



A NEW BEGINNING

IISM Orientation Week (16th - 21st July 2018)



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The Orientation Week for the students who have enrolled in the academic year 2018-19 was organized from 16-21 July 2018 at the YB Chavan Centre, Nariman Point, Mumbai. The Orientation comprised sessions by achievers associated with a specific aspect of the sports industry, like Administration, Grassroots development, Operations and Media, to name just a few. The sessions were conducted by Ms. Aparna Popat, Mr. Namdev Shirgaonkar, Mr. Vivek Singh, Ms. Mayanti Langer, Mr. Yannick Colaco, Mr. Hiren Pandit, Mr. John Gloster, Mr. Vibhas Sen, Mr. Tarun Singh Chauhan, Mr. Venkatesh Hariharan, Mr. Unmesh Joshi, Dr. Hozefa Bhinderwal and Ms. Mansi Lal Sawant.

The idea was to acquaint students to the sports industry and its workings. Parents were also invited on the first day of the Orientation, so that they could have a better understanding of the course that their children had taken up. The Orientation was also an ice-breaker for students from the three courses- BSM, MSM & PGPSWM

IISM at the Sports Analytics Conference (10th October, 2018)

The Sports Analytics World Series spans many such conferences across various countries, such as India, UK, USA, China, Australia, Netherlands, Japan and Canada.

The Indian leg of the Sports Analytics World Series was held in Mumbai at the Novotel Hotel, Juhu on the 10th of October, 2018. Not only was the event a platform for individuals in the sporting industry to network, but it was also an opportunity for the students to gain exposure and get a chance to attend sessions conducted by some of the finest professionals from India's sports industry.

The SAC was divided into three tracks where similar panels and sessions were held throughout the day, emphasizing the importance of data analytics in sports and how the same has changed the face of sport as we know it. There was also a small exhibition during the conference where companies had set up stalls to explain their products/software that they had created in the field of analytics.



Prominent panelists included representatives from organizations like KMPG, SportsRadar, NBA India, HUDL, Star India, Dream 11, Opta and ESPN, to name a few.

Our very own Director Mr. Nilesh Kulkarni was a part of a panel that also included Mr. Heath Matthews (Founder, Heath Matthews Physio) and Mr. Vinit Karnik (Business Head, Entertainment, Sports and Live Events at GroupM). Mr. Devendra Prabhudesai, Head, Corporate Relations and Research Associate, IISM, moderated the panel discussion. The panelists provided fascinating insights on the topic of their session – “Sports Business and Data: Impact Then and Now”.

SACHIN NAYAK– MSM 2



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Practical Exposure at IISM...

Mumbai Ultra Marathon (15th August, 2018)

The volunteering opportunity at the Ultra Marathon was a great learning curve for me, as it helped me understand what it takes to host such an event, I also got an opportunity to meet inspirational athletes, some of whom displayed the enthusiasm to run for 70 kms despite being in their 70s! Like the medical staff and physiotherapists, volunteers play a key role in a marathon. We helped out in several areas and also motivated and cheered the athletes. I also had the privilege of working with the visually impaired individuals, who were invited to provide massages to athletes to help them ease their aches and niggles. My job was to take care of them as well as the athletes who came in for the massage and make sure everything went smoothly. I would like to thank the IISM team for giving me this opportunity.

SPARSH GUPTA – FY MSM

IDBI Federal Life Insurance Marathon (30th September, 2018)

Although I've volunteered for several events and tournaments in the past, the IDBI marathon was a bit different as it was quite a huge event in terms of Sponsorships, participants and the overall management. My favourite part of the tournament was meeting new people and being exposed to the various aspects of managing a mega marathon event. On the race day, we were at the venue at 4:00 am sharp. It was really exciting to see the preparations. I was assigned the job of Crowd manager. We waited for couple of hours for the runners to arrive and it was fun when they did. I loved encouraging them as they passed by. Some were too focussed to acknowledge our cheers, but it

was gratifying when a few smiled or waved back after we called out to them.

Volunteering at the IDBI marathon was a wonderful experience indeed. We were tired after working for 6-7 hours in the hot and humid weather but it was great to give something back to the running community.



