

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

September 2026



IMPACT OF TATA MUMBAI MARATHON 2026

The Socio-Economic & Health Impact Report Launched



The **Tata Mumbai Marathon 2026 Socio-Economic & Health Impact Report**, initiated by Procam International Pvt. Ltd. in collaboration with IISM, was unveiled, marking the culmination of the fifth edition of this research initiative. The report was successfully launched in the dignified presence of several guests including:

Ms. Sunetra Pawar, Hon'ble Deputy Chief Minister of Maharashtra

Mr. Chhagan Bhujbal, Hon'ble Cabinet Minister of Food, Civil Supplies and Consumer Protection - Maharashtra

Mr. Milind Kamble, Delivery Centre Head - TCS

Mr. Suprakash Mukhopadhyay, Company Secretary of Tata Sons Private Limited

Mr. Shreepad Shende, CMO - IDFC First Bank

Ms. Sanaa Shaikh, COO - United Way - Mumbai

Mr. Abhimanyu Kale, Former Commissioner of Maharashtra - FDA

Mr. Vijay Kumar Gautam IAS retd., President of Maharashtra Athletics Association

Mr. Anil Singh, Founder-Managing Director, Procam International

Mr. Nilesh Kulkarni, Founder-Director - IISM

Ms. Rasika Kulkarni, Co-Founder and Managing Director - IISM and

Mr. Amitava Pal, Associate Dean - IISM

Mr. Burzin Mehta, **Ms. Rhea Mistry**, **Ms. Akshata Pai** from TCS and **Mr. Harshad Jain**, **Ms. Melanie Carvalho** from IDFC First Bank, also graced this launch.

From 2020 → 2023 → 2024 → 2025 → 2026, IISM has successfully completed its 5th edition of this research, working closely with faculty and student researchers and taking the research from the classroom to the ground.

For the 2026 edition, 4,600+ responses were collected across runners and key stakeholders, providing a rich and robust dataset to understand the marathon's impact across health, social, economic and sustainability dimensions.

A heartfelt thank you to Procam International for trusting IISM with this research journey, year after year, and to **Mr. Vivek Singh**, **Mr. Anil Singh**, **Mr. Kevin Pereira** and **Mr. Anurag Tiwari** for their constant support and collaboration. And most importantly, a big shout-out to our IISM faculty and student research teams who have been at the heart of this initiative.



32ND THANE MAYOR'S VARSHA HALF MARATHON

IISM Unveils the History of Thane Varsha Marathon



On a wonderful Sunday morning on August 30, the **32nd Thane Mayor's Varsha Half Marathon** was held, featuring enthusiastic runners from across the Mumbai Metropolitan region.

The iconic event was graced by the Hon'ble Deputy CM of Maharashtra, **Mr. Eknath Shinde ji**, Thane's Mayor **Ms. Sharmila Pimpolkar-Gaikwad**, MLA **Mr. Sanjay Kelkar**, **Mr. Ravindra Pathak**, and the Municipal Commissioner of Thane Municipal Corporation, **Mr. Saurabh Rao** along with IISM's Founder-Director, **Mr. Nilesh Kulkarni**.

The dignitaries discussed about the overall sports and athlete development in Thane district and creating more sports infrastructure to produce Olympians from Thane besides kicking off the proceeding for the respective marathon events.

And as part of IISM's contribution as a Knowledge Partner, a coffee table book on the **history of the Thane Varsha Marathon** was also unveiled by all the dignitaries. 32 years of this race, researched, recorded and published properly.

IISM looks forward to associating more meaningfully in building a comprehensive picture of sport in Thane.

SPORTS RETAIL BOOK LAUNCHED

IISM's New Addition to the Knowledge Series



International Institute of Sports & Management - IISM proudly launched its new Knowledge Series book on Sports Retail at CII - SPORTSCOM's 2nd 'Giving Wings to Dreams' Conclave.

Authored by **Mr. Niteen Shah**, Founder & Managing Director of **Total Sports & Fitness**, this book will provide context & business insights from the Indian sports retail & sports goods sector, helping to shape young sports business professionals.

We were honoured to have the top dignitaries & leaders of India's sports industry present for the unveiling of the book in New Delhi:

Mr. Sanjeet Singh - Senior Advisor, NITI Aayog

Dr. Shobhit Jain - Joint Secretary, Ministry of Youth Affairs & Sports

Mr. Jalaj Dani - President, SPORTSCOM

Mr. Vidushpat Singhania - Treasurer, SPORTSCOM

Ms. Kavita Kohli - Executive Director at Confederation of Indian Industry (CII)

Mr. Piyush Doshi - Operating Partner, The Convergence Foundation

Mr. Neeraj Jain - Director, COSCO

Mr. Vivek Singh - Senior Vice President, Procama International & SPORTSCOM

Mr. Shiv Prakash Singh - Managing Director, Shiv Naresh

Mr. Arjun Anand - Director - HR, Anandco Sporting Corporation

Mr. Niteen Shah - Founder & MD, Total Sports & Fitness along with

Mr. Amit Gupte - Chief Operating Officer, IISM

Mr. Amitava Pal - Associate Dean, IISM

All these leaders made compelling addresses about how far Indian sports has come and the exciting challenges that lie ahead to develop our ecosystem. Our Knowledge Series book on Sports Retail aligns with that vision of uplifting India's sports business sector by shaping the next generation of sports professionals.



