

INDIA Forbes

MAY 2021



"I believe that a leader empowers others and builds a great team which can work in synergy to work towards the mission and vision of the organization/institute, and I follow so," Niles Kulkarni

"In 2010, when I started IISM, the sports industry was a job opportunity, known to few people. Also, there was no content or curriculum designed, to which individuals in the industry could refer to. At that point in time, he says, 'spreading awareness, establishing a formalized structure as well as an infrastructure for aspirants to pursue Sports Education was a challenge'."

"We didn't have any benchmarks or any entity to refer to while IISM was established. In fact, I traveled overseas to Dubai and England, to acquire in-depth information on Sports Industry & Sports Management Education to put together a complete formal thought. We took steps, faced failures, applied them for better and eventually got desired results. IISM that stands today is a result of learning from failures and perseverance put up in the past 11 years," he explains.

As a leader, it is indeed important for an individual to keep up with the contemporary time and to take decisions to upgrade themselves and the organization/institute. One of the pivotal decisions taken by him was to collaborate with the University of Mumbai to provide UG & PG programs for sports aspirants. "I believe that a leader empowers others and builds a great team which can work in synergy to work towards the mission and vision of the organization/institute, and I follow so," he says.

"I remember IISM taking a step further and collaborating with the Ministry of Youth Affairs and Sports, Khelo India Youth Games 2020 & Khelo India University Games 2020 as the Official Knowledge Partner. It was very important for students of IISM to get an exposure of such magnitude and involve in curating the SOP (Standard Operating Procedure) for both the monumental events. The Sports Industry in India has very little reference material and we're proud that IISM is creating it," he adds.

IISM's curriculum pays equal emphasis to the classroom and learning through industry exposure. The institute an extensive research culture wherein they encourage their students to take up research activities. IISM is the first institute in India to have published its own Sports Research Journal called Sports Academia-Research Journal. IISM students in collaboration with esteemed organizations work on industry-relevant research subjects. Two of IISM's reports with FICCI were launched by the hands of Shri. Kiren Rijju, Hon. Minister of Youth Affairs & Sports. Also, to ensure holistic development of students, IISM has student development cells called Sports Cell, Institute Social Responsibility Cell, Entrepreneurship Cell, Corporate Relations Cell, Student Life Cell, Editorial Cell. Sports Industry demands dynamic individuals who can absorb everything that comes across them. "Our students are involved in CSR activities through the cells and have organized Blood Donation Drives, Diwali Donation Drives, Mental Health Awareness Drive, Charity E-Fest, and such to contribute towards the society," he says.

IISM students organize Jounoon known to be India's first Sports Management fest annually. Students elect leaders amongst themselves, build teams and departments, invite other colleges and organize sporting events for them. Through this, students get the exposure of not only handling sporting events but much more like budgeting, financing, tackling challenges, facing failures and so. The aim of the institute is to nurture students in the best way possible.

Talking about the proud moment, Niles says, "In August 2020, on the occasion of National Sports Day, IISM was conferred with the Rashtrapati Khel Pratibha Puraskar for the Development for Sports. We received this honor at the hands of Hon. President of India, Shri. Ram Nath Kovind Ji. It was a reward for all the hard work put in by the institute over the years."

He is also very proud of his students as all of them are making a mark of their own in the Sports Industry. When he sees IISM students putting tremendous effort and becoming leaders in their respective roles, it gives him immense happiness. Some are managing prominent leagues, federations; some are Sports Entrepreneurs, some involved in broadcasting, media, writing, sports analytics, and much more.

Niles aspires to create more awareness pertaining to Sports Management education as well as the opportunities that the industry has for sports enthusiasts. According to FICCI, the sports industry would require a Human Resource of 4 Million. IISM is working towards supporting the Hon. Prime Minister of India and Hon. Minister of Youth Affairs and Sports' dream of making India a top country in the Olympic Medal tally and wanting the nation to upscale in the top-10 in the 2028 Los Angeles Games. He concludes by saying, "For every medal, we dream of, India requires skilled Sports Management professionals to manage the backend. IISM will continue to bestow the Sports Industry with competent Sports Management professionals who'll contribute largely to India becoming a Sporting Superpower."



