



INTERNATIONAL CRICKET COUNCIL

CHAIR- Prahas Reddy, Nitin Kumar

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LETTER FROM THE EXECUTIVE BOARD:

Greetings Delegates!

We are delighted to welcome you to VIVA MUN 2024. It is our pleasure to serve as the Executive Board for the conference. As a valuable resource, we have designed this Background Guide to help you start your research process. The Background Guide will provide guiding topics and questions for your external research and background research on your country.

We request every delegate to read the background guide and come to the conference with an open mind, ready to meet and work with new people and to participate in the debate actively. Keep in mind that this Background Guide should only be used as a tool to establish an understanding of the agenda. The delegates must research beyond what the Background Guide covers.

The delegates cannot use the Background Guide as a source during the conference. We urge the delegates to ask compelling questions and make interactive speeches in order to make the committee sessions more fruitful and interactive. Feel free to reach out to the Executive Board at any time prior to or during the conference if you have any queries regarding the agenda or the rules of procedure. We shall reply as soon as possible.

We wish you the best for your preparation. Model UN conferences involve equal collaboration and competition, so keep your spirits high at all times. We look forward to having a committee filled with different perspectives, enthusiastic delegates debating their socks off, and a whole lot of fun!

Regards,

Prahas Reddy
Chairperson

Nitin Kumar
Co Chairperson

Amogha Tejas Sunkara
Vice Chairperson

Agenda: Discussing the roadmap for expansion of cricket as a global sport.

International Cricket Council (ICC):

The International Cricket Council (ICC) is the global governing body for cricket. Founded in 1909 as the Imperial Cricket Conference, it was renamed the International Cricket Council in 1989. The ICC is responsible for the organization and governance of cricket's major international tournaments, including the ICC Cricket World Cup and the ICC T20 World Cup. It also oversees the playing conditions, rules, and regulations for the sport, as well as the international player rankings. The ICC works to promote and develop cricket worldwide, ensuring the sport is played fairly and remains free of corruption. Its headquarters are located in Dubai, United Arab Emirates.

Key Functions and Responsibilities

1. Governance and Regulation:

- **Rules and Regulations:** The ICC sets and enforces the Laws of Cricket, ensuring standardization and fairness across all international matches.
- **Code of Conduct:** It maintains a comprehensive Code of Conduct to uphold the spirit of the game and ensure sportsmanship.
- **Anti-Corruption and Anti-Doping:** The ICC has stringent measures to combat corruption and doping, promoting integrity within the sport.

2. Organizing Major Tournaments:

- **ICC Cricket World Cup:** Held every four years, it is the most prestigious event in One Day International (ODI) cricket.
- **ICC T20 World Cup:** This tournament, focused on the Twenty20 format, also occurs every four years.
- **ICC World Test Championship:** A league competition for Test cricket, aiming to crown the best Test team in the world.
- **ICC Champions Trophy:** A mini World Cup for ODI cricket, featuring the top eight teams.

3. Development and Growth:

- **Global Expansion:** The ICC works to expand cricket's footprint, particularly in non-traditional cricketing nations, through various development programs and initiatives.
- **Funding and Support:** Member nations receive financial and logistical support to develop cricket infrastructure and grassroots programs.

4. Player Rankings and Statistics:

- The ICC maintains official rankings for teams and players in all three formats of the game: Test, ODI, and T20I. These rankings help in maintaining competitive standards and recognizing excellence.

5. Membership:

- **Full Members:** The ICC has 12 Full Members who play Test cricket, including countries like India, Australia, England, and South Africa.
- **Associate Members:** There are 94 Associate Members who play ODI and T20 cricket but are not yet Test-playing nations. These include countries like Nepal, Scotland, and the Netherlands.

A lot of aspects have to come together to make cricket relevant on the international stage and to compete with other global sports.

