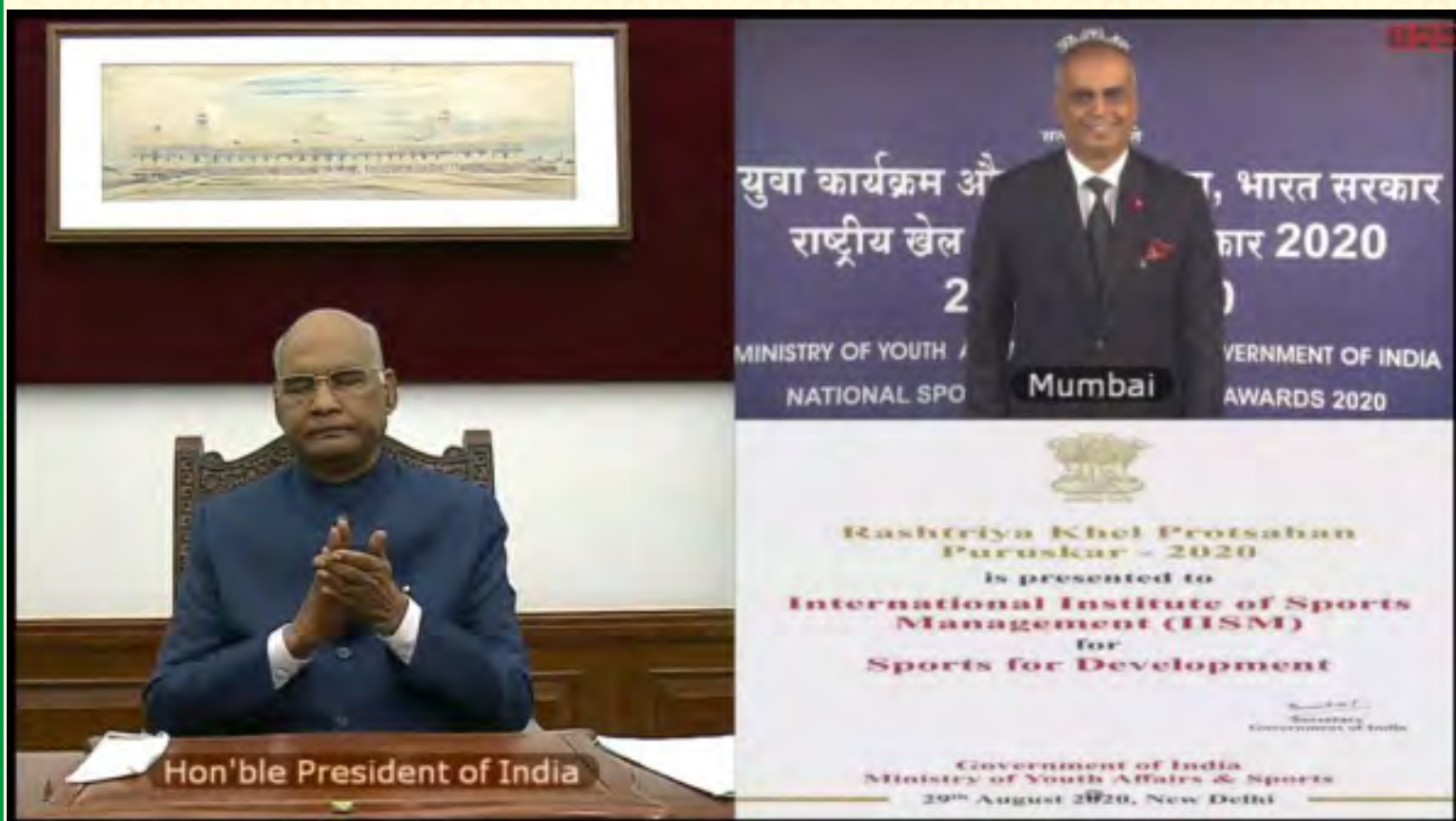




**IS CONFERRED WITH**

**"RASHTRIYA KHEL PROTSAHAN PURUSKAR"**

**BY THE HANDS OF SHRI RAM NATH KOVIND JI, HON. PRESIDENT OF INDIA**



**Honourable President of India, Shri. Ram Nath Kovind, conferred IISM with Rashtriya Khel Protsahan Puruskar in the category Sports For Development, at the National Sports & Adventure Awards 2020 held on 29th August 2020.**

IISM has reached the milestone of completing *10 years of excellence in the industry*. This honor by the President of India and the Ministry of Youth Affairs & Sports, India, is encouragement of us to keep striving towards proffering the Sports Industry with best Sports Management professionals whose passion towards sports will take India forward to being a sporting superpower.

## MR. KIREN RIJJU & MR. NILESH KULKARNI DISCUSS SPORTS DEVELOPMENT IN INDIA



Kiren Rijju  
@KirenRijju

Congratulations to Nilesh Kulkarni, Founder Direct of International Institute of Sports Management, Mumbai (IISM) for the Rashtriya Khel Protsahan Puraskar 2020. He is doing amazing works for sports management in India.



5:10 pm · 05 Sep 20 · Twitter for Android



We are elated as Mr. Nilesh Kulkarni, our Founder Director, today, had meeting with Shri. Kiren Rijju, Hon. Minister of Youth Affairs & Sports, a visionary who is a boon for the Indian sporting ecosystem.

Shri. Kiren Rijju has introduced reforms in the developing sector of sports and is contributing the best on the grassroots level. Shri. Rijju's passion for sports envisions that India will one day and very soon become a Sporting Superpower.



