

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

MARCH 2025



Leeds Beckett University (UK) and IISM (India) to Redefine the Landscape of Sports Education



The International Institute of Sports & Management (IISM) has signed a Memorandum of Understanding (MoU) with Leeds Beckett University, marking the beginning of a transformative era in sports education. The collaboration further signifies India's commitment to nurturing young sports minds in global academia.

CONVOCATION CEREMONY 2025



It is an immense pride to witness the IISM Sports Management and Sports Science toppers being felicitated by the University of Mumbai and GICED during the convocation ceremony on March 1, 2025, at Marathi Bhasha Bhavan (University of Mumbai, Kalina)

IISM congratulated all the top achievers, Nishant Ekkandu, Sai Malaika, and Sarvesh Joshi from MSM(2022-2024), Rudraksha Singh, Ankur Goon, and Hardik Bajaj from TYBSM(2021-2024), and Joel Roy Pail, Simran Raut, and Abin Joseph from MSS(2022-2024), for their accomplishments.

Their dedication, hard work, and passion for their goal have led them to a successful path. IISM is proud of each of them and wishes for a promising future filled with endless possibilities.

Mr. Amitava Pal- Associate Dean, Ms. Avanti Desai- Program Head, and Mr. Amit Gupte -COO from IISM attended the event. Moreover, Dhanesh Sawant - Senate Member - University of Mumbai, Dr. Shivram Garje - Dean - Department of Chemistry -University of Mumbai, Dr. Keyur Kumar Nayak -Director – GICED, Dr. Shilpa Borkar -Placement Officer – GICED are amongst the dignitaries who graced the event with their warm presence.



STADIUM STUDY TOUR



● PRABODHANKAR THACKERAY KRIDA SANKUL

The recent study tour to Prabodhankar Thackeray Krida Sankul added a unique aspect to the learning spectrum of IISM students, showcasing the real-life application of classroom knowledge.

During their visit to the Pickleball court, swimming pool, and turf facilities, the students gained valuable insights into the infrastructure and operations of various sports.

Additionally, their visit to the 10-meter shooting range introduced them to a unique sport with its limitations and understanding of the game.





● STADIUM TOUR TO MUMBAI FOOTBALL ARENA

A PRICELESS EXPERIENCE FOR FUTURE SPORTS PROFESSIONALS!!!

About 110 IISM students went on an exclusive stadium tour to Mumbai Football Arena before the match day of 'Mumbai City Fc' vs 'East Bengal City Fc', exploring the parts of the areas like Stands, Broadcasting Room, Press Conference Room, Dressing Room and so on.

While they took a tour around the ground, they had the opportunity to gain insights into the overall preparation of the match, such as stadium operations, ticket costing, field preparation, sports marketing, and media communication.

The stadium visit wasn't just a tour. It's a classroom of real-world sports affairs.



RISING STARS OF INDIA MAKING IISM PROUD!

We are proud to announce that IISM students Mayank Chaphekar and Kimaya Karle won a total of 7 medals at the 38th National Games Uttarakhand.



Mayank's win in the National Games Uttarakhand 2025 made IISM proud as he bagged a Gold medal in the Triathlon Relay Mixed with the team and a Bronze medal individually in the Triathlon Men's event. He also won one gold medal individually and one with his Pentathlon team.



Kimaya Karle, with her team, secured the Gold Medal in the Rhythmic Gymnastics Team Championships while representing Maharashtra in the tournament.

Kimaya's indomitable spirit also led her to win the Gold medal individually for the ball event, and a Silver medal for the Hoop event in the same tournament.

Though shining as National athletes, they are excelling in sports education as well, Mayank is pursuing Sports Management and Kimaya is in Sports Science.

IISM celebrates their moments of glory & joy, wishing for more wins in future tournaments.



OFFICIAL VOLUNTEER TRAINING PARTNER FOR THE 38TH NATIONAL GAMES UTTARAKHAND 2025.



For the first time in National Games history, the State launched a Comprehensive Experiential Learning Program partnering with IISM, Mumbai, to ensure exceptional volunteerism during the tournament. The program also aimed to prepare the selected volunteers to represent their State and effectively manage various responsibilities in this mega event, providing training sessions on practical skills, teamwork, leadership, and essential traits in managing the event on a grand level.



