

Embarking on a Sports Management Journey!

Vidhi D. Shah | MSM 1



Mr. Radhakrishnan Sreenivasan, Former VP -Ten Sports



Satish Menon, CEO Kings 11 Punjab



Dr Harsha Mehta Founder, Ecorox Foundation



Prof Boman Moradian, Director, ZEE Group

The traditional approach to education always paid an increased amount of emphasis on the importance of learning outside the four walls of a classroom. But somehow in the passage of time, the new generations that came forth lost this idea amidst the others that came into existence. However, there is a penchant amongst the rare few for the old school thought, and a host of them possibly comprise the faculty, staff members and the founders of International Institute of Sports Management. For the new academic session which was slated to begin on the 22nd of July, they organized a week long foundation programme for 180 students enrolled in UG & PG Programs in Sports Management.

From the outside, it may just appear like a theatre, wherein an audience is sitting and enjoying while the characters on the stage, play their part and make an exit. But if one would dig deeper, well it was nothing less than a melting pot of cultures which brought forth new vistas into the lives of the audience. With students descending to Mumbai for this specialized course from all over India, the foundation week set the basis for knowing each and other and more than that getting a bird's eye view of what was going on all over the country. While some bonded over football club loyalties, the others bonded over a lunch at the local restaurant. However, much more important that this was the facet of established speakers who came to address the incoming students from varied industries, thus not only educating them but also teaching them how to

strive for things beyond one's knowledge. They broke barriers with their speeches, some shattered the general opinions, a rare few gave a reality check but above everything, they made sure as a whole that the student who had come in on the first day, left with a stroke of ambition and life skills at the end of 6 days. The speakers line-up included: **Mr. Satish Menon** who provided an inside view into the working of the IPL having been at the helm of the management for **Kings 11 Punjab**, **Mr. Rahul Rodrigues** from **FC Goa** who highlighted the role of a successful sports manager, who taught the students effective reading **Dr. Hozefa Bhinderwala** and how to read 400 words per minutes, **FOUR HUNDRED!** Amongst others, there was also **Mr. Radhakrishnan Iyer**, the popular sports anchor who came to the fore and spoke about his journey from an **ESPN** executive to the VP of **Ten Sports**, **Ms. Mansi Lal Sawant** who highlighted the importance of professional and cross-cultural communication, **Dr Aamir Shaikh**, Health Care Consultant, guides them on, "how to become a leader" **Dr. Harsha Mehta**, Founder, **Ecorox Foundation** had an interactive session on Ethics and Philosophy in Sports. Thus, all in all, it provided the sports managers of the near future with an insider view into the working of the industry and enriched them with the reality of hustling past the hurdles in life and yet getting a good night's sleep!

THE PHENOMENON THAT IS ROGER FEDERER

KASHYAP MISHRA | PGPSM



Charles Darwin brilliantly puts it in his magnum opus “The Origin of Species” about the theory of extinction of the Neanderthals among modern day humans. However, he does go onto admit that the Neanderthal trait still prevails in some after thousands of years of human existence. It is rare but it does.

Though Darwin made that claim some 150 years back, had he witnessed the Roger Federer of 2017, Federer certainly wouldn't have looked out of place in his theory. Roger Federer is certainly tennis' rare species. At a time when his style of classic serve and volley is considered 'primitive' he has managed to win two of the three grand slams and is in some serious contention to end the year as World No. 1. Such a claim would have seemed laughably ridiculous a year ago. Such has been his renaissance that it has become extremely difficult to ponder and analyse how does one play as well or even better at 36 as he played when he was 26.

