

Indian Premier League (IPL) is Back On Track with Crazy Actions...!



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A family fight over what to watch on TV ended in a bout of violence after a father stabbed his 24-year-old son when the latter insisted on watching a match in the ongoing IPL cricket tournament while his father wanted to sleep. A craze to an extent that nothing can stop the country to sway in with the ongoing IPL...! The short format, Twenty20 version of Cricket has grabbed so much prominence. There are two things that Indians are passionate for, Bollywood and Cricket. The game is on its heights...! This tournament is the latest mania that has hit the country, and has left people bedazzled with illusion of what will be experienced over weeks of dance, music, and sport and sheer excitement.

IPL league is the new milestone in the field of sports. After the grand success of Indian Premier League (IPL) 2008 last year, all in a new set of actions IPL 2009 is here again sprinkling new thrill and excitement.. Cricket, Cricket and only Cricket has dynamically changed the whole of sports arena and is the only factor that is driving the nation. It is not only a sport anymore, it is beyond that. People go crazy with it, it is entertainment, it is business and the most discussed topic..! A whole lot of marketing takes place around cricket.

It is a game of much dazzle and shine where the ownership is taken over by the infrastructure and private equity firms to film stars. The eight teams are sold in an amount beyond one's imagination. In fact this game carries our country's pride. The success itself is remarkable for the players. Of course there are players from all the countries who are brought in by our Corporate Giants.

Especially when we talk about our Indian players a whole package of perks and glamour is showered on the players considering them as national heroes. Some one is receiving Rs.1 Crore and a Porsche car, the other is getting a Mercedes Benz & Rs.50 lakhs. Players are gifted with apartments in the city of their choices. Various endorsements pour in like rain, free travel for all the players for the next 5 years and what not

as their prizes and gifts !

With such craze the whole media economy booms up. With 90% television revenue the profits reaches its heights within a period of time. Initiatives are taken for television rights and franchise ownership because of the majority viewership during the matches. Big money is being spent to buy IPL players. At the time when the economy is under pressure there is still the zeal for the Cricket obsessed fans.

But the strange thing that can be noticed is that why in sports only Cricket is the King. There are other sports and sports players who have equally contributed to the glory of the 'Country India'. Unlike Cricket fame they go unnoticed. Each game has its own stand and should be encouraged..! That is a different issue altogether and has its own depth and dearth to focus upon...

No matter what...! Along with the entertaining series, runs parallel news like the extreme ones in craze. Where the father while he was drunk happened to get furious over the issue of his son watching IPL despite his wishes which led to the attack and alas he lost his son may be in an unconscious mind but that turned out to be a sad doom. Every time such news comes as 'breaking news' flashing on our TV screens. The fact that these unpleasant incidents happening are the sheer enthusiastic mood along with other perspective occurrences that leads to the incidents like this. None can be blamed for or even should be blamed to. But yes conscious mind needs to be always in alert because after accidents take place its no point of blaming and repenting. Some say IPL is new form of slavery. Players are the slaves of owners, they are put to auctions but the craz e towards this is really and equally astonishing and amazing..!!

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BY JULITA

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