EXPERIENTIAL LEARNING ELEVATED VOLUNTEER TRAINING for the 38th National Games Uttarakhand



A team of sports professionals from IISM, who are also alumni & students conducted online & offline volunteer training to ensure that volunteers would effectively represent their state while managing various responsibilities during the mega event.

While the online session offered invaluable insights to 30k general volunteers about the intricacies of the event, the offline training program provided a preview of real-time responsibilities to selected 3000 game volunteers & several sports-specific volunteers.

The team also visited around 11 places (Dehradun, Haldwani, Rudrapur, Bhimtal, Tehri, Rishikesh, Haridwar, Pithoragarh, Almora, Khatima, Tanakpur) across the Uttarakhand State to execute the entire training program smoothly.



Jeet Cricket Championship 2025 (IISM's Intra College Festival)



What an electrifying tournament it was! 16 teams, 130+ participants, and endless team spirit. Team Dominators conquered the finals, defeating the Team Wolves to claim the ultimate victory. Harsh from Team Tigers won the title of 'Player of the Tournament' in the male category, and Jaanvi from Team Dominators won the same title in the female category. The best batsman & bowler titles went to Vaibhav from Team Wolves and Dhaval from Team Dominators consecutively.



“CAREER GUIDANCE SEMINAR ON SPORTS MANAGEMENT & SPORTS SCIENCE.”



DELHI	KOLKATA	PUNE	BANGALORE	TRIVANDRUM	KOCHI	AHMEDABAD	INDORE	JAIPUR	MUMBAI
12 th April 2025	26 th April 2025	10 th MAY 2025	17 th MAY 2025	23 rd MAY 2025	24 th MAY 2025	31 st MAY 2025	14 th JUNE 2025	28 th JUNE 2025	5 th JULY 2025

Sports beats at the heart of our nation. And to rhythm it into the right track, IISM is bringing Career Guidance Seminar on Sports Management & Sports Science across the cities in India .

So, if you see yourself working behind the scenes in the biggest sports tournaments like ICC, ODI, T20, or IPL, and India's top sports organizations, don't miss out on attending the seminar in your city. Moreover, you'll learn about Sports Management & Sports Science programs offered at IISM, curriculum, faculties, and internship & placements.

Click the link to Register now

<https://forms.gle/eBiKF1cSyvTeKA5N7>



APPRECIATION



MS. ANUSHKA NAIK

“When you embrace hard work, victory crowns you.”

Ms. Anushka Naik has proved it right. She secured a **Gold Medal** for the University of Mumbai in *Mallakhamba sport* in the All India University Games held at LNCT University, Bhopal.

She has previously won several competitions, bagged medals, and made us proud. Mallakhamba players like her have kept this traditional sport alive. Anushka also pursues MSS at IISM.

MS. VANASHREE HAJARI

A Karateka and an IISM student, Vanashree won a Gold medal in the Maharashtra State U-21 and Seniors Karate Championships 2025 on 2nd March in Pune.

Her unwavering determination, dedication, and passion for the sport made her an inspiring karateka for our country. She also represented India at the WKF Youth League K-1 in Fujairah, UAE, earlier in 2025, where she competed against some of the best karatekas in the world and achieved an impressive 7th place in the tournament.



Vanashree & Anushka,
we are proud of you and hope you have phenomenal wins in your upcoming matches.



CONQUER EVENT OF NMIMS COLLEGE

CRICKET CUP 2025



From the first ball to the final wicket, our IISM cricket team's journey at the Conquer 2025 event, hosted by NMIMS college, was amazing!

Our team fought hard and won against TCET! This win shows their passion and teamwork.



PLACEMENT



GYANESH MOHAPATRA

From scrolling on Cricbuzz to working in Cricbuzz, Gyanesh's journey has been inspiring.

Driven by his passion for sports and commitment to learning at IISM, Gyanesh Mohapatra (Master of Sports Management) fulfilled his dream by securing a position as Junior Video Producer at Cricbuzz, lately.

