



IISM'S 15TH DEGREE DISTRIBUTION CEREMONY

Celebrating the Class of 2025



IISM marked a monumental milestone with its **15th Degree Distribution Ceremony** for the Class of 2025. A day, made even more special by the presence of distinguished guests, 2025 World Cup-winning coach **Mr. Amol Muzumdar** and Indian Women's Cricket Team star batter **Ms. Jemimah Rodrigues**.

The event was also highlighted by the presence of our Founder-Director - **Mr. Nilesh Kulkarni**, Co-Founder and Managing Director - **Ms. Rasika Kulkarni**, Director of GICED, **Dr. Keyurkumar Nayak**, IISM's Associate Dean - **Mr. Amitava Pal** and Chief Operating Officer - **Mr. Amit Gupte**, IISM. Joining them were renowned sports experts, stalwarts, and business leaders from IISM's ever-growing industry network.

The ceremony was a beautiful culmination of hard work, emotions, and dreams turning into reality. Students from the **Bachelor of Sports Management (BSM)**, **Master of Sports Management (MSM)**, and **Postgraduate Programme in Sports Management (PGPSM)** were conferred with their well-deserved degrees!

More than just a graduation ceremony, the day felt like a reflection of every student's journey at IISM. From registering for their course to marking their presence at convocation. From first selfies with new friends to one last memory at the instant photo booth. From nervous parents sending their children off for the first time to proud parents witnessing them receive their degrees. It was truly a wholesome spectacle to witness!

The ceremony commenced with the academic procession led by Founder-Director **Mr. Nilesh Kulkarni** and Co-Founder & Managing Director **Ms. Rasika Kulkarni**, alongside esteemed Chief Guests **Mr. Amol Muzumdar** and **Ms. Jemimah Rodrigues**. This was followed by the ceremonial lamp lighting, and heartfelt addresses by the Founder-Director and Chief Guests. And finally, the most-awaited — degree distribution!

Every applause, every cheer, every emotional embrace became a highlight of the evening. The faculty felicitation brought another wave of nostalgia and energy, reminding everyone of the bonds built inside classrooms.

The celebrations concluded with lunch, endless selfies, conversations, laughter, and one final opportunity to relive memories with friends, faculty, classmates, and parents. The 15th Degree Distribution Ceremony was not just a milestone for the graduating students, but also for IISM, a proud reminder of its commitment to nurturing future sports professionals and sending them into the industry prepared to carry forward the spirit of sports with excellence.



IISM'S 15TH DEGREE DISTRIBUTION CEREMONY

Words of Wisdom: Nilesh Kulkarni, Jemimah Rodrigues & Amol Muzumdar

The 15th Degree Distribution Ceremony featured inspiring addresses by **Mr. Nilesh Kulkarni, Ms. Jemimah Rodrigues and Mr. Amol Muzumdar**. Their words were not just speeches, but pearls of wisdom for every individual considering a career in sports. And for our graduates to witness these moments live, it is an experience words can hardly encapsulate.



Nilesh Kulkarni

Mr. Kulkarni took the stage to address the graduating class, sharing invaluable lessons before they step into the industry. Reflecting on his on-field and life experiences, he spoke about how one must go through several low 'lows' to truly achieve high 'highs'.

**“Be a student throughout your life, understand the situation better.
Sports always teaches us preparation is always important.
If preparation is good, your execution becomes much easier!”**

He concluded his address with a powerful lesson our graduates will carry forward:

**“Never back down in tough situations, because
once you sail through those,
you come out as a stronger person. So, never lose hope
and never deviate from the path”**



IISM'S 15TH DEGREE DISTRIBUTION CEREMONY

Words of Wisdom: Nilesh Kulkarni, Jemimah Rodrigues
& Amol Muzumdar



Jemimah Rodrigues

This athlete's mindset of resilience and perseverance echoed through every address. **Jemimah Rodrigues** further highlighted the importance of endurance as she took the audience through her journey — from a 17-year-old India debutant to World Cup glory. Some of her most thought-provoking words were:

“It's in the lows that you actually learn,
because HE has better plans and He will make
everything beautiful at the right time.”

