

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

March 2024



HAPPY REPUBLIC DAY! FROM IISM FAMILY



We dedicated this Republic Day to India's Sports Heroes who have made the country proud with their significant contributions to the sports in India.

IISM takes immense pride in appreciating the hard work and dedication of our Tokyo Olympics & Paralympics stars.

The video fills the young hearts with a patriotic sentiment to make the nation proud.

This video was conceptualized and produced by **Mr. Nilesh Kulkarni, Rasika Kulkarni, and IISM**. The video inspires the younger generation to take up sports in their careers. This video was directed by **Mr. Abhijit Panse and Mangesh Sawant**.

Shri. Amitabh Bachchanji lent his voice and recited the poem '**Man Main hai Maidan**' written by **Kshitij Patwardhan**.

The music was composed by **Mr. Ram Sampath**. Costumes were designed by Mr. Umang Mehta, and special still photography was done by **Tejas Nerurkarr**.



IISM @ TATA Mumbai Marathon



The 19th edition of Tata Mumbai Marathon was a mega sporting event held on 21st January 2024.

IISM was one of the driving forces to make the event a huge success, as more than 150 students from our institution worked in various departments dedicatedly for the smooth running of the event.

Our students were involved in diverse tasks such as coordinating with Influencers, assisting Participants, managing VIP and VVIP guests, etc.

Additionally, our research team of students essayed the task of survey report on Social, Economic, Health, Science and Sustainability impacts of the TMM 2024.



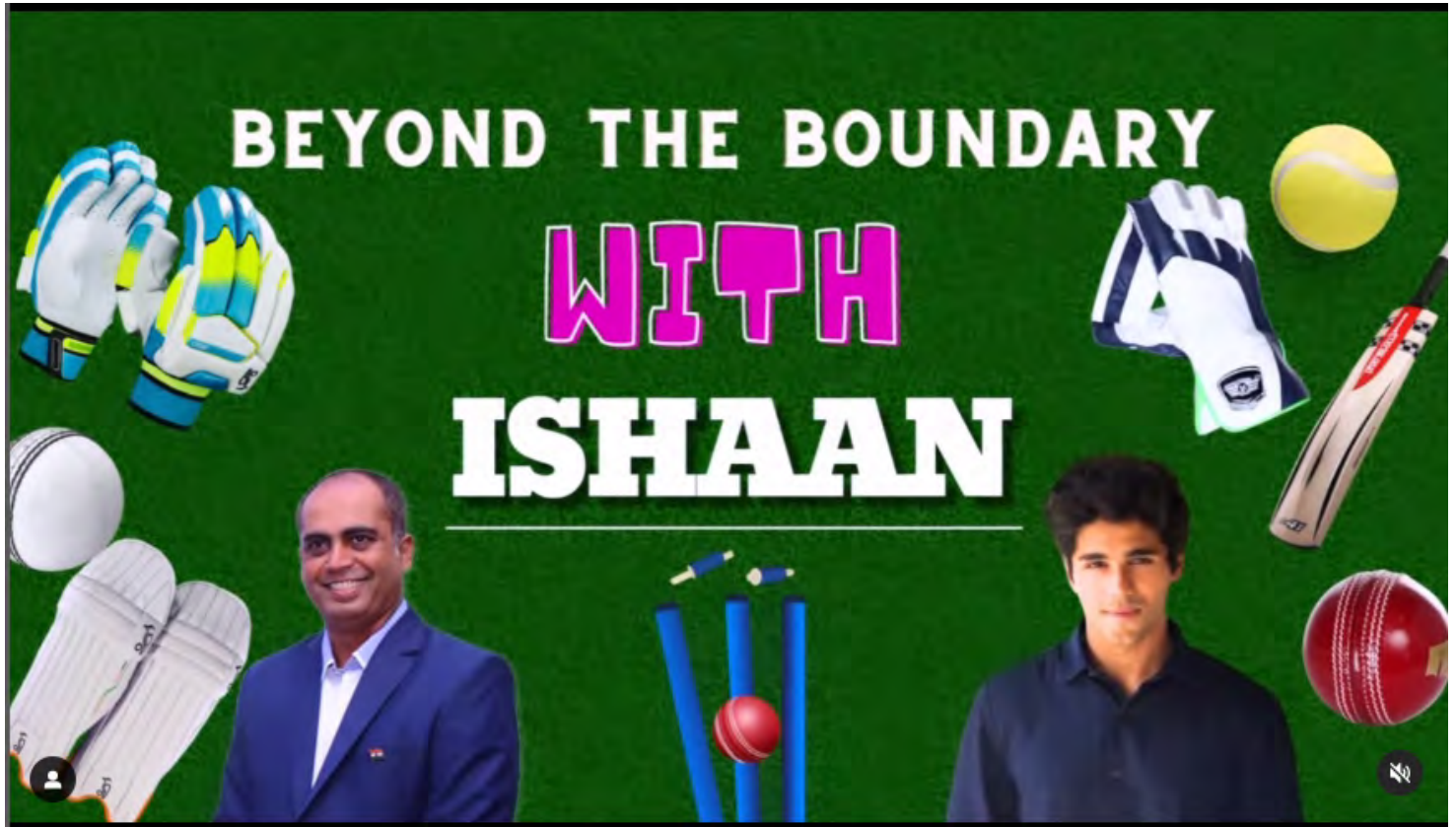
IISM Students at **KHELO INDIA YOUTH GAMES 2023**



