the Premier League's club ranged as highest level, 2) You can first remember Singha Beer's brand before being sponsor of the Premier League's club ranged as highest level and 3) Singha Beer is good quality product ranged as highest level.

1.2 Result of brand awareness in being sponsor for English Premier League's club of Thai Beverage Public Company Limited (Chang Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can more remember Chang Beer's brand after being sponsor of the Premier League's club ranged as highest level 2) You can first remember Chang Beer's brand before being sponsor of the Premier League's club ranged as highest level and 3) Chang Beer is good quality product. Consequently, the brand awareness in being sponsor for English Premier League's club of Thai Beverage Public Company Limited (Chang Beer) was ranged in high level.

2. Result of brand awareness in being sponsor for Thai Football League's club

2.1 Result of brand awareness in being sponsor of Thai Football League's club of Singha Corporation Co., Ltd. (Singha Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can first remember Singha Beer or Leo Beer's brand before being sponsor of Thai Football League's club and You can more remember Singha Beer or Leo Beer's brand after being sponsor of Thai Football League's club ranged as highest level, 2) Singha Beer or Leo Beer is good quality product ranged as highest level and 3) Although Singha Beer or Leo Beer will not be sponsor of Thai Football League, Singha Beer or Leo Beer's brand will always be in your memory ranged as highest level. In conclusion, the brand awareness in being sponsor for Thai Football League's club of Thai Beverage Public Company Limited (Chang Beer) was ranged in highest level.

2.2 Result of brand awareness in being sponsor of Thai Football League's club of Thai Beverage Public Company Limited (Chang Beer). The third highest averaged aspects of the sample group's opinions are sorted in descending order as follow; 1) You can more remember Chang Beer's brand after being sponsor of Thai Football League's club ranged as highest level 2) You can first remember Chang Beer's brand ranged as highest level and 3) Chang Beer is good quality product ranged as highest level. In conclusion, the brand awareness in being sponsor for Thai Football League's club of Thai Beverage Public Company Limited (Chang Beer) was ranged in high level.

Discussions

Brand awareness from being sponsor for English Premier League's club

Most of sample groups have awareness on Singha Corporation Co., Ltd (Singha Beer) and Thai Beverage Public Company Limited (Chang Beer) in being sponsor of English Premier League's club. The brand awareness of Singha Corporation Co., Ltd (Singha Beer) ranged at highest level which was higher than Thai Beverage Public Company Limited (Chang Beer) accounted at high level, this is possibly because Singha Corporation Co., Ltd (Singha Beer) is sponsor of many clubs namely Manchester United, Chelsea and Leister City that there are various market communication channels more than Thai Beverage Public Company Limited (Chang Beer) which supports only Everton football club.

However, completed media advertisement and market communication of both companies such as advertising news from other media gathered with Transit Advertising likes advertisement sticking surround the buses and bus stop and so on. Also, both companies are large companies which have continuous extending plan in other countries, so there is news' space thoroughly. Furthermore, the news of being sponsor of top English Premier League's club could be a reason of brand awareness similarly that it is corresponded with Theerapan Lothongkam (2002) indicated that Sponsorship Marketing is about the brand's company provides any helping such as money or things by aimed to achieve the commercial target as well as meaning cover to communication activity, paying investment marketing in order to support other activities to succeed brand's business.

Brand awareness in being sponsor for Thai Football League's club

The awareness of Singha Corporation Co., Ltd (Singha Beer) in being sponsor of Thai Football League's club was found that most of sample groups recognized, and the awareness of Thai Beverage Public Company Limited (Chang Beer) in being sponsor of Thai Football League's club was found that most of sample groups recognized too.

According to the sample group knowing in being sponsor of Thai Football League of Singha Corporation Co., Ltd. (Singha Beer and Leo Beer) was more than of Thai Beverage Public Company Limited (Chang Beer), there were two possible reasons; firstly Market share, beer products of Singha Corporation Co., Ltd comprising with Singha Beer and Leo Beer are more than the product of Thai Beverage Public Company Limited, so it makes more familiar of the advertisements from Singha Corporation Co., Ltd. Moreover, the sample groups were customers who mainly drink beer product of Singha Corporation Co., Ltd, it caused highly interesting in advertisement of their familiar beer product according to Aaker (1991) found that brand value is Brand Awareness from customers perceive news through their senses makes brand knowledge that customer could realize what they know from the brand. Brand knowledge's investigation of customer both quality and other benefits could be able to check on brand recognition, recall and top of mind the first brand recall of customers.

Brand recognition is reflection of familiarity of customers from previous advertisement perceiving that it is not necessary to experience from anywhere, brand which is different from others or brand from other products. Therefore, brand recognition measuring is just only customers used to hear or adopt before. Brand recall is about customer could remember to brand without situation or things related to the brand existing, and could describe brand detail that the brand must be in first mind of customers. Finally, brand awareness by constructing recognition and recall of the product is more essential for currently high competitive market. (Aake, 1991)

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Effects Of Different Exercise Training Protocols On Triglyceride Levels Among Middle Aged Men

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Abstract:
The vitality of activity in a system of preventive solution has fortified the part of physical movement. There is relationship between physical action levels or cardio-respiratory fitness and danger of lethal and nonfatal Ischemic Heart Disease demonstrate that a stationary lifestyle or a low level of frequent physical movement expands the danger of IHD mortality. All the three separate lengths of time chose for the high-impact activity container viz YG, AG and CREG at the fifty percent maximal heart rate force brought about for the noteworthy reduction in the Triglyceride levels of the subjects. With respect to the variable of Triglyceride levels, the activity convention of CREG carried more critical lessening than the other experimentation conventions.Keywords:Training, Protocols, Aged Men, Exercise.

Introduction:
The importance of exercise in a program of preventive medicine has reinforced the role of physical activity. There is relationship between physical activity levels or cardio-respiratory fitness and risk of fatal and nonfatal Ischemic Heart Disease indicate that a sedentary lifestyle or a low level of habitual physical activity increases the risk of IHD mortality1. Higher level of circulating lipids in blood than normal levels may be considered as Hyperlipidemia and epidemiological studies indicate a general trend towards a greater incidence of Atherosclerosis and incidence of Cardio Vascular Disease among people with Hyperlipidemia. The percentage of Triglycerides is most significant factor that the total cholesterol level as a risk factor in the development of CHD, because this substance involves in the development of the atherosclerotic plaque in the blood vessels.
Physical exercises may be performed in many forms like running, dancing, playing games, weight training, recreational activities, Yogasanas etc. The kind and type of exercise are not alone influence the kinds of biological adaptations in the human body. The load dynamics like density and intensity of exercise may target for different kinds of biological adaptations in the human body [2], [3], [4]. One needs to do aerobic exercise at least thirty minutes three times a week. Increasingly more energy is derived from fats at exercise intensities of 65% of maximum oxygen consumption during prolonged activity. Yoga is a scientific system of diagnosing and curing certain diseases. It is identified that each asana in yoga has a different curative effect and can be practiced to get specific relief7. Physical activity brings several cardiovascular.
Changes and benefit the individuals [8][9][10] , increases fibrinolytic activity. Diminishes antifibrinolytic activity and inhibits platelet agreeability [13][14], associated with decreases in total cholesterol and LDL cholesterol as well as in apolipoprotein B, augmentation of HDL cholesterol level, particularly HDL2 subfraction[15].

Methodology Implemented
Fifteen subjects were assigned in each of the four groups including one control group. The groups are named as cardio-respiratory endurance group (CREG), anaerobic group (AG), yogasana group (YG) and control group (CG). The subjects were selected from the Guntur District area, Andhra Pradesh, India, on random basis, out of the volunteers. The age of the subjects were between thirty and thirty five and the subjects were never had any exercise conditioning program previously. All the subjects were oriented about the experimentation and consents were gathered from all the subjects.

The subjects in all the four groups were oriented on the whole experimentation and its importance. Each group was thoroughly oriented about the exercise protocol of the respective group. Pre experimentation measurements were recorded for resting Triglycerides levels before commencement of the experimentation and orientation period. The three training groups then followed the respective protocols of exercise specially designed for them, whereas the control group remained without any special kind of physical activity for the entire experimentation period of 24 weeks, 4 weeks basic foundation followed by 20 weeks of the protocol exercises. But, the individuals were not involved in one bunch during the exercises, since they belonged to various places in the Guntur district area. The researcher took all the necessary precautions to see that all the subjects comply with the experimentation environment. The post experimentation readings were taken after the 24 weeks of experimentation period.

Reliability of readings

A well-equipped diagnostic medical laboratory helped in collecting the blood samples from the subjects and in analyzing. Hence, the physiological variable i.e. Triglycerides were measured with high precision.

TRAINING PROTOCOLS

Cardio-respiratory endurance group protocol

Walking for ten minutes slowly increasing the pace, followed by, calisthenics and light stretching immediately after walk and followed by, slow and continuous jogging for four kilometreskeeping their heart rate at 50% of the maximum heart rate.

Anaerobic group protocol

Slow jogging for one kilometre and then for stretching and calisthenics, followed by acceleration sprints, with a speed of 50 to 60 percent of the maximum speed for ten times with a recovery period of three minutes for each repetition, while walking back slowly.

Yoga Sana group

The Rishikesh ashram's protocol was given for this group. The following asanas come in sequence. Sarvangasana,Halasana, Matsyasana, Pashchimothanasana, Shalabasana, Dhanurasana, Ardha Matschendrasana, Shirshasana and Uddiyana Banda. The whole protocol lasts for about thirty minutes.

Statistical Analysis

Analysis of Co-variance technique was used to study the effect of the experimental variables on the selected physiological variables. Scheffe's post-hoc tests also applied to find out the source of significant difference among the groups and to test the hypotheses, to arrive at conclusions. The level of significance used in the statistical analysis was 0.05.

Analysis And Discussion On Triglycerides

Table I depicts analysis of covariance for the Triglycerides of the subjects on the experimental variable selected. The table indicates that there is significant effect through the selected experimental variable i.e. different exercise protocols for the selected experimental period. The obtained F value i.e. 25.08 is much higher than the table F value i.e. 2.66 and hence the selected experimental variables caused the significant change in the selected Triglyceride levels of the subjects. Table II contains the mean values of the selected criterion variable i.e. Triglycerides of the subject. The table brings out the following observations. The CREG showed significant reduction in Triglyceride levels when compared to the other two groups viz AG and YG.

The CREG post training Triglycerides mean is 93.824, the AG post training Triglycerides mean is 118.342 and the YG post training Triglycerides mean is 131.924. When compared with the mean values of the three groups, it is clear that the CREG showed significant reduction in Triglycerides when compared to the other two groups. The AG also showed reduction in Triglycerides levels when compared to the YG.

SSTY.X	56147.62
SSWGY.X	23710.51
SSBGY.X	32437.11

ANCOVA TABLE

SOURCE	DF	SS	MS	F	CR.F
TOTAL	59	56147.62			
BG	3	32437.11	10812.37	25.08087	2.66
WG	55	23710.51	431.1002		

Table.1: Analysis of Covariance for triglycerides (For Pre training and Post training)
This simple analysis on the post training adjusted mean values shows that there is significant reduction in the Triglycerides levels of the subjects due to the selected different exercise protocols of the selected medium intensity.

GROUPS	N	MX	MY	MY.X
YG	15	139.8667	122	131.9247
AG	15	142.0667	110	118.3425
CREG	15	160.4	98.66667	93.82421
CG	15	172.3333	171.8667	158.442
		153.6667	125.6333	125.6334

Table.2: Pre training, Post training and adjusted post training means for Triglycerides:
Though there is variance in the mean values of the Triglycerides because of the three protocols of the exercise, to find out the real difference and the cause of significant difference the Scheffe's post hoc individual comparison test was conducted.
The Scheffe's post hoc individual comparison test for the individual groups is presented in table III. The individual comparisons through the Scheffe's post hoc test elicited that the CREG has brought out significant reduction in the Triglycerides of the subjects when compared to the other two experimental protocols of exercise. The AG and YG post training adjusted averages are different in values, the Scheffe's post hoc comparison test indicated that the difference between the groups is insignificant and hence the training effect of the AG and YG is identical. But, all the three exercise protocol groups of the experimentation showed reduction in the Triglycerides levels as per the Scheffe's post hoc individual comparison test when compared to the Control group.

GROUPS And VALUES	CREG 93.82421	AG 118.3425	YG 131.9247
AG 118.3425	-24.5183 sig		
YG 131.9247	-38.1005 sig	-13.5822 n.sig	
CG 158.442	-64.6178 sig	-40.0995 sig	-26.5173 Sig

GROUPS And VALUES	CREG 93.82421	AG 118.3425	YG 131.9247
AG 118.3425	-24.5183 sig		
YG 131.9247	-38.1005 sig	-13.5822 n.sig	
CG 158.442	-64.6178 sig	-40.0995 sig	-26.5173 Sig

Results & Conclusion

All the three different durations selected for the aerobic exercise capsule viz YG, AG and CREG at the fifty percent maximal heart rate intensity caused for the significant decrease in the Triglyceride levels of the subjects. With regard to the variable of Triglyceride levels, the exercise protocol of CREG brought more significant decrease than the other experimentation protocols.

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Effect Of Emotional Training On Sports Performance Of U.G And P.G Students

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Introduction

According to Daniel Goleman (1999) Emotional intelligence or the purely cognitive capacities measured by Intelligent Quotient also identified a set of emotional competencies which fall into four clusters, they are: Self – awareness: The capacity for understanding one's emotions, one's strengths and one's weakness. Self management: The capacity for effectively managing one's motives and regulating one's behavior. Social awareness: The capacity for understanding what others do and feel and why they feel and act as they do andSocial skills: The capacity for acting in such a way that one is able to obtain the desired results from others and reach personal goals.

Defining Emotional Intelligence

There are a lot of arguments about the definition of emotional intelligence, arguments that regard both terminology and operationalizations. The first published attempt toward a definition was made by Salovey and Mayer (1990) who defined emotional intelligence as "the ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions." Despite this early definition, there has been confusion regarding the exact meaning of this construct. The definitions are so varied and the field is growing so rapidly, that researchers are constantly amending even their own definitions of the construct. Up to the present day, there are three main models of emotional intelligence.

Objectives:

The following are the objectives:

To study the extent of Emotional Intelligence in sample sub - groups. To assess the influence of training on sports performance.To study the effect of Locus-of-Control on sports performance.To examine the gender differences in sports performance.

Hypotheses:

The following are the hypotheses of the study:There would be significant influence of training on the performance of the Sports in individual event and the Team Game.There would be significant difference in Emotional intelligence between sample sub-groups of independent variables. There would be effect of Locus-of-control on sports performance. There would be significant correlation between independent variables and sports performance.

Tools:

The following tests were used in the study:

1. Emotional Intelligence Scale (Short Form)

This scale is developed by Goleman (1995)

Delimitations:

The study was delimited to the selected events like speed test and Basket Ball performance.

The factor selected was delimited for two classifications of independent variables.

The study was delimited to UG and PG level of education.

The study was delimited to the affiliated colleges of Gulbarga University.

The study is further delimited to the at least participated in inter-collegiate tournaments of Gulbarga University.

Statistical Analysis:

The collected data were analyzed by using the following statistical techniques:

't' test to assess the significant difference between sample sub-groups.

Product movement 'r' to assess the co-relations between the variables.

Table – 1: Shows means, standard deviation and 't' values of Emotional Intelligence (Pre and Post-test) in Two Levels of Education (N = 100)

Education		Pre-test	Post-test	t-values
Under Graduate	M	132.63	147.15	36.21**
	SD	3.94	4.09	
Post Graduate	M	133.79	148.49	37.68**
	SD	3.79	4.00	
t-values		2.97**	3.35**	

The mean score of the emotional intelligence of students is found to be higher in post-test than the pre-test.The't' values between pre and post-test conditions are significant at 0.01 level to suggest significant differences in emotional intelligence of the sports persons.

Table – 2:Shows means, standard deviation and't' values of Emotional Intelligence (Pre and Post-test) in Two Gender (N = 100)

Gender		Pre-test	Post-test	t-values
Male	M	132.85	148.87	40.15**
	SD	3.90	4.04	
Female	M	133.57	148.79	39.05**
	SD	3.82	4.04	
t-values		1.94	0.2	

The mean score of emotional intelligence of students is found to be higher in post-test than the pre-test. The't' values between Pre and Post-test conditions are significant at 0.01 level to suggest significant differences in emotional intelligence of the sports persons. However, the t-values between males and females aren't significant. This speaks that emotional intelligence of both male and female groups is more or less same.

Conclusions:

The following are the major conclusions of the study:

There is a significant difference in the emotional intelligence between the under graduate and post graduate sub-groups: The post graduate students have significantly higher emotional intelligence than the under graduate students. The players of both PG and UG degree have exhibited significantly higher emotional intelligence after training session than the before. There is a significant difference in the emotional intelligence between pre and post- training condition in both male and female sub-groups.

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A Compartive Study Of Mental Toughness Among The State And National Level Pistol Shooting Player

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Abstract
Mental toughness is the ability to consistently sustain one's ideal performance state during adversities in competition performing to one's potential requires good technique and mental skills. The purpose of the study was to find out the difference between the mental toughness of State and National level Pistol shooting Players. The subjects selected for this study were 30 male Shooters from State level tournament and 30 male Shooters from national level Tournament. Mental Toughness Questionnaire1 (2004) prepared by Alan Goldberg is the most appropriate test because it contains only 30 items and it can be filled up within 3 to 5 minutes. It covers the entire Five Mental Toughness components which are rebound ability, pressure tolerance, concentration, confidence, motivation. It is a reliable questionnaire for measuring mental toughness. To analyze the mental toughness among Shooting players of State and National level 'T' test was applied to find out the significant of mean difference between Pistol shooting players of state and national level. There was significant difference found in players participating in different state and national level tournaments.Keywords: Mental toughness, Pistol Shooting.

INTRODUCTION

Mental toughness is the ability to consistently sustain one's ideal performance state during adversities in competition performing to one's potential requires good technique and mental skills. Ups and down in performance are often directly traceable to psychological ups and down. Players who create a special atmosphere within them perform consistently. Mental toughness is learnt, not inherited. The ultimate measure of mental toughness is consistency. The mentally tough competitor is self-motivated and self-directed. He/she does not need to be pushed from outside as he is controlled from outside as he is controlled from within. The player is in total control of his emotions. He/she is positive and realistic about his/her goals and success. The individual is generally calm and relaxed under pressure situations. The person is also mentally alert, focused, confident and responsible for his actions. He is ready for actions. He is ready for action, usually energetic and determined. The three basic principles of mental toughness are: (1) control what you think. (2.08) Control what you visualize and (3) control how you look. The central nervous system cannot tell the difference between the thought and the actual event. Your muscles undergo a 1/3 contraction every time you visualize an action. The more vivid, detailed and real the visualization, the more powerful will be the effect. Mental toughness depends on controlling your emotional response to events. Control the situation rather than letting the situation control you. You can't control winning, but you can control your mental state, which will help you perform better. Performing better will help you win.In the modern times it is not the participation but outstanding performance which is important. So much emphasis on excellence and for winning has led to searching for the bases of performance. Therefore; attempts to identify the factor determining success in competitive sports have captured the attention of sports scientists. Sport psychologists (researchers and practitioners), coaches, sports commentators, sports fans, and athletes acknowledge the importance of mental toughness in sporting performance. In the work on the issue emphasized that athletes and coaches felt that at least fifty percent of success is due to psychological factors that reflects mental toughness. Similarly, Gould, Hodge, Perterson, and Petlichkoff (1987) emphasized that coaches feel that mental toughness is important in achieving success,while Norris (1999) has emphasized the importance of mental toughness in developing champion athletes. Despite widespread agreement on the importance of mental toughness and calls to identify psychological attributes that create champions, high quality researcher into mental toughness is limited. Jones, Hanton and Connaughton (2002) conducted a qualitative study of elite athletes, aiming to define mental toughness and to determine the essential attributes required to be a mentally tough performer. Mental toughness is having the natural or developed psychological edge that enables you to:1. Generally, cope better than your opponents with the many demands (competition, training, lifestyle) that sport places on a performer; and 2. Specifically, be more consistent and better than

your opponents in remaining determined, focused, and in control under pressure. Athletes are constantly under severe levels of stress and anxiety to perform well. They fight for every inch and often put their bodies through excruciating pain to secure a win. Yet how is it done? How does one get the subconscious mind and body to work together without consulting the conscious and rational mind---which surely would prevent such nonsense from continuing? As is the case with any competition, there are situations that require the utmost concentration in face of difficult circumstances. These can be caused by anything from being a half boat down with 500 meters left in a crew regatta, to having to make one more touchdown to secure that extra point over your opposition. If you are able to maintain me Psychological characteristics are now commonly accepted as being major contributors to success within the area of sporting performance – in particular, motivational factors, self-confidence levels, and the ability to cope with and interpret anxiety-related symptoms as facilitative under pressure (cf. Hanton *et al.*, 2008; Hardy *et al.*, 1996; Mellalieu *et al.*, 2006 Similarly, Tunney (1987) identified four factors that winning teams were built on: self-discipline, self-sacrifice, mental toughness and team work, and proposed that the individuals who were mentally tough possessed the self-control and focus to limit their efforts were the effective ones. Jim Loehr has written extensively on the subject of mental toughness, and in his three books (1982, 1986, 1995), suggested that the world's greatest athletes give testimony to the existence of mental toughness each time they perform. Mental toughness, according to Loehr, separates the few who achieve ultimate accomplishment from the thousands who are unsuccessful in sport, proposing that mentally tough performers consistently responded to problems, pressure, making mistakes and competition with the right attitude. In a similar manner, Goldberg suggested that most coaches readily believe mental toughness is necessary for success and that "the ability to handle competitive pressures is a cornerstone skill of mental toughness" (1992: 60). Loehr (1982) claimed that mentally tough individuals can consistently sustain their ideal performance state during the heat of competitive battle and increase their flow of positive energy in crisis and adversity. As far as mental toughness for Shooter are concerned, while reviewing the related literature, we could not find any rigorous analysis report. Therefore, we decided to take this work forward by considering judo as our domain of study. This study is an attempt to explore the possibility of, could be significant group differences in the distribution of mental toughness between inter-university and inter college

Methodology

The subjects selected for this study were 30 male Pistol Shooting players from state tournament held at Jalander from 7th to11th Feb 2015 and 30 male Shooting players National tournament held at Rewa from 2nd to 14th April 2015. Mental Toughness Questionnaire2 (2004) prepared by Alan Goldberg is the most appropriate test because it contains only 30 items and it can be filled up within 3 to 5 minutes. It covers the entire Five Mental Toughness components which are rebound ability, pressure tolerance, concentration, confidence, motivation. It is validity andreliable questionnaire for measuring mental toughness. The questionnaire on mental toughness prepared by Alan Goldberg has thirty items, which has five categories namely: Rebound ability (6 questions), Pressure tolerance (6 questions), Concentration (6 questions), Confidence (6 questions), and Motivation (6 questions). A sample statement under handling pressure category read "I get too nervous to really perform to my potential." The subjects were instructed to respond to each item according to how they generally felt in competitive sports situations. Every statement has two possible responses i.e. A. True B. False The questionnaires on mental toughness were administrated to 30 male pistol shooting players from each category i.e. State 7th to 11th 2015. Further Data of men's pistol shooting players was collected during Nationals at Rewa from 2th to 14th April 2015. The purpose and description of the questionnaire on mental toughness were explained to them. Questionnaires were distributed, instructions and directions were read by the scholar at dictation speed to make the subjects understand about what they were exactly required to do. All subjects were instructed to respond independently. There were no time limit for the completion of the questionnaire but the subjects were instructed not to ponder too long over any statement and respond all the statements in the questionnaire independently.

Criterion Measures

Mental Toughness Questionnaire (2004) prepared by Alan Goldberg, was used to provide a quick assessment of mental toughness of shooting players of State and National level. This questionnaire is especially designed for adolescents and adults. The questionnaire consists of 30 items which covers the entire five mental toughness components.

1. Rebound ability 2. Pressure tolerance 3. Concentration
4. Confidence5. Motivation

On the basis of their mental toughness which describes them the best at the moment, the subject responded to the alternative response in true and false.

FINDINGS OF THE STUDY

Table-1: Independent t- test for the comparison of state and national level of Pistol shooting players on scores of confidence

Levene's Test for Equality of Variances t-test for Equality of Means	F	P-Value	T	Df	P-Value	Mean Difference	Std. Error Difference
Concentration	.943	.336	1.430	58	.158	.46	.32

*Not significant at 0.05 level tab F .05 (2, 57) = 2.00

Table 1 reveals that the Levene's test for equality of variance was significant as p-value is greater than .05. It is also evident from the above table that value test statistics (i.e.,'t') was found significant. As the p-value is greater than .05. The results from the above table shows that the mean difference (.46) of state and national level of shooting players on concentration was significant which says that there is difference in concentration of state and national
level of Pistol shooting players.

Table-2:Independent t- test for the comparison of state and national level of Pistol shooting players on scores of confidence

Levene's Test for Equality of Variances t-test for Equality of Means	F	P-Value	T	Df	P-Value	Mean Difference	Std. Error Difference
Confidence	.000	.988	4.427	58	.000	. 1.16	. 26

*Not significant at 0.05 level tab F .05 (2, 57) = 2.00

Table 2 reveals that the Levene's test for equality of variance was insignificant as p-value is greater than .05. It isalso evident from the above table that value test statistics (i.e.,'t') was found significant as the corresponding p-valueis greater than .05. The results from the above table shows that the mean difference (1.16) of state and national levelof shooting players on confidence was insignificant, which says that there is no difference in confidence of state and
national level of Pistol shooting players.

Table-3: Independent t- test for the comparison of state and national level of Pistol shooting scores of motivation

Levene's Test for Equality of Variances t-test for Equality of Means	F	P-Value	T	Df	P-Value	Mean Difference	Std. Error Difference
Handle Pressure	4.451	.039	.591	58	. 557	..20	.33

*Not significant at 0.05 level tab F .05 (2, 57) = 2.00
Table 3 reveals that the Levene's test for equality of variance was significant as p-value is greater than .05. It is alsoevident from the above table that value test statistics (i.e.,'t') was found insignificant as the corresponding p-value isgreater than .05 the results from the above table shows that the mean difference (.20) of state and national level ofshooting players on handle pressure was significant which says that there is difference in handle pressure of state and national level of Pistol shooting players.

Table-4
Independent t-test for the comparison of state and national level of Pistol shooting players on scores of motivation

Levene's Test for Equality of Variances t-test for Equality of Means	F	P-Value	T	Df	P-Value	Mean Difference	Std. Error Difference
Motivation	.247	.621	1.303	58	198	.43	.33

*Not significant at 0.05 level tab F .05 (2, 57) = 2.00

Table 4 reveals that the Levene's test for equality of variance was significant as p-value is greater than .05. It is alsoevident from the above table that value test statistics (i.e.,'t') was found significant. As the corresponding p-value isgreater than .05 the results from the above table shows that the mean difference (.43) of state and national level ofshooting players on motivation was significant which says that there is difference in motivation of state and national
level of Pistol shooting players.

Table-5: Independent t-test for the comparison of state and national level of Pistol shooting players on scores of motivation

Levene's Test for Equality of Variances t-test for Equality of Means	F	P-Value	T	Df	P-Value	Mean Difference	Std. Error Difference
Rebound Ability	2.171	.146	.327	58	.745	.10	. 30

*Not significant at 0.05 level tab F .05 (2, 57) = 2.00

Table 5 reveals that the Levene's test for equality of variance was significant as p-value is greater than .05. It is alsoevident from the above table that value test statistics (i.e.,'t') was found insignificant as the corresponding p-value isgreater than .05 the results from the above table shows that the mean difference (.10) of state and national level ofshooting players on rebound ability was significant which says that there is difference in rebound ability of state andnational level of Pistol shooting players.