*Ending her speech on an emotional and energetic high,
she left the audience with words that instantly resonated across the hall:*

“Life main ant main sab thik ho jata hai,
aur agar woh thik na ho, toh yeh ant nahi hai,
Picture abhi baaki hai, mere dost!”

Amol Muzumdar

Adding to this energy was **Mr. Amol Muzumdar**, who spoke about the power of self-belief and the importance of never giving up. Through stories from his own journey, he emphasised the need to discover one's own success mantra and remain consistent in thought.

“Wins are not always how you plan,
games are not always fair, but your response to those moments
is what shapes your career and your character.”



A coming together of accomplished sports personalities and their inspiring words, the 15th Degree Distribution Ceremony became more than just a celebration of achievement. It became a reminder that success in sports, and in life, is built on resilience, preparation, self-belief, and the courage to keep moving forward, no matter the challenge ahead.



IISM'S 15TH DEGREE DISTRIBUTION CEREMONY

Jemimah Rodrigues & Amol Muzumdar at IISM's Degree Distribution Ceremony 2026



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

Jemimah Rodrigues & Amol Muzumdar at IISM's Degree Distribution Ceremony 2026



16 YEARS OF IISM

Celebrating IISM's Foundation Day



On the occasion of IISM completing 16 years, our entire team gathered to celebrate the **Foundation Day** in the presence of our beloved founders, **Mr. Nilesh Kulkarni & Ms. Rasika Kulkarni**. Their vision to shape the next generation of sports professionals in India was also appreciated by one of Indian cricket's celebrated captains & former BCCI president **Mr. Sourav Ganguly**, who sent his warm wishes to our founders!



"Happy 16th Foundation Day to IISM Wish Nilesh & his team all the very best!"

It was a pleasure to hear these words from a stalwart like Mr. Ganguly who not only led Indian cricket with distinction but also uplifted the Indian cricket ecosystem as the President of the Board of Control for Cricket in India. On behalf of our students, faculty and the entire team, we express our heartfelt gratitude for his warm wishes. Having pioneered the wave of sports education in India, the entire team at IISM feels privileged to work under the visionary leadership of Nilesh & Rasika Kulkarni. And we shall keep pushing on all fronts to contribute in this mission of grooming world-class sports management & sports science professionals across the country who will be capable to shape India's sports ecosystem.



IISM STUDENTS AT IPL 2026

Internship with Punjab Kings



Mullanpur & Dharamshala

The crowd sees the sixes. We see the system behind it. As **Punjab Kings** take charge in **IPL 2026**, IISM students are right there, not in the stands, but at the heart of the action.

Our students are working as interns at the **Mullanpur stadium in New Chandigarh** & the **HPCA stadium in Dharamshala** for all the home games of the Punjab Kings. From managing fans to handling operations across departments like branding, security, and hospitality, they're learning what it truly takes to run the game.

Applying their learnings of facility & venue management, getting this opportunity to manage stadium operations at IPL games is a massive feat for our aspiring sports professionals & an experience that will solidify their foundation in the industry. From pre-match prep to managing operations on match days, this internship is holistically grooming our students and the platform cannot be bigger than the Indian Premier League!



LIVE EXPOSURE AT ISL 2025-26

IISM Students Working with Mumbai City FC



The latest season of the **Indian Super League (ISL)**, which kicked off in February 2026, has seen several aspiring sports professionals from IISM's Sports Management batches work with **Mumbai City FC**.

Supporting their team operations on matchdays and throughout the season, many of our students are fulfilling their dream of working at the stadium with the team they rooted for during their childhood. In each edition of the ISL over the years, IISM students have worked on-ground to ensure the smooth running of the league.

Applying their learnings of venue operations & team management, these youngsters are gaining valuable live exposure in the ISL, which will solidify their foundation in the sports industry.



INSIDE WANKHEDE, BEYOND MATCH DAY

Shreyas Gokhale's Internship at MCA Sharad Pawar Cricket Museum



At IISM, learning extends far beyond textbooks and lecture halls, straight into the heart of the sports industry. As an intern at the **MCA Sharad Pawar Cricket Museum** located at Wankhede Stadium, **Shreyas Gokhale**, a Master of Sports Management (MSM) student at IISM, gained hands-on experience across museum operations, guest relations, merchandise coordination, fan engagement, and content creation.

