

JULY 2020



IISM's #SportOnSeries: Let's Talk Sports

Sports Event Management in India require 3.3 Lakh Human Resource by 2022 (Source: FICCI Sector Skill Council Report 2014). IISM initiated #SportOnSeries #LetsTalkSports with an aim to enlighten aspirants about Sports Event Management- one of the booming verticals in the sports sector. We invited renowned personalities from the industry who apprised their insights and experience with the audience.

The finale of the series featured Mr. John Abraham and with a total of 7 episodes, #SportOnSeries is a massive hit. We thank our guests for being a sport and a special part in the series hosted by Mr. Shaju Ignatius, Founder- The Ignite Enterprise.



EPISODE 1:

The series started off with India's one of finest orator and prolific Events Industry stalwart- Mr. Roshan Abbas. He is the Managing Director at Geometry Encompass and is a Director, Writer, Presenter, Mentor. He apprised profoundly about 'Ceremonies at Multi-Sports Events'.

MR. ROSHAN ABBAS

EPISODE 2:

Mr. Gaurav is one of India's finest Media Personalities. Mr Gaurav is an acclaimed Artiste & TV Presenter, Angel Investor, Founder of Oaktree Sports, a specialised content company, Host of Extra Innings T20, Producer & Presenter of the popular show- Breakfast with Champions.

MR. GAURAV KAPUR



EPISODE 3:

Ms. Simran is a National-level Basketball Player, an actress, Miss India Universe 2008, sports anchor. Ms. Simran was the world presenter for NBA India Games and anchor for Hockey India League in 2013.

MS. SIMRAN KAUR MUNDI

EPISODE 4:

Ms. Lydia is a Sports Event Consultant & former Executive Vice President-Brand Experience & Events at Star TV Network responsible for handling events for IPL, ISL, PKL, Cricket World Cup. Ms. Lydia specializes in Sport Events, League Operations and Entertainment, Television Production, Project Management, Ceremonies, Fan Experiences.

MS. LYDIA BUTHELLO



EPISODE 5:

Mr. Yuvraj is an Indian Hockey Player, Recipient of Shiv Chhatrapati Award as well as a part of 2014 Hockey World Cup team. He was also a part of 2011 Asian Championship Trophy winning team & is the only Indian Player to have played German Hockey League for 8 years.

MR. YUVRAJ WALMIKI

EPISODE 6:

Mr. Jatin is a Former Indian Cricketer, the CEO & Founder of KheloMore, an aggregated platform of sports marketplace & the largest sports ecosystem in India and is also a member in panel of selectors for Indian National Cricket Team.

MR. JATIN PARANJPE



EPISODE 7:

Mr. John is owner of the team- North East United FC, an ISL team. John is a staunch sports enthusiast who believes that India as a country should promote sports and fitness for all.

MR. JOHN ABRAHAM

You can watch the episodes of #SportOnSeries
on our YouTube channel



Rising Sports Stars of India from IISM

IISM students breathe sports and are staunch sports enthusiasts. Our students come from various fields of expertise as well as are active sports players from club, state, national and international level. Here are some of our students who are no less but rising stars of India.



JAEE MANKAME
GYMNAST



ARHANT JOSHI
ROLLER SKATER



RUTVIK LIKHITE
KARATE PLAYER



NIKHIL SHARAN
FOOTBALL PLAYER



DAKSH AGARWAL
CRICKETER



SUKANYA JOSHI
Badminton Player &
NIS Certified Badminton Coach



MOHAMMED NALWALLA
INDIAN FORMULA CAR RACING DRIVER



SRUSHTI BHARAMBE
MARTIAL ARTIST



AVISHKAR AMBEKAR
FOOTBALLER



NISHA PUJARI
FENCING ATHLETE



ADITI MAHAJAN
BADMINTON PLAYER



ANKIT KUMAR PATHAK
DISCUS THROWER

You can read about journey of our students on IISM's social media platforms. More stories to come.



#InConversationWith IISM Alumni

IISM has trained students to be industry ready professionals and in today's time, they are a part of esteemed and top organizations in the sports industry. #InConversationWith is a platform we've created for our Alumni to speak about their journey in Sports Industry. Here's a few of our former students who have showed a way forward to our current students and aspiring Sports Management professionals.

