

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

September 2025



September 2025

NILESH KULKARNI BOWLS, USAIN BOLT CONNECTS!

World's Fastest Man at DSG's Dream Dash with IISM's Founder



The 'Fastest Man on the Planet' Usain Bolt landed in Mumbai for the 'Dream Dash' event organized by DreamSetGo, as IISM served as the Sports Higher Education Partner for this iconic occasion.

As part of DreamSetGo's 'Dream Icons' initiative, **Usain Bolt** attended the Grand Finale of this sprint challenge event which featured several school students from across the nation.

The 8-time Olympic Gold Medalist also interacted with former Indian cricketer and IISM's Founder-Director **Mr. Nilesh Kulkarni**. Besides exchanging pleasantries and posing for photographs with Mr. Kulkarni and IISM's Co-founder & Managing Director **Ms. Rasika Kulkarni**, Mr. Bolt was keen to swing the bat and play a few balls bowled by the former India international.

It was a fabulous scene to watch the passionate duo enjoy a casual game of cricket before the kids got their lifetime opportunity to showcase their sprinting skills in front of the 100 m and 200 m World Record holder himself! Even 25 of IISM's dynamic students got the opportunity to volunteer in this event.

We are grateful to DreamSetGo's founders — **Mr. Monish Shah** and **Mr. Daniel D'Souza** — for facilitating this amazing event and hope to see more such sporting icons visit in the future.



September 2025

IISM ORIENTATION DAY 2025

A New Beginning for Future Sports Professionals.

VISHWAS NANGARE PATIL
IPS OFFICER & ADG ANTI-CORRUPTION

SHIVAM DUBE
WC T20'24 WINNING INDIAN CRICKETER

NILESH KULKARNI
FOUNDER - DIRECTOR OF IISM



Here's a glimpse into an unforgettable Orientation Day at IISM, where we proudly welcomed our newest batch of Sports Management and Sports Science students!

The day was filled with energy, emotion, and excitement — highlighted by the powerful words of our Chief Guest IPS Officer & ADG Anti-Corruption **Shri Vishwas Nangare Patil ji**, and Guest of Honour, T20 World Cup-Winning cricketer **Mr. Shivam Dube**.

Their journeys and insights sparked fresh inspiration and motivation in every student.

IISM's visionary founder, **Mr. Nilesh Kulkarni**, Co-founder **Ms. Rasika Kulkarni**, along with **Mr. Amitava Pal** (Associate Dean) and **Mr. Amit Gupte** (COO) were also present at the ceremony. With such a dynamic start, our students are all set to begin a journey filled with growth, learning, and opportunities.

[CLICK HERE TO READ THE ENTIRE BLOG](#)

IISM Orientation Day 2025: A New Beginning for Future Sports Professionals



Words by Our Chief Guest



A powerful message resonated throughout the room as our Chief Guest, ADG - Anti Corruption Shri Vishwas Nangare Patil ji addressed the new students of Sports Management and Sports Science, urging them to anchor their ambitions for one noble purpose: serving their country. He reinforced our Founder-Director Mr. Nilesh Kulkarni's vision for India's sporting future, calling on each student to play their part in nation-building through sport. Emphasizing the

value of time, he encouraged the batch to seize every moment and transform their passion and effort into impactful outcomes. His closing words, "Dream high and work hard to reach that goal," set a compelling tone for the journey ahead, igniting the motivation and resolve of every student.

Words by Our Guest of Honour

A spark of inspiration ignited the young minds at IISM's Orientation Day 2025 when 2024 T20 World Cup-winning Cricketer Shivam Dube addressed them to think bigger and bolder. He illustrated India's transformation in sports — from an era when foreign professionals managed major events, to today's reality where Indian sports professionals run everything behind the scenes. Further, he highlighted the surge in sports-industry opportunities, especially with India setting its sights on global platforms like the 2036 Olympics and Commonwealth Games. Speaking directly to the IISM students, he applauded their decision to pursue sports education, calling it their first leap toward becoming a successful part of this evolution. His message rang clear: India's sporting future is unfolding before them, and it's theirs to shape.



September 2025

ATAL INCUBATION VISIT

Fostering the Next Generation of Sports Entrepreneurs!



