

## **Innovations in Teaching Pedagogy Post Covid Era: Insights From Indian Cricket**

**Dr. Prity Birla**

*Assistant Professor*

*Poddar Management & Technical Campus, Jaipur*

*Email: [pritybirla@gmail.com](mailto:pritybirla@gmail.com)*

### **Abstract**

*Pandemic Covid 19 has revolutionized the education format world around. The Indian government also comes up with National Education Policy (NEP). Online and Hybrid formats have become the reality and creating history.*

*Cricket being the nerve of Indian society has witnessed a growing count of fans across the world. The sport is rising in terms of viewership which is 93% in contrast to Kabbadi, Hockey, Football, Tennis, etc (BARC India Report, 2019). Moreover, the momentum of the sports industry is penetrating at a high pace from past decades. The market size of the sports industry across the Indian globe is Rs. 77.62 billion (Statistica, 2019). The conduction of IPL cricket matches in biosecure bubble in 2020 and 2021 truly emphasized the popularity of the sports nation and worldwide.*

**Keywords:** *Pandemic, Pedagogy, Cricket, Innovation*

Reference to this paper  
should be made as  
follows:

**Dr. Prity Birla**

*Innovations in  
Teaching Pedagogy  
Post Covid Era:  
Insights From Indian  
Cricket*

Journal Global Values,  
Vol. XII, No.I

Article No.19,  
pp. 154- 158

[https://anubooks.com/  
jgv-vol-xi-no-1-jan-  
june-2021/](https://anubooks.com/jgv-vol-xi-no-1-jan-june-2021/)

[https://doi.org/  
10.31995/  
jgv.2021.v12i01.019](https://doi.org/10.31995/jgv.2021.v12i01.019)

## **Introduction**

The size and scale of the cricket community are substantial to facilitate impetus to the education industry. The key inputs to the education industry have been measured through different pedagogies and insightful learning. Inclusive of web-based research as critical pedagogy for undergraduate management education was found significant in developing life-long learning, development in terms of future managers and conscious effective citizens (Coronado Gabricla, 2011).

There is common thread between the strategies of Cricket and Marketing. Running between Wickets vs. Regular Advertising; it's quite usual in the ground to run between wickets, this running can be compared with regular advertising by the set brands for their potential as well as loyal customers. Additionally, Cricket and Management have the Contingency Theory as common; cricketers whether bowler, batsman, or fielder; they all plan and perform according to the pitch, ground, and opponent. Same in the market; a marketer or manager plan the strategies according to the territory and targeted customers. These pedagogies are basically concentrated on Marketing and General Management has taken a grass-root from Cricket.

One can learn managerial skills from Shrimad Bhagwad to Vedas, from raining water to a sand storm. Management stream being the practical exposure phenomenon take insights from various fields. Cricket being apple eye of the Indian population, here is taken as learning insight in this article. Further, the article unfolds some common theories and practices of cricket and the business world.

These insights will be easy to understand; students will adopt and relate them. These insights are being utilized as teaching pedagogy by the author. Few examples of the recent COVID 19 pandemic time are included in this article for a better understanding of the concepts.

## **Bucket Theory and Anti Bucket Theory**

Successful Cricketers of the Indian Cricket team both M.S Dhoni and Virat Kohli are known as calm, cool, and stress removers. Their strategy and management can be compared with the Bucket Theory of Marketing, which says that retain the old and look for gold. Both the captains have given chance to the newcomers.

This gave insights in marketing as well a marketer if tries innovation, trusts on their own strategies can create the history. Years back when the TATA group launched the small segment vehicle Nano, it was the same strategy to keep the old and introduce the gold. It proved as very right decision by TATA as other competitors as well afterward launched small segment vehicles following TATA.

Anti Bucket theory says let the past go and look for new insights. In the

same way, our captains manage stress by letting go of the stress or pressure of match and look for the potential in the field. This gave insights into the marketing field as well as TATA stopped Sumo, though it was high selling vehicle and the company looked for new ways. In the recent pandemic times lots of companies they started with new lines, emphasized on supply chain and online platforms.

### **Building Pressure as Competitive Strategy**

Arjuna, the important character of Mahabharata was under great pressure before the Kurukshetra war. He with the preaching of Lord Sri Krishna managed and washed out that pressure and state of confusion. This is one side of the coin where stress is been managed. It is mentioned in Bhagwad Gita that the shankhnad of Pandavas shacked the heart of Duryodhana.

Right from the ancient time, it is witnessed that managing pressure and building pressure both are the great competitive strategies. The strategic move had been witnessed in several cricket matches. The early wickets or the big hit builds pressure on opponent.

The pressure building strategy had been utilized by UBER, when the company penetrated in India. UBER builds pressure on Car Rentals and other unorganized means of taxi rentals by giving technology, anytime anywhere service, at your doorstep facility, and lower price extra.

In a nutshell building pressure when a company has some innovative idea to serve can prove as a successful competitive strategy.