ORIENTATION 2026

Stepping Into the Future with our Class of 2026



Every journey begins with a first hello.

For the Class of 2026 stepping into the **International Institute of Sports & Management (IISM)**, that hello came in the form of an Orientation unlike any other.

Designed to inspire, inform, and welcome, **Orientation 2026** brought together celebrated personalities from Indian sport, exciting institutional announcements, and the people who will shape the next chapter of every student's journey.

It was a day of first introductions, new friendships, curious questions, and limitless possibilities. For students, it marked the beginning of their careers in sports. For faculty, it was the opportunity to welcome the next generation of talent. And for IISM's founders, it was another proud milestone in carrying forward a legacy of nurturing India's sporting professionals.

Moreover, our two Chief Guests put the cherry on the cake with their dynamic presence. Former Indian Rugby player & President of Rugby India, **Mr. Rahul Bose** and former Indian cricketer & Assistant Coach of Gujarat Titans, **Mr. Parthiv Patel** graced the 2026 Orientation programme.



ORIENTATION 2026

Inspirational Addresses by Rahul Bose & Parthiv Patel



Mr. Rahul Bose

Former Indian Rugby player &
President of Rugby India

Mr. Rahul Bose, the incredible former rugby player currently leading Rugby India, said something that changed the atmosphere of the room:

“Love what you do or find love in what you do because if what you do is with love then no matter how big or small you were before, you will only get bigger”

He reminded students that sports management and sports science aren't just about chasing money, success, or fame. While those things matter, he emphasised that the real satisfaction of the profession comes from making a difference in someone's life.



Mr. Parthiv Patel

Former Indian cricketer &
Assistant Coach of Gujarat Titans

Mr. Parthiv Patel highlighted that sport, or any field within sport, will test you. The only thing that helps you come back stronger is your ability to believe in yourself.

“It's become quite cliché, but you gotta have the 'Belief' to succeed in anything you do.”

He reminded students that sports management and sports science aren't just about chasing money, success, or fame. While those things matter, he emphasised that the real satisfaction of the profession comes from making a difference in someone's life.



ORIENTATION 2026

Inspirational Addresses by Nilesh Kulkarni & Rasika Kulkarni



Mr. Nilesh Kulkarni
IISM's Founder-Director

IISM's Founder-Director, **Mr. Nilesh Kulkarni**, spoke words that sparked the fire every sports professional needs. Highlighting the projected need of half a million professionals for the 2030 Commonwealth Games & over 1.5 million professionals to host the 2036 Olympics, he urged the incoming students to capitalize on the massive job scope. His final takeaway:

"As you kick off the journey with IISM, ensure you chase all your dreams and aspirations while upholding your parents' trust in choosing sports as a career"



Ms. Rasika Kulkarni
IISM's Co-Founder & Managing Director

Then, it was time for IISM's Co-Founder & Managing Director, **Ms. Rasika Kulkarni** to take the stage, as she gave her two cents of motivation to the incoming batch of 2026. Besides introducing the whole team of IISM's faculty & staff, he also proudly announced some new initiatives taken by the institute: **Sports Lekh** - An initiative designed to bridge the gap between sports academia and the dynamic sports business world. A New **Sports Science Center** - A crucial upgrade to facilitate the practical learnings of our Sports Science students.

"When you decided to choose IISM, you just did not choose to join a college... You chose to join a family that believes in dreaming big, working hard & creating leaders for the sports industry"

A packed auditorium, deafening applause, curious faces, first handshakes, and a hot take on the FIFA finals, the afternoon reflected exactly what Orientation Day is about: welcoming the next batch and carrying IISM's vision forward with energy, love, and grandeur. It wasn't simply the first day of college. It was the first chapter in hundreds of sporting journeys.

CLICK TO READ A FULL RECAP OF ORIENTATION 2026 HERE



JEET 2026-27: SPORTS DEBATE

Engaging Discourse of Sporting Knowledge & Insights



The 2026-27 edition of Jeet kicked off with an insightful **Sports Debate** competition which featured our aspiring sports professionals across cohorts to showcase their deep understanding of sports.

From the perspective of hosting major tournaments like the World Cup and Olympics to athletes' personal brand building & social media presence, the debate topics stimulated some healthy yet intense discussions about the Indian & global sporting landscape.

Every participating student put forth some sound & factual insights on a plethora of topics: be it whether cricket's popularity in India is limiting other sports or should India promote grassroots sports development rather than investing in Olympics infrastructure.

Eventually, it was team **Tigers** from the SYBSM cohort who beat the team **Trailblazers** from TYBSM by a narrow margin in the finals to win the Sports Debate competition & kick off their **Jeet 2026-27** campaign on a winning note.



JEET 2026-27: SPORTS BIZ EDU 3.0

A New Wave of Research Ideas & Insights



A room full of research. A jury full of expertise. And a future of Indian sport full of possibilities.

The third edition of **SportsBizEdu** was held on 22nd August as an International Research Conference, centred around the theme “**Sports for Viksit Bharat.**”

SportsBizEdu 3.0 brought together an inspiring range of research, perspectives and ideas, each offering a fresh lens on where the Indian sports ecosystem could go next.

It turned out to be a huge success, sparking conversations across a diverse range of topics: from Marketing, CSR, Exercise Science and Fan Engagement to Psychology, Event Management and more.

