

IISM AT SPORTSTAR ACES AWARDS 2026

Best Educational Institute for Promotion of Sports



International Institute of Sports & Management – IISM Mumbai has been making a mark in India's sports industry for the past decade and a half by producing top-notch sports professionals. And this contribution was honoured, as IISM was awarded with the 'Best Educational Institute for Promotion of Sports' at the **Sportstar Aces Awards 2026**.

IISM's Founder-Director **Mr. Nilesh Kulkarni** represented the institution at the Taj Mahal Hotel in Mumbai on March 13th to collect the award from former Indian cricketer & current Indian Men's team selector **Mr. Pragyan Ojha** & Co-Founder of Exchange4Media **Mr. Nawal Ahuja**.

The 2026 edition of the Sportstar Aces Awards wasn't just to hand out award trophies — it was a celebration of the top sporting performers & contributors to India's sports ecosystem! From honouring the best Indian athletes from across sports to addressing the veteran legends and the foundation they laid back in the day to bring Indian sport on the global podium — this year's Sportstar Aces Awards ceremony was a special one.

After being conferred with the **Rashtriya Khel Protsahan Puraskar** for 'Sports for Development' in 2020, this is a massive honour for IISM to be awarded with the Sportstar Aces Award, as the magazine under The Hindu Group has led the way in India's sports journalism landscape for several decades now.

To know more about the Sportstar Aces Awards 2026 and the other award recipients, click below to read our blog.

[IISM WINS SPORTSTAR ACES AWARD 2026: BEST EDUCATIONAL INSTITUTE FOR PROMOTION OF SPORTS](#)



ISELP DUBAI 2026

Exploring Sporting Passion in the Emirates



IISM students & faculty members visited the United Arab Emirates (UAE) for 2026's first **ISELP**— International Student Experiential Learning Programme trip. Given the variety of sporting activities that are happening in the cities of **Dubai, Abu Dhabi & Sharjah**, it was a golden opportunity for our students to understand the global sporting landscape in the Emirates.



Upon their arrival in Dubai, they first landed up at **Topgolf** — one of the city's popular lounges with a high-tech golf driving range & arcade games. While they enjoyed themselves on the virtual greens at Topgolf, the young sports enthusiasts were excited to begin their experiential learning journey.



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Their first stop: the **International Cricket Council (ICC) Headquarters** in Dubai — to attend a holistic workshop by some of the CXOs and Departmental Heads of the ICC. From understanding the governance of global cricket to how the ICC has to balance multiple stakeholders at World Cup events, our students got a detailed overview of the diverse yet intricate responsibilities of the ICC.

After this, the IISM contingent drove to Abu Dhabi to visit one of the most luxurious race tracks — the **Yas Marina Circuit**, which annually hosts the finale of the F1 season apart from multiple other racing events. From the drivers' briefing to the pit lane, the race control room to the paddock areas, our students got the chance to explore the ins & outs of the Yas Marina Circuit and understand how they manage motorsport events & activities throughout the year.



They also flocked over to the neighbouring **Ferrari World**, located on Yas Island itself. Everyone was excited to ride the world's fastest roller coaster, Formula Rossa — which reaches a speed of 240 kmph — while also getting to know the technology behind it.

ISELP DUBAI 2026

Exploring Sporting Passion in the Emirates



Their next stopover was in Sharjah to tour the iconic **Sharjah Cricket Stadium** — a venue that has seen several historic games including the Master Blaster Sachin Tendulkar's Desert Storm century! Hearing from Mr. Mazhar Khan, the General Manager of Sharjah Cricket and getting the opportunity to explore the Sharjah stadium from the inside was a dream come true moment for all cricket fans among our students & faculty members.

Our ISELP contingent also visited the **Baseball United Ballpark** at the Sevens, Dubai which hosted the inaugural season of Baseball United in November-December 2025. It was quite a novel experience for our students to experience the game of baseball and how it has found a footing in the Middle East with a new professional league.



These young aspiring sports managers also got the privilege to interact with some of the city's top business leaders at a dinner event. They shared insights about working in the global sports industry and how one can establish their career in the Emirates. IISM's Founder **Mr. Nilesh Kulkarni** headlined this networking dinner, as our students made the most of this opportunity to learn from these veterans.



And this is how the first ISELP trip of 2026 unfolded as our students got to learn a lot from a variety of sporting venues besides also exploring Dubai's exquisite locations like the Burj Khalifa, Topgolf, and Desert Camp for a desert safari adventure. It was a perfect blend of learnings, sporting passion & adventure in the Emirates!



ISELP AUSTRALIA 2026

Exploring the World's Sporting Capital: Melbourne



IISM's second **ISELP** — International Student Experiential Learning Programme Trip of 2026 saw our students go Down Under — to explore Australia's deep-rooted sports culture. And what better place to do so than **Melbourne**, which is often referred to as the 'Sporting Capital of the World'!



Upon arrival in the city of Melbourne, IISM students & faculty members landed up at the **Australian Open** Men's Singles Final as our young sports enthusiasts were privileged to witness the live experience of a Grand Slam Final at Melbourne Park. While **Carlos Alcaraz and Novak Djokovic** battled it out for the first major of the year, our students revelled in the Fan

Zone outside **Rod Laver Arena**. From exploring all the open courts around the park to enjoying the buzz of the Australian Open — it was an exquisite experience for all these youngsters.



ISELP AUSTRALIA 2026

Exploring the World's Sporting Capital: Melbourne



They also got the opportunity to visit the **Deakin University** campus in Geelong — a suburb of Melbourne in Victoria — for an interactive session about the sporting ecosystem in the Land Down Under. Understanding Australia's rich history of hosting global sporting events & World Cups to its plans for the 2032 Summer Olympics — it was a fabulous learning exposure for IISM's future sports industry leaders.

The IISM contingent's next stopover was the **Melbourne Cricket Ground (MCG)** — the iconic sporting venue of Australia that has not only hosted iconic cricket games & World Cups but was also the primary stadium for the 1956 Summer Olympics and the 2006 Commonwealth Games held in Melbourne.



Just witnessing the sheer expanse of the MCG and understanding its rich history & anecdotes via a full stadium tour & a visit to the **Australian Sports Museum** was nothing less than mesmerising! They even got the chance to interact with **Aussie Olympic sailor Tess Lloyd** — which encapsulated their visit to the MCG perfectly!



ISELP AUSTRALIA 2026

Exploring the World's Sporting Capital: Melbourne



This fabulous sporting journey in Melbourne continued at the **State Sports Centre of Hockey Australia** where IISM students not only had a masterclass session but also got to pick up the sticks! It was an incredible on-pitch experience, as our young sports enthusiasts made the most of their time on the indoor turf besides exploring the facilities for field hockey. Later, they also visited the **Yakult Factory** in South Victoria.