MR. ABHISHEK SHEKHAWAT

Alumni from batch 2010-11



He is currently working as
The Associate Vice President at
Olympia Sportz & Events Pvt Ltd.

MS. TANVI SHEVADE

Alumni from PGPSM batch 2016-17

Head of Cricket Operations- T20
Mumbai & Manager- Hospitality
Operations at IMG for IPL 2020.
She is an avid sportsperson
herself and now, also a Sports
Management professional.



MS. ANKITA DAS

Alumni from PGDSM batch 2013



She is Game Development
Manager at Odisha Cricket and
Consultant for Corporate Sales
at XLR8 Indoor Sports Arena.

MS. TANAZ MOHAMMED

Alumni from PGDSM batch 2015-16

She is Grassroots Development
Officer at Mumbai City. She is a
National Level Hockey Player,
Head Coach Educator at
Premier Skills and Coach for
Reliance Foundation Young
Champs.



MR. KIRSTEN VARELA

Alumni from batch 2014-15



He is the Founder of Elysium
Calisthenics Park, first of its kind
outdoor fitness park in India. He
has experience of working in
different verticals of business
sector of sports in roles that vary
from social media marketing,
event operations and grassroots
sports development.

MS. AKSHATA SHETE

Alumni from PGDSM batch 2015-16

She is an International Rhythmic
Gymnast & Shiv Chhatrapati
Awardee. Akshata is also
Director and Head Coach at
BPCA Rhythmic Club, Rhythmic
Coach (Level 1 & 2) &
International FIG Judge
(Category 2) & AGU member.



MR. ROHAN BAGWE

Alumni from IISM's first batch: 2010-11



He is an Assistant Manager at Star
TV Network and an experienced
professional skilled in Event
Planning, Operations
Management, Talent
Management, Customer Service,
Coaching and Strategic Planning.



About Sports Retail & stores in India

The love for sports in India is moving beyond single-sport towards diverse sports, resulting in the growth of viewership, participation, and sports-related industries tremendously.

Sports Retail is one such industry which has benefitted hugely from this. Be it any athlete, equipment, clothes, accessories are requisite for them. Moreover, with people putting huge emphasis on fitness, this sector falls in a vertical that is in demand.

We here present perspective of two bright minds, on their understanding of Sports Retail and experience gained whilst working at stores or with a brand. One of them being- Mr. Abishek Jain, an Alumni who is making a mark of his own in the industry and the other being- Ms. Garima Singh Rajpurohit, our current student and the future of the industry.

HERE'S A PIECE FROM OUR ALUMNI- MR. ABISHEK JAIN:

For any Sports Retail business to grow, sales growth is very important. Sales at retail stores largely depend on a few factors: quality and presentation of products, durability of products, prices of products and people endorsing these products.

I, personally, had the opportunity to witness first-hand the way the retail sports industry functions. Thanks to IISM, I was able to intern with Zeven, a sports brand with retail stores in Bangalore.

Zeven is an Indian Sports Goods Company based out of Bangalore focused on bringing affordable and high-quality Footwear, Apparel and Accessories to Indian consumers. Manufacturing of most of the goods takes place in India at Punjab, UP, Gujarat, Tamil Nadu etc., and these are endorsed by renowned celebrities like Mahesh Bhupathi, Rohan Bopanna, Shikhar Dhawan, Ravindra Jadeja to name a few. They have also been associated with Royal Challengers Bangalore for a few seasons.

A business in this line could get a boost with celebrity or renowned athletes endorsing their goods. However, it is quite difficult for a new brand to establish itself in the market without having a face to endorse it.

Zeven being a recently incubated company with an experienced team having a history of making the likes of Nike and Adidas popular in India have taken the challenge upon themselves to bring in fresh designs and high-quality products at affordable prices to the masses in India.

Brands also try to attract the customers by introducing a lot of AR/VR techniques in order to better experience a product before making a buying decision. With Decathlon entering the market the game has completely changed as they currently lead the market with their unique set-up.

Retail stores usually operate from 10 am to 10 pm so the teams work in shifts in order to cater to walk-ins at any given time. The camaraderie of the teams is very good which makes it a good experience for anyone working in such a set-up. The retail stores are backed up by backend teams who help in designing, supplying and stocking of goods to meet the demand at any time.

