

Internship at TATA IPL 2022

Post Graduate Diploma in Sports Management (PGDSM)

Academic Session 2021-22

The Department of Sports Management, IISWBM, provided its batch of 2021-22 with an opportunity to intern at the TATA IPL 2022, Qualifier 1 - between Rajasthan Royals and Gujarat Titans and Eliminator - between Royal Challengers Bangalore and Lucknow Super Giants on 24th and 25th May 2022, at the Eden Gardens, Kolkata.



The students were divided into the following two groups:

- i) The Anti-ambush team
- ii) The Operations team

The first group worked under the BCCI (Board of Control for Cricket in India) as a part of the Anti-ambush (marketing) team. The primary duty of this team was to stop any large group of people at the stadium entry gates wearing branded company clothing of brands that are not IPL central sponsors or principal sponsors of any of the franchises. Another important task of the anti-ambush team was to stop fans arriving with banners or charts promoting their YouTube channels or carrying placards displaying any kind of offensive content or caricatures.



Anti-ambush team during pre-match preparations



Supervisors and their teams during pre-match briefing

The students showed great efforts to execute their tasks and successfully prevented any ambush marketing during the event.

The second group of students worked as the Operations team under BookMyShow in collaboration with IN-Ebenezer Events, an event management company. The students were selected as supervisors to lead a team of volunteers who were deployed at the gates. The main task of this team was to lead, direct, coordinate and oversee the ticketing operations and fan (supporter) services. The team of supervisors took up other crucial operational tasks such as coordinating with the police and security personnel to control the entry and exit points, directing fans to proper seating areas and stopping unauthorized entries to the stadium. The supervisors also worked hand in hand with the respective authorities to channelize the crowd so that safety protocols on the concourse of the stadium are maintained before and after the matches.



Ticket-validation team



Operations supervisor (in blue)

By working in a challenging situation, the students tackled the obstacles and showed great enthusiasm in making the event successful.

In a nutshell, the opportunity to work in India's biggest sporting event - TATA IPL 2022, proved to be an enthralling experience for the aspiring sports managers where they faced real-time challenges of working in a sporting industry and got to exhibit their managerial skills and knowledge to overcome those challenges and come up victorious. The holistic experiences gathered during the internship would thereby provide them with a new zeal and vigour for their future endeavours.