From supporting daily operations to contributing to promotional campaigns and digital storytelling, his internship showcased how sports management goes far beyond the game itself.

Experiences like these give IISM students an inside look into the business, culture, and fan experiences that power the sports industry behind the scenes and preparing them to become future-ready sports professionals.



BTS From Eden Gardens - Men's T20 WC



Heerak Dugar's Internship at the Cricket Association of Bengal (CAB)

While fans were busy enjoying the action, **Heerak Dugar** a Bachelor of Sports Management Student at IISM, was working behind the scenes with the **Cricket Association of Bengal (CAB)**.

From monitoring sponsor branding and spotting ambush marketing to assisting sponsor activations inside the stadium, he got a firsthand look at what makes a global sporting event tick.

At IISM, sports is learned through action. By blending theory with hands-on industry exposure, we develop the skills that today's sports industry demands.

BTS from Vadodara - WPL 2026

Dayakar B's Internship at the Baroda Cricket Association (BCA)

What does a day in the life of an IISM sports management student really look like?

Meet Dayakar B., a Master of Sports Management student at IISM, who interned with the Baroda Cricket Association during the Tata WPL 2026 in Vadodara, Gujarat.

From branding and accreditation to guest relations, stadium operations, logistics, and ensuring everything worked seamlessly, Dayakar experienced first-hand what it takes to deliver a world-class sporting event.

With multiple responsibilities across different functions, Dayakar had his hands full, gaining valuable exposure to the fast-paced world of sports event management.



WARRIORS DREAM SERIES

Top-Notch Exposure at MMA Fight Night 17 - Mumbai



IISM Students elevating India's biggest MMA Experience at Warriors Dream Series - Fight Night 17!

Working on-ground across various verticals like crowd management, F&B, athlete holding areas, around 10 of our aspiring sports manager are gaining valuable live exposure at this exclusive MMA event held at the Sports Complex of Mumbai University.

Having studied venue operations & event management in classroom theory,

implementing their learnings at such a high-octane event is massive opportunity for our students & they're capitalizing on it fully!

Valuable Exposure with BookMyShow

Aryaveer Katyal's Internship during WPL 2026

You learn theory in an institute. But experience? You're usually expected to figure that out yourself. Not at IISM.

Take Aryaveer Katyal, a second-year Bachelor of Sports Management student at IISM. While learning sports management in the classroom, Aryaveer was applying it on the ground during his internship with BookMyShow for the TATA WPL 2026.

Data collection. Vendor coordination. Operational execution. Budget tracking. Timeline management. All in a day's work. Sounds stressful? Maybe. But Aryaveer was busy having fun while doing it! That's exactly what IISM prepares you for.

At IISM, we train students to handle real-world pressure with confidence and precision, long before they step into the industry.



PODCAST: BUZZ BEHIND SPORTS

BBS S4 E5 ft. Dr. Manasi Satalkar



This episode of Buzz Behind Sports podcast features **Dr. Manasi Satalkar**, Sports Health Researcher & Consultant, talk in depth about sports physiotherapy, injury rehabilitation and several other key insights about athletic performance.

From injury rehab to strength & conditioning, the key differences between sports physiotherapy & sports science, Dr. Satalkar delves deep into the intricacies of sports science world. She also underscored how India's sports ecosystem needs crucial infrastructure in various walks of sports science & sports medicine.

Provided India is aiming to host the 2036 Olympics and increase its medals tally significantly by then, she feels we need to focus on long-term athlete development. Be it by developing grassroots sports ecosystem in Tier 2 & 3 cities or by creating awareness around aspects like 'training age' in Indian athletes, key shortcomings of female athletes, and defining 'True Physical Literacy'.

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

From Tier 2 Cities to the Podium: Developing India's Female Talent

PODCAST: BUZZ BEHIND SPORTS

BBS S4 E6 ft. Jinal Gala



This episode of Buzz Behind Sports features **Ms. Jinal Gala**, a Physiotherapist & Co-Founder at Synergy India, discuss about the state & challenges of Sports Science in India. From praising India's raw talent to highlighting the infrastructural, systemic & policy gaps, she gave a detailed perspective of how Sports Science has plenty of scope to benefit India's sports ecosystem but has a long way to go.