The conversion rate of walk-ins at any retail store lies somewhere between 15-20%. Hence, to drive more traffic into the retail stores it is very important to have either popular brand ambassadors or compete on pricing and quality. Very little chance is left in the hands of the team at the store to convert a potential walk-in.

A lot of inputs are taken from the retail teams in order to get the right customer feedback so that the management can take decisions for the future accordingly.

There is a lot to learn by being at a retail store if you can read in between the lines. It is filled with a lot of knowledge and information which is of great help for anyone in the sports industry.



Written by ABISHEK JAIN
 IISM Alumni (PGDSM 2016-17)

HERE'S A PIECE FROM OUR STUDENT- MS. GARIMA SINGH RAJPUROHIT:

Once you're associated with a brand as eminent as Puma, you know exactly why its success speaks for itself. From the copious amount of opportunities from IISM, Puma beamed straight into my pockets as an intern for best in class customer service strategies post Covid-19.

All the anxiousness lasted till the first digital meeting conducted with the mentors and the HR of Puma. Interning with Puma is placing myself on this great position that only believes in "Best in quality" at all times.

I went to the Puma stores in Goa and studied the various ways the stores were indulging themselves with current world conditions of safety comprising of use of sanitizers, masks, physical distancing and so on. Working with the team in Mumbai and experiencing quality in Goa was like sailing on two sides of the same boat. The Standard Operating Procedure of Puma stands constant across all its stores in India.

Saying that, the USP Puma stores will leave one amazed with is while following the same set of procedures, each store has something to speak about itself. Be it one of the smallest stores in the country in Phoenix mall Kurla to one of the largest factory outlet stores of Dahisar, you will leave with a sense of delight. Reasons why today Puma stands on top of the podium in most of its competing segments.

The methodology followed at Puma is inseparable from the entire workforce as there is always a sheer dedication and efforts put in by Puma, it's people and most importantly it's consumers.

Involving around Puma has given me nicer understanding as to how one should overcome challenges ranging from first copy legal problems to those arriving due to human errors at the store. I've learnt first-hand knowledge of retail store management and various technical and non-technical responsibilities that come along with it, customer service and its strong importance in current market situations, implementation of strategies to enhance the experience of each person walking into the store, etc.



Written by GARIMA SINGH RAJPUROHIT,

IISM Student

Master's Degree in Sports Management batch 2019-21

Intern at Puma

Interned at Padukone Dravid Centre for Sports Excellence



Sports Marketing & Sponsorship

IMPORTANCE, CAREER OPTIONS & BUSINESS DEVELOPMENT

WHAT IS SPORTS MARKETING?

Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams.

Sports marketing is a growing division of the marketing field that focuses on the business of sports and the use of sports as a marketing tool. Sports marketing professionals enjoy a wide variety of employment opportunities, including positions with universities, corporations, media outlets, sporting equipment manufacturers, retailers and public relations agencies.

Uniqueness of Sports Marketing

1. No other industry incites the same devotion and love from its loyal brand followers as sport
2. Passion and emotion for a team or sports-related product is what differentiates sport marketing from the marketing of other products and service
3. Sport fans have always been vocal and opinionated. Sport rivalries feed passion and emotion
4. They aren't profit-orientated
5. Personal involvement and self-identification of fans and the extensive media coverage
6. The customer expresses their personality and values to others through their choice of a particular team/product and its distinguishing attributes and brand personality
7. Demand can fluctuate drastically
8. Traditional pricing methods do not apply

Even the biggest Bollywood Blockbuster like Sanju took 4- 6 months to make Rs.586 crores, but an India v/s Pakistan World Cup match creates revenue of about Rs. 5,000 crores holistically in about just 8-10 hours. The amount the viewership and eyeballs a brand gets in an India v/s Pakistan is huge and cannot be compared to any other sector.

HOW SPORTS HELPS BRANDS GROW? (THE MOST IMPORTANT QUESTION FROM A BRAND PERSPECTIVE)

A sponsor/brand can enjoy a wide range of benefits from its association with sports as under

1. Increased visibility for the product
2. Raise brand awareness and create preference.
3. It creates positive PR and raise awareness of the organisation as a whole.
4. Provide attractive content for a range of products and services.
5. Build brand positioning through associative imagery.



