

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

March 2023




Guest Speaker
NILESH KULKARNI
Former Indian Cricketer
Founder- Director

DIGITAL GOA YOUTH SUMMIT

TUESDAY
28th
MARCH '23

Dr. Shyama Prasad Mukherjee
Indoor Stadium, Goa



INTERNATIONAL SPORTS EXPERIENTIAL LEARNING PROGRAMME



IISM STUDENTS @



Our students were on a mission to explore the world through sports, and this led them to embark on an unforgettable journey to London as a part of the *International Sports Experiential Learning Programme (ISELP)*!

Their first stop was the iconic **Chelsea Football Club Stadium**, where they got a tour of the stadium, followed by lessons on the administrative aspects of the game. This trip provided them with the opportunity to feel the thrill of being at the stadium of one of the world's largest and most renowned football teams.

For the students, this was only the beginning of a lifetime of memories and learning opportunities.



IISM STUDENTS @

LORD'S
THE HOME OF CRICKET



The journey continues from Chelsea to **Lord's Cricket Ground!**

Cricket being an integral part of everyone's lives in India, it was without a doubt that students had to visit the Lord's Cricket Ground. They got an inside look at what goes on behind the scenes at one of the world's most famous cricket stadiums.

The first-hand experience of touring the Lord's MCC Cricket Museum and attending seminars from specialists was something that they will always cherish.



IISM STUDENTS @



From Chelsea to **Wimbledon**, our students have been on an exhilarating ride to explore the best of sports management!

The students visited the renowned **Wimbledon stadium**, where they witnessed the magic of tennis and learned from the top professionals in the industry.

At Wimbledon, two expert trainers took the students on a fascinating journey through the history of the stadium, followed by a tour of the stadium and museum. The students were later given a fun activity in which they were encouraged to share their thoughts about any changes or improvements they had in mind for the stadium.



IISM STUDENTS @



The students then set out for the **Etihad Stadium** in Manchester after an unforgettable experience at Wimbledon. The students were making the most of their trip by visiting iconic sports destinations across the UK.

At Etihad, they got an exclusive tour of the stadium while learning more about the history of the stadium, the various hospitality packages, and how generation after generation, everyone in Manchester has showered the **Manchester City Football Club** with unconditional love and support.

Our students have been continuously gaining hands-on experience and insights from industry experts during the trip, making this an incredible learning experience for them.



IISM STUDENTS @



After an insightful session at the **Etihad Stadium**, the students were ready to soak up knowledge at the Old Trafford football stadium, which is the home of Manchester United Football Club.

During their visit to Old Trafford, the students understood how the managers at Manchester United have always managed to keep the fans at the centre of their experience. The students also visited the dressing room, followed by a visit to the merchandise store.



IISM STUDENTS Watching



vs



Live



A football fan's trip to London will always be incomplete without watching a **live football match**. And we had no intention whatsoever to let the football fans miss out on an amazing opportunity to watch a match.

Hence, after the students returned from Manchester United, they headed towards the final venue at the Etihad Stadium to watch the legendary Manchester City vs. Wolves match. This was the epic match where Erling Haaland scored a hat trick and led Manchester City to an easy win over the Wolves.

From walking the hallowed halls of Wimbledon to watching a live match, our students were eager to quench their thirst and learn everything about the limitless opportunities in the world of sports management.



Our Founder- Director Mr. Nilesh Kulkarni @ DIGITAL GOA YOUTH SUMMIT



The Goa Government and Newton School invited our Founder-Director, Mr. Nilesh Kulkarni, to speak at the Digital Goa Youth Summit.

During the summit, Mr. Kulkarni talked extensively on the paradigm shift in the sporting system, the role technology has played in enhancing the sporting experience, and the career options students can explore in sports.

He also shared how the various initiatives launched by the government of India for promoting sports have paved the way for more students to opt for sports as their career.

Watch his full speech here-

<https://www.youtube.com/watch?v=9v0gGF3LAWA>



TATA MUMBAI MARATHON REPORT LAUNCH



IISM issued an Impact Report on "**The Socio-Economic and Health Impact of Tata Mumbai Marathon 2020**" with expert supervision and help from the Procam International research team.

The research, which takes a holistic approach to the marathon, its link to socioeconomic determinants, and other factors impacting Mumbaikars' health, was successfully published by the students.

Mr. Vivek Singh, Joint Managing Director of Procam International, commended the students' efforts in generating the report. **Mr. Amitava Pal, Associate Dean, IISM**, offered professional assistance in the impact study's publishing.



IISM STUDENTS @ First Season of WPL



Kudos to our students who did an internship at the first-ever season of the Women's Premier League (WPL).

