

# THE SPORTS COMMUNIQUE

## IISM's OFFICIAL NEWSLETTER

### JUNE 2025

#### CAREER SEMINAR ON SPORTS MANAGEMENT & SPORTS SCIENCE

MAKE A STRAIGHT DRIVE INTO THE  
\$130B SPORTS INDUSTRY.

Mumbai | IISM campus

09<sup>th</sup> JULY 2025 | 11:00 AM (IST)

REGISTER NOW



Anil Dughe  
Chief Operating Officer, IISM



# CELEBRATING DEGREE DISTRIBUTION CEREMONY 2025

while commemorating the 15-year legacy of IISM.



First & foremost, heartiest congratulations to the students from the BSM (2021-2024), MSM (2022-2024), MSS(2022-2024), and PGPSM (2023-2024) for graduating successfully. Their dedication, passion for sports, and perseverance in achieving goals have led them to reach a milestone in their academic journey, making us proud of them all.

To make the event more special, the **Chief Guest Indian Sport Shooter Shri Gagan Narang** -a Padmashri & Rajiv Gandhi Khel Ratna Awardee, and the **Guest of Honour Shri Paras Mhambrey** - Former Indian Cricketer & Bowling Coach of the Indian team graced the event with their warm presence and inspiring words.

**Mr. Nilesh Kulkarni**- Founder Director of IISM, **Ms. Rasika Kulkarni**- Co-Founder of IISM, **Mr. Amitava Pal** – Associate Dean of IISM, and **Mr. Amit Gupte**- Chief operating officer, were also present for the occasion.

This special day celebrated every step our students took to reach this milestone. As they enter a new tomorrow, IISM wishes them joy in the journey, strength in the climb, and success that knows no bounds.



# EMPOWERING INNOVATION AT IISM

## Atal Incubation Showcase 2025



An exciting day of innovation and entrepreneurial spirit unfolded at IISM, where 7 groups of students presented their visionary ideas under the Atal Incubation initiative. The event began with an insightful address by Ms. Avanti Desai, Head of Academics, setting the tone for a day filled with creativity, collaboration, and bold thinking.

Guided by Associate Dean Mr. Amitava Pal and led by Ms. Nidhi Kothari, Assistant Professor, the event provided an exceptional platform for students to pitch their startup concepts to an esteemed judging panel.

We were honored to welcome Mr. Uday Wankawala, Founder of AIC Rambhau Mhalgi Prabodhini (Atal Incubation Centre), as the chief guest and lead judge. He was joined by Dr. Natarajan Pillai, in charge of Sports Management, and Mr. Dennis D'souza, a Senior Professor, who provided valuable insights and mentorship.

Selected students from the showcase will now move forward for grooming, mentorship, and potential funding support from AIC—a remarkable opportunity to elevate their ideas into impactful ventures.

This initiative reflects IISM's unwavering commitment to nurturing innovation, cultivating entrepreneurial talent, and bridging the gap between education and enterprise.



## FELICITATION



**Mayank Chaphekar** won one **Gold Medal** individually and another **Gold** with his team in Pentathlon Sport. He also won an **individual Bronze Medal** and a **Gold Medal** with his team in Triathlon Relay Mixed Game.



**Kimaya Karle** won an **Individual Gold Medal** in the ball event and another **Gold** with her Rhythmic Gymnastics team, securing a **Silver Medal** for the Hoop event in the same tournament.



**Rahi Pakhle** delivered an outstanding performance in **Trampoline Gymnastics** during the tournament.

## IISM Proudly Felicited its students who Participated & Won Medals at the 38th National Games Uttarakhand

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Their exceptional performance & achievements at the National Games Uttarakhand made IISM proud, setting a new benchmark of excellence as athletes. Through their indomitable spirit, they've also inspired many youths in our country to follow their dreams in sports.

IISM honors their accomplishments and wishes them more victories in the future.



