

**Project Report on**  
**FANTASY SPORTS GAMING OR GAMBLING**

**Submitted By:**  
**RAHUL SHARMA**  
**2K22/EMBA/17**

**Under the Guidance of:**  
**Dr. DEEP SHREE**  
**DSM**



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road Delhi 110042**

## **DECLARATION**

I undersigned, hereby declare that the project titled “FANTASY SPORTS GAMING OR GAMBLING” submitted in partial fulfilment for the award of Degree of Executive Master of Business Administration of Delhi School of Management, Delhi Technological University is a bonafide record of work done by me under the guidance of Dr. Deep Shree, DTU. This report is not previously prepared on the basis for the award for any degree, diploma, or similar title of any other University.

**May 24, 2024**

**Rahul Sharma**

# Delhi School of Management, Delhi Technological University



## CERTIFICATE

*This is to certify that the report titled “FANTASY SPORTS GAMING OR GAMBLING.” being submitted by **Rahul Sharma**, 2K22/EMBA/17, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration, is a bonafide record of the project work done by Rahul Sharma of Delhi School of Management, Delhi Technological University.*

**Dr. Deep Shree**

**DSM**

# Acknowledgment

Through this acknowledgment, I sincerely express my gratitude towards all people who helped me in project, which has been a warm & delightful experience.

Special thanks & warm gratitude towards my project guide **Dr. Deep Shree Mam** for her efforts in coordinating with my work and guiding me in the right direction.

It would be an injustice to proceed without acknowledging the vital support I received from my beloved classmates and friends, without whom I would have been half-done.

I would also like to use this space to offer sincere love to my parents and all people who had been there, helping me through this work.

**Rahul Sharma**

## EXECUTIVE SUMMARY

**Attention:** According to the Deloitte & Federation of India, Every International Cricket Match has betting on around 120 Crore Rupees. Currently In 2024 Revenue of Betting is 6800 Crore Rupees, & Projected Revenue till Yr 2027 will be around 25,240 Crore.

**Interest:** The people of the age 25 to 40 years segment is possible to hold the largest share of the total global fantasy sports market during their forecast period. The total global fantasy app sports market is segregated into two demographics groups: Age group 25 to 40 years and Age Group which are under 25 years..

**Desire:** Various Research shows that there has been five major primary motives for participation and playing in fantasy sports; ① surveillance, ② arousal, ③ entertainment, ④ escape, and ⑤ social interaction.

**Action:** To conclude we can say that Fantasy is a huge threat to the Indian Youth as there continuous growing industry evolve many youth future and financial condition in dangerous, which cause an imbalance in the society.

# TABLE OF CONTENTS

|   |              |
|---|--------------|
| <b>CERTIFICATE</b>  | <b>III</b>   |
| <b>ACKNOWLEDGEMENTS</b>                                       | <b>IV</b>    |
| <b>ABSTRACT (EXECUTIVE SUMMARY)</b>                           | <b>V</b>     |
| <b>TABLE OF CONTENTS</b>                                      | <b>VI</b>    |
| <br>  |              |
| <b>CHAPTER 1 INTRODUCTION</b>                                 | <b>08-11</b> |
| 1.1    Gambling & Fantasy Definitions                         |              |
| 1.2    Difference between Gambling and Fantasy                |              |
| 1.3    Age Group population involves in Gambling              |              |
| 1.4    Objectives & Scope of Study                            |              |
| <b>CHAPTER 2 GAMBLING HISTORY &amp; FANTASY APPS IN INDIA</b> | <b>12-21</b> |
| 2.1    Gambling : History Evolution                           |              |
| 2.2    Gambling & Betting laws in India                       |              |
| 2.2.1    The Public Gambling Act,1857                         |              |
| 2.2.2    The Prize Competitions Act, 1955                     |              |
| 2.3    Case Study of R.M.D ChamarBaugwala                     |              |
| 2.4    Evolution of Fantasy app in India                      |              |
| <br>  |              |
| <b>CHAPTER 3 LITERATURE REVIEW</b>                            | <b>22-26</b> |
| <br>  |              |
| <b>CHAPTER 4 RESEARCH METHODOLOGY</b>                         | <b>27-29</b> |
| 4.1    Research Design  |              |
| 4.2    Population of the Study                                |              |
| 4.3    Sample Size & Sampling Approach                        |              |
| 4.4    Source of Data   |              |
| 4.5    Methods of Data Collection                             |              |

|   |              |
|---|--------------|
| <b>CHAPTER 5 REVENUE MODEL OF FANTASY APPS</b>    | <b>30-35</b> |
| <b>CHAPTER 6 DATA ANALYSIS AND INTERPRETATION</b> | <b>36-37</b> |
| 6.1 Education Qualification of Respondent         |              |
| 6.2 Population of the Study                       |              |
| 6.3 Sample Size & Sampling Approach               |              |
| 6.4 Source of Data                                |              |
| 6.5 Methods of Data Collection                    |              |
| 6.6 Rate of winning the Respondents               |              |
| <b>CHAPTER 7 LIMITATIONS OF STUDY</b>             | <b>38</b>    |
| <b>CHAPTER 8 CONCLUSION</b>                       | <b>39</b>    |
| <b>CHAPTER 9 FINDING/IMPROVEMENTS</b>             | <b>40</b>    |
| <b>CHAPTER 10 BIBLIOGRAPHY / REFERENCES</b>       | <b>41</b>    |

