

THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

March 2022































THE SPORTS HEROES NATIONAL ANTHEM VIDEO LAUNCH



IISM is a pioneering institute in sports management education that strives to inspire and equip a young generation with the will and ability to unfurl new prospects in the sports sector and the business that surrounds it.

Back in 2016, IISM had conceptualized and directed a version of the Indian National Anthem which featured several Indian sports icons including Bharat Ratna Sachin Tendulkar, Sunil Gavaskar, Sania Mirza, Dhanraj Pillai, Gagan Narang, Mahesh Bhupati, and Bhaichung Bhutia.

We at IISM have come up with another version of our previous initiative, performed by none other 'The Sports Heroes' of the country; India's Olympic and Paralympic Medallists, in recognition of their achievement at the 2020 Games.

This video is conceptualized and produced by Nilesh Kulkarni, Rasika Kulkarni, and IISM. The video inspires the younger generation to take up sports in their careers. The video is directed by Abhijit Panse and Mangesh Sawant.

Shri. Amitabh Bachchan ji has lent his voice and recited the poem 'Man Main hai Maidan' written by Kshitij Patwardhan. The music is composed by Ram Sampath. Costume designed by Umang Mehta. Special still photography by Tejas Nerurkar.

This video features: Neeraj Chopra, Manish Narwal, Sumit Antil, Pramod Bhagat, Krishna Nagar, Ravi Kumar Dahiya, Mirabai Chanu, Nishad Kumar, Yogesh Kathunia, Devendra Jhajharia, Bhavina Patel, Suhas Yathirag, Praveen Kumar, Lovlina Borgohain, PR Sreejesh, Harvinder Singh, Manoj Sarkar, and Sharad Kumar

The link to this video: https://www.youtube.com/watch?v=VCKB9ml3CEg





KHELO INDIA



Khelo India Youth Games & Khelo India University Games is a Govt. of India initiative which is intended to create medal winners in the Olympics.

Sporting talents like Manu Bhaker, Saurabh Chaudhary, Anshu Malik, and Srihari Nataraj are some of the finds of Khelo India who have already represented India at Tokyo Olympics, 2020.

With the support of Govt. of India & efforts put by Sports Authority of India, it looks certain that KIYG & KIUG will continue to provide more athletes that not only will represent India in the Olympics at international level but also be podium finishers.

Here is an informative blog on KHELO INDIA PROGRAM

Refer to the link: https://bit.ly/3mYYyiA





RISING SPORTS STARS OF INDIA

IISM students breathe sports and are staunch sports enthusiasts. Our students come from various fields of expertise as well as are active sports players from club, state, national and international level. Here are some of our students who are no less but rising stars of India.



Deepak Jha Cricketer | Football Player



Aavishkar Kolambe Marathon Runner



Chiranjeev Singh Batra PowerLifter



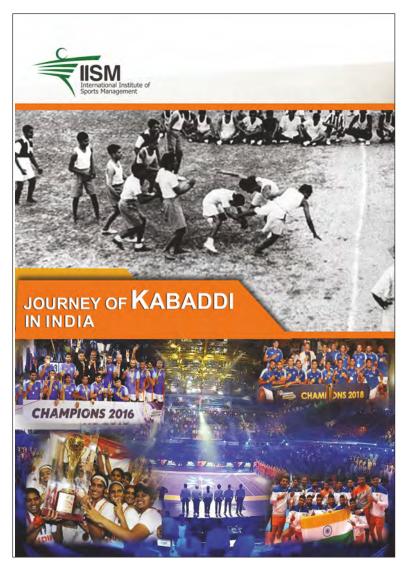
Sabarenath Namboodiri CRICKETER

You can read about journey of our students on IISM's social media platforms. More stories to come.





REPORT ON JOURNEY OF KABADDI IN INDIA



The journey of Kabaddi since the preindependence era played in various regions with different names has been tougher than imagined. To get the sport under one set of rules, forming of its federation and then taking it on to the international level was a daunting task.

Kabaddi now has evolved over the years from its humble origins to become the second most viewed sport in India. It is included in the Asian Games, Asian Indoor Games and Asian Beach Games. Soon it will be a part of the Commonwealth Games and then the Olympics.

Elated to present a research report on "THE JOURNEY OF KABADDI" made with valuable inputs from Shri. Raju Bhavsar Ji, Recipient of Arjuna Award, and Shri. Shantaram Jadhav Ji, Arjuna Awardee.

Kudos to IISM students Mehul Raval, Harshini Patel, Srushti Bharambe, Pravesh Mandawara, Jayendra Kenekar, Sumedh Rajarshi, Avi Bhatnagar, Nihaal Rohra, Ninaad Manke, Aditya Gupta, Ishaan Ranadive, Shruti Yawalkar, Ayaan Rarh,

Aswin A, Tejas Deshmukh, Yatharth Pathak for working on this report and unearthing the real data on Kabaddi in India.