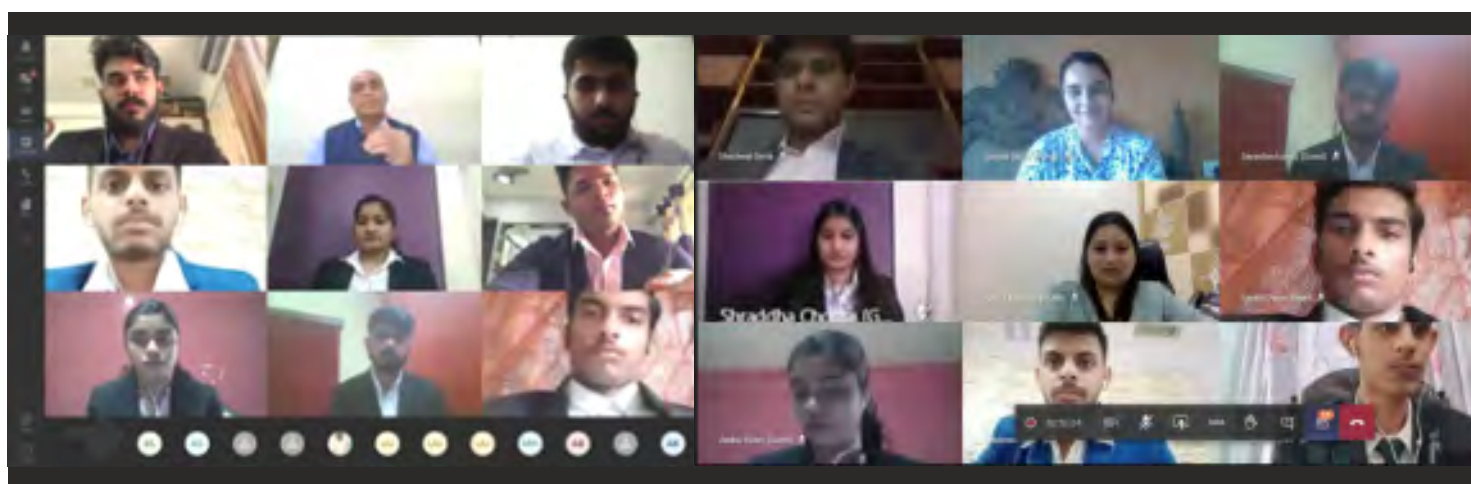


# FOUNDATION WEEK PROGRAMME

## BACHELOR'S DEGREE IN SPORTS MANAGEMENT BATCH 2020-23



On 1 September 2020, we welcomed students of *Bachelor's Degree in Sports Management* at IISM by organizing Foundation Week Programme for them. On Day 1 of the orientation, we introduced the world of Sports Industry and Sports Management to them.

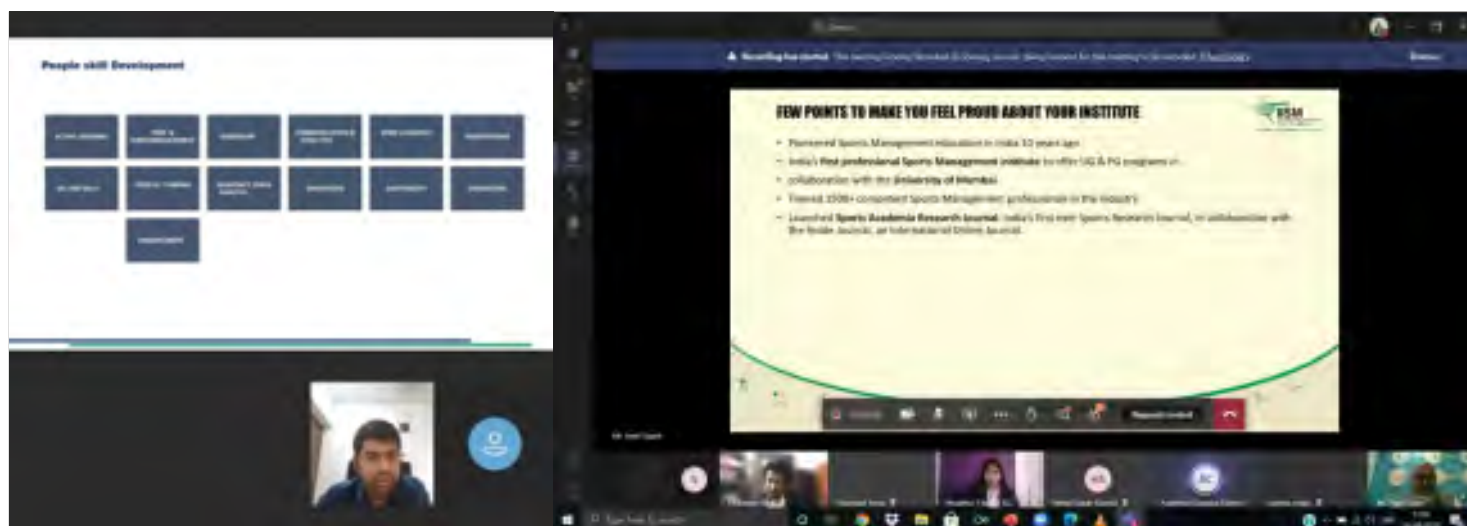


**Mr. Nilesh Kulkarni, Founder Director IISM**, addressed the students and congratulated them for beginning a new chapter in life. **Ms. Rasika Kulkarni, Co-Founder & MD- IISM**, apprised the vision and mission of the institute with the students and encouraged them to instill principles in themselves.

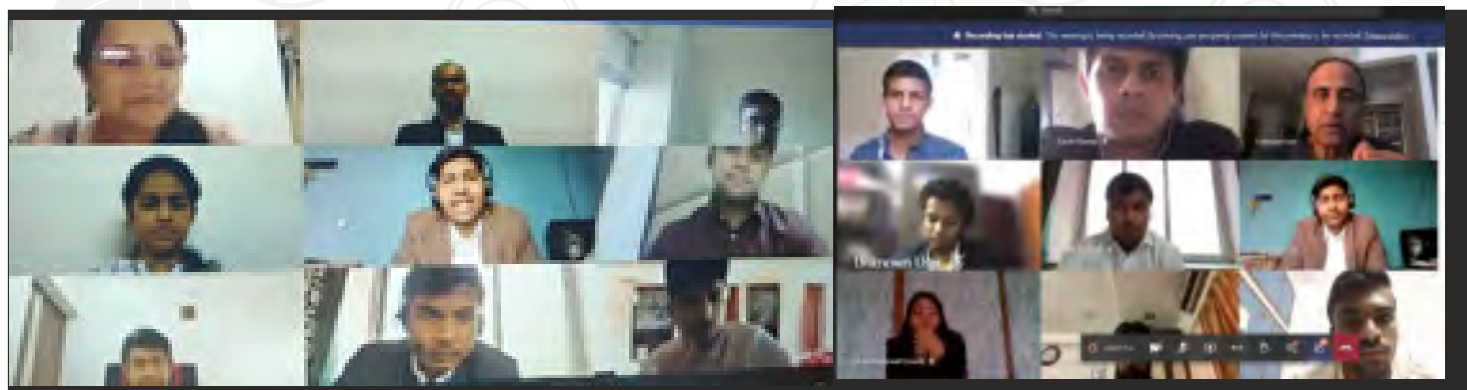


# FOUNDATION WEEK PROGRAMME

## BACHELOR'S DEGREE IN SPORTS MANAGEMENT BATCH 2020-23



Mr. Amit Gupte, COO- IISM, introduced the students with the entire team of IISM and motivated them to keep going in life. Mr. Amitava Pal, Associate Dean- IISM, shared diverse processes at IISM, Student Development Cells and more noteworthy points with the students.

