

Partnership and Its Role in Physical Education

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Abstract

A partnership is an arrangement in which parties agree to cooperate to advance their mutual interests. Since humans are social beings, partnerships between individuals, businesses, interest-based organizations, schools, governments, and varied combinations thereof, have always been and remain commonplace. A partnership is formed between one or more businesses in which partners (owners) co-labor to achieve and share profits and losses. Partnerships exist within, and across, sectors. Non-profit, religious, and political organizations may partner together to increase the likelihood of each achieving their mission. Sport partnerships are a natural part of the sporting landscape. Partnerships can create new opportunities for physical activity to promote health, providing benefits to all partners and their members.

KEYWORDS:Partnership, physical activity, health

INTRODUCTION

Partnership plays a major role to any successful organization. It can be formed between individuals, agencies or organizations with a shared interest. There is usually an overarching purpose for partners to work together and a range of specific objectives.

Partnerships are often formed to address specific issues and may be short or long term, formal or informal. Partnership working is required by government as an approach to ensure better relationships between central and local government and the third sector, or indeed between the statutory sector and the third sector in localities. It varies widely, based on the kind of actors in the partnership, its goal and strengths and the nature of financial contributions involved. It can be in the form of donations and philanthropic linkages or sponsorships agreements in which each partner contributes to the development of a common goal or program.

As Drew Mackie succinctly summarized “Too often a partnership is just a bunch of people from different organizations who just happen to be present in the same room, giving the impression of dancing together while actually standing still”.

VALUES OF PARTNERSHIP

Partnership provides benefit to both the partners. A public- private partnership involves at least one public organization and at least one private organization. The private partner typically provides cash or services to the partnership in return for the benefits accrued for supporting something attached to a cause. The public partner typically receives resources and provides a platform, linked to a cause from which other partners can leverage.

Partnership is able to increase trust and credibility. Intimes when resources are precious, partners can pool their resources, avoid wasting valuable time and effort and build from one another. Effective partnership working could lead to:

- Clarity of expectations and terms of engagement
- Best use of time and resources
- Mutually supportive processes
- Decisions that take into account the views of different stakeholders
- Operating on an equal footing with other organizations
- Sharing of roles
- Understanding other's priorities and constraints
- Discussions of differences and constructive management of conflict
- Getting beyond individual agendas
- Keeping other organizations informed – and being kept informed
- Consistency of approach and avoidance of duplication.

ROLE OF PARTNERSHIP IN PHYSICAL EDUCATION

Physical education includes knowledge of physical activities that contributes to physical fitness, mental wellbeing and social interaction. Participation in physical activities can generate great health benefits. Sports can be a powerful source to achieve policy objectives and mobilize societies. In world of sports, developing partnership make sense as a way to pool scarce resources. Many programs to increase physical activity have been evaluated in developed countries, where 'leisure time physical activity' is the most frequent domain for interventions. In developing countries, and also with reference to global obesity prevention, different kinds of interventions targeting 'total physical activity' are needed. This requires efforts across agencies and sectors, and in the domains of work, active transport, reduced sitting time, as well as leisure time physical activity promotion.

Sport partnerships are a natural part of the sporting landscape and have existed in various forms. Despite the benefits of sports, the declining rates of sport and physical activity participation by males and females of all ages further heighten the need for partnering, particularly given the evidence that this decline in fitness may lead to increases in chronic disease, higher health care costs, and possible decreases of productivity. Most developed countries report an alarming rise in youth obesity rates combined with decreased sport participation rates. Reversing the inactivity crisis and making regular physical activity and sport participation can reduce all-cause mortality rates by as much as 30 percent. The inactivity crisis is centered on both youth and adults, and consequences are dire.

At a logical and almost simplistic level of understanding there is much to be gained by combining sports clubs. The outcome will be reduced clutter of old sport buildings on reserves, reduced burden on rate-payers and tax payers to provide and manage community based sport infrastructure, increased capability at governance and operations levels for locally managed sport delivery, increased efficiency and effectiveness of sport delivery. But in the background we are aware of the human condition and the need for

ownership, autonomy and the difficulties surrounding ongoing quality dialogue and communication to solve problems. It is at this level that there is real concern about the value of a Sport Partnership approach.

Since the 1970's there has been increasing interest in sport partnership approaches. Partnership as a simple arrangement between two or more parties, based upon satisfying identified mutual needs. Sportville was a concept that suggested that all sports in a community would amalgamate or merge to form one sporting hub. To amalgamate or merge would involve organizations ceasing to exist in their own right and being taken over by an existing entity with a legal status, or creating a new entity. Other terms used in the context of sport clubs include: joint-ventures; clusters; and strategic alliances. These latter forms imply a greater legal distance between the parties involved.

Amid decreased sport participation rates and declines in health, many countries see governments decreasing their support for not-for-profit organizations and sport organizations. The decrease in government support has generally stemmed from cutbacks in government spending on physical activity and sport and an increase in proportion of tax dollars required for core health care and education services. Governments are setting expectations that the organizations that they support should generate additional funding from external partners.

Partnerships can create new opportunities for physical activity to promote health, providing benefits to all partners and their members. Over the past two decades many municipalities have entered into partnerships to provide sport and recreation facilities for their communities. Most of these projects have involved the creation or extensive renovation of medium-scale facilities, which often host minor-league professional sport teams and community events, which in turn create new employment opportunities. Partnerships can enhance the image of each organizational partner as sport and physical activity is generally seen in a positive way.

CONCLUSION

There are many versions and visions of what constitutes a partnership, each with different strengths and commitments. Partnerships between public and private organizations can allow resources to be shared and strengths to be amplified. Whether philanthropic, sponsorship, or more collaborative in nature, partnering brings together expertise from other sectors and allows partners to build toward a shared goal or values. Partnerships can play an important role in physical activity and health, helping to address the growing rates of inactivity and accompanying dire health consequences.

REFERENCES

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