RUTAMBHARA JATHAR - PGPS & WM

Knowledge Partner at "TURF 2018" The Global Sports Summit (25th - 26th Nov, 2018)



Unveiling of report by Minister of State for Health, Shri Ashwini Kumar Choubey.



IISM Students at the event with Shri Choubey and Mr. Amitava Pal, Associate Dean, IISM

IISM was the Knowledge Partner at "TURF 2018," the Global Sports Summit organized by FICCI in association with the Ministry of Youth Affairs and Sports, Govt. of India.

The IISM team produced a Knowledge Report, based on primary research, titled "Sports Development and Youth Engagement," which was unveiled during the summit by Shri Ashwini Kumar Choubey, Honourable Minister of State for Health and Family Welfare, Government of India.

The report comprises invaluable insights. It is IISM's humble contribution to Sports Education and Research in India.

Extract from the Report:

"A nation that did not produce a single individual medalist at the Olympics from 1956 to 1992 has made its presence felt on podiums of global sporting events in the recent past. From being cynical about the prospects of our athletes, we as a nation have started expecting them to perform and excel. This is a monumental change.

More youngsters are playing and following multiple sports. The number of professionals in the sector, all of whom are essaying critical roles on and off the arenas, continues to grow. These are individuals who live and breathe sport, and will do anything they can to take India to unprecedented heights in the field of sport, provided they get the right kind of support at the right time.

The knowledge report has covered three key areas in terms of Sports and Youth Engagement with an extensive primary research

- Sports as Career
- Sports as Business
- Health and Wellness

However, there is still a long way to go. Youth engagement and grassroots development remain challenges. While at least 50% of sports-crazy individuals actively participate in sports or choose sports as a career in other parts of the world, only 1 % out of 62 % youngsters 'interested in sport' end up choosing sports as a career-option in India. However, due to different reasons, the Sports industry in India is losing almost 85% youth from the interested and talented pool."

ON THE FIELD...

SPARDHA 2018



We, the students of the IISM, were fortunate to be a part of 'Spardha 2018' organised by IIT- BHU. The event was held from 26-28 October 2018. Our contingent of 23 students reached Varanasi with great enthusiasm and the readiness to take on different challenges. The abundance of talent all over the venue was a clear indication of the fact that there is a lot more to Indian sport than cricket and football. There was no dearth of participation in disciplines like Basketball, Hockey, Swimming and Table Tennis. It was a bitter-sweet journey for us as we could only win a bronze medal. Rajeev Menon of MSM 2 did our college proud by finishing third in the long-jump event. We had second-round finishes in Lawn Tennis, Table Tennis and Volleyball and in the Quarter-finals in Badminton. In cricket, we won the first match and lost the second. This event proved to be a very good learning experience as it taught us how to adapt to change and multi-task at the same time.

KEVIN TALATI – SY MSM

Titanium Jural - GLS Law College



Titanium Jural Fest

Titanium was held from 30 October to 2 November 2018. IISM participated in Badminton, Basketball, Table Tennis, Volleyball, Football, Cricket, Athletics and Carrom with a contingent of 36 students. All the matches were held at the SAI (Sports Authority of India) Facility in Gandhinagar. Our Students gave their best against the finest college teams in the nation and reached the semi-finals in Volleyball, Basketball, Badminton (Men and Women), Table Tennis (Men). We reached the quarter-finals in Cricket and Football. Overall, it was a good learning experience for us, on as well as off the field. We also acquired practical experience on how a sporting fest is managed and executed, and the requirements, precautions and permissions that are needed for the same.

PRANAV KHATRI- FY MSM

Parakram 2018- Nirma University



The 6th edition of the National Level Inter B-School Sports Tournament- "PARAKRAM-2018" was organized by Nirma University in Ahmedabad from 29 September to 1 October 2018. The tournament featured teams from IISM, SBS, NICMAR, PUMBA, SSBF, PDPU, SARAF, United World School of Business along with INMU, the hosts. The event took place at the sprawling Nirma University Campus.

