

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

SEP 2022



**10 PROMINENT
SPORTS COMPANIES IN INDIA**



Congratulates



On Getting Selected At



25 YEARS CELEBRATION



IISM students organised an event to commemorate the **Silver Jubilee Celebration** of our Founder Director, **Mr. Nilesh Kulkarni**, taking his first wicket of Mr. Marvan Atapattu, on Day 2 of India vs. Sri Lanka test cricket match off his first ball on 03rd August 1997.

Mr. Abey Kuruvilla, ex-Indian cricketer and General Manager (operations) of the BCCI, along with **Professor Ratnakar Shetty**, Former Chief Administrative Officer of the BCCI, graced the event. They took Mr. Kulkarni back to his cricketing days as they discussed the current and past scenarios of cricket in India. The event was moderated by **Mr. Devendra Prabhudesai**, Head of Corporate Relations at **IISM**.

It was a spectacular evening filled with insights into the changing landscape of the cricketing world and Kudos to the students for pulling off such an amazing event.



GURU PURNIMA CELEBRATIONS AT IISM CAMPUS



On the occasion of Guru Purnima, IISM students organized a grand event at the campus. The entire team of IISM were called in for the celebration and everyone were touched by this gesture of the students.

The students presented our Founder Director, Mr. Nilesh Kulkarni & Co-founder Ms. Rasika Kulkarni with hand-made portraits to commemorate their valuable contribution in enriching the students lives. The portraits were made by SYBSM student Ms. Agnes Jeena.

The efforts taken by them on organizing the events represent their management and organization skills. The students added several elements of entertainment to create a sense of novelty for the faculty members. The entire team is proud of the fact that students organized everything right from the conceptualization to the execution of the event. Everyone was thrilled to witness the efforts taken by the students.



NATIONAL GAMES SPORTS CONCLAVE



Our Founder Director Mr. Nilesh Kulkarni was invited as a panelist at the ongoing first-ever National Games Sports Conclave held at Ahmedabad. During the panel discussion, Mr. Kulkarni shared some insights on how the National Education Policy 2020 will bring about much-needed reform in our education system with regard to sports.

The young athletes will be able to choose their favourite sport from an early age while continuing to acquire credits for their higher education. This way the students can play their sports without having to compromise on their education. They can also incorporate valuable lessons from management and science into their training to improve their performance.



IISM'S GOT TALENT



On account of '**World Youth Skills Day**,' the students of IISM organized IISM's Got Talent, a show where the students got a chance to showcase their skills apart from their excellent skills in sports. The event was completely conceptualised and executed by the students.

We had 19 students performing various art forms like dancing, singing, gymnastics, stand-up comedy, and last but not the least shayari. The purpose of such events is to encourage students to be the best at cultural activities. IISM does not just plan on grooming the students to excel in the field of sports, but to also excel in other domains as well.



STUDENT GOVERNING BODY



Congratulations to the Newly Elected President, Mr. Krishnakant Pawar, Vice President Mr. Aashay Thakur, and Secretary Mr. Nitish Devadiga of the 'Sports Cell.'

Sports cell is established with an aim to ensure the students remain physically & mentally fit, enhance the sportsman-spirit and apply the principles of management by actively participating in sports.

Happy to announce the Newly Elected President, Mr. Ishaan Ranadive, Vice President Ms. Asmi Patel, and Secretary Ms. Agnes Jeena of the 'Student Life Cell.'

The members of the Student Life Cell will conceptualize, coordinate, and manage the events conducted at the institute. These activities will assist them in learning crucial skills like leadership, managerial skills, time management, team building skills and prepare them to take better decisions. They will be the point of connection between the students and the management.



Pleased to announce that, Mr. Atharva Loya, is the president, Mr. Sagar Shah, is the vice president and Mr. Prateek Jha is the newly elected secretary of the 'Entrepreneurship Cell.'

The idea behind establishing an Entrepreneurship Cell was to identify and nurture talent entrepreneurial sport by giving them opportunities to excel and build financial security. This will in time give them a chance to enhance the value of the self, community and the nation.

STUDENT GOVERNING BODY



Here are IISM's newly elected President, Ms. Anwesha Chandra, Vice President Ms. Adhira Albert, and Secretary Ms. Neeya Sachdev of the 'Corporate Student Relations Committee' (CSRC).

The purpose of a CSRC cell is to have one representative from each class who will work simultaneously with the IISM's Corporate Relations team. They will help the students develop excellent soft skills and be the helping hand for managing corporate events of IISM.

Meet the newly elected President, Mr. Hrishi Sinkar, Vice President Mr. Noel Chikodi, and Secretary Ms. Asmi Gundrekar of the 'Institute Social Responsibility Cell.'

