

# THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER  
September 2024



# 'SportsBizEdu'

## A NATIONAL LEVEL RESEARCH CONFERENCE



Attaining another milestone with 'SportsBizEdu'- a National level research conference.

IISM takes pride in conducting the research conference on 30th August at the institute's premises.

SportBizEdu is a great initiative that promotes an approach toward holistic learning in the educational framework of sports, aiming to help future learners. This provides a detailed study of the intersection of sports, business, and education sectors, and is the first research conference that happened in the sports business landscape.

Many academicians, expert researchers, and scholars from the sports education industry across the country and outside India were present at the seminar.



## Orientation Day Program 2024:



IISM has welcomed enthusiastic students of Sports Management & Sports Science to the orientation program 2024. The day was filled with inspiration, success stories, and aspirations.

Our chief Guest, Indian cricketer **Mr. Shardul Thakur**, and Guest of Honor, the fitness coach **Mickey Mehta** graced the events with their warm presence. They shared their journey with IISM students and ignited them with their enthusiastic words.

Moreover, the founders-**Mr. Nilesh Kulkarni & Ms. Rasika Kulkarni**, our Advisor- **Dr. Anil Karnik**, the Associate Dean of IISM- **MR. Amitava Pal**, and the Chief Operating Officer of IISM- **Mr. Amit Gupte**, and the Director of GICED- **DR. Keyurkumar Nayak** were also present during the orientation.

The Orientation Day program began with a 'Good Start' for our new students, leading them to success, growth, and happiness.



## Tata Mumbai Marathon **REPORT LAUNCH**



The TATA Mumbai Marathon 2024 Report by IISM depicts the detailed study research on the impact of running from the health, social, and economic point of view. The launching of the report took place at the Trident Hotel (Mumbai), and Mr. Rahul Narwekar Ji- the Honorable Speaker of the Maharashtra Legislative Assembly, Mr. Deepak Kesarkar Ji - the Honorable Cabinet Minister for Ministry of Education and Ministry of Marathi Language, and Mr. Vivek Singh- Jt. MD at Procama International Pvt. Ltd. were present there during the report launch.

According to the report, the prime point of the research has focused on various topics like health, technology, the running population & their choices of athleisure, how they prepare themselves for the Marathon, and much more.

Special thanks to Mr. Kevin Pereira, Senior Vice-President -Business Development at Procama International, Mr. Bhavesh Tanavade-Project Lead, and the entire Tata Mumbai Marathon Team for their constant support.

Notable to mention, while our IISM Associate Dean Mr. Amitava Pal has guided the TMM 2024 research project to make it a successful analysis, IISM faculties Ms. Kinjal Mehta and Mr. Rohit Walavalkar have led the project with teammates Ms. Ayushi Dhakate & Ms. Harshada More. Lastly, our IISM students have endeavored to make a successful research report.

## PICKLEBALL REPORT LAUNCH



Pickleball- The Development Roadmap of India, was unveiled by 2011 World Cup Winning cricketer Zaheer Khan. The report was made in association with Krishang Sports and supported by the All India Pickleball Association (AIPA)

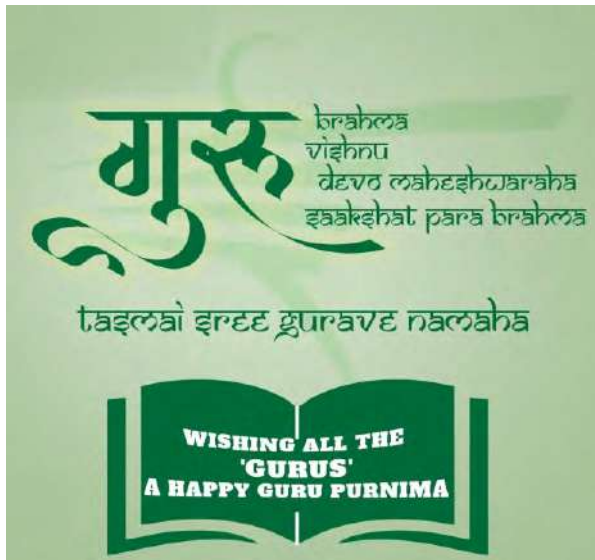
## Nilesh Kulkarni On 'CYRUS SAYS' Podcast



Nilesh Kulkarni, the founder and director of IISM, was invited to the “Cyrus Says” podcast featured on IVM. In the conversation, he shared his incredible journey from being a Dombivili boy to an International Cricketer and the founder of IISM.



# IISM'S FESTIVAL



## GURU PURNIMA CELEBRATED

Guru Purnima is the ideal occasion to honor your teachers for guiding us in life. Students at IISM celebrated this auspicious day with enthusiasm and vigor. They anointed all the faculties and co-workers with tika on their forehead and honored them with diya, flowers & a well-written card. IISM students truly made the day

## FRIENDSHIP DAY CELEBRATION

Friendship Day is the occasion to revive the beautiful bond with your buddies. IISM students celebrated the day with their peers at the campus and created unforgettable memories to cherish forever.



## INDEPENDENCE DAY CELEBRATION:



IISM & its students celebrated the 78th anniversary of India's independence at the campus with spirit & patriotism. The day witnessed the amalgamation of our cultures through dance & music and depicted the unity among diversity.



## TEACHERS' DAY:

To celebrate This occasion, the students captured little glimpses of every teacher and created a beautiful collage of moments on the social platforms, also, conducted a fun game session with all the professors at the campus.



## SPORTS DAY CELEBRATION:



IISM students raised the bar high on National Sports Day as they celebrated the occasion with cheer, joy, and laughter. All the students enthusiastically participated in the games of chess, carrom, and archery with their peers, making lasting memories together.