With Djokovic's dip in form, Murray's injury and Nadal's game not typically suited for grass, one might argue that Federer benefited from lack of competition. But wasn't the year of 2017 supposed to be a transition phase where the Dimitrovs, the Wawrinkas, the Zverevs, the Nishikoris and the Raonics would challenge the “Big Four” for dominance? Yet Federer overcame those challenges and went onto win at the SW19 for a record eighth time. The Swiss maestro remains a major threat to players half his age in a sport where youthfulness gives a natural advantage to the . According to me, why Federer tends to be a class apart

is because of his ability to bring about a transition to his game to suit the modern demands of the game. Be it his famous SABR (Sneak attack by Roger) shot or the tremendous improvement of his backhand, he now possesses a fully matured game. Part of the credit for his sudden renaissance does go to the two legends – Stefan Edberg and Ivan Ljubicic for helping him realise his potential and bringing a new level to his game. But to even execute that transition at the twilight of your career (I dare not say that!) you need something special than motivation and hard work. It simple does not come naturally to everybody. And the numbers provide a testimony to this fact. Having a win/loss record of 31/2 in 2017, winning the Australian Open by being seeded 17, winning the sunshine doubles (Indian wells & Miami), not dropping a single set en route to the Wimbledon Championships at the All England Lawn Tennis Club will definitely take some beating.

So here we are again on the cusp of something special. For at the age of 36 to see one of the greats of the game still dominating the centre court is a privilege in itself. And even as we continue to bask in the glory of his latest Wimbledon accomplishment, we have assumed him to enter the US Open Championship as the favourite grand slam contender. Whether or not the next gen players stop this domination, irrespective of how many titles he wins, I firmly believe that in soaring great heights Federer is definitely raising the standards of the game and tennis definitely needs its greatest player to hang around for a few more years.



Another Landmark in Indian Sports!



Pic source: CEAT UTTofficial Falcon TCC looks exulted with medal and trophy in hand

Sports in India have become the next big thing in terms of capital, recognition and career advancement in past few years. Every venture capitalist, businessman, corporate, investors have their eyes and ears open for the opportunity as this entity is still in its nascent stage. India itself is a huge market with the variety of customers involved and the various sports league have emerged as a primary vehicle for the private sector. So, the start-ups in sports are becoming a new trend. The beauty of this industry is, even if you invest hundreds of millions you would still be able to make the profit and that shows our love and affection for sports.

Recently concluded first-ever Indian professional table tennis league "Ultimate Table Tennis League" is one such small example of this huge and prospective industry. The league aimed to benefit the development of Indian players by allowing them to play alongside with some of the best of the world.

"Ultimate Ping Pong" is conceived by 11Even Sports Pvt Ltd (ESPL), a company formed "to promote and develop table tennis in India from the grassroots to the professional level." ESPL has 10 years bond with the Table Tennis federation of India to develop and promote the game. It was formed by the Vita Dani, co-owner ISL's Chennaiyin FC, along with the former eight-time national TT champion and Arjun awardee Kamlesh Mehta.

Post drafting of players and coaches, 8 paddlers in each 6 club based franchises teams were chosen which were comprised of four men and four women players along with an International coach and an Indian coach. A compulsion was there with the teams that half of the players should be Indians and each team should have a U-21 player to promote the youngsters.

Pawan Verma | PGPSM

This new table tennis league was played for a very short period between 13-30 July 2017 in three Indian metro cities Delhi, Chennai and Mumbai.

The first two legs were played in Chennai and Delhi than it moved on to Mumbai for semifinals and finals. Involvement of top class players like World No.7 Wong Chun Ting of Hong Kong, World No.44 Sharath Kamal of India among the men, World No.9 Hang Ying of Germany and the World No.11 Wu Yang of China, among the women, boosts the viewership of the league. The Mumbaikar Sanil Shetty nicknamed as "Giant-slayer" of Falcon TCC was the real finding of the tournament. He might rank 201 at the world stage but he is the most improved player of the season for India. His quick and accurate forehand shots were considered as the highlights of the tournament and undoubtedly he won the best Indian player award. Soumyajit Ghosh, Sathiyam Gnanasekaran, Harmeet Desai, Manika Batra and Mouma Das were also brilliant and talented players as far as the performance is considered.

A great thank to the TTFI for its support, IMG reliance for implementations of various strategies, 11sports for promotion, Star India for Broadcasting, CEAT for the title sponsor and STAG for the official partner. They all have been instrumental in bringing up the Indian talent in front of millions of people and provide them with a huge platform to showcase their skills. With the time and experience under their belt and fire in the heart to represent the nation, the paddlers will surely win many laurels for India in near future.

