

Ankan Banerjee



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Mr. Ankan Banerjee is the Assistant Professor and Coordinator (Academic) of the Sports Management Department of IISWBM. Mr. Banerjee completed his **Masters in Economics** in 2005 and **Post Graduate Diploma Course in Sports Management** in 2007. His experience in the field of sports management started with **Comperio Research** which is the market research arm of one of the leading sports management companies of the world, **IMG**. After Comperio Research, he joined **All India Football Federation (AIFF)**, the national body of football in India, as the Event Coordinator of the **I-League** and also played an important role in introducing the **Club Licensing Criteria in Indian football**. During his tenure with AIFF, he attended a course on **Match Coordination** conducted by the **FIFA**. After AIFF, he joined **New World Consulting**, a Bangalore based Sports Management Company, and was involved in various projects including the brand management of overseas clubs and leagues in India.

His comments on the business and management of sports were published in various leading newspapers and magazines, including **The Telegraph, Anandabazar Patrika and the Open Magazine**.

Paper Publications

Mr. Banerjee published and presented Academic Papers in International and National Journals/ Seminars on historical and contemporary issues of sports including the growth of football in colonial Calcutta, the status of sports infrastructure in India, the revenue generation and distribution model in a league system, brand awareness in sports, people's perception in selective sports, women participation in the Olympic Games etc.

Seminars and Webinars

Mr. Banerjee was the **Lead Speaker** in various seminars and webinars organised by the Universities and Sporting Organisations on relevant topics of sports including sports management in the 21st century, the

trend and opportunities in the business of sports, sports and education, strategic management in football organisations etc.

Industry Reports

Mr. Ankan Banerjee prepared a number of reports for the sporting organisations and the business houses. The major ones are given below:

- He was the **Project Lead and Primary Author** of the Knowledge Report entitled '**Building Football's Sleeping Giant**'. This report was prepared for the **Federation of Indian Chambers of Commerce & Industry (FICCI) and Libero Sports** as a part of their efforts to educate and empower the global football community on the past, present and future of Indian football in order to generate investment and was published in front of the key stakeholders in the global football community at the **Soccerex Global Forum** hosted in Manchester, United Kingdom.
- Played an important role in preparing a report on the '**Indian Football Yearbook 2014**' for the **Federation of Indian Chambers of Commerce & Industry (FICCI) and Libero Sports**. The **report was** released in front of the dignitaries, delegates and media during the inaugural session of **FICCI Goal 2015** at the FICCI Federation House, New Delhi.

Association with other Universities and Colleges

- Guest Faculty of the Department of Physical Education, Jadavpur University, Kolkata
- Associated with other Universities and Colleges, including Maulana Abul Kalam Azad University of Technology (MAKAUT), St. Xavier's College etc. in various capacities

Filed Work and Consultancy Projects

Mr. Ankan Banerjee was a member of the teams which were responsible for preparing the Youth Policy and a Concept Note on a proposed Sports City for the Government of West Bengal.

Special Course/ Seminar attended in Sports

Match Coordination Course organised by the Fédération Internationale de Football Association (FIFA)