

IISM-FICCI'S REPORT LAUNCHED BY SHRI. KIREN RIJJU AT TURF 2020



IISM-FICCI's research report- 'India: The Next Global Sporting Manufacturing Hub' was launched by Shri. Kiren Rijju, Minister of Youth Affairs and Sports, Government of India at 'TURF 2020': 10th Global Sports Summit- International Conference on Business of Sports & Fitness. IISM is the knowledge partner to this virtual edition of TURF 2020.

Our students in collaboration with FICCI, under the guidance of Industry Experts like Mr. Tarun Dewan, Executive Director- The Sports Goods Exports Promotion Council, Mr. Niteen Shah, Director and Founder- Total Sports & Fitness, Mr. Satpal Singh, Business Head- Black Panther Apparels, India and Team IISM have curated this report. Congratulations to each one of the members who've extensively contributed in making of this report.

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OUR FOUNDER DIRECTOR'S SESSION AT TURF 2020



Mr. Nilesh Kulkarni, our Founder Director & FICCI Sports Committee Member was part of the session- '*Impact of Government Initiatives - Khelo India & Fit India*' at TURF 2020: 10th Global Sports Summit- International Conference on Business of Sports & Fitness.

Mr. Kulkarni along with Shri. Tusharkanti Behera, Hon'ble Minister for Sports & Youth Services, Odisha, Shri. S N Meena, Senior Director, Khelo India, Shri. Vishnu Sudhakaran, Deputy Director- Fit India, Shri. Onkar Kedia, FICCI Sports Committee Member & DG, Sports Authority of Assam, in a session moderated by Mr. Vidushpat Singhania, FICCI Sports Committee Member & Partner, Krida Legal discussed about initiatives like Khelo India & Fit India in detail.

The session focused on how initiatives like Khelo India scheme gave opportunities to the next generation at the grass-root level, enhanced infrastructure & facilities in the country and boosted participation in sports. Fit India being one noble initiative increased awareness towards need for a healthy life amongst citizens. The panellists also discussed about sports during Covid times, Khelo India State Centre of Excellence, opportunities for sports enthusiasts and how India is becoming a sports-playing country.



IISM IS PROUD TO HAVE ITS FOUNDER DIRECTOR ASSOCIATED TO NATIONAL SPORTS EDUCATION BOARD



Mr. Nilesh Kulkarni, Founder Director- IISM, is a former International Cricketer & Sports Edupreneur who is now successfully transforming his on-field experience in carving a niche for young sports aspirants. Mr. Kulkarni is a part of an expert committee of Ministry of Youth Affairs and Sports which has recently curated blueprint of a National Sports Education Board (NSEB).

The proposed NSEB will offer sports-related subjects besides the regular curriculum with schools having the option to affiliate to this board exclusively or in addition to other boards. This would be an excellent opportunity for sports enthusiasts and athletes to build a base for themselves prior to stepping into the world of Sports Industry.

Expert Panel Ready With Blue-print Of National Sports Education Board



The Times Of India

10th Nov, 20 04:45 IST

Manash Pratim Gohain | TNN | INDIA

NEW DELHI: An expert committee of the ministry of youth affairs and sports is ready with the blueprint of a National Sports Education Board (NSEB) which will offer sports-related subjects besides the regular curriculum with schools having the option to affiliate to this board exclusively or in addition to other boards.

The proposed NSEB will offer students curriculum to pass Class X and XII Boards with sports-related subjects along with the conventional ones on offer at present. The Board will offer options like deferred exams and flexibility, which is given to established players at present and not to aspiring athletes. The core curriculum will be based on the new National Curriculum Framework which is in the making.



The 10-member panel, set up in January 2020, is giving final touches to the report and its recommendations are likely to be submitted to the government by end of November.

NSEB will follow the conventional school curriculum and offer the same subjects, but a student will be able to take one or two sports-related subjects in addition. “For example a student can take physics, chemistry, mathematics, a language and football or sports management or for that matter a combination of political science, economics, English, and two subjects related to sports. The sports-related subjects to be offered will be decided by the Board,” said a member of the committee.