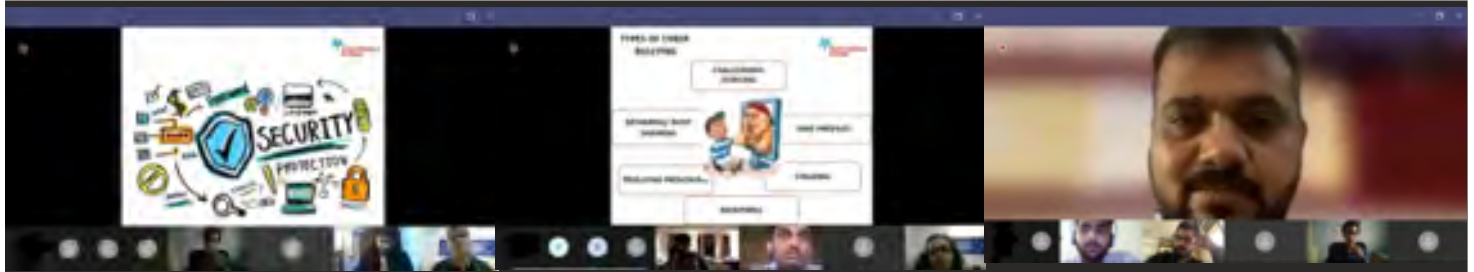


Ms. Shilpa Borkar, Assistant Director at Garware Institute of Career Education and Development, discussed about Sports Education and what lies ahead for the students. Mr. Charu Sharma, Director- Pro Kabaddi League & Sports Presenter, imparted a session on Sports Industry's one of the most important vertical- Media in Sports.

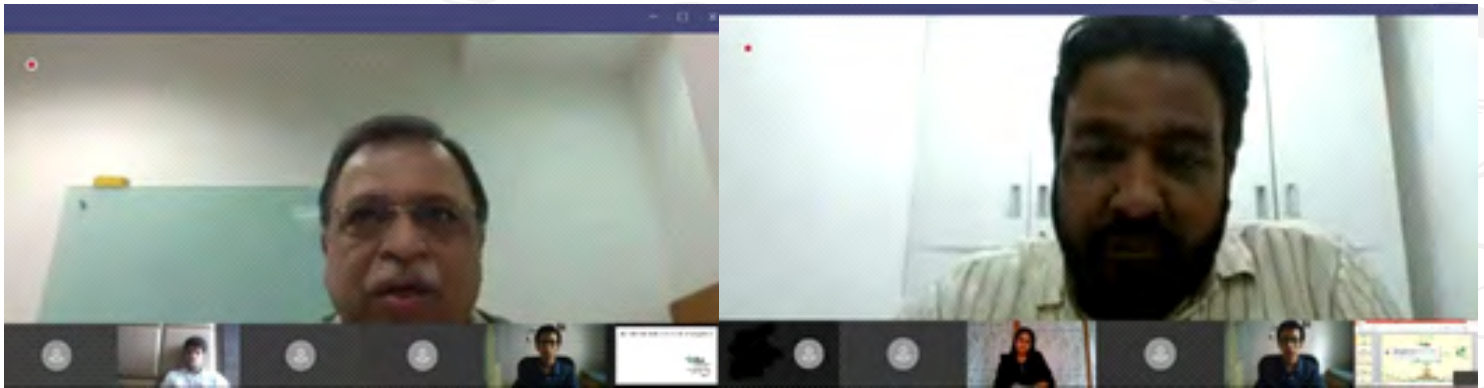


# FOUNDATION WEEK PROGRAMME

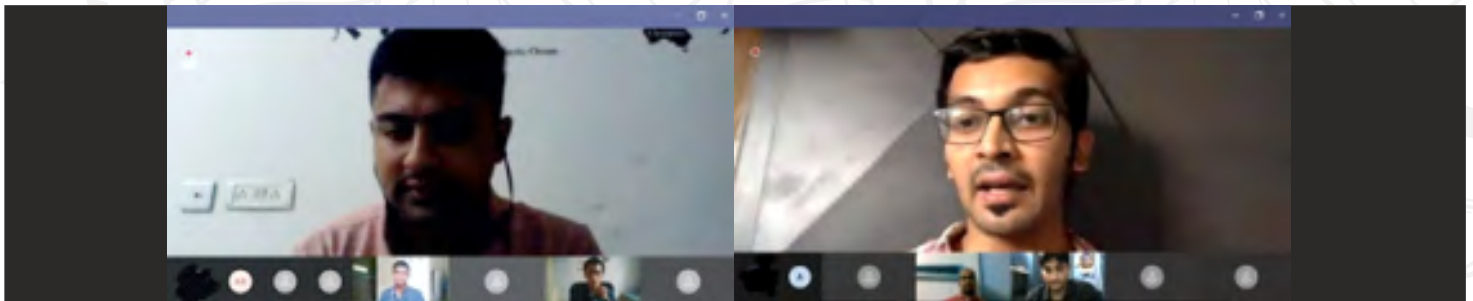
## BACHELOR'S DEGREE IN SPORTS MANAGEMENT BATCH 2020-23



DAY 2 of the Programme gave deeper understanding of Sports Industry to the students. Mr. Namdev Shrigaonkar, Joint Secretary- Indian Olympic Association, apprised about 'Role of Federations in Sports'. Ms. Sonali Patankar, Founder & Mr. Unmesh Joshi, Co-Founder, from Responsible Netism discussed about 'How to be a responsible Netism' with the young aspirants.



Mr. Adille Sumariwalla, President- Athletic Federation of India encouraged the students by apprising 'The first secret of success: Believe in yourself'. Mr. Mustafa Sapatwala, Head- Academics- IISM discussed about conduct for students at IISM.



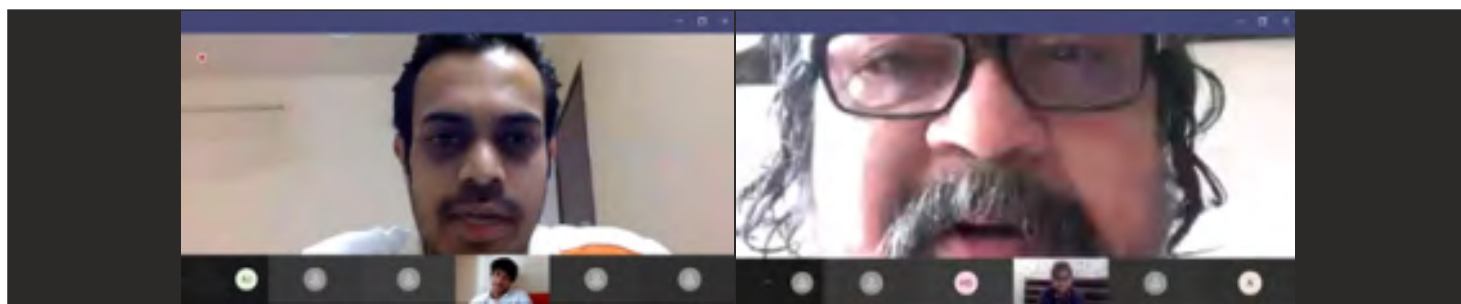
Mr. Love Narwar, Sports Leader Coach- Decathlon introduced the students to 'Sports Retail in India'. The concluding session was conducted by Mr. Keval Kakka, Mountaineer & Recipient of Tenzing Norgay National Adventure Award who cheered the students with words of motivation.