Our future sports managers also got to explore the **Melbourne Sports & Aquatic Centre** - MSAC which is nearby the famous **Albert Park Grand Prix Circuit** — the home of the F1 Australian Grand Prix. After the tour of this iconic racetrack, our students also hit the indoor basketball court to shoot some hoops and were also addressed by a professional basketball player.



All in all, Melbourne truly lived up to its reputation as the world's sporting capital — giving our students a taste of Australia's rich sports culture across a variety of sports from motorsport to cricket, field hockey to basketball and tennis. This ISELP Down Under was the perfect blend of global exposure & sporting passion!



ISELP AUSTRALIA 2026

Exploring the World's Sporting Capital: Melbourne

Aussie Olympic Sailor Tess Lloyd



On-Pitch at State Hockey Centre



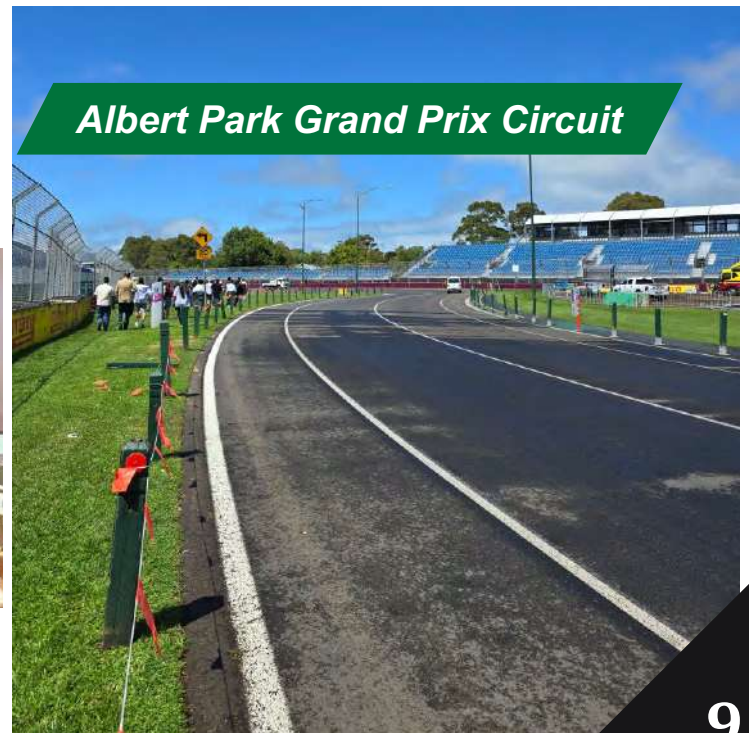
Melbourne Cricket Ground



Australian Open Courts



Albert Park Grand Prix Circuit



Yakult Factory



SEMINAR BY IISM & IIM MUMBAI

Beyond the Game | Leveraging Leadership for Next-Gen Sports Engagement



IIM Mumbai and IISM held a **highly-engaging Joint Panel Discussion** at the IIM Mumbai campus on February 13th where some of IIM's top academicians shared the stage with the sports industry stalwarts of IISM.

The panel featured:

- Prof. Ratnakar Shetty** (Former Chief Administrative Officer, BCCI)
- Mr. Vinit Karnik** (Managing Director - Content, Entertainment & Sports, WPP Media South Asia)
- Prof. Rauf Iqbal** (Advisor Student Activities, IIM Mumbai & Programme Chair - PGP Sports Management)
- Prof. Vivek V Khanzode** (Dean - Academics, IIM Mumbai)
- Mr. Nilesh Kulkarni** (Founder-Director, IISM)

From talking about effective sports governance to innovating new trends in various sports sectors, these esteemed panelists drew on their decades worth of experience on & off the field. And those rich insights showed how the modern sporting ecosystem in India is ready to take off and set new benchmarks!

With the launch of our brand-new **PGD course in Sports Management**, this panel discussion seminar was a summation of that combined vision and aligned objectives between IIM Mumbai and IISM. And we are delighted to embark upon this new adventure to build the future of India's sports ecosystem.



MILESTONE MOMENT FOR IISM

Best Management Institute Award for Placement & Industry Linkage



IISM received the award for being the **Best Management Institute for Placement & Industry Linkage** in Sports Management in the Sports & Physical Education category at the Global Sports Education (G-SEC) 2026. It was our COO **Mr. Amit Gupte** who attended the G-SEC 2026 event to receive the award & highlighted how sports management is a strong career pivot for athletes. He noted the sector's growing employability, including 12 lakh jobs generated by the IPL ecosystem itself, while other sporting competitions like Khelo India, leagues like PKL, HIL, ISL are also generating a lot of job opportunities.

This award reflects IISM's journey of creating value in sports academia since 2010. Establishing India's first Sports Management Institute was a revolutionary step driven by the visionary leadership of our Founder-Director and former Indian cricketer, Mr. Nilesh Kulkarni.

IISM holds a strong record of 100% work exposure and internship opportunities with 80% of the batch placed in the sports industry, reinforcing its commitment to industry readiness. Today, with 1,000+ students on campus and alumni working across India's leading sports organizations and brands, IISM continues to shape future-ready sports professionals.



LEEDS BECKETT UNIVERSITY AT IISM

An Enthralling Student Exchange Trip



The students & faculty from **Leeds Beckett University** landed at the IISM Campus for an immersive **Student Exchange Programme** and it turned out to be a fabulous week of learnings, engagement & fun activities. From interactive lectures on India's sports ecosystem to playing indigenous games & featuring in podcasts — the Leeds Beckett contingent really enjoyed their time at IISM.

It was a thorough cross-cultural exchange of ideas & knowledge with peer-to-peer round tables & masterclasses. Our Associate Dean **Mr. Amitava Pal** and **Mr. Vishnu Govind** delivered Masterclass sessions for our international guests. Meanwhile, Mr. Charlie Connor — Lecturer in Sports Marketing — along with **Dr. Allie Welsh** — Sr. Lecturer in Physical Activity & Health Sciences also took Masterclass sessions for IISM students.

Following this, they also got the chance to take the tour of the iconic **Wankhede Stadium** and the MCA Museum and explore the rich cricket culture in Mumbai. And the icing on the cake was their visit to the **DY Patil Stadium** to watch a **WPL** match between the Delhi Capitals & the UP Warriorz.

To cap off their trip, the Leeds Beckett students also got the opportunity to volunteer at the **Tata Mumbai Marathon** and helped in the pre-event operations, as over 69,000 runners were set to take part in this annual marathon on January 18th. All in all, they got a complete taste of what it means to be a sports management student at IISM.