Having studied Sports & Exercise Medicine during her M.Sc in the United Kingdom & also worked there, Ms. Gala also highlighted what practices & inspiration can India adopt from the UK, bearing in mind the sports culture gap between the two countries.

She also evaluated how Khelo India, the Target Olympic Podium Scheme (TOPS) & the National Centres of Excellence (NCOEs) run by SAI are performing. Meanwhile, she recommended how India can prioritize the quality of sports science professionals instead of focusing on the quantity of them.

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

[How Sports Science Will Unlock India's True Potential](#)



CAMBRIDGE. CRICKET. CULTURE.

Cambridge University Cricket Club at IISM



The Cambridge University Cricket Club (CUCC) landed at IISM to encapsulate a fun tour where they were playing local cricket club teams of Mumbai. At IISM, it was an exciting exchange of knowledge & culture as the CUCC boys engrossed themselves in multiple activities with IISM students & faculty members.

First up, they had an amazing masterclass from one of visiting faculty & digital media expert, Mr. Shantanu Pusalkar. They had an interactive session, talking about the growth of India's sports industry on the commercial front and how cricket and IPL are main driving engines of this growth. Sharing & contrasting the differences between the sports cultures of the UK & India, it was a fabulous session where these athletes from Cambridge learned a lot.

And then came the fun part: playing indigenous games like Lagori & Box Cricket! It was fascinating to see these youngsters from the UK, exploring an Indian game like Lagori for the first time and they had a lot of fun playing it. At the end of it all, all of them received goodie bags as a memento and felicitations from our Associate Dean, **Mr. Amitava Pal.**

All in all, it was a fabulous one-day visit for the Cambridge University Cricket Club players, who explored India's sports culture quite closely at IISM.



MOMENTS THAT MAKE US PROUD



Shashwat Jagtap's Debut Ton in Mumbai T20 League

A huge congratulations to our student, **Shashwat Jagtap**, for his sensational unbeaten century for Eagle Thane Strikers in the **Mumbai T20 League**.

Chasing 190, Shashwat smashed **100* off just 50 balls**, guiding his team to victory, and earning the Player of the Match award!

While pursuing his cricketing dreams, Shashwat is also investing in his future through Sports Management at IISM, understanding that success is built both on the field and beyond it.

We're incredibly proud of you, Shashwat. Here's to bigger stages, greater heights, and many more innings that make us cheer from the sidelines.

Kimaya Karle Representing India

Heartiest congratulations to IISM's trailblazer gymnast & Bachelor of Sports Science student **Kimaya Karle**, as she represented India at the 2026 FIG Gymnastics World Cup held in Tashkent.

Under the expert guidance of Team India Coach, Ms. Mansi Surve, Kimaya put up a decent showing while competing in the ball event to break into the top 50 — a massive feat for Indian rhythmic gymnastics!

We at IISM are extremely proud of Kimaya's stellar performances, as she keeps rising in the gymnastics arena at the international level. Keep shining, Kimaya — this is just the beginning!



Vanshik Kapadia's Triple Gold at WPC 2026

Nothing quite matches the feeling of a sportsperson rising to the top and representing pure talent on the global stage.

We at IISM are incredibly proud of our student, **Vanshik Kapadia**, who is currently pursuing his Bachelor of Sports Management, for clinching **3 Gold medals** in Men's Singles, Men's Doubles, and Mixed Doubles at the **2026 World Pickleball Championship** held in Penang, Malaysia.

His achievement is a true reflection of relentless dedication, consistent hard work and excellence on the global stage. We celebrate his incredible accomplishment and wish him continued success ahead.

Congratulations, Vanshik! Your journey is an inspiration to every aspiring sportsperson.



FAREWELL 2026 AT IISM

A Day of Friends, Fun & Nostalgia



Just like that, the years passed by & our **2026 batches of BSM, MSM, PGP, BSS & MSS** have concluded their life at IISM! But they ensured they bid adieu with a blast at our Farewell party, which had tons of fun events, games, dancing & a wave of nostalgia, as students recalled past memories with members of IISM's faculty.