6. Support a sales promotion campaign.
7. Create internal emotional commitment to the brand.
8. Act as corporate hospitality that promotes good relations with clients.
9. High return on Investment.
10. Organisations gain competitive advantage by developing USPs: things that only they provide and which make them distinct from anything provided by their competitors
11. Expand their coverage to large audience.
12. Helps them to get popular celebrities to endorse their brand.
13. Association with bigger & better brands (team sponsors merge with official sponsors)
14. Gets all modes of advertising like television, radio, press etc.
15. Helps in Social Welfare
16. Connects with all age groups

Before sponsoring an activity, the sponsor must feel sure that the event/organisation will be successful; has a proven track record, good prospects and generally be aligned with the sponsor's brand and business objectives. Sports sponsorship is the most common and can range from international to regional and local events

NOW LET US FOCUS ON SOME BRANDS WHO HAVE BENEFITED IMMENSELY WITH THEIR ASSOCIATION WITH SPORTS.

1. DLF: Before the IPL came about, we all knew of DLF has a decent real estate brand in North India, But DLF's association with the IPL changed the complete perception about the brand in the eyes of the public. From becoming a listed company to a house hold real estate name. Everything in the IPL was called DLF IPL.
2. VIVO and OPPO: Both these Chinese mobile brands have been associated with Indian cricket for some time now, more so VIVO. Today the amount of the exposure and eyeballs the IPL and Indian cricket has given these 2 brands is tremendous. Today mostly everyone's second phone is an OPPO or VIVO phone. All official communication of the IPL and all IP's of the franchises have VIVO mobiles associated with it.
3. Manyavar: Again because of its association with cricket and the IPL franchise Kolkata Knight Riders the story of Manyavar is an interesting one. Starting with a couple outlets in Kolkata Manyavar used their association with KKR and Bollywood super star Shahrukh Khan to make Manyavar a household name. There was limited inventory left to fill in the KKR jersey sponsorship and Manyavar took advantage of that to become part of the esteemed franchise. With this deal they got both cricket and Shahrukh Khan to promote their product. The value of the deal also wasn't very high. Today the Captain of the Indian Cricket team and his wife endorse the brand. From being associated with only one city, today Manyavar has become a household name for men and women ethnic wear across the country.



4. Emirates: The famous airline uses the best spot in cricket to market its product. We can see the Emirates brand during every ball of an International match and amount the brand benefits because of its “Fit and Position” in sports. So, to make the right choice and to make sure you get the correct position also makes a difference.

TIPS RELATED FOR EFFECTIVE SPORTS SPONSORSHIP FOR BRANDS:

Golden rule in any sales or sponsorship deal be a “Consultant”, try and add value and most important try and give more than money value to the brand.

1. Time: Time plays a vital role is making sure your investment is giving you the desired results. The month in which you make the decision to invest in Sports really matters. Festive seasons and in which financial quarter of the year you make the investment really matters.
2. Fit and Position: The placement of the brand on the jersey of a team or the position of a brand during on ground sponsorships is very important. You need to position your brand where the viewership will be maximum and also at an affordable price.
3. Colour Combination: The most important aspect in sports Sponsorship is that the brand must be visible. The colour combinations of the logo of the brand must be in sync with the colour of the team/franchise's jersey. A Vodafone logo is so appealing to the eyes that it looks good on any jersey.

CAREERS IN SPORTS MARKETING, SPORTS SPONSORSHIP AND BUSINESS DEVELOPMENT IN SPORTS:

- The sales team of any organisation are the heroes of the company. So, at any stage of your career don't run away from sales.
- In the Indian Sporting sector 90% + organizations are start-ups and the only thing they require is Business Development executives and associates.
- There are more 90-100 sales or sponsorship slots available in each marquee sporting league around the world.
- Imagine if you can crack 3-4 deals in a year, your world tour and all other important desires of life will be fulfilled.
- Your growth in sales in the sports industry is “SKYWARDS”. Supposing you had got the Pan Bahar or Cycle Pure Aggarbattis deal for the BCCI your life would have been made today.
- So, opportunities in the sales and sponsorship are a plenty in the Sporting industry one just needs to grab them.



Written by MR. BHAVESH SINGH

IISM Alumni Batch 2016-17

Professor & Sr. Manager- Corporate Relations at IISM



How is it to be a part of Sports Operations Team?

- By IISM student

The Sports Industry has evolved tremendously over the years. This arena has opened avenues for sports enthusiasts to make a career in it. With many verticals that Sports Industry have, Sports Operations is one.