“ Thanks to our partnership with International Institute of Sports & Management - IISM , we were fortunate to experience a fantastic range of sport-themed activities in Mumbai. ”

– Mr. Charlie Connor
Lecturer in Sports Marketing at Leeds Beckett University

“ I am so proud of students who volunteered overnight at the TATA Mumbai Marathon - one of the world's largest marathons. It tested adaptability, teamwork, & leadership under pressure — and our students rose to the challenge brilliantly. ”

– Dr. Allie Welsh
Sr. Lecturer in Physical Activity & Health Sciences at Leeds Beckett University



IMPACT OF THE MUMBAI MARATHON

The Socio-Economic & Health Impact Report 2025 Unveiled



The **Tata Mumbai Marathon 2025 report**, initiated by Procam International Pvt. Ltd. with IISM, through rigorous research design, field assessments, and impact analysis, has documented the marathon's broader influence on community health, social inclusion, and economic activity.

During the launch of the report at Trident Hotel, Mumbai, ahead of the 2026 edition of the Tata Mumbai Marathon, several distinguished guests were present, including:

- Shri Rajesh Aggarwal - Chief Secretary, Government of Maharashtra
- Mr. Anil Singh, MD - Procam International Pvt. Ltd.
- Mr. Vivek Singh, Jt. MD - Procam International Pvt. Ltd.
- IISM Founder-Director, Mr. Nilesh Kulkarni
- Mr. Adrian Terron, Head Corporate Brand & Marketing - Tata Sons Ltd.
- Mr. Ujjwal Mathur, President India - Business & Strategic Accounts Growth Markets - TCS
- Mr. Shreepad Shende, Chief Marketing Officer - IDFC First Bank
- Mr. Chris Croning, Head of Sports Marketing - Red Bull India
- Mr. Chandrasekar Radhakrishnan, Chief Business Officer-Automotive India & SAARC
- Mr. Himanshu Gupta, Strategic Demand Manager-Snickers
- Mr. Sourabh Sharma, Director Marketing - ASICS India
- Mr. Tushar Malhotra, Head of Marketing - Bisleri



IMPACT OF THE MUMBAI MARATHON

The Socio-Economic & Health Impact Report 2025 Unveiled

The report focused on various topics like economic impact, health, technology, the running population & their choices of athleisure, how they prepare themselves for the Marathon. Moreover, an independent assessment of our report estimated a **socio-economic impact of ₹530.59 crores**, driven largely by spending on training, coaching, nutrition, gear, and travel.

Special thanks to **Mr. Kevin Pereira**, Senior Vice-President - Business Development at Procam International, the entire Procam International team, and **Mr. Anurag Tiwari** -Project Lead, for their constant support for the launch of the report.

Notably, while our IISM Associate Dean, **Mr. Amitava Pal** has guided the TMM 2025 research project to make it a success, IISM faculty member **Ms. Ayushi Dhakate** (Project Lead) has led the project with teammates **Ms. Harshada More, Mr. Rohit Walavalkar, Ms. Kinjal Mehta, Ms. Manali Patil, Ms. Nidhi Kothari, Ms. Madhura Manjrekar**, and our IISM students to shed light on how the Tata Mumbai Marathon is changing lives year-on-year.



IMC REPORT ON INDIGENOUS SPORTS

IISM & IMC Promoting India's Traditional Sporting Culture



IISM unveiled the IMC report **Reviving & Promoting Indigenous Sports in India: Opportunities, Challenges, and Global Benchmarking**, marking a significant step toward reimagining India's traditional sports as catalysts for nation-building, inclusion, and sporting excellence.

This report explores the history, evolution & present-day relevance of indigenous sports like Kabaddi, Kho-Kho, Kalaripayattu, Lagori, Langadi, Gatka, Roll Ball, Sikkim Archery, Gilli Danda, Mallakhamb & many more sports that often don't gain any spotlight in our country.

We extend our sincere gratitude to the **IMC Chamber of Commerce and Industry** for this meaningful collaboration and for convening industry, policy, and knowledge leaders to develop actionable frameworks for the sustainable revival of indigenous sports. The report has been authored by **Mr. Amitava Pal**, Associate Dean - IISM, whose insights form the foundation of this comprehensive study, along with contributions from the IISM team comprising **Prof. Ayushi Dhakate**, Research Coordinator; **Mr. Ameya Uparkar**, Senior Executive - Student Relations; and dedicated IISM students, whose efforts played a vital role in supporting the research and development of the report.

The report launch was graced by distinguished dignitaries including:

- Ms. Sunita Ramnathkar, President - IMC
- Mr. Mahendra Kumar Chauhan, Vice President - IMC Chamber of Commerce and Industry
- Mr. Uday Wankawala, CEO - AIC, Rambhau Mhalgi Prabodhini Foundation

We also express our heartfelt appreciation to

- Mr. Ajit Mangrulkar, Director General - IMC
- Mr. Sanjay Mehta, Deputy Director General - IMC
- Ms. Sheetal Kalro, Deputy Director General - IMC

along with Commodore P. K. Garg; Mr. Ramji Srinivasan, Founder & Director - Sports Dynamix; Mr. Prashant Joglekar, Sports Consultant; Mr. Subhomay Das, National Director - WPP Media, Entertainment & Sports Partnerships (GroupM ESP); Dr. Atul Dubey, Member & Coordinator, Textbook Development Team (Preparatory Stage), NCERT; and Mr. Ateet Sanghavi, Contributor & Co-Chairman - IMC Young Leaders Forum, for their valuable insights, guidance, and contributions, which significantly enriched the dialogue and strengthened the report's strategic direction.

We further acknowledge the leadership of the IMC Young Leaders Forum — Ms. Vidhi Doshi, Chairperson & Founder, Yashvi Communications; Mr. Ateet Sanghavi, Co-Chairman & Partner, Purple Ventures Management Consultants LLP, Mr. Apurva Chaturvedi, Co-Chairman & Joint Managing Partner, M.M. Chaturvedi & Co.; and Ms. Jyotsana Sanghi, Co-Chairperson & Managing Director, SGS Motors Pvt. Ltd. — for their continued support and engagement.



IISM STUDENTS AT T20 WORLD CUP

Working Behind the Scenes of the 2026 ICC Men's T20 WC



Anyone wanting to enter the sports broadcasting sector in India knows the value of getting the opportunity to work with broadcasters like JioStar and FanCode. And with the ongoing streak of sports events headlined by the **ICC Men's T20 World Cup 2026**, several of IISM students have got this privilege of working behind the scenes of the World Cup broadcast.

And besides broadcasting, many of our aspiring sports managers have also been working on-ground at venues like the **Wankhede Stadium & the Eden Gardens** to handle stadium operations during the World Cup games. Applying their venue management learnings, they have been proactively involved in each & every aspect behind the scenes to ensure the smooth running of the T20 World Cup.