Times View

Every four years, India goes ballistic on its abysmal Olympic record. One of the reasons why the ritual remains unchanged is because there’s a gap between preaching and practicing. In general, wards are encouraged to forego sports once they step into their teens. Introducing sports into the curriculum will hopefully draw more students and parents into the subject and create a better culture for sports in the long term.

The government had proposed setting up of NSEB in its 2019-20 budget as part of the “Khelo India Scheme” launched in 2017 with a vision to “provide a strong and connected school and college sports education system that is inclusive, collaborative, dynamic and sustainable while focusing on ethics and overall development and well-being to excel in sports and life”. excellence in sports, the draft report views the current system as lacking balance between academics and sports.

The committee has drawn from the experience in other countries like Russian and German model of sports education in schools. It also conducted a survey covering 1,900 respondents from across 20 states/ UTs and more than 75 cities. According to the committee, the current challenges in sports education in India included time management, financial constraints and lack of sports-related infrastructure. The survey found that only 5-10% of sportspersons have accessibility to physical education teachers, coaches and other facilities pertaining to their game of choice.

“The flexibility offered to the sportspersons at present by various Boards are an exception and given only to the achievers. NSEB envisions that anyone who wants to pursue sports or a career in a related field will get all the flexibility. There will be provisions for deferred exams to suit the sporting calendar. Sometimes a sportsperson may not be able to take exam due to injury. Such students need not be detained and allowed to sit for the exam at

The committee chaired by Vineet Joshi, director-general of National Testing Agency, also includes representatives from Sports Authority of India, Lakshmibai National Institute of Physical Education, CBSE, Amit Malik, VP, Excellence in Learning and Management of Sports, Nilesh Kulkarni, founder of International Institute of Sports Management, Saumil Majmudar, CEO, SPortz Village, Deepthi Bopaih, executive director, GoSports Foundation, swimmer Bhanu Sachdeva and Ravindra Mahadeorao Kadu, principal, Shri Shivaji College of Physical Education, Amravati.



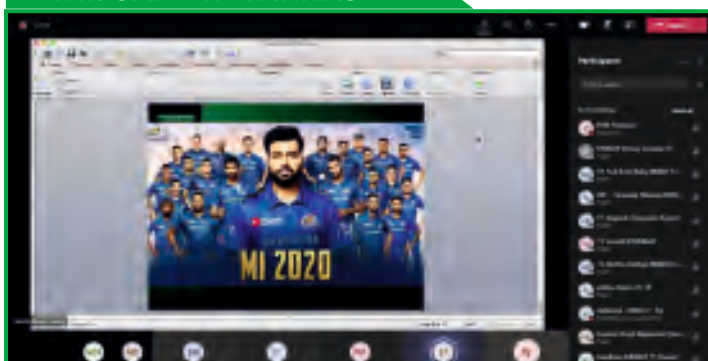
SESSIONS AT IISM

Mr. JITENDRA JOSHI



Mr. Jitendra Joshi, Co-Founder & Director- Sportz Village, interacted with IISM students through a live session enlightening them on 'Self Motivated Leadership'. Mr. Joshi shared with the students about his life journey and how he decided to come back to India from the US. In initial time, Mr. Joshi created space and arena for kids to play in 8 cities and expanded it to 30. He discussed the challenges and struggles he had to face at that time. Mr. Joshi also shared pillars of self-leadership with the students.

Mr. SANDIP TARKAS



Mr. Sandip Tarkas interacted with our students from MSM batch 2019-21, through a live session. Mr. Tarkas is the Director of Songdew Network & CEO of Bengal Warriors, a Pro Kabaddi League Team.

Mr. Tarkas, in the masterclass on self-motivate leadership, touched upon the important pillars of leadership i.e., Relationship Building, Change Embracer, Talent Development & Strategic Thinking. Mr. Tarkas also discussed about types of leadership and market situation.

Mr. DEVENDRA PRABHUDESAI



Mr. Devendra Prabhudesai, Head- Corporate Relations at IISM, had an interactive session with students from BSM Batch 2020-23. Mr. Prabhudesai is Former Manager - Media & Corporate Affairs- BCCI and has authored 8 books including biographies of Mr. Sachin Tendulkar, Mr. Sunil Gavaskar, Mr. Rahul Dravid.