1. Malpractices

Cricket, often celebrated as a gentleman's game, has been marred by the dark shadows of match-fixing and corruption. Malpractices have not only tarnished the reputation of the sport but have also broken the hearts of millions of fans who trust in the integrity of the game. One of the biggest malpractices in cricket is match fixing. Match fixing involves manipulating the outcome of a cricket match, or certain aspects of it, for financial gain, often orchestrated by illegal betting syndicates. The essence of competition is compromised, transforming the thrilling unpredictability of cricket into a premeditated script.

Notable Scandals

1. **Hansie Cronje Affair (2000):** The cricketing world was rocked when South African captain Hansie Cronje confessed to accepting money from bookies to influence match outcomes. Cronje's downfall was a stark reminder that even the most revered figures could fall prey to corruption.
2. **Pakistan Spot-Fixing Scandal (2010):** In 2010, Pakistani cricketers Salman Butt, Mohammad Asif, and Mohammad Amir were implicated in a spot-fixing scandal during their tour of England. The players were found guilty of deliberately bowling no-balls at specific moments in a match, as arranged with a bookmaker.
3. **Indian Premier League (IPL) Spot-Fixing (2013):** The IPL, known for its glitz and glamour, faced a major setback when players like Sreesanth and two other Rajasthan Royals teammates were arrested for spot-fixing. The scandal led to rigorous investigations and a lifetime ban for the involved cricketers.

While the economic and reputational damages to cricket are significant, the human impact of match-fixing is profound. Fans invest their emotions, time, and money in the sport, believing in the fairness of the competition.

How is ICC Combating malpractices and fighting corruption?

The International Cricket Council (ICC) and national cricket boards have implemented

stringent measures to combat corruption:

- **Anti-Corruption Units:** The ICC Anti-Corruption Unit (ACU) was established to investigate and prevent corruption. They conduct regular education programs for players and officials, emphasizing the importance of integrity.
- **Strict Penalties:** Players found guilty of corruption face severe penalties, including lifetime bans, hefty fines, and imprisonment. These deterrents aim to discourage potential offenders.
- **Vigilant Monitoring:** Advances in technology enable better monitoring of matches and betting patterns. Close cooperation with law enforcement agencies helps in tracking and prosecuting offenders.

2. Future of Test Cricket and ODI Cricket

As the shorter format of T20 continues to surge in popularity, the future of Test cricket and One Day International (ODI) cricket remains a topic of intense discussion and speculation. Understanding the prospects and challenges these formats face is essential for ensuring their sustained relevance and appeal.

Test cricket, the oldest and longest format of the game, is often seen as the pinnacle of cricketing excellence. It is a true test of skill, endurance, and strategy, offering a comprehensive assessment of a player's abilities. The format's rich tradition and historical significance contribute to its revered status among purists and cricket enthusiasts.

In response to concerns about dwindling audiences and player fatigue, several innovations have been introduced to rejuvenate Test cricket:

Day-Night Tests: The introduction of day-night Test matches, played with a pink ball, aims to attract larger audiences by making the games more accessible to fans who cannot attend or watch during traditional daytime hours.

World Test Championship (WTC): The WTC was introduced to provide context and added significance to Test series. This league-style competition culminates in a final, offering a tangible reward for consistent performance over a two-year cycle.

Despite these innovations, Test cricket faces several challenges:

Audience Engagement: Test matches require a significant time commitment, making it challenging to attract and retain modern audiences who prefer shorter, more dynamic content.

Financial Viability: The commercial success of T20 leagues has overshadowed Test cricket, leading to concerns about its financial sustainability. Broadcasters and sponsors often favor the shorter formats, which draw larger audiences and higher revenues.

Player Preferences: The grueling nature of Test cricket, coupled with lucrative opportunities in T20 leagues, has influenced some players to prioritize shorter game formats over the traditional five-day

To secure the future of Test cricket, stakeholders must focus on enhancing its appeal without compromising its essence. Initiatives could include:

Improved Marketing: Promoting Test cricket through engaging storytelling and highlighting iconic moments can help rekindle interest among fans.

Scheduling Flexibility: Balancing the international calendar to reduce player workload and ensure high-quality contests is crucial.

