

# THE SPORTS COMMUNIQUE

IISM's OFFICIAL NEWSLETTER

JUNE 2023





## RE-ORIENTATION PROGRAM



To commemorate the commencement of the new academic year, we organized a power-packed Re-Orientation program on campus. Its purpose was to welcome back our students and set the tone for the upcoming year.

The campus buzzed with excitement as our *SYBSM*, *TYBSM*, and *MSM 2* students eagerly absorbed the inspiration that awaited them.

The presence of our esteemed Chief Guest, the accomplished **Mr. Yashasvi Jaiswal**, added an extra layer of anticipation. Known for his record-breaking achievement of the fastest fifty in the IPL, *Mr. Jaiswal's* insights and practical advice left an indelible mark on the eager hearts and minds of our aspiring sports management enthusiasts.

Armed with newfound wisdom, our students stood poised to embark on an extraordinary academic year filled with triumphs, growth, and personal achievements.

Here's to a remarkable year ahead at IISM!





## DEGREE DISTRIBUTION CEREMONY



As we gathered at Novotel, Andheri to bid *farewell to the Graduating Batch of BSM 2019-2022, MSM 2020-2022, and PGPSM 2021-2022*, we marked this occasion by celebrating the Degree Distribution Ceremony. During this special event, we took a moment to reflect on the exceptional efforts that had led these students to this significant milestone.

The Degree Distribution Ceremony was graced by esteemed guests, including **Shri. VVS Laxman**, Head of the National Cricket Academy and Former Indian Cricketer, **Shri. Ashish Shelar** - Treasurer of the BCCI and President of the Mumbai unit of the BJP, and **Mr. Sanjay Naik**, Vice-President of the Mumbai Cricket Association.

In addition, we had the privilege of having **Dr. Keyurkumar Nayak**, Director of Garware Institute of Career Education & Development (GICED), **Mr. Nilesh Kulkarni**, Founder Director of IISM, **Ms. Rasika Kulkarni**, Co-Founder Director of IISM, **Mr. Amit Gupte**, Chief Operating Officer at IISM, and **Mr. Amitava Pal**, Associate Dean of IISM, in attendance. These esteemed guests shared their inspiring journeys and imparted valuable words of wisdom with our graduating students.

Our advice to our graduates was to always maintain connections with us and fellow alumni, as this would create a strong network of support.





## DEGREE DISTRIBUTION CEREMONY



These are our amazing students who graduated in 2022 and were felicitated for outperforming everyone and securing the first and second ranks in Sports Management.

Mr. Hemant Kumar and Mr. Kaivan Gala came in first and second place, respectively, in the Bachelor of Sports Management Program. Mr. Divya Vishavadia and Mr. Sanchit Desai, on the other hand, received first and second place in the Master of Sports Management Program, respectively.

They have worked hard, shown dedication, and proven that it is possible to achieve distinction in both athletics and academics with the correct leadership.

*The degree was conferred on them by the following esteemed members: -*

**Dr. Keyur Kumar Nayak**, Director of GICED, University of Mumbai,

**Dr. Shivram Garje**, Dean of Science, University of Mumbai,

**Mr. Prakash Khatri**, Course Co-ordinator, GICED,

**Mr. Rajendra Bhagwat**, Advisory Board Member, Garware Charitable Trust,

**Mr. Dhanesh Sawant**, Senate Member, University of Mumbai,

**Mr. A Ravi Kumar**, Executive Director, Synthetic and Rayon Textiles Export Promotion Council

**Smt. Shilpa Borkar**, Placement Officer, GICED

**Mr. Amitava Pal**, Associate Dean, IISM

*These students are the stars of our institute, and we can't wait to see what our students are en route to achieving next.*

**Congratulations on your well-deserved success!**



## IISM Students Working @ Khelo India University Games



Our students shone brighter than ever at all major sporting events throughout the country, and here is the proof.

Over 30 students displayed unwavering dedication during the Khelo India University Games 2022! Our hearts swelled with pride as they seized this remarkable opportunity to learn and excel firsthand.