“ Proud to be associated with Skandha Media Services, contributing to Digital Operations with JioStar for the ICC Men's T20 World Cup and Tata IPL 2026, along with other massive live sports events, global tournaments, and premium international leagues.” sports events, global tournaments, and premium international leagues ”

– Malhar Kadam (MSM)

who has been handling Digital Operations for the T20 WC broadcast for JioStar



IISM STUDENTS AT T20 WORLD CUP

Working Behind the Scenes of the 2026 ICC Men's T20 WC

“ This role situates me at the confluence of sport, media technology, and real-time digital operations, offering a rare vantage point into the complex ecosystems that sustain modern sports broadcasting ”

– Avirup Mondal (PGPSM)

who has been working with Skandha Media for JioStar & FanCode for handling broadcasting operations of events like the T20 WC, EPL, La Liga & IPL 2026

“ This opportunity means a lot to me as a student of sports management and someone passionate about live sports operations and digital broadcasting. ”

– Harsh Jadhav (PGPSM)

who has been involved in major live sporting events including the T20 WC and the EPL as a Digital Operator for Skandha Media

“ From VOD delivery on JioHotstar to post-production support, subtitling, PCR coordination, and assisting live producers, every day has been a new learning experience. ”

– Yash Jaiswal (MSM)

who has been working as a Sports Programming Apprentice with JioStar for the T20 WC and the upcoming IPL 2026

So, be it directly at the stadiums or via agencies handling broadcasts & digital streaming, IISM's aspiring sports managers have been gaining extremely valuable live exposure at the 2026 Men's T20 World Cup.



DREAM OPPORTUNITY FOR IISM STUDENTS

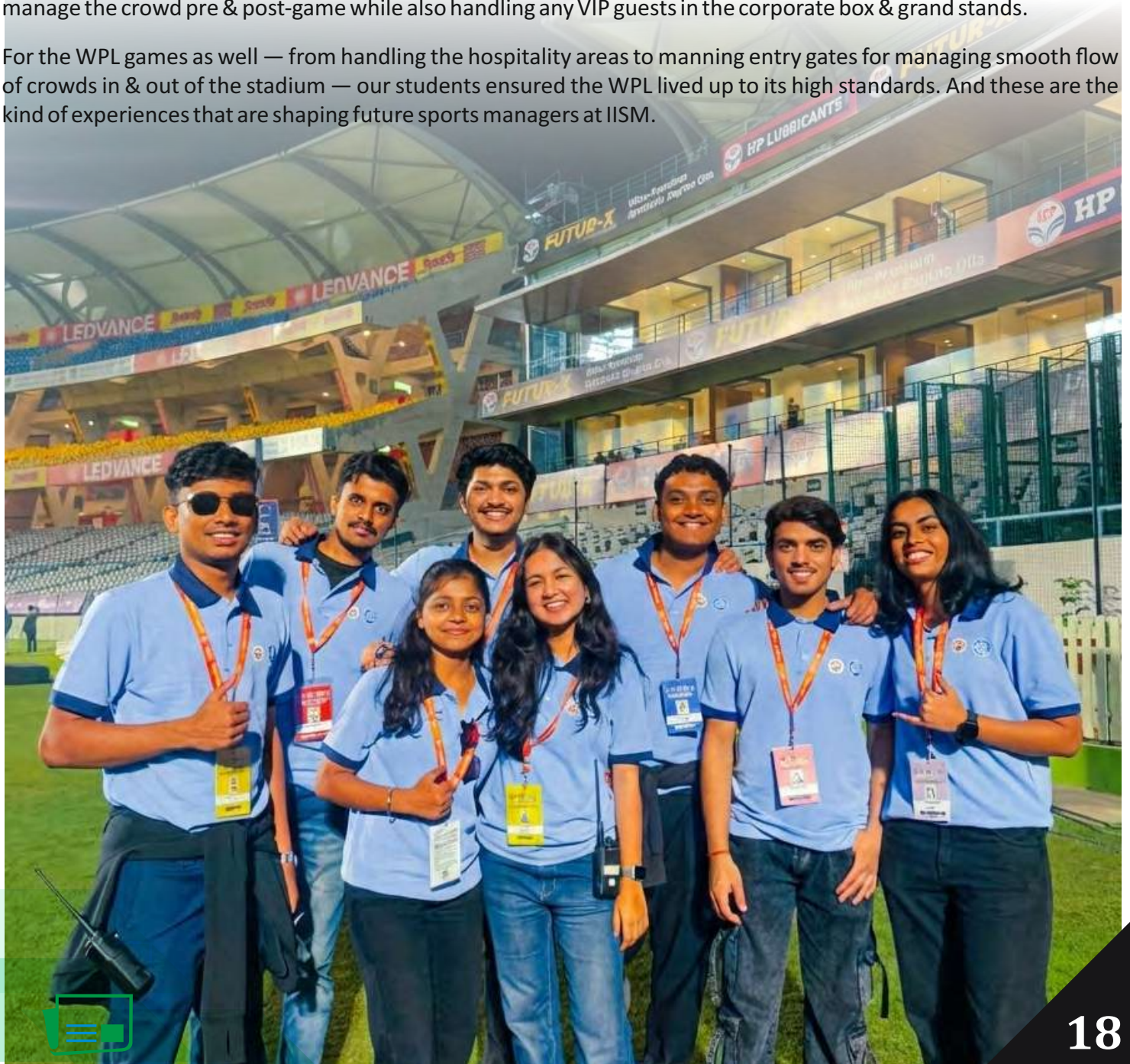
Internship at Baroda Cricket Association for IND v NZ & WPL 2026

The **Baroda Cricket Association (BCA)** had **15 IISM students** working as interns at the BCA's **Kotambi Stadium in Vadodara**. The first Men's ODI between India & New Zealand in December was the initial focus, following which the **2026 Women's Premier League (WPL)** shifted to Vadodara, after its first leg in Navi Mumbai.

So, our students interning with the BCA had their hands full of work in terms of handling end-to-end stadium operations & any back-end work at the BCA head office. From supporting ticketing to handling accreditation, coordinating with travel & catering vendors, looking after the security & housekeeping operations behind the scenes — IISM's aspiring sports managers got to implement all of their learnings about Venue Management.

With massive crowds at the **India vs New Zealand ODI**, it was natural that they would've had to be on their toes to manage the crowd pre & post-game while also handling any VIP guests in the corporate box & grand stands.

For the WPL games as well — from handling the hospitality areas to manning entry gates for managing smooth flow of crowds in & out of the stadium — our students ensured the WPL lived up to its high standards. And these are the kind of experiences that are shaping future sports managers at IISM.



IISM STUDENTS AT KHELO INDIA

1st Ever Khelo India Tribal Games - 2026 Chhattisgarh

The first-ever **Khelo India Tribal Games** saw **25+ IISM students** being deployed to manage the smooth running of the competition across three cities of Chhattisgarh: Raipur, Jagdalpur (Bastar) & Surguja.

They have got the opportunity to work in various functional areas such as the Games Technical Conduct Committee (GTCC), Venue Operations, Venue Overlays & Branding, State Coordination, Volunteer Management, Sports Presentation, Spectator Management, Sports Kits Distribution, Accreditation & handling Accommodation, Catering & Transport.