Challenges & dares were floated around & performed sportingly by these young rockstars! Students who had dedicatedly worked & produced content day & night for IISM's student-led initiatives like **Life @ IISM & GameTime Banter** were also felicitated for their relentless efforts to cover everything happening in the campus & creating unique content.

It was an enthralling affair as after all the academic work, internships & practical live projects, these youngsters finally got a chance to take stock of all the happy & fun memories they made here at IISM!



ATHLETE OF THE MONTH

APRIL 2026



Niti Ladha Footballer

BEGINNINGS

Having seen boys play football on the school ground, I thought I'd give it a shot & my elder brother became my first coach. He taught me how to play and I would consider him as my first guru in football.

HIGHEST ACHIEVEMENTS SO FAR

- Won Silver medal with Senior Women's Mumbai District Team
- Captained & won Bronze medal for Team Maharashtra at SGFI U-19 Nationals
- Represented Team Maharashtra at the Khelo India Beach Games - Diu 2026

WHY I CHOSE IISM

For my passion & love for sports. Even if I am unable to play any sport professionally, I want to be a part of it any way. Doing Sports Management helps me fulfill that!

ATHLETE OF THE MONTH

MAY 2026



Samruddhi Bhavsar Basketballer

BEGINNINGS

I was in 4th grade, summer vacation, when I asked my mother to enrol me in a sport for the first time. A curious child with multiple interests, this became my first real commitment— **basketball**.

BIGGEST CAREER GOAL

Coming from a sports science background, I aim to help athletes optimize their performance, training, recovery. My goal is to ensure they reach excellence without burnout & never lose their love for the sport.

WHY I CHOSE IISM

IISM offers the right balance of sports science education, practical experience, and industry connection, which is exactly what I was looking for.



ATHLETE OF THE MONTH

JUNE 2026



Akankshya Nayak Swimmer

BEGINNINGS

My swimming journey started at the age of five. There was something special about being in the water, pushing myself to be faster and stronger every day.

HIGHEST ACHIEVEMENTS SO FAR

12 Gold 22 Silver 13 Bronze

- I have been at the State Championships from 2021 to 2026 & the SFI National Level Championships from 2021 to 2023. A regular medalist at Multiple Khelo India Women Series.
- In 2024, I was at All India Swimming Ranking Championship - Missed the Finalist mark by just 0.24 seconds
- Qualified for the 2025 Singapore Nationals Championship

BEING A STUDENT-ATHLETE AT IISM

Balancing academics and swimming felt overwhelming. Early morning practices, long training sessions, and weekends spent at competitions became a normal part of my life. But I fell in love with all the challenges and chaos along the way.

BLOG

IPL 2026 Digital Ads: How Broadcasters Are Cashing in Big

*HOW IPL BROADCASTERS EARN VIA **DIGITAL ADS***



India's leading sporting property, the Indian Premier League (IPL) has kicked off its 2026 season and brands are bringing their A-game, producing some premium ad content. The official broadcaster, JioStar is going to be the biggest beneficiary of the same, cashing in on the IPL 2026 hype & raking in significant ad revenue from brands.

For the past few years, digital advertising in sports has seen a steady rise as sports consumption has shifted from TV to OTT (Over-the-Top) platforms. On top of that, ever since Jio acquired Disney+ Hotstar's streaming platform, it has become a broadcasting giant. The combined value of IPL's broadcasting rights, as a result, has gone up to ₹48,390 crores for the period of 2023-27, which includes Star Sports' TV rights and Hotstar's OTT rights.

Naturally, it has put JioStar in the driver's seat to set the benchmark in terms of the cost per mille – CPM (Cost per thousand impressions) for brands & the 10-second ad spot rates. So, in this blog, you will understand the huge scale of digital advertising in sports along with the high demand & costs of advertising in cricket & the IPL.

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

IPL 2026 Digital Ads: How Broadcasters Are Cashing in Big



CAREERS IN SPORTS

Your Guide to a Future in a Booming Ecosystem



Why should you turn your love for sports into a career?

According to the latest Sports Sponsorship Report 2025 by WPP Media, India has surpassed the \$2 billion milestone.