Our students volunteered for **Khelo India Youth games 2023**, held in Tamil Nadu from 19th January 2024 to 31st January 2024. The event witnessed various sporting activities to promote sports in the grassroots sporting ecosystem. We are officially partnered with Khelo India so that our students get live exposure of working with dynamic sports events conducted through Khelo India. This initiative gives our students a remarkable experience of off-field tactics to ensure a smooth running of on field sports event.



THE MAESTRO'S JOURNEY!



IISM's founder, Nilesh Kulkarni, opens up on his journey in a conversation with Ishaan Sahane on Youtube.

The journey highlights Mr. Nilesh's transformation as a professional cricketer to becoming the founder of India's leading sport management institution. Nilesh also speaks on the lessons he learnt through the game and how he applied them to his life.



INTERNATIONAL SPORTS EXPERIENTIAL LEARNING PROGRAMME (ISELP)



IISM's ISELP (International Sports Experiential Learning Programme) is a program that allow our students to learn more about the sports industries across the world.

Every year, we take our students on a sports tour of a sports fanatic country that has a global impact on the world map.

This time, we landed in Paris, where our students got some insightful information about the country's sports administration.

Our students visited the **UNESCO Sport - UN Headquarters**



Our students visited the **UNESCO Sport- UN headquarters** to learn about the organization's administration and get more insightful sports information.

Mr. Philipp Müller-Wirth, Chief of the Sport Section, Sector for Social and Human Sciences and his diverse team guided our students with some astute knowledge.



Our students visited **BTWIN VILLAGE**



Our second day in Paris was a great sporting experience as we visited **BTWIN Village - Decathlon Cycle Lille**, one of the biggest sports retailers in the world. The students engaged in various sporting activities to rejuvenate their sporting skills.



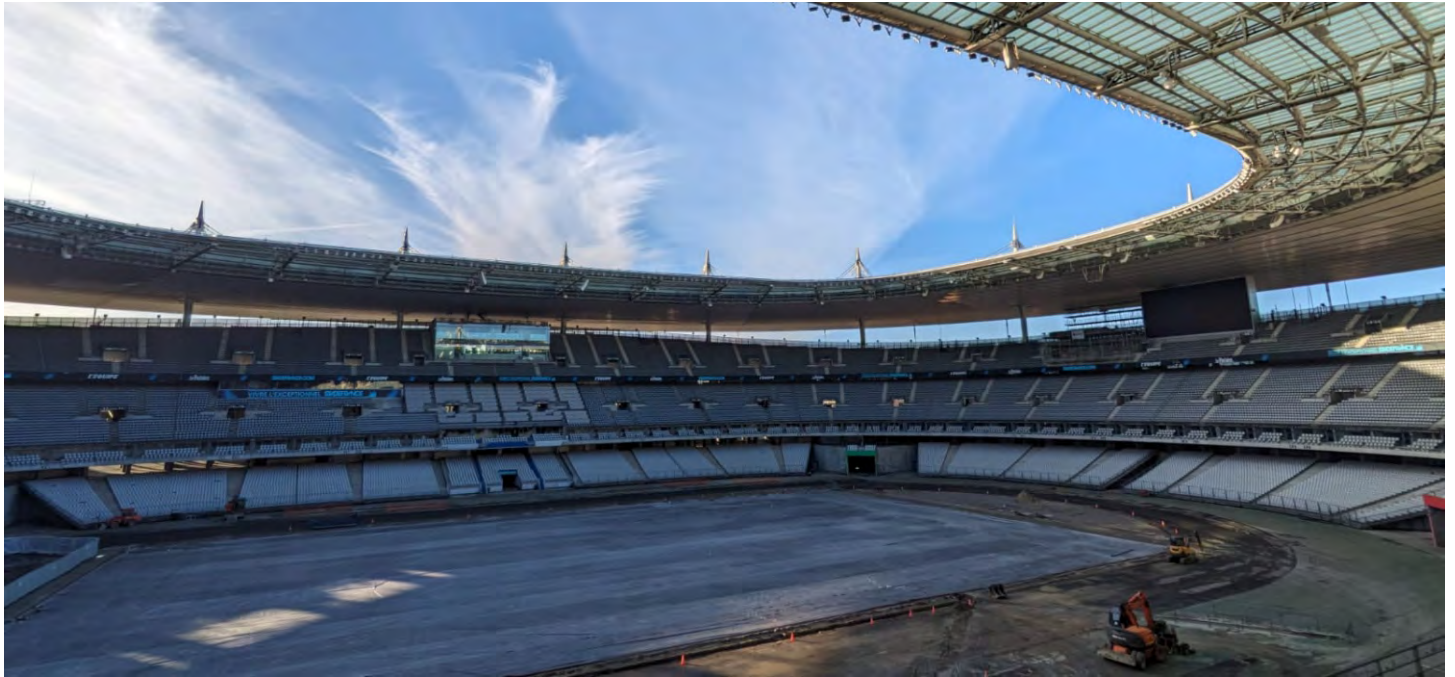
Dining with **Mr. Patrick Casteau, Director of International Relations at the Olympics and Paralympics**, was an enlightening experience.