Some of them are working directly with the Sports Authority of India (SAI) and the host state Chhattisgarh's Department of Sports. While some students got the opportunity to work with the broadcasting partner DD Sports.

This kind of live exposure is immensely valuable for these young aspiring sports professionals as they get to understand how a grassroots level multi-sport competition can be organized on a grand scale. So, working at these Khelo India Tribal Games where 2500+ athletes are representing their respective states & union territories is no mean feat!



IISM STUDENTS AT KHELO INDIA

2nd Khelo India Beach Games - 2026 Diu

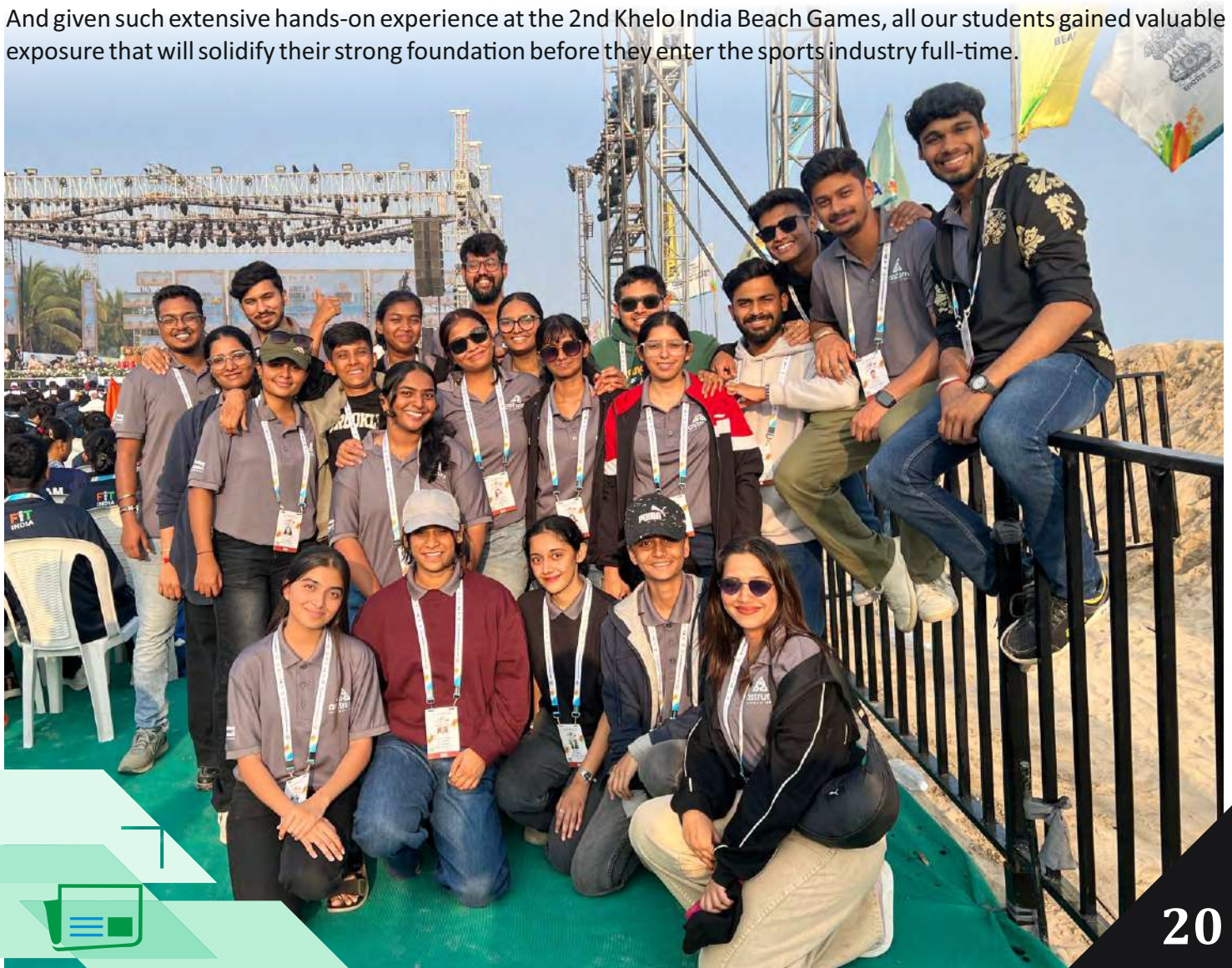
Carrying on IISM's integral association with Khelo India, **50+ IISM students** were part of the **2nd Khelo India Beach Games** held this month in Daman & Diu along with Dadra & Nagar Haveli. Working across 14 different functional areas, they got a real-time experience of how such multi-sport event competitions are organized on the national level.

From enforcing technical regulations via the Games Technical Conduct Committee (GTCC) to coordinating between athletes, officials, and the organizing committee as State Liaison Officers (SLOs) for respective state contingents — IISM students were hands-on involved in the smooth running of these Beach Games.

Distributing sports kits to athletes, managing the volunteers deployed, prepping for the post-event sports presentations, and handling venue operations were few other departments where our future sports managers were working.

Sports Broadcasting & TSR (Time Scoring & Results) is another department where a huge chunk of our students often work at Khelo India events. Apart from these Beach Games, the 5th Khelo India University Games a couple of months ago also saw around 20 IISM students working for DD Sports — the official broadcaster for all Khelo India competitions.

And given such extensive hands-on experience at the 2nd Khelo India Beach Games, all our students gained valuable exposure that will solidify their strong foundation before they enter the sports industry full-time.



IISM AT TATA MUMBAI MARATHON 2026

150+ Students Elevating Asia's Largest Marathon



IISM's association with the **Tata Mumbai Marathon** continued in 2026 as our students once again got the opportunity to work with Procam International & related agencies to organize the annual marathon event. With over **69,000 runners** participating this year, the scale of this event was huge and IISM's aspiring sports management & sports science professionals had to be on their toes to ensure smooth running of all operations.

Here are some of our students expressing their thoughts about working in this year's Tata Mumbai Marathon:

“ Being at the heart of an event of this magnitude which saw a record breaking 69,000+ participants considering it is Asia's biggest event there is no room for error. ”

— **Rishit Roy (BSM 2025-28)**

who was involved in managing the VIP and Dignitary sector during the marathon.

“ I am grateful for this opportunity from IISM Mumbai and Procam International which has helped me thoroughly develop my communication and coordination skills while supporting an event that has raised significant funds for NGOs across India. ”

— **Soham Dey (MSM 2025-27)**

who worked as a Grand Stand Volunteer, looking after esteemed dignitaries.

“ This role [Bib Counter Management] helped me strengthen my event operations, crowd handling, and communication skills, while understanding the importance of teamwork in managing one of India's largest sporting events. ”

— **Harshit Chandi (PGP 2025-26)**

who worked in the Bib distribution team, handling a variety of runners.