Discussion Of Findings

The data obtained and analysis of data has revealed that the mental toughness of male state and national shooting players were of average level and significance difference were observed when both of this group were statisticallycompared. Performing at optimal level require optimal level of Rebound ability, Concentration, Confidence,Pressure tolerance and Motivation factors comprising mental toughness of state and national level players have to aacquire all positive characterless or excellent players of shooting in both categories have not shown the desired mental toughness administrators may not be giving more emphasis on the mental aspects of the training physicalperformance in considered to be the most important aspect of training. But now days 75% of winning in sports itsconsidered to be depended on the mental aspect, hence wild training this aspects should be trained enough so that atthe time of competition player coaches excellent behavior characteristics required for peak performance in mentaltoughness analysis of data. it was also revealed that there significant difference state and national level shooting inthe entire five dimensions of Mental Toughness "REBOUND ABILITY" players of state and national level ofshooting players were observed to have good level on rebound ability the mean difference are 0.10 both groups were toward the higher side, but mental toughness of national level players was better than state level of shooting players, because national level players have good in skill, more maturity compare to state level of players andpsychologically prepare for any crucial situation for play that's why the national level of shooting players were better in REBOUND ABILITY. In second dimension CONCENTRATION of state and national level of shooting players were observed to have good level on concentration the mean difference are 0.46 both group is toward the higher but mental toughness of state level players are better than the national level of Pistol shooting players, because statelevel player have less pressure in their that's why the state level players are good in CONCENTRATION. In thirdDimension HANDLE PRESSURE of state and national level of shooting players were observed to have good level on HANDLE PRESSURE the mean difference are 0.20 both group is toward the higher side, but mental toughness of national level players are better than the state level of Pistol shooting players, because national level player have good in tackling the pressure during and after the match in their that's why the national level players are good in

HANDLING PRESSURE. In fourth dimension MOTIVATION of state and national level of shooting players wereObserved to have good level on MOTIVATION the mean difference is 0.43 both group is toward the higher side,but mental toughness of national level players are better than the state level of shooting players, because national level player have good knowledge of skill, the compare with positive way and negative way and motivation level will increase automatically when the player will fight with state level players that's why the national level players are good in MOTIVATION. In last dimension CONFIDENCE of state and national level of shooting players wereobserved to have good level on CONFIDENCE the mean difference are 0.16 both group is toward the higher side,but mental toughness of national level players are better than the state level of shooting players, because national level player have more match playing experience and good way to tackle the match that's why the national level players are good in confidence.

CONCLUSION

On the basis of the analysis of the data following conclusion were drawn:-

There was significant difference found in players participating in different state and national level tournaments. It was found that the mental toughness of national level of Pistol shooting players are better than state level shooting players.It was found that the sub factors of mental toughness in confidence of state level players are better than the national level players.It was found that the sub factors of mental toughness in rebound ability, concentration, motivation, pressure tolerance of national level players are better than the Pistol state level players.

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Practice of Asanas and Pranayamas for the Management of Asthma

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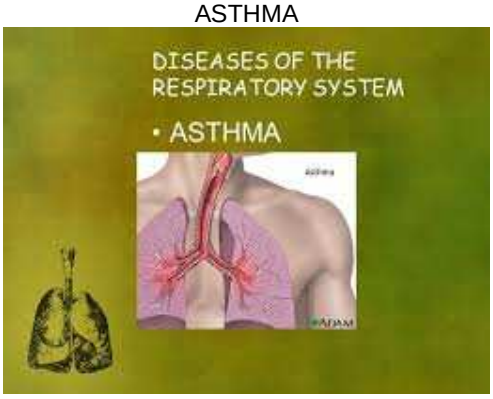
Abstract
Asthma is primarily a disease of the respiratory system, where there is a wheezing cough and a sense of suffocation, since the patient has difficulties in inhaling rather than exhaling the air. The attack of asthma may last for a few minutes to few hours or even days wherein the patient is exhausted. It is common to all ages, children and adolescents of both sexes, irrespective of socio-economic background. Asthma may be hereditary, where the patient is allergic to pollen grain, food products, dust, animal hair, drugs, pollution, industrial smoke and diesel fumes, milk and dairy products. The symptoms are Mucous gets accumulated in the chest bronchi are constricted and therefore the respiration is obstructed later giving rise to dyspnoea or breathing trouble. Asanas and Pranayamas tries to cure asthma by cleansing the lungs of mucus, and making the patient emotionally strong so as to not react to stressful situations. It enhances the stamina, endurance and reduces hyperacidity. Yoga also teaches correct breathing techniques which are essential to keep the lungs free of mucus.KEYWORDS: Asthma, pranayama, Asanas, kriya, bandhas and Surya Namaskar.

ASTHMA



Introduction

Asthma is primarily a disease of the respiratory system, where there is a wheezing cough and a sense of suffocation, since the patient has difficulties in inhaling rather than exhaling the air. The attack of asthma may last for a few minutes to few hours or even days wherein the patient is exhausted. It is common to all ages, children and adolescents of both sexes, irrespective of socio-economic background.

BRONCHIAL ASTHMA

The main trouble in this disease is breathlessness and is caused by the disorder in respiratory system. There is constriction of the bronchioles, which disturbs the normal ratio of inspiration and expiration. Because of congestion of the blood vessels of the bronchial lining expiration becomes difficult. Thisdisease affects the young, old and even children.

Causes

Asthma may be hereditary, where the patient is allergic to pollen grain, food products, dust, animal hair, drugs, pollution, industrial smoke and diesel fumes, milk and dairy products.

Suppression of negative emotions like jealousy, anger, resentment, hatred are often the precipitating causes. So also loneliness, emotional hypersensitivity, fears of rejection, super ego consciousness are the other causes.

Due to short breath, carbon dioxide is not expelled completely from the body whereas even constipation and indigestion produce toxins and they accumulate in the body. These are also the reasons for developing asthma in a person.

Symptoms

Mucous gets accumulated in the chest bronchi are constricted and therefore the respiration is obstructed later giving rise to dyspnoea or breathing trouble.

Some people also develop spasm in their chest.

There is also a sudden onset of cold symptoms like nasal congestion, nasal irritation, sneezing and swollen nasal mucus membrane.

Person gasps for air.

Distress and anxiety increases due to laborious breathing.

Eosinophil count in blood increases.

Mucus secretion becomes thick and sticky

The chest becomes hyper-expanded and the lungs hyper-inflated, so the person has to exhale with efforts, which also becomes short.

Inhaling is also shallow and short.

Bluish colour of mucus membranes indicates less oxygen supply.

Longer the fighting for breath more is the severity of the attack, distress and anxiety.

The asthmatic is unable to relax since he gets exhausted and develops the flexion attitude of the body in a defense.

Yogic Cure

Main focus is on the restoration of depleted and blocked pranic energy channels thus the yogic treatment is used more for reducing asthma. Yogic treatment reduces the intensity of attack and increase the gap between two attacks. Yoga tries to cure asthma by cleansing the lungs of mucus, and making the patient emotionally strong so as to not react to stressful situations. It enhances the stamina, endurance and reduces hyperacidity. The treatment is done through the asana, pranayama, kriya and bandhas.

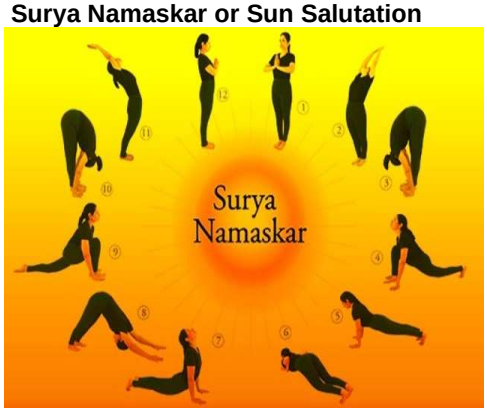
As the disease is primarily of the respiratory system, pranayam and yogic exercises are selected so as to restore the health of lungs and the respiratory system.

The postures followed remove the mucus from the lungs and relax the lung muscles.

Yoga also teaches correct breathing techniques which are essential to keep the lungs free of mucus.

Recommended Yogic Techniques

Surya Namaskar or Sun Salutation



This is a yoga pose which prepares the whole body for the yoga asanas. It is a sequence of twelve yoga positions performed as one continuous exercise.

Asanas






Tadasana ,Ardha chakrasana ,Padmasan ,Ustrasana ,Vakrasana ,Gomukhasana ,Makarasana Bhujangasana ,Ardha or purna Shalabasana ,Dhanurasana ,Navasana , Pawanmuktasana, Simhasan Ekpada Uttan Asana, Sarvangasana or vipritakarani ,Ardha and purna halasana, Matsyasana,

Effects
helps in activating the bronchial lining .
strengthens bronchioles and lungs; builds up muscles of chest.
activates facial tissues, the nasal passage, the pharynx & the lungs.
cures throat trouble, voice deficiency and tonsillitis; activates the larynx, trachea and all bronchioles; invigorates the thyroid cartilages.
corrects any disorder of circulatory system.
corrects the disorders of the respiratory system as all organs concerned with respiration such as the nasal passage, the pharynx, the larynx are exercised.
postures like the Bow Posture, Fish Posture and Cobra Posture help clear congestion in your chest and also improve your immunity to diseases.
Back bending postures open the chest improving both lung and heart functioning.
Upper back bends and chest opening postures are useful, if one finds it hard to exhale during asthma attack.
Inverted postures drain out excess mucus from the lungs and balance the immune system.
General yoga practices reduce stress, physical tension and muscle tightness and increases overall feelings of wellbeing by activating the nervous system.
Relaxation pose: Savasana removes fatigue and quietens the mind; must be practiced at the end of asana. There are three parts to proper relaxation – physical, mental and spiritual relaxation. Relaxation yoga pose relaxes the body and mind, and makes one feel refreshed after doing the asanas and the pranayama. This is essential part of yoga practice.

Pranayama

- Anuloma-viloma Pranayama

- Ujjay Pranayama

- Bhramari Pranayama

- Bhastrika Pranayama

Effects

The Breathing Exercises oxygenate your lungs, and increase their flexibility. By strengthening your immune system, they also reduce your dependency on medication.

Do Breathing Exercises like rapid abdominal breathing to clear your respiratory system.

Good for the respiratory system including the diaphragm and the bronchial tubes.

Improves function of digestive organs.

Mudras Brahmamudra

- Simhamudra

Bandhas

- Uddiyana Bandha

Agnisara (mild)
Kriya ,Neti Dhouti (specially vastra dhouti) Kabalabhati

Omkar Meditation – 10 minutes

Effects
Kriya - This is an extremely effective yet rarely practiced method of keeping respiratory disorders at bay.
Diet: Have light and easily digestible diet. Avoid milk and milk products, curd, banana, sour fruits and fried items. Avoid cold drinks and sudden exposure to cold weather. Drink warm water instead of frequent tea or coffee.

Conclusion

Main focus is on the restoration of depleted and blocked pranic energy channels thus the yogic treatment is used more for reducing asthma.Yogic treatment reduces the intensity of attack and increase the gap between two attacks. Yoga tries to cure asthma by cleansing the lungs of mucus, and making the patient emotionally strong so as to not react to stressful situations. It enhances the stamina, endurance and reduces hyperacidity. The treatment is done through the asana, pranayama, kriya and bandhas.

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The Role of Yogic Practices in the Prevention and Management of Obesity

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Abstract
Obesity is the most common nutritional or the metabolic disorder. This aspect is considered important because it is associated with increased mortality, predisposes to the development of fatal diseases and diminishes the efficiency and happiness of those affected. Excess fat accumulation may be due to imbalance between the energy intake and energy expenditure. Asanas stretches the muscles and nerves of the body and thereby improves the functioning of various systems of the body. This will facilitate the proper functioning of the pancreas and other organs. It may also help to shed off the fat around the abdomen and hips.KEYWORDS: Obesity, Kriyas, Kabalabhati,Nauli,Pranayama, Mudras etc

Introduction

Obesity is the most common nutritional or the metabolic disorder. This aspect is considered important because it is associated with increased mortality, predisposes to the development of fatal diseases and diminishes the efficiency and happiness of those affected. It is a disease common to the present day sedentary lifestyle in larger number of cases.Obesity is defined as an excess of adipose tissue due to enlargement of fat cell. B.M.I. (Body Mass Index) is used to determine the obese of people. (Measures a person's height and weight).

Disease Risk * Associated with Overweight and Obesity by BMI and Waist Circumference

Weight category	BMI (kg per m2) BMI = body mass index.	Disease risk* relative to normal weight and waist circumference	
		Waist circumference Men < 102 cm (< 40 in) Women < 89 cm (<35 in)	Waist circumference Men > 102 cm (> 40 in) Women > 89 cm (> 35 in)
Underweight	< 18.5	Low (but risk of other clinical problems may be increased)	—
Normal	18.5 to 24.9		¥
Overweight	25.0 to 29.9	Increased	High
Obesity class I	30.0 to 34.9	High	Very high
Obesity class II	35.0 to 39.9	Very high	Very high
Obesity class III	> 40	Extremely high	Extremely high

*--Disease risk for type 2 diabetes (formerly noninsulin-dependent diabetes), hypertension and cardiovascular disease.

¥-- Increased waist circumference can also be a marker for increased risk even in persons of normal weight.

Causes

Excess fat accumulation may be due to imbalance between the energy intake and energy expenditure. There are no specific causes as such but factors influencing are:

Age: Middle age **Socio-economic:** High socio-economic group

Hereditary

Endocrine factors: Hypothyroidism, Cushing Syndrome

Energy Balance: Physical inactivity

Faulty Metabolism: The persons whose rate of metabolism is low tend to get fat deposition in their body. Fat is deposited in the body because they do not burn up all the calories what they gained.

Psychological factors: Worry, anxiety, fear, feeling of loneliness, dissociation and frustration may stimulate the person to overeat.

Change in life-style: The sedentary life-style is one of the main predisposing factors in bringing up the Obesity.

Water Retention: Too much consumption of tea, coffee, aerated water, alcoholic drinks results in deposition of fluid in the body tissues and causes increase in weight.

Drugs: Oral Contraceptives, Steroids

How does Obesity affect us?

Obesity and Overweight pose a major risk for serious diet related chronic diseases, including Type II Diabetes, Cardiovascular Disease, Hypertension and Stroke and certain forms of cancer. The health consequences range from serious chronic conditions that reduce the overall quality of life to premature death. Of late, concern is the increasing over incidence of child obesity.

Complications

Obesity, particularly the central obesity, increases the risk for a number of conditions:

Diabetes . Hypertension ,Hypertriglyceridemia Low HDL cholesterol

Coronary Artery Diseases: Due to the formation of atherosclerotic plaques in the coronary artery.

Cerebro-vascular stroke: Not directly linked with obese but with hypertension.

Cholelithiasis: Six times more prevalent in obese subjects than in lean subjects.

Hypoventilation syndrome is a constellation of respiratory abnormalities in very obese persons.

Osteo-arthritis: marked adiposity predisposes to the development of degenerative joint diseases.

Assessment

Factors to Consider When Evaluating Disease Risk Status in Adults

Assess degree of overweight based on BMI , Assess presence of abdominal obesity based on waist circumference Assess presence of underlying diseases and conditions

Coronary heart disease Other atherosclerotic diseases

Peripheral arterial disease

Abdominal aortic aneurysm

Symptomatic carotid artery disease

Type 2 (formerly noninsulin-dependent) diabetes mellitus

Gynecologic abnormalities ,Osteoarthritis

Stress incontinence ,Gallstones and their complications

Assess presence of cardiovascular disease risk factors:

Cigarette smoking ,Hypertension ,High low-density lipoprotein cholesterol Low high-density lipoprotein cholesterol Impaired fasting glucose Family history of premature coronary heart disease

Age (men > 45 years; women > 55 years or postmenopausal)

Assess other risk factors:

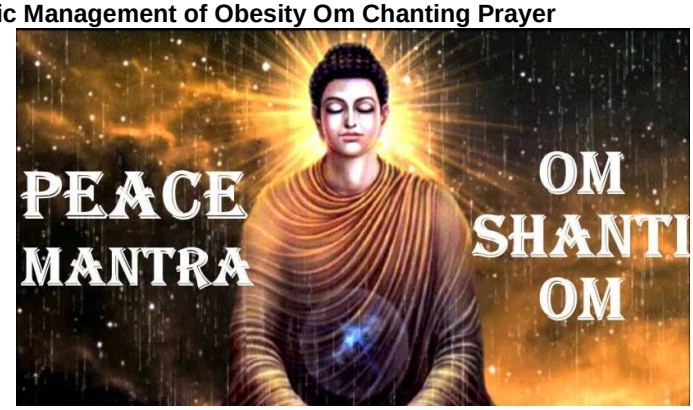
Prevention

A healthy life style with exercise

To avoid high intake of fat & carbohydrates Low salt & sugar

Control of blood pressure & Cholesterol level

Yogic Management of Obesity Om Chanting Prayer



This practice will try to draw the wavering mind to inward and helps to steady the same. The prayer will facilitate the positive thinking of 'total surrenderness', thereby zeroing the ego consciousness. This is more important in the stress reduction process. This will also prepare one to practice yoga properly.

Kriyas

The kriyas are basically to cleanse the internal organs or systems. In modern terms, it is the process of detoxification. The detoxification process tries to take out all the impurities or unwanted material from the body and thereby providing an opportunity for the proper and optimum function of each organ or system. This encourages proper circulation, absorption, assimilation and elimination process as well. The practice of kriyas will also help to gain control over the semi or involuntary functions of the body. This will help in modulating the dominance of either sympathetic nervous system or parasympathetic nervous system.

Kabalabhati

It is a vigorous hyperventilation practice, which involves forceful exhalation and passive inhalation.

Technique

After taking a comfortable sitting position, preferably the lotus pose, take a few deep breaths.

Then try to exhale forcefully and continuously with passive inhalation.

Practice three rounds in the beginning, each round consisting of ten expulsions, and gradually increase the number of rounds to five or sixAfter a few weeks of practice, increase the expulsion to twenty or twenty five.Between successive rounds, normal respiration is allowed to give the needed rest.

Advantages

Kabalabhati stimulates the whole body, improve circulation and invigorates the nerves.It gives gentle massage effect to the body organs, thereby improves their functions. It helps to shed off the excessive fat from the abdominal region. It helps to purify the blood

Precaution

If a person is hypertensive, this practice is recommended with the help of the yoga practitioner.

Kunjal

It is the practice prescribed for the cleansing of upper gastro-intestinal tract. **Technique**

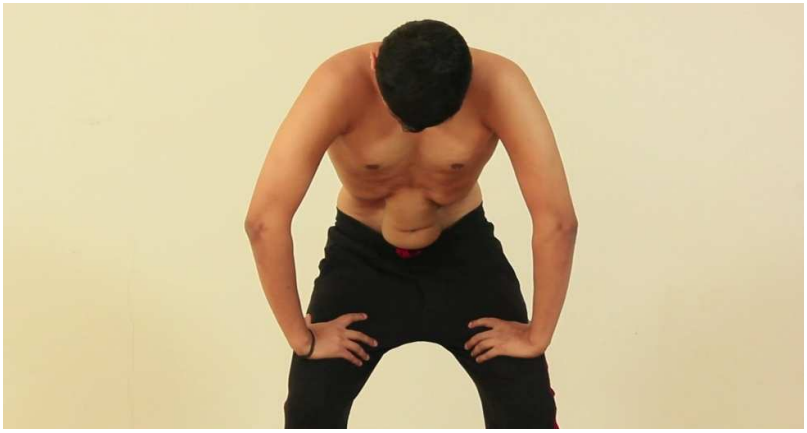
Sit in Kagasana. Consume 4-5 glasses of saline water or as per one's capacity continuously. Stand up and bend forward Then insert the index and middle fingers and stimulate the upper digestive tract. Continue the stimulation till the water is completely vomited out.

Relax for a while in savasana after the practice.

Advantages

It stimulates the upper gastro-intestinal tract It also increases the circulation to the abdominal region Helps for the proper digestion.

Nauli



Nauli exercises the abdominal recti musles and stimulates the functions of the internal organs.

Technique

Stand erect and maintain 15" to 18" distance between legs. Lean forward, place hands on respective knees or thighs Exhale completely and retain the breath outside Expand the chest and raise the diaphragm so that abdomen is drawn and in and there becomes a cavity in abdomen. Now try to isolate the central abdominal muscle (recti).This cannot be achieved during first effort

But effort should be continued. Blow out the abdomen as in Agnisara but effort should be made that only central part should come out.

This is called Madhyama (middle) Nauli

After maintaining it according to the limitation, return to the original position and then practice it again. Similarly the right and left side nauli also can be practiced.

Advantages

It stimulates the internal organs by developing the intra abdominal pressure.

It helps to shed off the excessive fat from the body parts.

Suryanamaskar

Asanas

Tadasana ,Ardhakatichakrasana,Trikonasana ,Dandasana , Vajrasana , Baddhakonasana, Paschimottasana, Ustrasana ,Ardhamatsyendrasana Bharadvajasana ,Janusirasana ,Adomukha Virasana ,Makkrasana , Bhujangasana,Salabasana ,Dhanurasana, Navasana ,Supta veerasana Sarvangasana ,Matsyasana ,Savasana

Pranayama

Nadi Sudhi ,Bhastrika ,Suryabhedana ,Ujjai Pranayama Bhramari

Mudras

Chin Mudra ,Pankaj Mudra,Apana Mudra ,Varuna Mudra ,Vayu Mudra , Linga Mudra ,Sangu Mudra

Yoga Nidra

It is a special type of relaxation; also known as conscious sleep. This helps to eliminate the stress and tension from the subconscious level.

Dyana (Meditation)

Meditation is being considered as panacea for most of the health problems of the present time. It may be true in a real sense at least in psycho-somatic and stress related disorders. The advantages of meditation are manifold. A review of the scientific literature on meditation reveals that it can reduce stress and anxiety., enhance motor reflexes, increase motor control, increase exercise tolerance, sharpen perceptions, increase awareness, improve concentration, maintain health, provide a general positive outlook on life, and foster the development of a sense of personal meaning in the world. In general, meditation produces a reduction in multiple biological systems, resulting in a state of relaxation.

Scientific studies reveal that meditation produces a specific physiological response pattern that involves various biological systems. The mechanisms most frequently suggested to mediate or produce meditative effects include metabolic, autonomic, endocrine, neurological and psychological observations.

The science of yoga emphasizes on the concentrative and meditative practices in order to attain the true knowledge and understanding of the self.

In the present context too, the concentration and meditation on the following shall help the proper functioning of the body systems and regulating the production of the required hormones and secretions, thus helping towards maintenance of good health. A traditional method of meditation is called OM meditation. It is done by having OM as the object of meditation.

Conclusion

Obesity is the most common nutritional or the metabolic disorder. Asanas stretches the muscles and nerves of the body and thereby improves the functioning of various systems of the body. This will facilitate the proper functioning of the pancreas and other organs. It may also help to shed off the fat around the abdomen and hips. Hence regular practice of yoga helps reduce obesity.

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Comparative Study On Management Challenges In Youth And Sport Offices Of Mekelle And Central Zones In Tigrai Regional State

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Abstract
The purpose of this study was to compare the management challenges such as lack of facilities, equipments and financein the youth and sport offices of Mekelle and Central Zones. Comparative survey specifically, Cross-sectional design was used to compare the youth and sport offices of Mekelle and Central zone. The researcher used simple random sampling technique to select ten Woreda and Sub city youth and sport offices from the -19- Woredas and Sub-cities of the two Zones. The researcher also used purposive sampling technique to select the whole population (108) of the selected Woreda youth and sport offices as a respondent. A total of -30- self made but standardized *5 liker test* questionnaire and 5 unstructured interview were used in order to collect concrete and relevant information about the above three variables. Pilot study was conducted to check the reliability of the questionnaires and the result of the test of reliability Alpha coefficient was 0.822, 0.764 and 0 .75 for facilities, equipments and financerespectively. Independent t-test was used to compare the facilities, equipments and financeamong the youth and sport offices of Mekelle and Central zone. The results obtained through independent t-testproved that, there were statistically significance differences among the youth and sport offices of Mekelle and Central Zones on their facilities, equipments and finance.**Key words:** Facilities, Equipments, Finance, youth and sport offices

Introduction

The availability, adequacy and maintenance of facilities are necessary conditions for running a good and meaningful programme in sports and related fields. On this note, it suffices to say that though some fitness programmes can be organized with the minimum availability or total absence of facilities and equipment, their presence and adequacy will, however, contribute to the attainment of set goals and lend some degree of purpose to the overall programme. There are three major problems on sport establishment. First, the lack of money support, Second, the lack of the frequency of the competition joining by the athlete, and the third, lack of the adequate of sport facilities. Especially for the last problem, it needs a work from all of the counterparts and the community to open up their eyes and to take action in order to understand that the major problem of sport world now a day is the lack of the adequate sport facilities. Many sports facilities were not built for any specific sport. Today, especially at social and community levels of sport and recreation, many improvised and converted buildings or spaces are used, and they may be far from ideal in terms of safety. Therefore, in such cases, facility managers must ensure that the facility does not endanger players or spectators in any way. When there is no adequate sport facilities the sport managers may challenge to run the sport activities and to become successful in achieving their goals **(Awosika, 1982).**

Sport equipment represents the tools that the coaches and the participants must have or use to facilitate the coaching of sports and for competitions. If sports program are to achieve any success and for effective management, there must be availability of sports equipment and supplies in high quality and quantity. Equipping a player with cheap, poor, filthy equipment is no different from selling a gun without telling the buyer how to use it.

The provision and maintenance of good and quality equipment will enhance and promote healthy sports competitions. Inadequate sports equipment may force the sports managers to regulate their sporting activities. Lack of sports equipment hinders the organization and management of sports Adequate computerized equipment are very essential in order to obtain optimum performance from the athletes in the Woreda when the athletes have been psyched to believe in equipment and stressing that effort should be made to properly equip athletes in the country**(Benson, 2012).**

Sports consume a lot of money. Sport practices could not be classified as commercial ventures and in this regard, the funding of sport should be adequate and there should be no delay in the release of funds for the running of sports programme. The finances involved indifferent sports programmes are raised in various ways. Budgeting helps to identify the objectives of the sport organization, the resources available to carry out the objectives and it involves prepared costing of program in terms of estimated income and expenditure. Budget as a written estimate of anticipated income and expenditure should be clearly prepared document based on the financial information available **(Ladani, 2008).**

METHODS

Design of the study

In this study the researcher usedcomparative research design specifically, cross sectional design i.e. the researcher investigated whether there was a significant difference among the youth and sport offices of Mekelle and Central zones on their management challenges such as lack of facilities, equipments and finance. In addition, the researcher was collected data from the selected respondents' one times using questionnaire and interview.

Selection of subjects

In this study, the researcher selected ten Woreda/Sub-city youth and sport offices from the total of-19-Woredas and Sub-cities i.e. five out of the seven youth and sport offices from Mekelle zone and five out of the twelve youth and sport offices from Central zone of Tigrai region by a method of simple random sampling technique. The researcher also used purposive sampling technique to select all the population (108) as respondents from the ten selected Woreda and Sub-city youth and sport offices of Mekelle and Central Zones. All of the samples were participated willingly and voluntarily in this study.

Selection of variables and instruments

Based on the researchers experience and knowledge gained from different sources, the three variables of management challenges such as lack of facilities, equipments and finance were considered as variables for the present study. In this study the researcher used *5 liker test* questionnaire and unstructured interview in order to collect concrete and relevant information about the above three variables.

Data Collection Procedure

The researcher obtained a letter of cooperation from Mekelle university sport science department to the respondents. All the participants of the study were asked for their willingness and informed about the purpose of the study before the questionnaire distributed. Setting arrangement was applied in order to avoid cheating and collect correct data from the respondents. The questionnaire was distributed in a face to face manner. Moreover, during the administration of the questionnaires further clarification was given wherever it was needed. The questionnaire was distributed and collected by the researcher after completion of them from expected respondents. In order to collect relevant information that helps the researcher to support/ triangulate the data that were collected by using questionnaire, the researcher was forwarded unstructured questions to the selected 10-experts then the interviewees were justified about the questions raised by the interviewer based on their feeling.