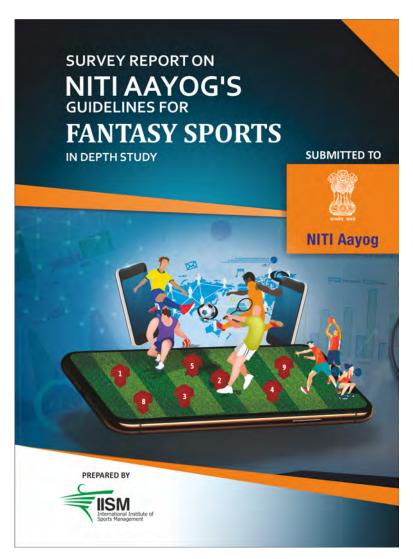
Credits for creating this report goes to **Mr. Amitava Pal**-Associate Dean-IISM, **Mr. Devendra Prabhudesai**-Head Corporate Relations-IISM, **Mr. Mehul Raval**-Consultant (Research Assistant)-IISM, **Shri. Raju Bhavsar ji**-Recipient of Arjuna Award, **Shri. Shantaram Jadhav ji**-Arjuna Awardee

Refer to the link to get the eCopy of the report: https://bit.ly/34pkUU3





NITI AAYOG'S GUIDELINES FOR FANTASY SPORTS



Online Fantasy Sports Platforms (OFSPs) is experiencing a steep rise and expected to have over 100 million users in India by the end of 2020, a figure which has increased by over 25 times compared to the year 2016 (Economic Times). The fantasy sports industry is expected to create around 12,000 jobs in the next 3 years.

Fantasy sports (known less commonly as rotisserie or roto) are games which involve participants creating imaginary or virtual teams consisting of real players playing in real-life professional sports competitions. These teams compete with other participants' teams based on the statistical performance of the players playing in the actual sports competitions. Teams with the highest number of points, which are allotted depending on various parameters, are adjudged winners and receive various rewards.

IISM has created a Survey Report on NITI AAYOG'S GUIDELINES FOR FANTASY SPORTS, with valuable inputs from industry experts like Dr. Rushindra Sinha, CEO & Founder, Global Esports, and Mr. Rahul Hinduja, Chief Operations Officer, Global Esports.

Credits for producing this survey report goes

to **Mr. Amitava Pal**, Associate Dean, Report Guide and to IISM faculty **Mr. Mustafa Sapatwala**, **Ms. Nicole D'Silva**, **Mr. Bhavesh Singh**.

Special mention to our IISM Students, Bhushan Ashish Malani, Jaskanwar Singh Bhangu, Ritesh Sambhaji Patil, and Shrikrishna Purohit for their work in this report.

Refer to the link to get the eCopy of the report: https://bit.ly/3H557bw





Mr. Nilesh Kulkarni & Mrs.Rasika Kulkarni CONGRATULATING SPORTS HEROS

CONGRATULATING NEERAJ CHOPRA

Many congratulations to Olympic Gold medalist, Javelin Star of India, **SUBEDAR NEERAJ CHOPRA** on being conferred the prestigious **Padma Shri** and **Param Vishisht Seva Medal** on the occasion of #RepublicDay.

He became the first Indian athlete to win a gold medal in track and field at the Olympics.



CONGRATULATING PRAMOD BHAGAT

Congratulating ace para-athlete **PRAMOD BHAGAT** for being honoured with the **Padma Shri award**. And for becoming the first Para-Badminton athlete to receive the prestigious civilian award.

CONGRATULATING SUMIT ANTIL

Congratulating **SUMIT ANTIL**, World's no.1 Para-javelin thrower and gold medalist, on being honoured with **Padma Shri** this year.



CONGRATULATING DEVENDRA JHAJHARIA

Congratulating **DEVENDRA JHAJHARIA** for the prestigious **Padma Bhushan**, the third highest civilian honour in the country for Olympic winning javelin thrower.







IISM is delighted to inform you all that India's first-ever Sports Management Festival – "JUNOON'2K22", was successfully planned and executed by the students of the International Institute of Sports Management.

This was a 4-day long Inter College Sports Festival in which close to 100+ IISM students worked tirelessly for nearly 90 days. It involved departments like Social Media wherein the team created social media posts as well as physical posters. Marketing team got close to 15 sponsors including big names like HJ Doshi Hospital, Karatefreaks, Sportshosts, Decathalon-Malad (Official Football Equipment partner), Smaaash Gaming, Prolicious, Decathlon-Andheri West (Official Cricket Equipment partner), Brew House, Viral Fission, and Mr. Pratik Gole. Finance team ensured that the budgets were under control. PR team coordinated with colleges and got 650+ participants from 16 colleges in Mumbai, Pune, and Satara. Operations team was involved in the on-ground operations and actual execution of the event.