A team of students and faculty members from the **International Institute of Sports & Management (IISM)** spent a full day at the Atal Incubation Center – Mumbai, participating in a comprehensive workshop and engaging in an insightful campus tour. The group consisted of 14 students and 4 faculty members, including **Mr. Amitava Pal** – Associate Dean, **Dr. Natarajan Pillai** – Head of Management, **Mr. Dennis Dsouza** – Senior Assistant Professor, and **Ms. Nidhi Kothari** – Assistant Professor. The visit aimed to offer our aspiring student entrepreneurs a real-world incubation support system and deepen their understanding of the startup ecosystem.

Key Highlights

- Interactive workshop sessions with relatable, real-world examples
- Sports analogies to simplify and connect entrepreneurial concepts
- Live Q&A with a seasoned entrepreneur, offering raw, first-hand insights
- Engaging brainstorming activities to turn ideas into actionable strategies
- Thoughtful student questions met with expert guidance

The experience was not only educational but also inspiring. We sincerely thank the Atal Incubation Center for creating such a vibrant and collaborative environment. This visit is just the beginning – we look forward to building more such initiatives that empower our students to innovate, lead, and transform the future of sports entrepreneurship.



MASTERCLASS

With the new academic year kicking off, the IISM campus saw multiple industry experts' visits and their insightful Masterclass sessions.

Masterclass by Mr. Nilesh Shetty

Mr. Nilesh Shetty, a Senior Sports Consultant and former Manager at Grant Thornton Bharat, led an insightful masterclass for students at IISM.

From good governance in sports, fostering integrity, accountability, and inclusive growth, to the National Sports Policy 2025, he outlined the pivotal facets of India's Sports Industry. Drawing on his personal experience in the industry, he explained key challenges in Indian sports governance and shared practical industry insights.

The students gained a deep understanding of how evolving policies and governance structures shaped the future of sports. A truly enriching start to their academic journey at the institute.



Mr. Nilesh Shetty
Senior Sports Consultant

Masterclass by Mr. Jaideep Chakrabarty

Our students were lucky to witness the expertise of Sports Content Strategist and Live Streaming & OTT expert, **Mr. Jaideep Chakrabarty**, who enlightened them with a masterclass on Digital Marketing in Sports.

Having worked with giants in the sports industry like Star Sports, NDTV, and JioHotstar, his experience of the past 16 years mesmerised our budding sports marketers while also giving them a glimpse of how they can implement their digital marketing skills in the industry.



Mr. Jaideep Chakrabarty
Sports Content Strategist
and Live Streaming &
OTT expert

MASTERCLASS

Masterclass by Cmde. Pushpendra Garg

Khel Ratna and Arjuna Award Recipient, **Commodore Pushpendra Garg** also delivered multiple masterclass sessions across cohorts at the IISM campus.

Our students were quite honored to welcome an esteemed sportsperson and veteran of the industry and learn from his years of experience, both as an athlete and administrator apart from his 35 years of service in the Indian Navy. Having been the CEO of the Target Olympic Podium Scheme at Sports Authority of India (SAI), he eloquently spoke about where India stands in terms of its outlook towards using sports for nation-building while shedding light on the latest National Sports Policy and the Sports Governance Bill.



Cmde. Pushpendra Garg

Khel Ratna and Arjuna Awardee
Former World Champion in Sailing
& CEO TOPS, SAI

Masterclass by Mr. Haresh Ramchandani

Mr. Haresh Ramchandani — Head of League Operations at the Tennis Premier League (TPL) graced the IISM campus to talk about the flourishing of Lawn Tennis in India.

Students were quite curious to interact with him to know more about the state of Tennis in India along with the rising prevalence of pickleball and padel of late. Having seen the sport and its novice variations from the grassroots level, Mr. Ramchandani gave his best perspective to clarify how our aspiring young professionals could pave their way in the world of tennis.



Mr. Haresh Ramchandani

Head of League Operations
at the Tennis Premier
League (TPL)

MASTERCLASS

Masterclass by Ms. Vaidehi Vaidya

All the girl students of IISM witnessed a Masterclass from the Founder & MD of Women in Sport India (WISI), **Ms. Vaidehi Vaidya.**

Exclusively addressing the girls, she put forth her perspective on how women can break the glass ceiling in India's sports industry and make a name for themselves.

Drawing on her experiences as a sportsperson and professionally working in football with the UEFA and the Asian Football Development Project, Ms. Vaidya gave a peek of how it is to be a part of a new wave of female athletes, coaches, and sports administrators.



