

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

JUNE 2022

After **12** successful years in Sports Management Education, **IISM** is Proud to **Launch**
SCHOOL OF SPORTS SCIENCE

BACHELOR of Sports Science
3 YEARS COURSE

MASTER of Sports Science
2 YEARS COURSE



How is **Sports Management** a Crucial part of Today's Sports Industry?



How **SPORTS STARTUPS** Have Contributed to Creating a Sustainable **SPORTING ECOSYSTEM** in India?



Why is **Sports Management** a Lucrative Career Option Even for Athletes?



By **Ms. AVANTI DESAI**
MANAGER, ALUMNI OUTREACH AT IISM
MANAGER, FACULTY, HOD, TRAINER
SALES AND MARKETING, EVANGELIST
& RESEARCH ANALYST



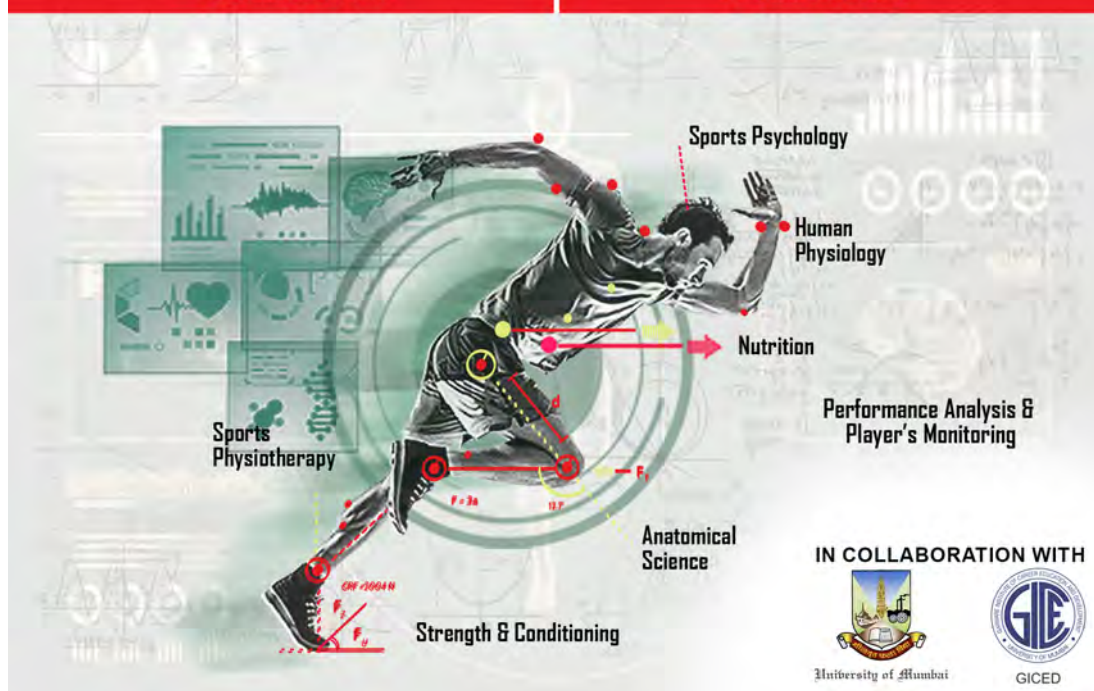
LAUNCH OF

BACHELOR OF SPORTS SCIENCE AND MASTER OF SPORTS SCIENCE

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IN COLLABORATION WITH



Being the **Pioneers of Sports Management Education**, it is now time for **IISM** to conquer new horizons by launching the School of Sports Science in 2022. This led to the launch of two specialized courses; Bachelor of Sports Science and Master of Sports Science.

The **UG** and **PG** courses were designed in **collaboration with the University of Mumbai and Garware Institute** of Career Education and Development (GICED). Experts from the sporting fraternity and sports scientists have helped curate these courses. **Professor Ratnakar Shetty** was present at the campus during the launch and his grace made the launch more special.