The conference was graced by the presence of **Ms. Rasika Kulkarni**, Co-Founder & Managing Director – IISM; **Mr. Amitava Pal**, Associate Dean – IISM; **Mr. Amit Gupte**, COO – IISM; and **Ms. Avanti Desai**, Head of Academics.



JEET 2026-27: SPORTS BIZ EDU 3.0

A New Wave of Research Ideas & Insights

Joining them were the esteemed members of the Jury:

Management Track

Dr. Shankar Murthy — Former Dean and Professor, Indian Institute of Management, Mumbai

Dr. Kritika Tekwani — Academic Associate, Indian Institute of Management, Mumbai

Dr. Naga Venkatesh — Dean (Academics), Goa Institute of Management

Dr. Garima Malik — Associate Professor, Birla Institute of Management Technology

Dr. James Musgrave — Head of Sports Management, Carnegie School of Sport

Prof. Paula Bajdor — Associate Professor, Warsaw University of Technology

Dr. Ewelina Idziak — Rector's Plenipotentiary & Associate Professor, Kazimierz Wielki University

Dr. Aastha Tripathi — Assistant Professor, Tata Institute of Social Sciences

Dr. Saamta Jain — Chief People Officer, Jewelex

Dr. S.D. Mishra — Professor & Director, Sardar Patel University

Science Track

Dr. Pralay Majumdar — Adjunct Professor and Senior Project Consultant, Indian Institute of Technology, Madras

Dr. Sanika Divekar — Senior Sports Psychologist, Mpower

Dr. Jyotika Saxena — Co-founder, Aspire and Incept Wellbeing Services

Their expertise and thoughtful feedback helped presenters understand the nuances of research, refine their ideas and, most importantly, instilled the confidence to keep pursuing them.

Our presenters brought their best to the table, while our esteemed jury went beyond listening, questioning, analysing and offering insights that could stay with them long after the conference ended.

A heartfelt congratulations to all the winners, and appreciation to every participant who brought their ideas to the stage and presented them with curiosity and conviction. All in all, SportsBizEdu 3.0 was a day filled with fresh ideas, meaningful insights and conversations that went beyond the presentations, taking discussions around India's sports industry a step further.

CLICK HERE FOR A FULL RECAP & KNOW THE WINNERS OF SPORTS BIZ EDU 3.0

SportsBizEdu 3.0 – A Day Full of New Ideas to Take India's Sports Legacy Ahead



JEET 2026-27: NATIONAL SPORTS DAY

Indoor Sports Mania ft. Table Tennis, Carrom FIFA, & More



On the occasion of the late hockey great Major Dhyan Chand's birth anniversary and India's National Sports Day, IISM's athletes & sports enthusiasts gathered for the indoor sports competitions of Jeet 2026-27.

Former Indian cricketer and IISM's Founder-Director, **Mr. Nilesh Kulkarni** kicked off the proceedings for the day with his motivating words & a friendly game along with IISM's COO, **Mr. Amit Gupte** and Associate Dean, **Mr. Amitava Pal**.

From there on, the students took charge to compete across Table Tennis, Chess, Carrom, FIFA, BGMI and Clash Royale. There were also some fun games by the Jeet organizing team & volunteers which included Jenga, Lagori, Arm-wrestling and Foosball.

Here are the winner houses of the competitive NSD indoor sports events of Jeet 2026-27:

Table Tennis

Men's Singles: Yodhas

Women's Singles: Vikings

Men's Doubles: Yodhas

Women's Doubles: Trailblazers

Mixed Doubles: Trailblazers

Chess: Hawks

Carrom: Titans

FIFA: Dominators

Clash Royale: Sharks

BGMI: Strikers



COGNITE 3.0

Unboxing & Pitching a New Box of Business Ideas



Cognite 2026, in collaboration with the Atal Incubation Centre - Rambhau Mhalgi Prabodhini (AIC-RMP), saw a plethora of innovative business ideas from 58 groups featuring 300+ IISM students – an unprecedented scale for the Cognite event to date!

Mr. Uday Wankawala, the CEO of Atal Incubation Centre - RMP graced this event as the Chief Guest. And we were privileged to have some of the best minds to evaluate the feasibility of these business ideas as part of the internal & external jury.

IISM Jury

Prof. Shankar Murthy, Mr. Sumon Gantait, Mr. Vishnu Govind,
Mr. Dennis D'Souza, Mr. Mehul Raval & Dr. Ojas Barve.

External Jury

Dr. Vaishali Gopal Ojha – Assistant Professor, N. L. Dalmia Institute of Management Studies and Research; In-charge, Incubation Division

Mr. Pradeep Malu – Founder & Director, Inovent Solutions Ltd.

Prof. Dr. Pallavi Shah – HOD, Commerce Department, NKTTT College, Thane; Director, Wings Adventure and Tourism



COGNITE 3.0

Unboxing & Pitching a New Box of Business Ideas



The participating IISM students capitalised well on this opportunity to showcase some unique & innovative business models. From nutrition-based food startups to creating sports tech solutions, promoting lesser-known sports like ice hockey, motorsports in India – these youngsters presented some decent business plans that impressed the jury, kicking off insightful discussions about the execution of such ideas. Eventually, though, they chose the top three ideas who won their way past multiple rounds of evaluation.

Cognite 2026 Winners

Winners - Team Khel Setu

1st Runners-Up - Team Paraplay

2nd Runners-Up - Team Eka Energy

Best Entrepreneur - Team BeeSpoon



JEET 2026-27: NUTRIFIESTA

Fusion of Flavours at IISM



Nutrifiesta has always been a celebration of the blend between nutrition and delicious food. This year, the event took things a step further by adding a new ingredient to the mix: **Fusion!** And what a decision that turned out to be!