In the session, Mr. Prabhudesai gave an in-depth understanding of 'History of Cricket' to the students. He discussed about the origin of cricket, cricket in India, formation of governing body of cricket in India- BCCI, formats in cricket, captains of cricket teams over the years, Indian Premier League, rising stars in cricket, future of cricket and how cricket over the years unified people.

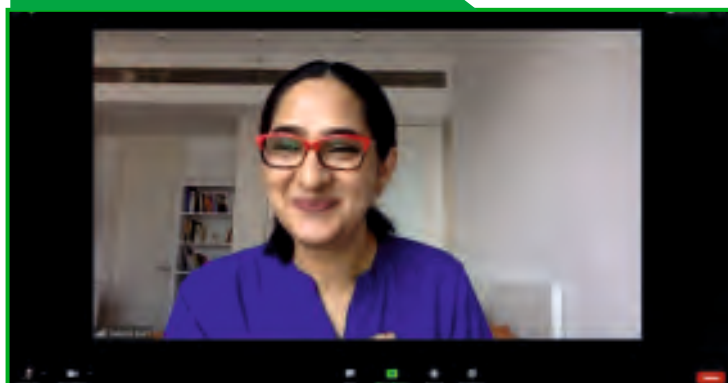


Mr. NISHAD PAI VAIDYA



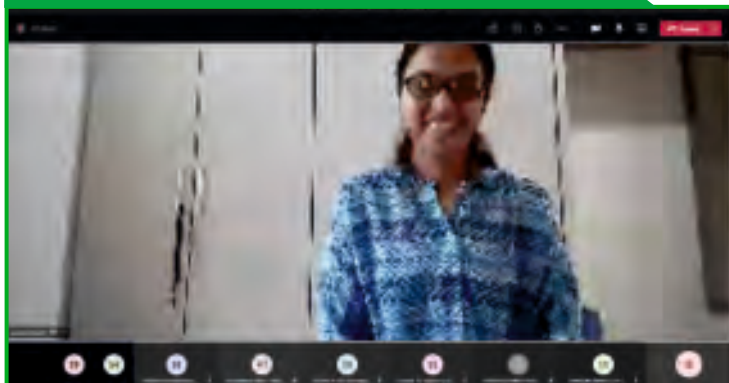
Mr. Nishad Pai Vaidya held an interactive session with the students of BSM. Mr. Vaidya is a sports anchor, writer and media management professional. Mr. Nishad's session on 'IPL 2020 - Management in the new normal' gave insights to the students on how this season of the most awaited league was organized throughout. In IPL 2020, Mr. Vaidya was part of the media management and operations team. In the session, he had highlighted about the challenges the organizing team faced and tackled and how in the end it was a magnificent season.

Ms. SALONI SURI



The students of Institute's Social Responsibility Cell (ISRC)- an IISM students' initiative invited an executive leadership coach, trainer and author- Ms. Saloni Suri to interact with team IISM & students. The session- 'The Mindset of Champions' focused on diverse aspects of Sports Psychology as well as Mental Health. Ms. Suri motivated students to put their best foot forward and also answered to queries posed by them.

Ms. YOGITA SHAH



Ms. Yogita Shah conducted an interactive session on 'Grassroot Development' for the students of BSM batch 2019-22. Ms. Shah is the Director of Operations and Training at The Sports Gurukul and also National Level Swimmer, Water Polo Player & Triathlete. In the session, Ms. Shah discussed about Sports Pyramid, Sportsperson's Life Cycle, Government & Private Initiatives, Grassroots success story of NBA, Sports Ecosystem and Grassroots.



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.

In November 2019, IISM students made a breakthrough as they gained excellent exposure at **FIFA Under-17 Women's World Cup India 2020** Emblem unveil. Our students worked across departments like Operations, Media Management & PR, Marketing, Talent & Celebrity Management & Giveaways in the event was graced by Shri Kiren Rijiju, Hon. Minister of Youth Affairs & Sports and Mr. Praful Patel, AIFF President.



IISM students, in the month of December 2019, were a part of managing back-end operations of the high-voltage **T20I match between India & West Indies held at Wankhede stadium**. Our students, at the live event, were responsible for managing Event Co-Ordination, Operations and Hospitality.