## APPRECIATION

### Moments that make us proud!

- **Ms. Rahi Pakhle**

We're thrilled to share that our student, Rahi Pakhle, has been honored with the prestigious Shiv Chhatrapati Sports Award 2023–24 for her exceptional achievements in Trampoline Gymnastics, a sport she has passionately pursued for over 13 years.

The award ceremony took place at the iconic Shree Shiv Chhatrapati Sports Complex, Pune, and was graced by the esteemed presence of Hon. Chief Minister Mr. Devendra Fadnavis, Deputy CMs Mr. Ajit Pawar & Mr. Eknath Shinde, Sports & Youth Welfare Minister Mr. Dattatray Bharane, and Governor Mr. C.P. Radhakrishnan.



## APPRECIATION

### Kimaya takes the ribbon only to win

- **Ms. Kimaya Karle**

It won't be overstating if we call her our Golden Girl of Rhythmic Gymnastics as she has won Gold medals in every national level tournament so far. Recently, she bagged one Gold Medal in the ball event at the Khelo India Youth Games 2025, securing 3rd place. Not to mention, this is not her first. For the last consecutive 4 years till date, she won a total of 7 medals, combining 2 Golds, 1 Silver, and 4 Bronze.

Moreover, earlier this year, she also bagged 2 Gold and 1 Silver in the National Games Uttarakhand.

Her love and dedication for rhythmic gymnastics never let her return empty-handed.

IISM lauds her triumph and wishes for more Golden Wins in future tournaments.



## PLACEMENT



Asmi couldn't believe it when she heard, "You Are Hired" while landing her dream job.

In 2021, she came to IISM with a dream, and now 3 years later, she's living it. TCM- India's biggest & premier Sports Marketing & Management company employed Asmi Patel (Bachelor of Sports Management 2021-2024) as an Associate- Sales & Sponsorship last year.

Asmi's achievement demonstrates her passion for sports business and reflects the impact of cutting-edge curriculum, hands-on training, and mentorship from top professionals.

Gershem's heart belonged to sports- he knew from the start. That's why he decided to listen to it and chose his career path what he's most passionate about.

Gershem Sunder, a PGP student (2023-2024) at IISM, proudly steps into his new role as an Associate Center Manager at Cult.fit, marking the next chapter in his life. From being a sports enthusiast to pursuing Sports Management, and now carving a path in the sports business world, his journey sees everything- hard work, determination, and a relentless love for sports.



## PLACEMENT

Mansi Thacker, a Sports Management student (PGP 2023-2024) from IISM is all set to make waves at ITW Universe, and we couldn't be prouder. She has secured a position as an Associate in Sales and Sponsorship at the company.

“Not just curriculum, the master class, projects, work exposures during the program and the support throughout my academic journey at IISM made me as a Sports industry professional and helped me land this job I always dreamt for.”

Mansi's words of gratitude touched our hearts.



Embarking on a journey as an eager student at IISM, Dakshata Panwal has now carved a niche in the sports industry, inspiring many along the way.

Dakshata, a Sports Management student (BSM 2022–2025) at the institute, has set in for an exciting new chapter as an Event Coordinator at Ileseum Clubs (Sports & Fitness Clubs Developer)

Her journey from a passionate sports enthusiast to a professional in the sports business domain exemplifies dedication, perseverance, and an unwavering love for sports.



## PLACEMENT

**Atif Khan**, one of our brightest Sports Management students (MSM 2023-2025), has secured a prestigious job at Pepbox as a Senior Executive in Operations and Client Servicing. His journey from a sports enthusiast to an IISM student and now a competent sports professional narrates an unwavering story. He never falls short of his dedication and passion for sports, always striving toward his goal.



Goutamyi recently secured a job at 'Pepbox' as Senior Executive - Operations & Client Servicing, starting her journey in the sports industry.

Her love for sports & business acumen led her to where she had always envisioned.

"My IISM experience extended beyond the classroom. It was a real-world skill. Working at live exposures & doing internships at various sporting events & sports organizations, and building connections with industry stalwarts gave me the insider insights I needed to succeed." She expressed her joy with us.



