

# THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

December 2024

Calling All Aspiring Sports Professionals

## ADMISSION

**SMAT OPEN SSAT**

for Academic Year 2025



## ADMISSIONS OPEN FOR 2025

Calling All Aspiring Sports Professionals

# ADMISSIONS



**SMAT**  
Sports Management Admission Test

# OPEN



**SSAT**  
Sports Science Admission Test

## for Academic Year 2025

The International Institute of Sports & Management (IISM) is pleased to announce that Admissions for 2025 are Now Open.

In collaboration with the University of Mumbai & GICED (Garware Institute of Career Education and Development) the institute offers Bachelor's and Master's degree programs in Sports Management & Sports Science, and an Autonomous Post Graduation Program in Sports Management.

The institute offers a diverse and industry-specific curriculum, providing work exposure, internship opportunities, and dedicated placement assistance at top sporting brands and organizations.

Founded by former International Test cricketer **Mr. Nilesh Kulkarni** and co-founded by **Mrs. Rasika Kulkarni**, an event management industry stalwart, **The International Institute of Sports & Management (IISM)** is an initiative of Eduhub Education Pvt Ltd. Since its establishment in 2010, IISM has nurtured over 4,000 students, guiding them into the sports business and sports science domain, both in India and internationally.



## MANAGEMENT DAY EVENT COGNITE'24



**Cognite '24 (18th October):** The Department of Sports Management has recently conducted the Management Day Event COGNITE'24. The idea behind this event is to showcase Management-related experiences to students through management theory and practical exposure, creating better interpersonal communication within the department. 43 groups presented their innovative ideas at the event. Among them, IWCFC group won the first prize for the best 'Entrepreneur' award, Apna Dabba group ranked first for the best 'Idea' award, and for the best 'Model Making', Trackhi group grabbed the first position.

**Mr. Vishnu Govind, Mr. Pankaj Athawale, Mr. Denis D'Souza, Mr. Amit Gupte, Mr. Amitava Pal, and Ms. Avanti Desai** were the esteemed judges for the day.

## IISM Founder Nilesh Kulkarni's Felicitation at the MOU Signing Ceremony



A moment of honor for every one of us as **Mr. Nilesh Kulkarni**, the Founder-Director of IISM (International Institute of Sports & Management) & Ex-Indian cricketer has been recently felicitated by Sh. Piyush Goyal- Hon'ble Union Minister of Commerce & Industry at the MoU Signing Ceremony at Sports Authority of India Regional Center Mumbai.

The **MoU between State Govt. of Maharashtra and Sports Authority of India** signifies a historical ceremony as it was signed for the establishment of the National Center of Excellence (NCOE) in Kandivali, Mumbai, aiming to create a state-of-the-art sports infrastructure for the future athletes.

Moreover, **Sh. Vishnu Kant Tiwari-Secretary SAI, Sh. Pandurang Chate -RD(I/c) SAI and RC, Mumbai**, were among the dignitaries present at the event.

## RASIKA KULKARNI Featured On ABP MAJHA



On the occasion of Navaratri, *Merak Events* conducted a campaign featuring the interviews of nine inspiring Indian women as the '*Nine Durgas*' of modern times, which was broadcast on ABP MAJHA. In one of the interviews, the Co-founder of IISM & an established Event Management industry Stalwart *Ms. Rasika Kulkarni* spoke about how more women are coming forward to pursue Careers in Sports Management and mentioned female students of IISM excelling in the field.

Click on the link below and Watch entire Video.

<https://www.youtube.com/watch?v=HeuuUcDip48>

## PRAVARTANAM CRICKET MATCH BY GICED



IISM students stole the day by winning the 'Pravartanam' Cricket Cup in the tournament held at GICED ground. It was a moment of sheer joy and celebration. The team exceeded not only last year's performance in the semifinal but also secured a triumphant final this year. IISM congratulates the team for their spirit and love for sports.

## **Dream Sports Foundation Certification Distribution Ceremony at IISM Campus**



In association with the International Institute of Sports & Management, Dream Sports Foundation has conferred completion certificates to the Co-Horts of 'Physical Education Teachers' Upgradation Course' & 'Coach Upgradation Course' in the ceremony.

Held at the IISM campus, the occasion has not only celebrated the hard work & calibre of the students but also proudly depicted the motto to make sports better, for the future. IISM congratulates the DSF students for their achievement and wishes them a glorified future.



## PROUD WINNERS OF IISM



### Vanshik Kapadia

IISM student Vanshik Kapadia, recently, ranked No.1 in Asia in the Men's Singles, Men's Doubles, and Mixed Doubles, winning 2 Gold & 2 Silver medals in the World Pickleball Championship in Bali.



