

IISM partners with CII for Sports Summit 2017 as Academic Partners

Krishnadev Roy - MSM I



IISM has undertaken a revolutionary redesign in management education through innovative academic methodology and delivery systems for students to take the fullest advantage of the exceptionally rigorous and demanding nature of the customized curriculum.

With its collaborative arrangements with the Sports Industry and global sporting industry icons as its advisers, IISM is the embodiment of underlying philosophy of ‘Global Mindset, Indian Roots’.

Partnering with CII for its second edition of “Sports And Entertainment Summit 2017” as “Academic Partners” is also an extension of its efforts to provide students with un-matched exposure from the industry and contribute towards Development of Sports in our nation.

The event that was held at Hyatt Regency, Mumbai on 29th November 2017, commenced with an opening address by Mr. Shrinivas Dempo (Summit Chair & Chairman & MD, Dempo Shipbuilding & Engineering).

Followed by an exclusive interactive session by Mr. Ayaz Memon (Indian sports writer & journalist) with none other than Mr. VVS Laxman (Former Cricketer & Current Cricket Commentator)

“Development at grassroots level, a must for Sports to grow in India” said Laxman who affirmed how its vital to have a good mentor along with a good infrastructure.



Next, we had our Founder-Director Mr.Nilesh Kulkarni along with an illustrious panel of speakers- Mr.Yannick Colaco (VP & MD, NBA India) , Ms.Vita Dani (Co-owner, Chennaiyin, ISL franchisee & Chairperson, 11even Sports , Table Tennis League) and Mr.Indranil Das Blah (Chief Operating Officer, Kwan Entertainment & Marketing Solutions) discuss about the “Role of Academia and Government in boosting Sports”, chaired by Mr.Ayaz Memon.

On being asked about how working at grassroots level is looked at by students, Mr.Nilesh Kulkarni quips, “It was surprising for us to know that every student wished to and was passionate about working at grassroots level.”

As the discussion unfolded, we got some more insights on the integration from school curriculum, grassroot level challenges and how can we build the right infrastructure.

“We at IISM have carved a path by building and developing a lot more case-studies and reports that will help in making better decisions” shared Mr.Nilesh Kulkarni.

Adding to this, Mr.Blah quoted, “More and more institutes like IISM should come up to promote sports and sports management education so that we could atleast reach to a level where we can have IIM in sports management. There is still time, but we are getting there.”

We then had, Mr.Vinit Karnik (Business Head-Entertainment, Sports & Live Events, GroupM), Mr. Charu Sharma (Director, Pro Kabaddi League) , Ms.Vita Dani, Mr.Joy Bhattacharya (Project Director, FIFA U-17 World Cup) and Mr.Sandip Tarkas (Former CEO - Sports, media & special projects, Future Group & CEO, Bengal Tigers Kabaddi) discuss about the “New Sports Leagues and Innovative Marketing techniques” and how it is taking off significantly in India.

As we know, sports unlike other areas of CSR provides companies far more visibility. Sports is one of the cheapest real estate for visibility in CSR due to the media coverage. Mr.Viren Rasquinha (CEO, Olympic Gold Quest), Naghma Mulla (COO, EdelGive Foundation), Ashwini Saxena (CEO, JSW Foundation) and Deepthi Bopaiah (Executive Director, Go Sports Foundation) shared some interesting facts about the Investment Opportunities that prevail in Sports through CSR Funding. Implementation of healthy leisure activities with low cost but high social benefit ventures will go on to create a healthy and peaceful community. The active participation in sports improves community health and productivity, reduces medical expenses, imbibes

discipline in character and enhances social cohesion. The next session dissected “How can we develop a Culture of sports in a larger society?” with Mr. Dempo, Mr.Yajurvindra Singh Bilkha (Former cricketer), Anil Singh(MD, Procam) , Mr.Rohan Vyavaharkar (Deputy MD, Stepathlon) and Mr.Jitendra Joshi (Founder & CEO, Sports Consultz)



And last but not the least it was time to discuss the most neglected elements in the Indian Sports fraternity and initiate a dialogue within the arena of sports nutritional science and have focused discussions, which in turn would have a long term influence on the sports ecosystem in India along with Mr.Prasanna Chaudhuri (Joint MD, Nutra Supplements), Mr.John Gloster (Sports Science Head, Go Sports), Dr.G.L Khanna (Director- Projects, Indian Institute of Sports Science & Research, Ministry of Youth Affairs and Sports) and Ms.Aradhana Sharma (Head of Sports Performance Nutrition Army Sports Institute) This mega event that had the presence of the Who’s-Who of the industry was a perfect learning platform for IISM students and helped them broaden their perspective. It’s through such partnerships and collaboration, that IISM wishes to contribute towards the development of sports in our nation.

