

IISM COLLEGE with ISRC Cell

Under The CSR Activity for Donating Sanitary Pads for Women's & Girls Sanitation & Hygiene





Back then in 2010, when Sports Management wasn't a well-known term in India, spreading awareness amongst sports enthusiasts and establishing a formalized structure as well as an infrastructure for them to pursue Sports Education was a challenge.

We didn't have any benchmark to refer to while IISM was established. We took steps, faced failures, applied it for better and eventually, got desired results. IISM that stands today is a result of learning from failures and perseverance put up in the past 11 years.

In August 2020, on the occasion of National Sports Day, IISM was conferred with the Rashtriya Khel Protsahan Puruskar for the Development for Sports by the hands of Hon. President of India, Shri. Ram Nath Kovind Ji. It was a reward for all the hard work put in the by our team for over the years.

IISM, now marks another milestone in its ever-going journey of nurturing young sports minds in India. IISM embarked its journey of training Sports Management aspirants and bestowing the Sports Industry with competent professionals. We're proud that our students are following their passion and moving ahead to becoming leaders in their respective roles.

We wish to witness India becoming a sporting superpower and are confident that we will continue to strive towards our mission and vision by proffering the sporting ecosystem with finest Sports Managers and Entrepreneurs.

We wish to acknowledge and express gratitude to our students, alumni, collaborators, associates, parents and everyone who has contributed in this wonderful journey.



IISM CELEBRATING THE SPIRIT OF A SPORTSWOMAN WITH TEAM SAINA

It was amazing coming together to celebrate life journey of one of finest shuttlers in India on big screen in the month of March 2021. Kudos to team Saina for creating a magnificent film that is an ode to a wonderful sportswoman. Team IISM is happy to be a part of this journey and that IISM students are a part of this film. We wish Mr. Amole Gupte and team Saina the best! The movie is now live on Amazon Prime.

Mask removed for photography purpose only



IISM'S INDUSTRY INTERACTION DAY

IISM in the month of February 2021 organized '**INDUSTRY INTERACTION DAY**' for Sports & Event Industry stalwarts to come under one roof and discuss on Sports Management education. IISM, for 11 years now, has been putting best foot forward to train professionals for Sports Industry. The event focused on discussing grassroots, growth, initiatives, diverse verticals of Sports Industry. With this convention, IISM along with the industry professionals would continue to make dreams of sports enthusiasts, a reality.



IISM'S HALL OF FAME



IISM student, **ARHANT JOSHI** from Master's Degree in Sports Management Batch 2019-21, went to participate at the 58th National Roller-Skating championship conducted by Roller Skating Federation of India, held in Chandigarh. He returned victorious with 2 Gold Medals in the events Classic Slalom and Speed Slalom and a bronze in Roller Freestyle.

Previously, Arhant had bagged 3 medals at the 57th Roller Skating Championship 2019 by Roller Skating Federation of India held at Vishakapatnam. He has been participating in these events since 2012. He also received a felicitation medal for representing India at the World Roller Games 2019.

We congratulate Arhant for his win and are proud of his achievements.

IISM alumna from PGDSM Batch 2015-16- **MS. AKSHATA SHETE JADHAV** won 'Times Power Women 2020' award as Sportsman of the year. Akshata is an International Rhythmic Gymnast & Shiv Chhatrapati Awardee. She is the Director and Head Coach at BPCA Rhythmic Club, a Rhythmic Coach (Level 1 & 2) and International FIG Judge (Category 2) & AGU member.

Akshata has testified the fact that passion when transformed into a career takes you to heights.

We are proud of Akshata and heartily wish her congratulations for her triumph.



MS. TANAZ MOHAMMED, our alumna from PGDSM Batch 2015-16, has achieved Apollo X Sports' 'Go The Distance Hero' award. Tanaz is Grassroots Development Officer at Mumbai City.

Since years, Tanaz is uplifting girls through organizing free football camps. Also, Tanaz organizes Community Coaches Cascades and has trained over 60 coaches.

Tanaz is also Head Coach Educator at Premier Skills and Coach for Reliance Foundation Young Champs. She is a National Level Hockey Player who pursued her dream of making a career in Sports Management.

We're proud of her & IISM congratulates Tanaz for her achievement.





Know Vedant's story and his learnings being a Sports Entrepreneur.