To know more about these courses and School of Sports Science, click the link below:

<https://www.iismworld.com/school-of-science/>

DEGREE DISTRIBUTION CEREMONY



On 25th June 2022, IISM bid adieu to BSM 2018-2021 and MSM 2019-2021 batch as it their Degree Distribution Ceremony held at our IISM Campus.

Dr. Keyurkumar M. Nayak, Garware Institute of Career Education and Development (GICED), Dr. Anil V. Karnik, Former Director GICED, Mr. Nilesh Kulkarni, Founder Director of IISM, Ms. Rasika Kulkarni, Co-Founder, Mr. Amit Gupte, Chief Operating Officer (COO) and Mr. Amitava Pal, Associate Dean at IISM were also present who made the occasion even more special.

The time spent with our students will always be cherished. Everyone at IISM wishes our students the Best of Luck for all their future endeavours & contribute in making India a sporting superpower.



IISM LAUNCHES INDIA'S FIRST-EVER SPORTS ACADEMIC BOOK



On 06th June 2022, India's First-Ever Sports Academic Book 'Business of Sports- The Winning Formula for Success' by Mr. Vinit Karnik was launched in association with IISM. Mr. Karnik is the Head of Sports, Esports & Entertainment at GroupM South Asia.

The book was launched by the esteemed hands of Hon. Governor of Maharashtra, Shri. Bhagat Singh Koshyari Ji, (ex-officio) Chancellor of the University of Mumbai. This book marks a new chapter in the history of IISM because it is the first book to be drafted in the sports management education domain in the Indian context.

IISM is grateful to our publisher Popular Prakashan. Several senior management representatives of Top Sporting Organizations in India were present at the book launch.

To read the entire Blog, click the link below:

<https://bit.ly/3QA4Hz5>



WELCOME Mr. RANATUNGA



IISM was honored to host Mr. Arjuna Ranatunga, legendary cricketer and captain of the 1996 World Cup winning Sri Lankan team. He transformed the Sri Lankan cricket team from an underdog into a leading force in the cricketing world.

After retiring from cricket, he successfully served in several posts in the Sri Lanka Cricket Administration. Along with it, he has also served as a well-liked and respected politician.

Mr. Ranatunga was welcomed by the IISM students with a Guard of Honour. During the conversation with IISM students, Mr. Ranatunga spoke about his childhood and his humble background. He also spoke about how being a cricketer and a politician helped him understand the importance of the family in one's life. He requested the students to always be close to their families, respect their parents and spend quality time with them.

He also answered queries posed by the IISM students, and then concluded the event by felicitating our MSM student Ms. Devanshi Mali who won a Gold Medal in the Mallakhamb event at the ongoing Khelo India University Games, 2021 at Bangalore.

IISM is proud of the fact that the World Cup winning captain graced the institute with his presence.



Mr. VIBHAS SEN TALKS ABOUT CONDITIONS OF PARA ATHLETES



IISM had the pleasure to host a talk with **Mr. Vibhas Sen**- a Para-Athlete Gold Medalist in Wheel Chair Fencing, Silver Medalist in Swimming, Alumni of the Global Sports Mentoring Program (GSMP), and he is currently a Strategic Marketing Consultant at LawSikho.

Mr. Sen spoke about his life and professional career, and how he began his sports enthusiasm from Swimming, and later moved to Fencing. He also shed light on how to develop better facilities for para-athletes in India, and how they can select the right Sport based on their strengths. This insight helped students learn about the challenges faced by para-athletes and the need for a separate sporting infrastructure that will help them to move in the right direction and tackle all the obstacles on their way.



UNVEILING OF KHEL RAGA



On 6th April 2022, our co-founder **Ms. Rasika Kulkarni** unveiled the logo for Khel Raga, Celebrating Energy with Melody. It is an initiative launched by the students of **IISM** where they plan to invite renowned singers and spend a musical evening before starting their summer exams preparation.

The event was made magical by **Mr. Nihar Shembekar** the lead singer, accompanied by **Mr. Nitish Ranadive** on percussion, **Mr. Ameya Paranjpe** on guitar, and **Mr. Nitin Shinde** on keyboard. The team performed some melodies from the 90s and today's hit that the students sung with the singer. Everyone danced and swayed to the vibrant and soulful tunes and it was a day well spent by the students.