We delved into the heart of sportsmanship, discussing the core values of the Olympics and the transformative power of the Paralympics.

His optimism about the future of international sports and the role of emerging technologies was truly inspiring.

An unforgettable evening reminding us that sports have the power to unite, inspire, and drive us towards a better future.

Our students visited the famous **STADE DE FRANCE STADIUM**



Our third day in Paris began with a visit to the famous Stade de France, the stadium that hosted the 2022 UEFA Champions League Final.

In the evening, we had an interactive chat session with Fahad Qureishi, a renowned sports management professional in Paris, who shared insightful experiences about reporting and planning mega sporting events in France.



Our students visited **INSEP**



IISM's ISELP program for this year comes to an end with our last day in Paris. The tour was full of experiences and insights about sports in Paris. The students learnt a lot and enjoyed the most.

On the last day we visited Eiffel tower to inspire our students to achieve great heights of success in their career, just like the height of the tower.

We also visited INSEP to know more about the sporting scenario of the country.



IISM's Study Tour @ Mumbai City FC



IISM's students visited the Mumbai Football Arena - Home of ISL champions Mumbai City FC, for a study tour. It was a great learning experience for our students as Mr. Jonathan Rego, Head of Corporate Services at Mumbai City FC, interacted with our sports management students to share some informative knowledge on the different aspects of a football team's on-ground management. The students even got an access to the team's dressing room, broadcasting room, media room and anti-doping room.



IISM's PRACTICAL EXPOSURE @ SAI KOLKATA



A practical internship for hands-on experience was planned for all the students of our Sports Science Masters program to learn the different domains of sports science at the Sports Authority of India, Kolkata.

Our students got practical experience on various aspects of sports science like exercise physiology, psychology, anthropometry, sports nutrition, strength & conditioning. A great amount of active learning outcomes and close interaction with athletes helped the students to get better clarity in concepts as well as practical level understanding.



BUZZ BEHIND SPORTS

Buzz Behind Sports is a series of podcasts where some renowned industry experts share informative attributes that would help our students to successfully proceed in their careers in Sports Science and Sports Management. Here are some interactive sessions of the professionals who were interviewed at IISM on our Buzz Behind Sports channel.



Mr. Parth Pandya who plays a prominent role in the Corporate Relations (CR) team of IISM takes us beyond glamour in the actual operations of the successful sports events in India. The podcast shares some important tips for a successful career in Sports Management.

Mr. Nishad shares some more logical points how the duo of Rohit Sharma and Virat Kohli will light up the field to satisfy their hunger for the 'Worldcup'. The full podcast highlights insightful information from Mr. Nishad, who is GT's former media manager. His words are truly inspiring for a Sports Management student, and it will surely boost your belief in Sports Management as a career.