With the ever-increasing number of new sports venues, spending in sports continues to rise. This also translates into more and more job opportunities for those interested in facility operations and event management which is also known as sports operations. While as fans, we enjoy the tournaments at stadiums or sporting venues. However, there is a lot of hard work put in by professionals to execute the tasks at the facility. This is a broad field which involves planning, budgeting, coordination, managing events, handling games, music, technical aspects, etc.

Here's our student, Jairath Chugh from second-year Bachelor's Degree in Sports Management, sharing his experience while being a part of Sports Operations team.

In February 2020, I had the opportunity to work with one of the best sports management organizations of India- DNA Networks, as a Branding & Operations Supervisor for the inaugural season of the Road Safety World Series (RSWS).

As a Supervisor, my responsibilities were to assist the branding team & coordinate with the operations team. The main area of focus was to ensure correct placement of sponsor boards on the stands, to make sure the signage's were put down at the right place & in the right order in, around & outside the stadium. This was to ensure that the spectators face no problem in finding their way.

Timely preparation & accurate positioning of presentation boards & press conference boards in between match breaks as well as pre & post-matches were one of the major tasks. Ensuring all the sponsor requirements related to branding are met as per the terms decided, and to review any spell checks on the sponsor boards was important.

During the internship period, I learnt how to deal with all kinds of people and that no type of work is big or small when you have to achieve your targets. Let that be convincing the labors to finish the work at the earliest or taking notes, giving updates to your seniors, let that be leading & commanding your team, or helping the labors by sticking banners yourself in order to meet the given deadline. I have learnt that you have got to master each skill in order to reach the top and acquire the best for yourself in this Industry.

I would like to thank IISM, where my college experience has been great since Day 1. My experiences have helped me hone requisite skills to make me industry ready. While this is just the tip of the iceberg of experiences, IISM has helped me sharpen my skills in a big pool of a variety of other sub-categories of sports management such as Sports Research, Sports Marketing, etc. I would like to thank IISM for a bundle of experiences and preparing students like us to become the future sports management professionals of India.



Written by MR. JAIRATH CHUGH

Bachelor's Degree in Sports Management, Batch 2018-21
Brand & Operations Coordinator, Former Intern at DNA Networks



SPORTS MEDIA MANAGEMENT IS NOT YOUR TYPICAL PR

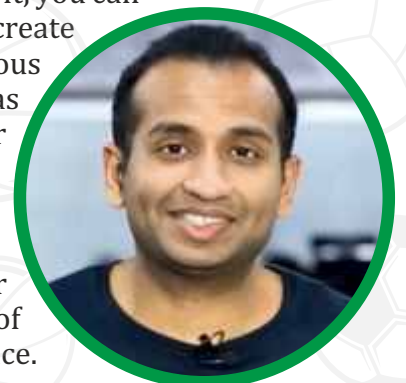
People often club Sports Media Management and Public Relations. The truth is, the two are distinct fields. While one can say that Sports Media Management is a subset of a larger domain called Public Relations, but it is very specific and requires special skills. While Public Relations focus on building a good image for an institution, maintain good relations with the media etc, Sports Media Management takes into account that and other sporting responsibilities. A Sports Media Manager is not only responsible in maintaining good relations with the media but also adhering to team ethics, principles etc.

The key to success as a sports industry professional is an understanding of the game. Even if one doesn't understand the broader points, it is imperative that one grasps the philosophical aspects and appreciates the mindset of an athlete. An athlete is more driven than most, values his or her time and their practice routines are sacrosanct. If you, as a sports industry professional or manager, respect that, an athlete will automatically hold you in high regard and work well with you. This was one of the most important lessons I learnt in my role as the Media Manager of the Gujarat Lions during the Indian Premier League (IPL) 2016. It has also held me in good stead in discharging my duties as the IPL Media Manager since 2017.

The reason I talk about the need for understanding the game, or at least at athlete's mindset is because we as industry professionals are there to serve sport and ensure seamless processes for its continuance. As a Media Manager, you have to balance out players' on-field compulsions with the off-field commitments. If a cricketer would tell me that he has to be with the physio at a certain time, or meet the coach for a meeting, I had to respect that and schedule his interviews at a time he is relaxed and ready for it. As an IPL Media Manager, I have to also take stock of different situations and be flexible. Sometimes, an injury may keep a player away from an interview he has committed to or there could be other circumstances that may prevent him from making an appearance. In that second, you have to use your judgment and make adjustments – perhaps recommend another player who may have performed well. In that case, your understanding of the game comes into picture.