# 1. INTRODUCTION

## 1.1 GAMBLING & FANTASY DEFINITION

Gambling – Gambling word Derived from the Old English word “Gammlen” which means to “TO PLAY”

Gambling Definition – Gambling means Practice or activity of betting or Put on the Staking of some value of money of things or something which has values, with respect to the Awareness of possibility of Loss or Possibility of gain, on the result of game outcome in a show or event that may be detected by chance or luck or by any means of accident or which could be an surprising results.

Fantasy – Fantasy word derived from the Greek word “Phantasia” which means “TO MAKE VISIBLE”

Fantasy Definition – Fantasy is something you imagine, which might be a situation that are not true, that you just imagine.

## 1.2 Difference between Gaming and Fantasy

### **Fantasy :**

**Definition:** Fantasy sports game means making the virtual (Not Real) teams which are purely based on the of real-life players from that particular sport. Participants play event against each other which is also based on the their evaluation and the performance of those players in current real time and real time games.

Examples: Fantasy Cricket, fantasy Badminton, fantasy baseball, and fantasy soccer are some of the most popular fantasy sports. These all shorts come under fantasy sports.

**Characteristics:** In fantasy sports, participants act as team managers, drafting players, setting lineups, and making strategic decisions to maximize their team's performance. Points are awarded event and players individual or team performance result in real live games. Leagues can be formed among friends, colleagues, or through online platforms, and participants often compete for prizes or bragging rights.



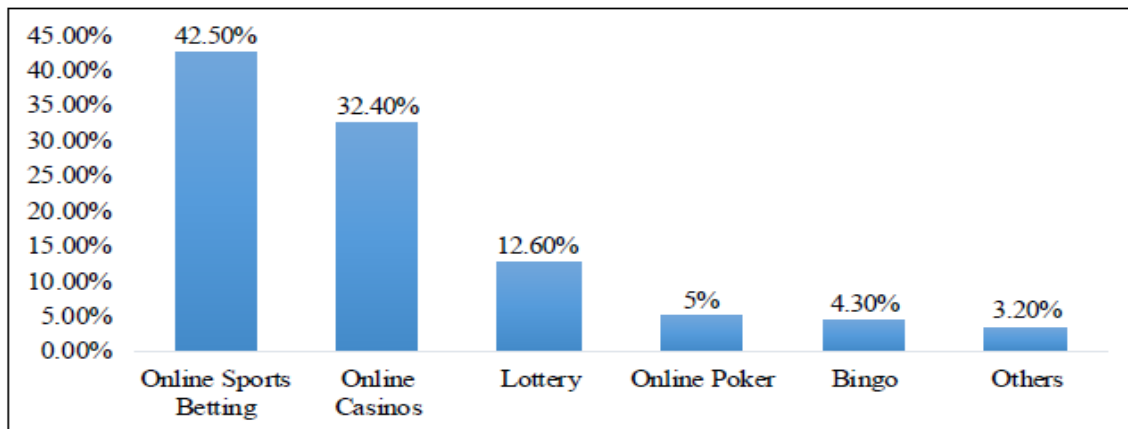
## **Gaming:**

**Definition:** Sports gaming involves playing video games or simulation games based on various sports, allowing players to control teams or individual athletes within a virtual environment.

**Examples:** Video game franchises like FIFA (soccer), Madden NFL (American football), NBA 2K (basketball), and MLB The Show (baseball) are prominent examples of sports gaming.

**Characteristics:** Sports gaming allows players to simulate the experience of playing or managing sports teams. Players control the actions of athletes or teams, competing in matches, tournaments, or career modes. Sports gaming can range from realistic simulations with accurate player statistics and physics to more arcade-style gameplay, catering to different player preferences.

### **1.3 Age Group Population involves in Gambling**



*Figure 1.4 Distribution of Online Gaming Revenues in Europe in 2018, by type.*

**Source:** Statista<sup>4</sup>.

Primary research data is currently available by the help of mainly one of Media know as ENV Media's which is currently leading major sports of betting, Bet India. The input of these Google Analytics available data covers almost around 69000 people which is logging and creating account in these app and websites in the Duration of between 1<sup>st</sup> June, 2020 to 15<sup>th</sup> Sep , 2021 (nearly around 16 months) exclusively most of the traffic coming from majorly one country that is only India.

