



IISM continues to scale greater heights with the University of Mumbai

International Institute of Sports Management (IISM), a venture of Eduhub Education, is dedicated to offering sports education to students who are zealous and passionate about it. IISM is the pioneer leader providing sports management education in India having produced the largest pool of sports management talent. We are the foremost institute involved in the most unexplored education avenues.

We offer programs in sports management that prepares students and young professionals towards exciting careers with an in-depth understanding of the design and implementation of tested and verified sports-specific training.

IISM equips the students with the professional skill and proficiency necessary to lead the sports organizations, and develop and manage all sports related activities including sports marketing, sports operation & admin, strategic management & sports entrepreneurship. Armed with specialized business administration degree in sports management, we at IISM develop students who become the pivotal elements in sporting and entertainment events worldwide.

A sport like cricket, especially on a platform like the Indian Premier League, has paved the way for sport entertainment in India and continues to dominate the field; but newer leagues like the PKL, ISL, PBL, HIL, PWL, various Marathons (Delhi, Mumbai, Bangalore, Hyderabad) have further expanded the sports industry, making it a commercially viable platform.

WHAT TO READ INSIDE

- THE BIG NEWS - P 1
- INTERVIEW OF THE MONTH - P 3
- BUSINESS OF SPORT - P 4
- SPORTS TRIVIA - P 5
- LIFE AT IISM - P 6
- SPORTS NEWS - P 8

The GroupM and Sportzpower reports reveal that, in totality, the sports industry has grown by 10 per cent - up from Rs. 43725 million in 2013 to Rs. 48069 million in 2015.

This growth has led to a demand of professionally trained Sports Managers who can organize, manage and administer various leagues, teams and sports organizations efficiently and effectively. At IISM our mission is to groom these managers - equip them with knowledge and skills required to thrive in this sunrise industry.

IISM offers its students in the following courses:

- **Post Graduate Programme in Sports Management** (One-year autonomous management programme in Sports Management by Griffith University, Australia)
- **Master of Sports Management** (Two year full time Masters degrees from University of Mumbai)
- **Bachelor of Sports Management** (Three year full time Bachelors Degree from University of Mumbai)

From the Director's Desk



Mr. Nilesh Kulkarni
Founder Director, IISM

International Institute of Sports Management, Mumbai (IISM) has succeeded in carving a niche for itself as the first professional Sports Management education provider of India. With an emphasis on creating Day One Business Ready Managers & future sports management leaders, IISM has undertaken a revolutionary redesign in management education through innovative academic methodology and delivery systems for students to take the fullest advantage of the exceptionally rigorous and demanding nature of the customized curriculum.

In our continuous efforts to bridge the industry & the academia and staying in touch with our students, alumni, recruiters, staff and all of you, I am proud to present to you, 'The Sports Communique', the official newsletter of the institute.

The academic rigour of our curriculum is complemented by insightful guest lectures delivered by personalities with a record of outstanding accomplishments in all areas of Sports Management providing a deeper perspective to the ideas and practice of management to the students. Our students have actively participated in India South Africa One dayer, International Football forum, World Cup T20, IPL, PKL, Future Indoor Sports, National Swim Meet, DY Patil T20 league, Air-India Sports Club and Lion's Club Grassroots Football Development Program.

I take pride in mentioning that this year in January 2016 IISM created history by producing the country's first ever National Anthem – Jana Gana Mana – sang by the leading sports heroes of India including – Bharat Ratna Sachin Tendulkar, Sunil Gavaskar, Sania Mirza, Mahesh Bhupathy, Bhaichung Bhutia, Gagan Narang and Sushil Kumar. The anthem has so far inspired over 25 lakh youth through social media and cinema halls!



Rendez-vous with Rahul Rodrigues, VP - FC Goa

With FIFA U-17 happening in India this year, how do you think this will impact the growth of football in India?

The FIFA U-17 World Cup to be hosted by India later this year is being described as the potential game changer that will awaken the sleeping giant of football. We are barely 3 months away from the sporting extravaganza and the LOC has been working overtime to ensure we put on a spectacle for the global audience. However, its impact to a large extent will depend on how the country's U-17 team performs in the tournament. Most importantly however I am hopeful that the event will get more a lot more kids interested in the beautiful game and thereby take to the sport.