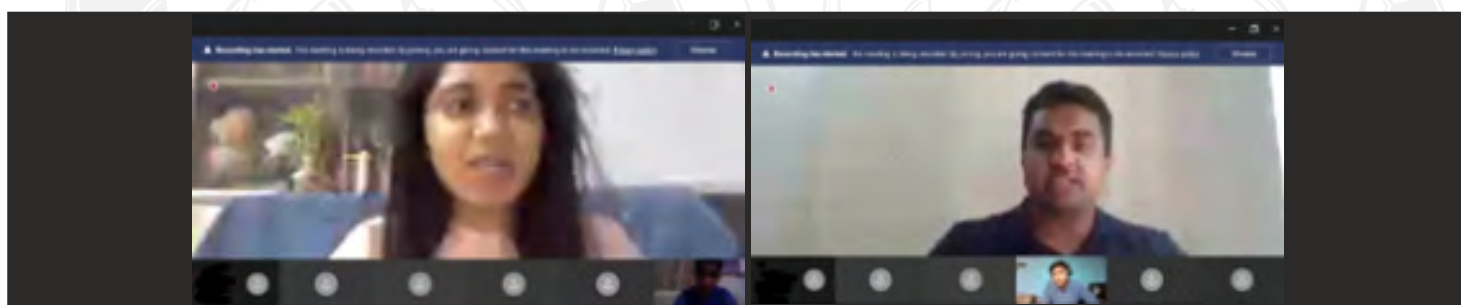


# FOUNDATION WEEK PROGRAMME

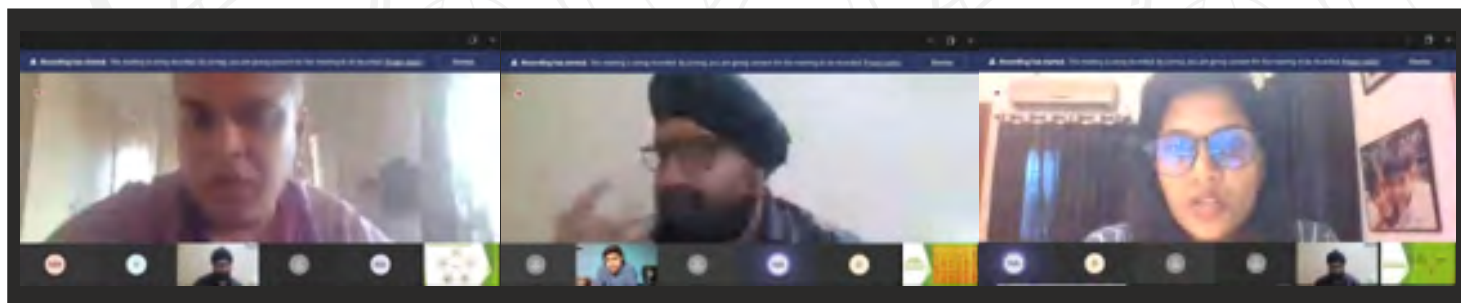
## BACHELOR'S DEGREE IN SPORTS MANAGEMENT BATCH 2020-23



Day 3, witnessed interactive sessions by notable personalities from the industry. Mr. Amole Gupte, Director, Actor, Writer, Philanthropist, discussed with the students how Sports Biopic is an inspiration to the world. Mr. Gupte himself is making a biopic on Saina Nehwal. Mr. Rajas Joshi, Senior General Manager- Sports For All, in his session, emphasized on the importance of Grassroots Development for boosting the sports ecosystem.



Our Alumni, Mr. Ganesh Mate, Master's Degree in Sports Management Batch 2017-19, Venue Manager- IndiKarting & Ms. Neha Bhatnagar, MSM 2018-2020, also held a session. They apprised their journey from being a student to being a professional in the Sports Industry.



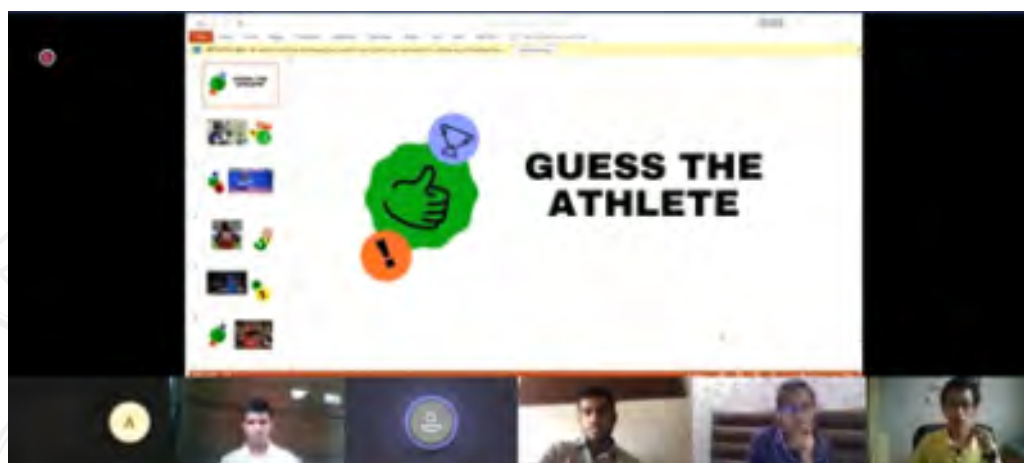
IISM's Team Corporate Relations lead by Mr. Devendra Prabhudesai, discussed how the synergy between the students and team Corporate Relations should be like. The team including Mr. Bhavesh Singh- Sr. Manager, Ms. Nishita Adarkar- Sr. Manager, Ms. Tanvi Doddanavar- Manager, Ms. Joyotee Haldar- Executive, introduced various procedures to the students.



# FOUNDATION WEEK PROGRAMME

## BACHELOR'S DEGREE IN SPORTS MANAGEMENT BATCH 2020-23

The students were encouraged to undertake research projects, utilize opportunities at hand, make their parents proud and most importantly were propounded to acquire a balance between attitude and aptitude for their personal and professional growth.



The programme was very well moderated by IISM student Ms. Garima Singh Rajpurohit from Master's Degree in Sports Management Batch 2019-21. Foundation Week for BSM concluded with a quiz session and vote of thanks by Mr. Amitava Pal. We thank our speakers for sharing insights from their extensive experience and showing the students a way forward in the Sports Industry.