The event featured **12 teams**, each bringing their own take on creativity, and fusion to the table. From **Tandoori Chickpea Panzanella** and **Tiramisu** to **Gulab Jamun Churros**, **Rajasthani Tacos**, and the **Lyari Mission Bowl**, the culinary creations had something for everyone, leaving both hearts and bellies full.

After trying so many tasty combinations our judges, **Ms. Rasika Kulkarni** - Co-Founder and Managing Director - IISM, **Mr. Yashodhan Deshmukh** - Advance Nutrition Chef, **Mr. Nitish Ranadive** - Owner of Zesty Zingers and Percussionist and **Ms. Ayushi Dhakate** - Sports Nutritionist, ultimately decided the winners of **Nutrifiesta 2026** based on the parameters of food taste, innovation, nutrition value and pricing strategy.

NUTRIFIESTA 2026 WINNERS

Winners: Hawks

West Bengal x Mexico

1st Runner Up : Strikers

Punjab x Vietnam

2nd Runner Up: Trailblazers

Goa x Portugal

Best Dish: Vikings

Mexico X Rajasthan

Kacchi Keri Jalapeno Cooler

Highest Sold Dish:

Trailblazers - Goa x Portugal: Chicken Vindaloo Poie

Tuka Mhane Award (Best Hygiene): Hawks - West Bengal x Mexico



LIVE EXPOSURE



Mumbai Ultra Marathon The 12-Hour Run

First events are always special – and that enthusiasm was evident among our new students who worked at the **2026 Mumbai Ultra Marathon - The 12 Hour Run!**

On the occasion of our 80th Independence Day, IISM students were grinding it out to smoothly handle the Mumbai Ultra Marathon in various capacities.

From baggage management, bib distribution, food & hospitality to managing the crowd and handling runner registrations, it was a thorough on-ground expedition in Event Operations for these youngsters.

We at IISM feel incredibly proud that our students are capitalising on such practical exposure opportunities. And given this was the first event for many, they are going to cherish these memories for long!

The excitement of starting off your career in sports is always unparalleled. And it was seen in abundance among our new batch of students at the **Palm Beach 10K Expo Run!**

A hands-on learning experience in managing end-to-end operations of a marathon event. From handling the registrations to checking inventory, distributing race kits and goodie bags, they not only smoothly managed the event but understood the intricate planning & organization of such an event.

This is the kind of practical exposure that solidifies the foundation of IISM students as they aim to develop themselves in the world of sports.



Palm Beach 10K Expo Run



LIVE EXPOSURE

The marathon exposure carried on for IISM students at the **2026 Mumbai Half Marathon**,



Mumbai Half Marathon 2026

organised by NEB Sports Entertainment Pvt. Ltd. From event operations to bib collection, participant support, timing systems, medical support & venue management — our young future sports managers were proactively involved in the end-to-end organization of this Half Marathon event. And by their own admission, to work at such a large-scale event was a highly enriching experience. It helped

them understand the behind-the-scenes — the kind of coordination, communication, teamwork, and attention to detail that goes into making an event successful.

Working at diverse sporting events is part of being a sports management professional. And IISM students experienced it first-hand at the **Warrior Dream Series - Fight Night 18**, an MMA event.

Being part of the on-ground operations team, these youngsters were handling the whole venue including Entry & Exit Planning, Stands & VIP Boxes, Crowd Management, Food & Beverage Management and most importantly, Medical and Security Coordination.



Warrior Dream Series - Fight Night 18

They also got to interact with the MMA fighters during a Press conference, which was a massive added bonus on top of the live exposure. It was a fast-paced, dynamic international combat sports event, and our students gained crucial practical learnings.

From team coordination under pressure to crowd management and taking crucial operational decisions for a smooth event experience: it was a practical masterclass in sports event management!



LIVE EXPOSURE

Burpees? Wall Balls? Sled Pushes? IISM students had a different kind of workout.

At **Hyrox Mumbai 2026**, our students experienced the intensity of a race format that combines running with functional fitness, from the 1 km runs to stations like the SkiErg, Sled Push, Sled Pull, Burpee Broad Jumps, Rowing, Farmers Carry, Sandbag Lunges and Wall Balls.



Hyrox Mumbai 2026

But for our students, there was another race happening behind the race, understanding the people, pace, pressure and operations that bring a large-scale sporting event to life.

No simulations. No sitting on the sidelines. Just learning by doing, the IISM way.



Saviorthon 10K Caption

Another Day, Another Marathon & IISM students learning on-ground - an evergreen story!

The **Saviorthon 10K - Run For Nature** was a flagship environmental awareness initiative organised by 4Memories Events in association with Saksham Social Trust.

This marathon saw our aspiring sports professionals gain crucial understanding

how such sporting events are organized. This is the kind of practical exposure which shapes these youngsters' communication and coordination and grooms them for leadership and teamwork. And that's exactly what we at IISM aim for while grooming these students as future sports managers.



STADIUM MODELLING

Learning Product & Total Quality Management



IISM students had their annual stadium modelling workshop to understand Product & Total Quality Management, guided by our faculty **Dr. Rahul Shah**.

Students from the SYBSM & MSM1 batches showcased their in-depth understanding of various sports & sports companies to demonstrate a detailed Business Model Canvas and add some innovation to these sports to elevate a new business proposition.