| Age   | Users  | Gender | Users  |
|-------|--------|--------|--------|
| 18-24 | 28,698 | Male   | 24,592 |
|       |        | Female | 4,056  |
| 25-34 | 21,295 | Male   | 18,147 |
|       |        | Female | 3,119  |
| 35-44 | 9,409  | Male   | 7,495  |
|       |        | Female | 1,960  |
| 45-54 | 5,007  | Male   | 3,934  |
|       |        | Female | 1,080  |
| 55-64 | 2,743  | Male   | 2,300  |
|       |        | Female | 444    |
| 65+   | 2,059  | Male   | 1,696  |
|       |        | Female | 364    |

Source :- [Research for the Indian Sports Betting app and website :\(env.media\)](#)

According to the above table, it has been clearly reveals that the Male people were very overwhelming in majoring of approx. 84% among the users

Among these major dominant group of age is from 18<sup>th</sup> to 24years old generation which is among highest of around of 41.7% of total shares

Among them 18<sup>th</sup> to 34<sup>th</sup> age generation around ¾ quarters of around 73%.

Males among them were 61% (Age group 18<sup>th</sup> ~ 34<sup>th</sup> years)

## **1.4 Objectives & Scope of the Gambling and Betting Study**

- To Understand and knowledge about the purpose the motives of Gambling
- To Study Revenue generation model of App & Website Gambling Fantasy
- To examine the various factors that affect the user to move from Fantasy app to Betting apps
- To Investigate the Role of Government in controlling current growing betting industries in India.

## 2 HISTORY OF GAMBLING & FANTASY SPORTS APPS IN INDIA

### 2.1 History of Gambling

History of Gambling is very old in India, Since 4<sup>th</sup> century BC betting was done in form of various events like Chaupar, Pachisi, Dice etc

#### Popular Games during that period

Chaupar



Pachisi



Dice



During the period of Mahabharat “Jua” has been played, But During that time it was know very negative in the society



During 16<sup>th</sup> Century, when Mughal were captured India, at that time also betting has been done



Even Akbar was a big fan of Cock Fight and used to bet on the fighting of Cock



During Year 1777, at the time of Britishers Gambling has been done on various events like, Horse Riding, Cricket & Lottery Houses

Year- 1777



But the problem is there were so many lottery has been opened and people are openly playing “jua” which increase crime activity and within few years things are going out of the control of the Britishers,

Law and order are getting disturbed and even worst day by day, soon Britishers understand that there is a stick need of law and order in the system.



## 2.2 Gambling Laws in India

### The Public Gambling Act, 1857

In year 1857, Britishers made a ACT under which any open betting should be completely stopped.

This act made to close Gambling houses, So that no people can gamble at public place

This act also Under Section – 13 Ban fighting of animals.

**THE PUBLIC GAMBLING ACT, 1867.**  
ACT NO. 3 OF 1867 2\*

[25th January, 1867.]

An Act to provide for the punishment of public gambling and the keeping of common gaming-houses in the 3[United Provinces, East Punjab, Delhi 4[and the Central Provinces].

Preamble.-WHEREAS it is expedient to make provision for the punishment of public gambling and the keeping of common gaming-houses 5[in the United Provinces, East Punjab, Delhi and the Central Provinces];  
It is hereby enacted as follows:-

1. Interpretation-clause.

1. Interpretation-clause.-In this Act-

6\* \* \* \*

"Common gaming-house..... Common gaming-house" means any house, walled enclosure, room or place in which cards, dice, tables or other instruments of gaming are kept or used for the profit or gain of the person owning, occupying, using or keeping such house, enclosure, room or place, whether by way of charge for the use of the instruments of gaming, or of the house, enclosure, room or place, or otherwise howsoever.

7\* \* \* \*

2. Power to extend Act

2. Power to extend Act.-8[Sections 13 and 17] of this Act shall extend to the whole of the 9[said States] and it shall be competent to the State Government- whenever it may think fit, to extend, by a notification to be published in three successive numbers of the Official Gazette, all or ,any of the remaining sections of this Act to any city, town, suburb, railway-station, house and place being not more than three miles distant from any part of such station-house within the 10[States], and in such notification to define, for the purposes of this Act, the limits of such city, town, suburb or station-house, and from time to time to alter the limits so defined.

-----

## Section 12 & 18

- Betting is **ILLIGAL**
- Only Skill Base Game is **LEGAL**

Game of Skill



Allowed

Game of Chance



Not Allowed

What is Game of Skill & What is Game of Chance ?



Future Conflicts

Act Implemented all over the British India



## **Year – 1947 (India Independent)**

After that INDIA GAMBLE ACT 1867, included as it is in constitution.

But as per “SEVENTH SCHEDULE” state list, we have provided comfort to states to implement some of them can modify or make new law.

### Same Follow

- Bihar
- Chhattisgarh
- Madhya Pradesh
- Manipur
- Chandigarh

### Amendment in law

- Andra Pradesh
- Assam
- Goa
- Gujrat
- Maharashtra
- Kerala

**Day by Day betting modern but law same**

## The Prize Competitions Act, 1955

In Year 1955, similar manner, Prize Competition Act also been Formed



There were several Scam are being played where Top winner got award and huge Fraud Cases were coming.