IISM Football Tournament



The Runner's Up team for IISM football tournament from TYBSM being felicitated by IISM Management

Expansion of Pro Kabaddi League

The Pro Kabaddi League has gone from strength to strength, since its inaugural season. While it had more than its fair share of detractors during its inception, the strong showing of the league, season after season has proved that indigenous sports of India can also draw the attention of the crowd much like cricket has been doing for decades now.

In the year 2016 the Pro Kabaddi League faced, possibly the only hiccup in its journey so far. Having studied the market carefully and realizing the voracious appetite the Indian population has for sports, especially a thrilling game such as kabaddi that is fast paced and takes up a lot less time as compared to other sports like cricket and football, the organizers decided to take a bold step and make the Pro Kabaddi League a biennial event from an annual one. But the Kabaddi World Cup also happening with much fanfare in the same year of 2016, meant the estimation for the consumption of Kabaddi was slightly overblown and the format did not produce results as were expected. The viewer fatigue of 3 large scale tournaments in the same calendar year resulted in a drop off in viewership of PKL season 4 and the organizers had to go for a rethink.

For 2017 the organizers, along with Commissioner of PKL Anupam Goswamy, announced a different format that is both an expansion and also contraction of the format that did not work in 2016. PKL announced the addition of 4 new franchises for the 2017 season and scrapped the 2 seasons in a year plan. This works on two fronts as it increases the popularity even more by localizing the teams further and drawing regionalized support bases for teams, while providing more Kabaddi to the fans whose appetite for the sport grows with each passing year.

Spanning over 13 weeks and 15 cities, the PKL season 5

Sanket Chaudhury | MSM 2

will divide the 12 teams into two zones of six teams each, where each of them will play 15 intra-zone and seven inter-zone matches, prior to the play-offs. The play-offs stage will comprise three qualifiers and two eliminators, which are scheduled to take place in Mumbai and Chennai. With 4 more teams to further spread out the map and 138 matches over a period of 3 months (July 28 - Oct 28) the PKL season 5 seems to have perfected the balance between expansion and fan viewer interest, all the while increasing the popularity of the sport. With significant growth far outweighing expectations each year, only time will tell how far PKL and the sport of Kabaddi can go before the juggernaut finally starts to slow. Until then the sport industry rejoices the constant growth of its very own indigenous sport at every turn.

Eminent Speakers at IISM Foundation Week



Ms Mansi Lal Sawant, Image Consultant had an interactive session on Cross Cultural Etiquettes & Professional Communication at IISM Foundation Week 2017



Dr Hozefa Bhinderwala inspired the students to start reading – effectively and trained them on the Art of Speed Reading

Which is the most followed PKL team on Social Media?

PKL				
FRANCHISES	2016	2016	2016	2016
Jalpur Pink Panthers	65,151	62,580	5,25,000	5,63,152
U Mumba	60,036	1,51,450	5,17,000	5,71,065
Patna Pirates	63,977	2,84,490	3,04,000	2,71,198
Puneri Paltan	37,608	1,28,990	3,57,000	6,01,119
Bengal Warriors	38,846	75,940	2,56,000	3,64,869
Dabang Delhi	29,543	44,170	2,53,000	5,88,102
Telugu Titans	28,962	3,11,440	2,18,000	4,19,962
Bengaluru Bulls	25,588	1,72,790	2,89,000	3,50,593



Dr Aamir Shaikh, Leadership Consultant on Leadership in Sports Management



Mr Rahul Rodrigues, VP – Operations, FC Goa, shared his insights on becoming a successful Sports Manager

Women's Cricket World Cup 2017

PALASH B. SONKUSARE MSM 1



All it began on June 23, 2017. Back of the mind each and every team dreamt of lifting the cup a month after on July 24. It was overall the 11th edition in Women's Cricket

