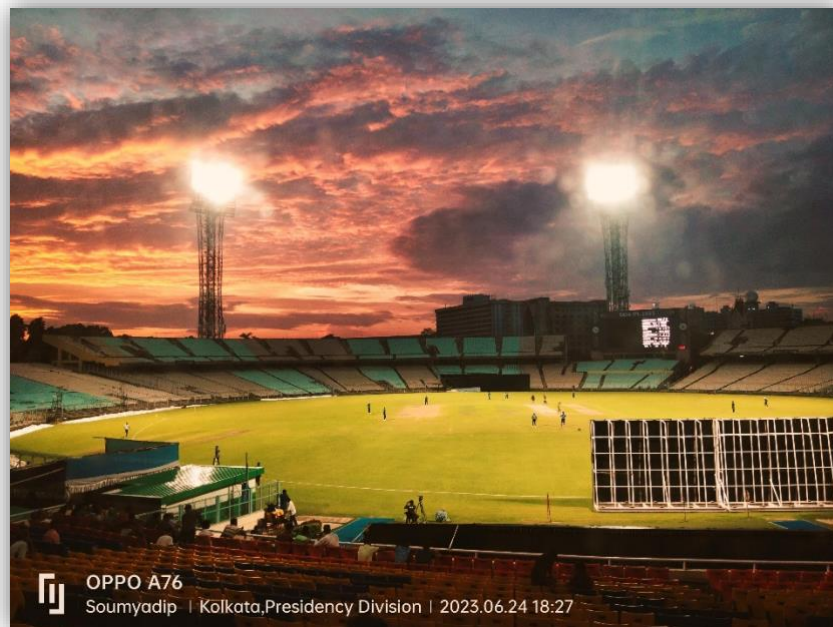


Post Graduate Diploma in Sports Management

An Interactive Session on Stadium Management

As the 13th edition of the ICC Men's Cricket World Cup inches closer, the "Cricket Coliseum" based at the heart of the City of Joy is well and truly prepared with its refurbished appearance. The 159 years old Eden Gardens with seating capacity of almost 68000 spectators is all set to host five high-voltage games of the 2023 ICC Men's Cricket World Cup including the Second Semi-final on 16th November. From missing out on hosting the World Cup final the previous time to seizing the occasion by snatching a World Cup semi-final at the last minute along with an anticipated IND vs SA clash on 5th November, the tables have indeed turned for the Eden Gardens in twelve years. However, this is not the first time Kolkata will stage such a huge cricketing event. In fact, the city was the venue of the first-ever Cricket World Cup final played on Asian soil in the year 1987. Australia emerged champions that evening by beating England in the Reliance World Cup final at the Eden Gardens. Contrastingly, in the year 1996, the Wills World Cup semi-final between two of the co-host nations, India and Sri Lanka, witnessed a raging Eden Gardens crowd throwing bottles into the field of play. The match ultimately had to be stopped as Sri Lanka were crowned victorious and they advanced through to the final. Amongst all its legacies and a few blemishes, the Eden Gardens still stands tall with its own indefinable "Aura."

The Eden Gardens has always set the standards for other cricket stadiums all over the country in terms of providing quality infrastructure, easily accessible facilities and state of the art interiors. Prior to the World Cup, with the modernised renovation of the Eden Gardens, the spectators are guaranteed a unique experience like never before. On this note, *Mr. Santanu Kumar Mitra, The Chairman of the Stadium Committee, The Cricket Association of Bengal (C.A.B)* delivered an invaluable lecture on 'Stadium Management' to the students of the Sports Management Department (PGDSM) of the *Indian Institute of Social Welfare and Business Management*



(IISWBM). Mr.Santanu Mitra has several years of experience in maintaining the shape of the Home of Indian Cricket. He visited the department on 13th September,2023.It was indeed kind of Mr. Mitra to take some time out of his busy schedule to interact with the aspiring Sports Managers of the future. As a student of the Sports Management department, I, on behalf of the entire department, would also like to thank our H.O.D, Dr. Madhab Milan Ghosh and our Asst. Prof. Mr. Ankan Banerjee who have played the leading roles in providing such a knowledgeable experience to each of the students.