## 2.3 Case Study of R.M.D ChamarBaugwala

### R.M.D ChamarBaugwala Case

This Case Study known in the history of India for Betting Industry

One Person Name R.M.D. CHAMARBAUGWALA was running a Card Competition Club house, where the winner got the prize

Some People filled complaint against him, As he allow playing “JUA” to common people and Mr. CHAMARBAUGWALA got arrested.

R.M.D filled case that this competition is Legal, under “Public act 1857” and proof to the court that card playing is a **Game of Skill** not the **Game of Chance**

As during playing of cards game, you have to take care of which card available with opponent and currently how many cards are on the game, so it is purely a GAME OF SKILL

Supreme Court statement that this is not luck based game & R.M.D has Won the Case

After this case, all other case came to the court has been checked by the same reference of Game of Chance and Game of Skill

## 2.4 Evolution of Fantasy sports app in India

In year 2001, ESPN & STAR SPORT , Launch an app in India Name “SUPER SELECTOR APP” where you can select a player from 2 teams and if your player performs well in GAME, then you can bonus points in account ID



But the problem is their Timing to Launch the App, During 2001-2003 years India does not have Internet facilities available to the common man

So in Year 2003, they have operating loss and they shut down.

# Dream 11



Harsh Jain in 2007 (Studied from USA ) seen craze of Fantasy app cards .

They Bring Fantasy app in India and Timing is very good 2007 as 2008 is DLF IPL year

Internet is growing speed at same time



After That Many other Fantasy app has arrived



### **3. LITERATURE REVIEW**

Gambling has been present in every culture and civilization and is played by people across various generations. It is one of the oldest industries in the world played in different forms, and the popularity of gambling keeps increasing (Chantal et al., 1995). Liberalization and development of gambling and gambling products have had a significant implication on economic development in several countries. Development of casinos and other forms of gambling have paved the way towards economic growth in different economies through an increase in the revenue in the form of tax, increased employment opportunities, and development of ancillary industries (Chhabra, 2007; Wan et al., 2011; Zheng & Hung, 2012).

A large number of research studies have been conducted around the world related to the gambling industry. However, the focus of this section will be the research studies conducted around the world to identify the gambling motives, prevalence of problem gambling, the impacts of problem gambling, and to identify the pattern of gambling behaviour among the gamblers. The research articles and reports that have been reviewed for the study have been identified using google scholar, Pubmed, and different open access journals. The literature review is divided into three main sections, Gambling motivation, Problem gambling/severity, and gambling behaviour.

### 3.1 Gambling and its Motivation

People have different motives for gambling. Gambling behaviour of the gamblers is majorly affected by motivation, and it is an important element of gambling involvement (Chantal et al., 1995). Gambling motivation significantly influences the intention to gamble and greater gambling involvement among the gamblers (Wu & Tang, 2011). Different gamblers have different gambling motivation, and it varies according to the social demographic factors of the gamblers (Francis et al., 2015). Motives for gambling not only vary depending upon the social demographic factors, but it also varies according to the forms of gambling products (Lam, 2007a).

Neighbors et al. (2002) identified as many as 16 different motives for gambling. While playing the lottery, casino, and track betting, gamblers were motivated by excitement, challenge, and a chance to win, whereas, while playing games such as bingo, card room, and unlicensed gambling, social factor was the significant motivator (Lam, 2007a). On the other hand, monetary, excitement, entertainment, and social values were some of the factors motivating Baccarat<sup>20</sup> players to gamble in a game of Baccarat (Lam, 2007b).

Different authors have identified and developed several motivation scales to identify the factors motivating gambling among the various gamblers and types of gambling games. The Gambling Motivation Scale (GMS) identifies seven different motives among the gamblers (Chantal et al., 1994, as cited in Wu & Tang, 2011). Among these seven distinct motives for gambling, three of them are intrinsic motivation towards knowledge, accomplishment, and stimulation, three of them are extrinsic motivation resulted from identified regulation, external regulation, and introjected regulation, and the final one is amotivation. These seven factors are classified into three factors self-determined motivation, non-self-determined motivation, and amotivation. The result of the confirmatory factor analysis by Wu and Tang (2011) among the Chinese gamblers supported these classifications to simplify the seven motivation factors of the Gambling Motivation Scale into three subscales.

Tao et al. (2011) developed an indigenous Gambling Motives, Attitudes and Behaviour (GMAB) Scale to identify the factors motivating gambling among the Chinese gamblers. The result of the factor analysis revealed five different motives for gambling

<sup>20</sup> Baccarat is a gambling game played with cards.viz, self-worth, Monetary gains, Sensation seeking, Boredom alleviation, and Learning. Binde (2013) developed a

gambling motivational model for better understanding the gambling behaviour and problem gambling most suitable for leisure gambling. The five motivational dimensions identified in the gambling motivation model are the dream of hitting the jackpot and transforming one's life, Social rewards, Intellectual challenge, Mood change induced by playing, and the chance of winning.