Some students took on the role of University Liaison Officers, while others contributed their efforts in various departments such as ACT and accreditation. Their hard work was well-appreciated by the authorities.

They left an indelible mark on the track and field by pushing boundaries and setting new standards.





## IISM Students Working @ TATA IPL 2023



Working at the IPL and watching their favourite idols up close was a dream for every sports lover. But for the students studying at IISM, it was no longer a dream.

Over 120 of our students were selected for internships during the Tata IPL 2023 in multiple cities across India. These students honed their skills in various areas such as events and operations, accreditation management, hospitality, campaign setup, stadium management, and more.

Their dedication and hard work were applauded by the authorities. We are extremely proud of their accomplishments, as they served as a prime example of what could be achieved with the right education and opportunities.

**RISHIKA SHETTY**

## PROUD WINNERS OF IISM



We extend our heartfelt congratulations to **Ms. Rishika Shetty** and the remarkable athletics team representing the University of Mumbai.

They achieved the outstanding feat of securing 3rd place in the overall championship for girls at the ***Khelo India University Games 2022!*** In addition, they displayed exceptional talent and perseverance by securing the fifth position in the 4x400m relay.

Their outstanding performance and unwavering dedication fill us with immense pride. We eagerly look forward to witnessing their future accomplishments on the athletic field. Keep shining brightly!





## PROUD WINNERS OF IISM DEVANSHI MALI



We were thrilled to announce and celebrate the extraordinary triumph of **Ms. Devanshi Mali** at the ***Khelo India University Games 2022 in Lucknow!***

In a mesmerising display of talent, dedication, and passion, Devanshi emerged victorious with a gold medal in Mallakhamb. Her exceptional performance not only filled us with immense pride but also brought immense honour to our esteemed institution.

Devanshi's win stood as a testament to the indomitable spirit embodied by our students. Their unwavering pursuit of excellence continued to inspire us all.



# JUNOON'23

INDIA'S FIRST SPORTS MANAGEMENT FEST

The International Institute of Sports & Management (IISM) is pleased to announce the successful conclusion of '**JUNOON'23**, India's first-ever Sports Management Festival, which was wholly organised and executed by IISM students.

This was a three-day intercollegiate sports fest in which over 100 IISM students worked relentlessly for about three months.

The students were divided into departments, and they were in charge of complete planning and execution. These departments were: social media team, the marketing team, the finance team, the public relations team, and the operations team.

The Social Media Team was in charge of handling the social media handles of JUNOON as well as creating online and offline posters and ensuring that everyone could view the live action via the stories. The marketing team secured sponsorships from big brands. These included support from the JIAU Foundation, Decathlon (the equipment partner), and MuscleBlaze (the nutrition partner).

The financial team ensured that the sponsorship funding was used appropriately and that the accounts were settled after the event. The public relations team worked with institutions to get 250 participants from 26 colleges across Mumbai. The operations team was in charge of on-the-ground activities and ensuring that everything was in place throughout the matches.

With the IPL around the corner, it only made sense to have an IPL auction on Day 1. On Days 2 and 3, football matches were organised, and the students got this excellent platform to showcase their skills.

All in all, JUNOON'23 achieved a spectacular achievement in its 5th edition.

Kudos to everyone who helped make JUNOON'23 a reality.





## FAREWELL TO BATCH 2023



We bid a fond farewell to our **BSM 2020–2023** and **MSM 2021–2023** students who completed their courses with flying colours. They were a remarkable batch of students who showed great enthusiasm and passion for learning and growing in the sports industry.

They participated in various events, projects, internships, and volunteering opportunities that enriched their knowledge and skills. They also made lasting friendships and memories with their peers and faculty.

We are proud of their achievements and wish them all the best in their future endeavours. We hope they will stay connected with us and keep shining in their careers.





## Y20 India Summit @ IISM Campus



The **IISM** campus was buzzing with excitement as we proudly hosted the **Sports Authority of India-organised Y20- Panel Discussion** on 29th May 2023. The event proved to be an absolute triumph!

The atmosphere was electric as athletes attended the session and delved into the future of sports education and its impact.