### **Running Between Wicket vs. Regular Advertising**

It's quite usual in the ground to run between wickets, this running can be compared with regular advertising by the set brands for their potentials as well as loyal customers. This has been pretty well seen in the different matches between different teams. Cricketers they hit big six and fours but simultaneously take single and double too.

This can be compared with the regular advertising by set brands to persuade and remind their presence in the market to their customers. Like; Parle-G, Glucon-D. In the recent times marketers are focusing on the real-time need with emphasizing more on the cleanliness of product, hygiene issues, and awareness. The recent example of TATA Sky with Jingle; Ghar pe bath dala to life jhingalala, Surf Excel; showing and helping respect in the time of Ramdaan, Dairy Milk with Thank You printed paper, etc give meaningful insights for Regular Advertising.

### **Format of Cricket vs. Product Differentiation**

Initially, Cricket used to be the test match format, then changed into fifty

over's game. The last decade has witnessed a drastic change in terms of format, like; 20-20, IPL, and the most interestingly mix-gender matches. This implication of format change can be sighted in the product differentiation made by marketers, in terms of form, size, packaging, etc. Dettol from soap cake and liquid introduced the hand wash, sanitizer, etc. Movie theatres' format also changed from a single screen to multiplex. In the pandemic time Over the top (OTT) platforms gained momentum. Like in the recent time Swiggy the online cooked food delivering app started grocery delivery. Likewise, lots of brick and motor shops too shifted into online and become hybrid too.

### **Retention vs. Startup Success**

Cricket experts opine that the maximum the batsman retains in the field in the start confirms the higher score. Since the opening duo once has to settle then they can make a big score as well. The same way the business experts opine that a start up if survives in the market for initial two years can confirm the chances of success surely. The same is their HR strategy; retention of productive people confirms the success of the organization at par.

Falahaar the local food chain in Jaipur city is an initiative taken for Fast eatables for the public. In two to three years of time, they have spread their food chain from one area to multiple in the city. Pay to app is one of the beautiful examples of the online payment model set at the time of demonization in the nation.

### **Contingency Theory as Common**

Cricketers whether bowler, batsman, or fielder ; they all plan and perform according to the pitch, ground, and opponent. Same in the market; a marketer or manager plan the strategies according to the territory and targeted customers.

In this context, the recent example of Haldi Doodh Can by Amul to boost the immunity, change in the format of teaching, and adopting online mean gives meaningful insights. This gives lessons for adopting the contingency and molding the business accordingly. The example of Asian paints safe paint services is a good adoption of contingency. Restaurants and Hotels offering different discounts to lure the visitors and push the demand is also can be sighted as a contingency.

### **Depth in Batting vs. Depth in Product Line**

In Cricket, depth in the batting line and all-rounder players are super assets for the team. The depth in the batting line conquers the chances of a big score and more consistency. Same in the production, the depth in product line conquers more catering to the needs. Like; Tata, HUL, Patanjali etc. These companies have a different product line and the depth and width in the product line again are very

impressive. Patanjali Ayurved has taken the initiative to launch an e-commerce marketplace to supply Made in India (Swadeshi) items to support the Self Reliant India Scheme. This gives the new dimension to supply the Swadeshi products in response to PM Modi's Vocal for Local.

### **Conclusion**

The different theories of management and marketing with comparison to the Cricket community will be an innovative way in the teaching pedagogy. Moreover, the recent examples from the real world with reference to these concepts will be helpful in understanding. Cricket being a heartthrob sport gives lots of strategic similarities and can provide good pedagogical insights for the Marketing and Management stream.

### **References**

1. Amul Haldi Doodh Can | Amul - The Taste of India (2020) <https://www.amul.com/products/Amul-Haldi-Doodh-Can-info.php> (Accessed on 06/06/2020)
2. BARC India Report (2019) Cricket draws 93% of sports viewers in India. [https://www.business-standard.com/article/news-ians/cricket-draws-93-of-sports-viewers-in-india-barc-119060400786\\_1.html](https://www.business-standard.com/article/news-ians/cricket-draws-93-of-sports-viewers-in-india-barc-119060400786_1.html) (Accessed on 21/10/2019)
3. Coronado Gabriela (2011) Web-based research as critical pedagogy: A reflection on its application to undergraduate management education. *Journal of University Teaching and Learning Practice*. Volume 8 Issue 2.
4. Danny Cyril D Cruze (2020) Swiggy enables grocery delivery facility in-app, starts services <https://www.livemint.com/companies/news/swiggy-expands-grocery-delivery-services-to> (Accessed on 28/04/2020)
5. ET Digital (2020) Baba Ramdev's Patanjali to launch swadeshi-only ecommerce platform OrderMe, free home delivery of products <https://www.timesnownews.com/business-economy/companies/article/baba-ramdevs-patanjali-to-launch-swadeshi-only-ecommerce-platform-orderme-free-home-delivery> (Accessed on 25/05/2020)
6. Statista (2019) Market size of the sports industries across India in 2017& 2018. <http://www.statista.com/statistics/1029883/India-sports-industry-market-size/> (Accessed on 23/10/2019)
7. [www.asianpaints.com](http://www.asianpaints.com)