

Date: _____

Day: _____

The Role of Sports in Fostering National Unity and Prosperity.

Outline

1. Introduction:

2. Understanding the terms national unity and prosperity.

3. Role of sports in Fostering national unity and prosperity

a) Whole nation supports a single team helps Foster unity.

b) Single national team consist of different ethnicities Foster unity.

- c) Cultural exchange between different regions through national championships.
- d) National team's achievements: a sense of pride.
- e) Fan following of national sports heroes regardless of their ethnicities.
- f) helps to overcome polarization in society.

4. Role of sports in fostering prosperity

- a) Global championships helps generate huge amount of revenue.
- b) Franchise based leagues. Source of income generation.

- c) Provision of income source for players from remote areas.
- d) Jobs generation due to increase in economic activities.
- e) Sports works as a soft power helps to attract foreign direct investment.
- f) Sports fund raising events to overcome crisis like events.

5. Conclusion:

Sports has always remains integral to human societies. Men of every age have played various sports. The Coliseum, in the capital of Italy, was heart of many sports events of the

time. It hosted many sports events of the time, including gladiators fights, animal hunts and naval exercises.

The sports remained integral to every society because of its role in national unity.

In modern age, sports have foremost importance. It fosters national unity by uniting whole national while they cheer for their national ~~the~~ team. Also, the national teams consist of players from every ethnicity, which helps foster national unity.

And the fan following of players from every corner of the country is also one of the factors which unite the whole country. Moreover, the achievements of national teams generate national pride.

Date: _____

Day: _____

which unite the whole nation. Furthermore, sports help to overcome polarization in society. In addition, sports also play a critical role in prosperity of the nation. The global championships helps to generate huge amount of revenue. The franchise based leagues also provide a great amount of revenue. Sports events helps in provision of jobs, in form of central contracts, to youngsters from far plunged areas. The sports events helps in increase of economic activities, results in jobs production. The sports players also work as a soft power of the state, alleviate national image and helps to attract foreign direct investment.

Also, the fundraising events, organized by through sports championships, helps in fund crisis like situation. Hence, the sports plays a critical role in fostering national unity by installing national pride, overcome ethnicity division and through cultural exchange. It also foster national prosperity by provisions of jobs, fundraising events, and increase in national income by hosting global championships and national leagues.

Understanding the term national unity and prosperity, national unity is the oneness of the whole nation. It is characterized by a sense of commonness, share a common identity, respect diversity and patriotism.

while prosperity is a state of flourishing, thriving and well being. Both are critical for a nation, no nation can withstand without national unity and prosperity.

The sports play a great role in fostering national unity. When whole nation ~~spo~~ supports a single team, it unite the nation. Whenever a national team participate in global championship, whole nation cheers them regardless of their ethnicities and political affiliation. For instance, during the champion trophy 2017, whole ^{Pakistan} nation stands behind their team, which results not only that ~~that~~ team won championship but also unite

Date: _____

the nation. Hence, the sports unite a nation when its citizens cheer their national team.

Moreover, the national teams consist of different ethnicities helps foster national unity. The national team players belongs to different parts of the country. Each region consist of different culture. But, in national team they all comes together for a common cause representing their nation. For example, the cricket team of Pakistan consists of players from every province but they play for their nation under a common cause. Hence, the sports helps foster unity when player from all parts of country play

Date: _____

Day: _____

In team games.

In addition, sports also foster national unity through cultural exchange between different regions of the state under the umbrella of national championships. The national championships include athletes from every part of the country. This results in national harmony and understanding of the culture and dynamics of each region. The Indian Premier League, national league of India, consists of teams and players from every corner of the state, which helps in fostering national unity. Hence, the national championships help foster national unity.

Furthermore, the national teams achievements helps

install national pride among the citizen. whenever, a nation achieve something it increase the nation's pride. Sports being played at global level is highly competitive. Teams have to play their best to outclass their rivals and opponents. While beating their rivals and achieving higher ranks and winning championships it also alleviate the nation's pride. For instance, winning FIFA worldcup 2022 helps Argentina to alleviate its national pride as it became ~~the~~ champions after outclassing every team in the world. Hence, the sports helps to foster or alleviate national pride which helps in increasing national unity.