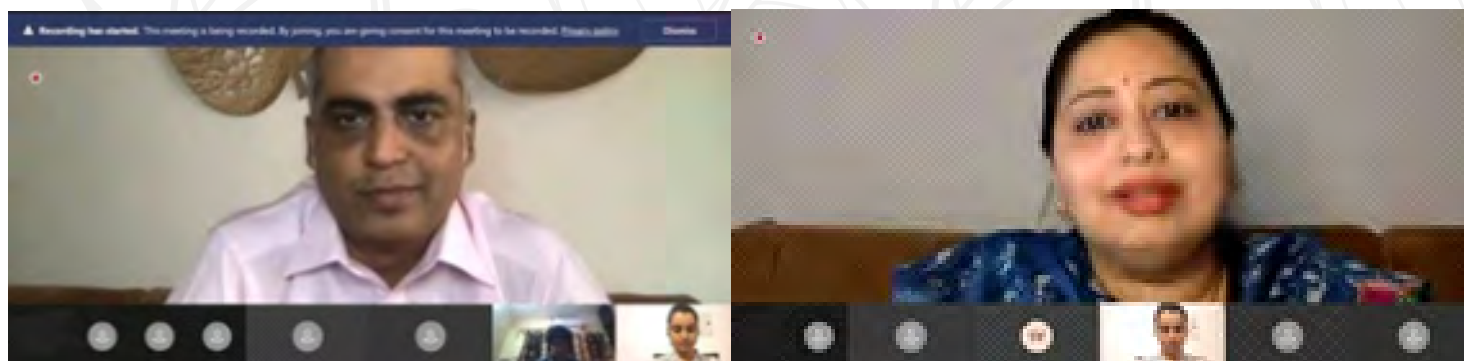


# ACADEMIC YEAR

## FOR NEW BATCHES OF MASTER'S DEGREE, PGP COMMENCES WITH FOUNDATION WEEK



On 18th September 2020, we welcomed students of **Master's Degree in Sports Management, PGP in Sports & Wellness Management & PGP in Sports Event Management**, at IISM by organizing **Foundation Week Programme** for them. Their journey towards their goals have commenced and we introduced them to the arena of Sports Industry.



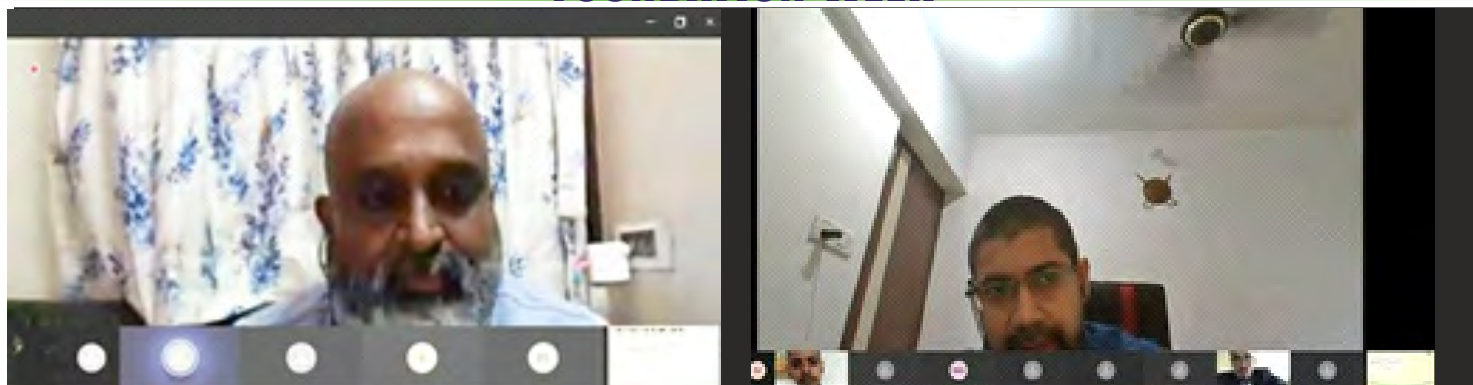
**Mr. Nilesh Kulkarni, Founder Director- IISM**, addressed the students, congratulated them for beginning a new chapter in life and encouraged them to keep striving towards their goals. **Ms. Rasika Kulkarni, Co-Founder & MD- IISM**, advised the students to be like sponge and absorb the best for their overall development.