Fan Engagement: Leveraging digital platforms to provide immersive experiences, interactive content, and behind-the-scenes access can attract younger audiences.

One Day International (ODI) cricket revolutionized the sport in the 1970s by introducing a more condensed and spectator-friendly format. ODIs have produced some of the most memorable moments in cricketing history, including thrilling World Cup encounters and iconic performances by legendary players.

While ODIs remain popular, the format faces a dual challenge from both Test cricket's legacy and T20's explosive growth. The proliferation of T20 leagues

worldwide has intensified competition for fan attention, sponsorship, and player participation

3. Financial Sustainability and Revenue Sharing Model

Cricket's international landscape is at a crossroads, with the proposed new revenue sharing model by the International Cricket Council (ICC) igniting concerns among its associate member nations. The model, favoring cricket's financial powerhouses, threatens to stall the growth of the sport in less developed regions. This essay delves into the potential impact of the proposed model on associate member nations and the broader implications for the global game.

The ICC's new revenue sharing model for the 2024-27 cycle, set to be voted on at its July board meeting in Durban, has sparked controversy. Leaked figures reveal that India, cricket's financial engine, would claim 38.5% of the revenue, reflecting its significant contribution to the sport's commercial success. The 12 full members would collectively receive 88.81% of the total revenue, leaving the remaining 11.19% to be distributed among the 94 associate members.

Concerns from Associate Members

Disparity in Funding

Sumod Damodar, vice chairman of Botswana's cricket board and one of the three associate member representatives on the ICC Chief Executives' Committee, expressed disappointment with the proposed model. Damodar emphasized that associate members, especially those with ODI status, require substantial funding to sustain high-performance programs. The rapid rise of nations like Nepal in men's cricket and Thailand in women's cricket underscores the potential for growth if adequate financial support is provided.

Exacerbating Inequality

Tim Cutler, Chief Executive of the Vanuatu Cricket Association, warned that the new model could exacerbate the existing inequality between cricket's wealthier and poorer nations. He stressed that without a more equitable allocation of funds, the growth of cricket would remain confined to its traditional strongholds. Cutler's metaphor of "turkeys voting for Christmas" highlights the inherent conflict of interest among full members who control the majority of votes on the ICC board.

Broader Implications for Global Cricket

Over-Dependence on India

Former ICC President Ehsan Mani highlighted the risks of the global game being overly reliant on one country, India, for a significant portion of its revenues. Mani argued that other regions, such as the USA, the Middle East, and potentially China, hold substantial commercial potential. Diversifying cricket's financial base would strengthen the sport globally and reduce the risks associated with dependency on a single market.

Necessity for a Visionary Approach

Mani criticized the ICC's lack of vision in developing cricketing nations, despite their potential to contribute significantly to the sport's growth. He advocated for equal revenue shares for all full members to ensure the sustainability and competitiveness of cricket in regions like the West Indies, South Africa, Sri Lanka, Bangladesh, and Pakistan. The financial struggles of countries like Zimbabwe, Ireland, and Afghanistan illustrate the detrimental effects of inadequate funding on the development of the game.

4. Exploring new formats

As the landscape of sports entertainment shifts, the introduction of new cricket formats has become essential to maintaining its relevance and expanding its global appeal. This essay explores the innovations in cricket formats, their impact on the game, and the potential future directions for the sport.

Short Attention Spans: Modern audiences, particularly younger generations, have shorter attention spans and a preference for fast-paced, dynamic content. Traditional formats like Test cricket, which spans five days, struggle to retain their interest.

Entertainment Value: Spectators seek high-energy entertainment, often favoring shorter, more intense contests that provide immediate gratification.

Broadcasting Revenues: Shorter formats offer more lucrative broadcasting opportunities due to higher viewer ratings and greater advertising potential.

Sponsorship Appeal: Dynamic and high-profile tournaments attract more sponsors, enhancing the financial viability of cricket.