All the questionnaires were standardized through experts and experienced persons in management field including language professionals to assure their validity. After incorporating all the suggestions made by the experts and experienced persons in management and sport field including language professionals, the final questionnaire was prepared and subjected to further scrutiny by conducting a pilot study to ascertain its reliability. The two Woreda/Sub-city namely,Adihaki and T/maichow were selected randomly for the study. The data gathered for the pilot test were subjected to computer analysis using the statistical package for social sciences (SPSS version 20.0) to determine the reliability coefficient of the questionnaire and also to ascertain whether the questionnaire used was appropriate for the study. The result of the test of reliability showed that Cranach Alpha coefficient of each variables were 0.822, 0.764 and 0 .75 for facilities, equipments and financerespectively. Spiegal (1992), Stevens (1986) reported that, an instrument is considered reliable if it lies between0 and 1 and the closer the calculated reliability coefficient is to 0, the less reliable is the instrument, and the closer it is to 1, the more reliable is the instrument.

Statistical Techniques

The Statistical Package for the Social Sciences (SPSS; version 20.0) was used for the data analysis. It was chosen to use parametric statistical tools even though the data was primarily ordinal. This can be justified by the interval like character of the given data and the greater accuracy and powerfulness of the paramagnetic test is maintained (Doering and Hubbared, 1979). Independent t-test was used to compare the management challenges such as lack of facilities, equipments and finance among the youth and sport offices of Mekelle and Central zone. The result was expressed by mean ±standard error of mean and also to show whether there was statistical significance difference among the various groups in the youth and sport offices of Mekelle and Central zone in Tigrai, the researcher used T-value. The level of significance was set at 0.05 levels of confidences.

Results

TABLE 1:DESCRIPTIVE STATISTICS FOR THE PRESENCE OF ACCESSIBLE AND QUALITY SPORT FACILITIES IN WOREDA YOUTH AND SPORTS OF MEKELLE AND CENTRAL ZONE

Zone of respondents	N	Mean	Std. Deviation	Std. Error Mean
Central Zone youth and sport offices	54	2.83	1.077	.147
Mekelle Zone youth and sport offices	54	2.31	1.025	.139

Table 1Shows that the central zone youth and sport offices mean ± standard error of mean about the presence of accessible and quality sport facilities was2.83±0.147and Mekelle Zone youth and sport offices mean ± standard error of mean was2.31± 0.139.From this we can understand as Central Zone had more sport facilities when compared with Mekelle zone. But to show whether the difference was significant or not the researcher used independent sample t-test.

TABLE 2: INDEPENDENT SAMPLES T-TEST COMPARISON FOR THE PRESENCE OF ACCESSIBLE AND QUALITY SPORT FACILITIES IN WOREDA YOUTH AND SPORTS OF MEKELLE AND CENTRAL ZONE

presence of accessible and quality sport facilities	Levine's Test for Equality of Variances	t-test for Equality of Means							
	F	Sig.	T	Df	Sig. (2-tailed)	MD	SEMD	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	8.181	.005	2.563	106	.012	.519	.202	.117	.920
Equal variances not assumed			2.563	105.7	.012	.519	.202	.117	.920

Significant at 0.05 level Confidence (1.96) Degree of freedom =106

The result of the independent sample test in the above table 2 shows that. There was statistical significant difference among the youth and sport offices of Mekelle and Central zone about the presence of accessible and quality sport facilities. Because the calculated"t"value of 2.563 was greater than the t-tabulated value of 1.96 with 106 degree of freedom; In addition the calculated F-ratio value of 8.181 was greater than 2.60, F-critical value. And also the calculated sig. (P) value of 0.012 was less than 0.05, level of significance.

The data gathered through interview showed that as there was lack of good quality and accessible sport facilities in the Woreda and sub cities of both Mekelle and Central Zone; since 100% of the interviewees in both youth and sport offices of Mekelle and Central Zone responded as there was no good quality and accessible sport facilities in their Woreda and sub-cities.

FIGURE 1:GRAPHICAL PRESENTATION OF MEAN COMPARISON ON THE PRESENCE OF ACCESSIBLE AND QUALITY SPORT FACILITIES BETWEEN THE YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONES

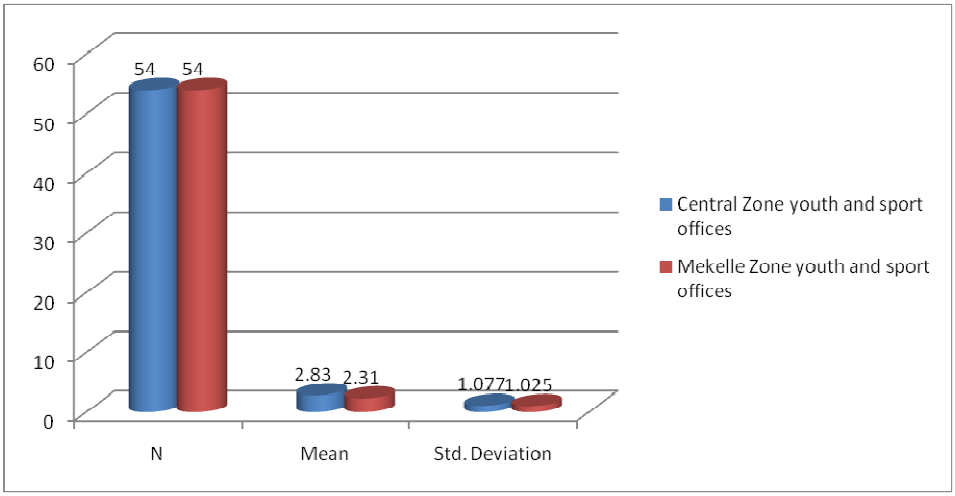


TABLE 3:DESCRIPTIVE STATISTICS FOR THE PRESENCE OF ACCESSIBLE AND QUALITY SPORT EQUIPMENTS IN WOREDA YOUTH AND SPORTS OF MEKELLE AND CENTRAL ZONE

Zone of respondents	N	Mean	Std. Deviation	Std. Error Mean
Central Zone youth and sport offices	54	3.15	1.035	.141
Mekelle Zone youth and sport offices	54	2.70	1.127	.153

Table 3Shows that the central zone youth and sport offices mean + standard error of mean about the presence of accessible and quality sport Equipments was 3.15+ 0.141 and Mekelle Zone youth and sport offices mean + standard error of mean was 2.70+ 0.153. From this we can understand as Central Zone had more and good quality sport Equipments when compared with Mekelle zone. But to show whether the difference was significant or not the researcher used independent sample t-test.

TABLE 4:INDEPENDENT SAMPLES T-TEST COMPARISON FOR THE PRESENCE OF ACCESSIBLE AND QUALITY SPORT EQUIPMENTS IN WOREDA YOUTH AND SPORTS OF MEKELLE AND CENTRAL ZONE

presence of accessible and quality sport Equipments	Levine's Test for Equality of Variances	t-test for Equality of Means							
	F	Sig.	T	Df	Sig. (2-tailed)	MD	SEMD	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.524	.471	2.135	106	.035	.444	.208	.032	.857
Equal variances not assumed			2.135	105.25	.035	.444	.208	.032	.857

Significant at 0.05 level Confidence (1.96) Degree of freedom =106

The result of the independent sample test in the above table 4 shows that as there wasstatistical significant difference among the youth and sport offices of Mekelle and Central zoneabout the presence of accessible and qualitysport Equipments. Because the calculated"t"value of2.135 was greater than the t-tabulated value of 1.96 with 106 degree of freedom; In addition the calculated sig. (P) value of 0.035 was less than 0.05, level of significance.

Based on the data collected using interview, 100% of the interviewees responded as there was lack of good quality and quantities of sport equipments in Mekelle zone. Whereas most of the interviewees (80%) in the youth and sport offices of Central Zone responded as there was no shortage of sport equipment but there was a problem on the qualities.

FIGURE 2:GRAPHICAL PRESENTATION OF MEAN COMPARISON ON THE PRESENCE OF ACCESSIBLE AND QUALITY SPORT EQUIPMENTS BETWEEN THE YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONE

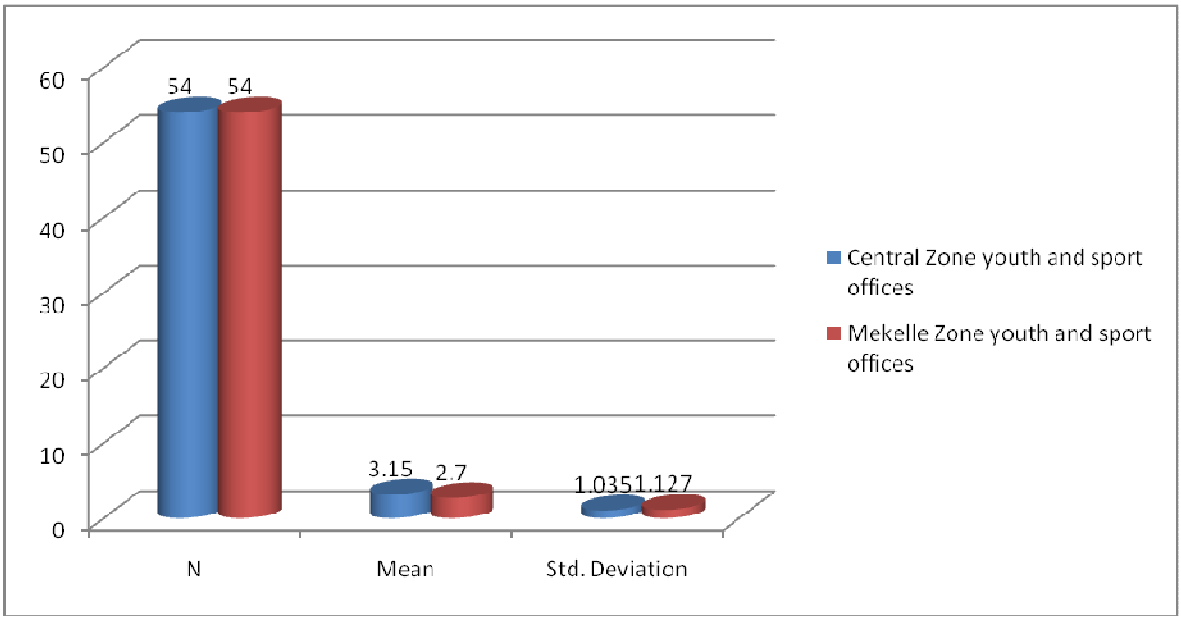


TABLE 5:DESCRIPTIVE STATISTICS FOR THE PRESENCE OF ADEQUATE SPORT FINANCE IN YOUTH AND SPORTS OFFICES OF MEKELLE AND CENTRAL ZONE

Zone of respondents	N	Mean	Std. Deviation	Std. Error Mean
Central Zone youth and sport offices	54	2.80	1.016	.138
Mekelle Zone youth and sport offices	54	2.43	.860	.117

Table5Showsthatthe Central zone youth and sport offices mean ± standard error of mean about the presence of adequate sport finance was2.80± 0.138 and Mekelle Zone youth and sport offices mean ± standard error of mean was2.43± 0.117.From this we can understand as Central Zone youth and sport offices had better sport finance when compared with Mekelle zone youth and sport offices. But to show whether the difference was significant or not the researcher used independent sample t-test.

TABLE 6:INDEPENDENT SAMPLES T-TEST COMPARISON FOR THE PRESENCE OF ADEQUATE FINANCE IN THE YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONE

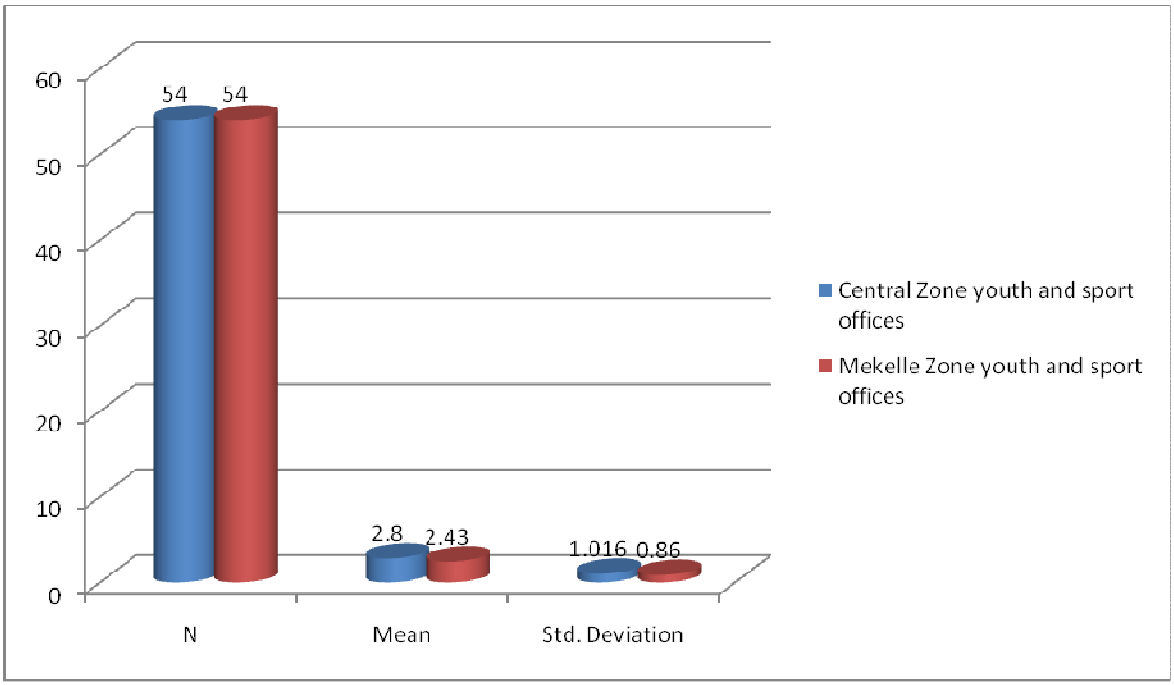
presence of adequate sport finance	Levine's Test for Equality of Variances	t-test for Equality of Means							
	F	Sig.	T	Df	Sig. (2-tailed)	MD	SEMD	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	13.082	.000	2.044	106	.043	.370	.181	.011	.730
Equal variances not assumed			2.044	103.17	.043	.370	.181	.011	.730

Significant at 0.05 level Confidence (1.96) Degree of freedom =106

The result of the independent sample test in the above table 6 shows a statistical significant difference among the youth and sport offices of Mekelle and Central zone about the presence of adequatefinance. Because the calculated"t"value of2.044 is greater than the t-tabulated value of 1.96 with 106 degree of freedom; In addition the calculated sig. (P) value of 0.043 is less than 0.05, level of significance.

The data gathered through interview showed that as there was shortage of financial budget in the youth and sport offices of both Mekelle and Central Zone; since 100% of the interviewees in both youth and sport offices of Mekelle and Central Zone responded as there was no adequate financial budget for sport activities; the local Community people didn't contribute fund for sports and the local government have being only funding for sport.

FIGURE 3:GRAPHICAL PRESENTATION OF MEAN COMPARISON ON THE PRESENCE OF ADEQUATE SPORT FINANCE BETWEEN THE YOUTH AND SPORT OFFICES OF MEKELLE AND CENTRAL ZONE



DISCUSSION

The purpose of this study was to compare the management challenges such as lack of facilities, equipments and financein the youth and sport offices of Mekelle and Central Zones. The independent t-test shows that as there was statistically significant difference among the youth and sport offices of Mekelle and Central zones in relation to the presence of accessible and quality sport facilities since the calculated t- value was greater than the t- tabulated value. Central Zone showed significantly better result than Mekelle Zone in relation to their sport facilities. Based on the data gathered through interview, there was lack of good quality and accessible sport facilities in the Woreda and sub cities of both Mekelle and Central Zone; since 100% of the interviewees in both youth and sport offices of Mekelle and Central Zone responded as there was no good quality and accessible sport facilities in their Woreda and sub-cities.

The result and finding of this study was supported by **Christopher*et al*., (2015)** concluded that facilities/equipment is a predictor of sports development. The study revealed that the status of spots development was low due to inadequate facilities and also absence of good maintenance habits of the few facilities. The few availability facilities are not constantly maintained apart from few ones that were recently renovated by the government.

The independent t-test shows that as there was statistically significant difference among the youth and sport offices of Mekelle and Central zones in relation to the presence of accessible and quality sport equipments since the calculated t- value was greater than the t- tabulated value. Central Zone showed significantly better result than Mekelle Zone in relation to their sport equipments. Based on the data collected using interview, 100% of the interviewees responded as there was lack of good quality and quantities of sport equipments in Mekelle zone. Whereas most of the interviewees (80%) in the youth and sport offices of Central Zone responded as there was no shortage of sport equipment but there was a problem on the qualities.The result andfinding of this study was supported by**Jacob (2014)** concluded that, Identification of talented student-athletes in universities in Kenya was challenged by lack of necessary equipment to facilitate the process of talent identification.

The independent t-test shows that as there was statistically significant difference among the youth and sport offices of Mekelle and Central zones in relation to the presence of adequate finance since the calculated t- value was greater than the t- tabulated value. Central Zone showed significantly better than Mekelle Zone in relation to their finance. The data gathered through interview showed that as there was shortage of financial budget in the youth and sport offices of both Mekelle and Central Zone; since 100% of the interviewees in both youth and sport offices of Mekelle and Central Zone responded as there was no adequate financial budget for sport activities; the local Community people didn't contribute fund for sports and the local government have being only funding for sport. The result and finding of the study was supported by **Rikardsson H. and Rikardsson L., (2013)** concluded that, financial budget is very important for the development of sport and it helps for the continuity of the clubs' participation in different tournaments

Conclusion

Based on the analysis of the data, interpretation of results and discussion of findings the following conclusions were made.The youth and sport offices of Central Zone have better facilities when compared to the youth and sport offices of Mekelle Zone.The youth and sport offices of Central Zone have better equipments when compared to the youth and sport offices of Mekelle Zone.The youth and sport offices of Central Zone have better financial budget when compared to the youth and sport offices of Mekelle Zone.

Recommendation:

Based on the above results and conclusions the researcher recommended that:The youth and sport office administrators in Mekelle zone together with the local government should prepare good quality sport facilities/ equipments and provide proper maintenance.The athletes and coaches should use the facilities and equipments in a safe manner.The local government, the communities and different voluntary people together should provide fund for running sport activities in a well manner.

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Mass Media as the Driving Power of Sport Industry

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Abstract
This study aimed to analyze the roles of the mass media as the driving power of sport industry and also develop the guideline of using mass media in driving sport industry.The existing literatures were reviewed for data collection. The required information was gathered through in-depth interview participants who were the executives and sport industry workers, focus group and public hearing among experts and scholars. Moreover,qualitative data were used in the study and presented in form of descriptive analysis.Results of the study were shown as follows:There are 5 types of mass media that play an important role in driving sport industry as follows: 1) print media (specialized newspaper and popular newspaper) 2) radio (sport talk and sport games analysis shows) 3) Television (live sport games program) 4) electronic media (internets, social network through smartphone 5) movies (films and documentary). These mass media report sport related information for entertaining and inspiring people. Additionally, the advertising of goods, products and sport services are also reported in all kinds of mass media above. As results, people consume more goods, products and sport services related to sport industry.The development of guideline of using mass media in driving sport industry consistsof 6 aspects as follows: 1) news presentation skills 2) expressing opinion techniques 3) entertainment 4) education 5) public relations and advertising 6) corporate social responsibility.
Keywords: Mass Media /Sport Industry.

Introduction

Sport industry is one of industries which generated revenue for the developed countries such as United States of America, United Kingdom and Chinabecause it is a largeindustries comparing withothers. As well as market share is obviously top range in the world.Currently,there are two major sections of thesport industryincluding, product and service.Thailand's sport industryis taken in account to be an important sector to develop country. In 2009, the value of this industry per GDP is 3.09 trillion bahtor 39% and the most of them is for export. However, there are a few products which require advanced technology and rely on imported machinery, technology and spare parts. Then, Thailand has developed a Master Plan of Thailand Industrial Development 2012-2031 which is focus on developing capabilities and potentials for international competitions to generate revenue into the country fromSmall and Medium Enterprises (SMEs)in order to create jobs for the people, to balance between economic and social aspects to bethe foundation towardsustainable development. Therefore, creatingdomestic industry is the first step in the development of Thailand's sport industry to ASEAN, Asia and the world in the future.While sport business makes involved peopleto earn more revenue, it will be a cause ofeconomic expanding. Many companies will be interestedto be sport sponsors such as football, volleyball, golf, tennis and badmintonto create a product imageto be well known by usingsports as the media. When sports are popular, trend of audience will increase, and the advertising of products and services of the sponsorwill bemore popular. Then, demand of sports products will be increased which affect to more expanding ofsport trade also. Furthermore, the higher productivity will be resultedto lower the production costs. Therefore, the entrepreneurs could be able to continuously earnprofit and development sports products and as well asexport sports products to compete in global market.

As a result, using of innovation and communication is one of the successful factors of business management and new innovation.Currently, communication is taken into account of the key strategy. Although the process islately or simultaneous occurring with the production and services,the communication isa strategic management leads information through target customerswhich drives promotion, encouragessales volume, persuade more supports and create a good image for the organization.

Even though, nowadays business sector accept that communication is one of the most significant tools, the media management model is still diverse both of strategic planningand tool selection including content of the communication.In this case, the marketing communication expert still could not findfixed formula on communication management to respond the business which is focused on successful and sustainable development. Moreover, sports and entertainment businesses are both influentfor the currentsocial and economic activities and beinghigh trend becausesports and entertainmentbusiness could create moreenjoyable, challenging and attracting customer to watch continuously. That is the desire of the manufacturer to offer information and advertising through the large channel of widely audience.Thus, to developThailand sport industry to international level, mass media is the key role to promote, support and develop Thailand sport industry to worldwide. Nevertheless, perceiving of all dimensions of sport news could be able to create the popularity of the sport industry in Thailand.Consequently, this study is emphasized onmass media in driving the sport industryto adopt information to develop the mass media insport industry in Thailand to be stable, prosperous and sustainable.

Objectives

To analyze the role of the mass media and driving of the sport industry.

Methodology

Qualitative research in the term of descriptive research was applied to analyze, prepare guidelines for mass media in driving of the sport industry by collecteddata from theoretical concepts, literature reviews, related academic researches, academic articles, focus groups, and public hearing.

Tool of Research

The research tools were applied from document studying, open-end questionnaire, focus group meeting and public hearing.

Results

Role of mass media in driving the sport industry and according to studies was found as follow;

1. Print mediawhich isthe most major role in driving power of the sport industry are the newspaper including, 1) the specialized newspapers such as Siam Sports and Star Soccer.
2. Radio which has an important role in driving the sport industry including, sport talk and sport games analysis shows, the sports advertising, live sports radio broadcasts and the sports games.
3. Television which has an important role in driving the sport industry including, live sports, sport talk and sports news analysis, the sports advertising and sports games TV show.
4. Electronic media which has an significant role in driving the sport industrycomprising, internet, social network, email, mobile phone searching and chat.
5. Movie media which has an important role in driving the sport industry including, film, documentary film, educational film, short film or short drama and the musicVDO with telling the story.

Guidelines for using mass media to drive sport industry according to the study were found following;

1. News presentation skills

The mass media has to present a variety of sports newsthrough appropriate original media such as, printing media, television, radio, film and electronic media as a new media by providing a positive feedback to creatively motivate consumers to follow up, reduce the suggestionof guideto sports betting, increase more time of sport news reportingin all media types, focus on youth sports to develop towards professional sports and alsopublicize the media tomore recognize and continue. Moreover, the mass media should select media contentand the appropriate duration for people to followup the sports news.Also, sports news in the media must be concerned about competition because of advertisers and sponsors factors. That is why sports news is focused on the audience interest first and then using new-coming technology to attract attention.

2. Expressing opinion

Mass media should creativelyreport the positive news rather than negative news to encourage consumers to follow up including the show which organized by brought successful and unsuccessful athletes and presented in a positive way both successful and unsuccessful cases. As well as,expressing opinion of mass media via various media must avoid impolite words and horrible images to provocativeor obscene.

3. Entertainment

The live of each sportstype should be interviewed athletes, coach and sport fan to create more colorful and raise entertainment by adding some content gathered with games show, movies, music and music videos through various media channels to entertain the audience by inserting sports knowledge and promoting sport industry together.

4. Education/Knowledge
The mass media and related organizationshave toprepare the development program to promote innovation in order to increase more added value of the sport industry on the basis of knowledge and creativity by focusing on promoting related people in the sport industry to carry out research and development and also adopt innovate for commercial purposes which will be value added to the sport industry.In addition, the mass media should take advantages of the Thailand 4.0 policy which focuses on developing into large-scale industries to generate high incomes for the country in order to achieve economic development goalswhichis driven by innovation. Moreover, the mass media should create a database to drive the sport industry including database of categorized citizen,sports professionals and mass media literacy in driving the sport industry.
5. Public relations and Advertising
Sports-loving trend using public relations and advertising via all types of media could be created by setting asa national agenda. Moreover, public relations and advertising could be done bycreating good role models of each type of sport to attract Thai people through various media channels and also could be taken an opportunity or idol, such as in case of "Toon Body Slam" running for advantage facilitating and driving the sport industry.
6. Social Responsibilities
The using of media as a tool to convey good culture according to the policy ofpromoting sports tourism by presentingvia aspect of family, friendship, morality, lifestyle and beautiful lovewhich leads to create a good image of the country in the foreigner's perspective and reflecting the perception of the gentleness of our culture that could be resulted of "Thailand Sports Tourism Fever" as same as many countries around the world.

Discussions
Role of mass media in driving the sport industry
1.Printing media is the most major role in driving the sport industry are thenewspaper including, (1) specialized newspapers such as Siam Sports and Star Soccer because this is popular forinterested people in sports together with professional athletes who are interested and buy to read and follow up the story as well as expressing opinions according to the sports (2) Populism newspapers such as Thairath and Daily News reveal that these arealmost the first newspapers which are influent people in Thai society due to providing information and news which daily happened and easy reach closely tothe people. Corresponding to Teerawananont(2014) who studied the mixing marketing which influenced consumer's decision to buy sports newspapers, it was showed that the high possibilities to buy a sports newspaper are channel and price. Moreover, the medium level of mixing marketingis news (news content) and marketing promotion.
2. Radio is an important role in driving the sport industry including,the analysis news andsports news, the sports advertising,live sports radiobroadcasts and the sports games. It would help to drive the sport industry which corresponded to Hongthong (2011)who studied the management of the FM 99.0 MHz Active Radio stationfor sports, health and tourism showed that the current status of the FM 99.0 MHz Active Radioprogramsis under the management of MCOT Public Company Limited which have organizational structure in both public and private sectors for MCOT Public Company Limited.
3. Television is an important role in driving the sport industry including, live sports, the analysis news and sports news, the sports advertising and sports games TV show, correspondedwithJantararoj (2010) who studied the development of sports news of Royal Thai Army Television showed that the executives policywas not appropriate set for sports news but according to the news reporting policy which focuses on creating social benefits. That why the content is about honor a good people, encourage youth to play sports. And the most news important ranking is sports news both in foreign and domestic which is popular like football, tennis and golf.
4. Electronic media which has an important role in driving the sport industryincluding, internet, social media, email, mobile searching and mobile chat with corresponding to Boonphap(2013) who studied the role of new media to create social values and identities of Thai youth in Bangkok found that the modern digital media has an important role to create both negative and creative for the young. Moreover, modern media also hasto be as a tool and space for youth to search survey and test their own identities and also has an indirect role in the socialization for the youth.
5. Movie media which has an important role in driving the sport industry including, film, documentaryfilm, educationalfilm, short film or short drama and the VDO music of telling the story with corresponding to Somphong(2012) who studied a sport leadership, case study from the movie named Coach Carter found that sports leaders can reflect a good coordination between coach and athletes, athletes and athletes, social and athletes. The results show that sports leadership is very important for all types of sports.