TO VIEW THE ENTIRE EVENT : <https://bit.ly/3OLA8p5>



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.



Seerat Midha
| Footballer



Arpita Joshi
| Table Tennis Player



Sarvesh Lokhande
| Footballer



Anurag Shukla
| Net Bowler - Punjab Kings,
IPL 2022

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



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The rise of sports in the past couple of years has prompted several entrepreneurs to develop their idea and execute it with perfection, which assists in creating a sustainable sporting ecosystem.

Over the years, India has emerged as the startup hub and has created numerous startups across all domains. Sports startups are the ones that primarily focused on providing services, and products to the audience who show interest in sports.

The sudden interest in eSports after the pandemic has really helped several local players and teams make a name for themselves on international platforms. With the launch of IPL, the sports and the entertainment industry has drastically changed over the past years. The initiative to launch IPL as sportainment gave several sports enthusiasts a chance to work on their startups and make a name for themselves.

To know more about these courses and School of Sports Science, click the link below:

<https://bit.ly/3y331Hs>



How is Sports Management a Crucial part of Today's Sports Industry?

Blog By **Ms. AVANTI DESAI**
INCHARGE- ACADEMIC OUTREACH AT IISM
MANAGEMENT FACULTY, SOFT SKILLS TRAINER
SALES AND MARKETING EVANGELIST
& RESEARCH ANALYST



India is fast evolving as a sporting nation beyond the ones that it is known for over the years. Our forays into track and field, archery, tennis, golf and many other lesser-known sports are quite commendable. And fast growing alongside this – is Sports Management!

The plug-and-play model for Sports Management in India has can be somewhat standardized as below: -

1. Talent Scout - Schools need to be incentivised to provide avenues for students to explore their potential – dabble in multiple disciplines of the sport. A nationwide talent search – every 2 years or so – would further encourage to identify the right talent early on.
2. Training Infrastructure Management- Infrastructure needs to move closer to the talent – or provide talent with viable access to state-of-the-art facilities to build the talent portfolio.
3. Event & Hospitality Management- Building the competitive edge requires creating avenues and events around the sport –and creating greater awareness among spectators of the sport. This would also open up avenues for sports hospitality management.
4. Coach/ Support Staff / Sponsor Management- Some sports such as Badminton, Cricket, Hockey, chess etc have been well entrenched in India. It is the lesser-known sports that would need greater attention as the potential and performance Gap among athletes would help prepare a pipeline for the years ahead.

To read the entire Blog, click the link : <https://bit.ly/3wMAGEc>



INTERNATIONAL SPORTS EXPERIENTIAL LEARNING PROGRAMME TO QATAR

DAY-1



IISM students and faculty visited Qatar (The FIFA World Cup City of 2022.) On their day 1, IISM students visited the Ahmed Bin Ali Stadium, in Qatar. The stadium is named after the Emir of Qatar from 1960 to 1972 and is home to Al-Rayyan Sports Club & Al-Kharitiyath Sports Club.



During the visit the students gained first-hand knowledge of the operations that goes behind preparing a stadium for organising and executing a magnificent event like the FIFA World Cup 2022.

DAY-2

On Day 2, IISM students visited the Lusail Circuit which hosted the inaugural Qatar Grand Prix. The astonishing fact of Lusail International Circuit is that the entire Grand Prix team organized the event in less than 6-month time of planning and preparation.

During the visit, the team from Lusail Circuit helped the students understand the functional and calculated part of the track. They also explored the various aspects that go into preparing the track for the event. Ms. Fatima, Rakel and others were kind enough to tell our students more about the insights of Formula 1.





DAY-3

Continuing the ISELP to Qatar, IISM students visited the Khalifa Stadium. The stadium is named after Khalifa bin Hamad Al Thani, the former Emir of Qatar. The students learned about the working of the stadium, and the stadium hosted several matches including the 2011 AFC Asian Cup Final.

