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Government should organize aggressive campaign on reading for excellence by giving out scholarships and awards. They should also modify the curriculum to be task and activity oriented. This will promote positive reading habits among students.

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EMERGING CAREER OPPORTUNITIES IN PHYSICAL EDUCATION AND SPORTS

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INTRODUCTION :

Physical Education and Sport is extremely dynamic field. It is changing at extreme pace on everyday basis. Earlier it had limited scope. Nowadays several new trends are coming up in this field leading to greatly increased career opportunities. There are several career opportunities available in the field of Physical Education and Sports at present. The days are gone when sports was considered as mere recreational and non-careerist activity. Nowadays the sportspersons can make fortune by taking active part in these activities. Following are some of the career avenues in the field of Physical Education and Sports which have great scope.

1. Physical education teacher: This is the most common career in the field of Physical Education and Sports which can be achieved after completion of degrees like B. P. E., B. P. ED., M. P. ED., NET/SET.

2. Sports medicine: This is highly specialized field in which various sports performance and, sports injury related knowledge is acquired. There are specialized courses for M.B.B.S. Doctors also in this field.

3. Sports psychology: This field is related to psychological preparation of athletes for high performance training and competitions. It involves the study of how psychological factors affect performance and how participation in sport and exercise affect psychological and physical factors. This is

specialized course which is highly appreciated nowadays.

4. Sports biomechanics: It deals with various mechanical forces acting during sports performance. It has great scope in the field of coaching and high performance sports.

5. Athletic trainer: An athletic trainer is a certified and licensed health care professional who practices in the field of sports medicine. Athletic training encompasses the prevention, examination, diagnosis, treatment and rehabilitation of emergent, acute or chronic injuries and medical conditions. It is the person who prepares sportsperson's athletic abilities. It has wide scope in various sports disciplines.

6. Sports biochemistry: It deals with study of how the healthy human body works during exercise, and how sport and physical activity promote health and performance from cellular to whole body perspectives. It is foundation of sports performance. It has great scope as a career.

7. Adventure sports: It is being highly appreciated by all sections of society whether sportsperson or non-sportsperson. These are recreational activities involving a high degree of danger and risks. It has three basic categories; Arial, Water and Land adventure sports. There are lots of opportunities in this field and it can become great income source.

8. Motor sports: This also is great career in sports. It includes various sports like Motorbike, Sports car, Formula-1 car racing etc.

9. Gym instructor: At present the people have become health conscious. The gyms are available in nearly every city and town. Each gym needs well-trained instructor. So there is great career opportunity in this sector.

10. Sports coaching: This is specialized and most admired career in sports. A coach is a person involved in the direction, instruction and training of the operations of a sports team or of individual sportspeople. There are specific courses like NIS Diploma that needs to be attended for becoming qualified coach. All sports clubs and organizations need coaches for

all sports disciplines. It is great career.

11. Sports officiating: Sports officials such as Referees and Umpires are needed for smooth conduct of sports tournaments. The examinations are conducted by Sports Federations and Associations for qualifying sports officials.

12. Sports Media and Journalism: The field of Sports journalism is playing crucial role in making sports popular business. There is great scope in this field. The journalism can be in the field of print media or electronic media. There are specialized courses for these careers.

13. Sports good manufacturing: All sports disciplines need different kinds of sports goods. These goods can be manufactured at local level also. This is one of huge business opportunity in the field of Sports.

14. Sports engineering: All sports disciplines need specialized sports infrastructure. It is the technical application of mathematics and physics to solve sporting problems. This field is becoming extremely hi-tech day by day. This is becoming specialized branch for making career.

15. Sports nutrition: It is the study and practice of nutrition and diet with regards to improving anyone's athletic performance. The sportspersons of different sports disciplines have different nutritional requirements. The nutrition plays important role in high performance sports. This is very specialized field and has great scope as a career.

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