1. What does sports mean for you?

According to me, sports is an important part of my lifestyle and is my identity. I've played cricket at a recognised level and this sport has shaped me as a better human. Nowadays, I don't shy away to try out different sport and learn more about it. I try and follow as many sports as I can. Formula 1 being the one that keeps me excited all the time

2. How did studying Sports Management happen?

I decided to give up cricket after a year gap post bachelor's and was in a zone to do MBA, but somehow, somewhere, this term – “Sports Management” popped up. I researched and it was a “let's do this” kind of decision for me. Needless to say, my parents were very supportive with my decision.

TO READ THE ENTIRE BLOG, CLICK HERE : <http://bit.ly/3rbeAW8>

FEATURING: INSTITUTE SOCIAL RESPONSIBILITY CELL (ISRC), IISM STUDENTS' INITIATIVE

Institute Social Responsibility Cell (ISRC), IISM students' initiative, is formed to provide a platform for students to explore and pursue their passion through which students can make a positive impact on the society that we live in. ISRC dedicatedly works towards spreading smiles through diverse initiatives. Since 2020, ISRC has launched drives that aimed at spreading awareness on ensuring safety during Covid-19 lockdown period and Diwali. Not only this, few months ago, ISRC organized a Mental Health session called-The Mindset of Champions, inviting an expert for team IISM. Post that, the cell made efforts to put emphasis on the importance of happiness by launching #HappyCultureDrive wherein they asked people to participate by sharing their favourite memory in the form of pictures.

ISRC organized Charity E-Fest 2021 wherein people participated in games, paying a nominal price for it. The participation amount was used by the cell to donate women's hygiene products in remote areas on the occasion of Women's Day.

ISRC is indeed an active cell which stands by its mission and vision and has been working ardently towards it.

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RAJAT PURI
President



OMKAR KULKARNI
Vice President



PRATHA AGRAWAL
Marketing Head



ANIMESH SHASTRI
Head Of Operations



RITESH PATIL
Finance Head



VENKAT SUBRAMANIAM
Creative Head

7



IISM
International Institute of
Sports Management





In order for any sport organization or enterprise to thrive, good financial practices must be followed. Those responsible for this crucial aspect of the industry are sometimes financial experts who move into sports, while others study sport management with a particular interest in its financial aspect. As in any professional field, financial management in the sport industry relies on:

- Strategy, planning and Capital budgeting
- Wise spending and reducing expenditures
- Reporting and analysis
- Ratio Analysis.

Here's a brief look at some of the ways in which sport financial experts can budget their resources and maximize value throughout their organizations.

Financial Strategy, Planning and Budgeting in the World of Sports.

The first major step in financial management for a sport organization is determining the type of business entity the organization is: a sole trader, a partnership, a corporation, a co-operative or a nonprofit. Sport financial management begins with determining what funds are available and how to allocate them. Examining previous financial records is essential for established programs, while creating a strategy and budget from scratch for a new program requires working with owners and key stakeholders to best allocate financial resources.

TO READ THE ENTIRE BLOG, CLICK HERE : <http://bit.ly/3q9eChj>



RISING 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.



PIYUSH KHOPE
Cricketer



AMRIT PAL SINGH
Footballer & Hockey Player



KHUSHI DESHMUKH
Swimmer & Waterpolo Player



PARTH SHETTY
Footballer



ATHARVA WANARKAR
Badminton Player



MANNAN VED
Footballer



AVI BHATNAGAR
Footballer & Cricketer



DEVLEEN SINGH
Lawn Tennis Player



DHRITI SHRIKE
Badminton Player



KIRAN SHETTY
Hockey Player



KASHISH SHARMA
Lawn Tennis Player



AAMIR INDOREWALA
Taekwondo Player & Cricketer





BHUSHAN MALANI
FOUNDER- THE NURTURE CULTURE
BACHELOR'S DEGREE IN SPORTS MANAGEMENT BATCH 2017-20

Bhushan Malani is IISM alumnus from Bachelor's Degree in Sports Management Batch 2017-20. He is a national level athlete who decided to pursue Sports Management and contribute towards the ever-increasing sector. While studying at IISM, Bhushan established a venture of his own named TheNurtureCulture. With this venture, he aimed to assist Indian athletes achieve their goals whilst maintaining their nutrition balance with Indian traditional cuisine. He happened to research about the Indian Nutrition market and introduced solutions to the need of athletes.