Your strategic thoughts on improving football at the grassroots level in India.

We need more children at the ages of 4 and 5 to take up to play the sport. Larger the base of the pyramid, better the prospects of unearthing talent and improving the quality of players we produce at the senior level. Importantly, we need parents to believe that football does offer a viable career option today. It is also important to focus on the entire ecosystem, the coaches, referees, infrastructure etc.

In your capacity as Vice President - Operations of FC Goa, what strategies do you think are useful for fan engagement?

Given that the ISL has been played only over 3 months during the first 3 editions of the tournament, keeping fans engaged during the off-season has been a real challenge. With the league scheduled to be extended to a minimum of 5 months starting this year, there's a couple of interesting ideas we are working on to engage with fans. Amongst them, the membership and loyalty program that we plan to roll out in July is one I am personally excited about.



Your views on overall development of the sports industry in India.

The IPL can be attributed for kick-starting the explosion of the sports industry in the country. Today, the sports industry is a multi-billion dollar industry in India and I believe the growth will be exponential over the next 5-10 years. Quite literally all of the major sports outside of cricket, vis-a-vis football, hockey, badminton, basketball and kabaddi all have professional leagues in place with a lot of money being pumped in by brands who are looking to get involved, be it on ground or on air. Essentially, sport has become a very effective marketing tool for brands looking to reach out to their target audiences.

2017: A defining year in Sports & Entertainment Marketing



Vinit Karnik

Business Head -
Entertainment, Sports &
Live Events at GroupM

While 2016 saw a lot of upheaval and a change of existing norms, 2017 will be the official harbinger of change in the world of Sports-tainment. Harnessing the reach of the digital medium and constantly reinventing the way consumers engage and interact with the sports and entertainment realm; will not only be the highlight of the year but also the underlying driver of all marketing and revenue-led initiatives. Augmented reality is now tied into social media. Movie marketing can reap results basis a resonant hashtag. eSports will change the very fabric of Indian sports consumption and take fandom to its very zenith. The Indian theatre industry is constantly breaking new boundaries and testing newer, more experimental waters. And most importantly, consumers are keen to dig into their pockets and not compromise on missing out such an experience. 2017 is going to be the game-changer, the year that solidifies trends that will shape, evolve and escalate the very meaning of sports and entertainment in India.

New monetization avenues sparked by film surround

content: While full-length features will go all out in terms of marketing associations, there will be a strategic effort to tie in pre-release, release and post-release film content to drive audience engagement. This strategy will be used more creatively for movie marketing and build up. Leveraging celebrity popularity will be closely tied to a thriving digital ecosystem; thus, creating a conducive environment for content-driven film promotions for brands to capitalize and invariably engage via a robust social media conversation.

Media rights market influenced by newer platforms

for sports in India: 2017 will bring the spotlight on disruptive trends in the way bids are traditionally made for media rights; considering multiple media rights are up for renewal. As is the case in every industry and realm, digital and social platforms are expected to take long terms positions to build, engage, influence and disrupt the consumer mindscape and consumption pattern. Targeted movie marketing because of digital influence. While the past couple of years have exemplified the necessary role of big data, targeted movie marketing as an avenue benefits from the rich marketing data accumulated from both digital and traditional media. Harnessing psychographic data will essentially lead to even smaller and medium budget films to grab a precisely engaged audience. 2016 paved the way for this trend and 2017 will only define it to a cleverly adapted manner.

Continual enhancing of sports programming

Sports programming will keep challenging technology norms and further enhance the quality of broadcast and webcast. Sharp, interactive and trendsetter modes of sports programming will help foster fan-hood on a social and individual level. While the focus is on the consumer and trending platforms of consumer engagement, sports programming will also be heavily relying on exacting media rights and ensuring that a holistic media plan is actioned that ties in all new platforms together process to capture the true potential of sports and live properties in forms of broader contours/dimensions of consumer impact and better linkage to brand and business.

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INDIA to host FIFA U-17 World Cup



The FIFA Under 17 world cup that is being hosted in India in the month of October 2017 brings a fresh change to the footballing scenario in the country. It is a global event, the likes of which have never been seen on Indian soil in the past, especially not in the global game of football.