International Institute of Sports Management is a result of learning from failures and perseverance put up in the past 11 years: Niles Kulkarni

Sports Management and Sports Industry is a goldmine of opportunities. Little did India know about it prior to the advent of the Indian Premier League in 2008. The then IPL Commissioner awarded the contract to manage the league to an overseas company, India, a country with a population of 120.07 Crores (back in 2008) and skilled manpower needed to have an ecosystem that bestowed the industry with skilled professionals.

"I happened to went on to research about the same and found out that there was no formal education pertaining to this field which was about to become the next big thing in India. It was nothing less but a trigger point for us to introduce formal Sports Management Education in India through IISM. It was a step to cater to the need for sports professionals in the industry. With IPL and other sporting leagues having Indian and International athletes, managing the entire ecosystem profoundly was the need of the hour. Not only this, education space like these support dreams of sports enthusiasts who want to pursue a career in sports," says Niles Kulkarni.



Niles Kulkarni is a former Indian Test Cricketer who wrote himself into cricketing history by taking a wicket with the very first ball that he bowled in Test cricket, becoming the first Indian bowler, and the twelfth bowler overall, to do so. Post his cricketing career, Mr. Kulkarni established the International Institute of Sports Management, the first Sports Management Institute in India. For 11 years now, he has been transforming his on-field experience into carving a niche for Sports Industry aspirants.

Mr. Kulkarni is also:

- Member of National Sports Education Board Committee, Delhi
- Consultant for International Sports University, Maharashtra
- Member of FICCI Sports & Youth Affairs Committee
- Member of CII's SPORTSCOM Industry Confederation

Overcoming Challenges and Becoming a Good Leader

LIFE @



JUNE EDITION

IDEAS that can change the lives of SPORTS MANAGEMENT STUDENTS AN INTERVIEW WITH MS. AVANTI DESAI

Ms. AVANTI DESAI
INCUBATOR-ACADEMIC OUTREACH AT IISM
MANAGEMENT FACILITY, SOFT SKILLS TRAINER
SALES AND MARKETING EVANGELIST & RESEARCH ANALYST

AN INTERVIEW WITH SPORTS ENTREPRENEUR FROM IISM



ADHISHEK KULKARNI
CO-FOUNDER, HIM SPORTS & FITNESS CLUB
IISM ALUMNUS, PGD IN SPORTS & WELLNESS MANAGEMENT BATCH 2010-20

#SPORTONSERIES 2.0 EPISODE 1

JOIN US FOR A SPORT-PACKED LIVE STREAM

LIVE
@iismworld

3rd July, Saturday
05.00 pm IST

Mr. Satil Ankola

Former International Cricketer
Chairman of Selectors
MUMBAI RANJI TROPHY TEAM

Mr. Shaju Ignatius

Founder Director- THE IGNITE ENTERPRISE
Experiential Marketer & Creative Entrepreneur



Mr. Nilesh Kulkarni

OUR FOUNDER DIRECTOR'S COVERAGE ON THE RECENT FORBES INDIA EDITION

INDIA Forbes

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International Institute of Sports Management **is a result of learning from failures and perseverance put up in the past 11 years: Nilesh Kulkarni**

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Nilesh Kulkarni, Founder Director, International Institute of Sports Management (IISM)

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Overcoming Challenges and Becoming a Good Leader

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Mr. Nilesh Kulkarni

OUR FOUNDER DIRECTOR'S COVERAGE ON THE RECENT FORBES INDIA EDITION

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in general, was a task. The Sports Industry itself had job opportunities, known very less to people. Also, there was no content or curriculum designed, to which individuals in the industry could refer to. At that point in time, he says, "spreading awareness, establishing a formalized structure as well as an infrastructure for aspirants to pursue Sports Education was a challenge."

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IDEAS that can change the lives of
SPORTS MANAGEMENT STUDENTS
AN INTERVIEW WITH MS. AVANTI DESAI

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INCHARGE- ACADEMIC OUTREACH AT IISM
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“A professor affects eternity: he/she can never tell where their influence stops.” One such professor to IISM is Ms. Avanti Desai. Ms. Avanti is the 'Incharge- Academic Outreach at IISM' and have been associated to the institute for many years now. She is a Management Faculty, Soft Skills Trainer, Sales and Marketing Evangelist and Research Analyst. Ms. Avanti shares with us, her experience and perception about management and its importance for students in their journey of becoming professionals entering Sports Industry.