Ms. Vaidehi Vaidya

Managing Director,
Women in Sport India

INDUSTRY EXPERT BYTES

“It’s a fantastic time to be in the sports industry, it’s growing -- and that’s where the opportunity is.”



Rahil Dhruva

Director – Marcos Quay Sporting Excellence

As India’s sports ecosystem expands, so does the demand for skilled professionals in the sports business & science domain. “IISM is the foundation to having sports as an industry,” says Rahil, as he highlighted how IISM is actively bridging the talent gap by preparing future-ready professionals. He also emphasized that students are in the right place at the right time. The demand for experienced Sports professionals is increasing as the industry needs a huge workforce. And his advice for the young aspirants is clear:

“Keep persevering, and you can make a real impact in the sports industry.”

INDUSTRY EXPERT BYTES

**“I always hire from IISM —
and they’re doing a really good job.”**



Shraddha Ganiga

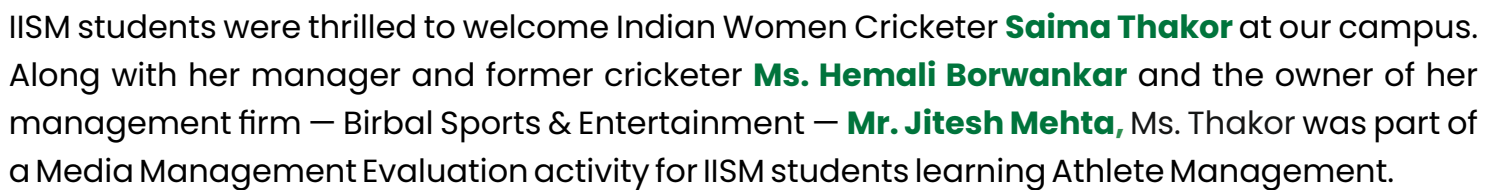
Sr. Talent Acquisition – HR Partner, Cult.fit

According to her, students from IISM come with the right blend of industry understanding and on-ground readiness. Many begin their journey at Cult.fit as Associate Center Managers and grow into Cluster Manager roles, proving their passion and capability. Moreover, she emphasized the importance of internships for students who wish to build their careers in a niche role in the industry.

**“The more internships you do, the better you
understand which field you truly want to pursue.”**

Shraddha believes sports is a growing and promising career path, and IISM is playing a pivotal role in shaping professionals who are ready to excel in the sports and fitness industry.

Experiential Learning: Indian Cricketer Graces IISM Campus



From handling press interactions to acknowledging the finer nuances of managing an international level athlete, Ms. Thakor and her team graded the participating students on various parameters in a variety of hypothetical scenarios. IISM's Manager - Academics and Partnerships **Mr. Rohit Walavalkar** and Head - Marketing **Mr. Karan Mange** were also part of the judges panel.

Besides this Media Management activity, the right-arm seamer who debuted for the India Women's National Team in 2024, also shed light on how the Women's Premier League (WPL) has helped her grow as a player along with some inspiring words for our budding sports managers.



JEET 2025

Sports Debate: Perspectives Clashed, Learnings Galore!