The tournament will see a total of 24 teams from around the globe, which will all possess incredible footballing talent of the future. The tournament marks a massive step in the right direction for football in India. India has developed into a strong market for football whether its the English premier League, Spanish La Liga or the Indian Super League, they have all found a huge fan base in India, despite the lowly rankings of the Indian football team. There have been 6 venues finalized for the tournament in, Navi Mumbai, New Delhi, Goa, Kochi, Guwahati and Kolkata.

The motto of the Under 17 World Cup has been released as “Football Takes Over” and it makes perfect sense. The game has been a massive underdog to cricket in India, much like all other sports have been. But unlike cricket, football is a global sport played with sincerity in over 180 countries. And with the passion that the youth have for football in India, with the hosting of a tournament of huge scale in the form of FIFA U-17 World Cup, it seems like a good time for football to take over.

-Sanket Chaudhury [MSM]

Invincible Virat

When a side has a win percentage touching 70%, you know it has discovered the blueprint of success. A year that started by India falling short



of tasting World Cup T20 glory for the second time, was capped off by a young and dynamic Virat Kohli, leading the team to the pinnacle of Test success.

The side went unbeaten in Tests the entire year and extended the unbeaten streak to 18 games marking the beginning of Kohli’s magnificent run. With Virat marching and number three in the batting lineup it was a certain job-done feeling which transpired amongst each of us. Talking numbers. He scored 2595 runs in 41 innings in International innings smashing 973 runs with 4 centuries in IPL 2016, the year Kohli was labelled “the run machine” and rated as one of the best batsmen. Seldom has anyone ever seen a batsman dominate world cricket, earning huge respect from the cricketing greats.

During this year, some records were plucked by him- Fastest 25 ODI tons, Fastest 7500 ODI runs. This year brought new heights for Kohli, setting the bar even higher now. Performance which is consistent is hard to maintain, but nothing seems hard for Virat. I doubt if “Invincible India” is an expansion of Kohli’s.

-Karan Parekh [MSM]

The 'Wright' Way of Doing Things



Tuesday, 7th February, 2017 was an important day for IISM as John Wright paid a visit to have a close interaction with the students. The former Team India coach and New Zealand opening batsman was perhaps the only topic of discussion among the students once the news of this session got conveyed.

The legend entered the classroom at 11 am sharp where students from all 3 batches were waiting eagerly. The place was lit up as he entered in very cool and casual attire and made everybody comfortable by his bright smile. He was presented with a bouquet and a token of appreciation by IISM after the course coordinator Ms. Jessy Fernandes briefed everyone about the 'WOW speaker' and read out his achievements. Wright began the session by taking few questions.

One of the students asked him about the triumphant Team India that he had led during his illustrious tenure as a coach from 2000 to 2005. Under his services the Indian cricket team had a dream run in overseas tournaments (probably the best and most comprehensive under any coach till date) and also reached the finals of the ICC Cricket World Cup 2003 which was played in South Africa.

Wright began describing his childhood days that had gone in the backyards and a small farm behind his home where he started playing cricket. With the desire to learn the game conceptually, he started playing professional cricket.

After making it through to the New Zealand national team as an opener, Wright scored 5334 Test runs with 12 100s and 23 50s. He also scored a 100 and 24 50s in his tally of 3891 ODI runs. (Since playing and practicing will be directly proportional towards attainment of desired goals) Lastly he asked the team, "How are you going to behave?" (That included the three rules that he had set earlier) With this the team was pumped. Also, the players believed in putting the team's performance ahead of one's own performance which was the defining spirit for a total transformation.

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And over a period of time the improvements were self-explanatory. India clinched the series against Zimbabwe at home, defeated Australia 2-1 at home, won the Natwest Trophy in England, drew 1-1 in Australia, won a Test series in Pakistan, and entered the Finals of the CWC 2003. Being the talent scout of the Mumbai Indians, one of the students asked Wright about the reference points against which gap analysis is done while getting the best talent on board in a competitive tournament such as the IPL.