From football, tennis, kabaddi, badminton to cycling, F1, motorsports, squash, hockey, triathlon, handball and several such sports — these youngsters created live 3D models of various sports & ideated some innovations on how these sporting venues can have unique features & facilities & generate better revenue.

The MSM1 batch, meanwhile, ideated their business model canvas on sports companies like JSW Sports, Khelo More, Birbal Sports & Entertainment, Sportz Interactive and several sports companies.

A thoroughly insightful & interesting practical workshop on stadium & sports modelling!



MOMENTS THAT MAKE US PROUD



Anoushka Patil Rising up the Ranks Quickly

Heartiest congratulations to our Bachelor of Sports Management (FYBSM) student **Anoushka Patil**, as she secured victory in the **Under-19 category** at the District Table Tennis Ranking Tournament, while also winning a **Bronze medal** in the **Women's category**.

We are thrilled to see young sportspersons like her chase medals & trophies while securing their academic foundation in sports at IISM Mumbai.

Given India's recent success in the Commonwealth Games in Glasgow, we aim t

Anandita Tamra Smashing Her Way to Glory

Three medals in one month - a powerful performance!

Heartiest congratulations to our Master of Sports Management (MSM1) student, Anandita Tamra for securing two podium finishes at the Yonex-Sunrise Rajasthan State Ranking Badminton Tournament 2026:

Silver Medal - Women's Singles

Bronze Medal - Women's Doubles

She also won the Bronze Medal at the University Games - Mumbai Suburban Zone 2 Women's Badminton 2026-27. A performance truly worth celebrating & a testament to depth of young sporting talent in India across sporting disciplines. We're proud of you, Anandita!



Vanshik Kapadia Building quite a streak!

After bringing home three medals from the earlier leg of the WPC, our Bachelor of Sports Management student **Vanshik Kapadia** is back on the podium, picking up podium finishes in the Bali & Kuala Lumpur legs of the **World Pickleball Championship!**

WPC - Kuala Lumpur, Malaysia

Gold in Pro Men's Doubles | **Silver** in Pro Men's Singles |

Silver in Pro Mixed Doubles

WPC - Bali, Indonesia

Gold in Men's Doubles | **Gold** in Mixed Doubles

From one international podium to another, Vanshik continues to add to an impressive run of performances on the global stage.

Congratulations, Vanshik! Here's to many more milestones ahead.



IISM'S TABLE TENNIS TEAM SERVING VICTORIES

University of Mumbai's Inter-Collegiate Table Tennis Tournament



IISM-ites, Always serving their way to victory!

Heartiest congratulations to Team IISM featuring our students:

Soham Dey (MSM 2)

Pushkar Patwardhan (MSM 2)

Ayush Sonawane (SYBSM)

Andrew Williams (SYBSM)

Tijil Shah (FYBSM)

Anoushka Patil (FYBSM) and Tanisha Pandey (MSM 1) for clinching the **Mumbai City Zone Inter-Collegiate Table Tennis Tournament** held by the University of Mumbai at Khar Gymkhana.

While Soham, Pushkar, Ayush, Andrew & Tijil secured 1st Place, Anoushka and Tanisha finished 3rd, to secure a double-podium finish for IISM.

We are incredibly proud of these youngsters, as they continue to showcase their sporting talents in the arena and keep chasing medals & trophies, while balancing their academic career in sports.



IISM'S TABLE TENNIS TEAM SERVING VICTORIES

Inter-Zonals Table Tennis Tournament



A proud moment for IISM as the **Mumbai Suburban District Boys' and Girls' Teams** secured **Gold** at the Inter-Zonals Table Tennis Tournament!

We're incredibly proud of our students who were part of these winning teams:

Girls' Team

Anoushka Patil – FYBSM

Boys' Team

Soham Dey – MSM 2

Andrew Williams – SYBSM

Ayush Sonawane – SYBSM

And the celebrations don't stop there!

Anoushka Patil and Ayush Sonawane have also been selected to represent the University of Mumbai Table Tennis Team.

Your dedication, hard work and passion have truly paid off. We at IISM are really proud of you!

Here's to many more victories, achievements and moments that make us proud!!



IISM AT UMANG FEST 2026



What a phenomenal achievement at Umang Fest!

Congratulations to our incredible **Kabaddi** Team and **Football** Team for securing the 1st Runner-Up position, and a massive shout out to **IPL Auction** Team for bringing home the Championship title!

Your dedication, teamwork, fighting spirit, and passion have truly made IISM proud. To every player who represented IISM - this victory is yours!

IISM will always stand by you, support you, and have your back as you chase bigger dreams and future endeavours.

Keep growing. Keep pushing. Keep soaring!



SPORTS LEKH: THE VOICE OF SPORTS

IISM's New Initiative Featuring Industry Stalwarts



IISM Mumbai proudly introduces “**Sports Lekh**,” an initiative designed to bridge the gap between sports academia and the dynamic sports business world.

As a first-of-its-kind initiative by a sports education institute, Sports Lekh serves as an elite platform featuring exclusive insights, strategic breakdowns and expert commentaries from leading veterans from **Sports Management & Sports Science** industry across multiple domains like sports marketing, broadcasting, public relations, sports psychology and sports governance etc.

