

**A special lecture by Shri Mukul Choudhari, CEO Jamshedpur FC & Chief Tata Sports Excellence Centers (Academies), on ‘Management of a Sports Franchise’ delivered to the Sports Management students of IISWBM on 8<sup>th</sup> November 2019**

The CEO of ISL franchisee, Jamshedpur FC, and the Chief of the Tata Sports Excellence Centres (Academies), Shri Mukul Choudhari, delivered a special lecture to the students of the Post Graduate Diploma Course in Sports Management of IISWBM on 8<sup>th</sup> November 2019, Friday, on the following topic:

**‘Management of a Sports Franchise’**

Mr. Choudhari, who is an experienced campaigner in the sports industry, made an earnest effort to make the students familiar with the nuances of franchise management. Football being his field of expertise, Mr. Choudhari also threw light on the role of managers and administrators in bringing about a change in the Indian Football fraternity.



He also discussed the revenue generation and distribution mechanism of the franchise leagues in India with reference to ISL and franchise leagues in the sub-continent. Apart from that, he also explored the technical aspects that are pursued in the process of building a franchise.

The students were elated after interacting with Mr. Choudhari and this experience will surely help them in the coming days.