From 4 teams with 40 participants in a single game, to 16 teams, 626 participants in 6 events, JUNOON'2K22, indeed went a long way in its 4th edition. Kudos to students who are an integral part of JUNOON'2K22.





















JEET 2K22



The first event of JEET 2K22 "Turf Cricket Tournament", which was conducted on 20th February, 2022, at Prabodhankar Thackeray Krida Sankul, Vile Parle.

Heartly Congratulations to House – "BULLS" who won the finale match crushing other houses with maximum points. House - BULLS played against the House - Panthers in the finals.

House BULLS players: Ninad Manke, Anurag Shukla, Naman Khunnah, Dhiya Khimasia, Prathamesh Sawant, Devanshi Mali, Arya Gawali, Gautham Amin, Aditya Gupta

A heartly congratulations to the following players for earning these titles in the tournament: **BEST BATSMEN & ALL-ROUNDER:** Prathamesh Sawant, MSM-1, House: BULLS

BEST BOWLER: Piyush Khope, MSM-2, House: PANTHERS

BEST FIELDER: Anurag Shukla, MSM-1, House: BULLS

BEST FEMALE CRICKETER: Dhiya Khimasia, FYBSM, House: BULLS

JEET is one such initiative where the students plan various Intra Sports, Business & Cultural competitions which encourages them to learn from their peers and aims to wipe out the one-on-one disconnect they had while studying remotely.

Stay tuned for upcoming further events of JEET'2K22, an initiative by IISM.





STUDENT'S BLOG



IISM STUDENT'S BLOG ON VOLUNTEERING OPPORTUNITY AT



AFC WOMEN'S ASIAN CUP

International Institute of Sports Management – IISM, pioneered Sports Management education In India 11 years ago. We at IISM believe that along with classroom learning, on-the-field learning is of equal importance for a sports aspirant. Practical exposure opportunities make these sports aspirants understand and learn how a sporting event is managed. Students accept such live exposure working opportunities to upgrade their profiles which provides them with an insight about the career path they will want to pursue in Sports Management.

The 2022 AFC Women's Asian Cup, was the 20th edition of the AFC Women's Asian Cup, the quadrennial international football tournament in Asia competed by the women's national teams in the Asian Football Federation (AFC). India was the host for this tournament. This was the second time that India hosted this competition, the first time being in 1979. On 28 January 2021, the AFC confirmed that the tournament would take place between 20 January and 6 February 2022 respectively. For the first time in competition, the tournament was expanded from 8 teams to 12 teams. It served as the final stage of Asian qualification for 2023 FIFA Women's World Cup in Australia and New Zealand, in which Australia already qualified as a co-host. Japan are the two times defending champions, but this time got eliminated in the semi-finals by China on a penalty shoot-out. China went on to win the title, their ninth title in total, by defeating South Korea 3-2 in the finals.

31 students were selected to volunteer at this event and by working at this event they got to experience how such a big sporting event is executed in professional way. Some of those have shared their experience and learning below.

Refer to get the blog link: https://bit.ly/33ecsXI





India's Highest Ever Sports Budget

In Financial Year 2022-2023



Sport is regarded as one of the largest industries worldwide in terms of generating employment and revenue. Sports is a multi-billion dollar global industry propelled by enormous consumer demand.

According to Vinit Karnik, national director for sports and live events at GroupM ESP, in the past, sports was seen as a loss-making affair. However, with the formation of newer leagues and successful franchises, "the sports industry has grown by up to 10 percent by the year 2014," Karnik says.

Over the last few years the kind of change and improvement that has been showcased by our athletes in participation and also their performances in various sports, it is certain that the government now is confident than ever before to invest for the long term in sports.

The government started to promote sports in their own ways by launching government scheme initiatives like Khelo India Youth Games, Khelo India University Games, Target Podium Scheme, and investing in the young talent at their grassroots level so that they can pursue sports and represent India at an international

level by getting the proper training and facilities.