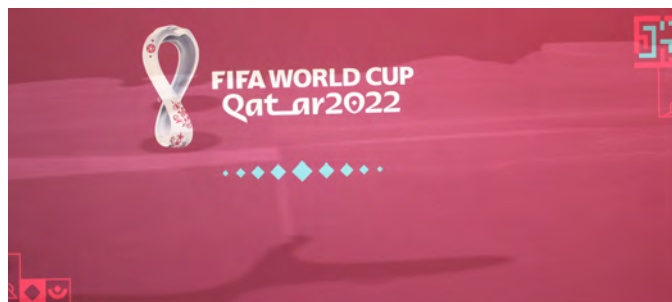


The students then visited Aspire Academy, which is the world's largest sports academy. Several athletes from different sports study under a single roof in the academy. During the visit to the academy, students attended an insightful session with Mr. Yosuf AL Sulaiti who is also a graduate from the same academy.

DAY-4

On the last day to their visit to Qatar, IISM students visited the Supreme Committee for Delivery & Legacy, and a guided tour through Legacy Pavilion by Milan and Bradley at the Al Bida Tower. During the visit, students understood how much pride the government of Qatar takes in hosting a spectacular event like the FIFA World Cup 2022.

Mr. Abhilash Nalappat was kind enough to answer all the questions posed by the students. The students are looking forward to implementing these learnings into their future workplace. The students returned safely from their trip to Qatar.



IISM students at KHELO INDIA YOUTH GAMES

For 3rd year in a row IISM is the Official Knowledge Partner of the Khelo India Youth Games. 15 of our IISM students worked in the games across several departments at various stages of the games and the departments in which the students worked were State Co-ordination, Accreditation, Sports Presentation, Sports Kit, ACT, Athlete Verification (under GTCC), and Games Technical Conduct Committee (GTCC).



The students who working at Khelo India Youth Games were :-

Deepraj Singh Rautela, Kumaran Parameshwaran, Vikas Yadav, Chetan Luthra, Hariharan Iyer, Ishan Mishra, Vinith Devediga, Renny Joseph, Mayur Bavdane, Neha Mishra, Vansh Chawla, Bibek Saha, Kunal Manna, Srishti Sikha, Sukrit Sarkar.





Have you ever wondered what athletes do after they retire? Well, you must have heard about Mr. Gary Kristen who retired and became a professional cricket coach or Ms. Anju Bobby George, a track and field athlete who is now working as chairperson of TOPS (Target Olympic Podium Scheme).

Similar to these athletes, several athletes opt for different administrator roles or become managers of their team. Another significant career option that athletes have considered after retirement or while being a sportsperson is pursuing a business management and a sports management degree course and working as a sports management professional.

Mr. Sunil Chetri, the captain of the Indian football team, and Mr. Viren Rasquinha, former player of the national hockey team, are examples of athletes who have pursued a former degree in sports management and business management course respectively.

To learn more about it and explore the vast verticals, read our blog 'Why is Sports Management a Lucrative Career Option Even for Athletes?'

To know more about this blog, click here : <https://bit.ly/3xHKE9h>



OUR STUDENTS WHO GOT PLACED

Congratulates

Students on Getting Placed

At

itw



SRUSHTI BHARAMBE (TYBSM)
Associate - Celebrity & Influencer Marketing



ABHISHEK BORADE (TYBSM)
Associate - Sponsorship & Influencer Marketing



HARSHINI PATEL (MSM2)
Associate - Sales & Sponsorship



HARSH SAPATE (MSM2)
Associate - Sales & Sponsorship

IISM always strives to give our student the best sporting opportunities pertaining to the different verticals in the sports industry. These students got placed at ITW Global-Sports, Entertainment & Media Sponsorship.

IISM is proud that our MSM-2 student Mr. Pravesh Mandawara seized an incredible opportunity to work as an Executive Sports Operations at DreamSetGo. DreamSetGo is a company that redefines executive sports travel experiences with customised packages.

At DreamSetGo Mr. Mandawara is assigned the task of supporting the sporting partnerships, product teams and handle day to day operations.

Wishing Mr. Mandawara all the best and hope he enjoys his time working at DreamSetGo.



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