After retiring from international cricket Wright worked in a multinational corporation for 2 years where he handled a team of nearly 60 people. This experience was essential in learning about the corporate culture and understanding group dynamics. He was fascinated by the role of a coach and got a call from Kent County Cricket Club. In 2000, John Wright got a call for coaching Team India. It was the first time ever when Indian cricket was getting the services of a foreign coach. This created enough stir in the media and wasn't considered as a right move initially by many media houses as well as some ex-India cricketers.

All Wright had to do was to set things right and prove the critics wrong. He had a spectacular team to be led and shown the path. With the likes of experienced Sachin Tendulkar, Anil Kumble, Rahul Dravid, Sourav Ganguly, Javagal Shrinath, VVS Laxman and Ajit Agarkar, the team also had some young and upcoming talent in the form of Virender Sehwag, Yuvraj Singh, Zaheer Khan, Harbhajan Singh and Mohammed Kaif. Wright observed that the established faces of the dressing room got immense stardom and were worshipped all over the country. But for him it was only a cricket team with endless potential and possibilities. In the first team meeting as described by Wright, he introduced himself and addressed the team laying 3 basic rules.

Wright added humor by saying that the only gap that he has ever known is between 'Mid-off' and 'Extra cover'. And there was laughter all over. But quickly coming back to the question, he said that there are certain things that he pays attention to. Those might not necessarily be the orthodox ways of judging a player's potential. He gave an example of Indian speedster Jasprit Bumrah who caught his attention when he saw him bowling consistent Yorkers while clocking good pace.



Wright was also instrumental in picking Hardik Pandya after his bat made a magical sound when he cut one fiercely through the '3rd man' region in a Ranji Trophy game and the ball went like a tracer bullet to the boundary. He likes Hardik Pandya mental toughness and believes that it forms an important aspect for improving a player's game.

On asked about the experience of having shared the coaching wing of Mumbai Indians with former Head coach Ricky Ponting, Wright said, "Ponting is the toughest cricketer I have ever seen. He doesn't believe in coming second. It was a delight to work with him." He also appreciated skipper Virat Kohli's fighting spirit and the importance he gives towards fitness which sets an example for everyone in the Indian cricket team. Wright ended the session by telling the students that nothing is indispensable in this world. No matter how great you are today, it's not long before you are being replaced by someone better. It is important to have your feet on the ground unlike some of the youngsters who hit 3 sixes and think they are next to the god. That's how teams fall. That's how organizations fall. It is essential to bring yourself back on the ground and focus on your goals.

And that was the end of a time that was mesmerizing and rejuvenating for the students to have witnessed a prolific cricketing era and having learned management lessons from none other than the charismatic- John Geoffrey Wright.

- Tejas Khale [PGPSM]

INDIA ka Tyohaar



Cash, and plenty of it is the single most important ingredient for the league's success. It is the most watched league in the country and across the globe. The attractive league is famous for its endless entertainment-Cheerleaders, Pyrotechnics. This season it has come up with a unique way to conduct the opening ceremonies by conducting the opening ceremonies at each venue depicting the culture and tradition of each state.

A host of international players have become household names in India since they have started playing in the IPL. Nobody can deny the fact that 45 days that the league is played, the cricket fever is high on all players, fans and sponsors. IPL was the catalyst to many other leagues in India, like Indian super league, Indian badminton league etc. The business of sports has certainly grown because of all these leagues and it means a boost for the economy. Apart from being a cash-rich league, one more very important and big reason behind the league's success is the sports and event management team working on it day-in and day-out. Under the umbrella of management, there are various sectors-Hospitality, accreditation, venue management, logistics, communication, etc. These agencies have the hardest task of attending to everything that goes on during and pre and post the matches. They have to ensure the smooth coordination of various activities.

With a lot of changes in the league in the ten years, next year will be a major change with the return of Chennai and Rajasthan teams and with the decision on whether the Pune and Gujarat teams will continue to be a part of the league. The contract of the IPL with Sony will also end post this season and new or maybe the same company will claim TV rights for the league.

This season reclaimed its name 'India Ka Tyohar' when Mumbai Indians carved their name on the winners' cup for the third time.

-Tanvi Shevade [PGPSM]

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Sports CSR to witness an investment over Rs 100 cr: An amplified focus on grass root programs for emerging sports and talent will guarantee a boost in not only new categories for corporate investments in sports but will also open new cash reserves for sports under the head of CSR.

eSports leagues to debut on the Indian scene: With 30% YoY growth, Gaming may have been an international player for quite a few years. With over 19000 registered gaming professional players in India, 2017 will witness the launch of at least two eSport leagues that will kick-start momentum in the gaming community and beyond.