Refer to the link to get the eCopy of the report: https://bit.ly/3uAcEfh





IISM ALUMNI ASSOCIATION



AKSHAY KARANJE

PRESIDENT

Lead Sports Data Analyst-

Reliance Foundation



SUSHIL JAISWAL

VICE PRESIDENT
Founder -SJ7 Fitness Head of
Sales (TeamWear) - SixsSix



GANESH MATE

SECRETARY

Corporate Relations ManagerIISM



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Associate Center ManagerCure.fit, Consultant-Sportizen



SOHAM PATIL

EXECUTIVE MEMBER

Co-Founder-GetSetPlay



GAYATRI SHARMA

EXECUTIVE MEMBER
Partnerships & Alliances
FanCode

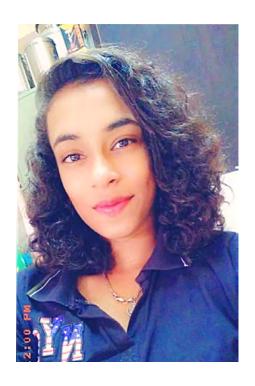
We are happy to announce the formation of IISM Alumni Association on 14th March, 2022.

The objective of this initiative is to enhance communication between Alumni & Students, to exchange professional knowledge regarding the sports industry, to create more Alumnus who will contribute towards the enhancement of the sports industry, to provide the current students with more opportunities which will enhance their industry & practical knowledge, and for us to organize more special Lectures, Seminars, Conferences, and P2E sessions.





STUDENT SPEAKS



GARGI VICHARE is a Master's in Sports Management student, batch MSM-1, 2021-23, at IISM.

She graduated in B-com from M.D. College, Parel. She has played many sports over the past few years and it has been like a second home for her. Her keen interest and passion lie in KABADDI. She is an all-rounder in Kabaddi and has amazing raid skills. It is through sports that she has learned never to give up, to accept the failures, and the ability to stay calm in different situations. This is why she decided that she wanted to have a career in the sports industry itself.

She says that, "International Institute of Sports Management – IISM, pioneer of Sports Management education in India, provided her with this opportunity to pursue and carve her

career in the sports industry. IISM made this possible for her to be connected with the sports industry and taught her how to upgrade herself into becoming an industry professional."

She aspires to represent her country in KABADDI.





SPORTS CONCLAVE 3rd Edition



IISM hosted its Third Edition of HR Sports Conclave yesterday on the IISM campus. We invited esteemed speakers to touch upon their experiences of working in India's sports industry.

The Conclave started with an address by the Keynote Speaker for the evening, Shri. Gauranga Das - Director, Govardhan EcoVillage & a noted spiritual leader.

The esteemed panel for the conclave also had **Mr. Jatin Paranjape** - *CEO and Founder - Khelomore*, **Ms. Karishma Bhabha** - Head of Sales, DreamSetGo, **Mr. Vibhas Sen** – *Director of Marketing, LawSikho.*US Dept. of State Awardee, Wheelchair Fencer & TedX Speaker, **Mr. Josheyy John** - Director & Sales Head, ITW Global & **Ms. Bhavana Bhakuni** - Manager HR, Rajasthan Royals.

The panelists jointly spoke on Sports Tourism & Hospitality, Impact of Pandemic on Sports industry, Sports marketing & Sponsorship, as well as importance of Innovation and Man Management in the sports industry.

The Conclave garnered guests from top sporting organization across the country.





HR CONCLAVE, 3rd Edition

























IISM WELCOMES Mr. PANKAJ KHIMJI















IISM welcomes Mr. Pankaj Khimji, Chairman – Oman Cricket, Executive Board Member of the Asian Cricket Council, Co-Chairman of the Oman-India Joint Business, Council Board Member of the Omani-British Friendship Association (OBFA), Recipient of The Global Leader of Tomorrow (GLT) Award, to our campus today as a guest speaker to share his journey with our students.

Mr. Pankaj Khimji enlightened our students with his journey which began from just a thought to host T20 Cricket World Cup, in Muscat, Oman, initiating that thought process, executing it further, taking all the necessary factors under preparations, getting the approvals and finally achieved their goal of hosting the T20 Cricket World Cup with excellent results towards the end.

Through his journey the students learnt the importance of Leadership, Communication and Decision-making to achieve the desired goal. A combination of this is what makes everything possible.





Mr. Nilesh Kulkarni, Launched 'Road to 1000' a coffee table book by Sportstar & The Hindu Group



Mr. Nilesh Kulkarni, Founder Director, IISM alongside legends of Indian Cricket Shri. Sunil Gavaskar, Shri. Syed Kirmani, Shri. Dilip Vengsarkar, Shri. Mohammad Azharuddin, & Shri. Chandrakant Pandit launched 'Road to 1000' a coffee table book by Sportstar & The Hindu Group at Sportstar Aces Award held at The Taj Mahal Palace, Saturday.

The book is a 520-page, special collection with 1000 pictures to commemorate Indian cricket's journey.

India played its 1,000th ODI against the West Indies in Ahmedabad, becoming the first team to record this feature.



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