

ISSN: 2230-9926

Available online at http://www.journalijdr.com



International Journal of Development Research Vol. 15, Issue, 03, pp. 67943-67944, March, 2025 https://doi.org/10.37118/ijdr.29322.03.2025



RESEARCH ARTICLE

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# INTERNATIONAL SPORTING SUCCESS: LAURELS & LEGACIES FROMP R C POLICY

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#### **ARTICLE INFO**

#### Article History:

Received 18<sup>th</sup> January, 2025 Received in revised form 21<sup>st</sup> January, 2025 Accepted 27<sup>th</sup> February, 2025 Published online 30<sup>th</sup> March, 2025

#### Key Words:

PRC -Peoples Republic of China Laurels – Achievements Legacies – Traditional back ground Sporting success- Performances in Sports.

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#### **ABSTRACT**

Even though India and China are indistinguishable political powers in Asian continent; China has been dominating in most of the sporting arenas in the world. Despite of India's strong cultural frame work, we have been facing malfunctioning as a conservative estimate of success in the international sporting arenas. Even though China was far behind of India till 1980s, has achieved pride and prestige of sporting success through their established and well-designed sports policies since 1930's. The Chinese system of sports strategies became a hub point to discus all over the sporting countries. The purpose of the study is to compare Indian and Chinese sports through their policies. The sports policies of both the countries will be analyzed with international sporting success. The performances and achievements of India and China in Olympics and Asian games will also be analyzed.

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Citation: Dr. K Abdul Rahiman. 2025. "International sporting success: Laurels & Legacies from prc Policy". International Journal of Development Research, 15, (03), 67943-67944.

#### INTRODUCTION

Even though Indian sports administrators lay more emphasis on extravagant activities and the publicity India still lacks and back some more thing in upgrading the sporting talent. Championships and contests with a great fan-fare often take a front seat. Even for corporate bodies entering into this have a craze for publicity-blitz contests for obvious reasons. The corporate participation is driven by advertising interests than sincere commitment to enhance the standards of Indian sports. Issues related to policies related with politics and economics might often concern the sports achievements. Unfortunately, the sports performance hardly from part of such an agenda, the policies can be altered with policy oriented discussion. China, the first Indian neighbor has achieved pride and prestige of sporting success through their established and well designed sports policies since 1930's. The Chinese system of sports strategies became a hub point to discus all over the sporting countries. The well known 'Ma' squad, Chinese gymnasts and swimmers all have brought laurels to the red country since 1950.

**Objective:** To compare the Indian and Chinese sports through their policies.

The Peoples Republic of China has formulated separate but strong sports policies.

**Red Sports Movement: 1929-1934:** China has formulated a strong base of sporting movement through its policy of 1929. It was a mass sports movement through which exercise was viewed as the basis of Physical as well as military training. The policy was strongly spread at and over points of those in the communist strong areas.

**New Sports Movement: 1936-1948:** The policy became a strong base of the Chinese sports movement as well as sports development. The policy put forth the slogan of 'Every body is to do exercise'. The policy focused on the healthy aspects of the public.

The Principle of Sports of PRC: 1949-1952: Sports should socialize the population into the new establishment system of values including loyalty, conformity, team spirit, cooperation and discipline. All workers, parents, soldiers, students and the citizens of the new china should be involved in the mass sports movement as pre-training for work and military defense.

(On 1 October 1949, Mao Zedong proclaimed the People's Republic of china. "Communist China" and "Red China" were two common names for the PRC.)

The period witnessed the awakening of new sports policies like 'New Sports Policy'- To promote mass sport, 'All China Sports federation' to promote sports through non-governmental sports organization.

Sovietalisation of Chinese Sports: Policy and Practice- 1952-1960: The new sports movement added colorful attraction to the Chinese sports and cultural establishments. 'The All China Physical Education and Sports Commission' was started as a governmental organization.

**The Soviet model:** The policy particularly aimed to boost competitive sports for producing elite athletes;

- 1. The competitive sports system of the PRC
- 2. Spare Time Sports Schools.

The Development of Chinese Elite Sports Policy and System (1963-1966): The policy focused on using the limited resources to provide special and intensive training for potential athletes in particular sports for competing and succeeding in the international sporting stage.

#### China Cultural Revolution 1966-1976

**Sports, Diplomacy and the Nation:** Under the main policy china had two strong legacies.

- 1. Sports had proved extremely valuable for diplomacy.
- 2. Mass sport developed with a historically unprecedented scope.

#### Sports Reformation after the 1980s

#### • The Olympic Strategy

The strategy had given priority to

"Elite sport is the priority"

"The highest aim of Chinese sport is success in the Olympic games"

"Ju guotizhi"- Whole country support elite sports system.

#### • The National Fitness for all programme

The strategy had given priority to

"Produce young stars" and

"Produce healthy citizens"

## • Institutional change with the commercialization of sport Sports was expected to stand on it's own feet and not rely on state support.

#### • Chinese sports after Beijing 2008

After the successful organization of Beijing 2008 China sports authorities has given a special direction to sports policies by considering;

- \* 'Sports' has played an important part in Chinese society.
- The Beijing 2008 Olympics strengthened the elite sports system of

China and formulated new objectives:

- To become world leading sport power
- Sports Industrialization and commercialization
- Socialization of sports activities

*China at Olympics:* Till Los Angeles 1984 China did not gained any gold medal in Olympics. China were 4<sup>th</sup> position at Los Angeles and hopefully she gained all control over sports and gradually made all success in competitive sports and took just twenty eight years to become world leading sports power. Since 1996 Athens china progressed and bettered team positions from 4<sup>th</sup> to first in 2008 at Beijing and continue the pace to keep the position in first two spots; either first or second.

### Performance analysis of China from 1960 Rome Olympics to 1980 Moscow Olympics

Summer Olympics	Gold	Silver	Bronze
1960 Rome	0	1	0
1964 Tokyo	0	0	0
1968 Mexico	0	0	1
1972 Munich	0	0	0
1976 Montreal	0	0	0
1980 Moscow	0	0	0

#### Performance analysis of China from 1984 Los Angeles Olympics to 2024 Paris Olympics

Summer Olympics	Gold	Total	Rank
1984 - Los Angeles	15	32	4
1988 – Seol	5	28	11
1992 – Barcelona	16	54	4
1996 – Atlanta	16	50	4
2000 – Sydney	28	58	3
2004 – Athens	32	63	2
2008 – Beijing	51	100	1
2012 – London	39	92	2
2016 – Rio De Janeiro	26	70	3
2020 – Tokyo	38	89	2
2024 – Paris	40	91	2

*India at Olympics:* Even though India bagged gold medals in field hockey and few medal in other sports events we struggle to better the medal tally in every Olympics.

*India & China in Asian Games:* Not only in Olympics but in Asian games also India has not succeeded to build a strong platform to enhance her medal tally. We slept from second position to sixth and even eighth positions in every Asian games.

#### CONCLUSION

Bearing in mind on the sports policies of India and China, India focusses on extravaganza and encouraging public-private partnership. The follow up functioning of the same is always found fading even after the formulation of sports policy established during 2011, it was aimed to improve sports skills and to create interest and foster them from young age. China has established a vigorous and robust sports system for identifying young talents and thereby to promote national feeling along with pride and international sporting success.

What can we exploit from PRC policy?

- Impart the beneficent aspects from PRC sports policies
- 5 year plans separately for sports development
- Priority sports must be preferred
- Sports must incorporate with education

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