Mr. John Gloster, Head Physiotherapist & Medical Coordinator, Rajasthan Royals & Ex-Head Physiotherapist - Indian Cricket Team, highlights how physical literacy is an important foundational skill in every sport to enhance the athlete's performance. The session was helmed by IISM's Associate Dean, Mr. Amitava Pal. He further stresses how consistently including physical literacy in the academic years for the kids from a young age will nurture their future as promising athletes. The complete podcast will walk you through the various aspects of physiotherapy.



Mr. Shantanu Pusalkar, who has worked with some renowned brands like ESPN, Disney Star and CNBC, has shared some informative facts about clickbait and its uses in the current digital world. The full podcast is informative and shares exclusive insights into the aspects of digital story telling in the sporting world.



In the this video segment, **Ms. Parinaaz Irani**, a professional Sports Psychologist and a faculty at IISM describes the process of how a sports psychologist works. She highlights how working with an individual athlete is different from working with a team. The full podcast covers every aspect of Sports Psychology and how it plays a major role in the current sporting scenario.

In this video segment, **Mr. Pankaj Athawale**, Entrepreneur, Sports Broadcaster, Archer, Author and a faculty at IISM, shares some tips on how the tone of commentary changes as per the audiences. He explains how commentary for a cricket match on radio needs to be formal, whereas you can be funny while doing commentary for the same cricket match on a YouTube channel. The full podcast highlights important aspects of broadcasting and commentary. Mr. Pankaj even shares some skillsets required to be a successful sports commentator.





Mr. Ramji Srinivasan, who has worked as a strength and conditioning coach of the world cup winning Indian cricket team of 2011, was the guest on our latest podcast of 'Buzz Behind Sports.' Mr. Ramji has even worked as a strength and conditioning coach for various IPL teams and F1 racing. The session was

helmed by IISM's faculty Ms. Ayushi Dhakate, who is a certified sports nutritionist.

The podcast is a classified discussion of various elements of strength and conditioning in Sports Science that are crucial in shaping the athletes and enhancing their performance. Mr. Ramji further emphasizes about the scope of careers in the field of Sports Science and how a degree from IISM in Sports Science will be a perfect aid for the same.



MASTER CLASS SESSIONS



Mr. JOE JOHN KURUVILLA

Mr. Joe John Kuruville, Former CEO-Raymond Lifestyle, an Indian business professional, who conducted Master Class for our students at IISM, shared his thoughts on how IISM can be an efficient platform for the passionate sports enthusiast to make an impact in the sports industry. He firmly believes that IISM will unlock the full potential of the students, by unleashing their passion, purpose and capabilities to make it big in the current sporting scenario of India.

Mr. Akshay Basrur, Marketing and Communications Manager of Rugby India, visited IISM's campus to conduct a Masterclass for our students.

Mr. Akshay shared some factual perceptions about Rugby as a sport in India. He even shared some inspiring stories of the Rugby athletes of India to inspire our students to work hard and smart in the future to promote the sport.

The session even included some insightful knowledge on marketing tactics and strategies to implement for promoting sports.

MR. AKSHAY BASRUR



IISM is an Official Knowledge Partner of **KHELO INDIA UNIVERSITY GAMES 2024**

IISM is an Official Knowledge Partner of Khelo India University Games 2024

IISM is proud to be an integral part of the Khelo India University Games 2024 held in Guwahati as an Official Knowledge Partner. Our students seized the opportunity to work as interns with the Sports Authority Of India(SAI) for one of India's biggest sporting events at the university level. This is the first time KIUG held in the northeast of India.



BLOG



Ever since the commercialization of sports, it has become increasingly important for sporting organizations and individuals to stay connected to viewers, fans, consumers and other stakeholders in the sporting industry.

And this has resulted in growing importance of media managers in the sporting domain. But do you know what media management is all about?

What is Media Management?

Media management is the directing and controlling of media-related businesses and business functions. In simpler terms, it involves handling media interactions like PR events, social media accounts, commercial deals, etc. for individuals or organizations.

In a sports context, media plays a crucial role in the development of any sport as a business. Individuals with precise knowledge of handling the different forms of media are necessary in today's sports industry, as media interaction with fans and viewers plays a major part in branding of the athlete or the team.

To learn more about the course,
CLICK HERE

UPSKILLING PROGRAM TO ELEVATE THE INDIAN SPORTS ECOSYSTEM

Dream Sports Foundation launched a new program for upskilling and education of the athletes, coaches and people involved in the sporting ecosystem of India. IISM is the proud collaborating partner of Dream Sports Foundation to make this initiative a success.