This initiative delivers immense value by translating complex industry shifts into actionable knowledge. For students, it functions as an essential learning resource, offering a real-world look into the commercial mechanics of sports beyond traditional textbooks. Academicians gain access to contemporary case studies and market trends, enriching classroom discussions and curriculum relevance.

For practitioners and industry professionals, it provides a platform to exchange and gain insights of high-level business perspectives, debate emerging market forces and discover innovative strategies driving the global sports ecosystem.

The ultimate vision of Sports Lekh is to cultivate an intellectual ecosystem that empowers the global sports community. By capturing elite industry expertise, this initiative aims to establish a benchmark for continuous learning and collaborative industry research. The expected outcome is a highly enriching repository of strategic foresight required to drive sustainable growth, foster commercial innovation and shape the future landscape of the sports business world.



SPORTS LEKH: THE VOICE OF SPORTS



[CLICK HERE TO READ](#)



[CLICK HERE TO READ](#)



[CLICK HERE TO READ](#)



[CLICK HERE TO READ](#)

SPORTS LEKH: THE VOICE OF SPORTS

[CLICK HERE TO READ](#)



[CLICK HERE TO READ](#)

[CLICK HERE TO READ](#)



[CLICK HERE TO READ](#)



SPORTS LEKH: THE VOICE OF SPORTS

CLICK HERE TO READ



CLICK HERE TO READ



CLICK HERE TO READ



PODCAST: BUZZ BEHIND SPORTS

BBS S4 E7 ft. Yuvraj Salvi



This episode of the **Buzz Behind Sports** features **Mr. Yuvraj Salvi**, a Strength & Conditioning (S&C) coach give his detailed perspective about the present scenario of sports science, physiotherapy, injury rehab and S&C in India.

Mr. Salvi was the Lead S&C Coach for the **Maratha Royals** who won the **2026 T20 Mumbai League**. Having worked with the Tripura Cricket Association & the BCCI to train players at the grassroots level, he understands the gaps in our country's infrastructure and what kind of rehab, S&C & other related specialists our athletes need.

He also underscored the player versus support staff ratio at various levels like the IPL and the state level teams. Talking about the growing sports science verticals, he highlighted the fleeting nature of jobs in the sports ecosystem and how a young professional should tackle that challenge.

[CLICK HERE FOR A FULL RECAP & KNOW THE WINNERS OF SPORTS BIZ EDU 3.0](#)

[What IPL Teams Do Differently: Sports Science, Rehab & Winning Culture](#)



MASTERCLASS

The first Indian photographer who covered the iconic Dakar Rally!

A varied experience of covering F2, F3, F4, the World Rally Raid Championship, Endurance racing, Motocross, Supercross and even MotoGP.

IISM was thrilled to welcome **Mr. Ishaan Bhatia** to deliver a mesmerising Masterclass session for our students. Talking about his associations with the Mumbai Falcons team from the Indian Racing League, he shed light on motorsports as an industry with abundant career avenues.

From explaining the economics of the Indian Formula 4 ecosystem to the large-scale operations of a Formula 1 team like Aston Martin, he gave our students an understanding of the upside potential of taking up careers in the world of motorsports.



Mr. Ishaan Bhatia

Motorsports & Action Sports Photographer



Mr. Niranjan Pagadala

Former Ranji Cricketer

It was our pleasure to host **Mr. Niranjan Pagadala** at the IISM Campus, as delivered an inspirational Masterclass session.

Having been a former Indian domestic cricketer, who played for Hyderabad in the Ranji Trophy & other white-ball domestic competitions, he shared his on-field experiences while also urging our students to think beyond the game.

With various career verticals opening up in the sports industry, he gave his perspective on how these youngsters can groom themselves as future sports leaders & entrepreneurs to strengthen India's sporting ecosystem.



MASTERCLASS

As the new academic session kicked off this month, IISM welcomed **Ms. Arpita Nakhwa** - a Venue Operations professional, specializing in Hospitality. Having worked in several ICC Cricket World Cups, FIFA tournaments and leagues like IPL, WPL, ISL, and ILT20, Ms. Arpita walked through her journey in an insightful masterclass for our aspiring sports professionals.

She shared some memorable experiences of hers while managing such high-profile events. From traveling & stadium ops to adjusting to late-night wrap-ups — Ms. Arpita gave these youngsters a glimpse of what their life would be if they become a venue operations manager.

Our female students were particularly impressed by her journey, highlighting how they felt inspired to make their careers in venue operations, if the opportunity presented itself.



Ms. Arpita Nakhwa

Venue Operations - Hospitality
ICC World Cups, IPL, WPL & More



Mr. Sandesh Rangnekar

S&C Coach - Pro Kabaddi League (PKL)

This month also saw **Mr. Sandesh Rangnekar**, a Strength & Conditioning (S&C) Coach, who has been working in India's sports industry as a S&C specialist for over a decade. Having worked with PKL teams like Jaipur Pink Panthers & Dabang Delhi KC, Mr. Rangnekar shared his expertise in various aspects of sports science with our batches of BSS and MSS.

Many students were keen to hear from him, given he has worked with the famed Premier League club Manchester United and was also an S&C coach for Judo at the Inspire Institute of Sport.

And they made the most of this masterclass by interacting with him & gaining valuable knowledge about S&C, physiotherapy & some key on-ground understanding of the sports science industry.



