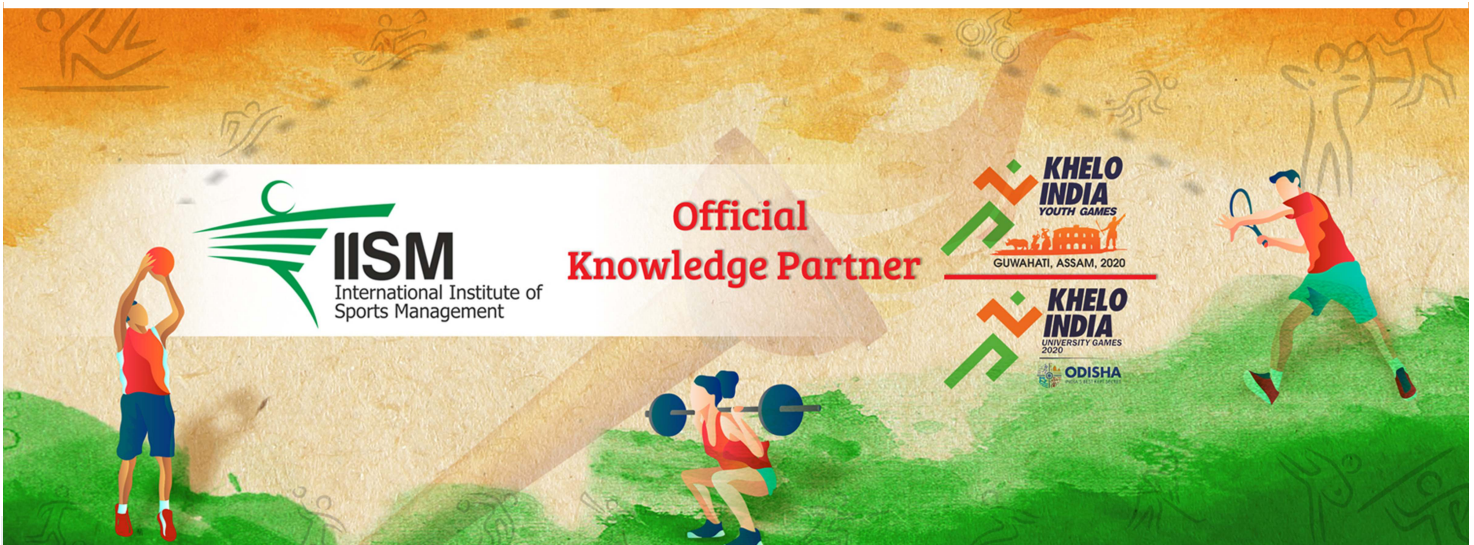
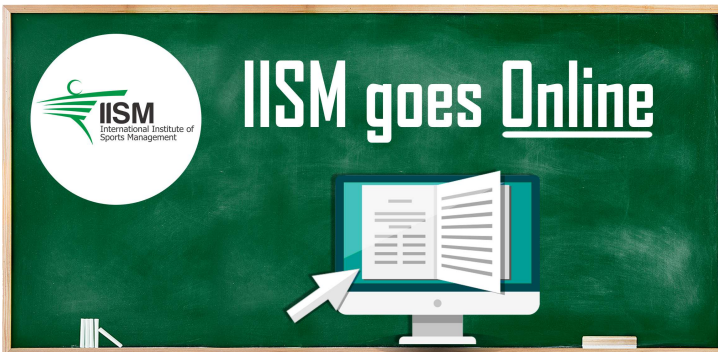


APRIL 2020



THE 2ND IISM HR CONCLAVE 2020



IISM hosted the 2nd HR Conclave on 28 February 2020 on the campus. This annual meet brings people of sports industry on one platform to discuss the HR-specific issues that exist in the evolving sector of sports. The event was attended by industry professionals from more than 55 renowned organizations.

