



CORPORATE RELATIONS STUDENT COMMITTEE



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It's Rising Sports Star Of India



OUR FOUNDER DIRECTOR'S COVERAGE ON THE RECENT FORBES INDIA EDITION

MAY, 2021

Forbes

INDIA



IISM Conferred With
"RASHTRIYA KHEL
PROTSAHAN PURUSKAR"
By The Honble Of
SHRI RAM NATH KOVIND Ji,
Hon. President Of India

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Sports Management and Sports Industry is a goldmine of opportunities. Little did India know about it prior to the advent of the Indian Premier League in 2008. The then IPL Commissioner awarded the contract to manage the league to an overseas company. India, a country with a population of 120.07 Crores (back in 2008) and skilled manpower needed to have an ecosystem that bestowed the Industry with skilled professionals.

"I happened to went on to research about the same and found out that there was no formal education pertaining to this field which was about to become the next big thing in India. It was nothing less but a trigger point for us to introduce formal Sports Management Education in India through IISM. It was a step to cater to the need for sports professionals in the industry. With IPL and other sporting leagues having Indian and International athletes, managing the entire ecosystem profoundly was the need of the hour. Not only this, education space like these support dreams of sports enthusiasts who wish to stay connected to the field forever," says Nilesh Kulkarni.



Nilesh Kulkarni, Founder Director,
International Institute of
Sports Management (IISM)

Nilesh Kulkarni is a former Indian Test Cricketer who wrote himself into cricketing history by taking a wicket with the very first ball that he bowled in Test cricket, becoming the first Indian bowler, and the twelfth bowler overall, to do so. Post his cricketing career, Mr. Kulkarni established the International Institute of Sports Management, the first Sports Management institute in India. For 11 years now, he has been transforming his on-field experience into carving a niche for Sports Industry aspirants.

Mr. Kulkarni is also:

- Member of National Sports Education Board Committee, Delhi
- Consultant for International Sports University, Maharashtra
- Member of FICCI Sports & Youth Affairs Committee
- Member of CII's SPORTSCOM Industry Confederation

Overcoming Challenges and Becoming a Good Leader

Back then in 2010, when Sports Management wasn't a well-known term, spreading awareness amongst the aspirants or say people,

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in general, was a task. The Sports Industry itself had job opportunities, known very less to people. Also, there was no content or curriculum designed, to which individuals in the industry could refer to. At that point in time, he says, "spreading awareness, establishing a formalized structure as well as an infrastructure for aspirants to pursue Sports Education was a challenge."

"We didn't have any benchmark or any entity to refer to while IISM was established. In fact, I traveled overseas, to Dubai and England, to acquire in-depth information on Sports Industry & Sports Management Education to put together a complete formal thought. We took steps, faced failures, applied them 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," he explains.

As a leader, it is indeed important for an individual to keep up with the contemporary time and to take decisions to upgrade themselves and the organization/institute. One of the pivotal decisions taken by him was to collaborate with the University of Mumbai to provide UG & PG programs for sports aspirants. "I believe that a leader empowers others and builds a great team which can work in synergy to work towards the mission and vision of the organization/institute, and I follow so," he says.

"I remember IISM taking a step further and collaborating with the Ministry of Youth Affairs and Sports' Khelo India Youth Games 2020 & Khelo India University Games 2020 as the Official Knowledge Partner. It was very important for students at IISM to get an exposure of such magnitude and involve in curating the SOP (Standard Operating Procedures) for both the monumental events. The Sports Industry in India has very little reference material and we're proud that IISM is creating it," he adds.

IISM's curriculum pays equal emphasis to the classroom and learning through industry exposure. The institute has an extensive research culture wherein they encourage their students to take up research activities. IISM is the first institute in India to have published its own Sports Research Journal called Sports Academia-Research Journal. IISM students in collaboration with esteemed organizations work on industry-relevant research subjects. Two of IISM's reports with FICCI were launched by the hands of Shri. Kiren Rijiju, Hon. Minister of Youth Affairs & Sports.