“ Had the opportunity to volunteer at the Tata Mumbai Marathon as part of the RIC costume run team — a unique experience that blended service, teamwork, and spreading joy while supporting a larger cause. ”

— **Samruddhi Bhavsar (BSS 2024-27),**

a National-level Basketball player & Sports Science student at IISM.



JEET 2026



Jeet — IISM's intra-college sports fest — continued its recent edition where it left off, and brought back the sporting flavour with Turf Cricket, Turf Football & eSports. The fest began with Turf Cricket that featured 12 teams and over 100+ players hit the turf to showcase their box cricket skills. Eventually, it was the MSM2B team that clinched the event for a second consecutive time.

The next day saw footballing fervour hit the turf as the Turf Football event also featured 12 teams with each match delivering 12 minutes of intense football action. It was the Team Dominators who came out victorious.

Meanwhile, the eSports event saw various players complete in not only but three virtual battlefields viz. Clash Royale, BGMI and FIFA. Each tussle in these games was nail-biting, with some last-second winning moments!



PODCAST: BUZZ BEHIND SPORTS

How Gen Z & Reels Are Changing Sports Marketing
Subhamoy Das



The first episode of the **Buzz Behind Sports** podcast in 2026 features **Mr. Subhamoy Das** — National Director at WPP Media — who shares powerful viewpoints into the dynamic world of sports marketing and why sponsorships are often seen as one of the most glamorous roles in the industry. The conversation explores brand objectives, return on investment, ambush marketing, and the changing ways of Gen Z audiences consuming sports content. From the growth of indigenous sports like Kabaddi to the IPL as a blueprint for Indian leagues, the episode highlights the potential of particular from a marketer's and sponsor's perspective. Additionally, Mr. Das discusses networking in the sports industry, essential skills for aspiring sports marketers targeting the 2030 Commonwealth Games, and the scope of sports science.

[CLICK HERE TO WATCH THE FULL EPISODE](#)

How Gen Z & Reels Are Changing Sports Marketing



PODCAST: BUZZ BEHIND SPORTS

Why Gen-Z is Failing at Sports Journalism (And How to Fix It)

Chandresh Narayanan



In this episode of the **Buzz Behind Sports** podcast, IISM COO **Mr. Amit Gupte** sits down with renowned sports journalist, commentator, and broadcaster **Mr. Chandresh Narayanan** to unpack the realities of the industry. From his journey as a Mumbai boy at The Indian Express to working with the ICC, Chandresh shares why curiosity is the ultimate superpower, why true communication is 90 percent listening, and why growth begins outside your comfort zone. They discuss the rise of regional commentary, the shift to mobile-first content, AI in sports broadcasting, brand building beyond social media, and the discipline required to become

[CLICK HERE TO WATCH THE FULL EPISODE](#)

Why Gen-Z is Failing at Sports Journalism (And How to Fix It)



PODCAST: BUZZ BEHIND SPORTS

India's Missing Billions: Why the UK is Jealous of Indian Sports

Charlie Connor



This episode of the **Buzz Behind Sports** podcast features **Mr. Charlie Connor**, Lecturer in Sports Marketing at Leeds Beckett University, as he decodes the deep-rooted sporting culture of the UK and explores the future of the global sports business.

From identifying India's biggest untapped revenue opportunities to reimagining pre-match monetization beyond just F&B, he explains how fan zones, sponsorship activations, and immersive tech like AR/VR are reshaping engagement.

A specialist in behavioural science and fan psychology, he dives into club loyalty, recreational sports growth, and why cultural sports in India hold massive commercial potential. He also answers what the UK sports industry envies about India - and how IISM students can build a strong portfolio for global roles.

[CLICK HERE TO WATCH THE FULL EPISODE](#)

India's Missing Billions: Why the UK is Jealous of Indian Sports



PODCAST: BUZZ BEHIND SPORTS

The Mind Behind the Injury: Dr. Allie Welsh on Psychological Recovery



This episode of the Buzz Behind Sports podcast features **Dr. Allie Welsh** — Senior Lecturer in Physical Activity and Health Sciences at the **Carnegie School of Sport** — as she dives deep into the world of Sports & Exercise Science, exploring the psychological aspects of exercising, injury rehabilitation, and sports psychology in women. Drawing on her experiences as an Exercise and Health Science expert faculty, Dr. Welsh provided insightful takeaways on the psychological journey of injury recovery for any athlete. How one needs to manage it on a biological, psychological as well as social level with family & friends as major support systems. Dr. Welsh also talked at length about the increasing need & relevance of Sports Science for women athletes in today's sporting environment. Addressing the female body's physical & psychological needs while playing sports via research & data-backed training regimens is crucial.

[CLICK HERE TO WATCH THE FULL EPISODE](#)

The Mind Behind the Injury: Dr. Allie Welsh on Psychological Recovery



SPORTS BUDGET 2026-27 DECODED



India's highest-ever sports budget marks a decisive shift, from medals to mindset, from infrastructure to industry. With an 18 percent jump, the ₹4,479.88 crore-budget is powering a vertically integrated sports ecosystem: grassroots scouting through Khelo India, world-class training via SAI, and long-term investment in sports science, technology, and talent development. This budget will create more job roles for athletes, coaches, sports scientists, analysts, managers, and manufacturers alike. Wrestling, hockey, track & field, archery, badminton, and more now have dedicated pathways to excellence. As India prepares for its 2036 Olympic bid, this isn't just funding; it's building a sporting culture, skilled professionals, and a future-ready sports economy, aiming to make the 'Olympic' dream a reality. Watch IISM Professor Ms. Ayushi Dhakate decode what this sports budget really means for India, careers in sports, and the Olympic dream ahead.

[CLICK HERE TO WATCH THE FULL EPISODE](#)

India's ₹4,479 Crore Sports Budget: The 2036 Olympic Blueprint



MASTERCLASS

A veteran of sports marketing and an IISM alumnus — **Mr. Chris Croning** came to the IISM campus to deliver an amazing & interactive Masterclass for IISM students and the Leeds Beckett University contingent who were in town for their Student Exchange programme.

It was truly a 'masterclass' by Mr. Croning, delving into his early experiences as a hospitality professional and how he pivoted into the field of sports marketing post pursuing a PGP in Sports Management at IISM in its early days. Besides his relatable anecdotes, all the students attending this session were enthralled to see the kind of work he and Red Bull have been doing with athletes from around the globe.

From narrating cool sports marketing stories about adventure sports events & athlete collaborations that Red Bull does to distributing exclusive Red Bull Racing caps to few of the students — Mr. Croning mesmerised everyone with his expertise on sports marketing & how to establish oneself in this dynamic industry.



Former captain of the Mumbai Women's cricket team — **Ms. Vaishali Barve** also came in to deliver a Masterclass and share her experiences on and off the field in the world of sports. Having worked in a variety of roles post her retirement from cricket, she was able to encapsulate key learnings upon which IISM students can build a dynamic career.

