

From Time Out to Power Play: The Indian Premier League Phenomenon.

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Sonya J. Nair
Assistant Professor
Department of English
All Saints' College, Trivandrum

Executive Summary

The Minor Research Project entitled, From Time Out to Power Play: The Indian Premier League Phenomenon, sought to look into the impact that the IPL has had on the Indian psyche. The project, in the course of its investigation found that there have far reaching consequences in terms of understanding the different nuances of Indian Nationalism and the impact that sporting loyalties can have on the concepts of nationalism and the notion of an undivided state. How does the all- pervasive sport, ingratiate itself with the viewers through clever marketing and merchandising is also one of the areas that the project evinced interest in. The socio-economic- cultural underpinnings that lie beneath sport were also looked into so as to reveal the dynamics of social interaction with sport. Especially the IPL that has purely regional ties and does not posit itself on the grounds of national spirit.

The analysis of the socio-cultural-economic impact of the IPL on the demographics of Indian society and the mentality of the Indian fan base has yielded rich results. The IPL has posited itself as a battle of the different regions in the early years of its inception. It later went on to position the regional peculiarities and local legends, food habits, clothing styles of the places the franchises originated. Of late, there is a trend to promote the stars in each team and play on the cult that surrounds each player. This is because, the regional loyalties have been established and there is a move to maintain interest through the various combats between players. There is also, a distinct regional flavour and a strong move towards inclusiveness, in

terms of Ranji and Under-19 Players being included in the squads. This leads to a lot of respect for the IPL as a nursery for bringing up and nurturing young talents and reputations. The gender question has to be broached as cheerleaders are sometimes skimpily dressed and there is no women's IPL. This lack of gender sensitivity needs to be addressed through immediate step. The cultural impact has been tremendous in terms of the fans' loyalties crossing borders and supporting foreign players who play for their team. When national contests resume, these rivalries resume. The country has opened itself out to multi cultural influences, but still fervently holds on to ideas of regional pride and linguistic identity. This is why, when there is a proposal to have new teams, the appeals are made on a regional basis.