He always wanted to contribute his skills & knowledge to the sports industry, and his training at IISM, with hands-on experience & networking, helped him bridge the gap between his passion & profession.

SUBHAM SAINI

When your passion aligns with your career, nothing can stop you from achieving success. Subham Saini's journey from an MSM student to becoming a sports business professional depicts the same, as he joined the Sports Event Management Team at '26 IDEAS'.

“ My journey at the International Institute of Sports & Management (IISM) has been a transformative experience that has shaped both my professional and personal growth.” Subham shared with us.

He further added that the opportunity to work at top organizations like Star Sports and the Andhra Pradesh Football Association during his internship let him explore the various facets of the sports business world, such as broadcasting, media, and grassroots-level sports, experience real-time work, and build a network in the industry.



ANWAR SAYYAD



Anwar Sayyad, a PGP student secured a position of Associate Center Manager at Cult. fit, a health and fitness company.

Anwar didn't let his passion for sports in vain and embarked on a successful path toward a bright future.

“My journey with IISM has been incredible. Not only the curriculums & guidance from the faculties, but internships at sporting organizations & leagues also helped me explore various aspects of the sports business world, shaping my professional growth.”, he added.



JOSLIN SUSAN JOHNSON

With a passion for sports and a keen business mindset, Joslin Susan Johnson, a Sports Management student at IISM has secured the role of Business Development Manager at Pickleball World Rankings (PWR). Her unwavering dedication, relentless effort, and steadfast support at IISM transformed her dream into a reality.

Reflecting on her experience, Joslin shared, "Studying at IISM has expanded my career horizon. The work exposures & internships with the leading sports brands prepared me for the sports business industry and helped me build a strong professional network."



SOHAM CHANDANE

Few people dream boldly and pursue it passionately, Soham Chandane, our Sports Management student is one of them. His love for sports and hard work have led him to a successful career path in the sports business industry. His appointment at Sports For All (SFA) as a Match Videography City Lead (Sports Operation) is well deserved. His achievement reflects not only his proficient job skills but also his dedication to capturing the essence of sports. Soham's journey resonates with anyone who dreams big and aims higher.



IISM Congratulates Gyanesh , Subham , Anwar, Joslin & Soham on their Achievements and Wishes them More Success in their Professional Journey.



INDUSTRY SPEAKS

Dr. Tom Wycherley

Program Director for Exercise and Sports Science at
the University of South Australia



“Is investment in Sports Science crucial for the success of the Olympics?”

Well, Dr. Tom Wycherley, Program Director for Exercise and Sports Science at - the University of South Australia has valuable insights for Sports Science enthusiasts.

Exercise & Sports Science enhance not only athletic performance but also strengthen a team's overall performance. It's crucial to identify that Sports Science contributes to the holistic development of the Sports Ecosystem, leading to the success of any match or tournament.

So, to prepare the athletes for a series of athletic competitions like the Olympics, a country is seen allotting huge investments. Dr. Wycherley mentioned it while talking about how Australia is preparing for the Brisbane Olympics 2032.

Additionally, he emphasized the requirements India would need to host the Olympics if it were to take place in 2036.

Mr. Siddhesh Pawar

Sales & Consulting Lead -Collective Artists Network

“A Sports Management professional is need of the hour in order to elevate the chances to host Olympics in 2036”, Siddhesh Pawar (Sales & Consulting Lead - Collective Artists Network) showcased a crucial aspect for the aspiring sports professionals in India. Further, he mentioned how IISM has been endeavoring toward the development of sports in India by nurturing young minds and creating SOPs for calendar games like Khelo India & National Games.



WORK EXPOSURE

TATA MUMBAI MARATHON 2025

Work exposure at TMM organized by Procam International is more than an opportunity. It's an experience to witness one of Mumbai's greatest things. Not only did the students learn

each facet of Asia's biggest Marathon event, but they also worked closely with the management team, which helped them build a network with industry professionals.



50th ANNIVERSARY OF WANKHEDE STADIUM

IISM students witnessed the Star-studded event at the 50th Anniversary of Wankhede Stadium during the work exposure.