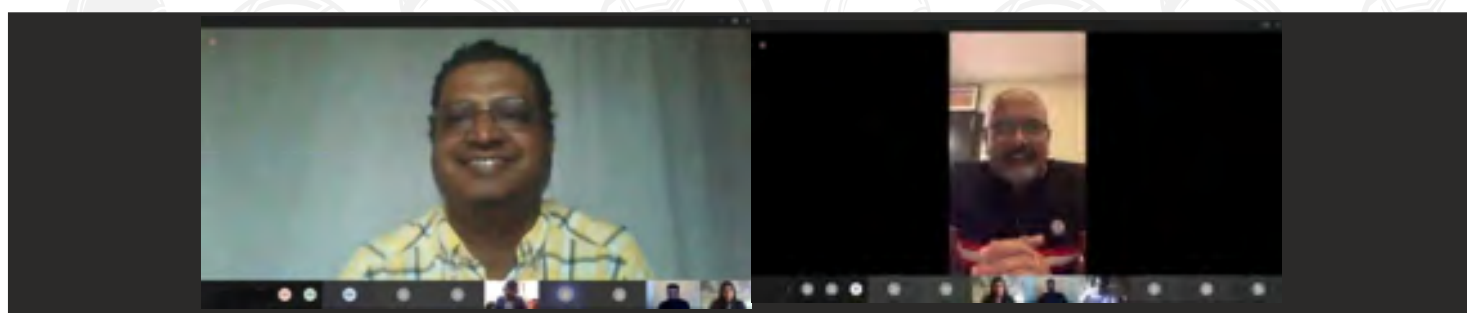


# ACADEMIC YEAR

## FOR NEW BATCHES OF MASTER'S DEGREE, PGP COMMENCES WITH FOUNDATION WEEK

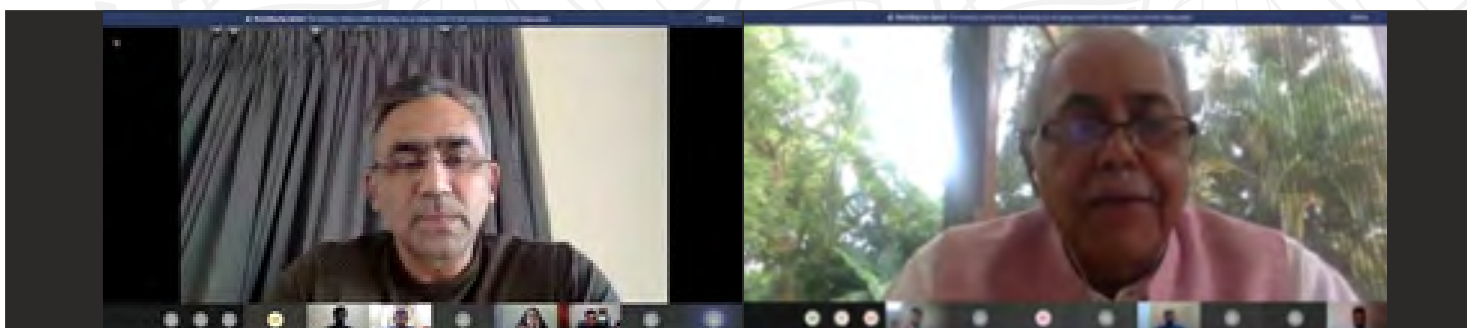


Mr. Amit Gupte, COO- IISM, apprised some points about the institute and introduced the students with the entire team of IISM. Mr. Amitava Pal, Associate Dean- IISM, shared various processes at IISM, Student Development Cells and more significant points with the students. Day 1 of the programme was very well moderated by IISM student Ms. Garima Singh Rajpurohit from SYMSM.



Mr. Jitendra Joshi, Co-Founder & Director- Sportz Village Xp, India's one of India's finest experts in experiential Sports Marketing, inspired students by sharing his journey as Sports Entrepreneur.

Mr. Ramji Srinivasan, Founder Director- Sports Dynamix, had been Strength & Conditioning Coach of Indian Cricket Team & IPL Teams, apprised about Fitness in Sports.



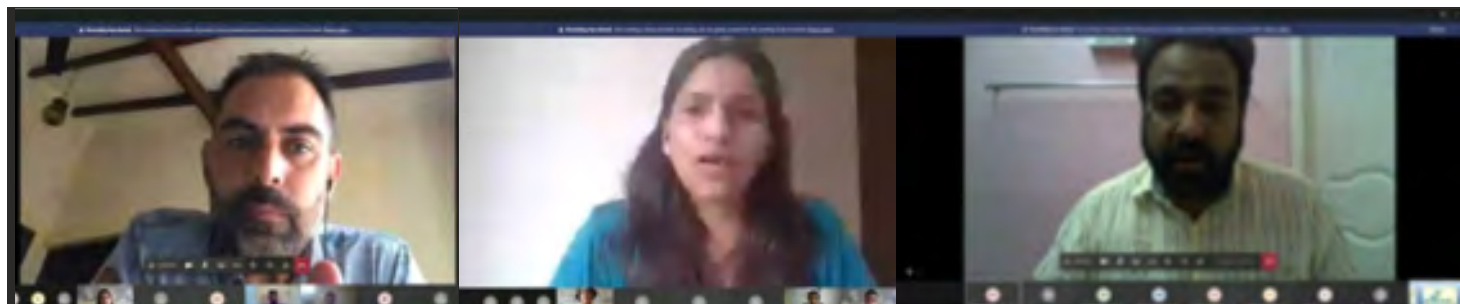
DAY 2 of the Programme helped student dive deeper in the world of sports. Mr. Syed Saba Karim, who had been the General Manager, Cricket Operations at BCCI, discussed about his responsibilities and gave insights to the students.

Mr. Yajurvindra Singh, Former Indian Test Player, shared about his wonderful 'Transition from on-field to off-field in sports'.

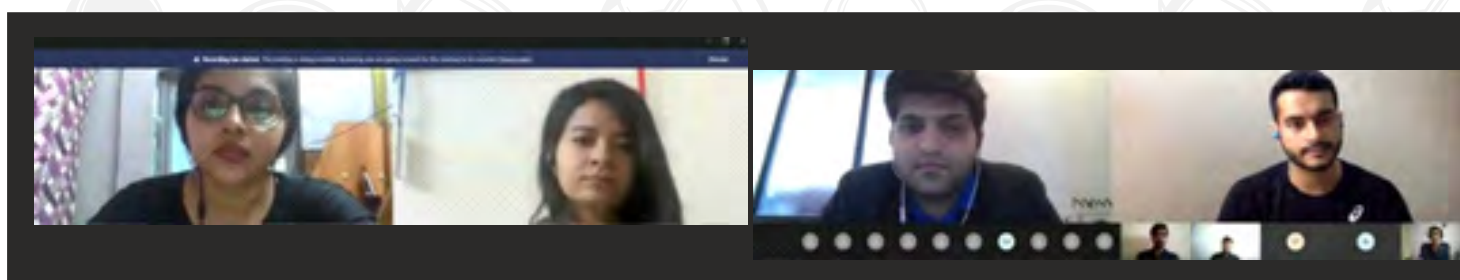


# ACADEMIC YEAR

## FOR NEW BATCHES OF MASTER'S DEGREE, PGP COMMENCES WITH FOUNDATION WEEK



Mr. Heath Matthews, Head- Sports Science & Medicine at Sir H. N. Reliance Foundation Hospital & Research Institute, apprised about Data Science in Sports. Ms. Mughda Bavare, Founder- Disha Counseling Center, introduced 'Psychology in Sports' to the students. Mustafa Sapatwala, Head- Academics at IISM, discussed about conduct for students at IISM.

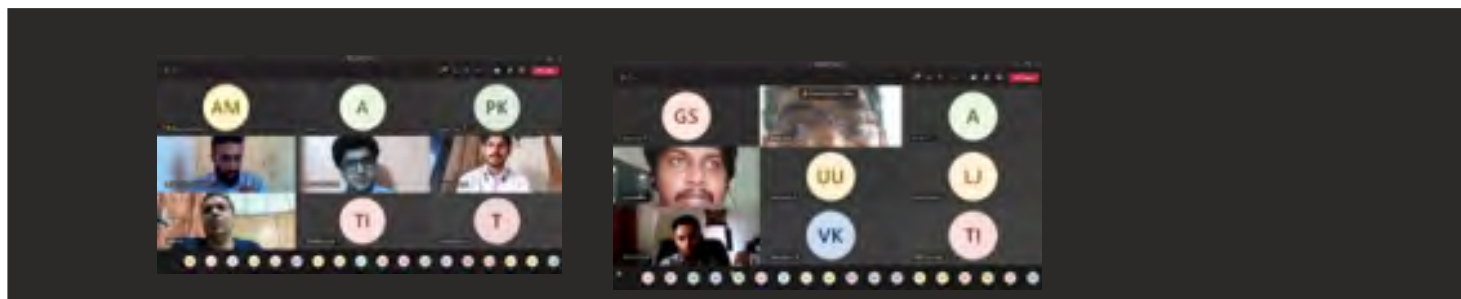


IISM Alumni, Ms. Tanaz Mohammed, Grassroots Development Officer at Mumbai City, Ms. Diksha Chillar, Co-Founder of Æthleti Circle, Mr. Akshay Karanje, Lead Sports Data Scientist at Sir H.N. Reliance Hospital, & Mr. Abhinav Sharma, Intern at the Sports Authority of India, interacted with the students. Sessions on Day 2 were moderated by Mr. Arun Vignesh from SYBSM.