Stewart and Zack (2008) developed and evaluated the Gambling Motives Questionnaire (GMQ), exhibited from the three-dimensional Drinking Motives Questionnaire. The Gambling Motives Questionnaire consists of 15 items, of which 14 were directly adapted from the Drinking Motives Questionnaire, and only one of the item "to get a high feeling" has been changed from "to get high". Stewart and Jack (2008) developed the Gambling Motives Questionnaire to assess three distinct gambling motives: Enhancement motives (internal), Coping motives (internal), and Social motives (external) in predicting gambling frequency. The three subscales viz Enhancement, Coping, and Social motives indicated a good internal consistency (Cronbach's alpha 0.80), and the three-factor structure correlated with each other. The reliability and validity of the GMQ were evaluated by Lambe et al. (2015), and their result indicated that the GMQ is a valid measure for identifying motives among emerging adults. However, one of the significant gaps in the GMQ model was the exclusion of financial motives. Including financial motives in the GMQ model and its modification into the GMQ-F model improved the internal consistency of the enhancement motives (Dechant & Ellery, 2011), and also improved the estimation of gambling frequency by the GMQ-F model (Dechant, 2014).

A five-factor gambling motivation model to determine the influence of gambling motives on gambling severity was developed by Lee et al. (2007), using a self-reported questionnaire among college students in Korea. The five factor-gambling model identified five different motives for gambling, socialization, amusement, excitement, avoidance, and financial motives. Lee et al. (2007) found out that financial motives have a direct positive impact in explaining gambling severity, and the avoidance and excitement motives have an indirect influence on gambling severity through financial motives.

Gambling motives play a crucial role in explaining gambling behaviour and severity among gamblers (Francis et al., 2015; Lee et al., 2007; Stewart & Zack, 2008). The desire to win big influences gambling involvement and results in severity among the gamblers (Lee et al., 2007). The desire to win big is one of the primary reasons for gambling (Binde, 2013; McGrath et al., 2010). Winning big money is a primary reason for persistent gambling among the problem gamblers, and winning small amounts encourages them to



chase their earlier losses (Clarke et al., 2007). The monetary motives have a direct positive influence among the gamblers and their gambling severity (Lee et al., 2007), but escape and excitement motives also play a crucial role when gambling-related problems emerge among the gamblers (Flack & Morris, 2014). Enhancement motive, along with coping motive, is also a significant predictor of problem gambling severity (Francis et al., 2015; Lambe et al., 2015). However, the influence of gambling motives on gambling severity varies across genders. A coping motive has been found to be a significant predictor of problem gambling among the female gamblers, while the enhancement motive is a significant predictor problem gambling among the male gamblers (Stewart & Zack, 2008).

### **5 major factors of the betting & gambling model identified in various motives :-**

Socialization

Amusement

Excitement

Avoidance

Financial motives

### 3.2 Severity / Problem Gambling

According to recent Diagnostic and Statistical Manual 5th Edition (American Psychiatric Association, 2013) problem gambling is defined as ‘persistent and recurrent problematic gambling behaviour leading to clinically significant impairment or distress, as indicated by the individual exhibiting four (or more) symptoms in a 12-month period:

- a) Needs to gamble increasing amounts of money in order to achieve desired excitement.
- b) Is restless or irritable when attempting to cut down or stop gambling.
- c) Has made repeated unsuccessful efforts to control, cut back, or stop gambling.
- d) Preoccupied with gambling (e.g., persistent thoughts of reliving past gambling experiences, thinking of ways to get money with which to gamble).
- e) Often gambles when feeling distressed (e.g., helpless, guilty, anxious, depressed).
- f) After losing money gambling, often returns another day to get (“chasing” one’s losses).
- g) Lies to conceal the extent of involvement with gambling.
- h) Has jeopardized or lost a significant relationship, job, or educational or career opportunity because of gambling.
- i) Relies on others to provide money to relieve desperate financial situations caused by gambling.

Ferris and Wynne (2001) defined the problem gambling as  
“Gambling behaviour that creates negative consequences for the gambler, others in his or her social network, or for the community.”

## **4. RESEARCH METHODOLOGY**

### **4.1 Research Design**

The research design for the study is exploratory and descriptive. Exploratory research involves investigating a problem or a phenomenon that is yet to be studied. The Exploratory research design has been used to identify the factors motivating gamblers to engage themselves in gambling activities, to find out the level of gambling severity, and to identify gambling behaviour caused due to gambling severity in the context of Indian gamblers with special reference to India. The descriptive research design has been used to highlight the revenue-generated from the legal gambling business in India.

### **4.2 Population of Gambling and Fantasy app study**

The universe of the study comprises gamblers gambling in gambling venues, which is legal under the gambling laws in India. Gambler's gambling in the fair during the Hindu festival of Diwali has also been included in the universe of the study because the gambling games conducted during the fair are legal, and licenses are issued for carrying out different forms of gambling games. No gamblers gambling in games that are not under the purview of the law have not been included in the study.

### **4.3 Gambling Sample Size & its Sampling Approach**

Major sample for this taken from Gamblers who are betting in region basically from Delhi & NCR.

