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SURVEY: THE EVOLUTION OF MODERN ENTREPRENEURSHIP IN SPORTS AT VIRUDHUNAGAR DISTRICT

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Abstract

Sport is an activity of a particular group of people in society. However, it has significantly evolved to become an important cultural, social and especially economic endeavor. Different types of sports have evolved into indoor sports today. For example, Cricket and Football are played in indoor Stadiums in small space. In early days Badminton was played in Indoor stadiums due to the disturbance caused by wind while playing outdoors. But in today's era we are in an era where all sports are played indoors due to lack of space and time.in the early period, all the games were played by children were played on street sides and parks in present times no child is allowed by their parents to play in street sides. The Parents of the children ready to spend money and allow them to play in fun zone, Indoor stadium, Rooftop courts, Fitness center, dance club and turf court Etc.

Key Words: Sport, People, Cultural, Cricket, Foot ball, Stadium.

Introduction

This survey is taken around virudhunagar district. In recent years, entrepreneurship in the sports industry has undergone significant transformation, with new opportunities and innovative approaches emerging across the globe. In particular, Virudhunagar District in Tamil Nadu has seen a unique evolution in this sector, where local entrepreneurs have leveraged sports as a platform to drive economic growth, foster community engagement, and build new businesses. This survey aims to explore the changing landscape of sports entrepreneurship in the region, examining how modern trends such as digitalization, sports marketing, and youth development programs are shaping the future of sports-related businesses in Virudhunagar. By capturing insights from local entrepreneurs, stakeholders, and industry experts, this study will provide a comprehensive overview of the challenges, successes, and emerging opportunities within this dynamic field.

Modern trends of Sports Facilities at Virudhunagar District

Employers are eager to start profitable businesses in small places. Especially virudhunagar is extraordinary in doing various businesses. Now days Sports Fields are the most profitable industries required less expenditure only. The sports ecosystem is changing with an increasing need for domestic excellence and international recognition. The situation in cities is also alarming as development and the depletion of the already sparse open spaces have been rapid. The rise of real estate prices and the need to make the best use of land space often push sports facilities to the background. Yet, innovative approaches such as rooftop courts and multi-purpose arenas are emerging to overcome these limitations. Developers manage to come up

with ingenious designs that fit the modern city requirements by changing conventional models. There is no doubt that with the growing economy, a growing sport & fitness culture, and the increase in infrastructure in general, the growth prospects for the industry are terrific. We are seeing 50%-100% growth in the recent few years and the trend should continue.

Facilities available at Virudhunagar District

Sl. No.	Facility	Count
1	Badminton Indoor Stadium	25
2	Fitness Training Centre	37
3	Dance clubs	13
4	Turf court	9
5	Children fun zone	11
6	Recreation club	3
7	Silambam Training center	24
8	Swimming pool	7
9	Yoga center	6

Advantages of modern infrastructure Development in Virudhunagar District

The sports infrastructure development in Virudhunagar District is also expected to create jobs in construction, maintenance, and management of sports facilities. Major sports events in Virudhunagar District can increase local tourism by up to 20%, generating in revenue. Infrastructure projects for modern facilities to create jobs both during and after construction. Infrastructure projects promote community development by providing safe spaces for physical activity and social interaction. A study by the National Recreation and Park Association found that communities with high-quality parks and recreation facilities see a 25% increase in physical activity among residents. These benefits contribute to the overall well-being of the community and can reduce healthcare costs by promoting physical fitness and mental health. Investing in modern infrastructure is a long-term investment in youth development. Quality training facilities and academies provide young players with the resources and opportunities they need to hone their skills and reach their potential. This investment can lead to the emergence of elite players who achieve national and international success, bringing pride and recognition to their communities.

Disadvantages of modern infrastructure Development in Virudhunagar District

Ensuring the safety of athletes and participants is a top priority in sports facility management. Many sports require the use of specialist surfaces to help minimize injury and improve the quality of the sport or activity. If activities are performed on inappropriate surfaces, additional risk of injury may occur. For example, exercise studios usually have a spring floor to help minimize the shock from high impact activities. Too much impact work on a hard floor can cause soft tissue injuries. Outdoor sports facilities are subject to seasonal changes and weather conditions, presenting unique maintenance challenges. These can include managing drainage systems, addressing turf issues caused by extreme heat or cold, and preparing fields for different sports seasons. Sports facilities also need to maintain their aesthetic appeal to provide a positive experience for participants and spectators. This includes regular cleaning, landscaping, painting, and other cosmetic maintenance tasks to create an inviting and visually appealing environment.

Conclusion

The evolution of modern entrepreneurship in sports within Virudhunagar District has revealed a dynamic and promising landscape, driven by a blend of traditional sports culture and innovative entrepreneurial approaches. The survey has underscored several key factors contributing to this transformation, such as the growing awareness of sports as a viable business opportunity, increased access to digital platforms, and the rising interest in sports marketing and media.

Entrepreneurs in the region are increasingly tapping into emerging trends like sports academies, fitness centers, sports tourism, and event management, providing a broad spectrum of

services that contribute to both local and regional economies. By focusing on the development of young athletes, leveraging technology for training and promotion, and creating localized sports events, these entrepreneurs are not only enhancing the sports culture in Virudhunagar but also setting new standards for the future of sports-related businesses.

Despite these positive developments, there remain challenges that need to be addressed. Limited access to funding, a lack of robust infrastructure, and the need for greater governmental and institutional support are recurring concerns among entrepreneurs. Moreover, there is an evident gap in the formalization of sports-related ventures, with many businesses operating on a smaller scale or relying on informal networks.

However, the future holds great promise. As awareness grows and more stakeholders—from government bodies to private investors—recognize the potential of sports entrepreneurship in Virudhunagar, there is a strong foundation for a more structured and sustainable sports industry. Investment in sports infrastructure, skill development programs, and strategic partnerships could pave the way for the region to become a hub for sports innovation and entrepreneurship.

In conclusion, the evolution of sports entrepreneurship in Virudhunagar is a testament to the power of vision and innovation. With the right resources, support, and continued momentum, this district has the potential to lead the way in modern sports entrepreneurship, setting an example for other regions to follow. This survey provides a critical insight into both the challenges and opportunities, offering a roadmap for future developments that will ensure the continued growth and success of the sports industry in the region.

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