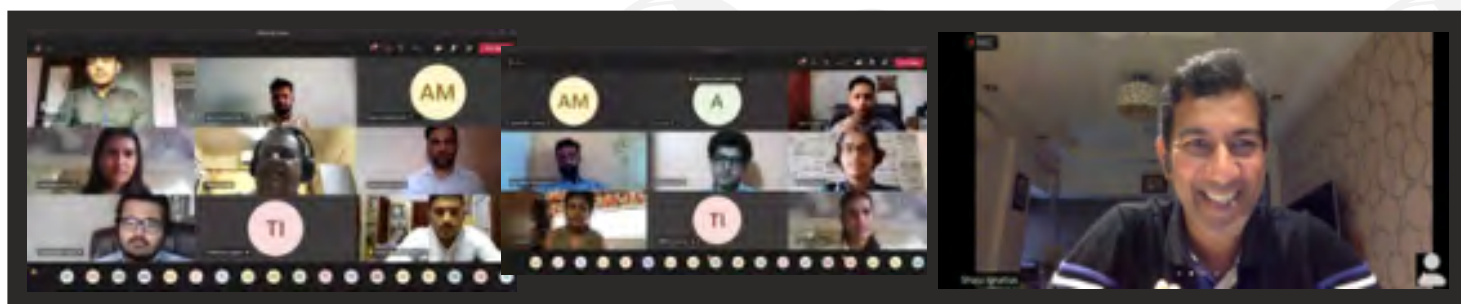


# ACADEMIC YEAR

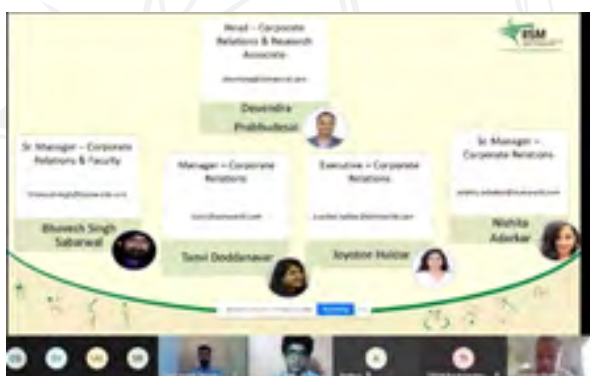
## FOR NEW BATCHES OF MASTER'S DEGREE, PGP COMMENCES WITH FOUNDATION WEEK



On Day 3, Mr. Abhijit Kunte, Indian Chess Grandmaster & Founder- KinderSports LLP, discussed 'Strategy in Sports' with the students. Prof. Ratnakar Shetty, Senior Cricket Administrator, shared his 'Journey as a Sports Administrator' with the students.



Ms. Lydia Buthello, Sports Event Consultant, shared her experience and gave insights on 'Event Management in Sports'. Mr. Clayton Murzello, Group Sports Editor- MiD Day, apprised about 'Impact of Media in Sports'. Mr. Shaju Ignatius, Founder- The Ignite Enterprise and Events & Experiential Marketing Specialist, addressed the students of PGP in Sports Event Management and discussed profoundly about the vertical.



IISM's Corporate Relations team lead by Mr. Devendra Prabhudesai, discussed how the synergy between the students and team Corporate Relations should be like. The team including Mr. Bhavesh Singh- Sr. Manager, Ms. Nishita Adarkar- Sr. Manager, Ms. Tanvi Doddanavar- Manager, Ms. Joyotee Haldar- Executive, introduced various procedures to the students.

Day 3 of the Foundation Week, moderated by Mr. Rutvik Insulkar from TYBSM, concluded with a vote of thanks by Mr. Amitava Pal. We thank our guest speakers as our students interacted with these renowned personalities from the industry and got enlightened from their experience and advices.





## 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.



**KRITIK CHOPRA**  
FOOTBALLER



**MANAV ARORA**  
CRICKETER



**AYUSH JAIN**  
CRICKETER



**SIDDHARTH RAWAT**  
FOOTBALLER



**FAZIL QUAZI**  
FOOTBALLER



**SHLOK SUVARNA**  
ATHLETE



**ANWESHA CHANDRA**  
TENNIS PLAYER



**KEVAL SAVLA**  
FOOTBALLER



**ARZU KOTADIA**  
FOOTBALLER



**AAYUSH ZAVERI**  
CRICKETER



**GIRISH KAMATH**  
FOOTBALLER

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



@iismworld



@IISMWorld



## LIVE EXPOSURE AT PROMINENT SPORTS EVENTS

IISM believes in proffering education for students with a proper balance between academic and practical learning. Our students get hands on live exposure at prominent sporting events. Here's a glimpse of our students at some of the sporting events from the year 2019-20.



It was an incredible opportunity for the IISM students to work at the **Pro Kabaddi League** with **DNA Networks**. It was an extremely beneficial experience for our students as it enabled them to understand sports management at a practical level and instil the essentials of the sports industry.

IISM students last year had the opportunity of handling diverse range of responsibilities at **IDBI Federal Mumbai Half Marathon**. The future Sports Management professionals from IISM managed verticals in the event like segregation and distribution of bibs, handling enquiries and spot registrations. The students also briefed the volunteers and race route to the participants, managed medical tents, warehouses, refreshment counters, start and finish line of the race and also looked after the prize distribution ceremony.



Our students, last year, reaped excellent experience working at **ICSE National School Games**, **Asian Swimming Championships** held at Padukone-Dravid Centre for Sports Excellence, Bangalore. The students looked after Operations and Event Management tirelessly during the championship which ensured in-depth understanding of the back-end in sporting events. Also, they got the opportunity to interact with the legend- Mr. Prakash Padukone, the first Badminton World Champion from India.





# SPORTS DATA ANALYTICS IN SIMPLE WORDS

HERE'S A PIECE FROM OUR STUDENT- MS.PRAJAKTA BHAWSAR

Data + statistical analysis = sports analytics. That's the gist of Sports Data Analytics in simple terms. It's about using the hard numbers combined with complex data analysis methodology, not gut feelings.

Professional sports have become cut-throat competitive where any moment can change the course of the game. Sports teams now have much loyal fan-base and the followers now demand for detailed information. Agencies and team players are also now realizing the need for proper performance tracking such that corrective measures can be taken after studying accurate performance metrics. As a result, sports management companies are competing to gain a competitive edge against the peers in the field of play. Hence, there is a surge in the need for data sports analytics.

