

IISM at the Australia-India Sports Partnership Meet

From the Director's Desk

Dear Readers,

It is a pleasure to meet you through the second issue of The Sports Communiqué, the official newsletter of our Institute.

As we bid farewell to our graduating students of the PGPSM batch, we set our stage ready to welcome the fresh faces of the 2017 intake.

In this issue, we have tried to cover the making story of K. Srikanth who carved a niche for men's badminton in India. Alongside, we have the Girls in Blue: the Indian women's cricket team who created history in the game. This issue also features an interview with startup entrepreneur who is able to fight all odds and live his dream of being his own boss – and in the space where his heart lies.

I believe you will enjoy reading this issue.

Mr Nilesh Kulkarni
Founder Director

Editors



The Federation of Indian Chambers of Commerce & Industry had organized a unique 'Australia-India Partnership Meet' to foster a stronger relationship ties between the two countries in the sporting space.

This year, the Meet was themed at "Importance of Sports Education" and it was Chaired by Shri Vijay Goel, Hon. Minister of Youth Affairs & Sports, Govt of India.

With a welcome and theme address by Mr A. Didar Singh & Ms Harinder Sidhu, the Guests of Honour were Mr Adam Gilchrist & Mr Ajay Jadeja from Australia and India respectively.

The panellists for the discussion were Mr Nilesh Kulkarni and Mr Sandeep Tiwari along with the other mentioned dignitaries.

The meet received a tremendously great response from the industrial participation from both the countries and a range of fruitful topics were discussed.

Panel Discussion on “Sports Industry in India – An Educational Perspective”

June 02, 2017 | Mumbai

International Institute of Sports Management, Mumbai organized an informative session & panel discussion on sports industry in India from an educational perspective on 3rd June 2017. The session was well received by 160 attendees which were a combination of successful students of HSC exams & Fresh Graduates looking forward to seek admission in Bachelor & Master Course in Sports Management offered by IISM in association with University of Mumbai.

The distinguished panelists & Industry experts for the event were Prof Ratnakar Shetty, GM Game Development BCCI, Mr Vinit Karnik, Business Head Group M ESP, Mr Jitendra Joshi, Co-founder Director SportzConsult, & Mr Nilesh Kulkarni, Founder Director at IISM.

The session started off by giving an introduction to the institute & the courses that it offers followed by Prof Ratnakar Shetty who spoke about Emerging Sports Post IPL Success & Mr Karnik on Growth of sports industry in India. Mr Joshi shared his insights on how Grassroots development in India is changing followed by Mr Kulkarni on Career opportunities prevalent in the industry.

The two hour session concluded with a interactive Q & A session between students & panelists.



The Making of a Champion: Kidambi Srikanth *-Sanket Chaudhury | MSM-II*



Kidambi Srikanth is a story of a badminton player reaching extraordinary heights at a young age. But the story could just as easily have been of an agriculture supervisor in the Guntur district of Andhra Pradesh. India has had a rough time with sporting support from family in most sports other than cricket. But hailing from a family which understood the importance of sports has helped in the creation of the badminton star, that is Kidambi Srikanth.

Srikanth and his brother Nandagopal were allowed to dream big and pursue their interest in badminton by their parents, father KVS Krishna and mother Radha Mukunda. His mother, unlike the common practice, didn't believe that he should spend his time split between academics and sports. She believed in his abilities and maintained that splitting focus would not benefit him in sports or academics. "Only thing I told my sons was if you choose the sport, do it seriously. If you choose books, do it seriously. Do not put your legs in two boats otherwise you will sink," she says.

What is unknown to a lot of people is that Srikanth's brother Nandagopal is an Indian badminton player as well. He represents India in badminton doubles format. Having an elder brother to carve out a path that Srikanth could follow has been of tremendous value to Srikanth. "Nandu has been by my side through my difficult times and where I am today would not have been possible without him," he says.

Srikanth was originally a doubles player while his brother was a singles player. Coach Sudhakar Reddy, formerly a badminton state champion himself took them under his wing and helped them make their first steps towards stardom. When a few years down the line, P. Gopichand recruited him he realized the skills of Srikanth were better suited to singles and a together they put in the work to ensure they changed his style of play and his game to make him a better singles player and a champion took flight.

Credit in the rise of a champion always goes to multiple people. In Srikanth's case its his parents, his brother and all the coaches who have held firm belief in his abilities and given him their complete support as he developed from a young child of an agrarian to the next badminton superstar of India.

The Bang of Pro Kabaddi

-Akshay Bapat | MSM-II



The fifth season of the Pro Kabaddi League is inching closer as it is slated to begin on July 28 and promises to be bigger and better than ever before. Up from 8 teams in the previous season, the upcoming season of Pro Kabaddi League will feature 12 teams with a whole new format, more matches and duration.

