

Pakistan Super League: An Economic Boost

Chanting crowds, colossal stadiums, generous sponsors, prominent players and exhilarating spectators represent a minuscule version of what the Pakistan Super League represents. This grand scheme of hosting an entire T20 cricket tournament, complete with the best international, national and domestic batsmen and bowlers at Pakistan's major cities, has helped purge long-existing ghosts of the nation's supreme cricket performance records. This debut tournament of the country's twenty-five year history has helped it come out of the tangibles as beneficial to multiple departments and members of the country.

Six world-class teams called squads, led by big-name franchise owners and represented by hot-shot international and national sponsors have facilitated an employment forum for all members of the society in the below mentioned ways. It has developed a positive image of Pakistan, promoted tourism, increased the business of airlines, generated advertisements, bettered hotel and restaurant bookings, benefitted the textile industry through merchandise, and overall promoted cricket as an internationally pleasing sport. Irrespective of how people react to cricketers "selling" themselves, it is recognition of the skill that matters nonetheless. Pakistan Cricket Board may face criticism but credit must be awarded where it is due. PSL stood up to its promise of conducting all matches at home ground by its fifth season and thereby permitted Pakistanis to utilise this opportunity as an economic turnaround - promotion of major brands such as GoLootLo, TCS, J., and Habib Bank Limited to name a few, occupying stale minds with conversation of mature sports, distraction from media monitoring, facilitating aspiring and hopeful spectators through the 'Catch-A-Crore' move, paying the ground staff, generating TV hosts and cricket analysis programs, and multiple menial chores that place a sense of joy and responsibility in citizens of Pakistan.

Had it not been for Najam Sethi and revolving elements, Pakistan Super League would not have reached the magnitude it has this year around. With that said, it is now up to the viewers to turn PSL into something greater.

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