Suggestions

Suggestion for applying the results

Mass media, sport industry, and related businesses should cooperate to create the innovation or develop the method to use mass media to promote the sports revenue in terms of individuals, business and government because sportsare the basic principle of human resource development which effect to the discipline, consciousness, harmony and sportsmanship and also included creating value and quality of life for the people.It also strengthens the country's economy by activities and services which related to thesport industry.So,mass media, sport industry and related businesses should create a network to promote and support the sport industry in all dimensions and integrated to create added value for the sport industry both production and relatedbusinesses, sports equipment,business for hotel, restaurant, food and beverage,competitive activities,insurance,travel and transportation including professional sports development institutions so that the sport industry canbe created opportunities, created jobs and revenue for all levels. All mass media are printing media, radio, television, electronic media and film media. The role of the mass media and the media using consists of 6 aspects including, news, presenting pinions, entertainment,education/knowledge,public relations/advertising and social responsibility.

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Critical Success Factors of Elite Sport Management: Thailand Sport Associations Participating in Rio Olympic Games 2016

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Abstract

The purpose of this research was to study critical success factors of elite sport management: Thailand Sport Associations participating in Rio Olympic Games 2016. In order to determine the critical factors and its elements which leading to elite sporting success, the correlation of factors and its elements, then create the elite sports development models, constructed questionnaires were used in this study. The sample group was 165 persons who were executive administrators from sports organization and sports associations, sports scientists and sports science experts, coaches and athletes. The data were analyzed in the forms of percentage, minimum, maximum, mean, and standard deviation of general information and rating scale of critical success factors of elite sport management. In addition, the correlation of 10 factors and its elements, and Confirmatory Factors Analysis (CFA) were conducted by using Lisrel 9.30 for student. The results were found that the elements of each factor and 10 factors were correlated significantly at $p<.01$. The confirmatory factors analysis (CFA) was revealed that there were totally 10 factors which were 1) Financial support 2) Organization and sports structure 3) Foundation and participation 4) Talent identification and athletes development 5) Training management and education, career and social welfare support 6) Training facilities 7) Coaching development 8) National to international competition organizing and participating9) Sports science research 10) Marketing and public relation. Factor 1 was initialized as 'input' of the model, whereas factor 2-10 were served as 'throughputs'. The highest loading factor was factor 9) Sports science research, whereas the lowest loading factor was factor 2) Organization and sports structure.The model of elite sport management should rely on the integration of 'throughputs' factors and the appropriate implication to the context in sports.
Keywords: Critical success factors, Elite sport management, Olympic Games

Introduction

The success of international sports competition, especially in Olympic Games, was so concerned by many governments. A variety of explanations were raised including international prestige, diplomatic recognition which may indirectly generate domestic political benefits ranging from pride and happiness of the people to more concrete economic impacts (De Bosscher et al.,2010; Bergsgard et al., 2007, Green & Houlihan, 2005)

The success has sometimes been explained as numbers of medals counted in the competition result table which was not reflected to the sports development. The factors enhancing or supporting sports system should be more concerned. Thus, there have been a number of attempts to identify the critical factors of elite sport management leading to sporting success. Many researches have been conducted to find the relationships between particular factors and elite sports success. However there was no clear relationship between those factors and elite success, and no single model can be applied to all nations. In addition, the comparative studies have been made to identify similarities and differences among countries in order to find out the best practice. Even in the same country, some sports in the country can gain success, but some sports cannot accomplish. It may be needed to find the combination of factors or ingredients of the success. There are 'more lessons to learn' from time to time, from sports to sports.

For the past few years, Thailand sporting success was not consistency. It may be due to the sports management of the National Sports Associations. In addition, the development of nation's sports systems are corresponding to the success in effective sports management. It is of interest to study the critical success factors of elite sport management leading to success in elite sports.

Objectives of the research

1. To determine the critical factors and its elements leading to elite sporting success
2. To study the correlation of factors and its elements which support and lead to elite sporting success; and
3. To create the elite sports development models

Research Methodology

Population and Sample Group:

The population of this research were executive administrators and sports personnel. They were from sports organizations; Sports Authority of Thailand (SAT), and Sports Associations.

The sample group was165 persons from the selected population. They were 53 athletes, 26 coaches, 51 administrators from 17 National Sports Associations; 1)Archery2)Athletics3) Badminton4) Boxing5) Cycling6) Golf7) Judo8) Rowing9) Sailing10) Shooting11) Skeet & Trap Shooting12) Swimming13) Table Tennis14) Taekwondo15) Tennis16) Weightlifting17) Windsurfing, 15 SAT administrators, 20 sports scientists and sports science experts.

Research Instruments:
Elite Sports Development Questionnaires were constructed by modifying from De Bosscher's Questionnaires (2009). The opinion from 12 executive administrators were gathered by using Semi-structured interviews. Then, the questionnaires of 5-points Likert Scales were developed and examined the appropriateness (IOC test). The correction of questionnaires were done and ready to be used for collecting data.

Data Analysis:
The quantitative analysis of the opinions on 10 items (factor 1-10) of Elite sport management were illustrated as minimum, maximum, mean, and standard deviation.Pearson's Product Moment Coefficient were analyzed to determine the correlation of the elements of each factor and the factors. Then the Confirmatory Factors Analysis (CFA) were done using LISREL 9.30 to determine the significance of factors and construct the model of elite sports development.

Research Results:
The results were found that the elements of each factor and 10 factors were correlated significantly at p<.01. The Confirmatory Factors Analysis (CFA) was revealed that there were totally 10 factors which were 1) Financial support 2) Organization and sports structure 3) Foundation and participation 4) Talent identification and athletes development 5) Training management and education, career and social welfare support 6) Training facilities 7) Coaching development 8) National to international competition organizing and participating 9) Sports science research 10) Marketing and public relation (F1-F10). The confirmation of elite sport management factors before (left) and after (right) model modification indices were as below

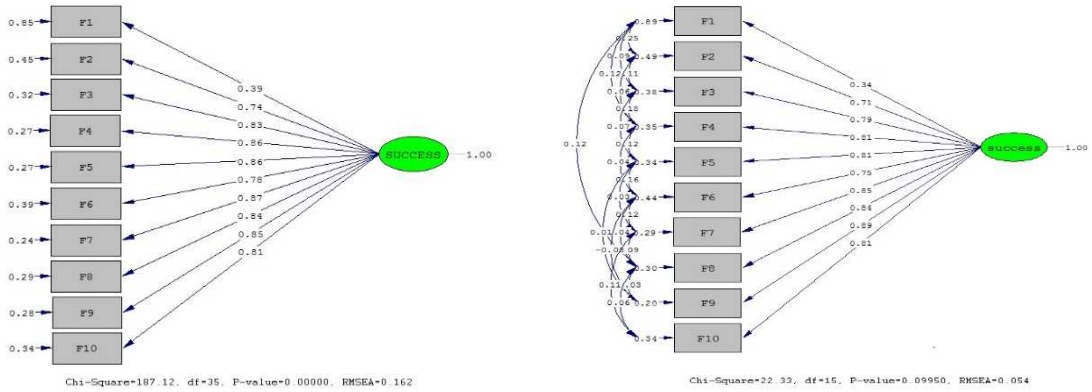


Table 1 Show the result of confirmatory factor analysis of critical success factors of elite sport management(factor 1-10)

Components	Standardized Factors Loading	SE	t	Factors Loading	R^2
F1	0.34	0.079	4.287	-0.048	0.115
F2	0.71	0.070	10.246	0.092	0.508
F3	0.79	0.067	11.821	0.077	0.622
F4	0.81	0.066	12.211	0.089	0.651
F5	0.81	0.067	12.069	0.030	0.660
F6	0.75	0.071	10.605	0.140	0.563
F7	0.85	0.065	13.052	0.029	0.714
F8	0.84	0.067	12.547	0.199	0.705
F9	0.89	0.063	14.171	0.376	0.796
F10	0.81	0.066	12.337	0.114	0.662

* Statistical significant at0.01 ($t \geq 0.397$)
The results from Table 1 were shown that the standardized factors loading of factor 2 – 10 ranged between 0.71-0.89 which were >0.50, except factor 1. Factor 9 had highest loading factors score whereas factor 2 had lowest loading factors score.
The researcher then decided to minimize factor 1 and left it as 'input' of the system. The confirmatory factors analysis were conducted one more time to identify the significance of factor 2-10 as 'throughputs' of the system. The confirmation of elite sport management factors 2-10 before (left) and after (right) model modification indices were as below.

The confirmation of elite sport management factors before (left) and after (right) model modification indices were as below

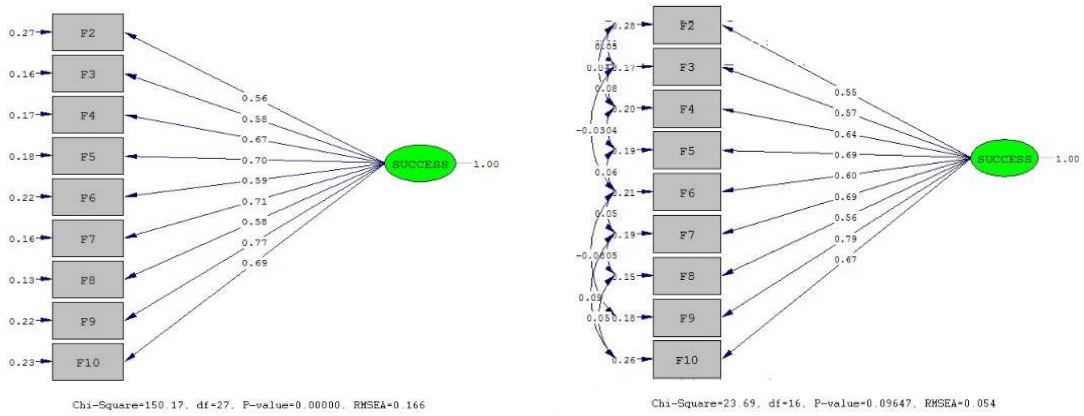


Table 2 Show the result of confirmatory factor analysis of critical success factors of elite sport management (factor 2-10)

Components	Standardized Factors Loading	SE	t	Factors Loading	R^2
F2	0.55	0.052	10.49	0.068	0.521
F3	0.57	0.046	12.25	0.190	0.649
F4	0.64	0.051	12.61	0.070	0.671
F5	0.69	0.052	13.18	0.106	0.712
F6	0.60	0.051	11.76	0.296	0.633
F7	0.69	0.052	13.25	0.045	0.718
F8	0.56	0.044	12.78	0.175	0.683
F9	0.79	0.056	14.14	0.382	0.778
F10	0.67	0.056	12.04	0.103	0.632

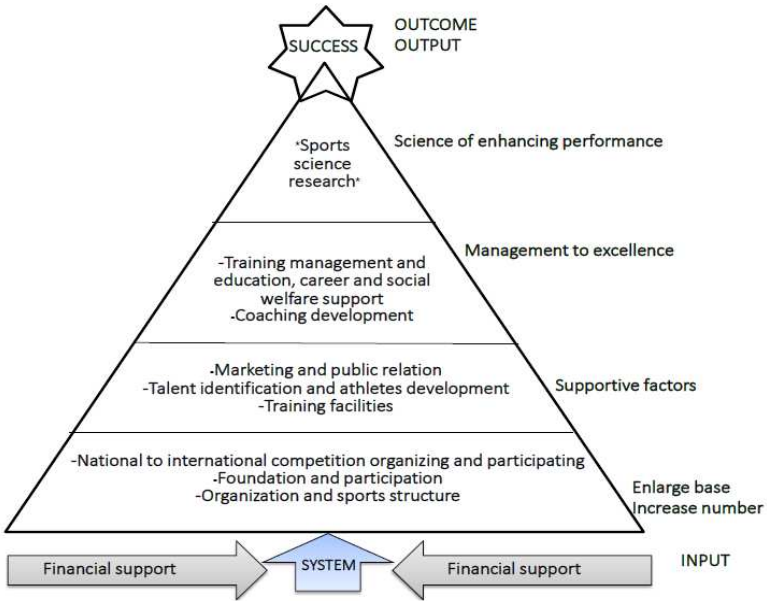
* Statistical significant at0.01 ($t \geq 0.402$)

The results from Table 2 were shown that the standardized factors loading of factor 2 – 10 ranged between 0.55-0.79 which were > 0.50. Factor 9 had highest loading factors score whereas Factor 2 had lowest loading factors score.

Thus, the components of critical success factors of elite sport management in throughputs (factor 2-10); 9 factors, were correlated among all factors which leading to the integration of those factors when applicable. The correlations were from variances and covariance of standardized loading factors. From the data of this research, it can be summarized that the CFA model of critical success factors of elite sport management in throughputs had validity and reliability.

Conclusion and Discussion

From the result, it can be concluded that factor 1 was initialized as 'input' of the model, whereas factor 2-10 were served as 'throughputs'. The highest loading factor was factor 9) Sports science research, followed by factor 7) Coaching development and 5) Training management and education, career and social welfare supportwhereas the lowest loading factor was factor 2) Organization and sports structure. The present study was related to the study of De Bosscher et al. (2015). They stated that the nation which had high success rate in the past 20 years were Australia. As the result of the establishment of Australian Institute of Sports (AIS), the elite development system were very well developed. The greatest score and most strengths factors were Pillar 9 Research and Innovation, and Pillar 5 Athletic Career Support. Moreover, the nations which succeeded in Summer Olympic Games; i.e. Australia, Netherlands, and Japan, had very high score in Pillar 2 Organization, structureand governance of elite sports.
The model of elite sport management system was created and proposed as below.



The model of elite sport management system proposed in this research can be concluded as 4 practices of throughputs or processes. The first practices should be to 'Enlarge base and increase number of athletes'. The Foundation and participation, National to international competition organizing and participating should be done at a glance. Then the second practices; 'Supportive factors', were Training facilities, Talent identification and athletes development, and Marketing and public relation. The third practices were 'Management to excellence', which consisted of Coaching development, Training management and education, career and social welfare support. Lastly, the practices of 'Science of enhancing performance' which was really crucial was Sports Science research.
While the 'input'; factor 1 Financial support, should be flown to the system sufficiently, the model of elite sport management should rely on the integration of 'throughputs' factors and the appropriate implication to the context in sports.

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An Analysis On Influence Of Psychological Factors On The Performance Of High School Kabaddi Players Of Gulbarga District

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Introduction:

Sports are a highly specialized activity, the participation in sports warrants a fundamental desire to compete and surpass others in performance, and since any sports activity involves competition. However, winning in a competition surely depends on performance. Better the performance, greater the chance of winning. Nevertheless, the quality of performance displayed by the athletes in competitive events is determined by the several aspects.The mental attitude of each individual player as well as of the team can help or hinder their performance. Most of the coaches agree that the physical characteristics, skills and training of the players are extremely important, but they also feel that good mental or psychological preparation for competition is a necessary component for success.

Objectives:

To study the effect of self confidence on the performance of high school Kabaddi players.

To assess the effect of achievement motivation on the performance of high school Kabaddi players.

To analyze the relation between self confidence, achievement motivation and physical fitness tests performance of high school Kabaddi players.

Materials and Methods:

The purpose of the present work is to study the effect of self confidence and achievement motivation on the performance of high school Kabaddi players. The investigator has come across many questionnaires that would measure the level of self confidence and achievement motivation. After a thorough search and examination of the literature on the various psychological studies, it was decided by the investigator to administer the Bhargava's Achievement Motive Test (1994), Self Confidence Inventory (SCI) developed by Basavanna .M (1975) and physical fitness tests (AAPHER and French Bobbing).

Sample:

Forty eight (48) high school Kabaddi players, participated in the Gulbarga taluka level tournament, served as subjects for the present study. These forty (48) subjects together represented the sample for the present study.

Test Administration and Collection of Data:

To collect necessary data pertaining to the present study, all the selected subjects were administered to Self confidence Inventory (SCI) and Bhargava's Achievement Motive Test during the inter-collegiate volley ball competitions. The data were in the form of answer given by the subjects in response to the various questions of the questionnaire. The subjects completed answering the questionnaire within the stipulated time after which the questionnaires were collected back and the standard scoring manual was used to get the score. After the scoring of the completed questionnaire the subjects were divided into "High" and "Low" groups in both the variables according to the key manual and then the physical fitness tests were conducted for both the groups.

Tools

The self confidence inventory (SCI) developed by Basavanna .M (1975). The questionnaire consists of 100 items. The odd-even (split-half) reliability co-efficient calculated by spearmen brown formula is found to be 0.94.

Bhargava's Achievement Motive Test consists of 50 items. The reliability and validity were 0.85 and 0.91 respectively.

1. Physical fitness tests (AAPHER and French Bobbing).

S.No.	Components	Test	Unit of Measurement
1.	Speed	50 yard dash	Time
2.	Endurance	12 min. Run & Walk	Distance
3.	Flexibility	Sit & Reach test	Inches
4.	Agility	Shuttle run10x4 yards	Time
5.	Strength	Pull Ups	Score

The procedure and scoring of selected physical fitness tests are done as per the norms given in the manual of tests and scales.

Statistical Analysis:

To meet the objective of the study mean, standard deviation, t-value and correlation were used to calculate and analyze the data.

Results and Discussion:

Table.No.1:Physical Fitness performance of High school Kabaddi players in two levels of SC

Components	SC	Mean	SD	t- value
Endurance	Low	2120	162.9	7.80**
	High	2210	166.6	
Speed	Low	11.28	1.71	6.02**
	High	9.06	1.36	
Agility	Low	14.62	1.91	5.80**
	High	12.01	1.62	
Strength	Low	11.58	2.48	7.54**
	High	15.74	2.02	
Flexibility	Low	2.32	1.61	3.96**
	High	3.48	1.72	

**Significant at 0.01 level

Table.No.1 presents the mean scores of five physical fitness tests performances of high school Kabaddi players in low and high self confidence level. It can be observed that the mean score in low self confidence is lower than the high self confidence. This shows that the high self confidence participants have taken less time to complete the given task (Speed and Agility test) than the low self confidence participants. In endurance test the high self confidence participants have covered more distance in the given task than the low self confidence participants. In pull-ups (Strength) test the high self confidence participants have scored more in the given task than the low self confidence participants. In flexibility test the high self confidence participants have reached more range of motion or scored more in the given task than the low self confidence participants. The t-values were significant at 0.01 level which states that there is a significant difference in the physical fitness tests performances between the two self confidence level groups. Thus the self confidence proves to be significant influencing factor in increasing performance. Therefore, the results indicated that there is an influence of self confidence on the physical fitness tests performances.

Table No.2:Physical Fitness Performance of High school Kabaddi players in two levels of Achievement motivation

Components	ACMT	Mean	SD	t- value
Endurance	High	2430	164.02	6.12**
	Low	2210	172.56	
Speed	High	10.20	1.52	8.32**
	Low	12.60	1.10	
Agility	High	13.24	1.26	9.32**
	Low	16.14	2.28	
Strength	High	16.82	2.72	8.46**
	Low	12.13	2.64	
Flexibility	High	3.84	1.16	5.70**
	Low	2.06	1.02	

**Significant at 0.01 level

Table.No. 2 presents the mean scores of five physical fitness tests performances of high school Kabaddi players in two levels of Achievement motivation. It can be observed that the mean score in high achievement motivation group is higher than the low achievement motivation group. This shows that the high achievement motivation group participants have taken less time to complete the given task (Speed and Agility test) than the low achievement motivation group. In endurance test the high achievement motivation group participants have covered more distance in the given task than the low achievement motivation group. In pull-ups (Strength) test the high achievement motivation group participants have scored more in the given task than the low achievement motivation group. In flexibility test the high achievement motivation group participants have reached more range of motion or scored more in the given task than the low achievement motivation group. The t-values were significant at 0.01 level which states that there is a significant difference in the physical fitness tests performances between the two achievement motivation level groups. The high achievement motivation level facilitated the higher performance of the high school Kabaddi players.

Table.No. 3:Correlation between the Variables

Sr.No.	Variables	r-values
1	SC and Strength	0.622**
2	SC and Flexibility	0.548**
3	SC and Endurance	0.426**
4	SC and Speed	0.301**
5	SC and Agility	0.620**
6	ACMT and Strength	0.702**
7	ACMT and Speed	0.612**
8	ACMT and Endurance	0.564**
9	ACMT and Flexibility	0.521**
10	ACMT and Agility	0.343**

**Significant at 0.01 level

SC- Self confidence, **ACMT**- Achievement motivation, **PFCF**- Physical fitness tests performance

Table.No.3 presents the r-values between Self confidence, Achievement motivation and Physical fitness test performances. It can be seen that r-values were significant at 0.01 level to indicate the significant relationship between the self confidence, achievement motivation and physical fitness test performances. Thus the results clearly indicate the fact that there is a positive and significant relationship between self confidence, achievement motivation and physical fitness test performances.

Conclusions:

There is a significant difference in physical fitness test performances between high and low SC. High SC group is significantly higher performance in physical fitness tests than the Low SC group.There is a positive and significant correlation between the self confidence and physical fitness test performances. There is a significant difference in physical fitness test performances between high and low achievement motivation groups. High achievement motivation group is significantly higher performance in physical fitness tests than the low achievement motivation group. There is a positive and significant relationship between the physical fitness test performances and physical fitness test performances.

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A Study On Stress Among High Medium And Overachievers Of Men Volleyball Players

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Abstract:
The purpose of this study is to analyse on stress among high, medium and over achievers of men volleyball players.. To achieve the purpose of this study, the investigator in consultation with the Guide, the investigator selected the players who competed at national level volleyball competitions were considered as high achievers, players competed at inter university level competitions were considered as medium level achievers and players who competed at inter-national level competitions was considered as over achievers in the game of volleyball. Hence, the investigator selected 30 men volleyball players competed at national level, 30 men volleyball players competed at inter university level and 30 men volleyball players competed at international level. Thus, the research objective was to find out the differences among volleyball players competed at different levels. Since the research is aimed at determining the differences on stress variables of different groups of players, the data collected were subjected to statistical analysis using Analysis of Variance. In all cases 0.05 level was fixed to test the hypothesis.Key Words: Stress

Introduction
Modern man lives in a mental world in which the important skills of success are based on his psychological activities. Increasing pressures on human mind in the pursuit of materialistic philosophy are making in roads into the happiness of life.
SPORTS
The term sports is sometimes extended to encompass all competitive activities in which offense and defense are played, regardless of the level of physical activity. Both games of skill and motor sport exhibit many of the characteristics of physical sports, such as skill, sportsmanship, and at the highest levels, even professional sponsorship associated with physical sports.
Sports that are subjectively judged are distinct from other judged activities such as beauty pageants and bodybuilding shows, because in the former the *activity* performed is the primary focus of evaluation, rather than the physical attributes of the contestant as in the latter (although "presentation" or "presence" may also be judged in both activities).
Modern man lives in a mental world in which the important skills of success are based on his psychological activities. Increasing pressures on human mind in the pursuit of materialistic philosophy are making in roads into the happiness of life
PSYCHOLOGY
Psychology is an academic and applied discipline involving the scientific study of mental functions and behavior. Psychologists study such phenomena as perception, cognition, emotion, personality, behavior, and interpersonal relationships. Psychology also refers to the application of such knowledge to various spheres of human activity, including issues related to everyday life (e.g. family, education, and employment) and the treatment of mental health problems. Psychologists attempt to understand the role of these functions in individual and social behavior, while also exploring the underlying physiological and neurological processes. Psychology includes many sub-fields of study and applications concerned with such areas as human development, sports, health, industry, media, and law.
STRESS
In everyday life we are subjected to a wide range of pressures. We also have a wide range of resources and strategies for coping with pressure. Some times we will cope well and will not feel that the pressure is having any adverse effect upon us. At other times we will have difficulty in dealing with the situation and that is when we may use the term “stress”.

In reality any situation that puts us under pressure is technically “stressful”. Stress is not necessarily unpleasant or harmful. When we able to cope satisfactorily with the stress and find it to be positive in its effect, we tend to use other words such as “stimulation” or “challenge”. For the purpose of this introduction, we will use the term “stress” to mean the reaction we have to those pressures which are harmful, unpleasant ar disabling.

In this regard a simple but accurate definition of stress is: “Stress occurs when the pressures upon us exceed our resources to cope with those pressures”. Indignant of achievement is predominant in almost all animals and human beings. Man as a special being in gifted with invaluable mental stamina, which at times remains hidden or rather found suppressed due to the environment and sociological function to which the individual is exposed to.” (Cox, 2002)

Man has always yearned to excel and to attain the ultimate am in his lives; one way to excel is through sports. Thus people turned to sports for the achievement of greatness, apart from other benefits. Sports therefore have become an ever expanding avenue of human life and today sports in its various forms have played vital role in life of mankind. Sports and games are competitive in nature and meant for a specific age group. The participation is mainly enjoyed by the talent and gifted youngsters. So the process of channelization of athletes into various sports and games should be according to their ability and interest.

Statement Of The Problem

The purpose of this research was to make a study on stressamong high, medium and over achievers of men volleyball players.

Delimitations

For the purpose of the study, the players who competed at national level competitions representing their university is considered as high achievers in the respective game. Hence, the investigator selected 30 volleyball players who represented their university at national level.

For the purpose of the study, the players who competed at inter-university level competitions representing their university at inter university level competitions is considered as medium achievers in the respective game. Hence, the investigator selected 30men volleyball players who represented their university at inter-university level competitions.

For the purpose of the study, the players who competed at inter national level competitions representing their university at inter national level volleyball competitions were considered as over achievers. Hence, the investigator selected 30 men volleyball players who competed at inter national competitions.

Thus the study covered a total of 90 inter university men volleyball players of 30 high achievers, 30 medium achievers and 30 over achievers in the game of volleyball.

The age of the subjects was between 19 and 26 years.

Standardized questionnaires were used to collect data on selected psychological variables.

Limitations

The subjects selected for the study were from different states in India and their different socio-economic status, study habits, life style, nutritional status, were beyond the control of the investigator which could be the limitation of the study.Questionnaire research has its limitations. As such any bias that may enter into the subject’s response in his account may be considered as a limitation of the study.

The influence of vigorous academic activity of students could have discouraged or motivated the subjects during training and during testing period. The heterogeneous characters of the subjects in hereditary and environmental factors were recognized as a limitations.

Selection Of Subjects

The purpose of this study is to analyse on stress among high, medium and over achievers of men volleyball players.. To achieve the purpose of this study, the investigator in consultation with the Guide, the investigator selected the players who competed at national level volleyball competitions were considered as high achievers, players competed at inter university level competitions were considered as medium level achievers and players who competed at inter-national level competitions was considered as over achievers in the game of volleyball. Hence, the investigator selected 30 men volleyball players competed at national level, 30 men volleyball players competed at inter university level and 30 men volleyball players competed at international level. Thus the study covered a total of 90 volleyball players. The age of the subjects was between 19 and 26 years.

Dependent Variables
Stress
Independent Variables

1. **30 men volleyball players competed at national level**
2. **30 men volleyball players competed at inter university level**
3. **30 men volleyball players competed at inter national level**

Research Design:
The objective of undertaking this research was to assess the psychological variables of high, medium and over achievers of inter men volleyball players and to find out the differences. Thus, the research objective was to find out the differences among volleyball players competed at different levels. Since the research is aimed at determining the differences on selected psychological variables of different groups of players, the data collected were subjected to statistical analysis using Analysis of Variance. In all cases 0.05 level was fixed to test the hypothesis.