Throwback to the time when we were elated to see our students handling diverse range of responsibilities at **2020 Mumbai Marathon**. At the event, our students managed departments like Venue Production & Operations, Media & PR, Liasoning, Brand Marketing and Course Facility Management.



LIVE EXPOSURE AT PROMINENT SPORTS EVENTS

Our students actively managed back-end operations at an **ODI match between India and Australia** held on January 2020 at Wankhede Stadium. During the match, IISM students looked after Operations and Event Coordination.



IISM students were a part of back-end operations of **Shiv Chhatrapati Awards** held in the month of February 2020. Our students handled Venue Operations, Hospitality Management, Coordination of Transportation for the Awardees and Guests, Arrangements pertaining the Award Ceremony and Emergency Management at the event.



RIISING SPORTS STARS OF INDIA

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.



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





Mr. Varun Singh, Co-Founder of RaC Rides, is our alumnus who had pursued Master's Degree in Sports Management Batch 2017-19 from IISM.

RaC Rides aims at providing semi-professional and professional bicycles without the hassle of having to maintain them. Varun states that, “the initiative started off as college project at IISM in 2017 and from there it has been a long and exciting journey. Valuable inputs from the faculty have been of great help for us in taking critical business decisions. Mr. Mohan Pichumani, our marketing professor, mentored us at many stages like product development, branding, re-branding and expansion. I also feel fortunate to have met pro-active classmates in the MSM 2017-19 batch as lot of initial ground level work was done by them which has laid a strong foundation.”

RaC Rides | Rent A Cycle was featured in the annual listing of '10 Best Online Startups 2020' by the magazine Startup City's November edition. November's edition of the magazine wholly covered the story of Varun Singh's initiative and his journey towards success.

Here's an interview with Varun Singh that aims to show a way forward to young sports lovers who dream big.

1. What does sports mean for you?

Sport has played a very critical role in my personal development. Talking from the perspective of my personal journey, it has given the discipline needed to achieve my goals. Sports has helped a lot in shaping my thought process when it comes to team work and to develop an inclusive approach of getting things done. The playground provides an opportunity to live some real-life situations under simulation. With these critical inputs, sports have been a very vital part of my life.



2. When did you decide to study sports management?

After working in some corporates for a couple of years after my graduation I needed to do something that was close to my heart. Because sports were something I had been into for a long time, I felt that exploring the management side of it would be exciting.

3. What exposure did you get at IISM?

Through IISM, I got familiar with the backstage working of the different sports events. At IISM, I got really intrigued into the marketing side of things, all thanks to our marketing professor, Mr. Mohan Pichumani. His explanation of core concepts gave us clear insights to establishing and developing a new brand like RaC Rides.

4. How did you start your journey in sports industry?

At RaC Rides we have been building on the fitness aspect of cycling. We feel this is a workable way to get inroads into an industry that has been growing consistently but now needs a revamp. Also, because India needs more ways of cleaner transport, RaC Rides can be a game changer in bringing a cycling revolution in the country.

5. When did you conceptualise RaC Rides?

My partners- Pulak Mehan (CA) & Anant Tripathi (Lawyer) and I conceptualized RaC Rides while in the first year of pursuing my Master's Degree at IISM. We began working on it as a project. Little did we know that it would become a full-fledged start-up.

6. Tell us about your experience & journey as a Sports Entrepreneur?

The most important aspect of being a Sports Entrepreneur has been the approach towards things. Formulating win-win deals for expansion has been a critical part of it. Also managing men, money and material is also vital to this kind of work.

7. How is RaC ensuring a place for itself in the industry?

RaC Rides is solving a problem which the country has been facing for a long time now, which is of, cleaner ways of transportation and a new way to work out and maintain fitness levels. Having said that, there have been initiatives by companies and certain government authorities but they don't look at the fitness aspect of cycling. The fact that we provide semi-professional and professional bicycles, gives us bandwidth to rope in a new segment of customers.

8. Scope of recreational sports like cycling in India.

As gyms and different methods of keeping fit have been becoming obsolete with the current state of pandemic, cycling is a good way to staying in a proper physical state while adhering to social distancing norms. The way local cycling groups and communities have sprung up in the recent past also point to the same trend.