## PLACEMENT

Every success story starts with a dream, and Gayatri's is no exception.

With strong faith in her dream, she has paved the way toward a successful future, securing the role of Business Development Manager at Kleinetics - a pioneering organization in youth fitness and movement education.

We're proud of her achievement and amazed at how far she's come!

Her journey from being an aspiring Sports Management student at IISM to joining a company that's redefining fitness for the next generation is truly inspiring.

This milestone is just the beginning of a promising career. As she steps into the professional world, we're confident she'll continue to make an impact.



**IISM is incredibly proud of them and their accomplishments. We wish them all the success as they continue to grow and make strides in the sports industry. Here's to a bright future ahead!**



## ALUMNI AT IISM

With a heart full of passion and a vision to do big in life, Atul entered IISM. He was excited and overwhelmed at the same time, but more steadfast to explore a new side of the sports world – the business side of it.



**Atul Kumar Maurya**  
Master in Sports Management 2019-21

Atul Kumar Maurya, a Master of Sports Management (2019-2021) student, expressed his joy as he recalled his academic journey at IISM, highlighting the lively campus life and the support from the faculty and staff. (Follow IISM on Insta to watch his full experience)

Moreover, he emphasized the live exposure during his program- especially the Khelo India Youth Games in Guwahati. His portfolio included some of the biggest names in the sports industry. Working as a producer at Sony Sports Network is one of his initial experiences after graduating from IISM. After this, he was in 'Probo'- India's Leading Online Gaming Platform as a product manager for almost 3

years. He also mentioned how being an alumnus of IISM helped him build a network in the sports industry that landed him great professional deals.

Moreover, a fan inside him recalled the best moment at IISM when he met the God of cricket, Sachin Tendulkar at the campus.

Like many IISM alumni, to Atul, IISM is not only the place to pursue a Sports Management degree; it was where his dream took off to a greater height.

Scan to watch the entire Video



## ALUMNI AT IISM

Omkar's journey from a reserved individual to a successful entrepreneur is truly inspiring. In 2016, he joined the Bachelor of Sports Management at IISM, stepping into the world of sports

with quiet determination. Through IISM's comprehensive training and dedicated faculty guidance, he gained practical skills in various facets of the sports business, enabling him to showcase his caliber in the real world.

During his journey from an aspirant to an efficient sports professional, he commended how IISM helped him reach where he is now.

Further, Omkar secured a coaching position at Young Guns Football Academy. There, he also applied his knowledge to enhance the academy's business operations, blending his passion for football with strategic growth initiatives.