The sample size has been calculated at a 95% level of confidence, a confidence interval of 5% for estimating the population proportion from unknown population of gamblers in India.

The sample has been calculated with help of the following formula (Zikmund et al., 2016).

$$n = \frac{Z_{c.l.}^2 pq}{E^2}$$

Where n= number of sample items

$Z_{c.l.}^2$  = sqr. of the confidence level

p= Known as approx. est. calculation prop of gamblers in Delhi & NCR

q= Known as approx. proportion and estimation of non-betting in region Delhi & NCR

E2 = confidence interval of the betting people

The Calculation is consider for sample size based on basic need to understand study:

$$n = \frac{Z_{c.l.}^2 pq}{E^2}$$

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

$$n = \frac{(3.8416)(0.25)}{0.0025}$$

$$n = 384.16$$

The Figure for above data constitute the gamblers to collect in approx. 3 different region of the district which is highlighted in Table 1

| <b>Plan of data collection from Gamblers in Delhi &amp; NCR Region</b>               | <b>Delhi</b> | <b>Gurugram</b> | <b>Noida &amp; Ghaziabad</b> |
|--|--------------|-----------------|------------------------------|
| No of Respondents*   | 185          | 125             | 75                           |
| Total sample size  | 385          |                 |                              |
| <b>Source: Author's Calculations</b>   |              |                 |                              |
| *No. of respondents is allocated based on the population in the respective districts |              |                 |                              |

#### **4.4 Source of Data**

Both primary and secondary data were collected for achieving the objectives and hypothesis of the study. Both primary and secondary data are quantitative in nature. Primary data for the study has been collected with a help of a structured questionnaire. The secondary data for the study has been collected from the Directorate of State Lotteries Finance, Revenue & Expenditure Department Government of India.

#### **4.5 Method of Data Collection**

A structured questionnaire was designed for the collection of primary data. Primary data for the study was collected by visiting the gamblers gambling in legal gambling venues in Delhi & NCR. Before filling up the questionnaire, prior consent was taken from the respondents, withholding and respecting their opinions on whether to fill up the questions or not.

This Resulted in a need to adopt a scheduling technique of data collection to collect data from those respondents who faced difficulty in understanding and filling up the questionnaire.

## 5. REVENUE MODEL OF FANTASY CRICKET APP

Let us take an example to understand the Revenue model of Fantasy cricket app

Suppose 5 People are playing contributing Rs 100 each



|                    |
|--------------------|
| ₹ 500              |
| 28% GST - 140      |
| ₹ 360              |
| 20% App Owner - 72 |
| ₹ 288              |



So Ideally Rs 288 should be Receive by Winner Person, But there is 30% TDS (means Rs 86.4) TAXATION & TDS ON WINNINGS FROM ONLINE GAMES – SECTION 115BBJ AND 194BA

So Winner will Get only RS 101



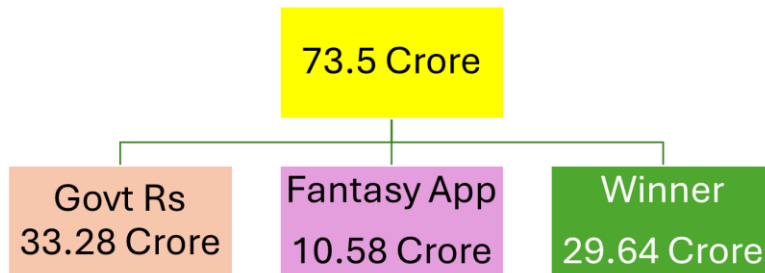
- Winners Profit – Rs 101.6
- App Owners Profit – RS 72
- Govt Profit – Rs 226.4 (Which is Maximum)

**This Calculation is example of only a Rs 500 Game, but Any Mega Event line IPL has approx. Rs 73.5 Crore Betting**



## Mega Event Like - IPL

- Approx – 1.5 Crore Participant
- Entry Fee – Rs 49
- Rs 49 X 1.5 Crore => Rs 73.5 Crore