The intent of founding a Institute Social Responsibility Cell is to take on the challenges of creating socially responsible global citizens. The cell will act as a platform that will help the students bring about the much-needed positive impact on society.



Best wishes to the newly elected President, Mr. Jayendra Kenekar, Vice President Ms. Khushi Raghuvanshi, and Secretary Mr. Sabareenath Namboodiri of the 'Research Cell.'

The intent of Research Cell is to enhance the research skills of the students by giving them opportunities to publish research papers in leading journals. The cell will also conduct writing workshops to sharpen students' writing skills and encourage students to take up research projects at local, national & international levels.



ORIENTATION DAY PROGRAM



We at IISM organised an Orientation Day Program to welcome our 2022 Cohort Bachelor of Sports Management, Master of Sports Management and Post-Graduate Program in Sports Management students. The event commenced with our Founder-Director, Mr. Nilesh Kulkarni, addressing these sports management aspirants.

The orientation program featured industry stalwarts; Grandmaster Pravin Thipsay, Mr. Ramesh Powar, coach of the Indian Women's Cricket Team and former Indian cricketer, Dr. Keyurkumar M. Nayak, Director of Garware Institute of Career Education and Development (GICED) and Mr. Jitesh Mehta, Co-Founder & Managing Partner of Birbal Sports and Entertainment.

Our Co-Founder Ms. Rasika Kulkarni, introduced the academic team at IISM. The Program Head of our Bachelor's program Ms. Avanti Desai, took our students through the academic overview for the forthcoming year.

The Master of Ceremonies was Mr. Devendra Prabhudesai, Head of Corporate Relations at IISM and he spoke about the internships, placement opportunities and live exposure that will unfold for these sports management aspirants.



ORIENTATION DAY AT CAMPUS



IISM is happy to welcome our 2022 Cohort Bachelor of Sports Management students to our campus. This day marks a new chapter in their lives as they are ready to learn & venture into the world of sports management.

Faculty members arranged various ice-breaking activities for the students. The newest students were introduced to the top heads of the student governing bodies, followed by a valuable lesson on Strength & Conditioning. The students also designed their future visiting cards as a part of a fun activity and participated in slogan writing.

Overall, the students enjoyed being back at a college campus after a two-year break. We wish them a great academic year and all the best for their future endeavours.



NATIONAL SPORTS DAY CELEBRATION AT IISM



On account of National Sports Day, the Student Governing Body of IISM organised games at the IISM campus. Students registered to play Chess, Carrom, Foosball and FIFA and had a blast as the games unfolded.

These games were organised as a part of the JEET initiative by the students of IISM, for the students of IISM. JEET is a student initiative where the students plan on organising numerous sports spread across a couple of days. It is these events that portray the sheer management capabilities of our students and showcases how they are ready to take on the world of sports management.

Our Founder- Director, Mr. Nilesh Kulkarni along with Mr. Chetan Desai, an International tennis player and Mr. Abhinav Sinah, an International squash player distributed certificates and medals to the winners.



MASTER CLASS SESSIONS



Mr. Ramesh Powar, *coach of the Indian Women's Cricket team and Former Indian cricketer*, visited the IISM campus for a master class session. He was crucial to the Mumbai cricket team's Ranji Trophy success in the 2002–03 season.

During his time at the campus, he took us through his journey from a domestic cricketer to an Indian women's team coach. He recollected that when he was approached for being a coach, he did not know much about coaching. But that did not stop him. He understood the challenges, learned about coaching, prepared himself and went on to coach the players. He mentioned the time when he was sacked as one of the worst phases of his life. He then explained the significance of support from his peers and his cricketing days experience that helped him sail through the tough time. It was an interactive session as the students understood the reason why the women's cricket team is not recognized as well as the men's cricket team.

Ms. Deepthi Bopaiah, *CEO of GoSports Foundation*, visited the IISM Campus for a master class session with our TYBSM & 2nd year MSM students. She is a member of the Mission Olympic Cell of the Target Olympic Podium Scheme (TOPS), SAI.

We at IISM believe in imparting knowledge through industry experts. In this session, she oriented our students on grassroots development, talent scouting & nurturing athlete relationships and athlete management. The students asked questions about the changing dynamics of the sporting industry and cleared their doubts about these domains of sports management.



Mr. Vijay Lokapally, *veteran sports journalist and author*, visited IISM campus for a master class session. He was first appointed as a writer for the leading newspaper Patriot in 1981. He then resigned in 1986 and started writing for The Hindu Group and Sportstar.