The panellists, **Mr. Amol Muzumdar**, **Mr. Gaurav Natekar**, and **Ms. Meghali Korgaonkar**, collectively discussed the topic "Barriers to Pursuing Sports as a Mainstream Career," shedding light on the challenges athletes face and providing insights on overcoming them.

**Mr. Nilesh Kulkarni** and **Ms. Mugadha Bavare**, panellists with rich experience, shared anecdotes and revealed how the sports industry has evolved since their time. They addressed the second topic, "Challenges in the Sports Industry as a Career."

The panel discussion was expertly moderated by **Mr. Pankaj Athawale**.





## CricViz India Launch Event @ IISM Campus



**IISM** had the honor of being the proud Venue Partner for the '**CricViz India Launch Event**,' held at our campus. It was an incredible event as it brought together sports fanatics, and being a sports management institute, it was a thrilling experience to be a part of it.

The event was graced by **Mr. Daren Ganga**, a former Trinidadian cricketer, and the entire CricViz staff. The event was a grand success, and we took pride in our contribution to its execution.

The CricViz team did a phenomenal job organizing the event, showcasing their expertise in cricket data and analytics. Attendees had the privilege of learning from some of the industry's finest, and it was evident that everyone gained a deeper understanding of the game and its intricacies.





## 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.



**Kaushik Pandey**  
Archer



**Piyush Pillai**  
Cricketer

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



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In our latest blog, we have jotted down the 'Top 10 Most Inspiring TEDx Talks for Every Sports Lover.' These talks featured speakers from different backgrounds and fields who shared their insights and stories about sports and life. It includes talks by athletes, coaches, psychologists, and entrepreneurs.

The top four talks on the list were: -

1. "Were athletes really getting faster, better, stronger?" by David Epstein
2. "Journey of an Athlete" by Hima Das
3. "Sports Management- A Goldmine of Opportunities" by Nilesh Kulkarni
4. "Making India a Global Sports Powerhouse" by Mustafa Ghouse

To know more about the remaining five, you can check out our Blog  
<https://www.iismworld.com/sports-tedx-talk/>

These talks are guaranteed to motivate, captivate, and encourage you to improve your performance, boost your confidence, and tell you how to become a CHAMPION.







The Certificate Programme in Advanced Sports Marketing was a comprehensive and practical course that taught aspiring sports lovers everything there was to know about the world of Sports Marketing.

The course details were as follows: -

- Duration- 25 Saturdays'
- Delivery- On Campus
- Eligibility- Graduation from a recognized University in any discipline and a minimum of two years of work experience
- Certificate conferred by- IISM

This course was mentored by Mr. Vinit Karnik, Business Head- Sports, ESports and Entertainment Group M. The faculty members included Mr. Vishnu Govind, Former Head-Marketing for Colorplus and founder of Add Valorem and Mr. Pankaj Athawale, an entrepreneur & founder of eWaste Hub and Trimurti Sportz.

To learn more about the course details, curriculum, fees, and enrollment process click the link below

<https://iismworld1.viewpage.co/ADVANCED-SPORTS-MARKETING>







This is a must-read for every student who is still confused about whether pursuing a degree in sports management is the right choice for them. This blog covers in-depth reasons why, for sports lovers, sports management is the ultimate degree.

The blog post compares an UG degree in sports management with a general BBA degree. It highlights the benefits of choosing a sports management degree over a general BBA degree.

However, some of the main reasons why a UG degree in sports management is better than a general management degree are listed below: -

- It helps students develop specialised skills and knowledge in sports-related fields, such as marketing, finance, event management, law, and ethics.
- It opens up more career opportunities for students in the sports industry, which is one of the fastest-growing sectors in the world.
- It allows students to pursue their passion for sports and work with sports organisations, athletes, and fans.

The blog post also gives some examples of the courses and career paths that a sports management degree can lead to, such as sports journalism, sports analytics, sports coaching, and sports administration.

To learn more about the course details, curriculum, fees, and enrollment process click the link below

<https://www.iismworld.com/ug-degree-in-sports-management-or-general-bba/>



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