Table I:Intra-class Correlation Coefficients obtained on Anthropometric Variables

S.No	Name of Variables	Obtained Correlation Coefficient
1	Stress	0.76*

* Significant at 0.01 level.
TEST ADMINISTRATION

STRESS

The standard psychological tool device by Everyly and Girdano's was used to quantify psychological stress. This test consists of 14 statements. Each statement consists of 4 responses: Almost always; true; usually true, seldom true, never true.All the statements are positive in nature. The respondents made a tick mark (√) on any one of the responses that fit to them best.Hence the inventory in its original form was made use of in this investigation. A copy of questionnaire is given in appendix I.
Scoring
The inventory was scored with the help of a scoring key which is given below. The scoring obtained for each statement was added and it was treated as individual score. The total score constituted the psychological stress score. The range of psychological stress score of the subject is given in appendix.This questionnaire measures time urgency, competitiveness and hostility, polyphonic behaviour (trying to do many things at a time) and lack of planning. It consists of 14 items and it tries to measure the degree of stress of the students for every item, four alternatives are given from very high to very low.
Method of Scoring

There are four alternative responses to each item. There are (a)n almost always true (b) usually true (c) seldom true and (d) never true. The subject is to check one of the four as it suits to him in accordance with the idea expressed in the respective statement. The alternative answers are assigned weights from 3 to 0.

Response	Value
Almost always true	3
Usually true	2
Seldom true	1
Never true	0

The 0 scores indicates a very low degree of stress and a score of 3 indicates very high stress level in the individual. The sum of all the weights assigned to all items in the total stress score of the individual. The minimum score is 0 and the maximum score is 42. The low score indicates low level of stress and high score indicates the high level of stress.

Results On Stress

The results comparing psychological variable Stress among the high, medium and overachievers of inter university men volleyball players is presented in Table

Table –II:SHOWING THE ANALYSIS OF VARIANCE ON THE MEANS OBTAINED FROM HIGH, MEDIUM AND OVERACHIEVERS OF VOLLEYBALL PLAYERS ON STRESS

	Means Values of Volleyball players of			Source of Variance	Sum of Squares	df	Mean Squares	F
	High	Medium	Over achievers					
Means	23.56	23.92	27.96	Between	298.43	2	149.21	5.90*
				Within	1820.96	72	25.29	

Table F-ratio at 0.05 level of confidence for 2 and 72(df) =3.12 .

* Significant at 0.05 level

Table II shows that the mean values in Stress for high achievers of inter university volleyball players was 23.56 medium achievers of volleyball players was 23.92 and over achievers of volleyball players was 27.96. The differences were subjected to statistical analysis and it was found that the obtained F value 5.90 was greater than the required F value of 3.12 to be significant at 0.05 level. Hence, it was found that there were significant differences between the groups tested.Since significant differences were obtained the data were further subjected to statistical treatment using Scheffe's confidence interval and the results are presented in Table III

Table III:Scheffe's Confidence Interval Test Scores on Stress

MEANS				Required . C I
High achievers	Medium achievers	Over achievers	Mean Difference	
23.56	23.92		0.36	3.55
23.56		27.96	4.40*	3.55
	23.92	27.96	4.04*	3.55

* Significant

The results presented in Table III showed that the mean difference between high and medium achievers of volleyball players was -0.36. The differences between high and over achievers of volleyball players was 4.40. The differences between medium and over achievers of volleyball players was 4.04. The required mean difference to be significant at 0.05 level was 3.55. The mean differences between high and over achievers (4.40) and medium and over achievers of volleyball players (4.04) were greater than the required value of 3.55, hence it was found significant at 0.05 level.

Conclusions

It was concluded that there were significant differences on psychological variable stress among high, medium and overachievers of inter university men volleyball players as the obtained F value was significant at 0.05 level . The post hoc analysis proved that overachievers were significantly greater stress than high and medium achiever

Suggestions For Future Researchers

Based on the experience gained through this study, the following suggestions are made for further researchesA separate research may be undertaken to find out the association between selected psychological variables and winning performance of inter university volleyball players.A comparative research may be undertaken to study the men and women inter university players of different levels of competitions which will through more light on the findings of this study.

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Study of Predictive analytics by mining Sports Data

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Abstract :

Now a days many people are very much interested in watching sports. We know how passionate people are about sports and are interested in predicting the outcome of the game. Traditionally, human experts in the sports domain like coaches, spectators, mentors and former players make predictions on the outcome of the game. The predictions usually depends on the gut feeling, analysis, instinct and experience of the sports men. In many sports games, spectators are interested in predicting the outcomes and watch the entire to verify their predictions. Traditional approaches are mostly quantitative and are based on historical data. Traditional methods of prediction may not always be accurate and reliable. Prediction analytics are essential in the decision making process in sports domain. Prediction system is also helpful to end the curiosity of anything. In this paper, we analyse sports data mining approach, which helps discover interesting patterns and knowledge and predict outcomes of sports games.

Introduction

There are lot of research in the prediction of sports. Many sports prediction systems are in great demand. Prediction of sports are now widely used in sports such as football, cricket, tennis, basket ball, athletics etc. Prediction of sports is comparatively difficult as there may be multiple factors that can influence the outcome of the game, like the sport, equipment, venue, weather conditions etc for an outdoor game.
In recent years, many data mining algorithms and tools makes it possible to extract required information from the data files.

Machine learning is used in Prediction system . Machine learning is broadly classified into two types of machine learning namely supervised machine learning and unsupervised machine learning. In supervised machine learning we must train the machine by providing huge data sets and the outcomes. Predictive and sports analytics incorporate various data mining algorithms, machine learning algorithms , SQL technologies, statistics etc. By using the queries, data can be extracted and trained , so that predictions can be made. It helps discover useful knowledge and interesting relationships in the sports data to facilitate predictions of the outcome of the game. Nowadays, there is a growing interest in sports that encourages research in predicting sports outcomes more analytically. The advancement of technology and development in computing capabilities have expedited research in predictive analytics in the field of sports. In recent time, professional sports have become competitive. Sports people in many countries are treated as celebrities and have a huge followers, who demand information and good performance from their sports idols . Hence the need of predictions of sports analytics, which can be used by the coaches and the players to excel their performance based on the predictions

Data sets now a days are huge coming from various sources, consisting of player's information, summary of player's performance statistics, videos, environment conditions etc. There are various real time devices that extract the player's performance which can be used as an input to the prediction systems. There is a tremendous growth of data, which includes players' statistics, weather conditions, information from experts, etc. . The trainers and coaches now maintain datasets which can also be used for prediction systems.

Data mining algorithms, analytical models, information systems are all combined together for the decision-making process. Such information is primarily sought for improving the team performance.

Conclusion:

Using predictive analytics, the sports person and coaches, can keep a track, evaluate and predict the outcomes of the game. It is instrumental in providing training plans, performance enhancement and strategy formulation . The information can also be used by the sports person for self assessment to improve their performance. It also helps in maintaining the huge fan base of the sports players. The investors also depend on the predictions to invest .There is also a lot of scope in career in sports analytics and management

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Talent Transfer In Thai Athletes Development

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Abstract
The purpose of this research was to investigate the factors contributing to the success of Thai athlete transfer and the transfer process for Thai athlete development. Collected data from literature review by In-depth interviews from The Executives, coaches, and athletes from the Athletic Association of Thailand and focus groups from sports and academics with qualitative content analysis and presentation of descriptive data. The results are as follows : -
1. The factors that contribute to the success of Thai athletes in sports transferring include: 1) The willingness of the athlete, Love in sport Practice regularly including physical readiness, sports skills and psychological readiness. 2) The policy of sports organizations in Thailand. 3) The competent and attentive coaches, and athletic intention. 4) The service support of the relevanted agencies 5) The encouragement from family and closed friends, and 6) The effective and suitable training program for both sports and individual athletes.
2. The transfer process for Thai athlete development consists of 1) the selection of athletes who are talented and want to transfer sports. 2) The development of talented athletesby developing physical fitness and sports skills, development of mind, intellect and emotion, environmental development, equipment and facilities for athletes and closed friends. 3) Follow-up of training and entry into the national and International competition. 4) Preparation of athletes after the quit of the competition. 5) planning for failures at each stage and 6) research and development to improve the way for athletes develop through sport transfer.Keywords **:** Sports transferring, Thai athlete development, Thai athletes

Introduction

National Sports Development Plan No. 6made many changes to the sport. The obvious one is as a result, some basic sports have been developed into professional sports. These changes are a result of increased awareness and interest in the sport of the people. As can be seen from the concept of some people especially in the youth group, who are aiming to develop themselves in order to participate in sports activities either as an athlete.

Various sports associationshas been certified by the Sports Authority of Thailand is the organizationthat has the roles in the management and recruiting skilled and talented people to the sport or Sport Talent for led to the development and encourage towards the goal set by the Athletic Association. However, the development of athletes, some athletes were not successful in participating in competitive sports to choose one cause, as a result, these athletes have some way to end the sport as such. But in some cases it was foundthe some athletes, which is still being developed and encouraged to transfer to other sports. Either caused by or resulting from the guidance of those involved in the sport finds new success in the other sport that has been developed.

In the journey to be the athlete was found that some athletes may choose the kind of sports as their interests and some come from supporting included guidance from those involved in the sport to appreciate the ability in the body of the athlete. The development of athletes, some athletes were not successful in participating in competitive sports to choose one cause. As a result, these athletes have some way to end the sport as such. But in some cases it was found. Human resources and sportsSome athletes, which is still being developed and encouraged to transfer to other sports. Either caused by or resulting from the guidance of those involved in the sport finds new success in the sport that has been developed.

The development of the sport of Thailand by transferring toward to the other sport which is another way of recruiting the management what is the capable in the sports. Another way, athletes have used in their own development and is another way that club sports be used as a means of recruitment and selection of athletes to the association.

Factors affected to the transfer in the other sport of Thai athletes including the process of transferring to the development of the sport of Thailand. The researchers expect thatin thisresearch will lead to the emergence of new forms and the process management in transferring of human resources for the sport of Thai athletes. In this research leds to the successful in the development of Thai athletes and serve as a guide to how to use the development of the Thai athletes who has been transferred to the other sports both in the present and future to athletes who lead up to the reputation and pride of the nation.

Purpose

1. To study the factors affecting the sport transfer of Thai sports human resources.
2. To study the transfer process for the development of human resources in Thai athletes.

Methodology

In this research, The population was Thai national team players from the Sports Association of Thailand Through the recruitment into the other sports Association, by the way, the sports transferring in 15 types of sports.

This research is the qualitative research by In-depth interviewing Interview, Focus Group, Public Hearing, and supplemented with exploratory research using questionnaires in order to aim at studying the information in the scope. The instrument used in this study was a semi-structured interview on human resource development in Thailand by transferring the other sports method.

Results

The components of physical fitness of Thai athletes affect to the transfer of sports. The transfer process for the development of sports toward other sports has been created by testing from the sport associations. It needs to respond effectively to the athlete.The athletic transfer process requires identifying athlete characteristics to develop Thai athletes.

The factors that contribute to the success of Thai athletes in sports transferring include: 1) The willingness of the athlete, Love in sport Practice regularly including physical readiness, sports skills and psychological readiness. 2) The policy of sports organizations in Thailand, viz, the policy of the Sports Authority of Thailand, Sports Association Policy and other agencies that related to the sports. 3) The competent coaches, attentive careers, and athletic intention. 4) The service support of the agencies are relevant to the budget, personnel, field and training equipment. 5) The encouragement from family and closed friends, and 6) The effective and suitable training programfor both sports and individual athletes. From the data found that thetransfer of sport types of Thai athletes in various sports associations.There is no written policy and informally.The factors that led to the transfer of sports from the original sport to the new sport 5 are: 1) the original sport, no improvement. 2) Successful start of new sport. 3) Get persuaded by those involved in the new sport. 4) Reward / new sport. Reward more attractive / More popular / motivational, and 5) new sport challenges In addition, three main reasons that athletes have chosen to change to another sport are: 1) Unsuccessful international competitions from the past 2) The end of the season by Sporting injuries affect to them in coming back to alternative sports and 3) their athletic characteristics that challenge them to choose and for most athletes tend to have more to give or spark inspiration for something more.

2. The transfer process for Thai athlete development consists of 1) the selection of athletes who are talented and want to transfer sports. 2) The development of talented athletesby developing physical fitness and sports skills, development of mind, intellect and emotion, environmental development, equipment and facilities for athletes and closed friends. 3) Follow-up of training and entry into the national and International competition. 4) Preparation of athletes after the quit of the competition. 5) planning for failures at each stage and 6) research and development to improve the way for athletes develop through sport transfer.

Conclusion

The process of transferring sport that to be successful is essential to develop the athletes to the maximum goal. And the main factor of the sports to be successful is the athletes himself and included the selection and finding the athletes. And these people included trainers, parents, judges, administrators, and even places and equipment for training and competition along to the international standards. Enhancing the competitive experience, Creating a Sports Value, Applying sports science and organizations that are involved with the athlete must promote and support their roles and duties to the full potential including appropriate planning processes in the management of appropriate agencies or organizations involved in the development of sports for excellence. These elements are sustainablely essential for the successful development of athletes.

Suggestions

There should be study on the indicator of athletic ability in various sports in order to get talented athletes or athletes with high skill. This will affect to the development of the sport of Thailand to be effective.

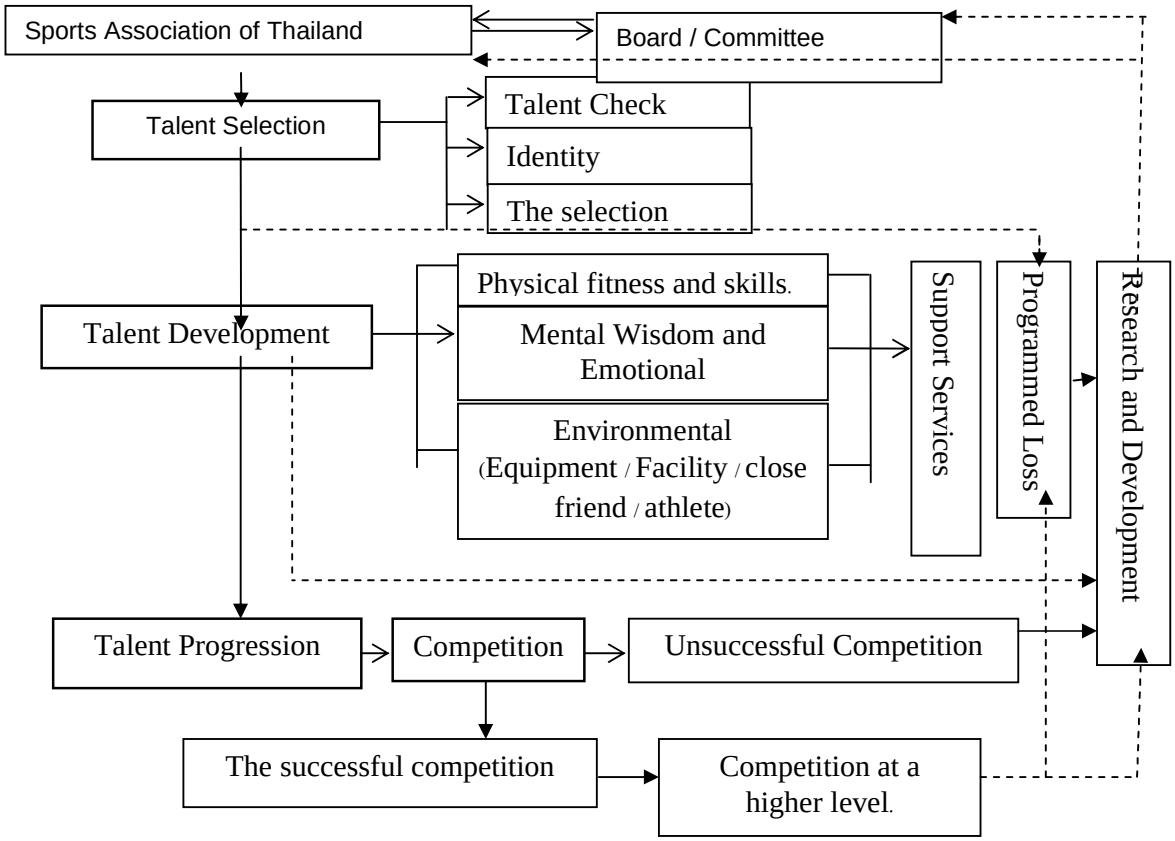

Figure : The model of development of Thai athlete by sport transferring method.

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The Effect of Corporate Social Responsibility Activities on the Image of Thai Professional Football Clubs

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Abstract
This study is the qualitative research which aimed to study correlation of corporate social responsibility activities affect to image of Thai football clubs. The data were collected by using questionnaires from Thai professional football club's fan totally 399 persons. Canonical Correlation Analysis was applied for hypothesis testing. The Canonical correlation coefficient of variables was selected by using criteria of higher than 0.30. Hypothesis testing results were found that corporate social responsibility activities for charity and image of Thai professional football clubs correlates with image of Thai professional football clubs in the medium level. For considering of each aspect, it was found that walk-run activity arrangement for social health and exercising for elderly in the community affect to image of Thai professional football clubs in low level. Moreover, image of Thai professional football clubs and corporate social responsibility for charity correlate in medium level. In the result, concerning of each aspect was found that image on corporate social responsibility affect to pattern of corporate in medium level and club's execution also affects to pattern of corporate social responsibility in low level. Keywords**:**Corporate social responsibility, Thai professional football club, Fan club

Introduction

Corporate social responsibility of business organizations has developed for many years, and is the way to requite back to society or the way to devote for developing economy and quality of life for organization's staffs, local community and society. Football clubs in England are interested about role of the society since 1980 (Vlad Rosca, 2011), nowadays Football clubs in England penetrate and support activities regarding corporate social responsibility such asbeing volunteer and donating for charity. Financial aspect for activities related to corporate social responsibility is also more interested about knowledge on corporate social responsibility and more connecting for many years (Walker & Kent, 2009). Professional football club is almost similar to other medium business organizations composing of tangible assets, intangible assets that finance is controlled by professional management and marketing. (Sonmez, M. and Yang, D. 2005)

Thai professional football clubs hasinitially placed importance about corporate social responsibility last 3-4 years ago. After football is widely more popular from fan club and cheers, every professional football club has to be more interested to increase fan club in order to be a foundationof stability for empowering the club which lets to raise more good image of the club. Consequently, football clubs find out strategies to support club's policy in corporate social responsibility. Despite they might not have enough mentioned knowledge, they try to perform as same as using prototype correctly or wrong route.

Business adopting corporate social responsibility impacts to better image of the organization (Jefkins, 1993) that is the great idea for organizations to concern and take an importance in strategic development for systematic image building. Previously, public relation was mainly taken in account to apply and combine various communication strategies using diverse techniques for unity in order to support achieving goals. Therefore, it influences satisfactory of services and support relationship among fan club and club members reflecting to image of the organizations in responding to social needs.

Corporate social responsibility of Thai professional football club as new business in Thailand was applied to be significant policy of club operation, howeverit was found that they still could not know which activities will be related to Thai professional football club's image.

Objectives

To study correlation of corporate social responsibility activities effect to image of Thai professional football club

Hypothesis of the research

Corporate social responsibility activities for charity correlates with image of Thai professional football clubs

Literature review

Kotler and Lee (2005) complied 6 corporate social responsibility activities which have implemented continuously. Cause-Related Marketing (CRMK) is able to concretely figure out return of the investment in term of money the most. This is because CRMK is subsided or donated some revenues from product sales to assist or solve some social issues in exactly limited duration or give it to charities foundation defined in the activity. Most business organizations would collaborate with nonprofit organization using this corporate social responsibility activity to create relationship for co-profit purpose by increased volume of product sale. Moreover, some revenues were taken to support charity while giving opportunity for customers to participate in helping for charity through purchasing products without paying anymore. (Varandarajan and Menon, 1988)

Methodology

This study is the quantitative research by collected data via questionnaire submitted to fan club of Thai professional football clubs totally 399 persons. Hypothesis of the research was statistically tested by Canonical correlation analysis. Canonical correlation coefficients were selected by using criteria of higher than 0.30. If any coefficient was lower than 0.30, it was exclusion and taken into less significance in scoring translation. (PolsakJirakraisri, 2013)

Results

Hypothesis of corporate social responsibility activities for charity correlates with image of Thai professional football clubs.

Table 1: Testing values of correlation between corporate social responsibility for charity and image of Thai professional football clubs

Variate number	Set 1
Canonical correlation	0.618
Eigenvalues	0.383
Wilk's lambda	0.496
F-value (Chi square)	3.973
Significance (p<0.01)	0.000
Variance extracted (%)	
DV Image of Thai professional football clubs	60.067
IV Corporate social responsibility for charity	27.259
Redundancy (%) (>1.5%)	
DV Image of Thai professional football clubs	22.978
IV Corporate social responsibility for charity	71.259

According to Table 1, these correlations were taken to determine Canonical correlation values between independent variable on corporate social responsibility activities for charity and dependent variable on image of Thai professional football clubs. The result was found that Canonical correlation value equals 0.618 which means independent variable on corporate social responsibility activities related to image of Thai professional football club in medium level.

When eigenvalues (statistics using for analyzing components defined to variances of every variable) were determined the correlation equally 0.383. It reveals that corporate social responsibility for charity could be able to forecast variances of image of Thai professional football clubs at percentage of 38.30.

Table 2: Canonical correlation coefficient in standardized and structured scores for independent variable of corporate social responsibility for charity and dependent variable of image of Thai professional football clubs

Variables	Canonical correlation coefficient	
	Standardized scores	Structured scores
DV Image of Thai professional football club		
DV1 Social responsibility	-.525	-.931
DV2 Social aids	-.170	-.874
DV3 Personnel	-.164	-.797
DV4 Club operation	-.334	-.855
DV5 Club	-.143	-.808
IV Corporate social responsibility for charity		
IV7.1 Donating space for aerobic dance project	-.261	-.824
IV7.2 Arranging Health checking for community	-.036	-.780
IV7.3Providing exercising instruments for community	-.150	-.806
IV7.4 Arranging walk-run event for community	-.339	-.905
IV7.5 Arranging exercising event for elderly	-.365	-.898

These correlations were tested by Canonical correlation coefficient analysis, and the results were found as follows; corporate social responsibility for charity influences to image of Thai professional football clubs in medium level (r = .618) with statistically significant different at the level of 0.01. Also, corporate social responsibility activities for charity about arranging walk-run event for community (r = -.339) and arranging exercising event for elderly (r = .365) are minor variables impacted to image of Thai professional football clubs in social responsibility aspect (r = .525) and club operation aspect (r = -.334).
Regarding to results of correlation testing, quantitative data were analyzed of correlation prototype between corporate social responsibility activities for charity and image of Thai professional football clubs which correlated in medium level. (Canonical correlation = 0.618)Canonical correlation coefficient which is significant to corporate social responsibility activities for charity and image of Thai professional football clubs, could be able to sort from high to low as following, arranging exercising event for elderly equals -0.365 and arranging walk-run for community approximates -0.339, respectively. Furthermore, Canonical correlation coefficient has significant difference to image of Thai professional football clubs and social responsibility for charity arrange from top to down as follows, social responsibility equals -0.525 and club management equals -0.334, respectively.

Discussions

According to the research, corporate social responsibility activities for charity and image of Thai professional football clubs could be able to discuss that it correlates in medium level. While considering of each related aspect, it was revealed that arranging of walk-run event for community and arranging exercising event for elderly in community affects image of Thai professional football clubs in low level. In addition, image of Thai professional football clubs correlated with corporate social responsibility activities for charity in medium level. Considering of each aspect, it was found that image of social responsibility also impacts social responsible activities in medium, however image of club management affects social responsible activities in low level. These are corresponded with Kotler and Lee (2005) mentioned that participation in solving specific social issues with exactly limited duration or provide for charities foundation defined in the activity, also most business sectors would collaborate with nonprofit organization using this social responsible activity to create relationship for co-profit purpose.

Suggestions

Other patterns of activities should be studied further to figure out which activities would be the most significant to image of Thai professional football clubs.

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A Study On Emotional Intelligence And Adjustment Of Sports People Modern Days

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Introduction

Games, in this day and age, have turned into an indispensable piece of any person's solid day by day schedule. It is a piece of school educational programs all through the world. It is a key piece of preparing of every single formally dressed power of the world since sports not just aides in physical wellness of a man, yet in addition instills in him the characteristics of sharing, participation and sportsmanship. There are curios and old structure that recommend that the Chinese occupied with wearing exercises as ahead of schedule as 4000 B.C. Aerobatic seems to have been a prevalent game in China's old past. Landmarks to the Pharaohs show that various games, including swimming and angling, were all around created and directed a few a huge numbers of years back in old Egypt. Other Egyptian games included Javelin, tossing, high bounce and wrestling. There are endless comparable illustrations related with pervasiveness of different various types of games in old human advancements, everywhere throughout the world. Games turned out to be such a noticeable piece of their way of life that the Greeks made the Olympic Games, which in antiquated Tutoring has been broadly perceived to have an impact on one's psychological improvement. Advancement, privatization and Globalization have turned into the discussion of great importance. In this setting how an individual is equipped to adapt to the requirements of the Globe ends up fundamental. As trade is connected with the monetary

Proclamation of the problem The reason for the investigation was to think about passionate knowledge level among the college level high and low performing soccer players.

TARGETS OF THE STUDY

To determine the significant contrast of profound quality among the college level high and low performing soccer players. To learn the remarkable contrast of friendliness among the college level high and low performing soccer players. To discern the notable contrast of quiet aura among the college level high and low performing soccer players

DELIMITATIONS

The investigation was additionally delimited to the accompanying high and low-execution groups

The study was delimited to semantic differential emotional intelligence instrument developed by (Carrothers, Gregory and Gallegher, 2000)

SUPPOSITIONS

There may not be a significant contrast as to friendliness among the college level high and low performing soccer players. There may not be a significant contrast as to quiet demeanour among the college level high and low performing soccer players

Investigation Of Data And Results Of The Study

The factual investigation of the information was gathered on Two Hundred Forty subjects (N=240). The subjects were additionally partitioned into two gatherings N = 120 each (i.e., N1=120; High Enactment and N2=120; Low Enactment). To discover the Among group contrasts and the distinction of enthusiastic knowledge (EI) Among the college level high and low performing soccer players the accompanying measurable strategies were utilized.

The level of p≤0.05 was viewed as critical.
1 Student's "t" test for autonomous information
2 One path investigation of difference (ANOVA)
Investigation of Variance (ANOVA) of the Koppal Govt First Grade College, , Hitnal Govt First Grade College. Alavandi Govt First Grade College., Hosabandi Govt First Grade College., Irakalagada Govt First Grade College., Yalburga Govt First Grade College., Mangalore Govt First Grade College. and Koppal Govt First Grade College. University in relation to
Emotional Intelligence.

ANOVA
VAR 00002

Sum of the Squares	df	Mean score	F	Sig.
Among the Groups	3352.857	6	478.970	1.972	.064
Within the Groups	27187.732	111	242.738		
Total	30540.531	118			

Critical at .05 level of criticalness.
Tab. F .05 = 2.07
Table 16. Uncovers that the ascertained estimation of F-proportion that is 1.972 is littler than arranged estimation of 2.07 for the chose level of flexibility and level of hugeness. Subsequently it might be inferred that entomb assemble contrasts among high performing colleges that is Koppal Govt First Grade College, , Hitnal Govt First Grade College., Alavandi Govt First Grade College., Hosabandi Govt First Grade College., Irakalagada Govt First Grade College., Yalburga Govt First Grade College., Mangalore Govt First Grade College, And Koppal Govt First Grade College. University in connection to Emotional Intelligence found to be factually unimportant.
PROBALITY VALUE: 0.064915

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS
Emotional knowledge (EI) alludes to the capacity to see, control, and assess feelings. A few specialists recommend that enthusiastic knowledge can be learned and reinforced; while another claim it is an inalienable trademark. Since 1990, Peter Salovey and John D Mayer have been the main specialists on enthusiastic knowledge. In their compelling article "Passionate Intelligence," they characterized enthusiastic insight as, "the subset of social knowledge that includes the capacity to screen one's own and others sentiments and feelings, to segregate among them and to utilize this data to control one's reasoning and activities" (1990).
Emotional Intelligence (EI) chooses in the event that you:
Are objectively adequately exceptional to remain self-motivated and keep up your forceful imperativeness;Take eager control as a result of disappointment and dissatisfaction;Stay soundly alert and focused to oversee preoccupations and stress;Maintain the power of reason that enables you to reach past your present cut-off focuses and achieve your most important targets.
Real Findings:
There is a huge contrast in the mean scores of passionate insight of young men and young ladies sports identity from private secondary schools of Gulbarga area at 0.01 and 0.05 level of hugeness. 166
CONCLUSIONS
Adjustment and emotional intelligence have greater impact on individual. Well-adjusted and emotionally intelligent sports personality can better perform in their social, psychological, emotional, sports facets of lives. This study describes the nature of their variables and their correlations, with special reference to the gender and type of school (government or private), where they are studying. After having a thorough review of the research findings it can be concluded as, in many cases girl sports personality have shown better performance than the female sports personality with reference to adjustment, emotional intelligence and sports performance.