The concept of Data Analytics in sports was caught by the wider public eye in the Hollywood movie called Moneyball in 2011, where the protagonist used technology and real-time data to analyse the team's performance and draft strategies to make a win.

This vertical includes the use of data related to sports such as extracting data and categorizing it in order to derive various patterns be it players' statistics, weather conditions, valuable information from experts, etc. and build predictive models around it to make informed decisions. Data management tools, analytical models, information systems are all combined together for the decision-making process. Such information is primarily sought for improving the team performance.

Sports analytics also focuses on building a strong fan-base in order to capture the eye of investors. The sports agencies depend on such analytical platforms for engaging the investors and increasing the fan-interaction. Accordingly, data and analytics capabilities can provide insights into fan preferences and, through micro-segmentation, even help target promotional offers to specific fans.

Each sport is different with different kind of data to be measured, and the analysis will vary with the methodology. Every sport will have different testing metrics to measure. That one common element in all the sports pertains to predictive analytics, requiring more data for greater results.

The sublime example of the same would be the Indian Cricket Team selection for World Cup 2019. The data analysts pulled out the data of each and every player of the past three years i.e. since 2017. Selectors were provided with deeper insights on every player; like a certain player's strike-rate during a particular phase of the match, a batsman's scoring areas in middle overs, a player's success rate during the final overs, data on the opposition teams and the pitches where the matches were played, etc. Without this level of data, it would have been a wearying task for the selectors to select the best 15. Not only cricket, but same can be done for sports like Tennis and NBA.

Tennis players, for example, can use an IBM-driven analytics engine to determine opponent tendencies and how they change as the game develops. They can also use this same program to configure training regimes that best fit their physiology.



The NBA has also heavily employed analytics in the past decade. Starting in 2009, it began using a video system that is able to track player and ball movement.

Soccer tends to rely on trends and physiological metrics, whereas the NFL's player-by-player data points are more useful. In short, analytics is helping the teams and the management in a massive way.

In the modern world, data analytics is an unmissable part of any successful major sports team. And that's what makes a ballgame, soccer game, cricket, tennis and boxing just as exciting as ever. Sports analytics just adds another layer to the entertainment.

The use of analytics in the sports industry will only increase as the deluge of data increases. Thanks to tagged equipment and video tracking, a game can generate more than a million data points. And that's just on the field; imagine how much data flows through the stadium and beyond. As it mines new insights from all those numbers, data analysis in sports is already producing some game-changing results.

For people wanting to make a career in sports management and analytics, it is important to note that there is no sign of this field being less important and it is far from being a vogue. The demand is far less than the predicted supply of experts in sports analytics. The time is right to step into and contribute to this flamboyantly changing field.



**Written by Ms. PRAJAKTA BHAWSAR**

IISM Student

Bachelor's Degree in Sports Management Batch 2018-21



# FOCAL POINTS ON SPORTS JOURNALISM

HERE'S A PIECE FROM OUR STUDENT- MS.PRAJAKTA BHAWSAR

Journalism is one of the most salient professions in the today's world, because it informs people about events which helps them in forming their opinions about current affairs.

Sports journalism is a form of journalism that reports on sports related events. Sports coverage has grown in a massive field as sport itself has grown in wealth, power and influence.

A sports writer has the responsibility to both entertain and inform people about what is transpiring within the world of sports. Some sports writers focus on one particular sport whereas others write on all sports within a given area. Some sports writers are chambered or are issued in more than one newspaper and others may write for a local newspaper or even for a website, blog, magazine.

Sports writers may work freelance and sell individual stories to various news outlets or they may work for a given publication or a company. Those sports writers that do freelance work pick their sporting events to cover, whereas those that work for a publication or a company are usually assigned stories. Both types of sports writers have to be able to capture the enthusiasm and interest of the reader as well as provide an accurate portrait of a sporting event or issue that they are writing on.

Most writers now use computer word processing programs that make editing and revising a bit easier, and also allows for submissions by email to meet tight deadlines. Creativity, a very complete understanding of the sport, good rapport with athletes, coaches and managers as well as an ability to write are all important for a sports writer. An interest in news as well as keeping up-to-date on all issues with regards to the sports community is also important on a daily basis.

## A JOURNALIST'S ROLE:

New technologies have made it possible for anyone with a computer to disseminate information as widely as the largest news organizations, but a well-designed internet site, no matter how well it's written or how often it's updated, is not necessarily a reliable source of news.

The truth is that in a complex world where information is no longer a scarce commodity, the role of the journalist has become more important than ever. Unlike a propagandist, the journalist sorts through the knowledge determines what proportion of it is valuable and reliable before passing it on to the general public.

News stories, whether news or features, must be accurate. Journalists not only collect the information they have to inform, they need to verify the information before they can use it.

Journalists believe in first-hand observation whenever possible and consult multiple sources to ensure the information they receive is authentic.

### THE VERTICALS THAT FALL UNDER SPORTS JOURNALISM ARE:

**Print and Social Media** - Sports journalists working in the print and social media provide detailed previews, post-game reviews of events analysis, in addition to extensive score line, player statistics and team standings. As a sports writer or reporter, you could start your own blog, write description sports features and write sports columns.

**Broadcast** - The broadcast game is changing out of all recognition. We are living in an age of on-demand and personalized media. Broadcast sports journalists provide real-time reporting a sporting event for television and radio broadcasts. Reporters also interview players before, during and after a game; production teams direct, edit and produce sports telecasts.

**Photojournalism** - Sports photojournalists take photographs of sporting events to capture the game experience in a single picture. The main entreaty of sports photography is for editorial purposes; devoted sports photographers usually work for newspapers or dedicated sports magazines.

The media makes use of our need to witness a particular news by serving as a mediator between the sporting event, which happens somewhere out there, and us, the audience. Being a central part of our everyday experience, media brings sports coverage to our living room every day in various forms.

Sports writers, reporters do get the best seat in the stadium/arena to witness the match, but they are never able to assume the carefree attitude of a causal spectator. A journalist has got to transcend the mere objective of reporting of the event. They have to be a trained expert qualified not only to report, but also to elucidate and interpret the run of play. They have to expand the horizon of the news and also explain, amplify and clarify.

A sports journalist should be someone with an hawk-eye and with agile ears. They must not only be sensitive to the environment, but must have the ability to translate the excitement and the thrill on the field into readable words.

So, it is a hard road indeed. But, in any case journalism as a whole is a demanding master and offers no lap of luxury.



**Written by Ms. PRAJAKTA BHAWSAR**

IISM Student  
Bachelor's Degree in Sports Management Batch 2018-21





# THE SPORTS COMMUNIQUE

## IISM's OFFICIAL NEWSLETTER

Curated by:

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