**Assume that How much they are making making**

IPL – 72 Match

World Cup -48 Matches

So many Leagues

Then Hockey, Football others

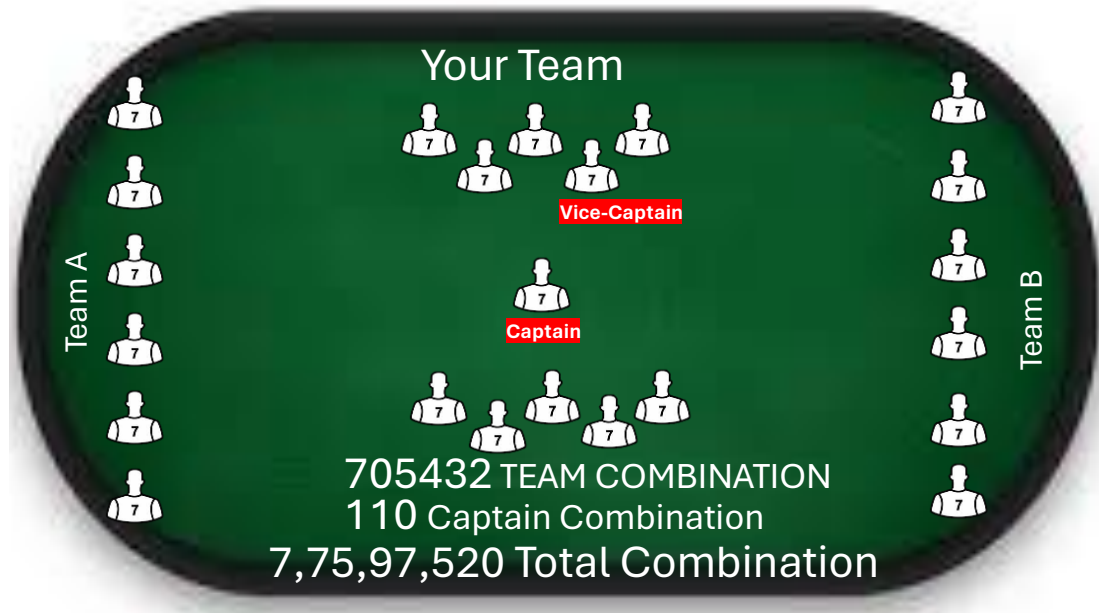
## 5.1 CONCEPT OF TEAM MAKING IN FANTASY APP

Suppose there are 11 -11 Player in Each Team then Out of 22 Player we have to select 11 Players of our Choice



Total 705432 combination could be possible.

Not only These you have to choose Captain and Vice Captain out of them



**So Total Possible combinations are 7,75,97,520**

**In this case your Probability of Winning is**

**0.00000667%**

## 6. DATA ANALYSIS AND INTERPRETATION

### 6.1.1 Educational Qualification of Answered people (Respnt)

| <b>Educational Qualification of the Respondents</b> | <b>Frequency</b> | <b>Percent</b> |
|---|------------------|----------------|
| 12th or below                                       | 130              | 33.77 %        |
| Graduate  | 157              | 40.78 %        |
| Masters   | 90               | 23.38 %        |
| Others  | 8                | 2.08 %         |
| <b>Source : Author's Calculations</b>               |                  |                |

### 6.1.2 Employment Status of the Respnt

| <b>Employment Status of the Respondents</b> | <b>Frequency</b> | <b>Percent</b> |
|---|------------------|----------------|
| Employed                                    | 141              | 36.62%         |
| Job Seeker                                  | 69               | 17.92%         |
| Self Employed                               | 145              | 37.66%         |
| Pensioner                                   | 4                | 1.04%          |
| Daily Wage Earner                           | 26               | 6.75%          |
| <b>Source : Author's Calculations</b>       |                  |                |

### 6.1.3 Source of Gambling Money for the Respnt

| <b>Source of Gambling Money</b>       | <b>Frequency</b> | <b>Percent</b> |
|---------------------------------------|------------------|----------------|
| Pocket Money                          | 76               | 19.74%         |
| Salary                                | 141              | 36.62%         |
| Daily Wages                           | 90               | 23.38%         |
| Business Income                       | 74               | 19.22%         |
| Pension                               | 4                | 1.04%          |
| <b>Source : Author's Calculations</b> |                  |                |

#### 6.1.4 Monthly Income of the Respondents

| Monthly Income of the Respondent     | Frequency | Percent |
|--------------------------------------|-----------|---------|
| Below Rs 10,000                      | 121       | 31.43%  |
| Rs 10,000 - Rs 19,999                | 125       | 32.47%  |
| Rs 20,000 - Rs 29,999                | 94        | 24.42%  |
| Rs 30,000 - Rs 39,999                | 26        | 6.75%   |
| Above Rs 40,000                      | 19        | 4.94%   |
| <b>Source: Author's Calculations</b> |           |         |

#### 6.1.5 Respondents response to what lead them to starting gambling

| Reasons for Starting Gambling        | Frequency | Percent |
|--------------------------------------|-----------|---------|
| Advertisement                        | 27        | 7.01%   |
| In need of Money                     | 61        | 15.84%  |
| It is fun                            | 184       | 47.79%  |
| Friends/Family                       | 179       | 46.49%  |
| Others                               | 32        | 8.30%   |
| <b>Source: Author's Calculations</b> |           |         |

#### 6.1.6 Rate of Winning the Respdnt

| Frequency of Gambling wins           | Frequency | Percent |
|--------------------------------------|-----------|---------|
| Never                                | 74        | 19.22%  |
| Sometimes                            | 254       | 65.97%  |
| Often                                | 51        | 13.25%  |
| Almost always                        | 6         | 1.56%   |
| <b>Source: Author's Calculations</b> |           |         |

## **7. LIMITATIONS OF THE STUDY: -**

Hence the study road for constant improvement is never ending Job, so this type of study could be also face issue from certain type of limitations. Few of them present as follows:

