

**“ROLE OF CHAMPIONS BOAT LEAGUE TOURISM IN
FINANCIAL GROWTH AMONG BOAT CLUBS IN
ALAPPUZHA”**

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ABSTRACT

Snake boat race are conducted annually on the backwaters of Kerala which is the most prestigious one for celebrating rituals and festivals. But it was a difficult task and many people suffer a lot of financial difficulties while conducting this race.

In order to avoid this laborious task Kerala tourism commenced the champions boat league CBL in 2019. We hear examine a comparative analysis of financial growth among boat clubs in Alappuzha before and after the commencement of CBL.

Key words: - Champions boat league, Alappuzha Backwaters, House boats, Tourism and poverty reduction

INTRODUCTION

For a long period, elegant snake boats (chundan vallam) have been used for world-renowned snake boat races which are conducted annually on the backwaters of Kerala annually for celebrating rituals and festivities. As part of a novel venture to safeguard and foster the tradition of the land, Kerala Tourism commenced the ‘Champions Boat League’(CBL).

The 'Champions Boat League' (CBL) is conducted over 12 different venues across the state. Its main intention is to conserve and take care of Kerala's traditional festivals and thereby create an annual sporting event and to showcase Kerala's backwaters beauty to the world.

The 'Champions Boat League' (CBL) blast off on August 31st with the renowned Nehru Trophy Boat Race in Alappuzha will lay off with the President's Trophy Boat Race in Kollam on November 23rd.

The vanquishers of this sporting event will take home a cash prize of Rs.25 lakhs. Those who reach 2nd and 3rd place will carry off Rs.15 lakhs and Rs.10 lakhs respectively.

Races are convened in afternoon between 2:00 pm and 5:00 pm. The events are news casted live on Star Sports 2, Star Sports 2 HD, Star Sports 1 Tamil, Asianet Plus and on Hotstar.

Objectives

- Portrayal of Champions Boat League Tourism in economic upswing of different boat clubs

Methodology

- The research examines the Role of Champions Boat League Tourism in financial growth of different boat clubs in Alappuzha

Paper discuss from two aspects-

1. The various boat leagues clubs and race calendar of boat clubs in year of 2019
2. Direct income earned by boat club people from Champions boat leagues in the year of 2019.

We used two different methods for our data collections, direct observation & interview method.

CHAMPIONS BOAT LEAGUE CLUBS

Pallathuruthi Boat Club, Alappuzha	Tropical Titans
Police Boat Club	Raging Rowers

United Boat Club, Kuttamangalam, Kainakary	Coast Dominators
NCDC/Kumarakom	Mighty Oars
Village Boat Club Edathua	Backwater Knights
KBC/SFBC, Kumarakom	Thunder Oars
Vembanad Boat Club, Kumarakom	Pride Chasers
Town Boat Club, Kumarakom	Backwater Warriors
Brothers Boat Club, Edathua	Backwater Ninjas

CBL Race Calendar

Nehru Trophy Boat Race, Alappuzha District	31 st August
Thazhathangadi, Kottayam District	7 th September
Karuvatta, Alappuzha District	14 th September
Piravam, Ernakulam District	28 th September
Marine Drive, Ernakulam District	05 th October
Kottappuram, Thrissur District	12 th October
Ponnani, Malappuram District	19 th October
Kainakari, Alappuzha District	26 th October
Pulinkunnu, Alappuzha District	02 nd November
Kayamkulam, Alappuzha District	09 th November

Kallada, Kollam District	16 th November
President's Trophy Boat Race, House Boat Terminal, Ashtamudi Lake Kollam District	23 rd November

Literature of review

Situations till 2018 in the State of Kerala on the Boat league

- Maximum first prize for one competition was 5 lakhs rupees
- Especially for Nehru Trophy boat league, the largest boat festival was limited the amount of 5 lack as first prize
- Boat expenses and Players expenses was met by the village people owned by the particular boat