### Siya Sawant

25 National medal-winning sprinter Siya Sawant has added another glory to her athletic journey. She's been selected for the U20 World Athletics Championships in Lima (Peru) along with 43 other contingents of multiple disciplines.



### Kashish Patel & Khushi Solanki

Young basketball players & IISM students Khushi Solanki and Kashish Patel received applause in Inter-Zonal University Basketball games for their incredible performance and secured 2nd place in the tournament. On top of that, they've been selected for the University's Basketball Women's Team as well.





### IISM : UPGD women's football team

The UPGD women's football team from IISM has won the Victory Cup in the final match in the Zone II Intercollegiate Football (Women) Competition 2024, organized by the University of Mumbai.

Held at Bhavans College, many women's football teams from the other colleges

participated in the friendly tournament.

The IISM students shone in every match with spectacular performances, winning the tournament against Sathaye College in the final match.

True sports(W)men never fade away, these young footballers, also the sports management students couldn't represent it better.



### Kimaya Karle

A champion is not only a winner but also a master of her craft.

Kimaya Karle, a Rhythmic Gymnast and an IISM student won 1 gold & 3 silver medals in the 34th State Rhythmic Gymnastics Championships, making us all proud.

Her sheer dedication and hard work led her to the winning podium. In the state championship, she ranked 2nd and has been selected for the Senior National Championships too.

## OUR STUDENTS AT WORK

IISM students volunteering @ Tata Driveathon



Our BSM & MSM students volunteered in the management team at the Tata Driveathon event through Sports Timing Solutions. Working as a team gave them a new outlook on the real-world work scenario including real-time learning, and understanding on-field responsibilities. Moreover, meeting industry experts in the sports business at the event opened a doorway for networking to them.

## OUR STUDENTS AT WORK

IISM students volunteering @ ICC Women's T20 World Cup in UAE



Like a Dream, but Reality. Such is an internship opportunity in the ICC Women's T20 World Cup, UAE for our MSM students.

This work exposure through DNA Networks has provided the students with on-field experience in one of the world's best sports leagues. During the matches held in Dubai & Sharjah International Cricket Stadium, they coordinated with several management requirements, applying their real-time skills and apt industry knowledge. Besides, the internship has opened a gateway to global networking with the who's who of the sports business domain.



# OUR STUDENTS AT WORK

IISM students volunteering @ NBA Tournament



Recently our MSM students had an opportunity to volunteer at the NBA tournament through Xtraamile Edu Events. In this work exposure, they assisted in many tasks from coordinating courts to managing inventory to ensuring seamless execution of matches, applying their classroom knowledge & skills.



## OUR STUDENTS AT WORK

IISM students volunteering @Tennis Premier League Auction



Volunteering with the auction team at the Skygoal Sports Premier League gave the students an overview of the entire auction process. Whether strategic decision-making, budgeting, player evaluation, or media attention to negotiation skills, our future leaders gained hands-on experience with detailed outlines.



## OUR STUDENTS AT WORK

IISM students volunteering @'Kasauti 2024'.



Live exposure not only offers an on-field experience but also broadens your vision for your career. IISM students couldn't experience it better while volunteering at a powerlifting event, 'Kasauti 2024'.

From coordinating with players to setting up events to managing necessary responsibilities, our sports management students endeavored with their skills.



## OUR STUDENTS AT WORK

### IISM students volunteering @Actors Cricket Bash



The Actors Cricket Bash was a one-of-a-kind experience for the IISM Sports Management students who volunteered at the event for 8 days.

The tournament, a fusion of cricket and entertainment, features actors, influencers, and creators who promote fitness through participating in friendly cricket matches.

Assisting in the event not only gave the students an insider overview of the work responsibilities but also prepared them for gala sporting events.

From working in venue operations and managing hospitality to managing media and broadcasting, aspiring sports professionals executed their job roles exceptionally well. Above all, besides learning managerial skills, they also got the opportunity to network with industry personnel and create unforgettable memories with their peers.



## OUR STUDENTS AT WORK

IISM students volunteering @ Mumbai Cricket Association



Lately, during the 3rd Test cricket match between India and New Zealand, IISM students volunteered at Wankhede Stadium in the city. This work opportunity with the Mumbai Cricket Association enhanced their portfolio while offering experience to remember.

Assisting with managerial responsibilities for the matches gave them invaluable insight into on-field challenges. Be it Operations, Logistics, or Hospitality, IISM students executed each task seamlessly, applying their classroom knowledge & quick wit.



