

ALL ABOUT NUTRITION INDUSTRY, WELLNESS & JOB MARKET



Written by
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AN INTERVIEW WITH SPORTS ENTREPRENEURS FROM IISM



TEAM SPORTS DOYEN

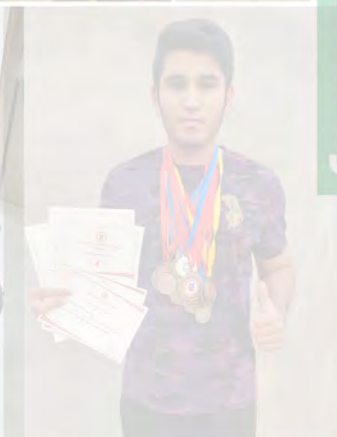
CREATING LEADERS To Shape a GROWING INDUSTRY

Written by **Mr. Vishnu Govind**,
Professor of Practice & Deputy Head, R&D, IISM

LIFE @



MAY EDITION



CORPORATE RELATIONS STUDENT COMMITTEE



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CREATING LEADERS To Shape a GROWING INDUSTRY

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In recent years, India has seen a consistent upward trajectory in the business of sports. 2008 was a watershed year for sports in India with the advent of the IPL. Since then, the unique franchise-based format adopted by the league has inspired the creation of similar competitions in other cricketing nations, as well as the launch of similar events in other sports in India too. Investments in sports properties have grown at a good clip in the country in the last decade.

When an industry grows, its management practices too evolve with it. As processes get increasingly streamlined, we see a clear shift from the unstructured to the structured. The increasing need for quality manpower in the area of Sports Management, is therefore, concomitant to the changes in the business climate that we see around us. As we see a surge in the sports industry, the need for specialized education that is structured around the requirements of the sector, also grows with it. Sports has the ability to captivate us, to hold our attention, and to get fans like us to be emotionally involved in it. This universality of sports makes it a great platform for businesses in other sectors to connect with the sports fan. As a result, the business of sports is not just about selling of sporting events; rather it extends to selling of non-sporting products using sports as a platform too. The booming advertising figures around sports properties,

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3mGyeJ2>

FEATURING: CORPORATE RELATIONS STUDENT COMMITTEE (CRSC)

CORPORATE RELATIONS STUDENT COMMITTEE



Corporate Relations Student Committee (CRSC) is a Student Development Cell at IISM. The CRSC assists the Corporate Relations Department on diverse projects initiated by the team. Over the years, CRSC has actively undertaken various tasks in executing- The IISM HR Conclave 2019 & 2020. CRSC also is involved in aiding students' soft-skill development. Overall, CRSC works upon tasks which fulfils the objectives of the CR Department.

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Sports nutrition is application of nutrition knowledge in sports and exercise to help athletes enhance their performance, help in post exercise recovery and maintain good health. Sports nutrition helps active individual achieve their sports specific or exercise specific goals through proper nutrition. These sports specific goals have different nutritional requirements and regime than others. Designing a practical diet plan for individuals to supply right type of nutrients in the required amount to help them improve the performance as well as help their body to repair and be healthy. Different stages of training and competition requires nutritional plans like before competition plan, recovery period plan off season plans etc.

Sports nutritionists helps athletes and fitness enthusiasts understand how the food they eat improves their health, and optimizes their on-field performance. They work with individual clients to asses and analyse their nutrient intake, lifestyle to create a nutrition plan that will increase their endurance as well as help recover as quickly as possible.

As people are now aiming more at having a healthy lifestyle and making conscious food choice; nutrition as an industry is growing faster. With a fast-growing wellness and health industry there is always a demand for nutritionist to help create products like dietary supplements, fortified food products to help reduce deficiencies, sports enhancing supplements or ingredients.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3nQoYT7>

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.



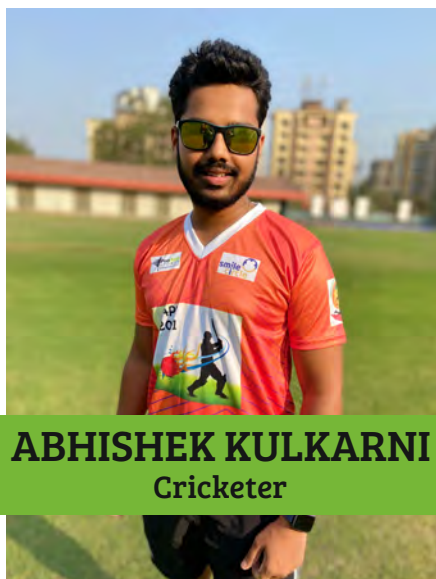
MRUNAL KADAM
Track & Field Athlete



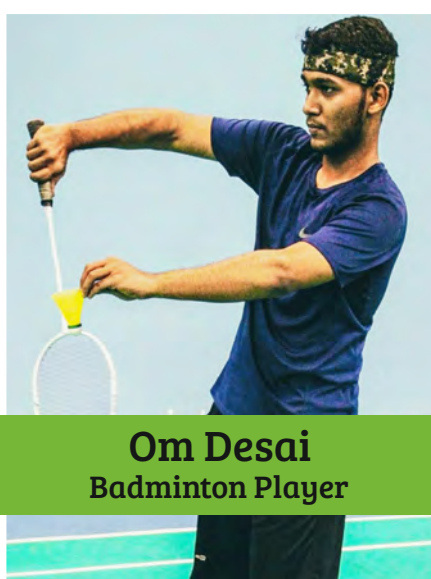
ALANKRIT KAMBOJ
Cricketer and Track & Field Athlete



HARDIK MEHTA
Cricketer & Marathon Runner



ABHISHEK KULKARNI
Cricketer



Om Desai
Badminton Player

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



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Since 11 years, IISM through persistent efforts has encouraged students to take up entrepreneurial tasks and enhance their entrepreneurship skills. Some of the IISM students have established their own venture called the Sports Doyen. The Sports Doyen is a sports media organization where students provide a platform for fans and experts to voice their opinions, either through live shows on YouTube and Facebook or through their website.

Here's a written Interview with team Sports Doyen:

1. What makes you draw towards sports?

Ans. Watching the nation react to the 2011 World Cup win made me envy that kind of celebration. Despite sports as a concept being volatile on occasions, we know it can spark a moment of brilliance every now and then, one that can make our day, week or a month sometimes. 2011 WC, the Gabba win recently being two of those.

2. How did studying Sports Management come into picture?

Being a sports writer myself, I wanted to groom myself from being an amateur to a professional in the sports media field. This is when I came across sports management courses, and shortly after that, I learnt about IISM.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3yiV1Qn>

LIFE AT IISM

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