Likewise, the fan following

of national sports heroes regardless of their ethnicities foster national unity. The national heroes have their fan base in every corner of the country. Although each country consists of different ethnicities and political plural societies, ~~it~~ but the players are loved across the country regardless of their political and ethnic background. For example, Shahid Khan Afridi, former captain of Pakistan national team, is loved across the country for his aggressive match winning gameplay. Therefore, the love for national heroes regardless of their political or ethnic affiliations helps foster national unity.

Lastly, sports helps to overcome polarization in

Date: _____

Sports is an apolitical subject. People follow and play it regardless of their political affiliation. This apolitical aspect of it helps to overcome polarization in society while following their national heroes^{and} cheering national team, people comes close to each other. They set aside their political ideologies and ethnic division and supports their national team. For instance, during 2023 cricket worldcup, Pakistan was going through serious political turmoil, dividing nations apart. But people support their nation from the core of their heart. Hence, sports helps to unite nations by overcoming polarization in society.

Along with its role

in national unity, sports also play its role in prosperity. The global championships help generate huge amount of revenue. As we are living in a globalized world, sports have also become globalised. Global championships are now played around the globe, consists of teams from every continents. These huge championships provide opportunity to earn huge amount of revenue. This revenue is majorly earn through tickets sales, hoteling, entertainment industry and through food industry. Qatar, country in Arabian peninsula, hosted FIFA world cup 2022. They generated approximately \$52 billion USD from the championship. Hence, the hosting of global championships provide huge amount of revenue which helps foster

prosperity.

Secondly, the franchise based sports leagues help generate huge incomes. The sports has transitioned in last couple of decades. Now, the games are played on franchise based model at national level. These leagues are huge source of income. They not only provide huge financial benefits to players but also generate huge amount of revenue for national exchequere. According to PCB statistics, Pakistan Super league generated 94 billion rupees in last season through TV rights and branding. Hence, the franchise base national leagues are providing greater opportunity to earn huge revenue.

Thirdly, sports provide opportunity to players from

remote areas to earn source of living. The people living in remote areas have no access to economic opportunities. But sports is one arena which can provide opportunity to people from every part of the country. As sports is a talent based game, people with talent from every background can become global and national stars. For instance, Shabeem Shah Afridi, current bowling star of Pakistan, belongs to Khyber agency, remote tribal district, has become national star after getting opportunity in PSL. Hence, sports provide opportunity to people from far plunged areas to earn lively hood and stardom therefore ensuring prosperity.

Fourthly, sports events also help in jobs generation

due to increase in economic activity. ^{Every} ↑ Sports involve some required equipment. Therefore, a sports industry has come into existing providing jobs to millions of people around the globe. Moreover, the championship, both national and international, hosting led to increase hoteling, food, and airline services. which provide jobs to million of people. Hence, the sports helps to generate jobs due to the economic stimulus economy get from arrival of millions of fans from around the world.

Fifthly, sports works as a soft power therefore attract FDI. The global image of a country play a vital role in FDI attraction. Sports work as a soft power for

The country alleviating its global image. Therefore, helps to attract FDI which is necessary for the prosperity of the country. For instance, South Africa has received \$20 million FDI for investment only in cricket infrastructure. Hence, the sports can ensure prosperity by attracting FDI if it is employed as soft power tool.

Lastly, sports fund raising events generate funds for crisis hit country or regions. Sports is one of the arena which is mostly watched and followed by masses around the globe. Therefore, it is use as a tool to raise fund for crisis hit regions. The PCB has organized tournaments of former champions to fund the

crisis hit areas of Sindh and Balochistan during 2022 flooding. The event generated amount equal to \$200,000 USD. Hence, the fund raising sports event can generate huge amount of fund that can be utilize to fund the crisis like situation.

To conclude, it can stated that sports play a vital role in national unity and prosperity. It ensure national unity by fostering cohesion in society. This cohesion is achieve through cheering of national team by whole country and representation of a national team from all parts of country by team's players. It also

achieve national unity by overcoming polarization and increasing national pride. Moreover, sports also foster prosperity by hosting national and global championships which give stimulus to economy providing jobs to thousands and generating huge amount of revenue. It also ^{helps} attract FDI if employed as soft power tool. It is need of hour that due policy and fiscal measures are taken to unleash the full potential of sports industry. Pakistan is home to one of youngest population in the world with median age of 24. The government must take policy measures to build infrastructure, training facilities and top class

Date: _____

Day: _____

Coaching staff. This will result
in fostering national unity
and prosperity through
sports.