

ROLE OF SPORTS OFFICER TO DEVELOPING THE SPORTS AND HEALTHY LIFE STYLE CULTURE AT COLLEGE LEVEL

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"Padhoge Likhoge to Banoge Nawab Kheloge Kudoge to banoge Kharab". A popular saying in hindi always stimulates parents to stop providing playing opportunities for their kids at childhood. Parents often believe that "Nawab" means whose living a luxurious life with all the available modern resources but fact is something different we strongly says that "Nawab" are those peoples who are having a sound body with all the available resources as the other common saying goes "Health is Wealth".

Indian parents seem to be more worried about the handsome career of their children's. Sometimes parents create obstacles for their children to prove supremacy in the field of games and sports. It is very unfortunate to note that "Play" is being denied to the children of developing countries because of the factors like wrongly conceived education policies, poverty, social customs, less importance to play in academics, attitude of teachers, parents and school administrators, urbanization, mechanization etc. and India is no exception to it.

Since the school time more academic pressure has imposed hardly on the shoulders of the children's. More academic pressure does not allow taking more participation in games and sports. Alone academics not providing the platform for nurturing the complete grooming of the individual.

When the child gets entered in the college life, more and more pressure about the future perspective has imposed by the parents and by the faculties. Sometime this pressure leads to the depression. For the college going students some healthy and positive sports environment must be essential to cope up with academic as well as personal life pressure.

WHY GAMES AND SPORTS AT COLLEGE LEVEL

Research shows that games and sports are very essential to build sound personality of the individual. Many students choose a college or university for its academic merits, but another key factor in their decision are the recreational sports programs and facilities. Games and Sports are an important component to students' quality of life on campus and to a college's recruitment and retention of students

Games and Sports or physical activity is an inborn instinct in living beings. We often see animals being involved in playful activities and same is true with the human beings. Physical activities are essential for the growth and development. Games and Sports brings hugely important benefits to children as individuals, groups, families, communities and society as a whole. The benefits of ensuring that children have access to play opportunities link a

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