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A Study On The Camp Site Wellness Of Players

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Abstract
Sports have gained all over the entire world and it has become a way of life. In every university sports also one of the parts of the education. Universities every year for each game conducting coaching camps before the competition in a particular place. There universities provide some facilities to improve performance accommodation , DA .food, physiotherapist, psychologist, audio visual aids, ground facility, uniform, and experienced coach and manager. The purpose of the present study is to investigate the problems facing in the camp site of players and coaches. In some universities they providing the above all facilities and getting successful results, but in some universities they were not providing good accommodation, experienced coaches, satisfactory DA, ground facility, physiotherapist, psychologist, audio visual aids etc. After the entire day of heavy practice the sports men require a good rest, nutritious food, which is possible to get by good accommodation, and satisfactory DA, lack of facilities will affect the next day practice session and also player's performance. Finally after in this study the author observed and concluded during the time of camp all the universities try to provide above all the facilities to the players than we can expect good results.Key words: campsite, wellness, university players.

Introduction

Sports were one of human disciplines which had social function, and also it played a significant role in the formation and full development of personality. It develops the human bodies and culture by a steady pursuit of perfection which appears to enlarge progressively the range of human intellects and sensibilities. In this world so many universities are there. In every university sports also one of the parts of the education. The All India University every year conducting sports at the All India level. For this in some games they have to participate in the zones level. In the university they call the players first for selection trials. When the competition date announces before 20 days back they call to players for camp. For camp all the selected players will be participate in a particular place. The players should stay 20 days in a particular camp site. Camp can be an out let for players to improve technical, tactical skills that will be used later competition. Camps are allowing the players the opportunity to be taught technical and tactical skills by experienced coaches. Physical activity can provide many psychological and emotional benefits. Coaching is about performing at your best through the individual and private assistance of someone who will challenge, stimulate and guide you to keep growing. Coaching improves technique and performance. **Wellness** is much more than merely physical health, exercise or nutrition. It is the full integration of states of physical, mental, and spiritual well-being. The model used by our campus includes social, emotional, spiritual, environmental, occupational, intellectual and physical wellness. Each of these seven dimensions act and interact in a way that contributes to our own quality of life.

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The Identification Of Problems Of Trainees In The Camp

Training of sports person for participation in competitive sports has set a very high standard in the past 2 decades. Training the elite sportsperson for major competition is a challenge job and encompass several factors which to be taken into be consideration in meeting the needs of the sportsperson from diet, equipment, goal setting, training load, build up and exposure competition , recovery, relaxation, psyching up and ultimately participation in competitions for which training is imparted. To achieve high level performance many years of uninterrupted, scientific, and systematic training is required under the watchful supervision of an expert coach and assisted by proper scientific backup.

Accomodation:
After the selection trials during the camps university providing guest house, hostel, and in some universities they provide classrooms for the accommodation for the sportsmen. In the guest house and hostel there will be get good facilities for players. In the classroom there will be no bed facility. After the entire day of heavy practice, the sportsmen (athletes/players) require a good rest, which is possible to get by good accommodation facility, Lack of rest; will affect the next day practice session and also the player's performance. He/she could not give his/her 100% in the practice. So universities always provide good accommodation than the players will get comfortable rest.
DA: In today's condition, we require minimum of Rs 50 to get a good food for our time. So, it requires minimum Rs 150 for a player each day to spend on his food. But in some universities they provide only Rs 100 per player per day. Hence, it is difficult to manage in getting a good food for a day (3 times) with in limit. After the practice session players may like to drink milk, fruits, juice, or dry fruits for energy. So Rs 100 is not enough to player's food each day. As practice is necessary for players, it is also necessary to consume good and nutritious food. For such good and nutritious food, we need to pay more. In some universities they provide Rs 200 per it's enough to have good and nutritious food in outside.
WEATHER CONDITION: The climate or weather condition affects a player's potential to perform and also health. Hence, a camp site should be choosing accordingly that suit the weather condition of the place where competition is held. Hence, planning for the right camp site is very important.
EXPERIENCED COACH AND MANAGER; Coach plays a main role in training the players. A well trained team can perform well during the tournament. Hence, during the selection of a coach to a team, it is very important to consider his experience in coaching and his achievements in the respective game or sports. Than we can expect good results.
FOOD: After the completion of every day camp, the players should have good food that provides him lot of strength, increases his potentials, his immunity etc. Many a times, this fails because the camp will be held in an interior area where the availability of such food is not possible. To have such food, the player may have to travel for away. Which is time consuming; hence it is necessary to arrange a camp in a place where all the basic facilities are available.
GROUND FACILITY: A good ground facility also helps the players in having a good practice. No pits should be in ground. The ground should be well maintain and should be the best to practice in. Marking on ground should be done and also drinking water facility should be provided.
Audio visual aids for the players ; when players performs in the camp during the practice session the video analyser analysing their skills through biomechanical investigations in especially in techniques and tactics by video. Scientific staff come together and analyse the various aspects and advice or even correct certain drawbacks of the sportsman. There is very less actual coaching to be done at that level. It will help to coach correct their mistakes.

CAMP SITE WELLNESS OF COACHES

Discipline and Dedication: Lack of discipline, dedication and a strong sense of national idle, both among sportspersons and coaches, has been cited. As one of the major factors contributing to the decline of universities Sports. So in the camp site always maintain the time sense and discipline.
Inadequate incentive: There are no two opinions on the fact that we have not been Able, so far, to create a congenial atmosphere for the promotion of sports culture in the country. Sports have been able to provide adequate and proper job opportunities for our young generation so as to attract them towards sports.
Coordination and Accountability Besides the lack of coordination between players and coaches is one of the main factor in the camp site in promotion of sports, there is no accountability and Responsibility for poor performance in sports in university level.
Last Minute selection of Teams: There has been a series of complaints about the late Selection of teams. There is tension in the minds of sportspersons till the last minute as they are not very sure about their final inclusion in the team. These results in complete Confusion and players are not able to concentrate on their Sporting activities. So always conduct the selection trials before one month of competition.
Funds crunch: In some cases, the universities are paying only 90% the fare and the remaining 10% is to be borne by the player himself or herself. The logic behind this part payment is not clear over train passage fares are so costly that it would not be possible for any of our players to bear even the 10% of the expenditure from their own pockets. It is very unfortunate if such a thing has happened with any player.
Training for Sportspersons: In countries like China and Japan, the teams are trained all through the year. In Germany, sportspersons are scientifically selected between 6 to 8 years of age. Sports persons in India are given training barely a couple of months before the actual commencement of the competition.

Supply of Equipment: Sportspersons are not provided with the kits well in advance. Many of them are not in a position to purchase the kits at their own cost as they are quite costly. Besides, there is an apprehension of getting sub-standard quality of kit if purchased by the player on his own which may have adverse effect on the quality of his performance. So provide good and conditioned equipments for players to get good results.

Nutritious Diet: Availability of nutritious diet and food is one of the basic requirements of any sportsperson to excel in sports. Efforts should be made to ensure that the diet available to sportsmen and women has the nutritional value necessary to meet the Specific requirements of different games and sports in which they participate.

PHYSIOTHERAPIST; when one achieves the various level of coaching the input from the sports physiotherapist will become more important. When the players in the ground during the camp sometimes the injuries may happen. In this situation we need physiotherapist to recover the injuries.

PSYCHOLOGIST; The psychologist needs to the camp site to observe mentally and analyse the player's behaviour. To utilise the psychologist needed to achieve the end results.

SUGGESTIONS FOR CAMP SITE WELLNESS

Providing of good and comfortable accommodation the sportsmen will get good rest.

Providing minimum Rs 150 daily allowances than players will have nutritious food.

Select good experienced coach and manager than we can expect good results from the competition.

Providing good ground facilities and equipments to avoided in injuries.

Conduct the camp according to where the competition is held. This will helps to players to adjust the weather condition of the competition site.

Providing audio visual aids we can easily identify the player's mistakes and rectify.

Providing comfortable uniforms and sports kit it will helps to avoided disturbance from the uniform.

Providing good physiotherapist will also helpful to avoided the injuries.

Providing good psychologist to know the players personnel disabilities.

CONCLUSION

In this study the author observed that the university camp players life style in camp site and their problems and how that problems affects to players performance. So finally concluded that always universities provide good and comfortable facilities to players during the camp than we can expect good results from the competition.

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The Relationship Between Sprinting Performance And Selected Performance Related Fitness Variables.

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Abstract
The study was to find out the relationship between sprinting performance and selected variables. For this purpose fifteen male sprinters were selected from Maruthi College of Physical Education and Ramakrishna Mission Vivekananda University, faculty of general & adapted physical education & yoga, Coimbatore. The subject's age ranged from 18 to 25 years and was selected by true random group design. The group consists of 15 subjects. Standardized tests were used to test the selected variables. The data were analyzed statistically by using Pearson product moment correlation in order to find out the significant differences on the selected variables namely Leg Strength, Explosive Power and Anaerobic Power.Keywords :Leg Strength, Explosive Power and Anaerobic Power.

Introduction
"Sports is a competitive physical activity, utilizing specialized equipment and facilities, with unique dimensions of time and space, in which that quest for records is of high significance" (Parks, 1990)Sport in the present has become extremely competitive, previous records are being broken whenever there is competition. It is not mere participation or few days practice that brings an individual victory, but the continuous hard work of training right from childhood. Competition sports involve participants, as individuals or in terms, who compete with each other to find out who is best at the activity, at the time of competition. (Paul Beashel and John Taylor, 1996)
Physical education emphasizes the importance of physical activity as they are directly related to growth and development. Movement is the basis of life and growth. The value of exercises through physical education, sports and games is an established aspect of education. Participation in an enjoyable game definitely increased the zest of life for the child. So for, one to play a game or to participation in events, one should posses the basic qualities such as speed, strength, endurance, power, agility etc.
Sprinting is an activity, which needs much of strength, especially strength of the lower limbs. Ecker, 1961 expresses the necessity of muscular strength for sprinting thus:
"A boy must be physically strong in order to be a good sprinter. Sprinting is a strength exercise. More muscle strength is required for sprinting than any other long races."
Leg strength improves foot speed and stabilizes the ankle during high velocity running, lowering the risk of injury. The two most important factors for success in the sprinters are strength potential and mechanics potential. The goal of any strength training programme for sprinters should be to improve the intra muscular coordination and inter muscular coordination.
Explosiveness is the spark of force that triggers speed. It can be described as force plus quickness. Explosiveness is critical for athletes who must rapidly reach the sprint speed to achieve or sustain a competitive advantage. It is also necessary for other games like basketball, volleyball, football etc. Power programmes are especially designed to help athletes generate and project explosiveness into critical movements of their sport. (Buddy Lee, 2003)
Anaerobic means ' without oxygen ', thus in anaerobic exercises a large portion of the required energy is obtained from the anaerobic energy sources. Anaerobic energy is required in high intensity, short-term exercise involving power and speed. Sprints originally we meant short dashes like 100 meters, 200 meters. These events run in an aerobically without oxygen. But now a day 400 meters also considered to be sprinting event, because the competitors in this event run the entire distance with the same speed with which they start even though we consider all these events as sprints.

Statement Of The Problem

The purpose of the study was to find out "The Relationship Between Sprinting Performance and Selected Performance Related Fitness Variables."

SELECTION OF SUBJECTS:For the purpose of the study, 15 male sprinters were selected as subjects. The subjects were selected randomly from Maruthi College of Physical Education, Coimbatore and FGAPEDY, Ramakrishna Mission Vivekananda University, Coimbatore. The age of the subjects was ranged from 18-25 years.

SELECTION OF VARIABLES

The investigator reviewed the available scientific literature pertaining to the study from books, journals, periodicals, research reports and internet. Taking into consideration of the feasibility, criteria availability of instruments and relevance of the variables to the present day.

SELECTION OF TEST ITEMS

Sl.No	Variables	Test
1	Leg Strength	Leg dynamometer
2	Explosive Power	Vertical Jump
3	Anaerobic Power	Margaria Kalemen Power Test
4	Speed	40 Yard dash

Statistical Technique

In this study, Pearson product moment correlation was used as a statistical technique to find out the relationship between sprinting performance and selected variables.TABLE I

THE MEAN AND STANDARD DEVIATION OF THE DEPENTEDT AND INDEPENDENT VARABLES.

VARIABLES	**N**	**MEAN**	**STANDARD DEVIATION**
SPEED	15	5.71	0.18
ANAEROBIC POWER	15	89.45	9.17
LEGSTRENTH	15	23.73	2.22
EXPLOSIVE POWER	15	239.28	28.13

Table IIpearson Product Moment Corelation Ebtween Spinting Performance And Selected Varibale.

Dependent Variable	**Independent Variable**	**Obtained Zero Order (r)**
1.speed	1. Leg strength	0.298
	2. Explosive power	0.539
	3.Anaerobic power	0.795

Significance at 0.05 levels with df 13 is 0.514.

From the table II the Pearson product moment 'r' value for the sprinting performance with independent variables namely Leg Strength, Explosive Power and Anaerobic Power are 0.298, 0.539 and 0.795 respectively. It was concluded that high relationship between sprinting performance and independent variables. Explosive power and Anaerobic Power where as there is no relationship between sprinting performance and Leg Strength

Figure – Ithe Mean Values Of Speed Onleg Strength

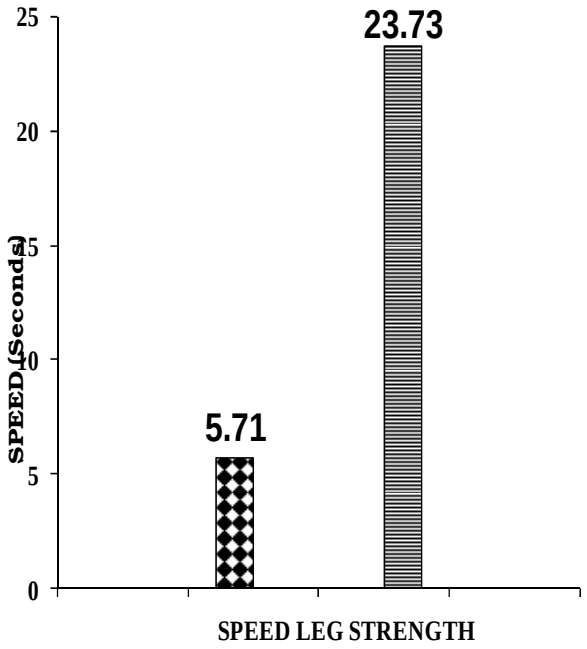


FIGURE – IITHE MEAN VALUES OF SPEED ONEXPLOSIVE POWER

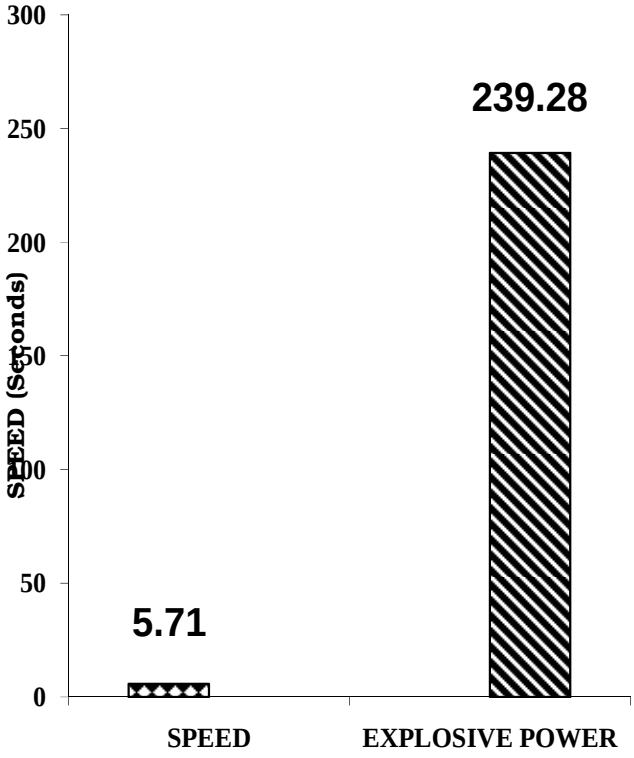
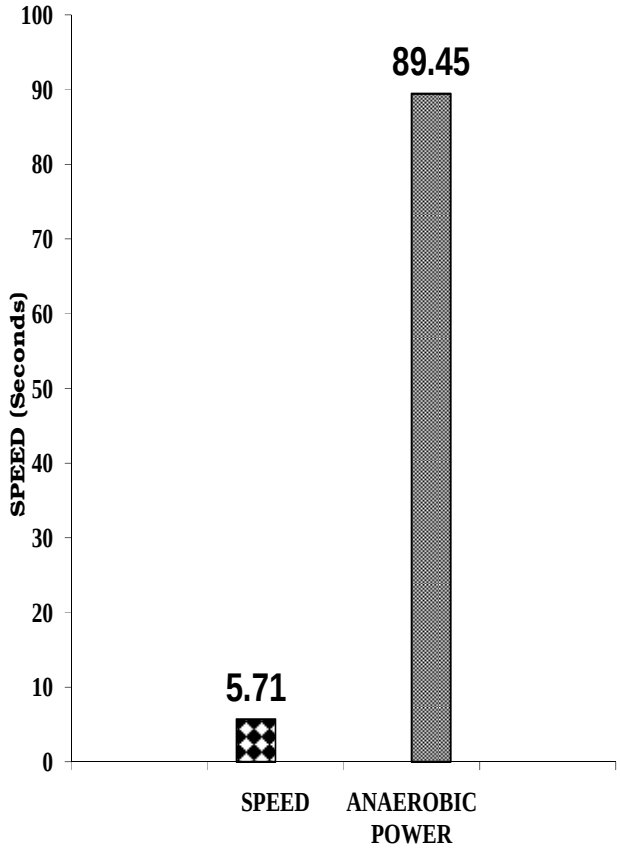


FIGURE – III The Mean Values Of Speed Onanaerobic Power



Results Of The Study

The results of the study has been analyses and discussed here. The purpose of the study was to analyze the relationship between sprinting performance and selected variables namely Leg strength, explosive power wand anaerobic power.From the analysis of the date, the following results may be drawn regarding the study.There was significant relationship between sprinting performance and selected variables namely explosive power and anaerobic power.There was no significant relationship between sprinting performance and leg strength.

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Issues And Implications Of Stress On Human Well Being

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Abstract
The female better half of the human race is called women. The word 'WOMAN' itself seems to be stressed out. Right from the conception, they experience stress. In all stages physiological and social life as well, they are prone to a lot of stress when compared to their male counterpart, men. The Menstruation cycle should be mentioned here for it is the number one stress or in women. It occupies almost three fourth of our lifetime and causes several physical and emotional disorders. Modern science is assisting present women with its support in fighting the disorders of menstruation. Every effort should be made to meet each and every challenge that arises for every individual in this matter. Marriage is another re-birth for the women. She is asked to submit and follow her husband. Not even a single thought of her is taken into account. If at all she conceives, she has to give birth to a male child otherwise things will be different. Many being ignorant and illiterate feel a lot of physical and emotional stress as well during pregnancy. Menopause is also another highly stressed stage of life, for a woman. Lots of physical and psychological changes occur during this time. She has to overcome and cope with the new situation. Thus women in every stage of life and every minute of it experience stress.
Key Words: Stress. Human Well Being

Introduction

It gives me immense pleasure to stand before you and share my views regarding stress in women. This is the right time that this theme be discussed. Each and every individual in our present society is in the trap of stress.The female better half of the human race is called woman. The word 'WOMAN' itself seems to be stressed out. Right from the conception, they experience stress. In all stages physiological and social life as well, they are prone to a lot of stress when compared to their male counter part, men. Even in its mother's womb, as a child, at the time of maturation and consequent menstruation, marriage life, barremess, pregnancy and child birth, child rearing, loss of husband and menopause at every stage the female experiences stress. The girl child, when it is being conceived in its mother's womb, experiences a lot of stress. The pregnant mother is being abused verbally and sometimes physically for being conceived with girl child. Her negative emotions cause a lot of stress on the growing fetus depleting her of proper nurture and development. When it is born, she is the neglected to be given proper care and feeding. The female child gets lesser amounts of food and also of poorer quality.

As a child, the girl child is being restricted with more regulations. There's no freedom for her to express her joy, sorrow, feelings and thoughts. At every stage, every minute she is being annoyed and is asked to live a second citizen. Opportunities, choices, priorities are all in favour of the male children. Even in providing education the girl child is shown discrimination. In so many countries it is thought that women need not be educated. Their rights are not being considered.

When the girl matures, everything becomes changed. Whether she is nine or nineteen, right from the maturation (physical), the girl is being looked differently. The little mind is not in a position to comprehend what has happened. Fear, guilt, astonishment, anxiety, depression, causes her to feel a lot of stress. This is the special stage where she needs comfort, guidance and solace. In India I think we are luckier for the mother gives this child what all she needs. She is not even free physically. There are more restrictions on her behavior. She should not laugh, jump, shout and should not cry even in pain. Living a life after maturation is totally a new life, as a life after death. It is that much stressful. Her total aspirations, dreams, thoughts and entire world is changed.

The Menstruation cycle should be mentioned here for it is the number one stress or in women. It occupies almost three fourth of our lifetime and causes several physical and emotional disorders. Modern science is assisting present women with its support in fighting the disorders of menstruation. Every effort should be made to meet each and every challenge that arises for every individual in this matter.Child abuse, molestation and rape are growing concern of the modern society. Women in the world have a one in four risk of being raped, and girls, have a greater than one in three risk of sexual abuse by an adult. Some studies reveal that 40 to 50 percent of women have experienced some form of sexual harassment.

In 1994, child abuse cases were recorded as here under:

53% --- Suffered neglect
26% --- Physical abuse
14% --- Sexual abuse
5% --- Emotional abuse
22% --- Other forms of maltreatment

Nearly half of them were six years old or younger.

Marriage is another re-birth for the women. She is asked to submit and follow her husband. Not even a single thought of her is taken into account. She should not even pronounce her husband's name. she should not look into his eyes. He is her boss, manager, owner and even god. She is nothing. With marriage her total world of understanding shatters. If the husband is kind enough to comfort her, she is lucky. Not only with her husband but she has to adjust and tolerate all other members of her husband's family. Being new to the situation a newly wedded woman is an image to stress. If she doesn't conceive and give birth to a child, despite the situation, she is being blamed and derided as barren.

If at all she conceives, she has to give birth to a male child otherwise things will be different. Many being ignorant and illiterate feel a lot of physical and emotional stress as well during pregnancy. Largely due to neglect, more than 50,000 women, at least 90 percent of them are from the developing world, die each year in pregnancy or child birth –an average of one a minute. The astonishing contrast between the rich and poor nations is that 600 mothers per 1,00,000 live births die in Africa; 400 in Asia; 300 in Latin America and 10 in Northern Europe and North America. In other words the chance of material mortality in Africa is one in 20; in the US it is one in 6,366.

This large gap between women in the developing world and in industrialized society is due to: lack of adequate medical care, neglect of female children, early marriages, poverty, and lack of female education and illiteracy, overwork and under feeding. After the child birth, her child is her world. She got to devote all her energies and concentration for the family, husband and children. There is no room for her to be considered.

If at all happens, the death of her husband is really a deathblow for herself. The person, who shared of her everything, and became her everything, is no more and never be seen, forever. For whom shall she live? There is no meaning in living a life without her 'whole life'. This is another death and re-birth. Gradually she recovers and starts to live. The strongest and fiercest tragedy and calamity in a women's life is to become a widow. Stress is scaled as 100 at this stage.

Menopause is also another highly stressed stage of life, for a woman. Lots of physical and psychological changes occur during this time. She has to overcome and cope with the new situation.

Thus women in every stage of life and every minute of it experience stress.

The changing lifestyle in the recent societal scenario is intensifying the amounts of stress on people particularly on women. Education and employment opportunities and several others brought opportunities to many a woman to occupy higher ranks. Their commitment gave them opportunities to develop in professional career and reach peak heights. But all these new roles are but additional to their house-wife duties. Employment became an additional burden.

So their physical and physiological characters, their social and family responsibilities pushed them into intensified chaos. Gradually, even the responsibilities that are attended by men are also being transferred to women. Only cooking and looking after the house were the responsibilities of women in older days. But today in addition to these, earning, money Management, studies of children, getting them settled, solving other problems in the family that come from outside, everything is transferred to the women and hence women are experiencing a lot of stress than they had ever before. Hence remedial measures are to be invented to help the highly stressed modern woman. Work after work, challenge after challenge desperate their condition. And the result is no time to rest. No time to eat, no time to relax. If a body sustains such a situation for a long time, so many physical ailments occur. Eating a good diet, which strengthens one's immune system and stress resistance such as high in starchy foods, low in fat, and rich in antioxidants, vitamins minerals, phyto chemicals and fiber. Women need extra calcium also.

We should have a balanced lifestyle like: work – relax – rest – work and good exercise program. Deep breathing, progressive muscular relaxation and stretching exercises help a lot to get relaxed.

RECREATION AND REST

Fatigue is a normal biological reaction to continued physical or mental activity. It is seen by decreased ability to perform. It is considered as a protective mechanism that prevents the continuation of an activity to the point of irreversible cell damage. Prolonged muscular activity finally leads to a point where will be unable to contract. A thoroughly muscle fatigued person will be limp and relaxed – this is hyupotonic fatigue. In contrast, a mentally or emotionally fatigued person will exhibit muscle tenseness, which is called hypertonic fatigue. Both will feel equally tired.

The person who has done a hard day or physical labor easily falls asleep with hypertonic fatigue. The educated person whose work is primarily mental, especially that involving decision-making and emotional stress, feels equally tired, but her muscles are tense and sleep does not come easily. Her primary need is not sleep but physical exercise to work off the nervous tension. Hypertonic fatigue can become chronic and they perform less efficiently. Such people cannot think clearly and soon feel irritable and use poor judgment. As they fall behind in their work, the tendency is to substitute long hours of the inability to perform. They say, I don't have time to exercise or sleep. But they should do physical exercise daily, thus stimulating healthy sleep.While the stress causing factors of the modern society cannot be avoided entirely, we can counteract, show or lessen their effects. Physical activity that causes the muscles to relax is a tranquilizer that brings rest, sleep and recuperation. Those who are physically fit and rested can think more clearly and complete more work in less time than those who are not.
The first step to rest is to relax the tensed muscles. Exercise is the best physiological relaxant.

POSITIVE EMOTIONS

Positive emotions such as thankfulness, rejoicing, benevolence (kind and unselfish) and trust in a divine power stimulate the parasympathetic nervous system which largely controls digestion, absorption elimination, circulation and respiration its activities dominate the support and recuperative functions of the body.

SOCIAL SUPPORT

Isolation and its accompanying emotional pain are significant factors in much ill health. Dr. Bean Ornich developed a lifestyle change program that has helped 82 per cent of his patients with severe heart disease to reverse their coronary artery blockages. Once he said:" I've been struck by the profound sense of isolation that so many people experience in our culture today—isolation from one's feelings, from other people, from the experience of something spiritual.
Dr. Lisa of Yale School of Medicine, in her study, asked who suffered recent heart attacks, "Can you count on any one to provide you with emotional support?" People who answered "NO" were almost three times likely to die during the next six months as those who had at least one person providing emotional support. People become addicted to things that deaden their pain. Temporary pleasures hide the chronic pain but it tends to diminish the capacity to feel pleasure, joy and love for others or for ourselves.
The Bible urges us in Hebrews 10:24, 25 "to consider one another in order to stir up love and good works, not forsaking the assembling of ourselves together, but exhorting one another..."
Why is social support so important? We must have a place that feels safe enough to let down our emotional walls and our defenses, then our barriers tend to remain up all the time.