World Cup history. The format was quite simple as it was the round-robin stage where each team would play the subsequent team once before top four clashes for the semi-final spots. Eventually the teams which qualified for the knockouts were India, Australia, England and South Africa. England beat South Africa in the nerve wrecking first semi-final and on the other hand in the second semi-final India beat Australia, thanks to Harman preet

Kaur's 171* which helped India to go through their only second World Cup final after 2005. India were set to play England and this was itself a big achievement for the team who were rated underdogs before the start of the tournament was all set to play the biggest match at Lord's, the mecca of Cricket. There entered the fearless captain of Team India, Mithali Raj alongside with her ladies. Indeed she was the best captain of the tournament so far. With her composed as well as aggressive nature at times the skipper proved why she was the most experienced player in the tournament. In the process, she also became the first woman to score the most runs in Women's international cricket 6000 plus to be precised. The final began and India was in the game all till the first half where they needed to chase a total of 229 in the allotted 50 overs.

The ladies were all prepared to go out and express themselves. It was there to be the last game for Mithali Raj, the Indian skipper and probably for another pace bowler, Jhulan Goswami who have the most wickets in Women's ODIs currently. They gave their all onto the field for achieving the feat for the first time in the entire cricket history. England was possibly the toughest opponent after Australia to face and rightly so as England edged pass India to keep their nerves better and won the World Cup 2017.

It wasn't only just heartbreak for Indian Women's Cricket Team but also the whole Indian nation who eyed to their.

television sets here for watching the final of the tournament. The aspiration to win the cup was destroyed but the respect which the ladies earned was tremendous The attention all over the globe was caught in the act by Mithali and co but looking at their vanished dreams of the entire unit after failing to lose a final, everybody around the world kept cheering for them. It was absolutely matter of panicking in last few moments as Indian team collapsed and lost the last seven wickets for mere 28 runs. The turning point in the end was the Poonam Raut's dismissal of 86 runs. The chance which India had to fulfil each and everyone's dreams got shattered in the end though the amount of respect and the praise was surely consolidated by people. Where nobody knew what it means for the women's to play an international tournament like World Cup and reach the finals, and then losing it just by a little inch the team surely must feel proud of. A country where women's sports were not much appreciated today will surely get a pretty good deal post this tournament. The entire cricket nation was proud of this feat and the Women were gratefully welcomed by all Indians despite not winning the cup.

Perhaps, this Women's World Cup 2017 was won by the hosting nation England at Lords but the pride was definitely preserved by India. A country where Men's cricket is followed largely will now definitely see a change and encourage everybody to have a look at women's cricket too. Although, these Indian ladies might have flattened at the final hurdle this time but this might well be remembered as the fairy tale forever.

Life at IISM



Mr Sunil Subramaniam, Team Manager of [Indian Cricket Team](#), had a friendly conversation with the aspiring batch of Sports Managers at IISM.

IISM FOOTBALL TOURNAMENT

Sagar A. Bhatt MSM 1



A wonderful initiative was taken by the International Institute of Sports Management to hold an intra-college football competition, followed by lunch for it's students on 22 July, 2017 at the Don Bosco International School, Matunga.

The event was conducted and run pretty smoothly by the organizers. It was 16 minute match divided into 2 halves of 8 minutes each and a half time break of one minute. If the game would end without a single goal from either side within the time limit then a penalty shoot-out would follow. Each team had 7 members 5 of whom were starting players and 2 rolling substitutes. The format of the tournament was pretty simple, straight knockout if you lose.

The main objective behind the tournament was nicely met as this tournament was initiated on the last day of the foundation week of the institute. It was a perfect stage set by IISM for all the fresher's who had joined the institute and were just getting to know about the institute and their new batch mates for their respective curricular program's.

The competition was tremendous and the hunger to win was clearly visible among the participants. The matches were clean, without too many hard tackles or foul play and true sportsmanship was maintained by the competitors. The students also got to meet and interact with their seniors who also took part in the competition.