9. Can cycling become as huge as running in India?

Yes, cycling can become as huge as running in India as there is an under-current for the activities. The country just needs proper infrastructure for the same, which we are eyeing to provide.

10. What sets RaC Rides apart?

The fact that RaC Rides harp on the fitness aspect of cycling in addition to the transportation problem sets us apart.

11. Any collaborations that you're up for?

Recently in our first phase of expansion, we have tied up with fitness food cafes. We are helping them increase their footfall through our online reach while these cafes work as pickup points with us. We are also open to tying up with residential societies, corporate campuses and college campuses.

12. Where do you see your venture in the upcoming time?

Currently we have been working on the valuation and planning to pitch to investors. Prior to that we were working on automating the order placement process. In the long run, we see RaC Rides at a stage where any bicycle being used in the country would be through us. Through our "Rent to buy" scheme brands can push their products to the market through us.

13. Where do you see yourself in the future? What mark do you wish to make in the sports industry?

We are currently focusing on the things at hand but in the future, I would like to tap unexplored opportunities and consider other areas of interest in the industry and try to introduce initiatives in it in an inclusive manner.

14. What piece of advice would you like to give to young sports aspirants/ future professionals/ future sports entrepreneurs?

Though there is still a lot for us to learn, there is one thing that is key to any field of work, that is, taking action. If there is no action, there is no result and subsequently no progress. Therefore, acting upon one's ideas is the starting of the change that is required.

An Interview with

Mr. Varun Singh

Co-Founder- RaC Rides | Former IISM Student
Master's Degree in Sports Management batch (2017-19)





Sports Event Management is one of the most exciting verticals of the Sports industry. It gives you an opportunity to work on projects from their conceptualization to their eventual execution. The planning, organizing and coordinating which take place in between, can be a source of unprecedented job satisfaction. I state this, based on my own experience.

If you have a passion for sport and a flair for working with people hailing from diverse backgrounds, from managers to apprentices, then sports event management could just be the ideal vertical for you.

I started my career in Professional Management Group, India's first Sports Event Management Company. One of the annual properties PMG had conceived and was running was the annual CEAT Awards for International Cricket. The responsibilities were manifold. It all started with the identification of the 12-month period for which the player and team awards would be given. 1 May to 30 April of the following year was earmarked as the CEAT Cricket Year. In the pre-IPL era, the month of May marked the start of the cricket season in England and the end of the same elsewhere. After this was done, performances of each and every international cricketer and team in the period were monitored through a rating system. Obviously, more runs scored, more wickets taken and in the case of teams, more matches and series won fetched them more points. The players and teams which topped the individual and team rating respectively on 30 April of the following year would be declared the CEAT International Cricketer and Team of the Year respectively.

Thereafter began the process of planning and organizing the awards ceremony, where the winners would be felicitated for their performances. The international cricket calendar would have to be scrutinized and a date identified, on which the winner of the individual award, as well as the captain of the top team, would be available. Once that had been done, the process of organizing the awards ceremony would start. Teams and vendors would be brought on board to handle the different aspects, from venue management to PR. Audio-visuals on the winners would be compiled and edited. These would tell the story of the winners' journey during the CEAT year crisply and comprehensively. I scripted these AVs and was also involved in the editing of these capsules.



Then came D-Day. From arranging the accommodation and travel of the recipients and special invitees to ensuring that the ceremony itself, whose flow has been prepared by you, went off as desired, was a challenge. It called for seamless communication and coordination with different teams. However, planning always helped. It always does. The better you plan, the luckier you get in terms of managing concerns and problems, if any do crop up on the day of the ceremony.

In later years, I had the opportunity to work on the Indian Sports Honours, another annual property which aims to honour India's sporting achievers of the past, present and future. We worked closely with some of the country's leading sports journalists to prepare a system which would treat exponents of different sports equally. Creating a level-playing field for cricketers, tennis players, footballers and shooters, to name just a few, was challenging, but our passion and fundamental understanding of sport enabled us to cross that hurdle. We then conceptualized different categories in which awards would be given. Write-ups on the players in contention for each of the awards, showcasing their performances in the year under consideration, were created. It was an honour to work with a panel of India's sporting legends, who went through the nominations for each award and then chose the winner in each category.