- Due to the illiteracy, it is a very time taking or the time-consuming method in which there is requirement of continuous guidance.
- Since Gambling in India is not comes under Govt control, so no Authentic records has been found to support.
- Majorly respondents are indulge so deep in Gambling, so always are according to their correct mind state and mood which can swings based on conditions
- Many Respondent are reluctant to answer questions and even discuss about their condition

## **8. CONCLUSION**

Gambling is a sensitive issue and evokes plenty of debate when it comes to the question of whether to legalise it or not. In a country like India, where gambling has been a part of its culture throughout history, banning gambling entirely may not be a viable solution to the problem. Irrespective of bans on gambling and gambling products in many different states in India, one can see that the illegal gambling and betting industry has been flourishing in India, which is a much bigger problem.

Delhi & NCR, as a state, has been very progressive towards gambling and gambling products. Along with the state of Goa, Delhi & NCR is the premier destination for gambling in India.

The gambling reforms and the legalisation of casino and online gaming has helped the government of Delhi & NCR to generate a large sum of revenue for the state. The development of Casinos and online gaming parlours and the sale of lottery tickets in Delhi & NCR has also helped the government to create employment opportunities for the people. These are some of the economic benefits which every state derives from having a legal gambling avenue within the state.

However, identification of social issues related to the legalisation of gambling and gambling products is essential to judge the overall impact legal gambling is having on society. Gambling has been present in Delhi & NCR, even before Delhi & NCR became the 22nd state of India in 1975. But there has not been a study in Delhi & NCR that sought to identify the prevalence rate of problem gambling among the gamblers in Delhi & NCR. With such liberal laws and the availability of legal gambling avenues in Delhi & NCR, gambling impact studies are essential to understand the social and economic impact of legalised gambling in Delhi & NCR. Such studies will help the government in identifying issues related to gambling and its adverse consequence on gamblers, their families, and society. Identifying the problem will help the government and the policymakers in formulating laws and practices that will help prevent the adverse effect of gambling.

## **9. FINDINGS / IMPROVEMENTS**

The five identified gambling motives are Avoidance, Social, Amusement, Financial and Excitement Motives.

The prevalence rate of problem gambling of 14.55% identified among the gamblers gambling in Delhi & NCR is the highest prevalence rate of problem gambling ever recorded in India. A higher prevalence of problem gambling may be because the sample consisted of only the gamblers who were actively participating in some forms of gambling, and many of the gamblers do have easy accessibility to legal gambling in Delhi & NCR. However, the prevalence rate of 14.55% is still high, and efforts are required to control the further growth of problem gambling in Delhi & NCR. •

In the present study, the prevalence of problem gambling was found only among the male gamblers. The findings of the study are similar to the study by George et al. (2016) and Jaisoorya et al. (2017). In their study, George et al. (2016) and Jaisoorya et al. (2017) found that problem gambling among Indian gamblers to be more likely among male gamblers than female gamblers.

Among the five identified gambling motives, only avoidance and excitement motive significantly predicted the prevalence of problem gambling severity among the gamblers in Delhi & NCR. The avoidance motive significantly predicted the prevalence of problem gambling severity at a 1% level of significance and the excitement motive significantly predicted the prevalence of problem gambling severity at a 10% level of significance.



## 10. BIBLIOGRAPHY / REFERENCES

Reference Books are, Journal, Newspapers, Web Sites, Report, etc are to listed, out here

A. Bussu, A., & Detotto, C. (2015). The bidirectional relationship between gambling and addictive substances. *International Gambling Studies*, 15(2), 285–308. <https://doi.org/10.1080/14459795.2015.1042493>

B. Canale, N., Griffiths, M. D., Vieno, A., Siciliano, V., & Molinaro, S. (2016). Impact of Internet gambling on problem gambling among adolescents in Italy: Findings from a large-scale nationally representative survey. *Computers in Human Behaviour*, 57, 99–106. <https://doi.org/10.1016/j.chb.2015.12.020>

### References

- A. George, S., & Jaisoorya, T. S. (2016). Gambling addiction in India: A survey of Indian psychiatrists. *Internet Journal of Medical Update*, 11(2), 7–10. <https://doi.org/10.4314/ijmu.v11i2.3>
- B. <https://youtu.be/NVoVEE1jp78?si=P8Pgd7MG7pJv8Act>
- C. Afifi, T. O., Cox, B. J., Martens, P. J., Sareen, J., & Enns, M. W. (2010a). Demographic and social variables associated with problem gambling among men and women in Canada. *Psychiatry Research*, 178(2), 395–400. <https://doi.org/10.1016/j.psychres.2009.10.003>
- D. [The Public Gambling Act, 1867 \(indiankanoon.org\)](http://indiankanoon.org)
- E. [https://www.indiacode.nic.in/bitstream/123456789/1515/1/AAA1955\\_42.pdf](https://www.indiacode.nic.in/bitstream/123456789/1515/1/AAA1955_42.pdf)