The event held from 11th to 19th January featured many exciting moments including but not limited to live cricket matches, felicitation of Mumbai cricket legends and former & current Indian cricket captains, a recognition ceremony for the groundsmen & curators, and a 50th anniversary celebration of Wankhede stadium.

Sunil Gavaskar, Sachin Tendulkar, Rohit Sharma, Dilip Vengsarkar, Ravi Shastri, Ajinkya Rahane, Diana Edulji, and Niles Kulkarni amongst the eminent Indian cricketers graced the event on 19th January.



IIT POWAI RUN

Our Sports Management students volunteered at IIT Powai Run, gaining experience in how a successful sports event functions. Working closely with the event management team also gave them a preview of each facet of the event.

Ketaki Kamat, an FYBSM student, shared her experience volunteering at the event. “My experience volunteering at IIT Powai run was great. It gave a boost to my confidence and improved my communication skills with people. Overall, it was a great experience, and I would love to have these opportunities again.”



ITC Mumbai Finale

Live exposure always offers invaluable insights and bridges the gap between theoretical knowledge and real-world application.

During the volunteering at the ITC Mumbai Finale organized by Xtraamile Edu Events, MSM students gained insights into various responsibilities, and explored networking opportunities.



DECATHLON

Nothing excites a true learner more than an opportunity to experience real-world exposure. For aspiring sports managers, it's a stepping-stone toward a successful career. Our sports management students completed their volunteering week at Decathlon, Malad-Mumbai's largest sports store while gaining a detailed understanding of various facets of sports retail management like product knowledge, customer experience, store management, and team collaboration.

One of our IISM students, Vivek Jha shared his experience with us. "The work exposure provides me with invaluable learning opportunities that will shape my future endeavors."

Hardik Nakhate, another sports management student stated, "My internship at Decathlon was just exceptional."



RANG BIRANGE RUN

IISM students became part of a great cause while volunteering at Rang Birange Run (4th edition) through 4 Memories. The run represented diversity and equality in India, supporting inclusivity, gender equality, women's empowerment, and sustainability.

Sports really inspire people to come together and act as a catalyst for societal transformation. It was a great opportunity for the Sports Management students to not only manage the event but also contribute their skills to a good cause.



TB MUKT BHARAT

When you become a part of kindness, you create a significant impact on people's lives.

Like, IISM students volunteered in the “TB MukT Bharat” awareness cricket match held at MCA cricket ground, BKC. The friendly game was between

the Members of Parliament (led by the BJP MP and former union minister Shri. Anurag Thakur Ji) and the Celebrity Cricket Team (led by Suniel Shetty). Both teams supported the mission of achieving a tuberculosis-free India.



WPL FINAL MATCH (MI VS DC)

Volunteering in the WPL final match (MI vs DC) brought IISM Sports Management students a next-level experience, as they felt the thrill of the final match, real-world exposure, and an opportunity to showcase their passion for cricket.

With every live exposure, the aspiring sports professionals at IISM are growing in their expertise. This volunteering break by Phaze Experience let them highlight skills and learnings in the areas of venue branding, merchandise coordination, spectator movement, and more.



PICKLEBALL EVENT

At the Pickleball Event by Global Sports, IISM students showcased wonderful managerial work, implementing their skills, knowledge, and wit.

Learning during the event gave them an understanding of the intricacies of sports leagues, from planning to a smooth execution. They also learned to adapt, solve problems, and work as a team, which are crucial skills for aspiring sports business professionals.

Further, this opportunity solidified their portfolio, helped them make connections in the sports industry, and of course, brought a vision for a successful reality.



INTERNATIONAL SPORTS EXPERIENTIAL LEARNING PROGRAMME



The IISM students' UK ISELP tour was a dream come true for sports enthusiasts. The tour began in Manchester with a visit to the Etihad Stadium, home of Manchester City FC. They met industry experts and gained knowledge about the history of the place, international sports event management & strategies. The program continued with visiting Leeds Beckett University, touring the campus, and learning about its history and teaching methods, following the visit to the prestigious Yorkshire Cricket Stadium. Further, they took a tour of Old Trafford Stadium and attended an exciting football match Manchester City vs. Chelsea at the Etihad stadium. The students also visited the Silverstone Museum at the iconic Silverstone Circuit, immersing themselves in British Motor Racing history before heading to London. The tour concluded with a study session at legendary Wimbledon, providing insights into the legacy and operations of this prestigious tennis event, and a visit to Lord's Stadium, the "Home of Cricket".