The league will discontinue the format used in the previous four seasons of the league to make the PKL the second biggest sports league in the country and the biggest league in terms of geographic representation of 11 states.

In addition of the eight teams from the first four seasons, the new arrivals to the league include Tamil Thalaivas, UP Yoddha, Gujarat Fortune Giants and Haryana Steelers make the PKL the biggest sports league in the country.

In the previous editions with the traditional format that featured eight teams consisted of a round-robin format with all teams battling each other twice and the top four teams in the standings advancing to the knockout stage. So far the PKL has been won by the Jaipur Pink Panthers, U Mumba and twice in a row by the Patna Pirates.

There is a massive shift this time around in the league. The organizers were looking for higher fan engagement and emotional investment into the teams from the fans and the only way to do that was to construct a longer season with more matches and higher stakes involved

Keeping this in mind, they have come up with a different system which, in a way, resembles American sports league. There will be a division of all the teams with each division consisting of six teams. The distribution is done in such a way that there will be teams from strong kabaddi markets in both the zones.

To further break the monotony of a longer season by introducing distinct stages to the league such as Inter-zonal Weeks and Wild Card matches' Week. With increased number of teams, there needs to be an incentive for lower league teams to be in the tournament and this year there will be a unique and longer structure of the playoffs, all the way to the final.

The teams have been divided into zones keeping in mind equal distribution of kabaddi markets, proximity in terms of travelling for teams in the same zone big rivalries within and between the two zones.

It would be very interesting to witness the new format and excitement among the fans is at its peak.

Time to Appreciate the Girls in Blue!

-Bhadavi Bandekar | MSM-II



We all say that 'Cricket is a Religion in a country like India,' but do we really mean it! There are no doubts that almost everyone needs a Sachin Tendulkar coming out from their neighbourhood but it's time we question that why can we not have a Mitali Raj coming out from every house.

Women's cricket has always been in the darks. At one side where people treat men cricketers as equal to a celebrity or a superstar on the other side they don't even know the names of the women cricketers who are playing for the country.

Thanks to the minority who has now started to shift their gear and are following the women cricket. Also in the recent times, women cricketers have started performing well which attracts more and more people to their game. The best is to take the example of our very own India Women Cricket team. Led by Captain Mitali Raj, this women team has it all. The current women cricket team which is representing India at the eleventh edition of ICC Women World Cup is a team which you will have to applaud and appreciate.

Not just their game, their attitude too tell us that these ladies are all set to conquer the world and let the people know that they stand beyond the men. In a press conference before the first match of ICC Women's World Cup 2017 against England, Captain Mitali Raj was asked about her favourite male cricketer. Raj took no seconds to answer back. She said, "Do you ask the same question to a male cricketer? Do you ask them who their favourite female cricketer is?"

Not only this, Raj's calmness before going to bat has also created a buzz all around. She was spotted reading a book waiting for her turn to bat next. While we see other players mentally preparing to enter the field by sitting calm or trying to focus, Indian captain gives a damn. She is unique and she is special.

Talking about Mithali and senior Indian bowler Jhulan Goswami, this would probably be their last World Cup and the team would surely want to win this title for the two and give them a perfect farewell.

Best Wishes to the Daughters of India, the India Women Cricket Team for the ICC Women World Cup 2017 and upcoming season.

IISM students with Sportz Consult at Nike+ Run Club

-Aashumi Mehta | MSM-II



To begin working for the first time in the industry is always little scary, but when you begin with an interview itself which is extremely exciting and friendly, it makes you enter a comfortable zone and it is a positive kickstart to the internship in the industry of Sports.

My internship was everything that I was expecting it to be and bit more. I expected to have hands on experience in my working environment, I got to meet and network with people in my field of study and beyond, and I also learned more about the industry.

When your first internship is in a company like Sportz Consult, it's like a start-up boost, for me, especially when it comes to working with a brand like Nike for their Nike+ Run Club (NRC).

Working at NRC has taught me a lot of new aspects. It helped me improve my communication with people over calls as well as when it comes to talking and communicating with members or pacers of NRC on one on one basis.

We had organised a Nike event for their influencer Mr. Yuvraj Thakur on 25th of May 2017, in which I am a part of the team. Our team fulfils everything from the pre-planning to the execution, i.e. from going for site visits, mapping of route, making a checklist and co-ordinating with the vendors for the same. It's one of the best way to experience how the sporting industry works and how important it is to do a pre-planning work and indeed check on them and make sure the execution is perfect.