Here's a written interview with Bhushan that aims to show a way forward to future Sports Management professionals and Entrepreneurs:

1. What does sports mean for you?

Sports has been an integral part of my life from the age of 10. I started my career in sports with athletics and that has helped me cope up with many difficult situations in life. I wasn't really a studious student and found my interest in sports. Sports taught me to fight losses and not let the pride of winning states get into my head. Important life skills of communication, people skills, time management, etc. all were imbibed in me by sports. After winning 40+ medals and completing my Bachelor's Degree in Sports Management from International Institute of Sports Management, I can safely say that sports has made me who I am today and it means the world to me

2. When did you decide to study Sports Management?

-> Being a national level athlete, I was able to find out the flaws in the management of top levels tournaments and competitions. That is when something sparked in me to learn more about organizing and managing sports events. During this research I came across Sports Management as a field. Fortunately, IISM was offering a bachelor course in sports management that too from Mumbai University as compared to its counterparts who were either offering a degree from unrecognized ones.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3s8QQSU>

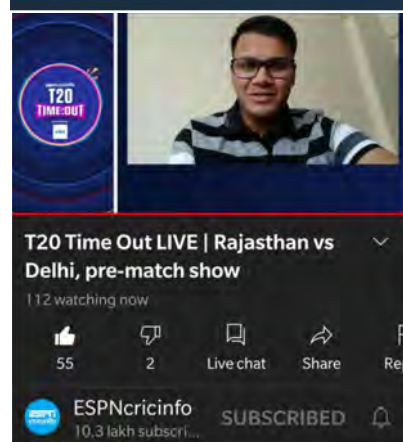


IISM STUDENTS AS A PART AT IPL'S DC WATCH PARTY

IISM students are taking great strides. Latest being a part of one of most celebrated leagues- the Indian Premier League, IISM students were invited to be a part of Delhi Capitals' watch party. The watch party had fans of the teams Delhi Capitals & Rajasthan Royals as expert panels. Our students Sanchit Desai from MSM Batch 2020-22, Kushagr Dixit and Anuraag Peesara from MSM Batch 2019-21 discussed on the match, the team's approach and analysis of diverse aspects.

Not only this, another student of ours- Prathmesh Palshikar from MSM Batch 2019-21 was a part of ESPNcricinfo's T20 Time Out's live pre-match show. Prathmesh had the opportunity to ask questions to Mr. Daniel Vettori and Mr. Irfan Pathan.

We are proud of our students and are confident that they have begun to make a mark of their own with their talent.



IISM STUDENTS' INITIATIVE: THE THIRD MAN CRICKET SHOW



India's Most Celebrated
Sporting Festival

The **vivo IPL** Is Here!

Watch detailed
Live Analysis of the IPL
pre & post matches daily with
The Third Man Cricket Show
IISM students' initiative

 **LIVE** On @the_third_man_cricket_show

Pre match live begins at 6:45 pm | Post match live begins after last ball bowled

The Nation's most awaited sporting carnival- Indian Premier League has begun. You can watch live pre-match discussions & post-match analysis live on Instagram handle @the_third_man_cricket_show

The Third Man: Cricket Show, supported by IISM, would have panel of analysts and fans from IISM discussing matches throughout the season of the IPL 2021.

The pre-match discussions will begin at 6:45 PM every day and post-match analysis will begin after the last ball bowled in every match.

Follow, The Third Man: Cricket Show for live discussions and weekly podcasts.

FOLLOW, THE THIRD MAN: CRICKET SHOW FOR LIVE DISCUSSIONS AND WEEKLY PODCASTS.

 <https://bit.ly/3wA1G7Q>

 <https://bit.ly/3wENhYb>

 <https://bit.ly/3uB8Siq>





By 2025, it is estimated that 463 exabytes of data will be created each day globally, that's the equivalent of 212,765,957 DVD's per day, according to the World Economic Forum. Understanding of analytics will move from being a valuable skill to a somewhat mandatory one. Understanding data is a key skill for managers in the 21st century and IISM with its vision to transform the Indian sporting landscape has taken up the responsibility for providing well trained analysts to Indian sporting ecosystem. This has consistently been highlighted by the academic leadership which has been extremely dynamic in its approach to the subject. The sports industry in India is ripe for this data disruption.

We often lament at the performance of our athletes in multinational events like the Olympics. The lack of hardware like sports stadium and training facilities is highlighted often. What is seldom recognised is the software for a successful sporting nation is the skill of the support staff. Nowhere is it more apparent than analytics. In top sporting nations like Australia alongside the laptops they have top notched trained analysts to provide insights to their up and coming athletes. If India is to be a top sporting nation it needs to democratise this knowledge by having as many trained professionals in the sector.

Applications of data in the sporting world are not restricted to on-field application but also for revenue management, venue management as well as many other activities. It is with this awareness that the coursework is designed to equip the students with tools to develop analytical insights in an application of their choice. Be it understanding social media trends or predicting the footfall at a venue for a sports event the sports analytics management course is designed taking into account that managers with an understanding of data will be an asset across the spectrum of sports related activities. Top notch sports management utilises all of these analytical insights that then deliver the spectacle on and off the field.