## OUR STUDENTS AT WORK

IISM students volunteering @Indian Oil WNC Navy Half Marathon 2024



The journey of creating a milestone starts with a single step. Work exposure for IISM students at the WNC Indian Navy Half Marathon 2024 is the gateway toward that landmark.

The volunteering opportunity through Sports Timing Solutions provided Sports Management students with valuable experience and taught them the essential real-time responsibilities required to conduct any sporting event.

## OUR STUDENTS AT WORK

IISM students volunteering @ World Pickleball Championship



IISM students volunteered at the first World Pickleball Championship event in India.

Organized & hosted by the All India Pickleball Association, renowned athletes from around the world came to Mumbai to compete in the WPC -Asia Pacific Circuit.

Being an integral part of the sports management team at the event, the students gained live work experiences, networking with industry personalities, and feeling zeal for their job roles.

All in all, the experience marked a memorable chapter in their life, inspiring the young minds to lead in the future.

## 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.



**Dhriti Hati**  
| Taekwondo



**Vanshika Chaturvedi**  
| Karateka



**Shriya Kulkarni**  
| Rhythmic Gymnastics



**Sartha Chawan**  
| Taekwondo



**Kimaya Karle**  
| Rhythmic Gymnastics



**Siya Sawant**  
| Sprinter

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



@iismworld



@IISMWorld

## NAVRATRI CELEBRATION



*On Navratri, the IISMians came together to celebrate one day with Garba dance, music, and super enthusiasm. The event brought a smile to many faces who were away from home during the festival, making them feel at home. The breeze of festivity at the campus filled everyone with joy & togetherness.*

## MASTER CLASS SESSIONS

by **Mr. YOGESH KANCHGAR**



*Masterclass by Mr. Yogesh Kanchgar- the Strength & Conditioning coach of India Table Tennis, depicted a power-packed session about 'The primary movements in Strength & Conditioning and its implementation in training Olympians. The founder of YoSports not only explained the core and edges of the topic but also showcased them with activities*

by **Mr. SIBANANDA MISHRA**



*Khelo India and National Games showcase how Sports at grassroot level are evolving in India. The masterclass by the Deputy Director of SAI - **Mr. Sibananda Mishra** provided an insightful overview on the same.*

*Whether it is about the setting up of Khelo India centers across India, more involvement of women athletes, the expansion of Khelo India leagues, and the role of sports managers in this domain, one can leverage every detail in the journey of becoming a Sports Business professional.*

## SPECIAL MASTER CLASS

FROM REVIVE HEART FOUNDATION (iCARE) on  
"Cardiopulmonary Resuscitation" (CPR) for All the students.



The training class comprised the knowledge to recognize a Sudden Cardiac arrest, showcased how to perform chest compressions (CPR), and demonstrated using the AED (shock machine)

# BUZZ BEHIND SPORTS

Dr. Pralay Majumdar on Buzz Behind Sports:



Watch Dr. Pralay Majumdar, the Ex Dean PAN India -SAI on 'BUZZ BEHIND SPORTS' podcast discussing NCSSR creating more job roles and recruitments in the Sports Science area across the cities.

Further, he also explained that the establishment of NCSSR (National Centre of Sports Science and Research) under SAI plays a pivotal role in enhancing the performance of an athlete or a team.

The sports centers nationwide aim to support the athletes and the sports teams by developing training methods in Indian norms and performing assessments of players done in the centers on physiological & psychological levels.

Click on the link below to watch the entire Video

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



## BUZZ BEHIND **SPORTS**

'G.O.A.T.S Must Be Crazy' Author Vishnu Govind on Buzz Behind Sports:



Catch Vishnu Govind talking about his book 'G.O.A.T.S Must Be Crazy' and the Management Mantras from the G.O.A.T.S in the Buzz Behind Sports podcast on IISM YouTube channel.

The book covers the 11 Sporting Legends of the world and illustrates their indomitable spirit, unparalleled skills, and the power of teamwork, ideating the integration of these qualities in the world of sports business.

Not only for sports lovers but also for the sports business minds, the book depicts a new tale of victory on every page.

Click on the link below to watch the entire Video

<https://www.youtube.com/watch?v=Q215nMyHwFw>



## PLACEMENT

**Congratulates**  
Our Student



**SMIT RANE**  
Bachelor of  
Sports Management

On getting  
Placed at



AS  
Junior Executive,  
Cricket Data Collections

Hard work never goes unseen. No exception happened with Smit Rane, an IISM student as he landed a job role as the 'Junior Executive' in CrickViz.


A sports enthusiast by heart and with a keen sense of business, he aspired to make his career in the sporting field. That led him to join the Sports Management program at IISM.

"Studying at IISM has broadened my career horizon. The live work exposure with big sporting brands or internship opportunity made me industry-ready and helped me network with industry experts", added Smit Rane.