The coming of age of the Indian theatrical: Broadway is not just a cultural attribute of the West anymore. India has been absorbing and making the most of large format stage shows. The Indian audience is also willing to pay the premium for a quality experience. Since content is king, a worthy consort is production value, which the Indian theatre circuit is investing in. This coupled with a keen interest of sponsors for off beat properties can drive positive conversation around Indian theatricals. International music icons to enhance live musical experience: Better infrastructure, implementation of single window clearances and an established, additional support to host large format events will have an exponential effect on bigger, bolder, international music icons redirecting their routes to India to entice Indian fans.

Stadium naming rights to gain momentum: Over 200 days of live action in various arenas, especially large stadia are the evidence of the gargantuan rise in popularity of sports, musicals and theatrical live events. Over 10 million people are in attendance annually at such events; with the outcome being that stadia naming rights will announce its presence with a bang in 2017.

India's Biggest Women Run



The biggest women's run in India, Pinkathon was created with a principle that health of women is key factor in a healthier society. It focuses on women empowerment and especially awareness related to breast cancer and other issues which affect the health of women. It was founded by Mr. Milind Soman and Ms.Reema Sanghav and is organised by the United Sisters Foundations.

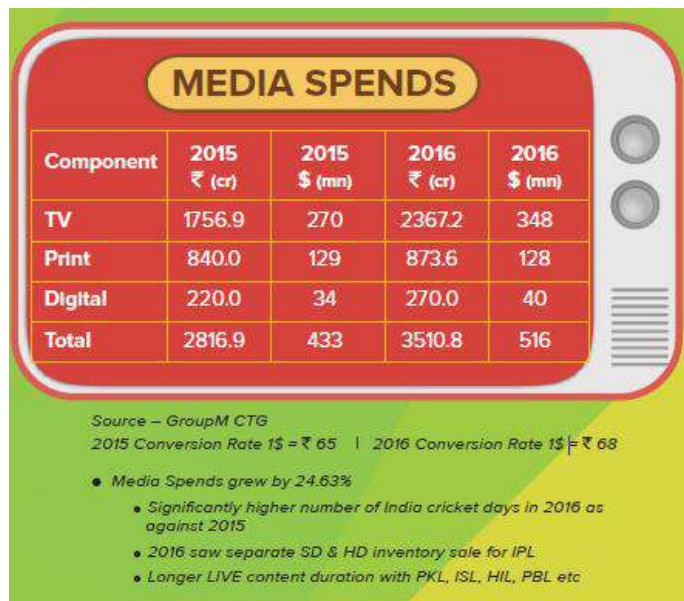
The first run of Pinkathon was in 2012 and currently being held in eight different cities of India namely Bangalore, Hyderabad, Chennai, Guwahati, Delhi, Ahmedabad, Mumbai and Pune. The last Pinkathon in Mumbai was held on 18th December 2016. It not just includes a full marathon but also includes shorter runs of 3kms, 5kms, 10kms and the half marathon. The title sponsors for the event were Colors and Inspiring partners were Bajaj Electricals.

The main focus is always women empowerment, health issues and awareness about Breast Cancer. But during this event Colors Pinkathon also took some special initiatives which include Green Water Stations, where they promote reusable cups along with the regular water stations. Their aim is to give an eco-friendly option to the participants.

Then they had 'A pacer with every Racer' which ensured each pacer has a runner who is participating in the half marathon and they do ensure the girl's safety during the run and also train them for better performance. Also they distributed Medical / Mammogram tags which can be used by participants to get free check-up or consultation at a city hospital.

Pinkathon also provides with year round training for its participants. They organise special training runs in different regions of Mumbai for their registered participants. Celebrities like Karishma Kapoor, Bipasha Basu, Lisa Haydon, and Gul Panagare the ambassadors of the event who promote Awareness of Breast Cancer.

Sports Viewership Facts



"Sports Sponsorship grew across the board at an impressive 19.33% in 2016, to 6400 crore/\$ 941 million, a big jump up from the 5363.3 crore/\$ 825 million garnered in 2015."