"An amazing day concluding an amazing week. After a very interactive week where we got to meet and interact with so many people from the sports industry, today we had a relaxing outing and enjoyed the sport of football with new friends. The passion and the desire to win was shown by each and every student. I would like to thank all the members from the IISM team for such a heartwarming welcome and now I am looking forward to learn more and have a great time being a part of this prestigious institute." Quoted Abhijeet Sawant, an aspiring student pursuing Masters in Sports Management from the institute.

The event was a grand success. A brilliant way to conclude the orientation week and welcome the new students who had joined the institute aspiring to become the next big thing in the Sports Management industry. In the end the winning team was felicitated by Mr. Nilesh Kulkarni, the Founding Director of the institute.



IISM FOOTBALL TOURNAMENT WINNERS



The Football Starts of the tournament:
Students of MSM 2 Batch

Catch-up with an Entrepreneur:

Nikhil Punde, Founder & Director, SparUp Sports Technology

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

I come from a family of farmers and sportspersons near Solapur district in Maharashtra. My father played Ranji trophy for Karnataka, pursued a career in the Energy sector in companies such as L&T and ABB and he is currently in the farming sector, while my mother, a PhD, recently retired as an English lecturer.

By qualification, I am an Electronics and Communication Engineer from National Institute of Technology, Calicut (Kerala) and MBA in Finance, Strategy & Entrepreneurship from Southern Methodist University in Dallas, Texas.

I played Badminton at the National level from 1999–2004, played Cricket at the District level and over the last 5 years have been pursuing Boxing. I had my first fight last year in Washington DC!

Currently in addition to managing SparUp, I am a part-time Boxing coach at the Multifit Gym. Really enjoy the coaching process and helps me understand my SparUp customers better!

How do you think the knowledge that you have gained in your educational degree helps you?

I think more than the technical knowledge, it is the experiences during my educational process that have played a critical role in shaping my career and life. I had the opportunity to take up several leadership positions and participate in numerous technical and sports related events during my engineering days, while the focus on experiential learning during MBA gave me the opportunity to work on several industry specific projects and interact with the C-suite at Startups and Fortune 500 companies. These experiences have truly instilled a sense of confidence in me and given me the tools to pursue my passion, inspire my team, understand my customers and just keep going when things are not going your way, which happens a lot in a startup.

Introduce 'SparUp' to us - how did you think of this, who are the people involved in the top management of your venture, what is the status of your startup (pilot/introduction/growing/matured) etc.

SparUp was born a year ago with a mission to address the problems that my co-founder, Vivek Gupta, and I faced as athletes – lack of a structured and customized training process, limited focus on gathering performance data and tracking progress and lack of understanding of other critical performance aspects such as mental conditioning, recovery and nutrition. During the same period, India's performance at Rio Olympics set off an alarm in our heads that something needs to be done soon. So, we decided to leverage our technology backgrounds and athlete experiences to design a solution



We, as a team, believe that enhancing the training process will result in better performances. Our company name is derived from the word 'Sparring', which is an intense form of training in Boxing where you work with a partner to simulate an actual fight.

SparUp is a digital platform for player development and performance analysis that empowers coaches with performance insights, enables all around development of players and provides transparency to parents. We have completed a series of pilots with schools and academies across 6 sports and are currently signing up clients.

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

To start with, I would like to mention that I am really enjoying the entrepreneurship journey. Yes, there are challenges but it is also a very satisfying experience and you grow a lot as a person.

Biggest challenge is managing uncertainty. There is no playbook when it comes to a startup, so you have to learn as you go. Another challenge is finding resources with the right skill set, passion for sports and ability to thrive in a startup environment.

An industry specific challenge that we face is the slow adoption of sports technology in India due to the learning curve, inertia for change and price sensitivity of customers.

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

I am very excited about the future of sports sector in India. As an industry, we have just scratched the surface. In the coming years, there is a need for a greater vision in combination with sustained efforts to achieve results. To the future sports entrepreneurs and leaders, I would say, have a vision, strive to keep learning and adapting, think differently and maintain the spirit of sportsmanship in all things you do. Good luck!