MASTERCLASS

Drawing on his experience in content creation and deep understanding of sports entrepreneurship & leadership, **Mr. Mahesh Kutty** delivered an amazing masterclass for IISM students. He gave an interesting acronym about how a leader's mindset should be: **BRAVE**

B - Belief

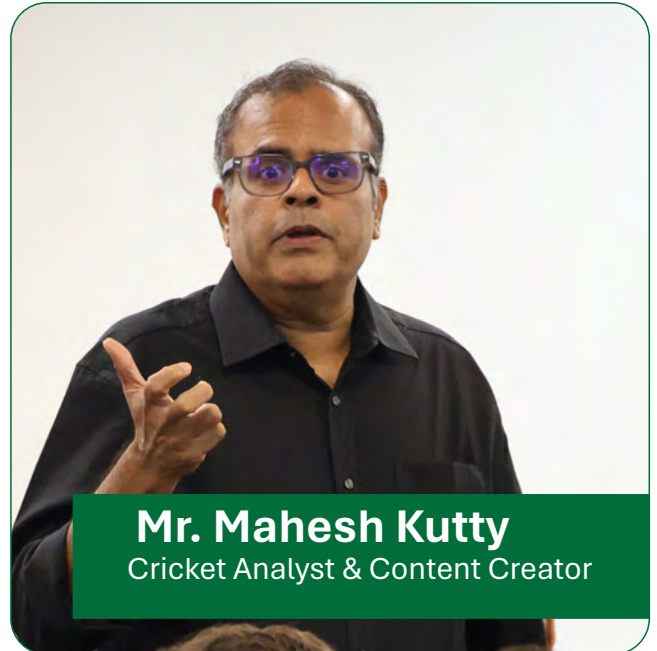
R - Resilience

A - Action

V - Vision

E - Ethics

Our students were really intrigued by the underlying lesson that Mr. Kutty was trying to impart here. All in all, it was a crucial learning session for these future sporting leaders & entrepreneurs who are keen to drive India's sports industry forward.



Mr. Mahesh Kutty

Cricket Analyst & Content Creator



Cmde. Pushpendra Garg

Khel Ratna & Arjuna Awardee
 CEO, TOPS - SAI

A veteran name in India sports, **Commodore Pushpendra Garg**, who is also the CEO of the Target Olympic Podium Scheme (TOPS) under the Sports Authority of India (SAI) was at the IISM campus to deliver a series of masterclass sessions for our future sports professionals.

He talked about how high-performance champions are built to explaining the policy-level changes & administrative systems SAI is improving to uplift India's athlete pipeline.

Our students gained plenty of insights about India's sports governance systems & how we are building towards becoming a holistic sporting hub via upgrading our sports ecosystem for athletes, coaches, science & management professionals.



CPR TRAINING FOR IISM STUDENTS



A **CPR training** session was conducted for our students at IISM. As a mandatory life-skill that can save lives in a vital situation anywhere & anytime, this session made these youngsters understand the importance of knowing CPR.

From understanding the difference between a heart attack & a cardiac arrest to practising the correct method of performing CPR: it was an extremely insightful session for our students.

Given they are proactively involved in various sporting events, this is a must-know skill for them!



FRESHERS' DAY: CLASS OF 2026

An Energetic Welcome to IISM



After an eventful, star-studded Orientation Day, our Class of 2026 from all cohorts of Sports Management & Sports Science arrived for their first day at the IISM Campus. And it was an absolute blast!

The senior batches gave these Freshers a highly energetic welcome with several events & activities throughout the day. Firstly, a skit based on the sports industry where they portrayed a few college graduate friends, each of them working as a Sports Analyst, a Sports Broadcaster, an Athlete Manager and a Coach. It was an awesome rendition and a glimpse of the future for our Freshers' batch.

This set the tone for a series of fun activities: a Sports Quiz with our team of GameTime Banter, a classical dance display, a fun musical jamming session and several fun challenges that broke the ice perfectly for the new batches. From Push Up challenge to Simon Says, Wheel of Dare, Complete the Lyrics & Sports Charade: these fun games & challenges ensured the freshers' batch engaged & interacted right from the word go to settle in their life at IISM!

It was an amazing Freshers' Day at the IISM Campus, as our new batch got an idea of how their upcoming few years are going to be, as an aspiring sports professional.



FRIENDSHIP DAY 2026

New Bonds Filled with Energy & Enthusiasm



With an enthusiastic new batch of students, IISM campus has been buzzing with fresh energy, be it at the Orientation or the Freshers' Day. And that further transcended into a happening Friendship Day celebration.

With the seniors developing great rapport with the new Class of 2026, social media activities, ice-breaking sessions & fun banter in between lectures has already begun. And these new bonds flourished into action during the multiple activities that happened at this Friendship Day event.

From the Cup Challenge to mimicking iconic dance hook steps, our rockstars showcased their enthusiasm & off-beat talents. The classic Antakshari was obviously a staple fun activity, as these youngsters flexed their depth movie & music taste! All in all, the new students have quickly settled in for a year full of surprises, festive celebrations & fabulously exciting events at the IISM campus!



CELEBRATING THE 80TH INDEPENDENCE DAY

A Wave of India's Culture & Diversity at IISM



From the pride in every heart to the passion in every performance, IISM's Independence Day celebrations were a beautiful reflection of the energy, unity and spirit of our IISM family.

With our founders, students and professors coming together as one, the celebrations were filled with elegant classical and Desi dances, a patriotic jamming session, exciting quiz games and countless moments of laughter, pride and togetherness.