Fifa World Cup Draw 2018: Russia

Rohan Parakh - BSM II

The draw for the group stage of the 2018 World Cup took place on Friday, December 1 at the State Kremlin Palace inside the Moscow Kremlin. Hosts Russia will kick off the 2018 World Cup finals against Saudi Arabia in Moscow, while defending champions Germany will start against Mexico. Five-time winners Brazil will face Switzerland in their first Group E match with Costa Rica and Serbia making up one of the harder groups. England will face the debutante nation Panama in Group G, but open against Tunisia before facing the group's top seeds Belgium.

European champions Portugal will play neighbours Spain in their first match in Group B, while Argentina

were placed in Group D with newcomers Iceland, Croatia and Nigeria. The 32 teams will be then be drawn into eight groups of four, with each group labelled from A to H. Seeding Pots 1 to 4 will be emptied by allocating each of their eight teams to a different group. With one exception, teams from the same confederation will not be drawn together in a group. So, for example, Brazil cannot be paired with another team from South America and Nigeria cannot be paired with another team from Africa. The only exception applies to UEFA teams, with FIFA ruling that up to two teams from the European confederation can be drawn in the same group.



Telephonic Interview with Harinder Pal Singh Sandhu

Prashant Tayde - MSM I

Harinder Pal Sandhu is a professional squash player who plays for India. He has achieved career-high world ranking no. 56 back in September 2015 currently he stands at no. 69. He was a part of the Indian team, who won the Gold Medal at the 2014 Asian Games held at Incheon. He is a very humble and gentle human being. MSM-2 student Prashant Tayde speaks to Sandhu in a candid chat.

How was the attitude of your parents towards the sport when you start playing?

My parents were quite happy as I started playing squash since I was good in athletics and I also played cricket, hockey and football and squash was a new game. They asked and encouraged me to play squash as my coach was supporting me to play squash. I tried and later got interested in squash.

What sort of problems did you face during your rise as a national player?

My biggest challenge was to move to Chennai when I was just 13 years old. But I had in my mind that I will be training in the best squash academy in India and that was a big motivation for me. I faced culture, language and food problems when I moved here but slowly got the hang of things. There was a desire to do well in the sport and make the parents proud as I come from a middle class and a very simple family and a small town and moving to a big city was a challenge for me but the love for the sports kept me going and keeps me going till now.

What is the selection process to get selected for the state and national team?

To get selected you need to do well in nationals' i.e. junior national championship. If in that you finish



in top 4 in the category, you are one of the top players from your state and if you remain top you automatically get a call from the national coach for the selection process to represent the country in the junior championship. This is one of a major step to make it to in the India Team.

What are the similarities and differences between today and the day you started squash?

When I first started playing squash, I used to play on a cemented court, now the flooring is wooden. Playing on a cemented court is very hard, your knees get bruised, your shoes get torn out, and your toes start to bleed and your knuckles bleed when you pick up tough shots. And later the seniors and our coach pushed the school authorities to make a wooden floor so that we could do well. Now, there is a lot of squash that is shown on the TV and kids can sit at home and watch the top players and learn how to play. When I was playing our coach used get squash magazines from abroad and we used to fight before and after practice as who is going to read and we used to learn how the players are doing and now you can just go on YouTube and TV and watch any number of matches of top players. With the time it is easier for the kids to learn and the training has changed significantly.

What would be your ultimate achievement and your goals?

My ultimate goal is to reach top 10 in the world. But it is not an easy feat to achieve; still there is a lot of work to be done, lot of matches to be won before that. It's all a process and it's all in process and hopefully things will come into plan.

What advice would you like to give to the young kids who all are willing to take up squash as a career?

All I say to them that the first few steps are the hardest, you can't really imagine after few weeks or few months that you will expect yourself to become better in a sport that is not very common in our country. There are always going to be hardships, physically, mentally, financially, the availability of the squash court. It's all a process, everybody has to go through it, I especially went through it a lot and if I would have stopped then I would have not been present here right now. All I would tell them is to listen to your coaches, everyday work hard, grind it out; your concentration has to be at 100% every day, every single session, and the desire has to be there even if you win and if you lose you train the hardest that you ever trained in your life. All I would say is that keep your head down and work hard every day and be sincere and there

is no shortcut in any aspect of life so always work hard and always listen to your coaches to whatever they say.

How do you see the future of squash in India?

The future is bright from here as the kids can decide whether they want to play for long term or not and hopefully things will change better for the kids to take up the sport and make this as a livelihood and put them on a better path in the future. Even after they finish playing, many government jobs coming up and multinational companies giving jobs to squash players. Still lot of things can be done and right now squash is getting popularised more with all the national senior players doing well which is very important for the game and for the young and upcoming players to see the players doing well can be a big motivation for them.