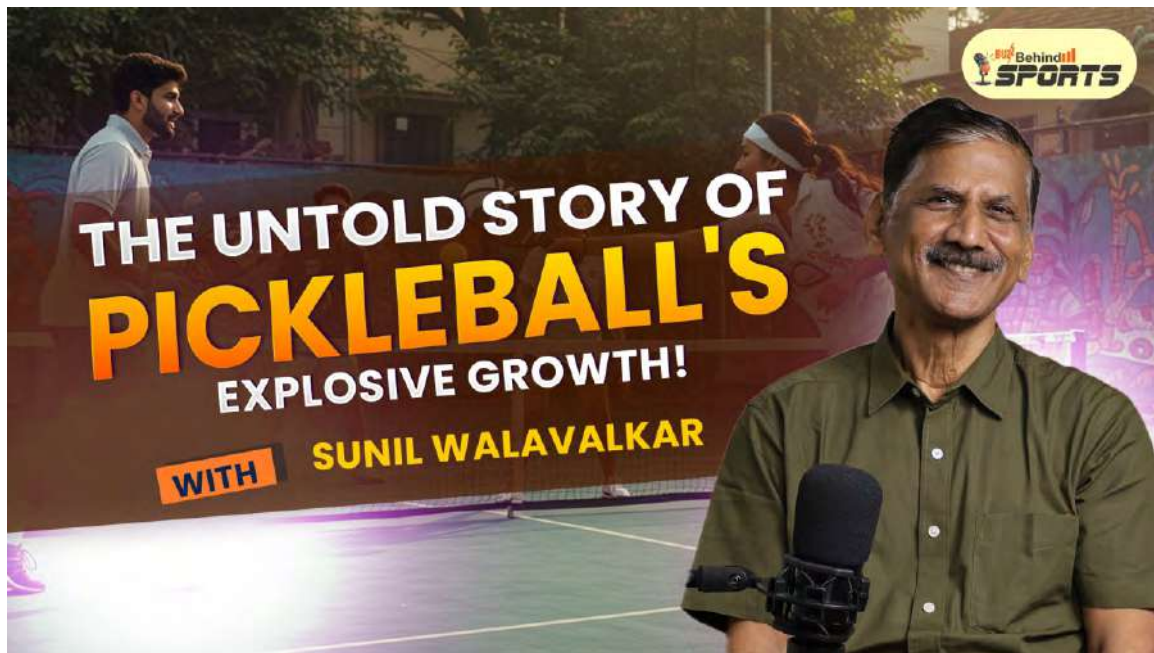
Later, building on his experiences, Omkar took a bold step and established his football academy two years ago. Today, he leads it with the same passion and commitment that marked his early days.



Scan to watch the entire Video



## BUZZ BEHIND SPORTS



Watch the podcast on 'The Untold Story of Pickleball's Explosive Growth' ft. Mr. Sunil Walavalkar, the founder of the All India Pickleball Association, talks about his journey from being a tennis player to becoming a pickleball coach and ultimately founding AIPA.

In a conversation with Buzz Behind Sports, he discussed the challenges he faced during his initial years in promoting Pickleball as a prominent sport in India.

In the podcast, you will gain insights into how Pickleball differs from Tennis, its rules, the supporting associates of AIPA, and the role of social media. He also mentioned IISM's contribution toward creating a research report on 'the growth of pickleball in India.'

Click on the link below to watch the entire Video  
**CLICK HERE**



## WORK EXPOSURE

### KHELO INDIA BIHAR YOUTH GAMES 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.

### KHELO INDIA BEACH GAMES 2025, DIU

Following the Khelo India Bihar Youth Games 2025, IISM students delivered outstanding performances behind the scenes of the Khelo India Beach Games 2025, Diu. They showcased their capabilities in various areas, including



State Coordination, Accreditation, Sports Kit Management, GTCC, Broadcasting, and ACT. Furthermore, their professionalism and dedication received high praise from organizations like SAI, Deloitte, Ernst & Young, Grant Thornton, and the Department of Diu.



# WORK EXPOSURE

## HYROX FITNESS RACE

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.



## SAI AURANGABAD

Live exposure not only offers an on-field experience but also widens your vision toward a successful career. Our Sports Science students couldn't experience it better while interning at SAI Aurangabad.

Immersed in domains like Strength & Conditioning, Sports Nutrition, and Injury Rehabilitation, they've gained invaluable hands-on experience.

This practical exposure bridges the gap between classroom learning and real-world applications, equipping our students with the skills, knowledge & exposure essential for thriving in the field of sports science.

Empowering Future Sports Science Experts: IISM Students Intern at SAI Aurangabad"



## WORK EXPOSURE

It's Mumbai T20 League Season 3, and the excitement couldn't be more real. Just ask our IISM students!

Interning across both DY Patil Stadium and the iconic Wankhede, their experience was nothing short of surreal. Working alongside seasoned professionals, the future sports managers gave their best and gained hands-on exposure in the operations side of this major sporting event.

The best part... Meeting cricket legends like Rohit Sharma, Suryakumar Yadav, Shreyas Iyer, and Pravin Tambe - moments that truly inspired them and ignited their passion to go forward in their career journey.



