

**Inauguration of the sixteenth batch of the  
Post Graduate Diploma Course in Sports Management of IISWBM**  
**Date: 28<sup>th</sup> July 2018**



The sixteenth batch of the One Year Post Graduate Diploma Course in Sports Management of the Indian Institute of Social Welfare and Business Management (IISWBM) was inaugurated on Saturday, 28<sup>th</sup> July 2018, in the Assembly Hall of the Institute. Shri Sourav Ganguly, the President of the Cricket Association of Bengal (CAB) and former Captain of the Indian National Cricket Team, was the Chief Guest of the programme. The Guest of Honour of the programme was Shri Avishek Dalmiya, the Hony Joint Secretary of the Cricket Association of Bengal (CAB) and the Chairman of the New Area Development Committee of Eastern Region, BCCI. The Director of IISWBM, Prof. (Dr.) Rajagopal Dhar Chakraborti and the Registrar, Prof. Maitreyee Bhattacharya, were also present.

At the very onset of the programme, Prof. Dhar Chakraborti welcomed the students and explained the multi- dimensional aspects of Sports Management.



Shri Sourav Ganguly, the Chief Guest, congratulated the students for choosing the Sports Management Course and explained the importance of professional managers in running sporting organizations in the modern era of sports.

Shri Dalmiya, the Guest of Honour, who is also the member of the Board of Studies of the Sports Management Course, described the structure of the Course and elucidated the role of the course in producing professional sports managers since 2003.



IISWBM is the first Management Institute in India set up in the year 1953. The Institute introduced the One Year full time Post Graduate Diploma Course in Sports Management in 2003 on the lines of the MBA Courses offered by the Universities of the UK, the USA and other Western Countries. The Course received the affiliation from the University of Calcutta in 2010. The placement record of the Course is excellent and almost all the students have been placed suitably.