During the talk, Mr. Lokapally mentioned several occasions when he had to cover a cricket match at an overseas ground. He also shared his experience of how he had to rush back from the ground to be the first one to report the match and send it back to India. He talked at length about the paradigm shift in journalism, reminiscing about the times when he wrote 1500-1800 word articles which now have been reduced to 600-800 words. The students interacted with Mr. Lokapally and understood how the world of journalism has changed over the years.



MASTER CLASS SESSIONS

IISM welcomed **Mr. Mandar Tamhane, CEO of JSW Bengaluru Football Club Private Limited** for a Master Class Session with our BSM students.

Since its inception in 2013, Bengaluru FC has won two I-League titles, two Federation Cup titles, one Indian Super League title, one Super Cup Championship and the latest 2022 Durand Cup.

During the interactive session, Mr. Tamhane shared some valuable insights about the paradigm shift in Indian football. Mr. Tamhane also answered the questions posed by the IISM students. The Q&A session proved to be very insightful, helping the students foresee the growth of football in India.



Mr. Amol Muzumdar, Head Coach of the Mumbai Senior Men's Cricket team visited the IISM campus for a Master Class Session. Mr. Muzumdar debuted in his first-class match for Bombay and scored 260 against Haryana in a Ranji Trophy match in the 1993–94 season. It remained a world record until Mr. Ajay Rohera broke it in December 2018.

During the Master Class Session, Mr. Muzumdar spoke about crucial skills such as leadership and team management. He shared his experiences of coaching the Rajasthan Royals players and how it was an experience that will always remain close to his heart.



OUTDOOR PHYSICAL ACTIVITY

IISM organised an outdoor physical exercise session for its students. The session was moderated by **Mr. Vishwajit Matkar**, Founder of VJS Wellness Solutions. Mr. Matkar is a former State-level Football and Hockey player and has represented Maharashtra and the University of Mumbai on various occasions.



Mr. Matkar conducted several exercises for undergraduate and postgraduate students that highlighted the significance of physical education. IISM devotes serious efforts in support of government-backed sports initiatives like the Fit India Movement and this was one such humble attempt to encourage students to be a part of such initiatives.



Students of our Post-Graduate Program in Sports Management, attended an 'Outdoor Activity Session' on Strength and Conditioning at Prabodhankar Thackeray Krida Sankul. The session was conducted by **Mr. Kiran Salian**, a Pickleball athlete, fitness coach, certified nutrition consultant and sports massage therapist.

Mr. Salian addressed the importance of fitness, health, strength and conditioning and explained that physical activity is a crucial part of daily life. The students participated in workouts, drills and ended the session by performing some stretching exercises.



VOLUNTEERING OPPORTUNITIES



IISM students got an opportunity to volunteer at the recently concluded **44th Chess Olympiad**, held in Chennai.

Our students volunteered for the entire 13-day event. During this time period, our students worked under the heads of several departments such as accommodation, transport, International Chess Federation (FIDE) congress, spectator management and venue protocol team.

Our students met numerous chess wizards and learned a lot from them. Such live exposure from a young age helps them learn about the management side of sports. It was indeed a splendid experience for our students. May they strive hard and get opportunities to work at such reputed events and get hands-on experience. Such events will make them ready to enter the magnificent world of sports management.



IISM students got an incredible opportunity to volunteer at the recently concluded Ultimate Kho-Kho League 2022. The students worked in the Broadcast Department overlooked by RISE Worldwide. RISE Worldwide provides numerous services such as consulting, licensing, events and athlete team management among others.

Our students were divided into different job roles related to content, production and data mining. The students assisted the crew members with pre-match shoots, match logging and assisting the production crew at the games. They accomplished it by analysing statistical data of teams and individual players for pre and post-match shows alongside assisting the graphic team during live matches.

We at IISM encourage our students to grab every opportunity, participate in events of such magnitude and learn about the managing aspects of the sporting world.



VOLUNTEERING OPPORTUNITIES



Students from IISM volunteered for three days at the Ageas Federal Mumbai Half Marathon. During the event, they gained first-hand experience on what goes behind organising and executing a marathon of such scale.

Our students managed bibs & kits distribution, assisted with registrations, managed the start and end points of the marathon and also assisted in route guidance.



It has hardly been two months since our first-year BSM, MSM and PGPSM students started their sports management journey at IISM. During this time, they have been quite fortunate to receive several volunteering opportunities. 20 of our IISM students, recently got an opportunity to volunteer at the Thane Creek Half Marathon 2022. The students handled numerous pivotal tasks, such as managing the athletes, answering their queries and distributing medals. They were also positioned at the start and end points of the marathon to facilitate its smooth functioning. The students efficiently managed the runners and ensured that they did not face any hardships during the marathon.