### MUMBAI T20 LEAGUE SEASON 3



**These internships go beyond just building strong portfolios, they help students become more confident, capable, and industry-ready professionals who are equipped to lead the future of sports.**



## STUDENT TESTIMONIAL



**Basuraj Bose**

“Interning at IPL 2025 has been a dream come true for Basuraj Bose, who describes the experience as truly unforgettable. “It’s a wonderful opportunity to work for the Rajasthan Royals team in the league,” he shared enthusiastically, having secured a branding internship opportunity through Sspark Sports.

While working alongside some of the best minds in the industry, Basuraj reflected on how classroom strategies have translated into real-world execution, helping him fulfill his responsibilities effectively.

He credits IISM's lectures, hands-on activities, and in-depth discussions for equipping him with the clarity and confidence required to thrive on the ground. ”

Scan to watch the entire Video



**Kanha Hadas**

“Your journey into the sports industry begins with the experience others spend years acquiring.”

Kanha's IPL internship exemplifies how IISM students engage in comprehensive, hands-on learning across various facets of the sports business industry.

This immersive experience equips them with a deep understanding of industry verticals and job responsibilities, ensuring they are well-prepared for their professional journey.

For instance, Kanha mentioned how he handled multiple clients and managed the after-sales process with the knowledge he had been taught in the lecture, or how he learned about the mechanisms required to conduct any sports event.

Besides the transformative experience, Kanha highlighted his previous internships at Marvel Sports as an Operations Intern and at India Sports News as a Content Creator.

“There are many things taught to us in lectures at IISM that are very effective in these Internships.” Kanha Hadas expressed his gratitude for how the activities, lectures, & discussions helped him during his work exposure. ”

Scan to watch the entire Video



## UPCOMING CAREER SEMINAR



The banner features a dark green background with a subtle pattern of white dots and lines. On the left, the IISM logo is in the top left corner. Below it, the text 'CAREER SEMINAR ON SPORTS MANAGEMENT & SPORTS SCIENCE' is written in bold yellow and white. Underneath, it says 'MAKE A STRAIGHT DRIVE INTO THE \$130B SPORTS INDUSTRY.' in white. A yellow location pin icon is above the text 'Mumbai | IISM campus'. Below that, the date and time '05<sup>th</sup> JULY 2025 | 11:00 AM (IST)' are displayed. A yellow 'REGISTER NOW' button is on the right. On the far right, a portrait of Amit Gupte, Chief Operating Officer of IISM, is shown with his arms crossed. His name and title are written below the portrait.

**CAREER SEMINAR ON  
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**REGISTER NOW**

**Amit Gupte**  
Chief Operating Officer, IISM

What if you could be a part of India's biggest Sports leagues?

What if you get the opportunity to work with A-list athletes?

What if your passion for sports & analytical thinking builds a striking career you've been dreaming of?

Turn your 'What If' into a Spectacular Reality. IISM is conducting a Career Seminar Sports Management and Sports Science at the IISM campus in Mumbai on 5th July 2025. Get a chance to be in the room where your future will be shaped.

See you at the seminar!

Save your spot now by clicking the registration link in the Instagram bio.

**CLICK HERE**



## BLOG



12th results are out. A moment to celebrate the first milestone you've achieved and embark on a new path toward your dream.

But sometimes, we can't pursue what we dream, right? We often let that desire go due to a lack of awareness or opportunities.

You see, in a country like India, sports beats in everyone's heart. So many dreams are built every day. But how many do they transform their dream into reality? Not much, right?

However, time has changed. Like any other growing industry, the sports industry is expanding, rather, it's exceeding the other industries in terms of growth. Hence, it demands more skilled & trained professionals who will pioneer in the sports business & science domain. And in the light of this advancement, IISM (International Institute of Sports & Management) is here to inculcate the pedagogy of sports in the sports enthusiasts of India, turning their dreams into a spectacular reality.