Our students worked behind the scenes tirelessly to ensure that the WPL runs smoothly. The students worked under two departments, namely, the anti-ambush team and venue team assistants. Their hard work and dedication have been nothing short of incredible, and they've won the hearts of everyone involved. It's no surprise that WPL authorities have been lavishing accolades on our kids for their great accomplishments.

They were able to watch some of the finest cricketing moments and engage with some of the biggest stars in the game.

Their devotion and hard work are an example to all of us. We can't wait to see what they come up with next!



IISM STUDENTS VOLUNTEERING @ INDIA VS. AUSTRALIA MATCH AT WANKHEDE STADIUM



Our amazing students got an incredible opportunity to volunteer at India vs. Australia ODI match at the Wankhede Stadium.

The students were engaged in stadium operations and match hospitality. They did a phenomenal job which was appreciated by everyone at the venue.

We are extremely proud that our students never missed an opportunity to represent IISM with such zeal and excitement!



IISM STUDENTS VOLUNTEERING @ KHELO INDIA YOUTH GAMES 2022



IISM applauds all students for their hard work and dedication in organizing the Khelo India Youth Games 2022. The students managed six thousand athletes and organised all of them without interruption.



This news story shows how the students did an excellent job of making things easy to handle so that the games could continue uninterrupted. The students were divided into different teams to look over different sectors, and everyone at IISM is pleased that their efforts have been recognised by people of such renown.



IISM STUDENTS VOLUNTEERING @ MAHARASHTRA STATE OLYMPICS 2022-23



IISM believes that in the sporting industry, knowledge cannot be gained by being confined within the four walls of the classroom. As a result, IISM sent 19 students to volunteer at the Maharashtra State Olympics 2022–23 in order to learn on the ground.

Of the total 19 students, 12 were deployed in Pune, and seven were deployed in Mumbai for the basketball leg.

The students were tasked with a variety of activities, including managing the audience and VIPs at the opening ceremony, finishing the awards ceremony, aiding in the torch relay event, event management, athlete transportation, and sports equipment distribution.

Everyone commended the students for their hard work and dedication to their work.

PROUD WINNERS OF IISM

DEVANSHI MALI



The commitment of Ms. Devanshi Mali, a second-year MSM student, to Mallakhamb is unrivalled. She has won numerous medals at various sporting events across India. Over the past 15 years, she has continually shown that she is in Mallakhamb to win and nothing less.

Adding yet another accomplishment to her resume, she won a gold medal in Mallakhamb at the Maharashtra State Olympic Games 2022–23. She is currently planning to win at the Khelo India University Games and the All India Inter University Games in 2023 after taking home the gold medal.



PROUD WINNERS OF IISM

SUBRATA GORAI



Our incredible SYBSM student, Mr. Subrata Gorai, was a member of the team that finished third in the 19th Senior National Roll Ball Championship 2022-23, out of 22 states that competed!

This is a big achievement, and we are overjoyed! They have trained hard, pushed themselves to their limits, and demonstrated that they are here to win.



PROUD WINNERS OF IISM

PARAKRAM'23



Football has been an important part of students' lives, and they never pass up an opportunity to show off their abilities. As a result, it was a no-brainer that they had to participate in Parakram'23, a sports festival hosted by Nirma University's Institute of Management (IMNU).

Our football team defeated IMNU in the final football match at Parakram'23. During the game, the students displayed superior football skills, defeating the home team 6-0.

Such victories motivate them to continue competing in more tournaments and improving their game.



MASTER CLASS SESSION By Reuben Williams



Mr. Reuben Williams, the co-founder of the SportsGrad podcast, paid a visit to the IISM campus for a master class session. Mr. Williams used the SportsGrad Podcast, which quickly reached the top of iTunes Australia, as the session's opening example.

During the session, Mr. Williams spoke about how young people should embrace new challenges and seize all available opportunities. He also stated that the students would only find their ideal career by exploring new options.

We highly appreciate Mr. Williams visiting our campus to share his knowledge with the kids.



TRADITIONAL DAY CELEBRATION AT CAMPUS



As students from all over the country study at IISM, we believe that promoting cultural diversity and preserving our cultural heritage is just as important as excelling in academics.

As a result, we encourage students to dress in their traditional attire on special days. One such event led the students to dress in their traditional attire and attend the lectures. Their enthusiasm to dress up brings them closer to their roots and helps foster a sense of community.



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.



AGNES JEENA
Cricketer



GAYATRI SURYAVANSHI
Fencer



PRATHAM SHAH
Handball Player

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



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