IISM was represented by 31 athletes across four different sporting events. The best performances came from the Lawn Tennis and Badminton teams, both of whom won Silver, losing closely fought finals against INMU. The cricket team started off with a bang, dismissing the PUMBA team for a record 14 runs in their opening encounter. However, our side lost to PDPU in the semis by three runs, chasing a stiff target. The football team bowed out at the semi-finals in a penalty shoot-out against NICMAR.

IISM students displayed incredible commitment, a competitive outlook and the spirit of sportsmanship, all qualities synonymous with the principles of the Institute, in the tournament. From Varun Kotak's blistering spell of pace (3-1-6-4) that left the PUMBA top-order spellbound and Omkar Paranjape's defensive steel that inspired a hard fought 1-0 victory against a quality PDPU side, to Sania Bhivade's resilience as she played back-to-back events in Badminton and Lawn Tennis and took both teams into the finals, IISM students proved their mettle against all odds.

SHASHANK CHOUDHARY- PGPS & WM

Down Memory Lane - An IISM Alumnus Reminisces...

Abhishek Shekhawat

INTRODUCTION

Abhishek Shekhawat was among the pilot graduates of IISM. He has represented the Rajasthan cricket team at the U-19 level and is a member of the Umpiring panel of the Rajasthan Cricket Association and Mumbai Cricket Association. He also holds a coaching certification awarded by Cricket Australia.

During his course at IISM (Academic Year 2010-11) he worked with SEDIL (Sports Education Development India Limited) for its Cricket division - The Cricket India Academy - to drive his passion for cricket forward. He is now General Manager at SEDIL.



Can you tell us more about your time spent at IISM?

I was always a cricket enthusiast and involved myself in the sport growing up. After I graduated with my bachelor's degree, I was determined to pursue my passion for the sport. It was my good fortune that IISM was founded around the same time. IISM has given me and young aspirants like myself an opportunity to realize our dreams. I made the most of my time at IISM. Our faculty, who are industry professionals, gave us the right education and exposure. Being an ardent cricket enthusiast, I was proactive in writing and posting updates related to cricket. The CEO of SEDIL was a faculty. When he came to know about my cricketing background, he offered me an internship.

As an intern, I was assigned the job of designing a tournament structure for all the players within their program, which was approved by Cricket Australia. SEDIL has an exclusive partnership with CA to deliver its programs in India. Being a big fan of CA and its methodologies, I also had the opportunity to engage with them and learn from professionals and their teams.

Fuelled by my love for cricket, I worked hard. This prompted SEDIL to offer me a position after my graduation at IISM. I have been with SEDIL ever since.

What is your take on the recent growth of the sports industry in India?

The sports industry is now a sizeable contributor to the nation's GDP. This has led to the Government launching movements like Khelo India and supporting grassroot development. The Indian Government has set aside a Rs.1,756 Crore budget for Khelo India Program for 2018-2020, which is incredible for the development of Sports in India.

If we look at the industry and where it stood earlier, careers in sports meant that one was either an athlete or a coach. But today, IISM paves the way for careers in Sports Management. Lucrative and productive careers have emerged within the sports industry in fields like Administration, Business Development, Marketing, Operations, Event Management, Grassroot Development and many more.

Do you have a message for the young aspirants of the Sports Management industry?

Work hard and you will see yourself rise. The challenge that aspirants from this field face is that graduates from other fields are also equally qualified to work in the sports industry. But our knowledge of the sport, the know-hows and experience give us an edge over the others. There are no short cuts for success and the initial few years will be very important in terms of shaping one's career. I am grateful to IISM for providing this platform for me and countless other aspirants to take our passion forward. When I graduated, we didn't have any alumni to look up to or turn to for advice. Today, IISM alumni are always ready to mentor young aspirants. I am always open to giving students a platform to identify their professional talents and express themselves.

ALI MAHFOOZ - TY BSM

IISM at The World Education Summit

IISM was recognised as an 'Outstanding Sports Management Institute' at the 13th World Education Summit, held on 7-8 December 2018 in Mumbai. The summit was attended by eminent education leaders, regulators, policymakers, and industry leaders linked to preschools, schools and higher education in hitherto unexplored areas.