Also, to ensure holistic development of students, IISM has student development cells called Sports Cell, Institute Social Responsibility Cell, Entrepreneurship Cell, Corporate Relations Cell, Student Life Cell, Editorial Cell. Sports Industry demands dynamic individuals who can absorb everything that comes across them. "Our students are involved in CSR activities through the cells and have organized Blood Donation Drives, Diwali Donation Drives, Mental Health Awareness Drive, Charity E-Fest, and such to contribute towards the society," he says.



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IISM students organize Junoon known to be India's first Sports Management fest annually. Students elect leaders amongst themselves, build teams and departments, invite other colleges and organize sporting events for them. Through this, students get the exposure of not only handling sporting events but much more like budgeting, financing, tackling challenges, facing failures and so. The aim of the institute is to nurture students in the best way possible.

Talking about the proud moment, Nileshe says, "In August 2020, on the occasion of National Sports Day, IISM was conferred with the Rashtriya Khel Protsahan Puruskar for the Development for Sports. We received this honor at the hands of Hon. President of India, Shri. Ram Nath Kovind Ji. It was a reward for all the hard work put in by the institute over the years."

He is also very proud of his students as all of them are making a mark of their own in the Sports Industry. When he sees IISM students putting tremendous effort

and becoming leaders in their respective roles, it gives him immense happiness. Some are managing prominent leagues, federations; some are Sports Entrepreneurs, some involved in broadcasting, media, writing, sports analytics, and much more.

Nileshe aspires to create more awareness pertaining to Sports Management education as well as the opportunities that the industry has for sports enthusiasts. According to FICCI, the sports industry would require a Human Resource of 4 Million. IISM is working towards supporting the Hon. Prime Minister of India and Hon. Minister of Youth Affairs and Sports' dream of making India a top country in the Olympic Medal tally and wanting the nation to upscale in the top-10 in the 2028 Los Angeles Games. He concludes by saying, "For every medal, we dream of, India requires skilled Sports Management professionals to manage the backend. IISM will continue to bestow the Sports Industry with competent Sports Management professionals who'd contribute largely to India becoming a Sporting Superpower." ■

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Mirabai Chanu has returned home to hero's welcome. Chanu, an Indian weightlifter was seen competing at the 2020 Tokyo Olympics, lifting hopes of millions on her shoulders. This miracle girl wrote herself to history by winning us a silver medal in Weightlifting, making India prouder than ever. Millions back in India and around the world cheered her for a splendid go at the esteemed event.

The internet is filled with joy and all praises for Mirabai. Every household is now aware of how much our silver girl loves pizza as she was seen enjoying slices with Shri. Kiren Rijiju, former Minister of Youth Affairs and Sports. It has been a few days to her win and we are witnessing adorable videos of children mimicking her historic lift. But who is Mirabai Chanu? What is her story?

Saikhom Mirabai Chanu is a Manipuri girl born in a humble family living in Nongpok Kakching about 30 kilometers away from Imphal city. Chanu is the youngest born child to her parents and has six siblings. As a child, she would often go to the nearby hill to collect firewood with her brother who is four years elder to her. Mirabai was 12 when her brother was shocked to see her lift a bundle of firewoods for 2 kilometers which he couldn't lift himself. Little did her family know that she was a champion in making.

TO READ THE BLOG, CLICK HERE : <https://bit.ly/2TMRs5E>



SPORTON SERIES 2.0



IISM, last year, brought to you **#SportOnSeries** featuring renowned personalities from sports and events industry. The interactive chat sessions of the **#SportOnSeries** were a sure shot hit. Leading lights like **Mr. John Abraham, Mr. Gaurav Kapur, Ms. Simran Kaur Mundi, Mr. Roshan Abbas, Mr. Jatin Paranjape, Ms. Lydia Buthello** and **Mr. Yuvraj Valmiki** enlightened young minds in the sessions.

IISM is back with another season of sport-filled session- **#SportOnSeries 2.0**

To start off with, IISM invited **Mr. Salil Ankola** to be featured in the first episode. Mr. Salil is *a former International Cricketer and the Chairman of Selectors- Mumbai Ranji Team*.

The second episode featured **Ms. Reema Sanghavi**, *Founder & MD- Maximus MICE & Media Solutions Pvt Ltd*. Ms. Reema is an entrepreneur with over a decade of experience in the industry, having contributed significantly to the world of experiential marketing. Ms. Reema is the CO-Founder of Pinkathon.