Success comes when you follow your true calling and make your mark on the journey.


Soham Gawde, a sports management student of IISM chose to make his future with what he is most passionate about. And he did it. Recently, he joined CricViZ as a 'Junior Executive'.

**Congratulates**  
Our Student



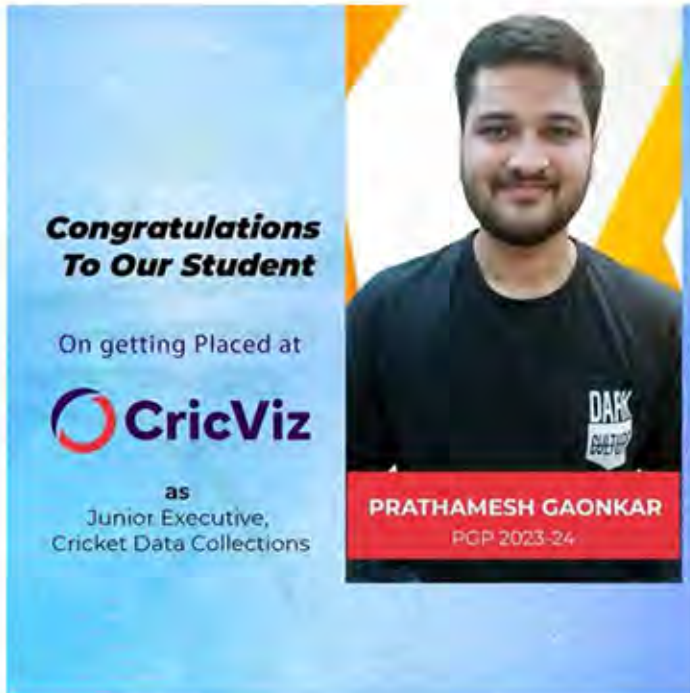
**SOHAM GAWDE**  
Bachelor of  
Sports Management

On getting  
Placed at



AS  
Junior Executive,  
Cricket Data Collections

## PLACEMENT



Prathamesh Gaonkar, our PGP student, has secured Junior Executive Position as Cricket Data Collector in CricViz. Passionate about cricket, he's been always a sports enthusiast who wanted to excel in the sports business industry. Thus, started his academic journey at IISM toward becoming a Sports Business professional, and gave his passion a meaningful direction.

Aryan Sansare a Sports Management student at IISM, has reached his milestone of success by joining the 'Events & Sports Coordination team at 'Bombay Gymkhana'.

Working in the sports business domain has been on his card and opting for the Bachelor of Sports Management program helped him pave his path in the industry.

"Be it curriculum, practical work experience, guidance from faculty or internship, IISM has helped me find my edges and prepare for the real world.", Aryan shared.



**IISM congratulates all of them for their endeavor and wishes only the best for their future.**



## STUDENT TESTIMONIAL



“My experience at IISM has been incredible.” Sargam Naik was all glee when sharing about her academic journey at IISM.

Joined Bachelor of Sports Management in 2021, Sargam not only gained in-depth knowledge about the world of sports business, but she also built a portfolio to excel ahead.

She recalled how an internship like the 37th National Games in Goa provided her real-world exposure, Networking with industry personnel, and an overall experience of working at big events.

## BLOG



When life gives you a hard time, tune into Sports movies.

Sports movies are more than entertainment. They inspire you through compelling narratives. The stories or characters of the film showcase how they rise with resilience and dedication despite several falls and win through adversities, leaving the viewers motivated not to give up on their dreams. Right?

Sports movies instil a sense of passion and determination in us. Whether it is the Rocky movie series, Chak de or Money Ball, or Lagaan. Though the plots are versatile, each narrative renders a sense of purpose, and the determination to overcome challenges keeps us coming back to these movies time and again.

Click on the link below and read our entire Blog.

<https://iismworld.com/top-sports-movies-of-all-time/>

## BLOG



The sports presenters or commentators are the storytellers of any game. No doubt about it, right?

It's hard to imagine our viewing experience without their commentary and presence. Sports Presenters not only engage the fans with their favorite sports & athletes but also add extra zeal by analyzing the complexities of the game, making it more live for us.

Along with in-depth insight into sports, they also provide new angles for the viewers. Every presenter stands out with a unique style, making a statement in the industry.

Let's know about the Top 10 Sports Presenters of India in this blog.

Click on the link below and read our entire Blog.

<https://iismworld.com/top-sports-presenters-in-india/>

# ***THE SPORTS COMMUNIQUE***

## **IISM's OFFICIAL NEWSLETTER**

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