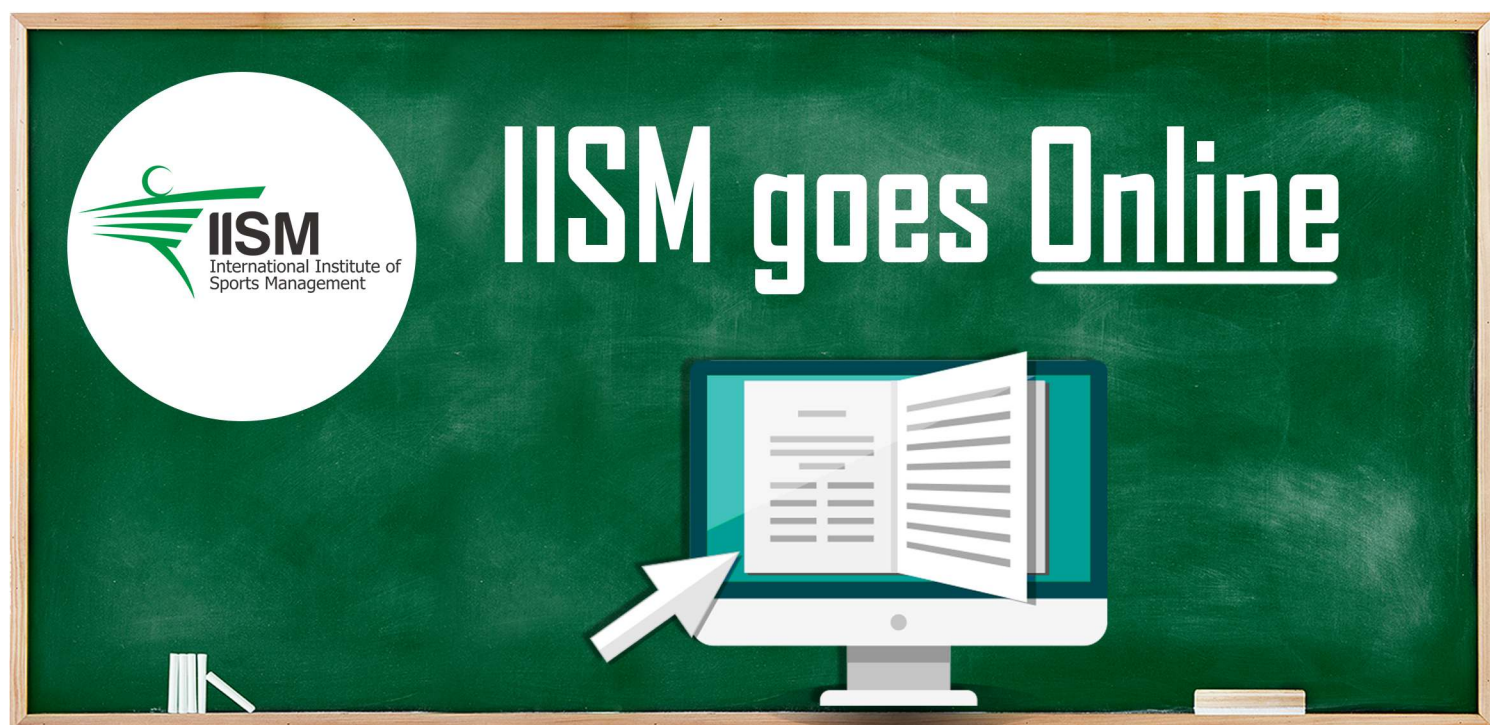
We invited esteemed speakers to touch upon their experiences of working in India's sports industry and the HR-specific challenges faced and tackled by them over the years. Stalwarts like Mr. Ashish Chauhan, CEO- Bombay Stock Exchange, Mr. Syed Saba Karim, GM, Cricket Operations- BCCI, Ms. Mamta S., Senior Manager-HR, DNA Entertainment Networks, Mr. Shamik Shah, AGM- Sports For All & Ms. Shruti Mishra, Lead, People & Organization Partner (Retail)- Puma Sports India Pvt. Ltd were the speakers at the Conclave.