Sl. no.	CBL CLUBS NAME	CLUB EARRINGS IN 2018 *	Remarks
1.	Pallathuruthi Boat Club, Alappuzha	15 lakhs	03 Matches
2.	Police Boat Club	08 lakhs	02 Matches
3.	NCDC/Kumarakom	10 lakhs	03 Matches
4.	United Boat Club, Kuttamangalam, Kainakary	11 lakhs	03 Matches
5.	Village Boat Club Edathua	12 lakhs	03 Matches
6.	Vembanad Boat Club, Kumarakom	14 lakhs	03 Matches
7.	KBC/SFBC, Kumarakom	11 lakhs	03 Matches
8.	Town Boat Club, Kumarakom	12 lakhs	02 Matches
9.	Brothers Boat Club, Edathua	12 lakhs	02 Matches

* Prize money + Sponcership

Situations in 2019 in the State of Kerala on the Champions Boat league

- Each Participant and club will get 4 lakhs rupee for each single match as a participant prize. From 12 matches each club can earn 48 lakhs rupee, From the bonus 10% of the amount will be deducted as tax and 31.5 % of the prize amount will be deducted as also tax (Tourism department is planning to reduce the tax next year on wards,2020)
- Expert players are introduced with well-known coaches, Participants are getting better exercise, Yoga and new uniforms are replaced the old traditional dress of the villages.
- Sponsors came for the matches, and new sponsors put their interest on different the clubs like IPL

Players financial earnings

- Till 2018 players are getting 800-1500 rupee per match
- In 2019 players are earning 3500-4000 rupee per match

Direct Viewers & Television/Online Viewers

As per the Tourism department press release from the three months of the matches CBL viewed (Direct/TV) by more than 4 crores, Direct viewers are more than 1 crore and through television 2 crores, rest through online and other sources

CHAMPIONS BOAT LEAGUE CLUBS & EARRINGS FROM THE MATCHES 2019

Sl. no.	CBL CLUBS NAME	CLUB EARRINGS IN 2019	Remarks
1.	Pallathuruthi Boat Club, Alappuzha	1.31 crores	12 Matches
2.	Police Boat Club	83 lakhs	12 Matches
3.	NCDC/Kumarakom	69 lakhs	12 Matches
4.	United Boat Club, Kuttamangalam, Kainakary	59 lakhs	12 Matches
5.	Village Boat Club Edathua	52 lakhs	12 Matches
6.	Vembanad Boat Club, Kumarakom	49 lakhs	12 Matches
7.	KBC/SFBC, Kumarakom	48 lakhs	12 Matches
8.	Town Boat Club, Kumarakom	48 lakhs	12 Matches
9.	Brothers Boat Club, Edathua	48 lakhs	12 Matches

Conclusion

Kerala, God's Own Country, is a symphony composed on the strings of beauty and a land endowed with a myriad of boons and bounties. The rural life in Kerala, untouched by the mighty hands of industrialization and much of the repulsive transformation of urban sophistication, offers a taste of paradise to travelers. The serene backwaters, swaying coconut farms, soothing paddy fields, everything makes the village life of Kerala a memorable experience.

According to the Tourism Department, the average attendance at the CBL races stood above one lakh. Around 15 lakh spectators, including foreigners, have turned out to watch the first nine races in the CBL held in different parts of the State. It helps to revive the flood-hit tourism sector in the State. Races are being broadcast live, which helps promote the event outside the State. The CBL is also proving to be a source of income for cash-strapped boat clubs and hundreds of rowers. A while ago Nehru Trophy Boat Race attracted great exhilaration. However, the CBL has changed the face of the snake boat races. Apart from promoting the sport as a whole, it is benefiting boat clubs, rowers, and boat owner. The CBL is ranked, the fourth position in all sports in India because it provided a very attractive prize money of 5.9 crore. The first three winners of each CBL match will get 5 lakhs, 3 lakhs, and 1 lakh respectively. All participants are entitled to a bonus prize of 4 lakhs per match. The Tourism Department is planning to make the CBL a 150-crore event in five years.

Situations in 2020 and 2021 in the State of Kerala on the Boat league is facing the problem of Covid 19 protoclos especially in public gathering, Hopefully will be back with 2022 calander programs in an active manner.

References

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