1. Share with us about your experience in the Sports Education industry.

My foray into sports education industry happened with a conscious decision of teaching for a college, which has created a niche for itself in the education industry. Sports in India is growing rapidly & in last 5 years I have witnessed tremendous change in mind-set of young generation who wants to make a career for themselves in sports if not as an athlete. I have also noticed change in the mind-set of parents who are willing to support their children in their passion. Being in the sports education industry has taught me to be dynamic in my thoughts, & has encouraged me to delve deeper into the understanding of “sports” from a teaching point of view. Interacting with people who are associated with sports made me broaden my horizon of the way sports functions and even casual conversations interactions can give you deeper insights on strategies that can work.

TO READ THE ENTIRE BLOG, CLICK HERE : <https://bit.ly/3y9Bn8F>



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.



ADAM CARDOZ
FOOTBALLER



MEHUL JIRAGE
Cricketer, Badminton & Rugby Player



SHREY SHROTRI
CRICKETER



VAIBHAV DALVI
FOOTBALL, VOLLEYBALL, TENNIS PLAYER

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



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ABHISHEK KULKARNI
CO-FOUNDER, AIM SPORTS & FITNESS CLUB
IISM ALUMNUS, PGP IN SPORTS & WELLNESS MANAGEMENT BATCH 2019-20

Abhishek Kulkarni is an IISM alumnus from PGP in Sports & Wellness Management Batch 2019-20. Abhishek is an ardent sports lover, cricketer and qualified fitness trainer. Hailing from a family of athletes, Abhishek always wished to do something remarkable in the field of sports. Therefore, parallel to being a professional sportsman, he pursued a Sports Management program at IISM to boost his entrepreneurship venture- Aim Sports & Fitness Club.

Here is a written interview with Abhishek that bids to guide Sports Management aspirants.

Tell us about your passion for sports?

ANS - My great grandfather was the principal of TIPE (Training Institute of Physical Education) Kandivali, Mumbai. My grandfather and father were national-level track & field athletes. I have played cricket for MCA (Mumbai cricket association) for 2 years. My passion towards sports grew more because of cricket. So, belonging from a family of sportsmen, sports is in my blood.

When did you decide to step towards studying Sports Management?

ANS – We have our own functional fitness clubs by the name of Aim Sports & Fitness where we provide training for Marathon and general fitness. My father being an Athletic coach and into fitness industry for past 20 years now, I wanted to expand our family venture and run it efficiently and that's when I decided to study PGP in Sports & Wellness Management to get the formal education in this field.

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

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EPISODE 1

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IISM, last year, brought to you #SportOnSeries featuring renowned personalities from sports and events industry. The interactive chat sessions of the #SportOnSeries were a sure shot hit. Leading lights like Mr. John Abraham, Mr. Gaurav Kapur, Ms. Simran Kaur Mundi, Mr. Roshan Abbas, Mr. Jatin Paranjape, Ms. Lydia Buthello and Mr. Yuvraj Valmiki enlightened young minds in the sessions.

We are elated to announce that IISM brings to you another exciting season of #SportOnSeries for you all.

PRESENTING #SportOnSeries 2.0

To start off with, IISM has invited **Mr. Salil Ankola** to be featured in the first episode of #SportOnSeries 2.0

Mr. Salil is a former International Cricketer and the Chairman of Selectors- Mumbai Ranji Team. This live stream will be hosted by **Mr. Shaju Ignatius**, Founder Director- The Ignite Enterprise.

Get insights on Mr. Salil's career path, his experience working with the finest professionals in the industry, his advice for future professionals and much more.

DETAILS OF EPISODE 1:

Date: 3 July 2021, Saturday

Time: 5:00 pm IST

Location: IISM Instagram here- <https://bit.ly/3bKwZkW>

Follow us on Instagram for a weekly dose of fun and insightful live sessions, featuring Sports Industry heroes and updates on Sports Management and IISM.

LIFE AT IISM

Curated by:

Mr. Amit Gupte, COO

Mr. Karan Mange, Sr Manager- Marketing

Mr. Sandeep Dalvi, Assistant Manager- Design

Ms. Tista Nautiyal, Executive- Content



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