WEBINAR

KNOW HOW TO BECOME A “SPORTS AGENT”

● **LIVE** Webinar

Explore With Mr. Bhavesh Singh

The Chief Business Officer -
Direct & Exclusive Representation of
“Mr. Sourav Ganguly Official”
Senior Manager, Corporate Relations, IISM
IISM Alumnus



Webinar on 'How to Become a Sports Agent' ft. Bhavesh Singh.

Mr. Bhavesh Singh, The Chief Business Officer - Direct & Exclusive Representation of "Mr. Sourav Ganguly Official" conducted an insightful webinar on becoming a Sports Agent in India. Throughout the session, he guided the aspiring Sports Management students on the various aspects of the profession, knowledge, skills, and study programs needed to thrive in the sports industry. He also emphasized how constant networking in the industry helps a sports agent climb up the career graph. Moreover, Mr. Singh, in the webinar, shared his experience of becoming a renowned sports agent from an IISM alumni.

Click on the link below to watch the video

<https://www.youtube.com/watch?v=ztU5yABtoCk>



BUZZ BEHIND SPORTS



Dr. Ajit Kulkarni on Buzz Behind Sports:

Watch Dr. Ajit Kulkarni, a renowned Track & Field coach and founder of Aim Sports Foundation in a conversation with Buzz Behind Sports. In the podcast, he shared key insights about coaching and training athletes, along with his experiences in the sports industry.

We often hear many athletes mention 'Power of Visualization'. But we never really know how it works or what importance it holds for an athlete to achieve the goal. Here's Mugdha Bavare, a renowned sports psychologist in India, who is here to decode it for you. In this podcast, she also emphasized the communication & interaction between the child & parents, despite the guidance of a sport coach.

Watch her talk more on the Power of Visualization, Sports Psychology, Athletes' Fear, and more in the podcast 'Buzz Behind Sports'.

Ms. Mugdha Bavare on Buzz Behind Sports:



Mr. Rohit Walavalka & Ms. Ayushi Dhakate on Buzz Behind Sports:



Each year, IISM students endeavor to create a successful research report for the Tata Mumbai Marathon with the IISM faculties. For any Sports Management students, it's a great opportunity and a great learning to grow their portfolio in the industry. However, developing the questionnaire, collecting the data from the runners, and finally witnessing their names on the published research report demanded brainstorming, hard work, and patience.

Watch Mr. Rohit Walavalka & Ms. Ayushi Dhakate, a faculty member of IISM, explain the entire journey of a student during the TMM in this video and learn how they develop various skills along the way.

To explore more about the impact of TMM, the TMM research report, and the contribution of IISM students in making the research report, watch "From Data to Dreams: Unpacking the Tata Mumbai Marathon with IISM" only on Buzz Behind Spots podcast.

Click on the link below to watch the entire Video

<https://www.youtube.com/@IISMWORLD2010/podcasts>



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.



Vanashree Hajari
| Karateka



Viddhi Lodaya
| Rollballer



RAHI PAKHLE
| Trampolinist

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



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MASTER CLASS SESSIONS

by Mr. SUNIL WALAVALKAR

Founder of All India Pickleball Association (AIPA)



Masterclasses by industry stalwarts outline valuable insight into several aspects of the sports ecosystem. This time, students experienced a series of masterclasses by the founder of the All India Pickleball Association (AIPA)- Mr. Sunil Walavalkar. The sessions provided the students with an informative narrative of a rising sport -Pickleball. Mr. Walavalkar further explained to the students about the development & growing popularity of the sport in India and globally. He also mentioned the laws implied in developing a new game, leagues by AIPA, and most importantly how the sports professionals build a new game like pickleball as a household name.