To learn more about the course,  
**CLICK HERE**



## BLOG



There is no denying the fact that, till very recently, India was known as a one-sport nation. However, now with other sporting leagues making a success over the past couple of years, India has now seen a massive shift into becoming a nation that loves multiple sports and not just cricket.

With the introduction of several leagues like the Pro Kabaddi League and Indian Super League, athletes well-versed in other sports are coming into the limelight. A study found that an average user spends 16 minutes a day surfing about sports and their related news.

It is because of people learning more about sports & its related news that numerous athletes are getting recognized for their contributions. This outlook has motivated several athletes and students to make a lucrative career in Sports and Sports Management.

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## BLOG



“Dhoni finishes off in style. A magnificent strike into the crowd. India lifts the World Cup after 28 Years.....” Ravi Shastri’s baritone, and now iconic words, still reverberate in our ears as we recollect some of the finest moments of Sporting glory in India.

Some say that it was Dhoni’s captaincy that worked – some say it was teamwork at its finest – yet others say it was a combination of experience, available resources, great coaching, a blend of youth and talent that converged together on that memorable occasion that brought accolades to India.

I believe that the real winner was SPORTS itself. Many such events globally are conducted to perfection, blending in the clockwork of countless agencies, managing Sports persons, sponsors, events, celebrities, the media, and news agencies covering the event – the venues and schedules – and many other aspects that sometimes go unnoticed. I believe that the Management of Sports can assist in setting up the foundation for evolving future generations of Sporting Accolades in India.

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## BLOG



Emerging resiliently from the challenges of the COVID-19 pandemic, India's sports industry has embarked on a remarkable growth trajectory. Between 2021 and 2024, the sector is projected to grow at a Compound Annual Growth Rate (CAGR) of 9.6%, with revenues expected to reach approximately \$150 billion.

Covid-19 is responsible for boosting the online gaming sector beyond limits and creating a league of its own known as Fantasy Sports.

We all have witnessed India's performance in the 2020 Tokyo Games, which was astonishing and resulted in the highest medal tally ever. India as a country is now confident that sports is an upcoming career choice, not only if you want to become an athlete, but also a Sports Management professional.

The 2020 Tokyo games showed that our athletes have levelled up over the past few years in their performances in various sports, which convinced the government and gave them the confidence to invest in sports for the long term.

In 2018, the government took significant steps to promote sports through various initiatives, such as the Khelo India Youth Games, Khelo India University Games, and the Target Podium Scheme. These programs aim to invest in young, emerging talents at the grassroots level, helping them pursue sports as a career and represent India on international stages by providing proper training and facilities.

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## BLOG



Sports Management is a new-age career option for sports lovers that gives them opportunities to make careers in the business, management, and entrepreneurship areas of sports. The study of Sports Management allows aspiring professionals to work across various sectors in the Sports Industry, including Sports Marketing, Media, Public Relations, Sports Law, Sports Operations, Sports Event Management, Sports Broadcasting, Content Creation, and Sports Analytics.

After all, the size of the Indian Sports Industry in 2030 is estimated at \$130B (Source: Google & Deloitte Report).

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## BLOG



It was June 22, 1996. The cricket world witnessed a young Sourav Ganguly making his Test debut at Lord's with a remarkable century. Across the world, in Mumbai, a young Punjabi boy named Bhavesh Singh watched with awe and was captivated by Ganguly's charisma and skill. That day marked the beginning of a lifelong admiration for the Indian cricket legend. Fast-forward to 2025, and the same boy, now an accomplished sports professional, finds himself as the Chief Business Officer for Sourav Ganguly.

### Who would've thought right?

So, how did he do it? What is the secret behind becoming a sports agent or athlete manager? Is it just about dreaming big?

No. It's about taking focused action and moving beyond fandom to building a career that involves hard work, learning, and creating networks. As Mr. Bhavesh rightly shared in a podcast on "How to Become a Sports Agent", the 'A' in the word 'Dream' stands for 'Action.' So, let's dive into what it takes to follow in his footsteps and build a career as a sports agent.