Potential New Formats

T10 Cricket

T10 cricket, with matches lasting approximately 90 minutes, is an even shorter format that emphasizes explosive batting and quick results. The Abu Dhabi T10 League has showcased the format's potential, drawing international stars and creating thrilling, fast-paced cricket.

Six-a-Side Cricket

Six-a-side cricket, played with six players per team and typically featuring shortened matches, offers a casual and fast-paced version of the game. This format is well-suited for exhibition matches and grassroots development.

Indoor Cricket

Indoor cricket, typically played in enclosed arenas with modified rules, offers an alternative that can be played year-round regardless of weather conditions. This format is popular in countries like Australia and South Africa.

Implications of New Formats

Balancing Tradition and Innovation

Introducing new formats must be done thoughtfully to balance innovation with cricket's rich traditions. While new formats can attract fresh audiences, it's crucial to preserve the essence of the game that has captivated fans for generations.

Scheduling and Player Workload

Incorporating new formats into the international and domestic cricket calendar requires careful scheduling to avoid player burnout. Balancing the demands of multiple formats will be essential to maintain player health and performance.

5. Role of Women Cricket

The story of women's cricket spans decades of perseverance and pivotal moments in a sport initially sidelined by societal norms. Beginning in the late 1800s, women faced skepticism, yet breakthroughs emerged in the 20th century. The establishment of the Women's Cricket Association in 1909 was a crucial step, though formal recognition remained sparse. Notably, in 1934, the Marylebone Cricket Club acknowledged women's cricket, providing institutional credibility. World War II briefly interrupted progress, but post-war, national women's cricket associations formed, notably Australia's in 1958. Governing bodies like the International Women's Cricket Council (IWCC) and later the International Cricket Council (ICC) reshaped the sport's trajectory.

The inaugural Women's World Cup in 1973, held two years before the first men's World Cup, significantly boosted global visibility and talent. Hosted by England, the tournament featured teams from England, Australia, New Zealand, and the West Indies, laying the foundation for international women's cricket competitions. Following the World Cup, the IWCC played a catalytic role in formalizing structures and fostering international engagements. This period saw sporadic bilateral series and intermittent tournaments, cultivating a growing appetite for women's cricket.

Before the merger with the ICC in 2005, women's cricket operated under a separate governance structure, which facilitated growth but also presented challenges. The IWCC, established in 1958, played a crucial role in overseeing women's cricket, managing tournaments, setting regulations, and promoting the sport internationally. However, its standalone status meant limited resources, funding, and exposure compared to men's cricket governed by the ICC. The merger into the ICC in 2005 was a landmark moment, unifying the administration of both men's and women's cricket under one entity. This strategic move aimed to enhance efficiency, centralize administrative functions, and ensure equitable recognition and support for women's cricket.

The integration into the ICC framework facilitated greater access to resources, funding, and developmental opportunities for women's cricket, catalyzing its expansion and elevating competitive standards globally. One of the merger's most impactful outcomes was the heightened exposure and visibility afforded to women's cricket. The ICC's support enabled structured development programs, coaching initiatives, and dedicated tournaments, nurturing talent and fostering the sport's growth on a global scale.

The mid-2000s marked a turning point as women's cricket experienced a resurgence in popularity and institutional backing. The establishment of domestic leagues such as the Women's Big Bash League (WBBL) in Australia and the Kia Super League in England, and more recently the Women's Premier League in India, ushered in a new era of professionalism and visibility. These leagues provided platforms for female cricketers to showcase their talents, attract international stars, and nurture local talent. Increased investments, corporate sponsorships, and televised broadcasts heightened the profile of women's cricket, transforming it into a commercially viable and globally recognized sport.

Women's cricket development has faced numerous challenges over the years, stemming primarily from disparities in funding, resources, and exposure compared to men's cricket. Historically, the separate governance structure of women's cricket, under the IWCC before merging with the ICC in 2005, limited its financial backing and international visibility. This disparity hindered the growth of the sport, affecting crucial aspects like training facilities, coaching programs, and tournament structures. Limited international fixtures, broadcasting opportunities, and promotional activities further curtailed the exposure and recognition of female cricketers globally.