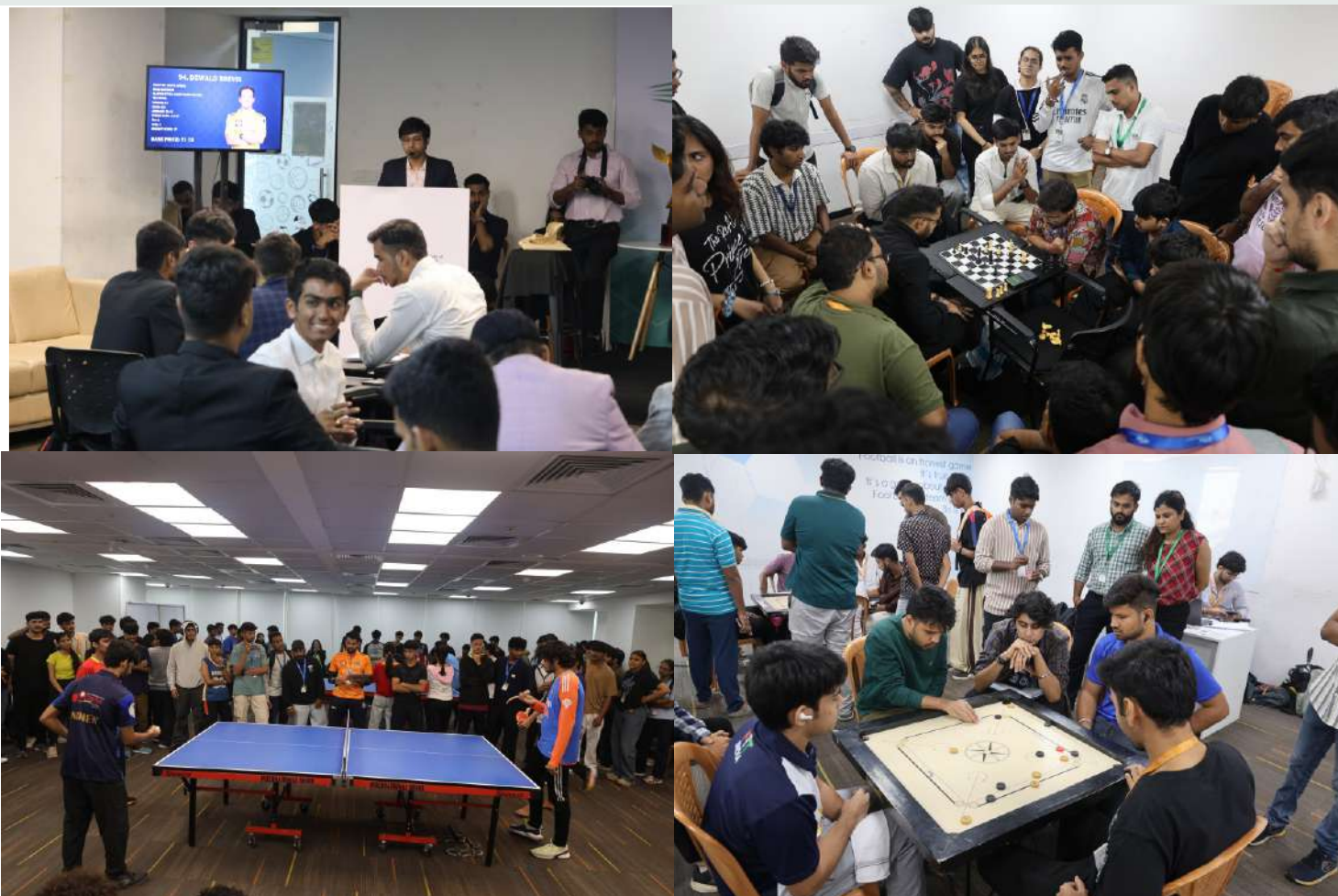


Jeet 2025-26 kicked off with the Sports Debate competition at the IISM campus — the first of many events to follow in this new academic year. It was an intense yet healthy streak of discussions on various intriguing topics of the sports industry between the participating teams from all cohorts. Even our esteemed panel of judges — that consisted of IISM's Associate Dean **Mr. Amitava Pal** and Head of Academics **Ms. Avanti Desai** — were proactively giving their perspectives. From athletes' discipline management to transgender athlete representation, from para sports sponsorships to reserving World Cup spots for developing nations: our astute participants were relentlessly putting across their points while enlightening the audience with their knowledge. Eventually, Team **Dominators** from the Master of Sports Management (MSM) cohort held their ground to clinch the finale showdown, just edging out the **Vikings** from the Bachelor of Sports Management (BSM) cohort.



JEET 2025

NSD-25: IPL Auction, Chess, Carrom & Table Tennis



This year's National Sports Day was celebrated at IISM with our annual intra-college Jeet Sports competitions – NSD-25 featuring events in Chess, Carrom and Table Tennis. However, it was the IPL Auction that kicked off proceedings on Day 1.

Under the moderation of IISM alumnus Harsh Raut as the auctioneer, it was an enthralling affair that saw some record bids and tussles among teams. Team **Avengers** were the ones to win this auction with the **Royals** coming in 2nd.

On Day 2, after several tense matches, it was Team **Spartans** that clinched the Chess event. Meanwhile, Carrom saw the **Wolves** triumph. In Table Tennis, the Men's Doubles event was won by the **Hawks** and it was **Trailblazers** who came on top in the Mixed Doubles.

JEET 2025

Nutrifiesta: Delicious Combo of Nutrition & Business!



With a zest of authentic cuisine and drinks from 13 different states of India — this year's **Nutrifiesta** was grander and tastier with culinary delights served by IISM students.