TO READ THE ENTIRE BLOG, CLICK HERE : <http://bit.ly/3wbzbNO>



IISM WITNESSES COMPETITIVE SPIRITS AS E-CELL ORGANIZES BUSINESS QUIZ FOR THE STUDENTS

The Entrepreneurship Cell (E-Cell) at IISM is a student development cell that focuses on assisting students to improve their overall entrepreneurial presence. This is achieved by providing students with a platform to support the innovative ideas that they have while also broadening their thought process through diverse activities like business quiz, industry interactions and activities that lead to a well-rounded entrepreneur as per the requirement of the Industry.

E-Cell has organized a Business Quiz on 21 April 2021. It was a two-round quiz wherein the 1st round had been held virtually and the finale round was set to be held on 21 April. IISM students were a part of the finale as virtual audience and cheered for the finalists on their big day!

Featured on the banner are the 9 finalists of the quiz.

THE WINNERS OF THE E-CELL BUSINESS QUIZ ARE:



DEVARATA SAWANT,
MSM Batch 2020-22



ANKUR DUA
BSM Batch 2020-23



**Ankur
Dua**



**Antariksh
Jain**



**Dhruv
Guha**



**Devarata
Sawant**



**Kayaan
Spencer**



**Rakshit
Kauthalkar**



**Kunal
Nikam**



**Sukrit
Sarkar**



**Samidha
Mahabadi**



An interview with **SPORTS ENTREPRENEURS** from **IISM**



DIKSHA CHILLAR & ANKIT NAMA
Founders- **Æthleti Circle LLP**
IISM Alumni, PGP in Sports & Wellness Management,
Batch 2019-20



Ms. Diksha Chillar & Mr. Ankit Nama are our students from PGP in Sports & Wellness Management Batch 2019-20. Diksha & Ankit have together founded **Æthleti Circle**, a Sports Management firm. With utmost passion, both alumni of IISM chose to become Sports Entrepreneurs. As Entrepreneurs, Diksha & Ankit aim to make a mark of their own in the Sports Industry and establish their firm as one of the finest in India.

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

1. What does sports mean for you?

If we can describe sports for us in two words, it would be- life and passion. For us, sports are anything that does away with any of our stress or concern, either while playing or watching, this is what we enjoy the most. Basically, that enables the child mode in us.

2. What encouraged you to pursue Sports Management?

Since Our childhood, we've been passionate about sports. We all know the Indian sports industry is on its rise, so pursuing a PG in Sports Management from one of the finest colleges in this domain will allow us to work towards our passion and gain essential exposure and knowledge.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3qztNH4>



HOW IISM STUDENTS CELEBRATED WOMEN'S DAY

Institute Social Responsibility Cell (ISRC), IISM students' initiative had organized Charity E-Fest 2021 in March 2021 prior to International Women's Day. The Cell invited entries to play diverse games with a payment of nominal price. The amount collected through the entries were utilized to buy hygiene products for the women of rural areas. Same was distributed to the women on the account of International Women's Day on 8 March. It was truly a thoughtful initiative by the ISRC students which took a step towards making women's day even more special.





Mr. Rutvik Likhite is our alumnus from Bachelor's Degree in Sports Management Batch 2017-20. He has founded his own sports brand called Kitup. An idea of doing something of his own in the sports retail and goods sector made him a Sports Entrepreneur. As an entrepreneur, he aims to make his sports brand reach corners and corners of India, equipping sportspersons and witness them representing the national flag.

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

1. Tell us about your passion for sports?

At the age of 3, I entered the world of sports. I am professionally practicing karate from the past 18 years. I have been surrounded by coaches and players most of my life. I breathe sports and hence, I always had a vision of doing something related to sports in my career. Also, wanting to have some venture of my own in field of sports is what I have always wished for. Today, I have a sports brand of my own called Kitup.

2. When did you decide to step towards studying Sports Management?

When I was appearing for my HSC, my mom and I were discussing of what I could study next. We had come across a text which mentioned Bachelor's Degree in Sports Management offered by IISM. That is when my mom and I explore more about it and came down to the decision of me pursuing BSM and heading towards my dream career.

3. What did you take away from IISM?

IISM opened doors for me in the world of sports. It is due the institute that I got exposure and could learn about diverse sub-fields and sectors in Sports Management & Sports Industry. At IISM, I was provided with great opportunities, I could intern at esteemed companies wherein I developed contacts in sports industry. Not only this, I could polish my skills and learn much more about sports and back-end.