“This milestone represents the emergence of sport as a stable and scalable platform for brand-building and long-term commercial value.”

– WPP Media’s Sporting Nation Report (13th Edition)

With government investment, emerging leagues, and increasing global integration, the industry is expected to generate over 100,000 new jobs across manufacturing, retail, media, analytics, performance and events. It is driven by a powerful combination of rising media investments, evolving fan behaviour, and the rapid commercialisation of sport.

Sports education has evolved from traditional physical training into a niche pipeline that feeds into industry roles. This growth is not accidental. With projections estimating the industry to hit \$40 billion by 2030, the question is no longer “Can you build a career in sports?” but rather “Where do you fit in this ecosystem?”

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

CAREERS IN SPORTS : Your Guide to a Future in a Booming Ecosystem



BEYOND IPL UNTAPPED SPORTS LEAGUES IN INDIA



IPL has been the driving engine of India's sports business industry for the past decade. Valued at around \$18 billion, the IPL has become the 2nd most valuable sports league globally, just behind the National Football League (NFL) among the richest sports leagues of the world. It's expected given the immense popularity of cricket in India.

Even sponsors & advertisers look to capitalize on cricket's popularity, as 89 percent of the marketing spends by brands have been in cricket. This includes sponsorships (₹7942.8 crores), endorsements (₹1350.2 crores) and media spends (₹9571.2 crores) per the Sporting Nation Report (2025) by WPP Media. As a result, it's also generating a huge quantum of job opportunities in the sports industry. However, beyond the IPL, there are several sports leagues in India which are thriving to provide better returns to brands, even though at relatively lower advertising spends.

The Pro Kabaddi League (PKL) has been leading on this front, being the second-most successful league on the commercial as well as sporting front. And while leagues like the Indian Super League (ISL), Hockey India League (HIL), Tennis Premier League (TPL), Pro Wrestling League (PWL), Premier Badminton League (PBL), etc. have starved for media attention, they are largely untapped in terms of the sponsorship & advertising potential as well as job scope for sports professionals.

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

Beyond IPL: Untapped Sports Leagues in India



HOW TECHNOLOGY IN IPL IS CHANGING CRICKET AND THE FUTURE OF SPORT



Picture this.

An IPL night. The game on the edge.

The ball flies toward the boundary, and in a split second, Phil Salt, representing RCB leaps and pulls off a one-handed screamer against Sunrisers Hyderabad.

For a fan in the stadium, it's electric.

For someone watching miles away, the question is immediate:

Was that really a catch... or did it just clear the rope?

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

How Technology in IPL Is Changing Cricket and the Future of Sport



CRICKET'S RICH LIST 2026: INSIDE IPL, WPL & THE STORIES BEHIND THE SALARIES



The IPL 2026 mini auction, held at the Etihad Arena in Abu Dhabi in December 2025, saw 77 players bought for a combined ₹215.45 crore, smaller in volume than a mega auction, but no less dramatic. Meanwhile, the WPL 2026 mega auction in New Delhi set a fresh salary ceiling, with three players retained at ₹3.50 crore and new stars breaking records on the floor.

This piece goes beyond listing salaries. It captures the key 2026 figures, explains the structural forces behind them, and places IPL and WPL earnings within global sports economics.

It's structured in three parts: first, the headline numbers; second, decoding what those numbers mean; and third, the supposed parity between the two.

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

Cricket's Rich List 2026: Inside IPL, WPL & The Stories Behind the Salaries



ALUMNI IMPACT

HANDLING KHELO INDIA, SAI & NATIONAL GAMES FT. AMAN KUMAR



Private leagues like IPL, PKL, ISL often take the spotlight. Although, beyond them, India's sports ecosystem has plenty of other sporting competitions like the Khelo India Games & National Games that are organized by governmental sports organizations. And there's as much hassle in organizing these events smoothly, that too on a larger scale with multiple sports involved.

We had an interaction with Aman Kumar, an IISM Alumni, who has been working as a Manager – Sports Projects for IISM, having completed his Master of Sports Management (MSM) in 2020

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Alumni Impact: Handling Khelo India, SAI & National Games ft. Aman Kumar



THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

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