Post-merger with the ICC, women's cricket gained more structured development programs and increased visibility. However, criticisms remain regarding the ICC's allocation of resources and support. Some argue that the ICC has not sufficiently invested in women's cricket development, especially in emerging regions and among associate members. There have been concerns about the reduction in the number of teams in major tournaments

like the Women's Cricket World Cup and the Women's T20 World Cup, which some perceive as limiting opportunities for smaller and developing cricketing nations.

Representation and governance issues also persist. The ICC has been criticized for its decision-making processes, perceived lack of transparency in fund distribution, and its handling of crises like the exclusion of the Afghanistan women's cricket team following political changes in the country. These challenges underscore ongoing debates about equity and inclusivity within global cricket governance, particularly concerning women's cricket.

Despite these challenges, recent years have seen positive developments, such as the establishment of professional leagues like the Women's Big Bash League (WBBL) and the Women's Premier League (WPL) in various countries. These leagues have significantly enhanced the commercial viability and professional opportunities for female cricketers, signaling a shift towards greater equality and recognition within the sport.

The Women's Premier League (WPL) in India, launched in 2023, has set new benchmarks in women's sports, especially in terms of broadcasting value and commercial success. The league's significant media rights deal underscores its potential to become a global pinnacle for women's cricket, attracting top talent and boosting the sport's profile internationally. With ongoing tournaments like the ICC Women's T20 World Cup and initiatives to revive women's test cricket, 2024 promises to be a pivotal year for women's cricket's growth and development.

6. Tapping New Markets for growth

The past year has seen a flurry of activity in cricket within the US, marked by significant developments, rule changes, and notable financial achievements. Major League Cricket (MLC) was launched, and USA Cricket revised its player eligibility rules to allow dual nationals (those holding both US and another cricket-playing nation's passport) to represent

the national team after meeting residency requirements. This adjustment opens opportunities for talents such as Ali Khan and Steven Taylor to potentially play for the USA (ESPN Cricinfo, 2023).

USA Cricket has also rolled out a strategic initiative aimed at boosting women's cricket, with increased investments in grassroots programs, coaching clinics, and plans to establish a national women's league by 2026. This initiative seeks to narrow the gender gap and foster future stars like Indya Verma and Kyra Jones (USA Cricket Press Release, 2023). Meanwhile, Major League Cricket has outlined plans to set up regional academies across the country, focusing on identifying talent, skill development, and providing educational opportunities for young players. This investment reflects a long-term vision to build a sustainable talent pipeline.

MLC has secured a multi-year broadcast deal with Willow TV, a prominent cricket broadcaster in the US, ensuring broader viewership and greater access to league matches. Additionally, ESPN has signed an agreement to broadcast key MLC matches, further enhancing the league's visibility (Sportico, 2023). Major corporations such as Audi, PepsiCo, and Amazon Web Services have also come on board as sponsors for MLC, underscoring growing confidence in the league's potential and the broader US cricket market.

Despite these positive strides, challenges remain, including attracting top international players to MLC, bridging the gap between youth academies and professional leagues, and ensuring financial stability. With a packed schedule of T20 matches, the launch of the draft league, and ongoing investments in infrastructure and talent development, the future of cricket in the US looks promising. The sport's ability to capture the hearts of American fans and its reception among broadcasters and cricket enthusiasts worldwide, however, remains a topic for debate. Criticisms surfaced during the successful completion of the T20 World Cup 2024, co-hosted by the US and the West Indies. US-born players like Saurabh Netravalkar made headlines when the team defeated Pakistan to qualify for the Super 8. Despite these

achievements, concerns were raised about pitch conditions and ground infrastructure, with sparse attendance at matches, lacking the typical atmosphere seen in traditional cricketing nations. Notable figures such as Sunil Gavaskar voiced criticism, sparking discussions about the tournament's reception among global broadcasters and cricket fans.