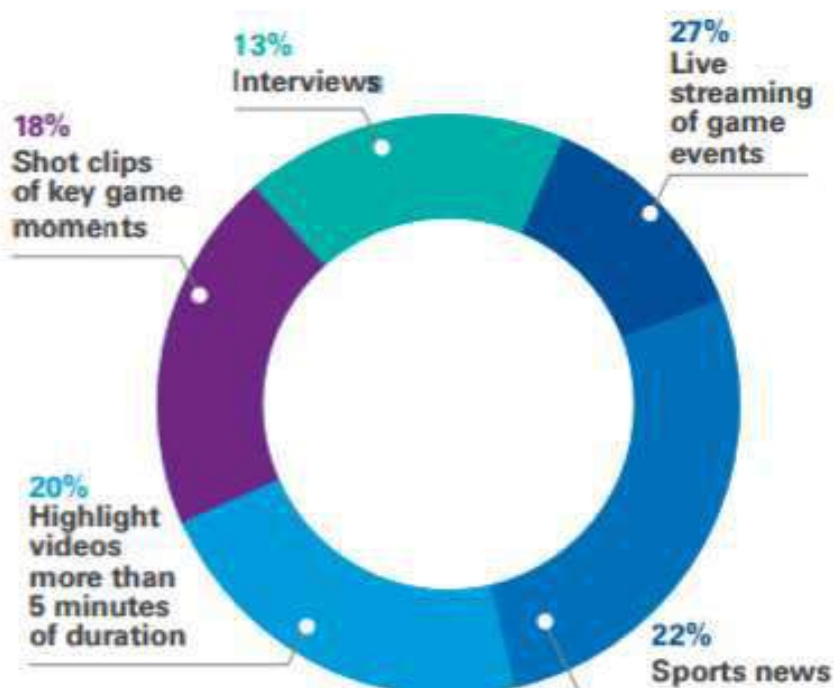
Working with Sportz Consult at the initial start of my career has helped me sharpen my skills of communication, research, backend work, as well as on field work. They have given me the best kickstart for my career in sports industry.

Overall my internship was a lot more than what I had expected. Just from being immersed in that environment I have gained a higher sensibility and am a far more mature person. Aside from industry practice, I learned how to conduct myself on the field and to communicate with people in business environment, which in my opinion is of utmost important. Finally, to understand the way an event is run and to take on the mechanics of running a major event has brought me closer to my dream in the sports industry.



A Look at The Consumption of Sports Content

Online consumption of sports content



Source: Know the fan: The Global Sports Media Consumption Report, 2014.

Female viewership – Indian sports leagues



Catch-up with a Sports Startup Entrepreneur: Mr Sarvesh Thite, SportsAbound.com



Hello Sarvesh, could you please introduce yourself - your family background, education, work that you have done before starting your own venture?

I am 22 years old. I have done my 'Bachelors of Commerce' from Pune in 2015. My father is M.Tech in Civil Engineering from IIT Bombay. He started his own property valuation firm in 1985 and currently has 3 branches in India. My elder brother has done his Masters in Geotechnical Engineering from the USA and working with my father since last 2 years. I started my venture in the field of sports because I have played lawn tennis on national and international juniors level. I went through a shoulder surgery 3 years back and hence I had to quit tennis. Since I have been in the sports industry for many years I know the market, consumer needs and their problems.

What is SportsAbound.com? Introduce your venture to us.

One day I was passing by a school which is near my home, I read a small board of a Boxing academy which is in the parking lot of the same school. I got surprised! Since the coaching timings were suitable for me and the academy was close to my home I joined it. I asked the coach if they have a website. And I got a very surprising answer, the academy has no web - presence. And guess what? The coach is an OLYMPIAN! And that is why I came up with a thought of starting a website where people can get detailed information of available sports infrastructure and coaching facilities in their cities. And hence I started SportsAbound.com

What can one do with SportsAbound?

SportsAbound.com is an online platform where people can get all the detailed information about available coaching facilities and sports infrastructure in and around their cities. Users can register online for sports events happening in their cities. Currently we are only in Pune. We have nearly 250 sports academies of 28 sports listed on our website. We also have academies of rare sports like Fencing and Figure skating. We are handling registration for various sports events and have successfully handled registrations for many summer camps

As an entrepreneur, what challenges did you face while starting your own venture?

Biggest problem was, since I am a non technical person in the 'Website and App world' I faced many problems in choosing the right developer for the website. Since the idea was new in the market when we started it was very tough to make academies and coaches believe, why online presence of your academy is important. And how are they going to be benefited by that.

What message would you pass on to a budding sports entrepreneur?

Coming up with a business idea is probably the easiest thing in business. Right Implementation is what turns your "idea" into a "business

(as told to Ojas Barve, IISM)

Never say goodbye, PGPSM Class of 2017!



IISM – Meet the Team



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Founder Director



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