This is where Sports Media Manager is very different from your normal Public Relations (PR). As a PR, you only have to project a good image and manage a great relationship with the press. However, as a professional Sports Media Manager you need to manage their sport along with all those media commitments – it's like walking a very tight rope but once you get a hang of it, you can excel. PR professionals generally deal with assignments where they need to create copious media exposure and hence have a habit of promising numerous interviews. If you are dealing with a sportsperson, it may not be possible as they have time constraints and as such, will not compromise on their schedules for a little publicity.

Thus, one needs to get a hang of sports and athletes to be a success as a Media Manager. Your biggest priority has to be your athlete and your relationship with him or her. Once that is settled, you can get the best out of them and manage a fantastic relationship with the media. It is all about balance.



Written by MR. NISHAD PAI VAIDYA

Sports Anchor and Media Management Professional

Nishad Pai Vaidya is a sports anchor, writer and media management professional.

As an anchor and writer, he has worked with leading media houses and covered numerous world cricketing events.

As a media manager he has worked with the IPL since 2017



All about Sports Management & Journey as a Sports Facility Manager

Ever since the launch of Indian Premier League in 2008, the management sector got a new branch called Sports Management. So, what is Sports Management? How is it different from general management?

Sports management involves combination of skills related to planning, organizing, directing, controlling, budgeting, leading and evaluating within the context of an organization or department whose primary product or service is related to sports or physical activity. Business Administration programs touch upon different aspects of business affairs whereas sports management programs emphasize the application of business skills in the world of sports.

So, the next question that may come up in your mind would be- what kind of a job or role or career could one have after pursuing a sports management program? Some of the top jobs in this field are game day or event coordinator, administrator in an organization of federation or body, sports marketer, facility operations manager, data analyst, guest relations manager, corporate partnerships manager, athlete manager, team manager and so on.

But before we dive into the various career opportunities in sports management, let us first see the importance of education in sports management. A sports management degree teaches students skills and concepts related to management, finance, marketing and law related to the sports industry. It helps you learn how to overview the business side of a sports organisation with the use of the latest trends and technologies. The most important set of skills that will develop are critical thinking, problem solving, communication and attention to details.

Here we are talking about one of the important aspects of sports management: Sports Facility Management. Facilities include areas that are constructed or maintained to allow people to participate in a sport and recreation activities as well as any structures that support people involved in sport and recreation. Sports Facility Managers, sometimes called arena managers. Stadium managers, general managers or stadium operations executives, are responsible for the day-to-day operations involved in running a sports facility. They are involved in sports facilities planning, including the buying, selling or leasing of facilities; facility redesign and construction; and the supervision of sports facilities, including the structure and grounds, as well as the custodial crews.

The general responsibilities of a sports facility operations manager include ensuring that the facility is operating as it should on a daily basis, dealing with emergency issues that arise, formulating plans for the future, creating plans for replacement and repairs, developing and managing vendor contracts, etc.

Not only must facilities managers be highly qualified and knowledgeable, but they also need to be able to interface with and communicate with other individuals very well. Facilities managers will be working with contractors, employees, and higher-level executives, all with the goal of ensuring that the physical operations of the company be maintained. In charge of the day-to-day operations of the business,



facilities managers also need to be exceptionally conscientious and diligent. Experience is needed to be able to identify potential issues before they occur and to resolve issues as quickly as possible.

I was fortunate enough to have the experience of working as a facility manager not once but twice in a short span: once at Quest Adventure Sports Academy and then recently at RR Motorsport Management Pvt. Ltd.

Quest Adventure Sports Academy (QASA) is a premier adventure sports training academy providing quality education to all aspects of aquatic sports, lifesaving and rescue while considering regional conservation & protection of natural resources. QASA in Rameswaram, Tamil Nadu, provides recreational & professional courses in aquatic adventure sports. QASA offers courses in kitesurfing, windsurfing, scuba diving, kayaking, stand up paddle boarding, sailing & lifesaving. The academy hosts a boutique home stay Kathadi North which is suited for travellers who would like a beach holiday while pursuing a water sports course.