Students from our Institute Social Responsibility Cell (ISRC) conducted a 'Beach Clean-up' drive at Juhu. 36 students volunteered for the drive under the supervision of the ISRC President Mr. Hrishi Sinkar. The students collected 18 bags of flower waste and safely disposed them off at the BMC vehicle present at the beach.

ISRC aims to create socially responsible citizens. They achieve this objective by making the students realise that contribution of the community to their life is far greater than their contribution to the community.



OUR STUDENTS AT WORK



IISM congratulates TYBSM student Mr. Rahul Mutha for getting appointed as 'Senior Executive - Sales Operations' at Fanatic Sports.

Fanatic Sports is a global leader in Sports Ticketing, Hospitality & Experiential Travel. They have offices in India, Singapore, Dubai and North America. Mr. Mutha's job is to handle the bookings for the forthcoming FIFA World Cup 2022 Qatar, while also managing some backend work.

IISM always believes that the students must seize every opportunity to gain experience and understanding of the real world of sports. These opportunities and learnings will help them become the ideal sporting professional required by the industry.



IISM is extremely proud of **Mr. Devarata Sawant & Mr. Ayush Naik** for getting appointed as *Junior Associate - Content Management & Junior Associate - Account Management*, respectively, at **Sportz Interactive**.

Sportz Interactive is a sports-focused digital-media agency with expertise in delivering top-notch websites, mobile applications and fantasy gaming, among others. Mr. Sawant writes copies and manages the content of several social media accounts. Mr. Naik is in charge of the social media accounts of sporting leagues and sports properties.

Congratulations to **Mr. Kumail Askari, Mr. Yash Jayade, Mr. Chetan Luthra and Ms. Samiddhaa Mhabadi** for getting placed as *Athlete Manager* and **Mr. Parth Purohit** as *Program Associate* at **Go Sports Foundation**.

Go Sports Foundation provides financial aid and support to budding athletes across the Olympic & Paralympic disciplines. Their vision is to direct initiatives and projects that enable athletes to excel in their sport, leading to improvement in the lives of individuals, communities and the state of the nation.



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.



ATHARVA JOSHI
Kickboxer



SUBRATO GORAI
Footballer

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



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IISM BLOGS



Sports science is an upcoming field that offers the perfect opportunities for science buffs and sports lovers to pursue a career path that is less opted and more rewarding. The objective of a sports scientist is to analyse the strength and weakness of an athlete and thereby work on methods to improve the overall fitness of the athlete, leading to the betterment in the game.

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



Time after time the love for sports gets lost after 12th due to several reasons like lack of opportunities to pursue an education in sports, peer pressure to take up a conventional career, etc. Because of this, students find it arduous to choose sports as their profession.

However, IISM has always worked hard to break that stereotype and give passionate sports lovers a chance to pursue a formal education in sports. IISM provides two undergraduate programs that a sports lover can pursue after the 12th and they are; Bachelor of Sports Management & Bachelor of Sports Science.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3omDXW3>



IISM BLOGS



Sports as an industry has grown leaps and bounds over the years. Even during the pandemic, the industry operated and brought around ₹5894 Crore in 2020 and in 2021, it bounced back to ₹9530 Crore. The industry was able to achieve this because of the continuous effort of sports management professionals employed in the sports companies in India who planned and executed numerous sporting events.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3R4Cj7A>



Sports management professionals are the ones who do all the work behind the scenes and ensure that sporting events are executed flawlessly. However, you must have wondered how sports management professionals are able to execute these events. Thanks to the formal education they receive and the training they undergo during their initial years make them the ideal choice to pull off such events.

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

IISM BLOGS



Sports nutritionists have access to the athlete's specific nutritional needs and depending on their needs, they customise the diet plans. They are able to achieve it because of the excellent training they went through during their formative years. A sports nutritionist can suggest the best course of action for someone who wants to make improvements to their lifestyle by taking into account their intake of food.

To become a sports nutritionist, a candidate needs to pursue Bachelor in Sports Science, Master of Sports Science, or B.Sc.(food science and nutrition) in dietetics or nutrition, PG in Sports Nutrition and Master in Sports Nutrition. A student must clear their 12th standard board exam in science and must have an interest in learning more about biology and medical terms.

A sports nutritionist can work in all sectors such as government and private and also start their own practice. There is a lot of scope in today's date and time, as the number of people who are taking very good care of their health is on the rise. If you become a sports nutritionist, then you also get to travel with the team to their sporting venues and ensure the athletes adhere to a strict diet. This ensures their performance will be at its peak during the game.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3BQx1GH>



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