IISM invited **Mr. Jatin Sapru**, one of India's finest Television Sports Presenters, a Broadcaster & Cricket Commentator at Star Sports network.

The series was hosted by Mr. Shaju Ignatius, Founder Director, The Ignite Enterprise.

You Can Watch Our Episodes On IISM Instagram Here- <https://bit.ly/3bKwZkW>





CREATING LEADERS To Shape a **GROWING INDUSTRY**

Written by **Mr. Vishnu Govind**,
Professor of Practice & Deputy Head- R&D, IISM

In recent years, India has seen a consistent upward trajectory in the business of sports. 2008 was a watershed year for sports in India with the advent of the IPL. Since then, the unique franchise-based format adopted by the league has inspired the creation of similar competitions in other cricketing nations, as well as the launch of similar events in other sports in India too. Investments in sports properties have grown at a good clip in the country in the last decade.

When an industry grows, its management practices too evolve with it. As processes get increasingly streamlined, we see a clear shift from the unstructured to the structured. The increasing need for quality manpower in the area of Sports Management, is therefore, concomitant to the changes in the business climate that we see around us. As we see a surge in the sports industry, the need for specialized education that is structured around the requirements of the sector, also grows with it. Sports has the ability to captivate us, to hold our attention, and to get fans like us to be emotionally involved in it. This universality of sports makes it a great platform for businesses in other sectors to connect with the sports fan. As a result, the business of sports is not just about selling of sporting events; rather it extends to selling of non-sporting products using sports as a platform too. The booming advertising figures around sports properties, especially in electronic media, bears testimony to this power of sports.

Sports can touch many lives, and the actual sporting event is just the starting point of the multi-layered business opportunities built around the action on the field, like sponsorships, celebrity management, franchise-related work, event management, advertising & broadcasting initiatives, fan engagement, and all other activities that are either associated with the running of the sporting event, or function as enablers for all stakeholders in leveraging their investment in the sporting property, whether B2B or B2C.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3mGyeJ2>



ALL ABOUT **NUTRITION INDUSTRY, WELLNESS & JOB MARKET**

Written by
Ms. Aradhana Sharma
 SENIOR SPORTS SCIENCE CONSULTANT,
 DEPT. OF SPORTS AND YOUTH WELFARE, MP
 IISM VISITING FACULTY



Sports nutrition is application of nutrition knowledge in sports and exercise to help athletes enhance their performance, help in post exercise recovery and maintain good health. Sports nutrition helps active individual achieve their sports specific or exercise specific goals through proper nutrition. These sports specific goals have different nutritional requirements and regime than others. Designing a practical diet plan for individuals to supply right type of nutrients in the required amount to help them improve the performance as well as help their body to repair and be healthy. Different stages of training and competition requires nutritional plans like before competition plan, recovery period plan off season plans etc.

Sports nutritionists helps athletes and fitness enthusiasts understand how the food they eat improves their health, and optimizes their on-field performance. They work with individual clients to asses and analyse their nutrient intake, lifestyle to create a nutrition plan that will increase their endurance as well as help recover as quickly as possible.

As people are now aiming more at having a healthy lifestyle and making conscious food choice; nutrition as an industry is growing faster. With a fast-growing wellness and health industry there is always a demand for nutritionist to help create products like dietary supplements, fortified food products to help reduce deficiencies, sports enhancing supplements or ingredients.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3nQoYT7>



FEATURING: CORPORATE RELATIONS STUDENT COMMITTEE (CRSC)

CORPORATE RELATIONS STUDENT COMMITTEE



YASHASHREE CHAUDHARI
TYBSM



ARUN VIGNESH
SYBSM



SHIVAM PAINULY
SYMSM



SHRUTI DAGA
FYMSM



SUDEEPTH VERMA
FYMSM



STUTI SAHA
PGPS&WM

Corporate Relations Student Committee (CRSC) is a Student Development Cell at IISM. The CRSC assists the Corporate Relations Department on diverse projects initiated by the team. Over the years, CRSC has actively undertaken various tasks in executing- The IISM HR Conclave 2019 & 2020. CRSC also is involved in aiding students' soft-skill development. Overall, CRSC works upon tasks which fulfils the objectives of the CR Department.