WHAT WE ALL HAVE TO DO

Psychiatrists psychologists, social workers and professionals in such fields must grow in number, should study and do research for the betterment of such stressed out people. Special clinics to counsel different people like children, housewives, professionals and sports persons should be set up. Responsible persons like parents, teachers, elderly persons, friends and doctors must try to guide and comfort people who needed help.As stress is an outgrowing problem, the intelligent personalities of the society must, by all means, try to search for ways to minimize stress in the society and see that stress is canalized in such a way that it would be a useful resource for the upbringing of the society. A seminar such as this is a very useful effort. Let us take the message to grassroots so that the women in our society may live stress free lives, that is:

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Health Benefits of Yoga

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Introduction:

Two of the most common inquiries we receive from professional members preparing presentations on Yoga and from journalists and students writing aboutYoga are:What are the health benefits of Yoga?• How does Yoga differ from conventional exercise?At the outset, we must understand what we can gain out of this wonderful practice. At the physical level, yoga and its cleansing practices have proven to be extremely effective for various disorders. The true essence of Yoga revolves around elevating the life force or 'Kundalini' at the base of the spine. It aims to achieve this through a series of physical and mental exercises. At the physical level, the methods comprise various yoga postures or 'asanas' that aim to keep the body healthy. The mental techniques include breathing exercises or 'pranayama' and meditation or 'dhyana'to discipline the mind. The ultimate goal of yoga is, however, to help the individual to transcend the self and attain enlightenment. As the Bhagavad-Gita says, "A person is said to have achieved yoga, the union with the Self, when the perfectly disciplined mind gets freedom from all desires, and becomes absorbed in the Self alone."

Health Benefits

This information is grouped into three categories—physiological benefits, psychological benefits, biochemical effects—and is based on the regular practice of traditional *asan, pranayama*, and meditation. Please note that while pulse rate, etc., may increase during the practice of various *asanass*, some forms of *pranayama*, and some stages of meditation, but overall benefits to general health are as listed below. For information on the physiological changes that occur during the practice of specific *asanass*, etc.

Physiological Benefits

Stable autonomic nervous system equilibrium, with a tendency toward parasympathetic nervous system dominance rather than the usual stress induced sympathetic nervous system dominance.

Pulse rate decreases Respiratory rate decreases,Blood pressure decreases (of special significance for hyporeactors)Galvanic Skin Response (GSR) increases

EEG - alpha waves increase (theta, delta, and beta waves also increase during various stages of meditation)EMG activity decreases,Cardiovascularefficiency increases.

Respiratory efficiency increases (respiratory amplitude and smoothness increase, tidal volume increases, vital capacity increases, breath-holding timeincreases)

Gastrointestinal function normalizes,Endocrine function normalizes

Excretory functions improveMusculoskeletal flexibility and joint range of motion increase

Posture improves. Strength and resiliency increase, Endurance increases, Energy level increases, Weight normalizes,Sleep improves, Immunity increases,Pain decreases

Psychological Benefits

Somatic and kinesthetic awareness increase,Mood improves and subjective well-being increases

Self-acceptance and self-actualization increase,Social adjustment increases

Anxiety and depression decrease,Hostility decreases

Psychomotor functions improve:

Grip strength increases,Dexterity and fine skills improve,Eye-hand coordination improves,Choice reaction time improves,Steadiness improves,Depth perception improves,Balance improvesIntegrated functioning of body parts improves

Cognitive function improves:

Attention improves,Concentration improves,Memory improves,Learning efficiency improves

Symbol coding improves,Depth perception improves,Flicker fusion frequency improves

Biochemical Effects

The biochemical profile improves, indicating an antistress and antioxidant effect,important in the prevention of degenerative diseases.

Glucose decreases, Sodium decreases,Total cholesterol decreases,Triglycerides decrease
HDL cholesterol increases,LDL cholesterol decreases,VLDL cholesterol decreases
Cholinesterase increases,Catecholamines decrease, ATPase increases, Hematocrit increases
Hemoglobin increases, Lymphocyte count increases, Total white blood cell count decreases
Thyroxin increases, Vitamin C increases,Total serum protein increases,Oxytocin increases
Prolactin increases, Oxygen levels in the brain increase

Physical benefits

Increased flexibility,Increased muscle strength and tone.,Improved respiration, energy and vitality.
The maintenance of a balanced metabolism.Weight reduction.Cardio and circulatory health.
Improved athletic performance.Protection from injury.

Yoga Compared to Conventional Exercise

Yoga	**Exercise**
Parasympathetic nervous systemdominates	Sympathetic nervous system dominates
Subcortical regions of brain dominate	Cortical regions of brain dominate
Slow dynamic and static movements	Rapid forceful movements
Normalization of muscle tone	Increased muscle tension
Low risk of injuring muscles andligaments	High risk of injury
Low caloric consumption	Moderate to high caloric consumption
Effort is minimized, relaxed	Effort is maximized
Energizing (breathing is natural orcontrolled)	Fatiguing (breathing is taxed)
Balanced activity of opposing musclegroups	Imbalanced activity of opposing groups
Noncompetitive, process-oriented	Competitive, goal-oriented
Awareness is internal (focus is onbreath and the infinite)	Awareness is external (focus is onreaching the toes, reaching the finishline, etc.)
Limitless possibilities for growth in self-awareness	Boredom factor

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The Motives, Attitude and Interest of General Teachers of Secondary Schools in KBK Districts of Orissa State Towards Physical Education

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Introduction

"Every human being has a fundamental right of access to physical education and sport, which are essential for the full development of his personality. The freedom to develop physical, intellectual and moral powers through physical education and sport must be guaranteed both within the educational system and in other aspects of social life" -International Charter of Physical Education and Sports, UNESCO 1978. According to the National Association for Sport and Physical Education (2007), quality physical education is characterized by Engaging in the reflective process, Being professional, Assessing and providing adequate feedback, Meeting the needs for a diversity of learners and empowering students to maintain and achieve a healthy lifestyle, Possessing the skills, knowledge, and values outlined by NASPE standards to improve teaching practices.Establishing high expectations to learn the psychomotor, affective, and cognitive domain.

Objectives Of The Study

One may wonder if physical education is still in a state of ambiguity because more methods and models for teaching have been developed and extensive research has continually furthered the advancement of the subject. Lives of physical educators are multifaceted and are influenced by factors such as their socialization into the profession, perceptions of their teaching efficacy, and their career stage. The primary purpose of this study was to examine teachers in one high school physical education program and gain an understanding of their socialization into the profession and their perceived teaching efficacy. A secondary purpose was to examine their career cycle, and the environmental factors that both enhanced and constrained his career development. The present study makes an attempt to discuss the issues relating to quantitative and qualitative aspects of growth of Physical Education in Orissa with a special reference to the scheduled tribes of KBK districts. In view of the extremely backwardness of these districts in respect of almost all the developmental indicators, Government has made the districts a special group i.e. KBK in order to putting more efforts for mainstreaming them in developmental process. KBK districts constitute 8 districts with more than one third of their population being scheduled tribes. The incidence of illiteracy among scheduled tribes in these districts is about 62 per cent and this is more pronounced among the females and in rural areas. The female literacy is found to be as low as 7.5 per cent in 2001 census among the scheduled tribes in one of the KBK districts (Malkanagiri). All these together show a gloomy picture of educational development in KBK districts of the state.There are numerous research studies available which depicts the attitude of other subject teachers towards physical education. The primary objective of the study was to find out the attitude of the general education teachers towards physical education.

Delimitations

The study was delimited to the school teachers only.
Though there are thirty districts in the state of Odisha only three districts of the state were considered for the study (Kalahandi, Bolangir, Koraput).

Hypotheses

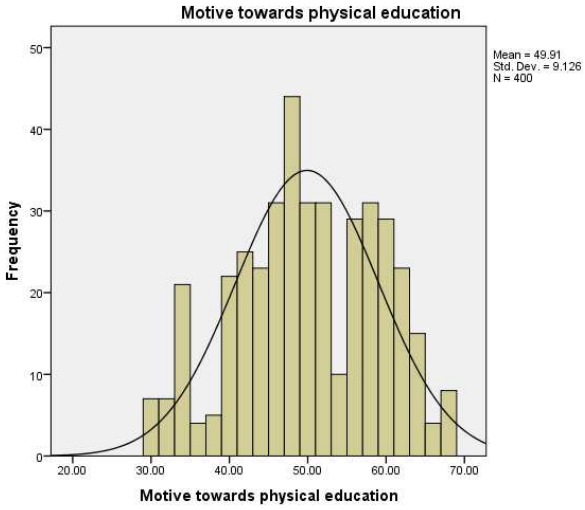
Based on the literature gone through, research findings and scholar's own understanding of the subject areas, the following hypotheses were formulated:
There will be a significant difference in the attitude of science and arts teachers towards physical education as a teaching subject in schools.
All the general subject teachers will have a positive attitude towards the physical education in schools.

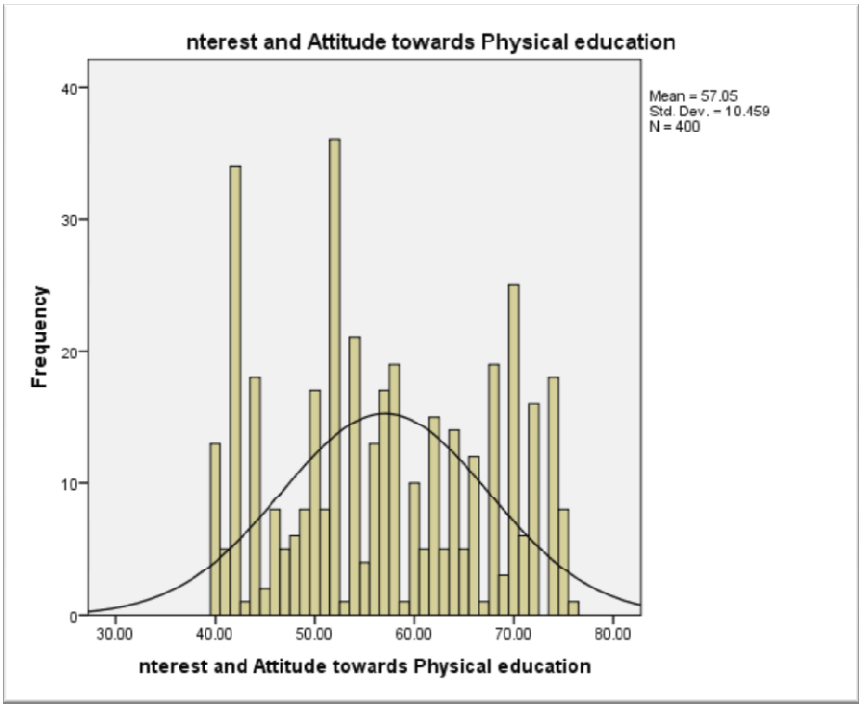
Procedure

The main objective of the study was to find out the attitude of the general subject teachers towards the physical education as a teaching, procedure for administration of test items and the methods employed for statistical treatment of data.

Stastical Techniques

The data were analyzed using descriptive statistics in the Statistical Package for the Social Science (SPSS) 14.0 program. Percentages were used to reflect the classroom teacher's responses for each item being analyzed. The other method of data analysis was analysing teacher responses to the questions from the survey. To get an insight about the subject influence on the general teachers' attitude towards physical education, a comparative statistics like one way analysis of variance was applied by using this software and the outcomes are discussed in detail.





Frequency histogram of the teachers' interest and attitude

Conclusions

The mean score of the arts teachers interest and attitude (57.17±10.60) was found to be almost similar to that of the science teachers (56.70±10.08). There were 400 teachers who were considered as the subjects of the study, out of them there were 300 arts subject teachers and 100 science subject teachers. The minimum and maximum scores f the subjects were 40, 76 and 41, 74 respectively for both science and arts teachers. Irrespective of the arts and science groups, the overall mean score of the general subjects in their attitude towards physical education was 57.05±10.46.

The outputs of the Analysis of variance is displayed in the table 2 and from the results it is very clearly evident that, the calculated 'f' value (.151) was found to be lesser than the tabulated value (3.864) at 1,398 degree of freedom and hence there was no significant difference between the interest and attitude of the science and arts teachers towards physical education. As the ANOVA was not significant no further analysis was done for these variables.

The mean score of the arts teachers' motive towards physical education (49.54±9.20) was found to be almost similar to that of the science teachers (51.01±8.86). There were 400 teachers who were considered as the subjects of the study, out of them there were 300 arts subject teachers and 100 science subject teachers. The minimum and maximum scores f the subjects were 30, 68 and 32, 66 respectively for both science and arts teachers. Irrespective of the arts and science groups, the overall mean score of the general subjects in their motive towards physical education was 57.05±10.46.

The outputs of the Analysis of variance is displayed in the table 4 and from the results it is very clearly evident that, the calculated 'f' value (1.959) was found to be lesser than the tabulated value (3.864) at 1,398 degree of freedom and hence there was no significant difference between the motive of the science and arts teachers towards physical education. As the ANOVA was not significant no further analysis was done for these variables.The mean score of the arts teachers' attitude towards physical education (106.71±16.89) was found to be almost similar to that of the science teachers (107.71±15.21). There were 400 teachers who were considered as the subjects of the study, out of them there were 300 arts subject teachers and 100 science subject teachers. The minimum and maximum scores f the subjects were 30, 68 and 32, 66 respectively for both science and arts teachers. Irrespective of the arts and science groups, the overall mean score of the general subjects in their motive towards physical education was 106.96±16.47.The outputs of the Analysis of variance is displayed in the table 4 and from the results it is very clearly evident that, the calculated 'f' value (.278) was found to be lesser than the tabulated value (3.864) at 1,398 degree of freedom and hence there was no significant difference between the motive of the science and arts teachers towards physical education. As the ANOVA was not significant no further analysis was done for these variables.

Recommendations

Such studies may be conducted at various spheres of sports and physical activity so that the results could be gathered and certain theories could be developed.The different schools have different mode of operandi and hence they put different kind of impact of the general teacher's attitude towards physical education.The attitude of the physical education teacher himself towards physical education also should be studies along with that of general teachers then the result of the study would be more concrete.Level of job satisfaction also can be added as a vital aspect when the attitude towards physical education is under study hence the corroborations may be done with this aspect in mind.The knowledge of the general education teachers in physical education also may be considered as a factor. Many times it is seen that people don't like certain things because they are mislead or ignorant about the real picture.

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Analysis Of Jumping Ability Between Basketbal And Volleyball Players

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Abstract
The purpose of the study is to compare the jumping ability between Basketball and Volleyball players of. For the present study descriptive survey method was used and the Volleyball and Basketball players were selected from degree colleges in Bengaluru city, Karnataka India affiliated to Bangalore University. To achieve the purpose of the study, 15 male players were selected at randomly from each category of Volleyball and Basketball games, a total of 30 players in Karnataka State, India, who had their credit in participation in intercollegiate level. The jumping ability namely explosive strength (horizontally) and explosive strength (vertically) was tested by standing broad jump (in meters) and vertical jump (in cms.) respectively were taken. The statistical techniques such as mean, standard deviation and independent 't' test was applied to test the stated hypotheses and the level of significance was fixed at 0.05 and 0.01 level of confidence. The statistical procedures were completed with the help of SPSS Statistical Package and MS Excel 2017. From the test analysis, it was found that there were significant differences in explosive power (both horizontally and vertically) between Basketball and Volleyball players. The results found that Basketball players had better explosive strength horizontally and Volleyball players had better explosive strength vertically. The result of the study will help the physical education teachers and coaches to plan training and also prepare coaching schedule for players to improve jumping ability.
Keywords: Jumping Ability, Volleyball, Basketball, Players, Intercollegiate

Introduction

Physical Education plays a tremendous role in the development of our children and it comprising of sports and empowers a person to carry on with a sound life in this perpetually evolving world. Physical Education makes the students mentally, physically and physiologically fit. Today, physical education, sports and games in their diversified forms have become a part of the curriculum in schools, colleges and universities. Professionalism has entered sports and games, demanding the sports persons of a very high level of performance and varied essential skill. Games require a high level of physical fitness. Physical fitness is necessary for achieving success in sports without a high level of physical fitness and individual will not be able to withstand the stress and strain caused to the body by various sports. To achieve success in the international competitions and to attain high sports performance superior physical fitness is a must.Strength is a conditioning ability i.e., it depends largely on the energy liberation processes in the muscles. Strength is also perhaps the most important motor ability in sports as it is a direct product of muscle contractions (Singh, 1995). Muscular strength component is almost identical but used less number of times in Football but evidently and obviously the frequency of muscular strength is more in Volleyball and Basketball games. Explosive Strength can be measured by field test like Standing Broad Jump, vertical jump etc. In the present study the jumping distance in the standing broad jump and vertical Jump tests were considered as the measure of explosive strength of legs. Vertical jump is of considerable importance in numerous in Volleyball and Basketball games. Vertical jump is very important for the Spiker or Blocker. Kumar; Kaur and Thour (March, 2017) compared explosive leg strength and explosive arm strength between basketball and volleyball players and results revealed significant differences between male basketball players and volleyball players on the explosive leg strength. Dhanasekaran and Mohanakrishnan (2016) evaluated a comparative study of selected physical fitness components among basketball, handball and volleyball players. The results conclude that in explosive power, the volleyball players obtained the highest value when compared to basketball and handball players.

The purpose of the present study was to compare the jumping ability between male volleyball and basketball players. The study would provide data, which will show how far basketball and volleyball players are alike or different in explosive strength. The results of the study will be helpful to the coaches, trainers and physical education teachers to select the players and teach different skill for better achievement

Objectives Of The Study

The purpose of the study was to compare the jumping ability between intercollegiate basketball and volleyball Players.

Statement Of Hypotheses

It was hypothesized that there would not be any significant difference between Basketball and Volleyball players in their jumping abilities (Vertically and Horizontally).

Methodology

For the present study descriptive survey method was used and the Volleyball and Basketball players were selected from degree colleges in Bengaluru city, Karnataka India affiliated to Bangalore University. To achieve the purpose of the study, 15 male players were selected at randomly from each category of Volleyball and Basketball games, a total of 30 players in Karnataka State, India, who had their credit in participation in intercollegiate level. The jumping ability namely explosive strength (horizontally) and explosive strength (vertically) was tested by standing broad jump (in meters) and vertical jump (in cms) respectively were taken. The statistical techniques such as mean, standard deviation and independent 't' test was applied to test the stated hypotheses and the level of significance was fixed at 0.05 and 0.01 level of confidence. The statistical procedures were completed with the help of SPSS Statistical Package and MS Excel 2017.

Analysis And Interpretation Of Data

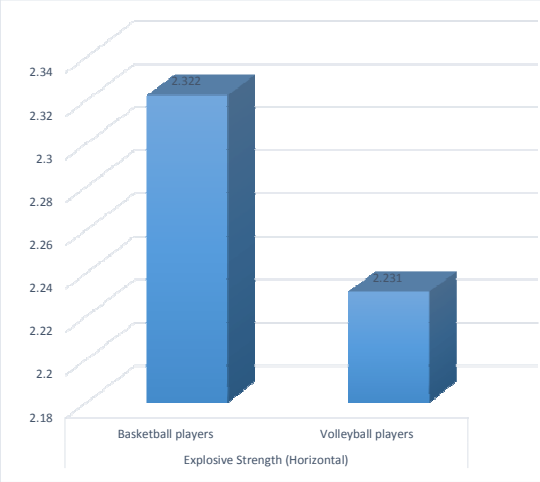
't' test Results: The independent 't' test was used to find out the significant differences in the Explosive Strength (horizontal and vertical) and the obtained results have been shown in the following Table-1.

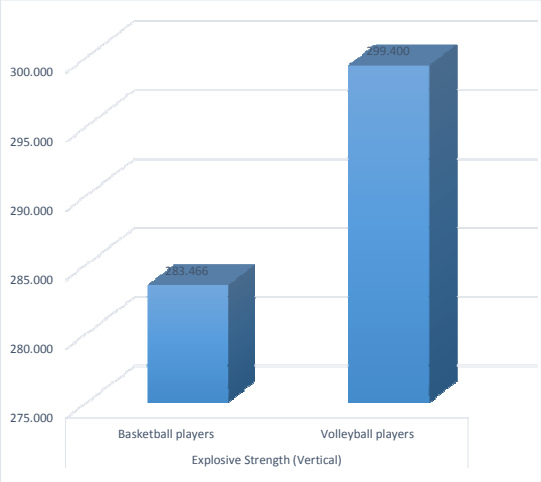
Table-1: Comparison of Explosive Strength (Horizontal and Vertical) between intercollegiate Basketball and Volleyball men players.

Variable and Groups		**N**	**Mean**	**Standard Deviation**	**'t' Value and sig. level**	**Sig.**
Explosive Strength (Jump Horizontally)	Basketball players	15	2.322	0.092	2.29*	P=0.030
	Volleyball players	15	2.231	0.123		
Explosive Strength (Jump Vertically)	Basketball players	15	283.466	11.306	4.95**	P=0.000
	Volleyball players	15	299.400	5.248		

*Significant at 0.05 level; **Significant at 0.01 level. (Table 't' value 0.05=2.05; 0.01=2.76; N=30; df=28)

Table-1 shows independent t test result on Explosive Strength (Horizontal and Vertical) between Basketball and Volleyball intercollegiate men players. The obtained 't' values 2.29 and 4.95 (Explosive Strength of Horizontal and Vertical jumps respectively) are greater than the table value 2.05 at 0.05 & 2.76 at 0.01 levels and these were found significant. So, the stated null hypothesis is rejected and an alternate hypothesis has been accepted that "there is significant difference in the Jumping Ability (Horizontal and Vertical) between Basketball and Volleyball intercollegiate men players." The results found that Basketball players had better explosive strength horizontally and Volleyball players had better explosive strength vertically.





(a) Explosive Strength (Horizontal) **(b) Explosive Strength (Vertical)**

Fig.1. Bar graph shows the comparison of Explosive Strength between Basketball and Volleyball intercollegiate men players

Discussion Of Results

As the beginning of the study it was hypothesized that there was no significant difference in the explosive strength (horizontally and vertically) between Basketball and Volleyball Players.

The results of standing broad jump test indicated that Basketball players have better explosive strength when compared to Volleyball Players. The probable reason might be that the basketball demands and requires more jumping movements, sudden stopping and at same time these required lots of coordination when compared with Volleyball players. Henceforth, the standing broad jump of basketball players could be more. The stated hypothesis was rejected for the said variable. The similar results supported by Kumar; Kaur and Thour (2017) stated that male basketball players and male volleyball players on the explosive leg strength.The results of vertical jump and approach jump test indicated that explosive strength (vertical) have more when compared to Basketball players. From the investigation, it was revealed that there was significant difference obtained on vertical jump between male inter-college level volleyball and basketball players. The result has shown that the vertical jump of volleyball players was the superior, when compared to the basketball players. The possible reason could be explained in terms of nature and skills of the game. The game volleyball is actively involved in skills like quick jump blocking, jumping service, quick jump smashing etc. Hence, it is attributed this different types of skills as mentioned above, the volleyball players are the superior than their counterpart of basketball players. The stated hypothesis was rejected for the said variable. The similar result supported by Dhanasekaran and Mohanakrishnan (2016) stated that male basketball players performed better in vertical jump test.

Conclusion

It was concluded that Basketball players had better explosive strength horizontally and Volleyball players had better explosive strength vertically.

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Effect of Hill Training and Fartlek Training for development of Aerobic Fitness among Middle and Long Distance Runners of Hyderabad District in India

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Abstract
Introduction: Aerobic Fitness is vital for middle and long distance runners. Aerobic fitness is of special importance at the beginning of the preparatory period. The Objective of this study is to determine the effects of Hill Training and Fartlek Training for development of Aerobic fitness among the Middle and long distance Runners. Methods: The sample for the study consists of 45 Middle and long distance runners between the age group of 18 to 20 Years those who have participated in many middle and long distance events since last 3 Years. The selected subjects were randomly divided into three equal groups of 15 each. Group I is Experimental Hill Training Group, Group II is Experimental Fartlek Training Group and Group III is Control Group. The Experimental Groups were given Training Alternate days for 12 Weeks in addition to their normal practice on other days. The Control Group was given routine training. The Data were collected in Pre Test and Post Test for all groups using the 12 Min Run Cooper Test. The collected data were analyzed statistically by using Ancova. Results: The Results of the Study shows that due to Hill Training and Fartlek Training there is a significant development of Aerobic fitness among Experimental Groups. Conclusions: It is concluded that Hill Running and Fartlek Running is beneficial to middle and long distance runners to stronger the lower body muscles, resistance to fatigue etc. It helps for development of Aerobic Fitness.
Key Words: Aerobic Fitness, Hill Training, Fartlek Training etc.

Introduction:

Aerobic fitness is a measure of your body's ability to take oxygen from the atmosphere and use it to produce energy for your muscle cells. Many factors influence aerobic fitness, including your lung efficiency, cardiac function, gender, age and genetic makeup. Understanding the various components of aerobic fitness will help you train smarter to achieve optimal performance.heart and lungs play a central role in aerobic fitness, with your heart being the prime limiting factor. While your lungs must function efficiently in order to transfer oxygen from the atmosphere to your bloodstream, they take a backseat to your heart, which must contract forcefully to inject oxygenated blood into your system to reach your cells. Aerobic exercise training increases your total blood volume, heart muscle size and contractility, resulting in a greater volume of blood being injected per heart beat. Increased stroke volume means your heart does not have to beat as frequently at rest, resulting in a lower resting heart rate.

Hill training offers the following benefits: helps develop power and muscle elasticity improves stride frequency and length develops co-ordination, encouraging the proper use of arm action during the driving phase and feet in the support phase develops control and stabilization as well as improved speed (downhill running) promotes strength endurance develops maximum speed and strength (short hills) improves lactate tolerance (mixed hills) The benefits of short, medium and long hills are quite different, and can be used at different times of the year.

