

## **Sports as a Career Option in India**

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### **Abstract**

Sports and games have continued to be the favorite of human beings. Besides entertainment, sports provide a viable solution in solving the problem of unemployment in our modern world which is being characterized by the shrinkage in job opportunities. Sports as a sector have ample potential to deliver better and diverse opportunities not only to the players who are on the ground but also to those who are off the ground. Vocations like sports journalism, sports commentary, sports management, sports medicine, sports goods manufacturing, adventure sports, fitness and health clinics are highly lucrative career options. In the last few years India has been experiencing a sea change in its mindset regarding sports and the offers that this emerging field can provide. In this paper, a humble attempt has been made to give more insights and details on the various opportunities that the sports in India can provide.

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**Keywords:** Entertainment, Employment Opportunity, Sports, Health Clinic.

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### **Introduction**

Sports can obviously be considered as the flavor of all the seasons and this we can notice from the Olympics publicity and prominence given to the events like FIFA World Cup, World Cup Cricket, Common Wealth Games, IPL, and the Euro Cup. Thus one after another different forms of sports make their appearances both at the national and international level with much publicity and grandeur.

Sports from its inception to present have been assuming a significant place in the human society. With its different forms and varieties it has become an integral part of human civilization. Sports have been a source of entertainment and have been providing good perks to the players associated and those with it. But in the last few decades the horizon for earning in this industry has widened not only for the players on the field but also to the aspirants who are off the field. The major concern in this study is to present the job creating ability of the sports industry. The article is organized into above main sections. Section one explores the diverse employment opportunities that sports can provide. In section two, the focus is on the discussion of at least five areas of employment. Section three provides information on the various institutions and organizations that offer sports job education and training in India and puts forward certain suggestions to strengthen the same.

### **Sports and Employment**

One of the burning issues of modern world is the creation of employment opportunities to the ever increasing population. India too is facing jobless growth in the past few

years. Thus in this era of scarcity of opportunities, sports industry can contribute significantly if the vocations that this industry provides are clearly singled out and taken seriously. Already the industry is highly remunerative but with the passing of time it has come up with wider and diverse scope for work and job options. Vocations like sports journalism, sports commentary, sports management, sports medicine, sports goods manufacturing, adventure sports, fitness and health clinics are highly lucrative career options. Thus sports industry act as a revenue generator not only to the players but also to the individuals pursuing these vocations.

### **Areas of Employment opportunities in Sports**

In this section, the five potential areas of employment opportunities are briefly explained:

#### **Sportsperson, Coach, Instructor, Fitness Expert**

In India, physical education has already been introduced as a subject in various under graduate and post-graduate educational institutions. This subject provides a basis for almost all the sports related career activities, the individuals taking this subject can have good opportunities for becoming sportsperson, coach, fitness instructor, umpire, referee etc. The works of professional players are fully based on the on field sporting activities but there are many other heartening and encouraging options as mentioned earlier. These options can become very obvious and better solutions to those who are unable to secure their position as professional players.

#### **Sports Journalism**

Today sports has a very special place in the media, rather media is incomplete without sports. Thus almost all newspapers, news channels, radio, magazines and sports portals need good sports journalists. This indicates the necessity of well-trained sports journalists and photographers. Sports journalism requires a series of tasks like conducting interviews, writing match reports and reviewing and submitting your work to editors. One can work as a reporter, sub-editor, freelance sports journalist, sports writer, match reporter and sports columnist. Sports reporting involves going to games or sporting events and venues, mixing with the players or competitors, then reporting it to an audience who want to know what has happened on the field and also behind the scenes or in the locker room. Thus anyone having the power of good self-expression, observation, writing skill and taste for news can survive well in this field.

#### **Sports Management/Administration**

The large number of ever increasing sports events has led to the demand for better management and this ultimately calls for well trained professionals and managers. Sports management is all about planning, organizing and supervising any sports related activities. Sports management is a diverse term that encompasses sports and finance,

social and ethical relevance of sports management, sponsorship and broadcasting, communication with the media and press, knowledge about sports law on contracts and drug use, and sports ethics and sports organization. Today's sports industry requires good sports management companies for its success and thus individuals those who are seeking for lucrative jobs can always opt for sports management as their career. Individuals having balanced knowledge in sports and having corporate mind can always go for sports management. As a sports manager, one can expect working opportunities in schools, colleges, universities, stadiums, offices and organizational programs like sporting events. The professionals in this field can work with various private or government agencies who work in collaboration with sport authorities or sport-related businesses. What's more, they even transform into athletic directors, program directors, marketing and promotions directors, goods sales representatives, facilities co-coordinators, athletic program fund raisers, development directors, business managers for sports teams, clubhouse managers, business managers, and school athletic directors.