STUDENT TESTIMONIAL



Yuti Baxi

“When I did ICC World Cup, it was a more of a practical on-ground operation...I did a lot of engagement with different kinds of people from different backgrounds.” Yuti Baxi (MSM 2023-2025) shared about her internship experiences at the ICC Women's T20 World Cup 2024 held in Sharjah. Along with theoretical knowledge at IISM, Yuti had the opportunity to apply her skills to real-time responsibilities at the tournament. Not only that, but the internship also provided a chance to build a strong professional network in the global sports market.

Work exposure from IISM allowed her to explore various aspects of the sports business sector. Working with the Viacom18 social media team is one of the best experiences she has had.”



Krish Lalwani

“This is the moment I was living for.” Krish seemed even more excited as he shared his internship experience as a Sports Manager in front of his idols, Cricketers Gautam Gambhir and Sahid Afridi.

Krish Lalwani, one of our BSM students who also played Cricket under 16, chose to pursue a career in Sports Management at IISM as he never wanted to keep himself apart from sports. And from then on, his journey took a great turn. Work exposure, internships with big sporting events & brands like Tata IPL, BCCI, The Actors Bash, and networking opportunities gave him a global platform in the Sports Business industry.”



STUDENTS' EXPERIENCE



Deepanjali Sahu

“ As IISM is the Knowledge Partner for 'Khelo India', Deepanjali Sahu (MSM, 2022-2024), an IISM student got an opportunity to work at the 'Khelo India Youth Games 2022' at Bhopal (M.P).

Her experience is an insider guide for aspiring Sports Event Managers who wish to work in the top sporting leagues. Deepanjali outlined the tasks and responsibilities she was assigned while working with the Sports Presentation team at the event.

Besides, she mentioned how she learned about the art of management & building a network while performing real-time responsibilities in 'Khelo India'. ”



Ojas Kamerkar

“ To achieve success, you must first believe in your dreams. Once you do, you will be halfway there. Ojas Kamerkar believed in his dreams and paved a successful career path by securing the job role of Center Manager at Cult. fit.

Though he was hardly acquainted with the sports business industry, his passion for sports, keen interest, and hard work propelled him to understand every aspect of the industry.

During his days at IISM, he also gained hands-on experience while working for Tata Mumbai Marathon and MI Junior event, which helped him make connections in the sports industry and build his portfolio. ”



BLOG



Network is Net Worth. The ultimate truth of any industry.

If you want to advance in your career, build a strong portfolio, and collaborate with industry experts, networking is a vital skill that you should acquire as a sports professional.

Success does not come in isolation; you must go out, showcase your skills, and connect with people who can help you advance your career.

However, networking is challenging at times or at the beginning of your career as you are clueless about how to even start with. Especially when you are in the dynamic yet competitive sports industry. Whether you wish to make a career in sports business or sports science domain, along with your talent & skills, networking in the sports industry will open many doors.

Click on the link below and read our entire Blog.

<https://iismworld.com/building-a-network-in-the-sports-industry/>



BLOG



Days are gone when learning is limited to bookish knowledge only. Now, it's all experiential, exciting, and exploring. And when it comes to sports education, real learning begins beyond the classroom. Whether you want to experience the real-time work behind a sports league, managing athletes, sports products marketing, PR, or building a network, you must step out of the boundary and explore the world of sports. And that's how ISELP was formed.

What is ISELP?

ISELP, AKA the International Sports Experiential Learning Program by IISM, is the golden ticket to exploring the world of sports business. It's not just an educational trip to the sports capital of the world; it's a lifetime experience in six days. From visiting live matches to dining with sports professionals to visiting world-renowned stadiums, ISELP is the unforgettable chapter of any sports enthusiast's life book.

Click on the link below and read our entire Blog.

<https://iismworld.com/iism-international-live-exposure-iselp/>



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Curated by:

Mr. Amit Gupte, COO

Mr. Karan Mange, Head- Marketing

Mr. Sandeep Dalvi, Manager- Design

Ms. Nabanita Sarkar, Executive- Content



International Institute of Sports & Management (IISM)

Ground Floor, Smartworks, Fleet House,
Gamdevi, Marol, Andheri East,
Maharashtra 400059, Maharashtra, India.

Email: info@iismworld.in | Website : www.iismworld.com

T.: +91 8976018871/72