Along with a touch of nutritious ingredients and a business strategy to become the highest-earning stall, everyone was beyond excited to push their food offerings.

From nutritious dishes like Millet Bhel and Chicken Cafreal Poi Pocket to some lip-smackingly favourite sweets like Rasgulla and Ukdiche Modak mesmerized everyone!

When it came to the official tasting our judges — including IISM's Co-Founder & Managing Director **Ms. Rasika Kulkarni**, Head of Academics **Ms. Avanti Desai**, and Assistant Professor & Deputy In-charge – MSM **Ms. Harshada More** — focused on picking the best state team on all different parameters of food taste, pricing strategy and nutrition value.

Eventually, Odisha clinched Nutrifiesta 2025-26 as a holistically excellent stall on all benchmarks. Kerala came in 2nd, meanwhile, Goa and Rajasthan shared 3rd place.

IISM's Founder-Director **Mr. Nilesh Kulkarni** also graced Nutrifiesta to congratulate all the winners and assured that this mouth-watering event should be held on a larger scale next year, looking at the overwhelming fervour!



WINNERS

JEET 2025

Sports Quiz: Testing Sporting Knowledge Across Eras



Recalling old tennis champions from the 1930s, dissecting the famous Tied Test matches of 1960 and 1986, and decoding the details of various sporting legends in puzzling anecdotes: IISM's Sports Quiz this year had an abundance of sporting knowledge flowing.

Our esteemed quiz master, the veteran sports commentator **Mr. Milind Wagle** meticulously crafted all the questions on a plethora of sports — including cricket, football, tennis, badminton, athletics, swimming, hockey, table tennis, and the Olympics as well — to stump IISM students participating in this mega quiz.

To his surprise though, many of these youngsters were astute in answering some of the toughest questions and identifying sporting stories and legendary figures from the years gone by!

Eventually, it was the team **Wolves** that triumphed to win the Sports Quiz, with the **Spartans** (2nd) and **Yodhas** (3rd) coming in as the two runners-up.



NATIONAL SPORTS DAY CONCLAVE 2025

IISM Founder Mr. Nilesh Kulkarni at SAI-RC Mumbai



IISM's Founder-Director **Mr. Nilesh Kulkarni** was invited to the National Sports Day Conclave 2025 held at SAI RC Mumbai. Several other dignitaries from India's sports ecosystem including Hon'ble **Smt. Raksha Nikhil Khadse** – Union Minister of State for Youth Affairs & Sports attended this Conclave.

With some of the IISM students, Mr. Kulkarni represented IISM as a Leading Sports Education institute at this Conclave and was also involved in a panel discussion about "Sports and Education: Building Future Careers, Skills & Opportunities".

Besides honoring the birth anniversary of India's hockey legend Major Dhyan Chand, he also shed light on IISM's role in uplifting India's sports industry on all fronts and how we shall continue building on this momentum.

MOMENTS THAT MAKE US PROUD



Ashmit Sule – Mr. Umang '25

Sports Management student Mr. Ashmit Sule was a true rockstar to walk away with the title of Mr. Umang! His soothing melodies and energetic dance moves stole the show at the city's popular inter-collegiate fest and got deserved recognition. IISM is extremely proud of Ashmit's talent and hopes to see him soar to many such milestones in the future!

Kimaya Karle

A Star Shines Bright!

We're incredibly proud of our Bachelor of Sports Science student Kimaya Karle, as her passion, poise, and spirit lit up Cluj Napoca at the FIG Rhythmic Gymnastics World Challenge Cup (25–27 July 2025)! Kimaya set a new benchmark with a historic 23.000 in the club event, becoming the first Indian rhythmic gymnast to cross the 23 mark internationally in this Olympic cycle! Her doll-themed Ball routine blended technical mastery with stunning artistry. Previously, at the Khelo India Youth Games 2025, Kimaya won a Gold Medal, and at the 38th National Games in Uttarakhand, Kimaya earned Gold in Ball and Silver in Hoop, making Maharashtra proud with her exceptional performance.



MOMENTS THAT MAKE US PROUD



Rahi Pakhle

Rising High, Winning Hearts & Medals

During the 2025 Gymnastics National Championships held in Uttarakhand, Rahi Pakhle won her 7th gold medal in the Individual Senior Women's category in Trampoline Gymnastics. Adding to her glorious journey, Rahi was also honored with the prestigious Shiv Chhatrapati Sports Award 2023–24 this year, celebrating her dedication and over 13 years of excellence in the sport. At IISM, we are incredibly proud to have this champion as our Sports Management student.