First Sports Psychologists' Conference in India INSPA Mind The Gap 2024 @ IISM.

Indian Sport Psychologists' Association (INSPA) organised Mind The Gap 2024, the first Sports Psychologists' conference in India. International Institute of Sports & Management (IISM) was the venue partner for the two-day conference held on 15th March 2024 and 16th March 2024. Engaging workshops and exciting activities just elevated the essence of the conference.



BOOK LAUNCH OF SPORTS PSYCHOLOGY

We at IISM happily announced the launch of a new book on Sports Psychology by Ms. Mugdha Bavare along with Ms. Vardayini Gorhe under IISM's knowledge series. Ms. Mugdha Bavare, a medal-winning National Level Swimmer, is a celebrity Sports Psychologist who has worked with the Indian Women's Cricket Team. The event was graced by Mr. Viren Rasquinha, CEO of Olympic Gold Quest and a former captain of Indian field hockey, Mr. Nilesh Kulkarni, former Indian Cricketer and the founder of the International Institute of Sports & Management(IISM) and Ms. Vardayini Gorhe, Sports and Performance Psychologist. The book gives a gist into Sports Psychology and covers extensive topics regarding the field. It is one of the books on Sports Psychology that every athlete, coach and sports psychologist must read for better knowledge



Proud Winners of IISM



Ms. Khushi Manik Solanki

Our student **Khushi Manik Solanki** of FYBSM batch was a part of the Mumbai University's Basketball team that won a **Gold Medal** in **Maharashtra State's Inter-University Games** at Ashwamedh Sports Festival hosted by Nagpur University.

22 universities participated in the festival.

It is a spectacular feat that Mumbai University triumphed amongst them.

A big cheer to our student and her hard work fueled with passion, which has delivered her one of the most to-be-treasured moments of her life.

We are proud of you, Khushi!



Mr. Kaushik Pandey

A big shoutout to TYBSM student, **Mr. Kaushik Pandey**, for an extraordinary performance at the **13th FAAM's Maharashtra State Level Field Indoor Archery Championship 2023-24** in Kharadi, Pune!

In the Five Spot Senior Category, he led the team to victory, bagging the Gold Medal and a well deserved Bronze Medal for individual brilliance! We are proud to have such a talented archer representing IISM on the podium.

Congratulations, Kaushik! Your dedication and skill have truly made IISM proud.

Proud Winners of IISM

Ms. Anushka Naik



Gold is Precious, but a 'Gold' in Sports is 'Honourous'! IISM proudly congratulates Anushka Umesh Naik from MSS first year, who bagged the Gold Medal for the **University of Mumbai's Mallakhamb Team in the Khelo India University Games, held at Guwahati, Assam.** Anushka's feat is humongous and inspiring for all our students. This is one of the golden moments to be carved in the IISM's history.

IISM Student at Exspo Conclave 2023 in Pune

Mr. Naman Ojha

Here are the words of our Master of Sports Science student, **Mr. Naman Ojha**, who, accompanied by his fellow classmates, attended the two-day workshop at the **Exspo Conclave 2023 in Pune**.

“My experience at the Kinesio Taping workshop was incredibly insightful and enriching. The workshop provided a comprehensive understanding of kinesio taping techniques, allowing me to delve deeper into the practical application of this therapeutic method.

The workshop not only broadened my understanding of Kinesio Taping but also equipped me with valuable skills

that I've already started implementing in my professional practice. I am grateful for the opportunity and look forward to incorporating these learnings further.”

Empowered with knowledge from the Exspo Conclave 2023, our students are ready to enter the world of sports science. IISM cultivates a culture of exploration and learning, ensuring our students stay at the forefront of cutting-edge technologies.



ACHIEVERS

Mumbai University's Garware Institute of Career Education and Development held the convocation ceremony on its campus, where 6 of our students from the 2022-23 batch were awarded degrees in their respective degree programs. **Mr. Naseem Ansari (MSM), Mr. Meet Kikla (MSM), Mr. Raj Prasoan (MSM), Mr. Harish Rajasekaran (BSM), Ms. Shruti Yawalkar (BSM) and Ms. Khushi Deshmukh (BSM)** were the awardees. IISM heartily congratulates all the students and appreciates their hard work.

Mr. Amitava Pal, Associate Dean at IISM, Ms. Avanti Desai, Head of the Department, Bachelor of Sports Management and Post Graduate Program, and Ms. Deepa Makkad, Head of Department Master of Sports Management, Bachelor of Sport Science, Master of Sports Science, graced this joyous event with their presence.