Even as all this was going on, the process of bringing partners and vendors on board, to handle various aspects of the ceremony, from venue management to television production to PR, was being carried out simultaneously. The identity of the award-recipients was kept a secret and the nominees contacted. The date of the ceremony was fixed after taking their respective sporting calendars into account and their travel and accommodation arranged.

All this may seem like an enormous amount of work, but the fact is that it doesn't seem like 'work' when you love what you are doing. That was the case for me and my colleagues.

It feels great when the hard yards put in by you, pay off. Executing an awards ceremony makes you feel –with sufficiently good reason - that you are honouring the men and women whose performances you have followed for years, as a sports enthusiast. You get the feeling that you are thanking them for all the happy memories they have given you, over the years. When the world applauds the achievers at the awards ceremony, you feel proud to have been part of a process which began with conceptualization, led to selection, and finally culminated with the felicitation of stalwarts who did the country proud.

Written by

Mr. Devendra Prabhudesai
Head- Corporate Relations at IISM





Legal Aspects in Sports Management & Sports Law

-Written by **Mr. Arul Kumar**, IISM Faculty

Students considering Sports Management as career should possess a fundamental understanding of sports law and other legal aspects of business activities in addition to other abilities like strong analytical, research, problem-solving and communication skills. As sports industry has been fast emerging with a valuation of over billion dollars economy. Sports and sports related industry is an important element in nation building in terms of economy as well as wellbeing of the society. Now the question may arise about the importance of law in sports. The role of sports law is to ensure safety, equality, fairness and integrity in the athletic competition on and off the field. Sports Management refers to assuming leadership position in managing affairs of the sport. It calls for various compliances and administration of rules and regulations prevailing in the nation and across the boundaries.

In sports administrations the subject familiarizes and imparts the aspirants with management knowledge of legal issues pertain to:

- | | |
|----------------------------------|---|
| a) Player Contract, | m) E-sports, Arbitration & Reconciliation (Alternate Dispute Resolution), |
| b) Licensing & Deals, | n) Immigration Laws, |
| c) Sponsorships Agreements, | o) Players Transfer, Competition Laws and other common legal frameworks. |
| d) Endorsements Agreements, | |
| e) Media Rights, | |
| f) Taxation, | |
| g) Intellectual Property Rights, | |
| h) Labour Laws, | |
| i) Gender bias and harassment, | |
| j) Corruption & Gambling, | |
| k) Doping, | |
| l) Insolvency & Bankruptcy, | |



As the law of the land is supreme, ignorance of law cannot be an excuse to violate and escape the law. An innocent non-compliance of rules by an athlete may damage reputation and destroy his or her career. So be it on the field or off the field the players and officials are governed by different statutes. Sports are no more recreational activities and it is gaining an Industry Status. State of Mizoram has accorded industry status to sports, many more states to follow the suit. It means professionalism and greater development in sports and sports administration. It will also generate huge employment and attract investment and widen the scope of career in sports.

The legal acumen will help the athletes and official to interpret and apply the rules and regulations properly. It is said that the devil is in details. The various contractual clauses may be one sided or disadvantageous to either of the parties. The agents, sport managers or consultants play a very important role in the progress of athletes, clubs and sports association. Various legal provisions are applied on players and sports associations necessitating expert legal knowledge to deal with.

To be a successful sports entrepreneur, statutory skills are the essence. The course modules are designed and imparted in a manner suitable for the aspirants to grasp and help them make professional application in their career and business. Sports Law are not limited to Indian jurisdiction, it is beyond the national limit. As we are part of various international conventions and member of international sports governing authorities, knowledge of international statutes are also essence. Though we have no special legislation pertain to only sports, but it is evolving as the Government has been active in framing special legislation on sports.

India being country of billion people, sports industry is in nascent stage in terms of economic contribution. The current share of sports in Indian economy is over 100 billion rupees, the trade associations foresee it to multiply exponentially. The greater participation of corporate in IPL & other franchise model of sports contribute to the growth of sports in the future.

The course with deep analysis, research, case studies and participative contribution produces rich management skills in students and make them professional at par with international standard.

Written by
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IISM Faculty



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