### **Sports Medicine**

The absolute fitness of players is the need of the hour in this highly competitive age where millions of currencies are poured in one single match and their players. Even a player's small fitness problem may lead to the slip from win situation and this all point towards crucial things like - the health of the players and the medical provision towards them. Thus sports and sports medicine offers ample opportunities in the form of physiotherapists, nutritionists, psychologists, physiologists and masseurs and biomechanics to keep players and sportspersons fighting fit. So it can be seen that there are a broad field of careers involved in maintaining a sportsperson's fitness and physical well being. Opportunities in sports medicine encompass assessing and treating injured players, advising and educating on prevention strategies, staying up to date with the latest research. Thus apart from doctor or medical practitioners who specialize in sports medicine, others also can have a range of career options in sports medicine.

### **Adventure Sports**

In recent years, rise in adventure sports is gaining momentum worldwide. Individuals in this area can diversify their work into travel agencies as executives and guides. This sector is closely interwoven with the tourism sector and provides highly lucrative career to those who are physically fit, ready to take risks, love environment and working under pressure. Most adventure sports include rock climbing, para gliding, rappelling, river crossing, trekking, mountaineering, caving, camping, map reading, swimming, water safety and rescue, canoeing, kayaking, rowing, sailing, water surfing, skiing and white-water rafting. Thus there is a wide array of choices for the tourists and adventure-lovers who want to explore nature and individuals skilled in these sports can always take advantage of the offers thus provided.

### **Sports Education and Training in India**

Some prominent institutes and universities in India that offer courses in education and training in the field of physical education, sports medicine, sports journalism, adventure sports, sports management etc. are:

- Lakshmbai National College of Physical Education, Gwalior;
- Dr. Bhimrao Ambedkar University, Agra;
- Indira Gandhi Institute of Physical Education & Sports Sciences (IGIPESS) University of Delhi, New Delhi;
- Punjabi University, Patiala;
- University of Burdwan, Burdwan.
- Netaji Subhas National Institute of Sports, Motibagh, Patiala;
- Hospital for Orthopaedics, Sports Medicine, Arthritis & Accident-Trauma (HOSMAT), Bangalore;
- All India Institute of Hygiene & Public Health, Kolkata;
- University of Calcutta, Kolkata offers a Certificate in Sports Medicine.
- International Institute of Sports Management, Mumbai;
- Indian Institute of Social Welfare & Business Management (IISWBM), Kolkata;
- Amity School of Physical Studies and Sports Sciences, Noida;
- Netaji Subhas National Institute of Sports, Punjab;
- BPCAS College of Physical Education, Mumbai;
- Utkal University, Bhubaneswar; Osmania University, Visakhapatnam;
- Tenzing Norgay Himalayan Mountaineering Institute, Jawahar Parbat, Darjeeling;
- Himalayan Mountaineering Institute, Darjeeling;
- Jawahar Institute of Mountaineering, Batote, Jammu and Kashmir;
- Directorate of Mountaineering and Allied Sports, Manali;
- Regional Mountaineering Centre, McLeodganj;
- High Altitude Trekking & Skiing Centre, Narkanda;
- Balloon Club of India, Bahadurshah Zafar Marg, New Delhi;
- The Indian Institute of Skiing and Mountaineering place;
- The National Institute of Water Sports in Panjim, Goa;
- India Outdoors, H2O, National Education Foundation (NEF), Pune;
- Xavier Institute of Communications, Mumbai;

- Times School of Journalism, New Delhi;
- Asian College of Journalism, Chennai ;
- Makhanlal Chaturvedi National University of Journalism, Bhopal;

Thus when the spectre of unemployment is looming large in the present day horizon, sports generated opportunities can give a major relief. Sports as a sector can become very successful employment generator, if its job creating potential is fully understood and exploited. Considering this importance of sports, some of the vital suggestions can be put forward as follows:

First, sports could be introduced as a subject in the educational institutes from the high school level. This calls for a holistic approach and good research in this area.

Second, like any other institute of specialized higher education sports also could be given due importance through Institutes providing all the sports related subjects. Therefore, like IIT, IIM why not IIS (Indian Institute of Sports)?

Third, sports career-oriented training programs and courses could be introduced and made accessible to all.

Fourth, sports boards and organizations must be set up at the block and regional levels in order to have a better co-ordination among the sports activities and also for the promotion of regular and continuous flow of these activities.

Fifth, government need promote local and area specific sports like chungli, gilli danda, etc.

Sixth, students intrested in sports are to be given scholarships and placements in state and national clubs.

## **Conclusion**

All in all, the sector is a source of revenue not only for the professional athletes and players but also to those who have that passion and obsession in sports and love to mix business, journalism, medicine and adventure with pleasure. With the advent of variety of sporting events in India, the sector is getting loaded with the avenues of employment generation but the only requirement is to exploit them with appropriate approach and planning. Sports as a career option should be promoted by educational institutions, sports boards and organizations. Given the strong correlation between sports and employment, the policy makers should seek implementing policies on priority basis. Finally, as they say 'all work and no play make Jack a dull boy' ....but career in sports will definitely allow the willing Jacks to mix their work with play in a rewarding way.