Stalwarts like Mr. Dhanraj Pillay, Indian Hockey Legend and Prof. Ratnakar Shetty, Senior Cricket Administrator, enlightened about the sports industry and how much it has evolved since the past few decades. The experts from the fraternity apprised their experience in the industry and focused on the way forward for the Sports industry, in terms of managing human resources.



THE 2ND IISM HR CONCLAVE 2020





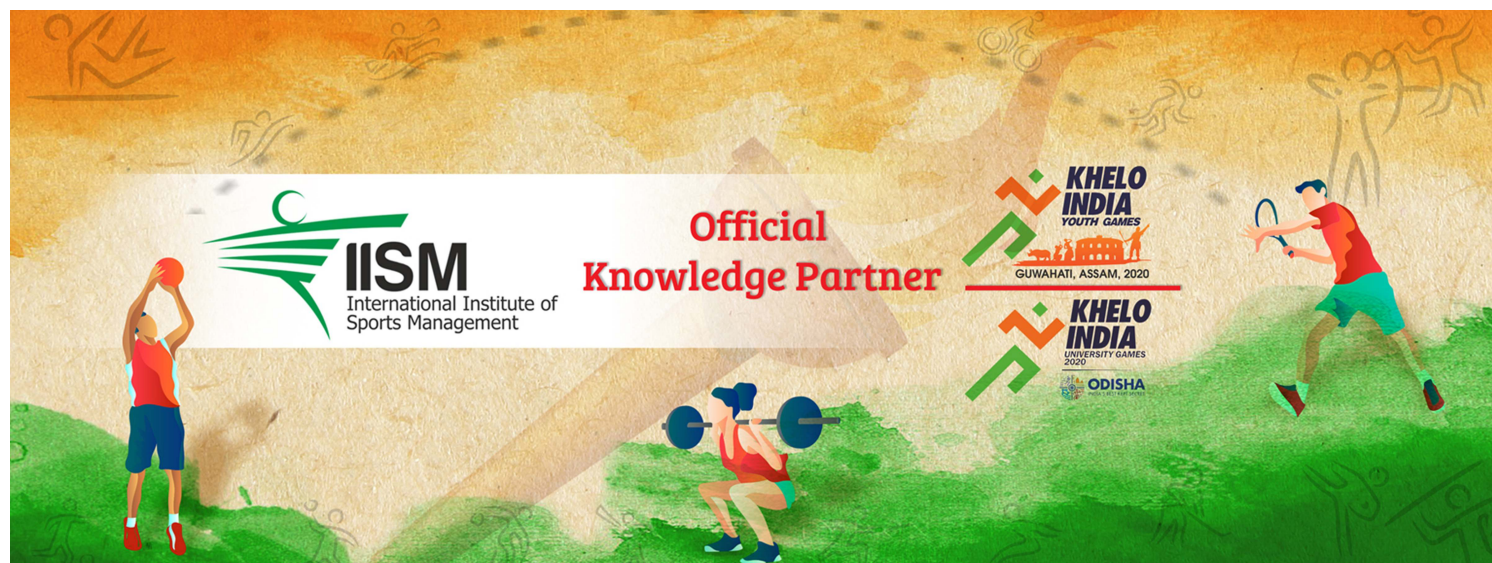
As per the directives by the Honourable Prime Minister of India, IISM refrained students from coming to the institute and shut down the campus in wake of pandemic coronavirus spreading in the country. We belong to the field of sports and always strive to find a way out in difficult situations.

We conducted Online Proctoring Exam for 30 March and 15 April SMAT. Candidates who had registered for the test appeared for the same from their home. Also, interview for the shortlisted candidates will be conducted online. We'd also be conducting the 30 April SMAT online.