With her organization — MaxNyan Advisory — working with young upcoming athletes, she knows a lot about how to mentor someone in their career and our students were lucky to learn from her life experiences.



MASTERCLASS

Mr. Mitesh Shah delivered a powerful Masterclass session for our students at the IISM campus. Reflecting on his inspirational journey as a wheelchair lawn tennis player, Mr. Shah spoke about 'Inclusivity in Sports' and how we can improve accessibility for athletes with any kind of physical or mental disability.

Our aspiring sports industry leaders from the Sports Management & Sports Science cohorts were mesmerised by

the anecdotes Mr. Shah shared about his life on and off the court. Naturally, they gained a lot of understanding about how para athletes tackle societal pressures & overcome personal psychological hurdles to make a name for themselves. How Sports Science specialists play a crucial role to boost their psyche and help them enhance their on-ground performances.

All in all, this was a holistically wonderful Masterclass by Mr. Shah that opened up new avenues of conversations among our students.



MR. MITESH SHAH

National Wheelchair Lawn Tennis Player



MOMENTS THAT MAKE US PROUD

Aiming for Medals & Success!



Studying Master of Sports Management (MSM) at IISM, **Aarya Kakade** has also been balancing his sporting ambitions in the archery arena. And his dedication has paid off massively as he secured **2 Gold Medals** at the **State Field Indoor Archery Championship** held this month.

But that wasn't it. His excellent performance earned him a chance to represent Maharashtra at the **National Field Indoor Archery Championship** as well.

And Aarya carried on his splendid run of form to secure a **Bronze Medal** in this appearance at the national championships. These are the kind of inspiring stories we are incredibly proud of at IISM — as young athletes keep elevating their stature in their respective arenas while also securing their academic foundation back at the campus.



MOMENTS THAT MAKE US PROUD

Celebrating the Remarkable Kimaya!



Kimaya Karle

A rhythmic gymnast and an IISM Sports Science student — **Kimaya Karle** participated in the **National Rhythmic Gymnastics Championships 2025-26 (Senior)** held this month in Pune.

Delivering an outstanding performance, she secured **3 medals — 2 Golds & 1 Silver** — contributing to Team Maharashtra's extraordinary performance of ranking 1st at the championships.

Her perseverance and commitment to excellence inspire aspiring athletes to pursue their dreams with determination. Kimaya, we are immensely proud of you and wish you continued success and many more podium finishes ahead!



MOMENTS THAT MAKE US PROUD

IISM's Basketball Team Wins At NMIMS' Fury 2026



IISM students registered a dominant victory in Basketball at Fury 2026 — NMIMS' Inter-collegiate fest. Some of our talented hoopsters namely, **Khushi Solanki, Shakshi Jain, Samruddhi Bhavsar, Kashish Patel, Arpita Mayekar** and **Aashna Gala**, from across batches formed a team to enter the basketball event at NMIMS' Fury 2026 fest held on 14th-15th March and completely swooped the competition!

After topping their pool, these trailblazers won the semis comfortably and then cruised to victory in the finals by 21-13! We are extremely proud of these girls who are not only acing their academics but continuing to chase glory in the sporting arena.



CAMPUS CARNIVAL AT IISM



Just ahead of a packed sports calendar, IISM students had a Campus Carnival Celebration week. Building on innovative and quirky themes, our rockstars coined some interesting themed days.

First of them was the **Jersey Day**, where all students sported their favourite clubs & franchises' jerseys. The sheer passion and enthusiasm among the group was quite amazing to see, which further carried on into **Mismatch Day & Monochrome Day** — where it paid handsomely if you were quirky!

Our students also got their stalls set up for **Chocolate Day**, as exquisite hand-made chocolates of various flavours were on sale. And they all capped off the Campus Carnival week with an evergreen **Traditional Day**, as everyone showed off their cultural outfits.



ATHLETE OF THE MONTH

January 2026



Abhishek Sarode
Skater

BEGINNINGS

Growing up, I loved watching Indian mythology, especially the Mahabharata. The discipline, focus, and values of warriors left a deep impression on me. That quiet fascination with archery and purpose unknowingly planted the first seed of my sporting journey.

HIGHEST ACHIEVEMENT SO FAR

After my first professional competition at the age of 13, I started training harder & pushed my limits beyond the extent I ever thought. This resulted in winning almost every race I participated in including **state & national levels**.

BEGINNINGS

My journey into sports didn't begin with medals, applause, or spotlights. It began quietly — at the age of 20 — with curiosity, determination, and a simple desire to become physically stronger. What started as a personal fitness goal soon turned into a life-changing journey.

HIGHEST ACHIEVEMENT SO FAR

I have competed at the District and State level and participated in STRONGMAN and WOMAN of State Championship in the year of 2023.

YOUR BIGGEST DREAM

My dream is to compete at recognized national-level powerlifting competitions and proudly represent my institution. But beyond medals and podiums, I carry a bigger purpose—to inspire more women to step into strength sports and challenge the belief that strength has a gender.

February 2026



Samiksha Tibrewala
Power Lifter



ATHLETE OF THE MONTH

March 2026



Aarya Kakade
Archer

BEGINNINGS

Growing up, I loved watching Indian mythology, especially the Mahabharata. The discipline, focus, and values of warriors left a deep impression on me. That quiet fascination with archery and purpose unknowingly planted the first seed of my sporting journey.

HIGHEST ACHIEVEMENT SO FAR

Today, I proudly compete as a national-level archer with my current medal tally at **42 Golds, 20 Silvers & 11 Bronze medals** across district, state & national levels.

YOUR BIGGEST DREAM

My biggest dream is to represent India, competing in the Olympics, Archery World Cup and Asian Games, and to contribute to Indian sport!



RISE OF WPL - ELEVATING INDIAN WOMEN'S CRICKET



The Women's Premier League (WPL) is into its 4th season in 2026 and is generating quite the hype, post India's World Cup victory just a couple of months ago. All the WPL games to be held in Navi Mumbai & Vadodara from January 9th to February 5th are bound to be sold out as India's women cricketers are set to experience unprecedented stardom.

Apart from Smriti Mandhana & Harmanpreet Kaur — who have been household names since 2017 — youngsters like Jemimah Rodrigues, Deepti Sharma, Richa Ghosh, Shafali Verma and Pratika Rawal have also gained massive popularity of late. However, this wasn't the case 10-15 years ago!

Women's cricket had always been on the back burner in India — an afterthought! There used to be a time when players like Mithali Raj and Jhulan Goswami, who are deemed as the GOATs of Indian women's cricket, had debuted when the Indian Women's Cricket team barely got any support. Mere thousand rupees as match fees, lack of any proper travel and accommodation, no recognition by audiences and multiple sporting & non-sporting issues that showed a gulf of disparity with the Indian Men's Cricket team.

