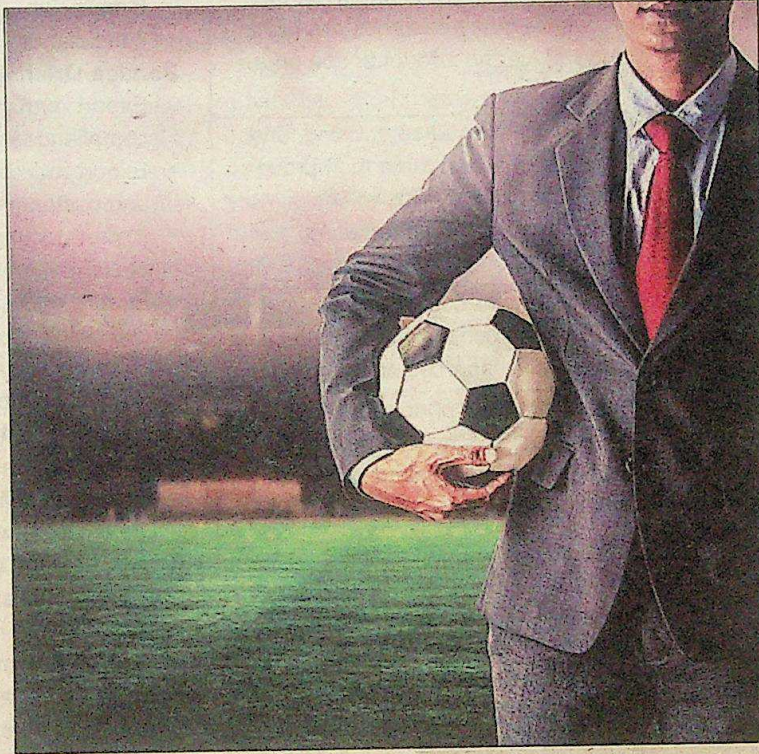


# Beyond the Stadium ...

## Career Opportunities in Sports

**Jyoti Tiwari**

The Indian sports ecosystem has witnessed a significant transformation driven by recent government initiatives to promote grassroots participation, identify and nurture talented athletes, improve infrastructure and provide financial support for advanced training. Initiatives such as the *Khelo India* programme, National Sports Talent Search Portal, and Target Olympic Podium Scheme have provided opportunities and resources to athletes across the country. Additionally, policies promoting private investment, sports education, and sports science have further bolstered the ecosystem. This comprehensive approach has not only elevated India's sporting prowess but also created a vibrant environment for athletes, entrepreneurs and other professionals alike to excel and contribute to the nation's sporting success.



The sports industry is a dynamic sector that offers a plethora of opportunities for entrepreneurship and professionals of different fields besides sportsmanship. From

sports management, sports marketing, and sports journalism to sports technology and equipment manufacturing, the industry has a wide range of career options for individuals with diverse skill sets and interests. The industry's entrepreneurial landscape is promising, with opportunities for sports-related start-ups and innovative ventures that can transform the sector's employment generation capacity. The industry's multi-faceted nature means that it requires professionals from diverse backgrounds, including finance, law, and technology, to name a few. Thus, the sports industry offers an exciting and rewarding career path for individuals who wish to combine their enthusiasm for sports with their professional

**Continued on page 32**

### EN QUESTION OF THE WEEK

Readers' views elicited on important issues  
Last date for entry submission: 21/06/2023

**FREE SUBSCRIPTION FOR WINNERS**

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### Beyond the Stadium ...

aspirations, making it a dynamic and thriving industry that is sure to attract the best and brightest talent.

India has hosted a number of illustrious international sporting competitions in recent years including the Commonwealth Games, Cricket World Cup, Formula One Grand Prix, FIFA U-17 World Cup, the Indian Premier League (IPL). This year again, India is hosting the Cricket World Cup. These events have not only put India on the global map as a sporting destination, but they have also given rise to a thriving sports management industry. The increased visibility and popularity of sports in the country, coupled with the injection of substantial financial resources, has created a fertile ground for the growth of sports management businesses. The emergence of such ventures has helped to usher in a new era of innovation and professionalism, with talented teams and individuals leveraging cutting-edge technologies and techniques to deliver world-class experiences to fans and athletes alike. As such, India's sports management sector is slowly but steadily becoming a shining example of how sports can drive economic growth and create a legacy that extends far beyond the playing field.