As we want nothing to impact the academic growth of our students, we have activated ourselves on online platform for the academic front. There are live sessions conducted online by Sports Industry stalwarts. The Academics have resumed in full swing and the research groups are up with their tasks. The students are brainstorming and discussing the projects undertaken and the ones to be boosted in the future. We wish to utilise the online platform to its maximum and ensure that student learnings are not hampered.

We hope that you are safe and sound at your home.





IISM was the proud Knowledge Partner to the first-ever Khelo India University Games held at Bhubaneswar, Odisha. KIUG is an initiative that aims to tap sporting talents at the grassroots and unearth more sportsperson from Universities in India for the Olympics.

Our students handled Volunteer Management, Branding, Overall Administration, University Coordination, Sports Kit, Accommodation, Transportation & Catering. Besides this, our students also looked after Sports Presentation and Ceremonies. IISM students also curated the Standard Operating Procedure (SOP) of the same. IISM was the Official Knowledge Partner to both Khelo India Youth Games 2020 and Khelo India University Games 2020 and our students did a colossal job in executing an event of such magnitude





The Sports Sector is booming ever since the advent of Indian Premier League and Abhinav Bindra winning gold in Summer Olympics 2008. With more and more athletes burgeoning and emergence of multiple sporting events like Pro Kabaddi League, Indian Super League, Futsal, etc., the Sports Industry requires trained Sports Management professionals to look after the business side of sports.

Sports Management is one of most sought after and lucrative career options. Sports Event Management is one of key career paths lying in the arena of Sports Management. Sports as an industry is growing 12 % year-on-year and according to FICCI Sector Skill Council Report 2014, Sports Event Management requires of 3.3 Lakh human resource by the year 2022.

Whether it is a Sports League, Emblem unveiling, Opening or Closing Ceremonies of Mega Sporting Events, Auction events, Branding events of Sports Team or Franchise, Sports Event Managers are required. Sports Event Managers bid for events, identify appropriate venues for events, provide hospitality, recruit volunteers, coordinate with Government bodies or PR firms to execute events, etc. They are the ones who deal with plethora of managerial challenges which can affect sports events.

Hence, there is a need to have professionals to accomplish the events smoothly. Be it the sphere of Logistic, Planning, Budgeting, Project Work, Sponsorship, Sports Event Production or Talent Management, PGP in Sports Event Management will make the students equipped to accomplish Sporting Events smoothly.

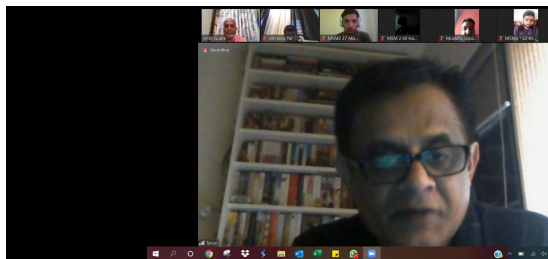


Online sessions at IISM



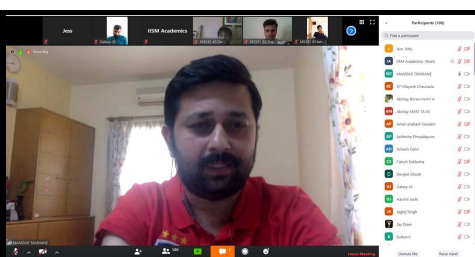
Mr. Amol Muzumdar, Former Mumbai Ranji Captain

He touched upon the importance of concentration to bring effective results, leadership and communication skills.



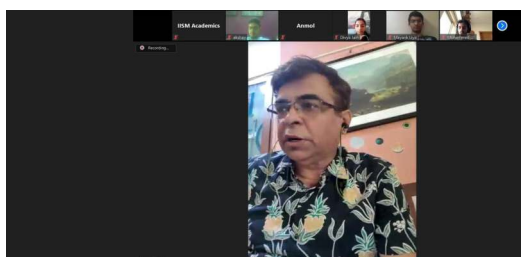
Mr. Tarun Singh Chauhan, Founder- TSC Consulting

He interacted with our students about brands, how the industry has transformed in terms of working styles and organization structures.