IISM STUDENTS VOLUNTEERING

A Taste of Real-World Sports Management



Our aspiring sports management professionals worked as volunteers in the **'Mumbai Ultra - The 12 Hour Run'** and understood the intricacies of how such a fast-paced marathon event with a massive crowd of participants is executed seamlessly.



Our students from the MSM (Master of Sports Management) and PGPSM (Post Graduate Program in Sports Management) cohorts also went to volunteer in the **Mumbai Half Marathon** (Expo and Race Day). Proactively handling the logistics of such events is quite beneficial for their experiential learning – an integral part of IISM's pedagogy across cohorts. While our students often learn about the workings of these marathon events in case studies and classroom discussions at the IISM campus, going on the ground and implementing those learnings is a completely different ballgame.



IISM STUDENTS VOLUNTEERING

A Taste of Real-World Sports Management



The **Hyrox 2025** event in Mumbai also saw IISM students volunteer to handle operations of this global indoor fitness race. Pumped up by the energies of participants from across the globe, our students got a taste of managing such a high-profile sports event.

"The energy, teamwork, and passion at the event were truly inspiring," said one of our students, summarizing her experience at Hyrox 2025.

We're proud that all of them eagerly grabbed these golden opportunity to polish their skillsets and solidify their credentials to become industry-ready sports management professionals.



FESTIVE FLAVOUR AT IISM

A Symphony of Friendship, Patriotism and Culture

Friendship Day



Within a few days of the new academic year starting, IISM students reignited their friendly bond to celebrate Friendship Day. Recalling their memories at the campus and breaking the ice with the fresher students, they got together for a mega jamming session. It was a beautiful scene to see the youngsters bond together

at the campus, where they will continue to interact and grow their friendship as batchmates over coffee conversations, lecture discussions, turf games while taking steps towards shaping their career by transcending their passion for sports into their profession.

Independence Day



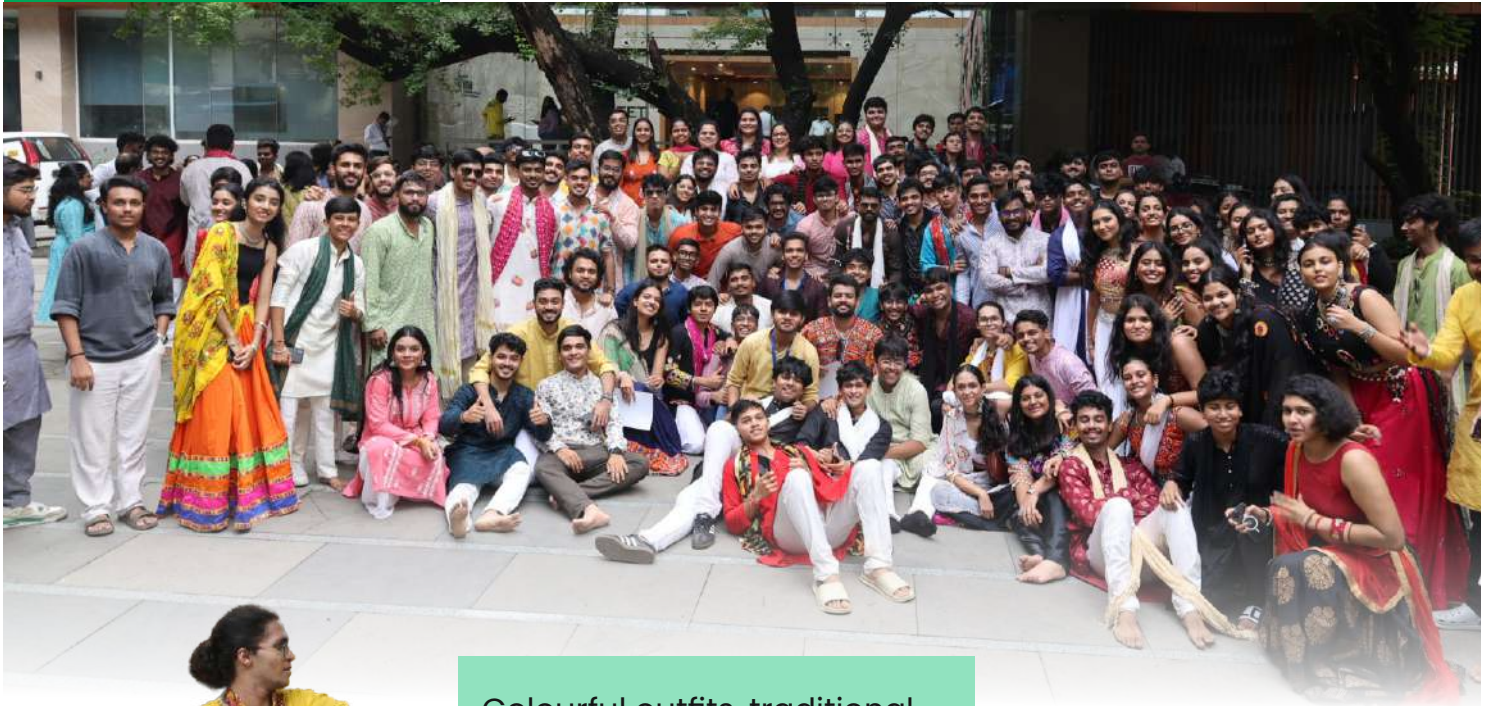
The plethora of festivals this quarter stimulated a different level of enthusiasm among our students as they lit up the IISM campus with a colourful portrayal of Indian culture during the Independence Day celebration. From energetic dance performances to soothing