7. The Saga of Cricket and Olympics

Many ponder why a sport as prominent as cricket has not yet been featured in major global events like the Olympics or Asian/Commonwealth Games. The Olympics serve as a platform for lesser-known sports to gain exposure, educate viewers, and highlight their significance. Despite cricket's global appeal, it has only participated in multilateral competitions three times in history. Some attribute this to the extended duration of Test matches, which may not align with the preferences of international audiences accustomed to faster-paced events at the Olympics. Others point to cricket's association with a select group of nations, contributing to perceptions of exclusivity.

A significant hurdle lies in cricket's densely packed schedule, with commitments planned years ahead, making it challenging to accommodate additional lengthy tournaments like the Commonwealth Games or Olympics. Moreover, the biennial T20 World Cup coincides with the summer Olympics, potentially conflicting with both revenue streams and logistical considerations if the ICC were to prioritize Olympic inclusion over its flagship tournaments.

Critics argue that cricket's absence from the Olympics reflects concerns about its global popularity, despite being played in over 125 countries according to the ICC. While the ICC remains open to expanding cricket's reach, reservations persist regarding its inclusion in the Olympics or Commonwealth Games. Issues such as player fitness and the risk of overplaying and injury due to tight schedules deter many players and coaches from embracing new tournaments. Drawing inspiration from soccer, where under-23 teams participate in the Olympics, offers a potential solution

by allowing young cricketers to gain exposure without disrupting professional leagues.

Historically, cricket's governing bodies like the BCCI and ECB resisted the idea of returning to the Olympics. However, sentiments have evolved, with the ECB withdrawing its opposition in 2015 and reports indicating a softened stance from the BCCI by 2017. In October 2020, USA Cricket expressed aspirations for cricket's inclusion in the 2028 Summer Olympics in Los Angeles, aligning with the ICC's bid to introduce T20 cricket in the 2028 and 2032 games after receiving clarifications from the International Olympic Committee. These developments underscore a growing momentum within cricket's global community to embrace and advocate for its participation in prestigious international sporting events.

8. The Role of Associate Nations

Young people grow up watching their national sports idols, yet cricket lacks representation on the global stage for many countries. Even in matches involving associate nations, stadiums often remain empty compared to the bustling crowds at World Cup matches. World Cup matches should ideally feature evenly matched teams to avoid one-sided affairs. However, this approach limits the exposure and growth opportunities for smaller teams, which some argue is too high a cost for maintaining the tournament's quality. This committee will debate whether allowing more associate nations to participate in the World Cup promotes the game or diminishes match quality. Associate nations have shown readiness to bridge the gap with Test sides, exemplified by countries like Germany and Papua New Guinea. Despite challenges such as limited facilities and investments, Germany has emerged as the fastest-growing cricket nation globally.

Recognizing T20 cricket's potential for international growth, the ICC recently granted T20I status to all its member countries, totaling 104 nations as of January 1, 2019, compared to 12 Test-playing countries. Qualification for the World Cup now occurs regionally, akin to the FIFA World Cup format,

providing exposure for weaker associate nations to play against stronger teams. However, this restructuring has not always been successful. Regional qualifiers in Asia, for instance, have seen significant mismatches, with Nepal dominating matches and China struggling to score. Such disparities can harm the morale and credibility of cricket within affected countries.

To address concerns and ensure fair competition, the ICC replaced the World Cricket League with a three-tier system: CWC Super League, CWC League 2, and CWC Challenge League. This structure offers a pathway from T20I to ODI status based on performance.

Test status is awarded through the ICC Intercontinental Cup, with countries like Ireland and Afghanistan advancing. The ICC plans to use this system as a pathway for associates to achieve Full Member status. Financially, associate members receive increased funding, but this remains modest compared to larger boards like the BCCI and ECB, limiting growth and development.

A critical aspect is creating pathways for more nations to become Full Members or revising membership criteria. The upcoming Cricket World Cups will feature fewer countries, prompting discussions on the ICC's objectives. The ICC has also equalized voting rights for all member boards, regardless of status, and allows attendance at the annual general meeting.