The Innings that started a Procession

Krishnadev Roy - MSM I

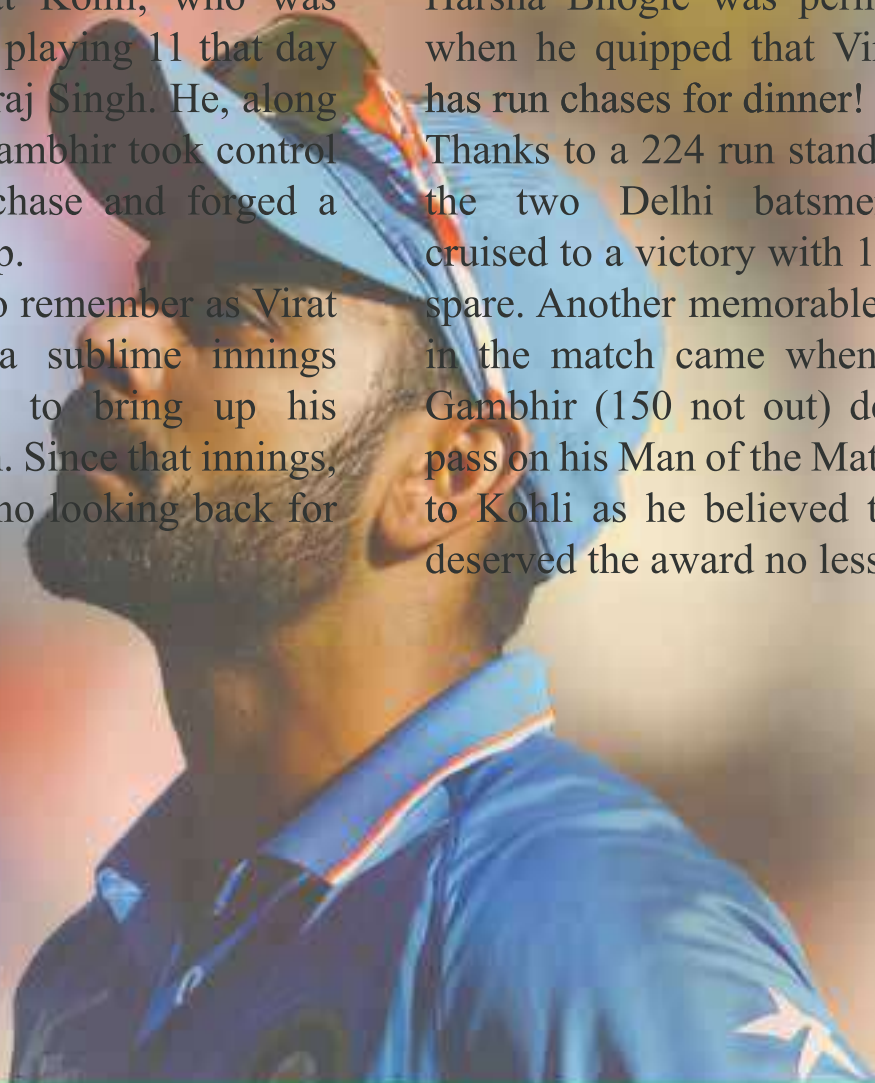
24th December, 2009. While the world was busy making merry on Christmas Eve, there was someone who quietly went about his business making a name for himself.

On a cold windy winter night at the Eden Gardens, India was set a target of 316 runs by Sri Lanka. It wasn't the best of starts for the men in blue as both Virender Sehwag and Sachin Tendulkar were back in the hut with the score reading 23/2. Out came Virat Kohli, who was drafted into the playing 11 that day in place of Yuvraj Singh. He, along with Gautam Gambhir took control of the Indian chase and forged a solid partnership.

It was a night to remember as Virat Kohli played a sublime innings under pressure to bring up his maiden ODI ton. Since that innings, there has been no looking back for 'King Kohli'.

What the roaring Eden crowd witnessed that night was just the beginning as Chase-master Kohli has now reached level 52* in terms of international centuries. Such has been the meteoric rise of the Indian skipper that he is breaking and making new records with each passing innings. Scoring 107 off just 114 deliveries, Kohli justified being labeled as one of the best chasers in limited over cricket. Harsha Bhogle was perhaps right when he quipped that Virat Kohli has run chases for dinner!

Thanks to a 224 run stand between the two Delhi batsmen, India cruised to a victory with 11 balls to spare. Another memorable moment in the match came when Gautam Gambhir (150 not out) decided to pass on his Man of the Match award to Kohli as he believed that Virat deserved the award no less.



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Mr. Nilesh Kulkarni,
Founder-Director, IISM

KEY SPEAKERS



JAVIER CEPPI,
Tournament Director,
Local Organising Committee,
U-17 FIFA World cup 2017



PRASANA KRISHNAN,
Executive Vice President &
Business Head, Sport Cluster,
Sony Pictures Networks India



JOSE ANTONIO CACHAZA
Country Manager India
LaLiga



MUSTAFA GHOUSE
CEO
JSW Sports Pvt Ltd



HRISHIKESH SHENDE
Director,
Football & Basketball,
adidas India



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Ex-regional Development Officer,
FIFA



SUNANDO DHAR
CEO,
I-League



MAYANK KHANDWALA
President,
Cutting Edge Event Pvt Ltd



VINIT KARNIK
Business Head - Entertainment,
Sport & Live Events at
ESP Properties India



VIVEK SETHIA
Chief Executive Officer
at India on Track (IOT)

Date: 15 Dec'17, Venue: St.Regis, Mumbai





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