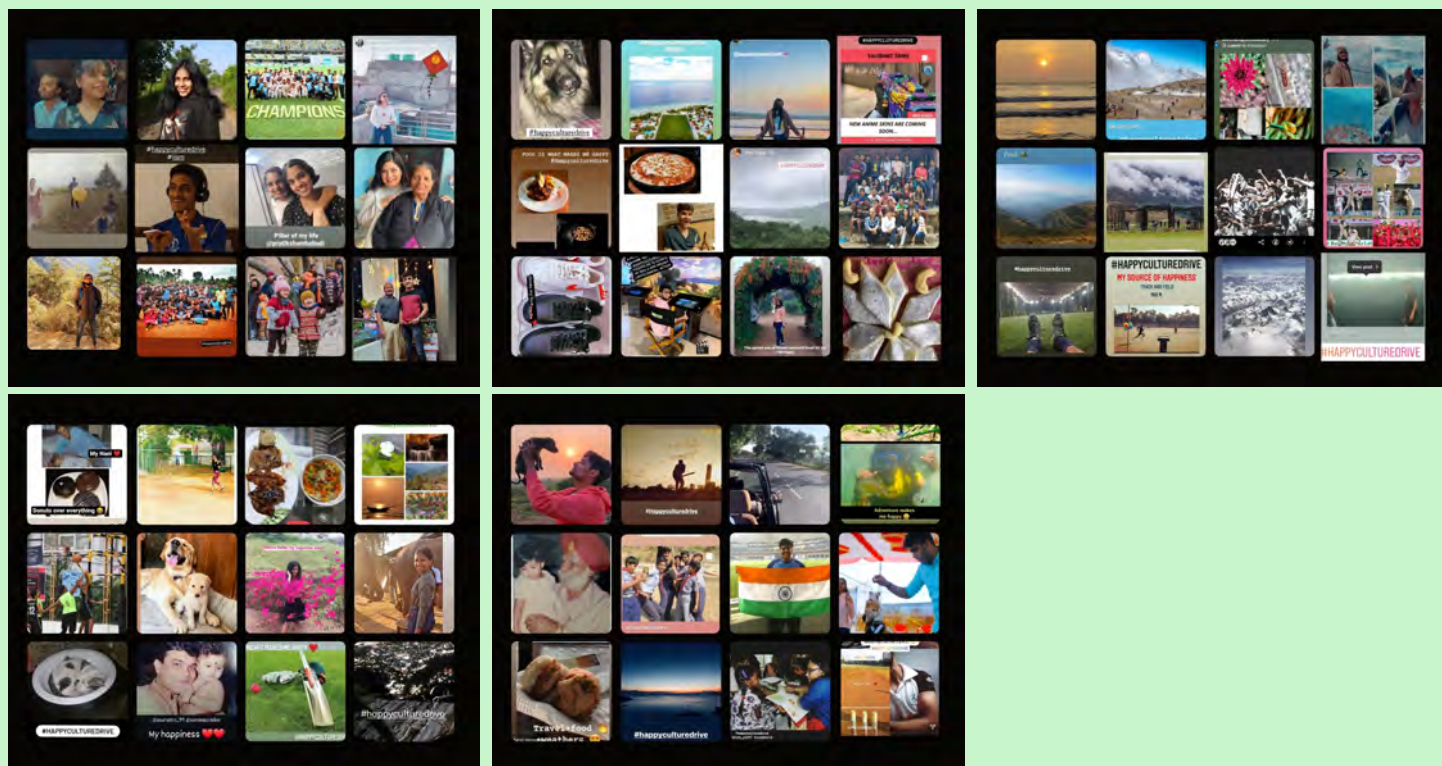
TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/36j6TW9>



#HAPPYCULTUREDRIVE BY IISM'S ISRC STUDENTS

With an aim to spread happiness and to share the importance of having a stress-free mind, IISM's Institute Social Responsibility Cell (ISRC) ran 'Happy Culture Drive'- an exciting and fun drive for everyone. People contributed in this drive by sharing pictures and moments that they cherish the most.

Here's what ISRC had to apprise after receiving a warm response on the drive- “Thank you to everyone who shared their interests in our selfless motive of making people smile. Happiness starts with you and it could be anything. Why do we need others to make us smile? Your smile is your asset you'll find right under your nose, which brings joy to you. Be the source of your own smiles. We don't need any special day to share our happiness, be happy at the moment, that's enough. Make your heart smile! Thank you”.





THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

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