Mr. Santanu Mitra began his lecture on various aspects of managing the Eden Gardens at 3 o'clock on Wednesday afternoon. He started the session with brief information about the remodelling of the interior parts of the stadium. He displayed pictures of a few undergoing construction areas of the Dr. B.C Roy clubhouse to make the students understand the whole process. He also showed pictures of the renovated areas of the stadium so that students could assess the difference. Gradually, he also spoke about the particular renovation steps executed, keeping the World Cup in mind. He told the students that the soul focus is to create a comfortable experience for the spectators. He also emphasised on the different types of seating and services provided for different categories of Fans. Purely from the World Cup hosting point of view, Mr. Mitra raised the importance of scheduling each of the World Cup matches in diverse locations throughout India, in different phases of the tournament. For example, he focused on a couple of factors like security and weather conditions for the scheduling of matches in Kolkata. In a city like Kolkata, where monsoon arrives late and stays up till the latter half of October, it was a critical decision to slot the matches at the very end of October to the early November.

Mr. Santanu Mitra, additionally acknowledged the unforgettable contributions of late *Jagmohan Dalmiya, former President of the CAB, the BCCI and the ICC* in bringing the 2023 Cricket World Cup event to India. It was Sri Jagmohan Dalmiya's prevision in 2011-2012 that paved the way for India to host the World Cup independently for the first time. Sri Jagmohan Dalmiya had indeed shaped India's planning, vision and preparation of hosting the ICC Men's Cricket World Cup 2023 before his unfortunate demise in 2015. "Sri Jagmohan Dalmiya will always be remembered for his strategic as well as administrative decisions for the betterment of Indian Cricket.", said Mr. Santanu Mitra.

After the first half of the lecture, Mr.Santanu Mitra addressed the questions from the students in an interactive manner . One of the students asked him , "*How difficult it was for the BCCI and the CAB after the World Cup window was postponed from Feb-March to Oct-Nov due to COVID-19 pandemic in the year 2020-2021?*" While explaining this , Mr. Mitra talked about the importance of identifying the alternative windows considering various factors such as the demands of the spectators, the pitch and weather conditions, off season scenarios of the venues etc. After an interactive discussion with the students, Mr. Santanu Mitra briefly shared few details about the Eden Gardens, e.g he mentioned 36 corporate boxes,18 VIP boxes are currently there in the stadium; Pavilion which includes players' dressing rooms, umpires' dressing room; Broadcasting rooms; Press Box; Match Scorer room; Medical Unit etc. He also mentioned about the location of each room and the facilities that are required in those rooms. He also described the services alongside the functions of each and every part of the stadium.

Overall, the session with Santanu Mitra sir was a great learning curve for all the students of the Sports Management department. We got to have a sneak peek at the '*Mecca of Indian Cricket*' for about 100 minutes or so. Mr. Mitra also ensured that the students of PGDSM 2023-2024 may be provided with future opportunities of working in the upcoming Cricket World Cup. In that case, this particular interactive lecture class would act as the basic fundamentals that are needed to be applied in the field of Stadium Management.



At the end of the session, the Head of the Sports Management department Dr. Madhab Milan Ghosh and Assistant Professor & Coordinator Mr. Ankan Banerjee proposed their vote of thanks to Mr. Santanu Mitra, *Chairman, Stadium Committee, the C.A.B* for coming to the department classroom and engaging with all the Sports Management students. The session can act as a game-changer in professional perspective of the aspiring Sports Managers. Therefore, as a student of the Sports Management department, we express our sincere gratitude to Mr. Santanu Mitra and our honourable professors who had organised such a beautiful session for us.