All in all Pinkathon has been successful in creating a drive towards awareness on social causes related to women. It is a non-fund raiser but encourages its participants to raise money for charity. All these funds raised are for Women's Cancer Initiative for fighting breast cancer. And with this they have reached thousands of women who now take up running as an important and regular activity. Pinkathon have inspired women to promote and spread awareness regarding breast cancer and helped them understand the importance of healthy living.

- Bhadavi Bandekar [MSM]

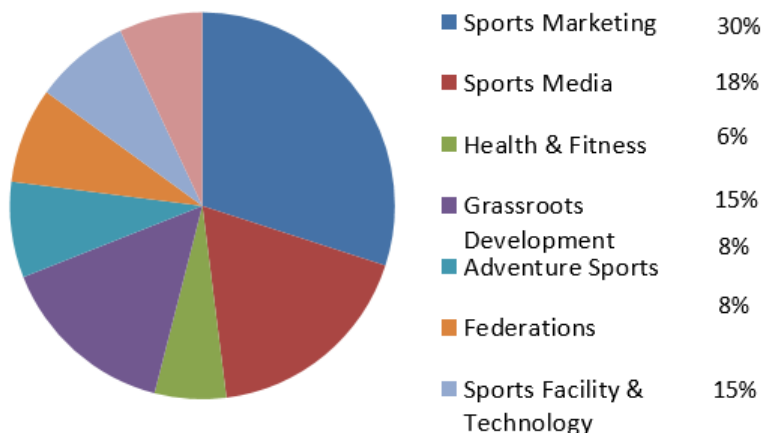
Internships & Placement Highlights

Since the year of inception, IISM as an institute have created more than 600+ sports management professionals for the fast growing sports industry of India. Our alumni is working with leading sports management organisations, corporate and federations like FICCI, IMG Reliance, Mumbai City FC, OGQ, Sportz Interactive etc.

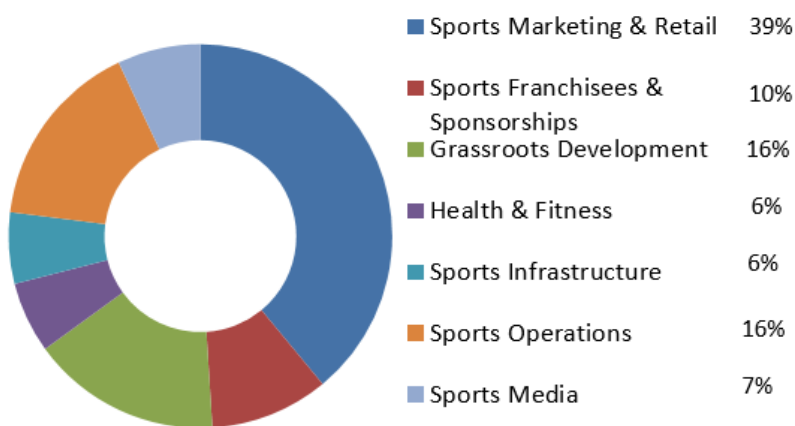
Our students have played a vital role in last 7 years in shaping the sporting industry of India. From starting sports entrepreneurial ventures to playing leadership role, from organising biggest sporting events to getting the best of the sponsors for those events, IISM students are making their mark successfully in the Sports Management Industry.

The Placement Cell of IISM is constituted with the participation of our students and management. It works towards tapping in the best of the opportunities available in the industry. We have close to 100 companies showing interest in recruiting the talent from our institute every year. A deadly blend of internships, placements and on-going live projects have helped our students equip themselves with the knowledge, skills and analytical aptitude to excel in this ever-growing sports management space.

MSM Internships - Summer 2017 - Areas in Sports Management



Phase 1 - Placements 2017
[Masters & PGP in Sports Management]



IISM Curriculum Highlights

- 720 Hours of Intensive Learning Input
- Key Modules: Sports Marketing, Sports Law, Celebrity Management, Sports Facility & Event Management, Sports Finance and Grassroots Development
- Industry-led curriculum
- Sessions by Sports Management practitioners
- Admissions via University-approved 'SMAT' entrance exam