WINNERS

The finalists for the Football Men's finals were IISM and Ruia College at JNS Ground, Juhu. The final scoreline was 2-0 as IISM cruised to win the title. IISM is proud of the champions who made the institute proud. Congratulations to **Divyam Jain, Madhur Jain, Bhrigu Bhargava, Harshit Kamdar, Krish Ahirwar, Anish Andhale, Aryan Pathakji, Aryan Kadam, Shanen Lakhani, Rahul Parwadi, Anant Kashyap, Pranav Parmar, Devesh Vyawahare, Advait Tikekar & Soham Khedekar.**





JUNOON
INDIA'S FIRST SPORTS MANAGEMENT FEST



Junoon 2024 was an epic saga at IISM filled with various sporting events to uplift the sporting spirit of our students. The 3-day event comprised of nail-biting football matches, skillful carrom tournament, fun-filled e-sports and a witty IPL auction. The events nourished our students' skills and gave them a memorable experience to be cherished for a lifetime.



IISM'S FESTIVAL

ETHNIC DAY



Ethnic Day with Traditional Array! The ethnic day celebration at IISM was a magnificent event with a traditional display of India's rich cultural wardrobe. Our students come from different states with diverse backgrounds across the country. The event displayed India's unity in diversity as the students, irrelevant of their culture and tradition, tapped their feet together on a common dance floor.

BOLLYWOOD DAY

The Love Story of 'Bollywood' and 'Sports' is timeless. IISM's Bollywood Day simply arranged a 'Love Date' for the both on this Valentine's Day. 'Sports' raised a toast for 'Bollywood' as our sports enthusiast students were all draped in the classic and trendy filmy attires. IISM was like a multiverse full of Bollywood madness. The music added a magical touch to the event as all the students tapped their feet on the beats of various Bollywood songs.

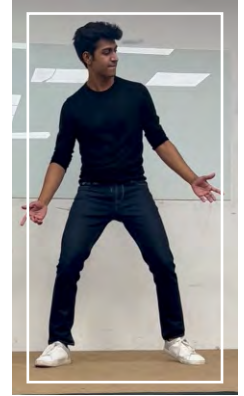
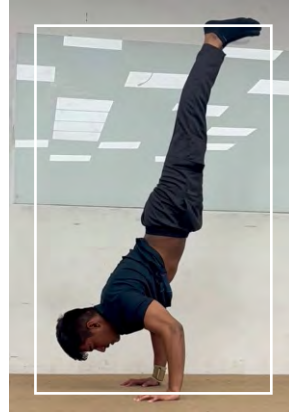


JEET

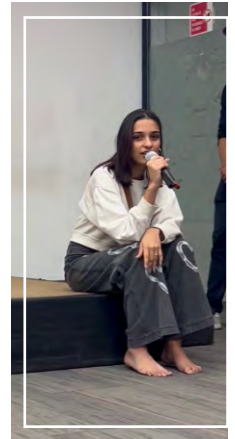
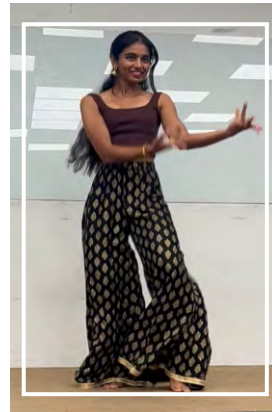


Bid to Build! IISM's inter college festival, 'JEET' 2024 was a gala of sporting madness. The first event organized to begin 'Jeet' was IPL auction. The auction was an exemplary display of some shrewd bidding skills and strategic team building from our students. 'Chennai Super Kings' bagged the gold medal by executing canny bargaining skills to accumulate quality players at reasonable deals, earning the highest points. 'Punjab Kings' won the silver medal, and 'Mumbai Indians' settled for a bronze medal.

IISM GOT TALENT



IISM Got Talent revealed some hidden talents at IISM. The event began on a classical note with a classical dance performance, which later fused with some sensational singing and dancing performances. The students displayed varied talents to keep the stage fiery hot throughout the day. The celebration was a standing testimony to prove that IISM is much more beyond sports for the students.



KHEL RAGA

IISM's 'Khel Raga' 2024 was a musical allure! Dance, Music, Beats and Vibes were the aesthetics that pampered our students to rock every beat on the dance floor. The singers were at their best to set the bar high by striking the right melodious notes. IISM's campus was a full-house with a lively aura of students who rejoiced every moment of the event.



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.



Sparsh Kadam
Karateka

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



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