musical pieces, it was a fabulous display of talent while highlighting a beautiful balance of preserving traditional Indian culture and a dash of modern young fervour!

FESTIVE FLAVOUR AT IISM

A Symphony of Friendship, Patriotism and Culture

Navratri



Colourful outfits, traditional hooksteps, and a whole lot of energy among the youngsters — Garba Raas was buzzing with energy at the IISM campus as students from across cohorts enjoyed a super enthusiastic Navratri celebration. Even IISM's faculty and staff were present to witness the energy and passion flowing in the campus outback with many students showcasing their Garba skills.



COGNITE 2025

Astute Display of Sports Business Acumen



IISM students from across cohorts stimulated their brains to bring out some innovative sports business venture ideas at **Cognite '25** — be it sports equipment rental, sports nutrition solutions, finding teammates in your areas or organizing local cricketing leagues.

The judges panel who evaluated these ideas included IISM's Associate Dean **Mr. Amitava Pal**, Associate Dean **Ms. Vasanthi Kadhiravan** and Head of Academics **Ms. Avanti Desai** along with industry experts namely, **Mr. Pankaj Athawale, Mr. Vishnu Govind, Mr. Mehul Rawal, Mr. Rithik Raj, and Mr. Rohit Panicker.**

Amid the 40+ different teams that presented their ideas, it was team number 36's idea of 'Converting single-use turfs into Multi-sport arenas' that emerged victorious, clinching 1st place.

Meanwhile, Team number 18's idea of an 'Athlete management agency for women and para-athletes from underprivileged backgrounds' got the runners-up spot.

Lastly, team number 27's 'Karate integrated with AI platform' also won the Best Entrepreneur award.

Overall, it was a spectacular show of business acumen from some of the sharp young minds of IISM as they learned how to pitch their visionary ideas and earn financial backing.



BLOG



We generally don't picture our favourite cricketers outside the boundaries. However, after retirement from cricket, most choose to become commentators, coaches, and broadcasters. But a few have decided to enact their passion in the business world. From technology to fashion to academia to sports management, they have been winning all the games of business.

[CLICK HERE TO READ THE ENTIRE BLOG](#)

From 22-Yard Pitch to Elevator Pitch – An Entrepreneurial Journey of 6 Indian Cricketers



BLOG



Students considering Sports Management as a career should possess a fundamental understanding of sports law and other legal aspects of business activities in addition to other abilities like strong analytical, research, problem-solving and communication skills. As the sports industry has been fast emerging with a valuation of over a billion-dollars.

Sports and sports-related sectors are always important elements in nation-building in terms of the economy as well as the wellbeing of society. Now the question may arise about the importance of law in sports.

The role of sports law is to ensure safety, equality, fairness and integrity in the athletic competition on and off the field. Sports Management refers to assuming leadership position in managing affairs of the sport. It calls for various compliances and administration of rules and regulations prevailing in sports and sports management.

[CLICK HERE TO READ THE ENTIRE BLOG](#)

LEGAL ASPECTS IN SPORTS MANAGEMENT & SPORTS LAW



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