As a Sports Operations Intern, I had responsibilities in almost every department at the facility. Primarily, those included handling customer enquiries, checking in of guests, making sure their accommodation is prepared and taken care of during their stay, planning the day's activities with them, checking with academy staff regarding meal plans, resources, scheduling, housekeeping, accompanying the guests on their activities and making sure everything is as planned, vendor management, preparing documents and policies for the current and future employees.

RR Motorsport Management is Mumbai's best motorsports arena with 2 go karting tracks under the name of Ajmera IndiKarting (1 tarmac and 1 dirt). It hosts recreational go karting for anyone aged 4+ years and customers can also drive their private cars and bikes on the track. It also has a racing academy which trains kids who want to pursue a professional racing. The company also does events for premium luxury automobile brands, rents out the venue for automobile events and recently they have ventured into the eSports domain with Indian eRacing Championships.

As a Facility Manager, my primary role was to make sure that the facility is operating as per the Standard Operating Procedures (which I myself had created). Stakeholder Management, Vendor Management and Customer Relations were also equally important roles. Human Resources was an additional responsibility. Marketing was an added responsibility. These all were a part of operating the 2 tracks and events. When it came to the racing academy, student registrations and selling of the courses as well as counselling the students were the main focus on my part.

So, all in all, the responsibilities of a Facility Manager cover all the aspects of management and is a complete package.



Written by MR. GANESH MATE

IISM Alumni batch 2017-19

Venue Manager, IndiKarting

Facility Manager, RR Motor Sports Management Pvt. Ltd.



'My experience in Sports Industry', by IISM Student

Sports Industry in India, in contemporary times, is one of the fastest growing industries in the world. Sports Management is a perfect and rewarding career path for sports enthusiasts. The institute puts deep emphasis on classroom learning and practical exposure for overall development of the students.

The students at IISM are ensured to be given periodical industry exposure before graduating from the institute so that they are all industry ready. IISM believes that it is important for students to have experienced the chills and thrills of the sports industry beforehand so that they become skilled Sports Management professionals in the future. Pursuing practical exposure at prominent sporting events as well as organizations gives a first-hand experience to students which helps them in their respective careers.

Our student, Bhaskar Jyoti Choudhary, is sharing with you all his experience while interning at respectful organizations in the Sports Industry.

Working with an esteemed football school of India as an intern was worthwhile as it shaped my understanding of the sports world. Bhaichung Bhutia Football School's was born out of a collective desire to improve children's lives at grassroots level. The philosophy that "No Indian kids should be deprived of good coaching facilities" led to the establishment of BBFS which is accredited by AIFF with a 4-star rating, a feat only clubs like Bengaluru F.C & Jamshedpur F.C could match.

The people from the organisation would render their heart out on supporting talented young footballers from economically weaker section to develop into professional footballers in an organized manner. BBFS landed me an opportunity to work on these strategic objectives to ensure that every child has the opportunity to fulfill their potential and enjoy the life changing benefits that come from play and sport.

Working as the Business Development Executive for the SquareOut Sports Solution helped me dive deep down into the corporate sports world. Driven with a sense of purpose & passion for sports led to its inception where I along with Rahul Carlos Rodrigues, the founder of the company & an MBA graduate of football management from University of Liverpool, strive to create an ideal sports ecosystem to promote sports excellence.

We took the initiative to create sustainable & viable business model for sports enterprises to maximize the power of sports beyond the playing field. We offer specially designed overseas tours and an access to elite tournaments to help budding players to explore their potential by competing against some of the best age group teams across La Liga, Premier League, Bundesliga etc. thereby providing a platform for young professional players to unlock hidden sporting potential.



Written by BHASKAR JYOTI CHOUDHURY
IISM Master's Degree in Sports Management Batch 2018-2020



THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

Curated by:

Mr. Amit Gupte, COO

Mr. Karan Mange, Sr Manager- Marketing

Mr. Sandeep Dalvi, Assistant Manager- Design

Ms. Tista Nautiyal, Executive- Content



International Institute of Sports Management (IISM)

Ground Floor, Smartworks, Fleet House,

Gamdevi, Marol, Andheri East,

Maharashtra 400059, Maharashtra, India.

Email: info@iismworld.com | Website : www.iismworld.com

T.: +91 8976018871/72