To learn more about the course,  
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## BLOG



Millions of fans, crazy excitement, nail-biting suspense, fanaticism, and 1 IPL -India's biggest 'Cricketainment, perhaps one of the world's too. A 18-year of phenomenal journey, and a massive success in the world of sports business.

In 2008, from 8 franchises to 10 teams in 2024, Indian Premier League saw media rights commanding a staggering \$6.2 billion with Mumbai Indian and Chennai Super Kings rivaling some of the biggest clubs in European football and NFL.

IPL is revolutionary not only in the business of cricket but also as a global sporting powerhouse. As we celebrate the IPL like any other festival in India, let us reflect on how a startup league has become a massive success.

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## BLOG



What is that one thing that Usain Bolt can't beat right now? India's fastest-growing Sports Industry.

The sports industry in India is expected to rise to a \$130B market by 2030, according to a recent Google & Deloitte Report, creating numerous job opportunities. And talking about opportunities, a huge career potential awaits aspiring sports managers in India.

Becoming a sports manager is the career of the decade. Well, can you deny the extravaganza of IPL- from a startup league to one of the world's biggest sports events. Likewise, the success of WPL, PKL & ISL is on the rise. Besides, elite sports, grassroots sports are also emerging, for instance, the evolution of 'National Games' & 'Khelo India'. Not to mention here, the expansion of Fantasy Sports is also creating an industry of its own.

And that leads to the demand of skilled, knowledgeable, and well-trained sports professionals.

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## BLOG



In 5 more years, India's fastest-growing sports industry will make it one to watch. According to a recent report from Google & Deloitte, India's sports market is expected to reach \$130B by 2030. Not just that, with a CAGR of 14%, the growth of the sports sector is likely to outpace the established sectors, like automotive & tourism.

At this point, you must be raising your eyebrows and thinking what made the sudden rise of India's Sports market?

Looking back to the previous 15 years, the sports market started to pick up with the mainstream popularity of the Indian Premier League (IPL). And the future outlook is highly promising. Because of the glamorous success of IPL, multiple leagues & tournaments are happening, not just in the field of cricket, but also in other sports arenas. Hence, fandom grows in numbers, and grassroots are turning into elite sports.

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## BLOG



Deepika Padukone recently launched 'The Padukone School of Badminton' (PSB), and in just a year, it has scaled to over 75 grassroots coaching centers across 18 Indian cities—including Bengaluru, NCR, Mumbai, Sangli, and Surat. This remarkable growth is more than a personal initiative, it reflects the rising momentum of India's sports ecosystem.

From major brands like AbhiBus partnering with the Tamil Nadu Premier League for its 2025 season to Olympic bronze medalist Lovlina Borgohain launching her own boxing academy in Assam with government backing of ₹2 crore, every corner of the industry is expanding. Even global sportswear giant Nike is tapping into Indian culture by collaborating with homegrown fashion label 'NorBlack NorWhite' for a bandhani-inspired collection – its first-ever with an Indian design house. Together, these milestones show how the sports industry in India is thriving across grassroots, government, business, fashion, and professional arenas.

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## BLOG



IISM celebrated the achievements of the Class of 2024 while also marking its 15-year journey in shaping India's sports ecosystem.

It was a day that brought with it immense pride, inspiration, and heartfelt nostalgia. The Degree Distribution Ceremony 2025 of International Institute of Sports & Management (IISM) was not only a celebration of academic achievements but also a tribute to IISM's 15 years of impact in sports education. The dual celebration saw the confluence of aspiring sports professionals, proud parents, dignified faculty, and industry experts.

The institute applauded its students for completing their academic journey successfully and stepping into the world of sports business, and science. As these future sports leaders received their degrees, the joy and sense of achievement among students, parents, and faculty were palpable.

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# ***THE SPORTS COMMUNIQUE***

## **IISM's OFFICIAL NEWSLETTER**

Curated by:

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