Dr. Ravi Gupta (Founder and CEO, Elets technomedia Pvt LTD) & Dr. A. Ashok, IAS (Commissioner of Intermediate Education, Government of Telangana) presented the award to Mr. Amit Gupte, COO, IISM and Mr. Amitava Pal, Associate Dean, IISM.

Student Internships

Internship at PKL - U Sports (6th Nov - 16th Nov 2018)



Learning by doing is a passport for self-development. IISM gave me an opportunity to intern at U Sports (U Mumba franchise) for the Mumbai Leg of Pro Kabaddi League 2018. I was selected for the Stadium Operations role. My work consisted of keeping equipment and refreshments ready in the playing arena, arranging refreshments for VIPs and organisers, keeping the stands ready with merchandise flags and posters, ensuring that everything was spick and span, etc. This assignment helped me gain practical and real-life experience that went beyond books and the classroom. An event of this magnitude and interaction with professionals helped me acquire knowledge and skills and taught me to understand and surmount challenges. Watching the matches live in the electrifying atmosphere, interacting with the U Mumba players and working with the team fostered a strong bond with the game. I look forward to more experiences like this.

ROHAN SAHASRABUDHE - FY MSM

Sachin Tendulkar Middlesex Global Academy (4th November, 2018)

The Tendulkar Middlesex Global Academy, recently, organized cricket camps for the first time in India; one at DY Patil Stadium, Navi Mumbai and the other at MIG Cricket club, Bandra. We worked with Bayside Sports, the company which was handling the SMGA's operations in India.

Our work started with the marketing of the event. We had to get as many registrations as possible. A stall was set up at the Kids Carnival Fest at BKC. We had to report early in the morning during the camps. We were assigned the job of making all the arrangements - setting up the various sources of branding, arranging the cricket equipment at the right spots, taking care of refreshments for coaches and planning for the next day. It was a privilege to share the stage with legends like Sachin Tendulkar and Vinod Kambli. David Malan and Toby Roland Jones, current internationals, were also a part of the camps.

The experience at TMGA was one which I would cherish for my entire life.

ROHAN GULATY- FY MSM



IISM presence at the venue, David Malan in the Right Pic

Zee Kushti Dangal

Working with Zee Maharashtra Kushti Dangal was a fun experience. The League started on 2nd November and finished on 18th November. I worked with the production team and helped them with the Accreditations and Inventory management. Having worked in the league for almost 20 days, I made connections and got to know a lot of people, especially those who work in sports and media. At the start of this Internship, I wasn't sure about it because I didn't have any idea about Kushti or the people involved with it, but during the league, I got to know a lot about this sport, its technicalities and the people associated with it. I am truly grateful for this opportunity that was provided by IISM and ZEE.



***CWG Gold Medallist
Rahul Aware***

AKSHAY KADAM - FY MSM

STARS AT IISM



Anushka Gupta
Event Ops



Mihir Halbe
Live Now



Sachin Nayak
Programming Ops



Vinit Shah
Servicing & Ops



Ali Mahfooz
Traffic &
Presentation



Tarun Kaboo
Traffic &
Presentation



Pranav Tungare
Analytics



Astle Pereira
Servicing & Ops



Adarsh Singhi
Event Ops



Abhimanyu Nagrani
Event Ops



Bhavik Kachalia
Programming Ops



Krishnadev Roy
Traffic &
Presentation

IISM is proud to announce that 12 of our students earned the opportunity of a lifetime after being shortlisted for a six-month internship at Star Sports. Our students will be a part of various departments at Star including Programming, Events, Servicing Operations and Traffic and Presentation.



VISITS TO STAR INDIA DURING THE ASIA CUP

The students of IISM had the priceless opportunity to be a part of the Star Sports Studio audience during the 2018 Asia Cup. They got a chance to interact with the host Jatin Sapru and pundits like Zaheer Khan, Harbhajan Singh, VVS Laxman, Kapil Dev and Aakash Chopra. It was an invaluable experience as the students saw how the studio transforms from a chaotic zone to a silence zone within seconds. They also understood and were able to appreciate how many different cogs and gears needed to be aligned for a broadcast to be perfect with there being no room for error.

SHIVAAN SHAH- SY BSM