#### Sports Management

Do you possess a unique combination of business acumen and passion for sports? If yes, then Sports Management is the ideal profession for you. It is a career path that is highly lucrative and rewarding for individuals with a flair for leadership, strategic planning, and exceptional communication skills.

At the heart of sports management lies the responsibility of overseeing the business side of the sports industry, including marketing, finance, and administration. This

requires a deep understanding of the sports industry, as well as the ability to develop and implement effective strategies to maximise revenue and ensure the smooth functioning of sports teams and organisations.

Moreover, sports management provides the opportunity to work with elite athletes and coaches and contribute to the success of sports teams and organisations. It is a career path that offers a sense of fulfilment and satisfaction by being a part of the team's achievements, making it an excellent choice for individuals who seek a challenging and dynamic work environment.

A career in sports management opens doors to various positions, including sports marketing, sports media, and sports event management, among others, making it an ideal choice for individuals with diverse interests and skill sets.

Enlisted below are some top management positions you may find in a typical sports management firm:

- **President or CEO** - responsible for overall strategy and direction of the company.
- **General Manager** - oversees day-to-day operations of the company.
- **Director of Marketing** - develops and implements marketing strategies to promote the company and its clients.
- **Brand Manager** - manages the branding and image of the company and its clients.
- **Financial Manager** - manages the company's finances, including budgeting, forecasting, and accounting.
- **Legal Counsel** - provides legal advice and services to the company and its clients.
- **Public Relations Manager** - manages the company's public image and relationships with the media and public.

Within the sports management firm, there are certified categories of professionals who directly deal with the sports

people the company is representing or sponsoring. The roles are:

- **Athlete Representative or Agent** - represents and negotiates contracts for athletes, and handles all aspects of the athlete's career, including contract negotiations, endorsements, and appearances.
- **Talent Scout** - identifies new talent and potential clients for the company, and works closely with athletes to help them develop their careers.
- **Personal Trainer** - works with athletes to develop and implement training programmes to improve performance and prevent injury.
- **Nutritionist** - provides advice and guidance on diet and nutrition to help athletes optimise their performance.
- **Physical Therapist** - works with athletes to prevent and treat injuries, and help them recover from injuries more quickly.
- **Sports Psychologist** - helps athletes to develop mental toughness, manage stress, and cope with the pressures of competition.
- **Strength and Conditioning Coach** - works with athletes to develop strength and conditioning programmes to improve performance and reduce the risk of injury.
- **Equipment Manager** - manages the equipment used by athletes, and ensures that it is properly maintained and meets safety standards.
- **Travel Coordinator** - handles travel arrangements for athletes, including transportation, lodging, and meals.
- **Media Relations Specialist** - works with athletes to help them manage their public image and interact effectively with the media.

The other category of employees is entrusted with varied responsibilities in organising the sporting events:

- **Event Coordinator** - plans and executes events for clients

and the company, working with vendors, sponsors, and other stakeholders to ensure that events run smoothly.

- **Marketing Director** - develops and implements marketing strategies to promote events and attract attendees.
- **Sponsorship Manager** - secures sponsorships for events, and manages relationships with sponsors.
- **Ticket Sales Manager** - manages the sale of tickets for events, and develops pricing strategies to maximise revenue.
- **Operations Manager** - oversees the operations of events, including logistics, staffing, and security.
- **Volunteer Coordinator** - recruits, trains, and manages volunteers who help to staff events.
- **Broadcast Coordinator** - coordinates the broadcast of events, including working with broadcasters, setting up equipment, and managing technical issues.
- **Venue Manager** - manages the venue where events take place, including maintenance, security, and scheduling.
- **Hospitality Manager** - manages hospitality services for events, including catering, VIP services, and accommodations.
- **Legal Counsel** - provides legal advice and services related to events, including contract negotiations, liability issues, and compliance with regulations and policies.

#### Colleges and Courses

In India, several colleges and institutions offer a wide range of programmes and courses in areas such as sports management, sports sciences, physical education, sports marketing, sports analytics, sports psychology, and more. Students can pursue undergraduate, postgraduate, and diploma courses in these specialised fields.