Every performance, every cheer and every shared moment captured the true spirit of India, celebrating its legacy while carrying it forward with the young blood of IISM.



RANG ONAM 2026

Celebrating Keralam's Rich Traditions



The IISM campus came alive ahead of Keralam's famous annual festival, as everyone dressed in shades of off-white and gold to celebrate the vibrant spirit of Onam.

From crafting colourful Pookkalams, petal by petal, to embracing timeless traditions through graceful Thiruvathira steps, the rich heritage of Keralam came alive across the campus.

The celebrations then flowed from cultural pride into spirited campus games, traditional dances and an electric DJ session, bringing everyone together on one floor, as one big IISM family.

More than a celebration, Onam at IISM was a beautiful reminder of unity, prosperity and joy, values that make our campus feel like a family.

TEACHER'S DAY 2026

A Wave of India's Culture & Diversity at IISM



A day made special by the learners for the professors!

Our students didn't miss out on delivering a spectacular bonanza of fun, games & utmost respect to all of their beloved faculty at IISM, celebrating Teacher's Day in some style.

IISM's Founder-Director **Mr. Nilesh Kulkarni** kicked off the celebrations with his two cents about how a teacher-student bond is our foundation.

And there on, the students took over to showcase the strength of that bond, as IISM faculty members competed in a series of fun activities & games. Even our Co-Founder & Managing Director **Ms. Rasika Kulkarni** proactively participated in these games.

Some mementos, a quirky relatable stand-up, a beautiful jamming session & a whole lot of enthusiasm — this year's Teacher's Day celebration was a perfect ode to the occasion that highlights the important foundation of these young students' lives.



ATHLETE OF THE MONTH

July 2026

Siddhantika Chavan Equestrian

BEGINNINGS

I discovered horse riding in fourth grade at school and instantly fell in love. I've adapted to constantly adjusting to new coaching styles, horses, and routines — especially since performance often depends on a horse's mood. To date, I have competed at the National & Military level.

MY BIGGEST CAREER GOAL

My dream is simply never to step away from horses. I want to maintain my level, learn at my own pace, and continue riding and working with horses for as long as I can. Equestrian sport is not just a goal for me, it's a part of who I am.

WHY I CHOSE IISM

Instead of choosing between academics and my passion, IISM gives me the opportunity to study & understand sports professionally. I can stay connected to the field I genuinely care about!



ATHLETE OF THE MONTH

August 2026

Shashwat Jagtap Cricketer

BEGINNINGS

When I used to play cricket in my society, my father noticed my natural interest & ability for the game. He encouraged me to explore it sincerely and got me enrolled in an academy nearby.

HIGHEST ACHIEVEMENTS SO FAR

- Scored a **Century (100* off 50 balls)** on debut for the Eagle Thane Strikers in the **2026 T20 Mumbai League**
- Played for the **Mumbai Cricket Association (MCA)** at U14, U23 and U25 levels.
- Represented **University of Mumbai**

WHY I CHOSE IISM

Beyond playing sports, I wanted to understand how tournaments are planned, managed, marketed, and executed. IISM offered me the opportunity to explore that side of sports while continuing my journey as a cricketer.



ATHLETE OF THE MONTH

September 2026

Anandita Tamra Badminton

BEGINNINGS

I was in 7th standard when I picked up badminton in my school summer camp. From the beginning, my parents have supported my training, competitions, travel, and all the sacrifices that come with pursuing badminton seriously.

MY BIGGEST CAREER GOAL

I want to represent India in Uber Cup, Asian Games, Commonwealth Games and in the Olympics besides all the top competitions organized by BWF (Badminton World Federation).

WHY I CHOSE IISM

I have always wanted to understand the sports industry beyond just being an athlete. I felt that IISM would give me the right exposure to the business side of sports. For me, IISM is a step towards combining my experience as an athlete with my ambition to build a strong career in sports management.



INSIDE INDIA'S ₹36,441 CRORE KHELO INDIA SCHEME & SPORTING FUTURE



₹36,441 Cr



Khelo India has been one of the most integral initiatives taken by the Indian Ministry of Youth Affairs & Sports (MYAS) and since 2018, it has produced several elite international athletes for India. The consistent success across various sporting disciplines at the Commonwealth Games, Asian Games and the Olympics is a testament to the impact of the Khelo India programme.

Naturally, the Sports Ministry has been steadily increasing funding & support to Khelo India. The Sports Authority of India (SAI) has introduced newer editions of the Khelo India Games, such as the Beach Games, Para Games, Winter Games & even the Tribal Games, in addition to the Youth & University Games. But that's just on the sporting front. In the 2026-27 Union sports budget, Khelo India received an allocation of ₹924 crores. This was part of a larger rebranding to make it a 'Khelo India' Mission.

Recently, they also officially allocated ₹36,441 crores for the upcoming period of five years from 2026 to 2031, out of which a major part will be dedicated to Khelo India. This is an 8x increase to the previous allocations under the Union Budget and other dedicated funding than Khelo India has received in the past few years.

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

Inside India's ₹36,441 Crore Khelo India Scheme & Sporting Future



THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

Curated by:

Mr. Amit Gupte, COO

Mr. Karan Mange, Head- Marketing

Mr. Sandeep Dalvi, Manager- Design

Mr. Aishwary Gaonkar, Executive- Content

Ms. Prathi Dedhia, Executive- Content



International Institute of Sports & Management (IISM)

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

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

T.: +91 8976018871/72