Short hills: A short hill is one which takes no more that 30 seconds to run up and has an inclination between 5 and 15 degrees gradient. The athlete's energy source on short hills is entirely anaerobic. The athlete should focus on a running technique which has vigorous arm drive and high knee lift, with the hips kept high, so that they are 'running tall', not leaning forwards.The session is anaerobic so the recovery time can be long, a walk back down the hill, or a slow jog of 60 to 90 seconds. The total volume will

depend on the fitness of the athlete and the reason for doing it. A sprinter looking for strength might do 10 repetitions of 15 second duration up a steep slope with a long recovery where as a distance runner who is trying to improve sprinting speed might do 30 repetitions of 15 seconds duration.
Short hills of 5 to 10 second duration will help improve the Adenosine Triphosphate and Phosphate-creation (ATP+PC) energy system and hills of 15 to 30 second duration will help develop the ATP+PC+muscle glycogen energy system.
Medium hills: A medium hill is one that takes between 30 to 90 seconds to run up. This is the length of hill is a good distance for the middle-distance runner, because it combines the benefits of the short hills with the stresses on local muscular endurance and tolerance oflactic acid. Use a hill as steep of one in six to one in ten, so that you can run at something near race pace. The energy source is both aerobic and anaerobic and the athlete will experience the build up in blood lactate as they go further up the hill. Although the session will usually be quite fast and competitive, it is important that style is emphasized.
Long hills: A long hill is one which takes from 90 seconds to three minutes plus. Here most of the energy comes from aerobic sources, but if parts of the hill are steep and they are running them hard, there will still be an accumulation of blood lactate. There will be local muscular fatigue in the leg muscles, and possibly in the abdominal muscles too, but the main limiting factor will be the athlete's cardiovascular.
These hills can be used in two ways: 1. as a hard aerobic training session during the pre-competition season. 2. as a hard time-trial session in the early part of the competition period
As these hill sessions are aerobic, the athlete will not use as much power per stride as the shorter hills, and so perhaps would not be used by middle-distance runners, except for one or two time-trial runs. They are particularly good for the cross country or road runner who is running distances of 10,000m and upwards. A session of, say eight three minutes, with a run back of four or five minutes will make a good hard workout.
Mixed hill running : The attraction of mixed hill training is that it can be fitted in with the terrain the athlete is running on and can, therefore, be interesting and full of variety. If they do a fartlek session round a hilly course, they will be able to fit in a number of different runs. Two advantages can come from this type of hill training: Fartlek, which means "speed play" in Swedish, is a training method that blends continuous training with interval training. Fartlek runs are a very simple form of a long distance run.
Fartlek training "is simply defined as periods of fast running intermixed with periods of slower running. For some people, this could be a mix of jogging and sprinting, but for beginners it could be walking with jogging sections added in when possible. A simple example of what a runner would do during a fartlek run is "sprint all out from one light pole to the next, jog to the corner, give a medium effort for a couple of blocks, jog between four light poles and sprint to a stop sign, and so on, for a set total time or distance. The variable intensity and continuous nature of the exercise places stress on both the aerobic and anaerobic systems. It differs from traditional interval training in that it is unstructured; intensity and/or speed varies, as the athlete wishes. Fartlek training is generally associated with running, but can include almost any kind of exercise. It is useful for speed endurance, race tactics, mental strength, spurt in races etc.
Aerobics: as a word was coined by Kenneth Cooper. Aerobics as a form of exercise was developed by Kenneth Cooper and Pauline. Kenneth was Doctor and exercise physiologist and also Pauline was a physical therapist. Both of them served in the United State Air Force. Kenneth was very much interested in games and exercises. He was puzzled to find that many people were strong with higher level muscular fitness but they performed poorly in task like long distance running, swimming and bicycling. That is to say a man looked strong but his performance was poor in same enduring physical activities. He tried to solve this puzzle. He performed experiments and recorded his observation. He began measuring sustained performance in term of person's ability to use oxygen. His observation and recordings and findings were recorded in the form of book 'AEROBICS' published in the 1968.
According to Kenneth Aerobics (Pronounced : a-er-o-biks) refers to variety of exercises that stimulate heart and lungs activity for a time period sufficiently long to produce beneficial changes in the body, running, swimming, cycling and jogging are typical aerobic exercises.
Aerobics means in the presence of oxygen many exercises are aerobics. Since these activities oxygen uptake in the body. Whereas weightlifting, sprints etc. are anaerobic exercises where players need to hold their breathing for a while.

Review of Related Literature:

Pardeep Kumar 2015 The purpose of the present study was to effect of fartlek training for developing endurance ability among athletes. 30 athletes between the age group of 18 to 24 years (15 Experimental Group and 15 Control Group) were selected for the study. The six weeks endurance training program for experimental group were specific to experimental group which contains more sand training on alternate days and controlled group was given general training of athletics. The Pre Test and Post Test were proficient through Cooper Test for both group to estimation the effects of sand running. This study explains that the sand training has increased the endurance between the Experimental groups along with

Physiological capacity of the athletes. It is optional that sand training is fine for the endurance development of athletes.

Wang et.al studied the effects of aquatic exercise on physical fitness (flexibility, strength and aerobic fitness) self-reported physical functioning and pain adults with osteoarthritis of the hip or knee. Two group randomized controlled trial with a convenience sample was used. Participants were recruited from community sources and randomly assigned to a 12- week aquatic programme and a non-exercise sources control condition. Data for 38 participants were collected at baseline, weeks 60 and week 12 2003 and 2004. Instrument were a standard plastic goniometric, a hand held dynamiter, the 6 – minute walk test, the multidimensional health Assessment Questionnaire, and visual analogue scale for pain. Repeated measures analysis of variance showed that aquatic exercise spastically significantly improved knee and hip flexibility, strength and aerobic fitness but had no effect on self- reported physical functioning and pain.

Shenbagavalli and Mary Recthammal studied the effect of aerobic training on body mass index on sedentary obese men. 30 obese men were selected randomly and divided in two groups 15 subject in each group. Group – I as experimental group and group- II as control group. The experimental group had been in aerobic training programme five week for period of 08 weeks. The control group did not involve in any fitness programme or training programme. Once in 2 week the load was increased. The body mass index was selected as variables. The collected data were analyzed by using't' ratio. From the finding it is quite interesting to know that the sedentary obese men have positive influence upon their body mass index due to the training programme given. The results shown aerobic training helps the subjects to decrease the weight, maintain body mass index and also it helps to increase the heart rate improve the breathing for a sustained time.

Muthuelukavam studied the effect of different intensity circuit training and detraining on selected bio motor abilities and physiological parameters among university male students. Forty five male subjects were selected from department of physical education and sports science at Annamali University Annamali Nagar, Tamil Nadu and they were aged 18 to 20. The selected subject was divided into three groups of fifteen subjects each at random. Group intensity circuit training, Group - II underwent high intensity circuit training and Group - III acted as control. The experimental group underwent their respective programmes for ten weeks. Control group did not undergo any training programmes for ten weeks after the training programme as per and post test respectively at every training programme the collected data were statistically analysis factorial ANOVA. The study results concluded that there was significant improvement on selected bio motor abilities and physiological parameters among experimental group than the control group.

Methodology:

The present investigation was carried out to study the Effect of Hill Training and Fartlek Training for Development of Aerobic Fitness among Middle and Long Distance Runners of Hyderabad District in India. The sample for the study consists of 45 Middle distance and Long distance runners between the age group of 18 to 20 Years those who have participated in many middle and long distance events since last 3 Years. The selected subjects were randomly divided into three equal groups of 15 each. Group I is Experimental Hill Training Group, Group II is Experimental Fartlek Training Group and Group III is Control Group. The Experimental Groups were given Training Alternate days for 12 Weeks in addition to their normal practice on other days. The Control Group was given routine training. The Data were collected in Pre Test and Post Test for all groups using the 12 Min Run Cooper Test. The collected data were analyzed statistically by using ANCOVA.

Results: Table – I Analysis of Covariance for Pre Test and Post Test Data on Aerobic Fitness of Control Group, Hill Training Group and Fartlek Training Group

	Control Group	Hill Training Group	Fartlek Training Group	SOV	Sum of Squares	df	Mean Square	F Ratio
Pre Test Mean	2098.7	2108.00	2101.30	B:W:	693.33	2	346.7	0.02
SD	152.26	71.13	89.91		508586.67	42	12109.21	
Post Test Men	2095.3	2258.0	2198.7	B:W:	203293.33	2	101646.67	10.06*
	152.26	71.13	89.91		508586.67	42	12109.21	
Adjusted Post Mean	2099.00	2253.00	2200.00	B:W:	184893.99	2	92446.99	71.02*
					53368.20	41	1301.66	

*Significant at 0.05 Level

Required Table Value at 0.05 Level of Significance for 2 and 42 degree of freedom =3.22

Table I showing that Pre Test Means of Control Group is 2098.7, Hill Training Group 2108.00, Fartlek Training Group 2101.30. Since the obtained 'F' Ratio is 0.02 is lesser than the Table Value of 3.22 there is no significant difference among Pre Test Means at 0.05 Level of Confidence with 2 and 42 degree of freedom. It is evident that there is no significant difference between Control Group and Experimental groups i.e. Hill Training Group, Fartlek Training Group on Aerobic Fitness initially before the commencement of training Program. The Post Test Means of Control Group is 2095.3, Hill Training Group 2258.0, Fartlek Training Group 2198.7. Since the obtained 'F' Ratio is 10.06 is higher than the Table Value of 3.22 there which reveals there is a significant difference among all the groups on the post test means at 0.05 level of confidence with 42 degree of freedom. The Adjusted Post Test Means of Control Group is 2099.00, Hill Training Group 2253.00, Fartlek Training Group 2200.00. Since the obtained 'F' Ratio is 71.02 is much higher than the Table Value of 3.22 there which reveals there is a significant difference among all the groups on the adjusted post test means at 0.05 level of confidence with 41 degree of freedom.

Conclusions:

It is concluded that Hill Running and Fartlek Training is beneficial to middle and long distance runners to stronger the lower body muscles, resistance to fatigue etc. It helps for development of Aerobic Fitness.

Recommendations:

The Hill Running and Fartlek Running is recommended to all Coaches to include in their training regiment to develop the Aerobic Fitness which is essential for middle and long distance runners.

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The Effect of Resistance Training and Circuit Training on selected Physical and Physiological Variables Among College Male Boxing Players

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Introduction

The Resistance training has two primary functions in a workout programme; instability and support. Instability during an exercise forces you to engage your core muscles to maintain your balance, making the exercise more difficult. Training the core with instability helps to develop a strong support system for your legs and back, which prevents injuries and helps you to get the most out of exercise routine. The Training can also be used to support your back as you work on developing core stability. For instance, you can place the ball against the wall and lean your back against it as you do a squat.To add lower back support to an abdominal crunch, sit on the ball, walk your feetout in front of you until you are lying backon the ball with a neutral spine, and do crunches from there. Rutherford and Jones (1986)suggested that adoptions from resistance training resulted in better coordination of synergistic stabilizer muscles. Behm(2002) and colleagues reported the effect of unstable conditions, as induced by setting on Swiss ball on force production of the knee extenders. Robert examined the effect of Swiss ball exercise on core stability and stated that there is a improvement in core strength among the subjects.

Objective of the study:

The main objectives of this study was to find out the Effect of Resistance Training and Circuit Training on selected Physical and Physiological variables among college Boxing Players.

Methodology

Selection of Subjects:Thirty male Boxers were selected from JivanJyot Trust Education Society who have represented at inter collegiate tournament were randomly selected as subjects for the study. This experimental study was administered to only two experimental groups and one control group of 10 subjects each. The age of subjects ranged from 18 to 25 years only.

Experimental Design:

This experimental study was administered to only two experimental groups and one control group of 10 subjects each. For this purpose, Group I underwent Resistance training, Group II underwent Circuit training in three alternative days for twelve weeks. Group III acted as control group.

TRAINING PROGRAMES:

Resistance training – 1. Bench press 2. Shoulder Press 3. Push Press 4. Heel Raises 5. Arm Curl 6. Leg Extension 7. Biceps Curl 8. Leg Press.

The intensity ranged between 60% to 90% of one RPM

. Circuit training - The Exercise as follows.

Zig zag, Sit-ups, Dips, Medicine ball twister, Shuttle run, Push ups, step ups, Burpees

Training period is 6 weeks, Duration in between 20 to 45 sec, Intensity – 60% to 90%

Rest time – 2 min to 6 min.

Result: Explosive Strength

	Resistance Training	Circuit Training	Control Group	Source of Variance	Sum of Square	DF	Mean Square	F
Pre Mean	84.3	88.5	84.5	Between Within	112.26 649.1	2 27	56.13 24.04	2.33
Post Mean	126.7	84.8	84.8	Between Within	9178.46 1285.7	2 27	4589.23 47.61	96.37
Adjusted Mean	127.35	85.33	85.33	Between Within	9306.22 1156.22	2 26	9306.22 1156.22	104.63

F Value 3.34

Resistance Training	Circuit Training	Control Group	Control Group	Confidence Interval value
127.35	-	85.33	30.58	7.92
127.35	96.77	-	42.02	7.92
	96.77	85.33	11.44	7.92

Table 1 (a) shows the Scheffe's post -hoc test result. The ordered adjusted final mean difference for muscular strength of experimental groups I, II and control group were tested for significant at 0.05 level of confidence against confidential interval value. The mean difference between experimental group I, experimental group II, I and control group were 30.58, 42.02 and 11.44 respectively and it were seen to be greater than the confidential interval value of 7.73. Hence the above expressions were significant.

RESTING PULSE RATE:

	Resistance Training	Circuit Training	Control Group	Source of variance	Sum of Square	DF	Mean Square	F
Pre Mean	75.00	75.13	75.07	Between Within	0.13 216.67	2 42	0.07 5.16	0.01
Post Mean	73.00	66.00	74.87	Between Within	644.98 246.67	2 42	322.49 5.87	29.23
Adjusted Mean	9.20	9.22	9.40	Between Within	0.3915 103.48	2 41	0.1985 2.52	212.61

Resistance Training	Circuit training	Control Group	Control Group	Confidence Interval Value
73.00	-	74.87	1.87	1.47
73.00	66.00	-	7	1.47
	66.00	74.87	8.87	1.47

Table I (a) shows the Schffe's post -hoc test result. The ordered adjusted final mean difference for resting pulse rate of experimental groups I, II and control group were tested for significant at 0.05 level of confidence against confidential interval value. The mean difference between experimental group I, experimental group II, I and control groupwere1.87, 7.00 and 8.87 respectively and it were seen to be greater than the confidential interval value of 1.47. Hence the above comparisons were significant.

Conclusion:

The resistance training and circuit training has produced significant improvement on performance variables Explosive strength greater than control group of college male Boxing Players.

The Explosive strength favoured to Resistance training greater than Circuit Training and control group of college male boxers

Resistance Pulse rate was favoured to circuit training greater than Resistance training and control group of college male Boxers

Control group did not produce any significant improvement on all criterion variables of college male Boxers.

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Motivation and Factors affected to Sports Sponsorship and Sport Association for the Disable of Thailand under the Royal Patronage

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Abstract
The purposes of this research were to study Motivation affected to Sports Sponsorship and Sport Association for the Disable of Thailand and study factors on process and operations, leader or manager, environment and marketing competitors which the factors influencing to Sports Sponsorship and Sport Association for the Disable of Thailand, in what direction and how much, and each of factors were related or not by using quantity research. The samplings were gathered from 20 executives, 10 officers, 120 disable sportsman, 200 sports personnel (umpires, coaches, and volunteers), 20 involved officers, and 30 sponsorshipsThe results of the study were firstly the motivation to support the Sports Association of Disable in Thailand under the Royal Patronage from the sponsors have the highest expectation of gaining more faith which the average score is 4.82, and the next is to be enthusiastic from people which the average score is 4.71, and secondly all 5 factors influenced the Sponsorship of Sport Association for the Disable of Thailand under the Royal Patronage in the same direction. An environment and marketing competitors had the highest relationships with sports sponsorship.**Keywords:** Motivation and Factors affected, Sports Sponsorship, Sport Association for the Disable of Thailand under the Royal Patronage

Introduction

Recently, all around world emphasizes on the importance of the campaign of Exercising and Playing sports for good health. The exercising and playing sports are being the social activities and constructing the pride for competitors, clubs, communities as well as oneself and nation. Many countries initiate to place more important about sport management because various dimensions of the sports such as fundamental sport, sport for masses, sport for excellence and professional sport are main reason for governmental sector back to promote and support the national sport development via determining many policies and measures that are the significant strategy of the national sport development plan determined by Tourism and sport department. These will be taken in account that it is the important mechanism for driving all dimensions of the sports (Isadee Kootta-in, 2014)

Department of Physical Education under Ministry of Tourism and sports is the organization regarding to personal development following the national economic and social development plan. The Physical Education and sports are promoted and distributed for students, undergraduates, youths and people due to promoting disabled to know the exercising by sports forwards to develop of physical, mental and social efficiency for disabled. Also, sports for disabled will be continuously improved to be high standard for participating with

international competitions. Moreover, the significance of disabled could be more realized affects to live together happily. (Sport Association for the Disable of Thailand under the royal patronage, 2017)

However, management of sports for disable in Thailand still has various obstacles because there is only Sport Association of the Disable of Thailand under the royal patronage who holds many duties both of the promoting and developing all sport and disability types for disable in Thailand. Even though the sport supports as well as sports for disable are very useful for supporters, it still lacks of supporting budget from governmental sector and company or private sectors. As mentioned fold, arranging disables to the competition will be an inspiration for other disables and general people. (Cottingham. et.al., 2013)

Organization structure of Sport Association for the Disable of Thailand has currently changed from the previousness due to performing the organization in promoting and developing all disability and sport types for disable in Thailand which still limits of supporting budget especially for disable athletes and not enough official supporter. According to the study of Chris Kabittsis, Yrone Harahonson, and Athanassios Kostaris (2001) about motivations, targets and reasons for being supporter of Paralympic into 4 categories e.g. 1) attitude, 2) benefits for being Paralympic supporter 3) being Paralympic supporter in marketing purpose and 4) Intention/Goals for being supporter.

Consequently, this research aimed to study on motivations for sport supporting and effects from correlation between supporter and sport association for the disable of Thailand under the royal patronage to better realize the guideline for management of the Sport Association for the Disable in Thailand and develop sustainably in order to achieve the governmental policy.

Objectives of the research

To study the motivations in supporting Sport Association for the Disable of Thailand under the Royal Patronage

To study the factors affected to the sport supporting for Sport Association for the Disable of Thailand under the Royal Patronage.

Methodology

This research was applied quantity research by used multistage sampling of probability sampling which consisted to the executives of the Association, employees, staffs, disabled athletes and sponsors including, related government sectors, private sectors and volunteers who help disabled athletes. The data collection for this study was indicated in Bangkok area.

Population and Sample Group

The population of this research was the executives of the Association, employees, staffs, disabled athletes, sponsors including related government sector, private sector and volunteers who help in operation and activities of the Sport Association of the Disable in Thailand under the royal patronage.

Sample group of this study was totally 400 samples comprising of 20 executives of the association, 10 staffs, 120 disabled athletes, 200 sport persons including coaches, referees, volunteers who take care of athletes, 20 persons from related government sectors and 30persons from private sectors. The error of sampling was accepted of percentage at 5.

Tool of Research

Quantitative research was adopted in this study by used questionnaires. The questionnaires about the motivations affected to sport sponsorship for Sport Association of the Disable in Thailand under the royal patronage were tested by used Index of Item-Objectives Congruence (IOC). Overall IOC value averaged at 0.95.

Data Analysis

The Frequency Distribution Statistics used for this study was the Percentage, and Measurement of the Median Value was Average or Mean (x) and the Distributed measurement was Standard Deviation (SD). Moreover, Likert Scale was used for measuring the Correlation Coefficients in the equation.

Results

Information about motivations and factors affected to sport sponsorship for Sport Association of the Disable in Thailand under the Royal Patronage.

Table 1 shows mean (x) and standard deviation (SD) of motivations and factors in supporting for Sport Association of the disable in Thailand under the Royal Patronage in aspects of process and operation.

Process/Operation	$\bar{x}$	SD.	Meaning
1. clear team structure for receiving the support	4.51	0.62	The most
2. clear objectives in operating	4.64	0.43	The most
3. clear, appropriate and possible target	4.89	0.49	The most
4 . systematic determination of working means, methodology and time	4.98	0.14	The most
5. clear identifying roles and responsibility of each person	4.33	0.51	The most
6 . all executives and staffs understanding mission and process in operation towards their own goals	4.27	0.35	The most
7. welcoming and building up friendship at first sight	4.82	0.28	The most
8. making relationship with all sponsors	4.64	0.37	The most
9. clearly identifying criteria for supporting	4.74	0.66	The most
1 0 . ensuring the supporter gains highest satisfaction, executives of the Association must not stick to only their own opinions	4.42	0.40	The most
11. great cooperating with sponsor	4.55	0.34	The most
12. monitoring and evaluating follows the working plan	4.17	0.49	Great
Average Total	4.23	0.39	The most

According to Table 1, it was showed that aspect of process/operations affect to the motivations and the factors for supporting the Sport Association of the Disable of Thailand under the Royal Patronage was at the highest level that the mean value and standard deviation were 4.23 and 0.39, respectively.

For consideration of each factors of process/operations which affect to the motivations and factors for supporting Sport Association of the Disable of Thailand found that firstly, there was determination of the working processes, procedures and systematic time lines that the average value and the standard deviation were 4.98 and 0.14, respectively. Secondly, there was a clear, appropriate and possible target that the average value was 4.89 and the standard deviation was 0.49.

Table 2 shows mean (x) and standard deviation (SD) of motivations and factors in supporting for Sport Association of the disable in Thailand under the Royal Patronage in aspects of Executives of the Association

Executives of the Association	$\bar{x}$	SD.	Meaning
1. Getting acceptance and playing the important role in operation	4.76	0.38	The most
2. Placing the importance in planning, and planning good operation	4.10	0.43	Great
3. Good deciding in problem resolving	4.21	0.47	The most
4. Having virtue and morality	4.59	0.50	The most
5. Sacrificing self-benefit for others	4.63	0.38	The most
6 . Following up and paying attention in operation and output	4.34	0.41	The most
7. Being co-responsible in results of operation	4.62	0.43	The most
8 . Executives and staffs do not provide confidential information to other sponsors	4.84	0.39	The most
9 . Executives and staffs developing their skills and promoting each other	3.67	0.44	Great
Average Total	4.43	0.43	The most

Table 2 shows the results of the motivated analysis of the motives and factors supporting the Sport Association for the Disable of Thailand. The Executives of the Association was found that the overall opinion level ranged at high. The average score and the standard deviation were 4.43 and 0.43, respectively.

The results of factors on the Executive of the Association which influenced to the motivation and factors for supporting Sport Association of the Disable of Thailand under the Royal Patronage, were found that the first was the executives and staffs of the association must not provide confidential information to other sponsors that the average value was 4.84 and the standard deviation was 0.39, and the second was the executives of the association must be accepted and played an important role in the operation that the average score was 4.76 and the standard deviation was 0.38.

Table 3 shows the mean (x) and standard deviation (SD) of motivation and support factors for the Sport Association for the Disable of Thailand in aspect of environment and marketing competitors.

Factors of Environment and Marketing Competitors	⁎	SD.	Meaning
1. Duration of sports events	4.63	0.37	The most
2. Preparation time before the competition	4.41	0.41	The most
3. Host country in the tournament	4.62	0.39	The most
4. Products and services similar in nature to host countries	4.71	0.46	The most
5. Several marketing competitors	4.77	0.42	The most
6. High market competition in the same products	4.72	0.49	The most
7 . The social and political economy of the country at that time	4.87	0.52	The most
8. Tax relief measures for sponsors	4.82	0.35	The most
Average Total	4.69	0.43	The most

Table 3 shows the results of the motivated analysis of the motives and factors supporting the Sport Association for the Disable of Thailand under the Royal Patronage. The aspect on environment and marketing competitors was found that the overall opinion level ranged in high level which the average value and standard deviation were 4.69 and 0.43, respectively.

The results of consideration of the motivations and factors affect to the supporting for Sport Association of the Disable of Thailand under the Royal Patronage, were found that the first was national economy, society and politics at that moment that the average values and the standard deviation were totally 4.87 and 0.52, respectively, and the second was the measure on tax allowance for sponsor that the average value was 4.82 and the standard deviation was 0.35.

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Table 4 shows the mean (x) and standard deviation (SD) of expectation to obtain of sponsors.

Items	⁎	SD.	Meaning
1. Being more knowing	4.65	0.38	The most
2. Being more pleasing	4.71	0.41	The most
3. Getting more trust	4.70	0.40	The most
4. Getting more faith	4.82	0.33	The most
Average Total	4.72	0.38	The most

Table 4 shows the results of the overall analysis of the sponsors expectations in four aspects that sponsors expected to obtain were found that the overall opinion level also ranged in high level that the average value and standard deviation were 4.72 and 0.38, respectively.
The results of considering the four aspects that sponsors expected to obtain were found that the first was getting more faith accounted at highest value that the average value and standard deviation were 4.82 and 0.33, respectively, and the second was getting more favorable that the average value and standard deviation were 4.71 and 0.41, respectively, the third was getting more reliable that the average value and standard deviation were 4.70 and 0.40, respectively, and the fourth was getting more well-known that the average value and standard deviation were 4.65 and 0.38, respectively.
Table 5 shows the regression equation **Coefficients**.

Model	**Unstandardized Coefficient**		**Standardized Coefficient**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		

1 (constant)	3.97	.492		7.846	.000
Process	.034	.131	.042	.244	.692
Manager	.018	.128	.022	.362	.445
Competition	.274	.167	.645	.510	.334

According to Table of Coefficients, the factors on process/operation, executives, level of games and sport types, environment and marketing competitors and reputation of the athletes which all influenced to the motivations and factors affect to the supporting of sports for Sport Association of the Disable of Thailand under the Royal Patronage, could be listed into reforecasting equation as follow,

Y = 3.97 + .034Process + .018Manager + .274Competition

It means that the motivations and factors affect to the supporting of sport for Sport Association of the Disable of Thailand under the Royal Patronage relied on various aspects comprising with process/operation, executives, level of games and sport types, environment and marketing competitors and reputation of athletes at significant different level of .05 or can be said that

When the aspect on process/operation changed for 1 unit would affect to the motivation and the supporting of sports for Sport Association of the Disable of Thailand under the Royal Patronage changed for .034 units with the same direction.

When the aspect on executives changed for 1 unit would affect to the motivation and the supporting of sports for Sport Association of the Disable of Thailand under the Royal Patronage changed for .018 units with the same direction.

When the aspect on marketing competitors changed for 1 unit would affect to the motivation and the supporting of sport for Sport Association of the Disable of Thailand under the Royal Patronage changed for .274 units with the same direction.
In addition, R^2 = 0.61 means that variables of the aspects on process/operation (X1), executives (X2), level of games and sport types (X3), environment and marketing competitors (X4) and reputation of athletes (X5) could be able to explain the variance of the motivation of sport supporting for Sport Association of the Disable of Thailand under the Royal Patronage

at the percentage of 61.0.

Table 6 shows the Partial Correlation Coefficients of factors affecting the motivation of sport supporting for Sport Association of Disable of Thailand under the Royal Patronage

Factors	Process/operation	Executives	Environment and competitors
1	1.000	.6162	.0143
2		1.000	.1538
3			.7988

Remark * p < .05

Table 6 shows that the executives had a relationship with the environment and market competitors equally .1538 of significant different level at .05.

Conclusion and Discussion This research found that motivation supporting the Sport Association for the Disable of Thailand in three aspects including, process/operation, executives and environment and market competitors. In the aspect of motivations, the sponsors motivations or expectations in four aspects that sponsors expected to obtain were found that the first motivation was getting more faith with the highest score that the average score was 4.82 with corresponding to Kabitsis, Chris et.al., (2 0 12) who had studied in the topic of Paralympic Games Supporting : Motivations and targets of the main sponsors of Paralympic games with the reason for deciding to be Paralympic games sponsors found that the effective motivation which cause to be Paralympic games sponsors of executives were believed that the sport supporting shows the morality which helped to reach to family, old people and children. Moreover, the sport supporting also creates the good image and faith to company/organization. The second was being more pleasing that the average score was 4.71. The next two last were getting more trust and being more knowing that the average scores were 4.70 and 4.65, respectively.

In case of factors supporting the Sport Association for the Disable of Thailand were found that the highest score of environment and market competitors was 4.69 with corresponding to Macintosh, Eric et.al., (2012) who had studied the rule of attention in the big sport events and had said that supporting in the big sport events is one of the most prevalent forms of marketing. Especially, Olympic Games which are fully attention from people around the world are the one of the best opportunities for advertising products to be worldwide. That is the reason why the executives of global manufacturing or varieties operation interested in the big sport events and also completed to be sponsors for these sport events. In aspect of executives and process/operation, the score were 4.43 and 4.23, respectively.

The researcher used the Step-Wise method to find the linear equation and to find the multiple regression equation. Then the value is that **Y = 3 .9 7 + .034Process + .018Manager**

.274Competition. That means the factors affect to the supporting of sport for Sport Association of the Disable of Thailand under the Royal Patronage relied on various aspects comprising with process/operation, executives and environment and marketing competitors at significant different level of .05 and R^2 = 0.61. The independent variable (X) can explain the variation in motivation for supporting of sport for Sport Association of the Disable of Thailand under the Royal Patronage (Y) at the percentage was 61.0 and the Partial Correlation Coefficients of factors affecting the motivation of sport supporting for Sport Association of the Disable of Thailand under the Royal Patronage, found that executives had a relationship with the environment and its competitors at .1538 and significant level of .05.

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