The curriculum of these sports-related academic programmes typically covers a blend of theoretical knowledge

and practical training, enabling students to develop a comprehensive understanding of the sports industry and its various facets. The courses often incorporate subjects like sports administration, sports marketing and sponsorship, sports law and ethics, sports performance analysis, sports coaching and training methodologies, sports nutrition, and sports psychology.

Apart from classroom learning, many colleges emphasise hands-on training, internships, and industry exposure to provide students with practical experience. They may have collaborations with sports organisations, stadiums, sports management firms, and sports teams to offer students opportunities to engage in real-world projects and gain industry insights.

These colleges also boast state-of-the-art sports facilities, such as sports complexes, gymnasiums, indoor and outdoor sports courts, and specialised laboratories for sports sciences research. These facilities ensure that students can apply their knowledge practically and hone their skills in a conducive environment.

Graduates from these sports-related academic programmes can pursue careers as Sports Administrators, Sports Managers, Sports Analysts, Sports Marketers, Sports Coaches, Fitness Trainers, Sports Psychologists, and more. They can find employment opportunities in sports organisations, professional sports teams, sports marketing agencies, fitness centres, sports events management companies, and government bodies related to sports and youth affairs.

#### The Digital Game Changer

Digital technology is unlocking unparalleled possibilities for growth within the sports industry, presenting the potential to bring fans closer through innovative and personalised experiences while creating space for technocrats and technicians to become part of the vast sporting landscape. In the contemporary era, as our lives become increasingly intertwined with the digital realm through the extensive usage of smartphones, tablets, notebooks, smart watches, and other technological devices, it is evident that the application of technology in the domain of sports is experiencing a significant surge. At present, technology plays a crucial role in sports, aiding numerous athletes across various disciplines in enhancing their performance both in preparation and in competitive tournaments.

As the sporting world constantly evolves, necessitating perpetual transformation, the quest for improved athlete performance and enhanced accuracy in tournament monitoring persists. Ranging from rudimentary processes to more sophisticated solutions, several notable technologies are prevalent in contemporary sports. Four key technologies warrant attention:

**Video Assistant Referee (VAR):** Gaining prominence in

## NATIONAL HEALTH SYSTEMS RESOURCE CENTRE

Technical Support Institution with National Health Mission  
Ministry of Health & Family Welfare, Government of India

National Health Systems Resource Centre (NHSRC), New Delhi is seeking applications from eligible candidates for the following positions:

Sl. No.	Name of Position	No of Vacancies	Age	Compensation
1	Senior Consultant – Quality and Patient Safety, NHSRC	01	45 Years and below	Between Rs. 90,000/- to Rs. 1,50,000/-
2	Consultant- Drugs and Logistics (Quality and Patient Safety), NHSRC	01	40 Years and below	Between Rs. 60,000/- to Rs. 1,20,000/-
3	Consultant-Healthcare Financing, NHSRC	01	40 Years and below	Between Rs. 60,000/- to Rs. 1,20,000/-
4	Junior Consultant- Quality and Patient Safety, NHSRC	01	35 Years and below	Between Rs. 40,000/- to Rs. 70,000/-
5	Junior Consultant- Certification Unit (Quality and Patient Safety), NHSRC	01	35 Years and below	Between Rs. 40,000/- to Rs. 70,000/-

**Qualification & Experience:** The Terms of Reference (TOR) with details of required Qualification and Experience is available on the websites [www.nhsrcindia.org](http://www.nhsrcindia.org), [www.mohfw.gov.in](http://www.mohfw.gov.in) and [www.devnetjobsindia.org](http://www.devnetjobsindia.org).

Applications must reach in the prescribed online application format only (as mentioned in the websites). Last date of receiving of application : **20 June, 2023.**

S/d- Principal Administrative Officer, NHSRC

**Sagarmala Development Company Ltd (SDCL)**  
(A Government of India Enterprise)

1st Floor, 124, Thapar House, Gate No. 2, Janpath Lane, New Delhi-110001

Sagarmala Development Company Limited(SDCL) a CPSE under the Ministry of Ports, Shipping & Waterways, Government of India requires qualified professionals for the following regular posts:

Sr. No.	Name of Post, Grade and Pay Scale in Rs. (IDA pattern)	Vacancy and upper age Limit as on last date of application	Educational Qualification and essential post Experience as on Last Date of Application
1.	General Manager (Operations/Projects) (E-8) (1,20,000-2,80,000)	1 (UR-1) 50 Years	<b>Essential Educational Qualification:</b> B.E/B.Tech. from recognized institution in Civil Engineering <b>Desirable Qualification:</b> MBA/M.Tech. from recognized institution <b>Essential Post Qualification Experience:</b> 20 years of post-qualification experience in the executive cadre in relevant area in Govt./Public Sector Undertaking or reputed Private Company with minimum average annual turnover of Rs.100 crores as per the latest audited financial statements (for current/last organization) <b>Desirable:</b> Experience in heading infrastructure related projects.
2.	Senior Manager (Operations) (E-5) (80,000 - 2,20,000)	1 (UR-1) 45 Years	<b>Essential Educational Qualification:</b> B.E/B.Tech. from recognized institution in Civil Engineering <b>Desirable Qualification:</b> MBA/M.Tech. from recognized institution <b>Essential Post Qualification Experience:</b> 12 years of post-qualification experience in the executive cadre in relevant area in Govt./Public Sector Undertaking or reputed Private Company with minimum average annual turnover of Rs.100 crores as per the latest audited financial statements (for current/last organization). <b>Desirable:</b> Experience in infrastructure related projects.
3.	Assistant Manager (Projects) (E-2) (50,000-1,60,000)	1 (UR-1) 35 Years	<b>Essential Educational Qualification:</b> 1st Class(60% or more) B.E/B.Tech. from recognized institution in Civil Engineering (55% marks in case of SC/ST applicants). <b>Desirable Qualification:</b> MBA/M.Tech. from recognized institution <b>Essential Post Qualification Experience:</b> 5 years of post-qualification experience in the executive cadre in relevant area in Govt./Public Sector Undertaking or reputed Private Company with minimum average annual turnover of Rs.100 crores as per the latest audited financial statements (for current/last organization). <b>Desirable:</b> Experience in infrastructure related projects.
4.	Senior Manager (Finance) (E-5) (80,000 - 2,20,000)	1 (UR-1) 45 Years	<b>Essential Educational Qualification:</b> CA/ICWA (Associate Member)/MBA (Fin.) <b>Desirable Qualification:</b> LL.B./CFA/CIMA/MBA(Fin.) <b>Essential Post Qualification Experience:</b> 12 Years of post qualification experience in the executive cadre in the relevant area in a Govt./Public Sector Undertaking or reputed Private Company with minimum average annual turnover of Rs.100 crores as per the latest audited financial statements (for current/last organization). <b>Desirable:</b> Experience in finance division of a listed/ public Company
5.	Assistant Manager (Finance) (E-2) (50,000-1,60,000)	1 (UR-1) 35 Years	<b>Essential Educational Qualification:</b> CA/ICWA(Associate Member) /MBA (Fin.) <b>Desirable Qualification:</b> LL.B./PG in commerce/CFA/CIMA/MBA(Fin.) <b>Essential Post Qualification Experience:</b> 5 Years of post qualification experience in the executive cadre in the relevant area in a Govt./Public Sector Undertaking or reputed Private Company with minimum average annual turnover of Rs.100 crores as per the latest audited financial statements (for current/last organization). <b>Desirable:</b> Experience in finance division of a listed/ public Company
6.	Assistant Manager (Human Resource) (E-2) (50,000-1,60,000)	1 (UR-1) 35 Years	<b>Essential Educational Qualification:</b> Post Graduate degree with specialization in Human Resource (HR)/ Industrial Relations (IR) <b>Desirable Qualification:</b> LL.B <b>Essential Post Qualification Experience:</b> 5 Years of post qualification experience in the executive cadre in the relevant area in a Govt./Public Sector Undertaking or reputed Private Company with minimum average annual turnover of Rs.100 crores as per the latest audited financial statements (for current/last organization). <b>Desirable:</b> Experience in statutory HR compliance, Reservation norms, FR, SR etc.
7.	Company Secretary (E-5) (80,000 - 2,20,000)	1 (UR-1) 50 Years	<b>Essential Educational Qualification:</b> ACS <b>Desirable Qualification:</b> LL.B./ MBA (Finance)/CA/CWA <b>Essential Post Qualification Experience:</b> 10 years of post-qualification experience in the relevant area in Govt./Public Sector Undertaking or reputed Private Company with minimum average annual turnover of Rs.100 crores as per the latest audited financial statements (for current/last organization). <b>Desirable:</b> Experience as Company Secretary in Listed/Public company, knowledge on security, listing etc.