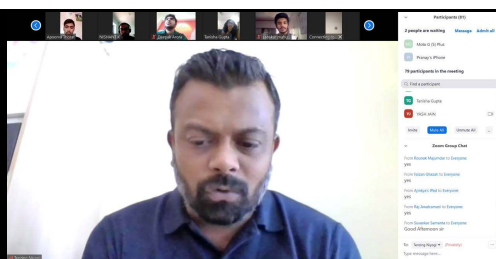
Mr. Mandar Tamhane, CEO- Bengaluru FC and former Team Manager- Indian Men's Football Team

This successful football administrator in rendezvous with IISM students answered to a lot of questions pertaining to the Indian Super League & Football in India.



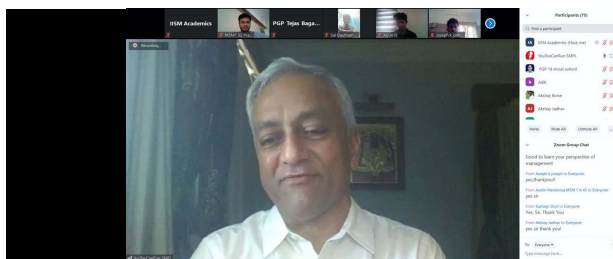
Mr. Sandip Tarkas, Director- Songdev Network & CEO- Bengal Warriors, Pro Kabaddi League Team

He apprised about Sports Entrepreneurship and how can a sports enthusiast become sports entrepreneur.



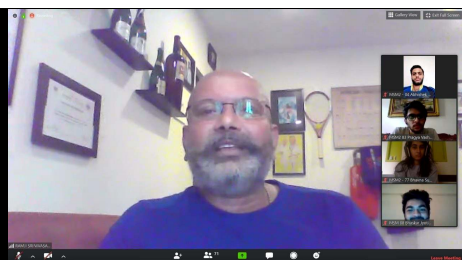
Mr. Tenzing Niyogi, CEO of Ultimate Kho Kho league

He discussed about market dynamics, business of sports leagues, broadcast, digital OTT rights, fan engagement models and financial model of leagues.



Mr. Venkatraman Pichumani, Founder & Chief Running Evangelist- YouTooCanRun Sports Management Pvt Ltd

He enlightened the students on Project Management for Sporting Events.



Ramji Srinivasan, Founder & Managing Director- Sports Dynamix, Strength & Conditioning- Indian Cricket Team

He discussed about Strength & Conditioning pertaining to fitness industry and how the landscape of the same has transformed over the years.



Mr. Shaju I Ignatius, Founder Director of The Ignite Enterprise

Mr. Shaju's session on 'nitty gritty of Sports Event Management' covered all the essentials of Sports Event Management.



IISM Students taking strides



Elated to present the winners of Football Tournament at NMIMS College Sports Fest- Balze '20. This is the second consecutive time that our students have won a trophy at NMIMS' Sports Fest after being runner up in Parakram 2.0. Our students David Mathews, Siddharth Rawat and Tejas Bagayatkar received Golden Boot for being top scorers and Honesh Motta received Golden Glove for being the best Goalkeeper in the matches.

IISM's Student Life Cell organized Traditional Day to promote socio-cultural skill development. The students extended invitations to their peers through creative posters. The day commenced with students gathering followed by screening cricket match. Students were dressed beautifully and had the best of their time cheering for Team India.



IISM students were a part of back-end operations for Shiv Chhatrapati Awards organized in the month of February 2020. These students were responsible for venue operations, hospitality management, coordination of transportation for the awardees and guests, arrangements pertaining the award ceremony and emergency management. Hands-on experience at events like these equip students with the essentials of Sports Management and Sports Event Management.



THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

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