## SPORTS DEBATE COMPETITION:



IISM students addressed the latest issues in the sports sectors, put their points of view on the table, and presented legitimate opinions.

They discussed everything from technological advancement in sports to allowing athletes to negotiate their contracts to maximum age requirements in sports leagues, streaming the debate on a roll.



## JEET 2024 Sports Quiz:



Intra-collegiate quiz competitions let the students competitively explore various layers of sports. IISM conducted an intra-collegiate competition called Jeet 2024 Sports Quiz on 24th August. The competition hosted by Mr. Milind Wagle, was filled with cheers and applause as each team gave their best shot. However, the team Avengers won the contest and bagged the quiz cup in the final.



## CLASS PROJECTS by Prof. Rahul Shah



It was more than a project. It was a spectacular exhibition. The display of all the stadium models showcased not only the hard work & dedication of the students but also highlighted the limitless potential of young minds when ignited.



# NUTRIFIESTA



There's no better way to celebrate your good health than conducting a nutritious food festival during National Nutrition Month! To create awareness about good food & great health, IISM students conducted this food festival at the campus on 25th September. They not only arranged all the nutritious recipes by themselves, but they also served the platter to everyone in the fest.



## IISM STUDENTS @ MUMBAI SUBURBAN DISTRICT ATHLETIC ASSOCIATION:



Our students got an opportunity to assist in the District Level Athletic Meet at the SAI ground organized by the Mumbai Suburban District Athletic Association in August.

## IISM STUDENTS @ MUMBAI ULTRA - THE 12-HOUR RUN

Our IISM students volunteered in the 'Mumbai Ultra: The 12 Hour Run' organized to raise funds for pediatric cancer patients at Tata Memorial Centre.

For our 1st-year sports Management students, it was a great experience that gave them an on-field insight into managing various aspects of a sports event.



## IISM STUDENTS @ AGEAS FEDERAL MUMBAI MARATHON:



Our Sports Management students volunteered in the Ageas Federal Half Marathon 2024- one of the happening Marathon events in Mumbai. Held at the spectacular Jio World Garden grounds, our 60 students volunteered for the initial two-day expo and almost 100 students were there to manage the running event on the final day.

## IISM STUDENTS @ THE MONSOON PICKLEBALL CHAMPIONSHIP 2.0

Held at NESCO, Mumbai, the championship was one of the prestigious pickleball tournaments by Global Sports. More than 900 athletes participated in the 6- Day event.



## BAYSIDE WORK EXPOSURE:



IISM live exposure offers students the opportunity for on-field work experience. Moreover, working behind the scenes of the tournament is as exciting as the sporting event itself. All our IISM students are on the same page who volunteered for Indian Paddle Tennis Tournament 3.0 organized by Bayside and Indian Paddle Academy, lately.

## MASTER CLASS SESSIONS



### **Mr. JOE JOHN KURUVILLA** Founder of Sports Odyssey

In the masterclass, the students had the opportunity to have an in-depth insight of sports entrepreneurship and the overall aspects of business management in the sports domain.



### **Mr. SUSHIL JAISWAL**

**Sports Management Professional at SIX5SIX**

In this masterclass, our guest speaker gave an overview of sports management industry and the career options in the industry



## MASTER CLASS SESSIONS



### Mr. NINAD MAYEKAR

**Associate-Sports Operation, FanCode**  
During the masterclass, Mr. Mayekar shared valuable insights on the future of live sports broadcast and streaming, and what career opportunities lie in the sport broadcasting and sports streaming domains.

### Ms. PAMM PHILLIPS

**Director of Sports Management programs -at  
Deakin Business School, Australia**



## MASTER CLASS SESSIONS



### Mr. CAMPBELL JAMIESON

Former GM -Commercial at ICC

The guest speakers duo shared an overview of Sports culture in Australia & the overall Sports industry with our sports management students.

### Mr. ANAND DESAI

Founding Director of Drishti and ex-president of Glenmark Aquatic Foundation

He enlightened the students with an interactive session on how to create trust & unity in the diverse sports domain.



## MASTER CLASS SESSIONS



**DR. PRADYUMNA TEMBHEKAR**  
Orthopaedics and Sports Medicine Physician  
& CEO of TubewireInc

In this session , he talked about the advancement of sports & technology and the scope of work.



**MR. BHAVESH SINGH SABHARWAL**  
Business Head – “Sourav Ganguly”- Direct &  
Exclusive Representation

In the masterclass, the student learnt about all the intricacies of sports sponsorships and sales required to excel & grow in the industry.

## MASTER CLASS SESSIONS



### Mr. TUSHAR SHARMA

Associate Director-Brand Marketing at My11Cicle

The session helped our students expand their industry knowledge and have an insider look into the Sports Fantasy business.

### Ms. MOLINA ASTHANA

The Chair of AFL Southeast Regional Advisory Council and Chair of Handball Victoria.

The session illustrated every detail of sports governance and why having a fair knowledge about it is crucial for sports managers to work in industry.



# 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.



**Mayank Chaphekar**  
| Modern Pentathlon



**Saumya Parulekar**  
| Rhythmic Gymnastics



**Vaibhav Chaturvedi**  
| Karateka



**Rohan Amberkar**  
| Karateka



**Vanshika Chaturvedi**  
| Karateka



**Maithili Kambli**  
| Karateka

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



@iismworld



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## PLACEMENT

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At IISM, we transform education into dynamic career pathways. Our robust placement program opens doors to opportunities, where students evolve from learners to industry-ready leaders.



**On Getting Placed At**

**SGI** SPORTING  
GROUP  
INDIA INTERNATIONAL

DESIGNATION : RESOURCING LEAD

# ***THE SPORTS COMMUNIQUE***

## **IISM's OFFICIAL NEWSLETTER**

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