For complete details regarding positions, qualifications, age limit, experience, last date of application etc., the candidates may refer the detailed advertisement posted on the official website of SDCL at [www.sdclindia.com](http://www.sdclindia.com) under vacancies section

No. SDCL/Recruitment/2023/227/61 EN 11/49 Managing Director Sagarmala Development Company Limited

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**Beyond the Stadium ...**

football, VAR enables match officials to review critical decisions, aiding referees in assessing and determining potential infractions. This reassessment has proven decisive in influencing disciplinary measures imposed on teams.

**Fencing Costume:** Given the fast-paced nature of fencing, relying solely on judges' visual acuity to determine match outcomes would invariably introduce inaccuracies. To mitigate this, intelligent sensors have been incorporated into foils and swords, capable of detecting the impact of each strike on opponents. Upon activation,

these sensors illuminate a signalling device. The successful operation of this technology relies on the transmission of a small electrical current throughout the length of the costume.

**Smart Watch:** Smartwatches have become increasingly ubiquitous. They range from basic models for casual athletes to state-of-the-art devices designed to monitor elite athletes' performance with exceptional accuracy. These watches measure vital statistics such as heart rate, calorie expenditure, step count, and even blood oxygen levels.

**Smart Fabric:** Another groundbreaking technology that propels the sporting realm forward is smart fabric, a material interwoven with sensors capable

of collecting various forms of data. Smart fabric garments possess an array of applications, from monitoring an athlete's heart rate to recording muscle movements and calculating calorie expenditure.

These are just a few examples of the vast array of technologies impacting the sporting landscape. With each passing day, the industry strives to innovate further, improving athlete performance and spectator experiences through the incorporation of cutting-edge technology.

(The author is a content writer for a leading Delhi-based news portal. She can be reached at [mailmeatjyotitwari@gmail.com](mailto:mailmeatjyotitwari@gmail.com)) Views expressed are personal.

**BEST ENTRY FOR**  
ISSUE DATED 20 - 26 May 2023

**Question:** On the occasion of National Technology Day (11th May), Prime Minister Shri Narendra Modi launched a plethora of new projects while lauding the role of scientists and engineers in leading the country on the path of development. Which technology do you think has made the greatest contribution to India's development and why do you believe it has had such a significant impact? Please mention a nascent technology which, holds immense potential.

**Debangana Bagchi**  
**Ashoknagar**

Meri LIFE is a mobile application which is inspired by the concept of LIFE, envisioned by the Prime Minister at COP26, which helps us lead a sustainable and environment conscious lifestyle instead of mindless and wasteful consumption.

Mission LIFE (Lifestyle for Environment) mainly focuses on bringing about behavioural changes in individuals through simple easy to do actions.

With the digital penetration in India through Meri LIFE app, it will help in creating structured way to track the progress being made regarding this Mission. It will guide the users to participate in series of tasks under the following 5 themes - save energy, save water, reduce single use plastic, sustainable food system and adopt healthy lifestyle. This will provide a gamified experience among the users which will maximise the motivation and engagement regarding sustainable use of environment. They will also learn new things which they can share with their friends, family members, neighbours etc. Many will be inspired after watching the activities and will also try to adopt the same.

Through simple actions in daily lives, large climate impact can be achieved if we start awareness for saving the environment through ways like using the Meri LIFE app.

**Other Notable entries:**

- ♦ Rohit Chavan Vaishali (Pune)
- ♦ Srinivas Kanuri (New Delhi)
- ♦ Garima Kapoor (New Delhi)

**Employment News**  
**Question of the Week**

The Prime Minister, in a recent episode of his 'Mann ki Baat', programme talked about the importance of museums in preserving the past and making the young generation better acquainted with their heritage. Which museum in India have you found unique, and with what new learning takeaway?

Entries may be sent to [writetous.en@gmail.com](mailto:writetous.en@gmail.com) latest by 21/6/2023 in English/ Hindi/ Urdu and should be of 200 to 250 words. Entrants must clearly mention their Name, Age, Full Address, Email ID and Contact No. The entry adjudged best will be published in Employment News/ Rozgar Samachar (issue dated 1 - 7 July 2023) and will be eligible for a three-month free subscription of Yojana/ Kurukshetra/ Aajkal as per the winner's choice.

**Employment News**

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