“A professor affects eternity: he/she can never tell where their influence stops.” One such professor to IISM is Ms. Avanti Desai. Ms. Avanti is the 'Incharge- Academic Outreach at IISM' and have been associated to the institute for many years now. She is a Management Faculty, Soft Skills Trainer, Sales and Marketing Evangelist and Research Analyst. Ms. Avanti shares with us, her experience and perception about management and its importance for students in their journey of becoming professionals entering Sports Industry.

1. Share with us about your experience in the Sports Education industry.

My foray into sports education industry happened with a conscious decision of teaching for a college, which has created a niche for itself in the education industry. Sports in India is growing rapidly & in last 5 years I have witnessed tremendous change in mind-set of young generation who wants to make a career for themselves in sports if not as an athlete. I have also noticed change in the mind-set of parents who are willing to support their children in their passion. Being in the sports education industry has taught me to be dynamic in my thoughts, & has encouraged me to delve deeper into the understanding of “sports” from a teaching point of view. Interacting with people who are associated with sports made me broaden my horizon of the way sports functions and even casual conversations interactions can give you deeper insights on strategies that can work.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3y9Bn8F>



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.



MRUNAL KADAM
Track & Field Athlete



ALANKRIT KAMBOJ
Cricketer and Track & Field Athlete



HARDIK MEHTA
Cricketer & Marathon Runner



ABHISHEK KULKARNI
Cricketer



OM DESAI
Badminton Player



ADAM CARDOZ
Footballer



MEHUL JIRAGE
Cricketer, Badminton & Rugby Player



SHREY SHROTRI
Cricketer



VAIBHAV DALVI
Footballer, Volleyball &
Tennis Player



PRATHAM DESAI
Football Player



DHRUVIN KATARIA
Esports & Football Player



AAROHAN DEWRIARY
Taekwondo, Football &
Basketball Player



SHASHWAT BERIA
Basketball Player

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





Since 11 years, IISM through persistent efforts has encouraged students to take up entrepreneurial tasks and enhance their entrepreneurship skills. Some of the IISM students have established their own venture called the Sports Doyen. The Sports Doyen is a sports media organization where students provide a platform for fans and experts to voice their opinions, either through live shows on YouTube and Facebook or through their website.

Here's a written Interview with team Sports Doyen:

1. What makes you draw towards sports?

Ans. Watching the nation react to the 2011 World Cup win made me envy that kind of celebration. Despite sports as a concept being volatile on occasions, we know it can spark a moment of brilliance every now and then, one that can make our day, week or a month sometimes. 2011 WC, the Gabba win recently being two of those.

2. How did studying Sports Management come into picture?

Being a sports writer myself, I wanted to groom myself from being an amateur to a professional in the sports media field. This is when I came across sports management courses, and shortly after that, I learnt about IISM.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3yiV1Qn>





Abhishek Kulkarni is an IISM alumnus from PGP in Sports & Wellness Management Batch 2019-20. Abhishek is an ardent sports lover, cricketer and qualified fitness trainer. Hailing from a family of athletes, Abhishek always wished to do something remarkable in the field of sports. Therefore, parallel to being a professional sportsman, he pursued a Sports Management program at IISM to boost his entrepreneurship venture- Aim Sports & Fitness Club.

Here is a written interview with Abhishek that bids to guide Sports Management aspirants.

Tell us about your passion for sports?

ANS - My great grandfather was the principal of TIPE (Training Institute of Physical Education) Kandivali, Mumbai. My grandfather and father were national-level track & field athletes. I have played cricket for MCA (Mumbai cricket association) for 2 years. My passion towards sports grew more because of cricket. So, belonging from a family of sportsmen, sports is in my blood.

When did you decide to step towards studying Sports Management?

ANS – We have our own functional fitness clubs by the name of Aim Sports & Fitness where we provide training for Marathon and general fitness. My father being an Athletic coach and into fitness industry for past 20 years now, I wanted to expand our family venture and run it efficiently and that's when I decided to study PGP in Sports & Wellness Management to get the formal education in this field.

To Read The Entire Blog, Click Here : <https://bit.ly/3uHNpDU>





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.in | Website : www.iismworld.com

T.: +91 8976018871/72