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

RISE OF WPL: CHANGING THE FABRIC OF INDIAN WOMEN'S CRICKET



JUNOON INDIA'S FIRST SPORTS MANAGEMENT FEST | LED BY IISM STUDENTS



Junoon, an initiative led by IISM students, is the first intercollegiate Sports Management festival in India that brings the spirit of professionally run sporting leagues to the collegiate stage. True to its name, Junoon embodies an unyielding passion for sports, blending athletic excellence with high standards of sports management.

Hosted by IISM, the festival challenges students to transform vision into reality by conceptualising, planning, and executing a league that mirrors professional sporting ecosystems. From athletes and fans to partners and organisers, Junoon delivers an immersive experience that celebrates competition, teamwork, and innovation.

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

JUNOON: INDIA'S FIRST SPORTS MANAGEMENT FEST | LED BY IISM STUDENTS



INSIDE INDIA'S SPORTS INDUSTRY: KEY PLAYERS & JOB SCOPE



The Indian sports industry has taken a progressive turn in the past decade. While cricket has been spearheading its growth for several years, other sports and its related business verticals have blossomed wonderfully of late. From governmental bodies like the Sports Authority of India to high-performance centres, sports goods manufacturers, event management, athlete management, broadcasting companies & many more key players are working tirelessly to change India's sporting landscape.

India's Growing Sports Economy

From event operations to hospitality and sports tourism, sports media to retail — all verticals of the sports industry have seen significant growth in terms of business growth, job demand, and future scope. And one of the major factors behind this sports business boom is the rise of leagues across various sports in India.

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

INSIDE INDIA'S SPORTS INDUSTRY: KEY PLAYERS & JOB SCOPE



THE GROWTH OF WOMEN'S SPORTS OPPORTUNITIES FOR BRANDS & INVESTMENT



Women in Blue has changed the picture of women's sports.

When Harmanpreet Kaur lifted the World Cup trophy, the moment was written in history forever, but that also brought a cultural reset in the growth of women's sports.

For decades, women's cricket in India lived on the fringes of a cricket-obsessed nation, admired but rarely celebrated. That single moment on the global stage did what years of campaigns, policies, and promises could not. It pushed women's sports into the national spotlight. The packed stands, viral clips, and trending hashtags were enough to claim the beginning of a movement. That said, women's sports in India represent far more than competition. It is reshaping how audiences consume sports, how media tell stories, and how brands and investors evaluate opportunity. From cricket grounds to shooting ranges and football pitches, female athletes are changing the narrative, driving participation, commanding attention, and building emotional connections with fans in ways that feel authentic and future-facing.

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

THE GROWTH OF WOMEN'S SPORTS: OPPORTUNITIES FOR BRANDS & INVESTMENT



INDIA'S SPORTS BUDGET 2026-27 IMPACT OF THE ₹4,479.88 CR INFLUX



The Union Budget for the FY 2026-27 has arrived and once again India's sporting ecosystem is getting a massive budgetary boost. With an 18 percent increase, the sports budget of India has seen the highest-ever year-on-year uptick — from ₹3,794.30 crores to ₹4,479.88 crores.

And this isn't just a customary increase — there's plenty of allocation changes to newer initiatives as the Ministry of Youth Affairs & Sports has been working proactively to change the sporting landscape in India of late. Even the Hon'ble Finance Minister of India, Ms. Nirmala Sitharaman highlighted how they are increasing the sports budget to leverage upon the growing potential of the sports industry as a major economic growth driver.

Khelo India, which has been a consistent pillar of India's athlete development pipeline, will be further strengthened via this latest budget. The Sports Authority of India (SAI), who have been tirelessly striving to uplift Indian athletes is also getting going to get better support.

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

INDIA'S SPORTS BUDGET 2026-27: IMPACT OF THE ₹4,479.88 CR INFLUX



ISELP 2026: TWO CONTINENTS. ONE SPORTING VISION



ISELP – International Sports Experiential Learning Programme, the journey that redefines how you see sports.

From witnessing iconic sporting face-offs to learning directly from global sports leaders and networking on international platforms, ISELP is where your ambition finds exposure.

Hence, on the quest to explore sports beyond boundaries, this year, IISM students travelled to two global sporting hubs, the City of Gold, Dubai, and the Land Down Under, Australia.

ISELP 2026 went far beyond conventional learning.

Students experienced immersive exposure to international sporting ecosystems, world-class venues, celebrated leagues, and sessions by globally renowned industry leaders.

From motorsport circuits and cricketing landmarks in Dubai to the Australian Open in Melbourne, the experiential programme blended learning, networking, culture, and inspiration.

It wasn't just a study tour; it was a lifetime memory wrapped in a global sports experience.

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

ISELP 2026: TWO CONTINENTS. ONE SPORTING VISION



CAN STADIUMS IN INDIA EVOLVE? FACILITIES, COMFORT & MULTI-USE



India's sports calendar has really diversified in the past few years. Beyond cricket world cups, multiple leagues & tournaments at the regional & international level are being held across various sports. Be it hockey, football, tennis, badminton, wrestling, or athletics — India's sporting landscape is moving from being cricket-centric. However, from an infrastructure perspective, the stadiums in India need to be way better & more diverse to host these wide range of sports.

While India has the biggest cricket stadium in terms of capacity in Ahmedabad, arenas & grounds for sports like football, badminton, hockey, etc. don't match the level of infrastructure in the Indian cricket ecosystem — at least not the way cricket stadiums are spread across the country.

Likewise, the top-class stadiums for football, track & field events and other sporting arenas are also built for that particular sport. While leagues like WPL, PKL, ISL, Hockey India League, Pro Wrestling League along with multi-sport competitions like Khelo India & National Games do benefit from the variety of stadiums & arena facilities, the scope always remains limited.

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

CAN STADIUMS IN INDIA EVOLVE? — FACILITIES, COMFORT & MULTI-USE



PGDSM BY IIM MUMBAI & IISM COURSE, ELIGIBILITY, FEE DETAILS



IISM has been a pioneer of Sports Management education since the year 2010. From introducing the degrees of Bachelor of Sports Management (BSM) and Master of Sports Management (MSM) in the Indian education system's nomenclature to shaping over 5000 sports management professionals — IISM has been a key contributor in grooming talent & building careers in sports. To further fuel this mission, IISM is collaborating with IIM Mumbai to launch a new Postgraduate Diploma in Sports Management (PGDSM) course.

IISM & IIM Mumbai Collaborate for One-Year PGDSM

This PGDSM course will be a one-year programme based on IIM Mumbai's deep management expertise and IISM's extensive sports industry knowledge & network. This is a landmark academic collaboration for the Indian sports industry as IIM Mumbai is committed to share resources and align with IISM's vision of building a world-class sports ecosystem in India via grooming the nation's youngsters.

[**CLICK HERE TO READ THE FULL BLOG**](#)

PGDSM BY IIM MUMBAI & IISM: COURSE, ELIGIBILITY, FEE DETAILS



THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

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