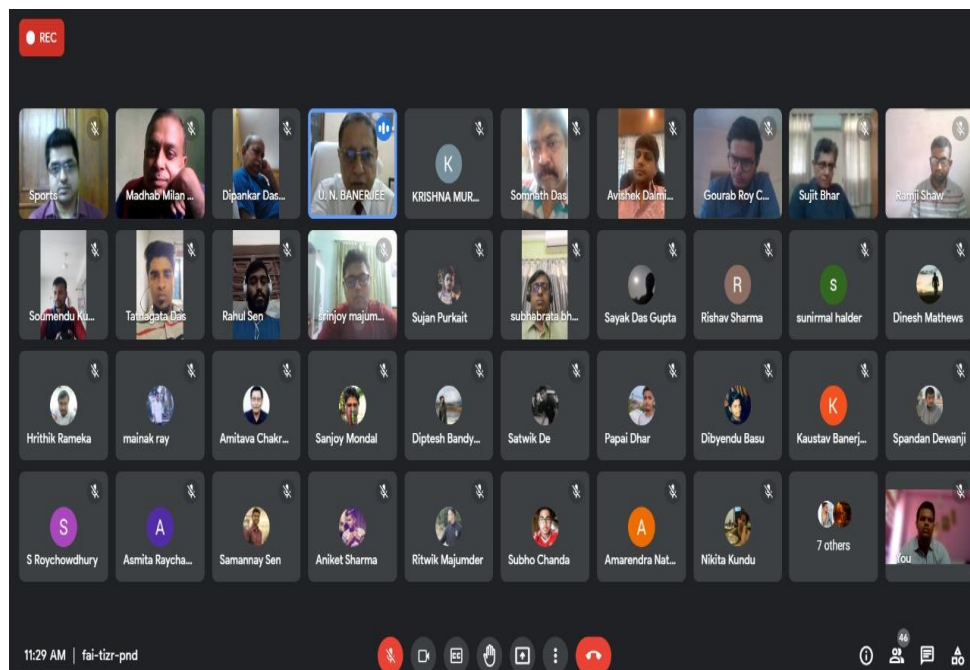


## Commencement Programme of the Sports Management Course (Academic Session 2021-2022)

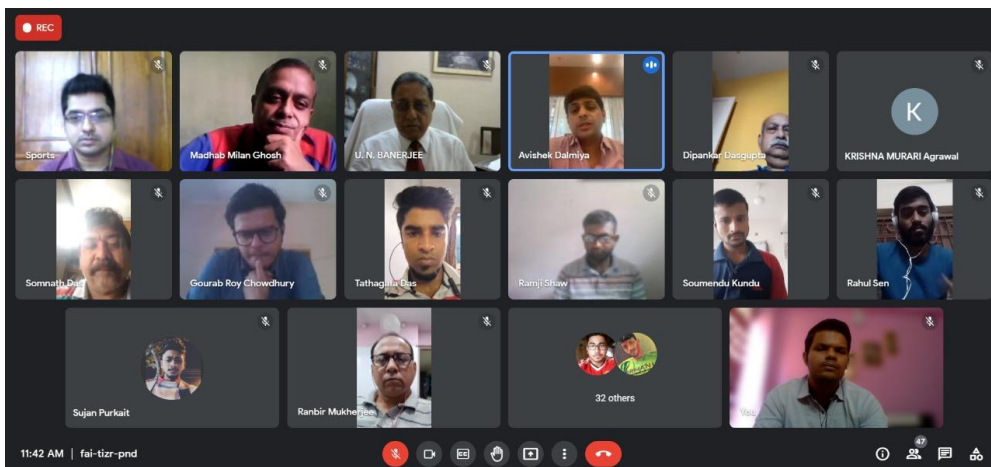
The Commencement Programme of the Post Graduate Diploma in Sports Management Course (PGDSM) for the Academic Session 2021-2022 took place on 2<sup>nd</sup> October 2021, Sunday, at 11:00 am by using online mode. Shri Ushanath Banerjee, ‘Attorney-at-Law’ and ‘Advocate’, Supreme Court of India, was the Chief Guest of the Programme. Shri Banerjee is the President of the West Bengal Badminton Association and the Chairman of the Disciplinary Committee of the All India Football Federation (AIFF). He is also the Convener and Advisor of the Sports Council, Government of West Bengal. Shri Banerjee was the former Principal Legal Advisor of the ICC and the BCCI.

The Guest of Honour of the Programme was Shri Avishek Dalmiya, who is the President of the Cricket Association of Bengal (CAB) and the Chairman and MD of M/S M L Dalmiya & Co. Shri Dalmiya is also the member of the Board of Studies of the Course.

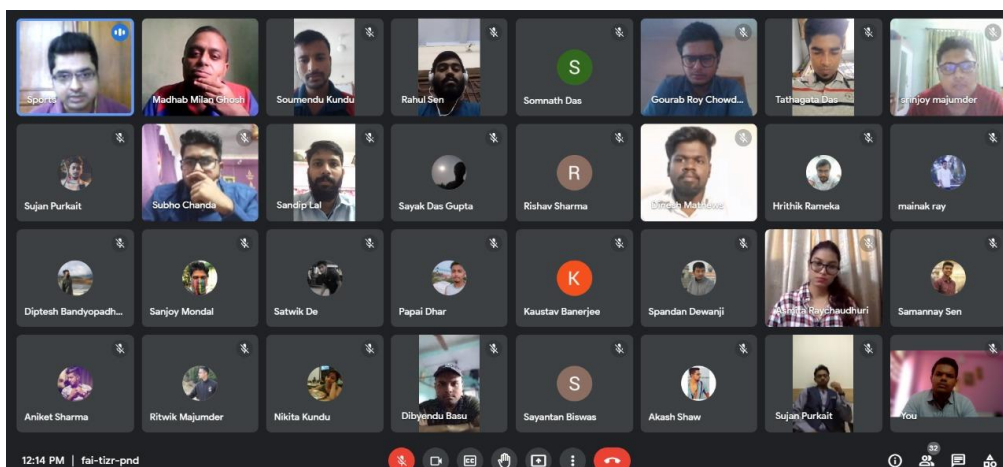
The Hon’ble Director of the Institute, Shri Dipankar Das Gupta, the HOD of the Course, Dr. Madhab Milan Ghosh and the Coordinator of the Course, Shri Ankan Banerjee, were also present.



Shri Ushanath Banerjee, in his speech, explained how the modern managerial techniques can be used in running the administration of sports efficiently. Shri Dalmiya described various aspects of sports management including sports law, facilities management, sponsorship, sports economics, sports finance, broadcasting, talent development etc. and how these management functions can play an important role in running the business of sports. The Hon'ble Director, in his Welcome Address, explained the importance of the course and how the professional sports managers can contribute to the growing business of sports in India. Dr. Madhab Milan Ghosh, HOD, gave an overview of the course, while Asst. Prof. Ankan Banerjee, Coordinator, gave an understanding of the placement scenario.



The programme ended with a Vote of Thanks proposed by Dr. Madhab Milan Ghosh. The programme was coordinated by Asst. Prof. Ankan Banerjee. The students, visiting faculty members of the Department and the faculty members of the Institute joined the programme.



It must be noted that the course received an overwhelming response from the student community throughout India to take admission for the Academic Session 2021-2022. Finally, thirty two students are selected for this Session through a rigorous admission process conducted by using the online mode.

We hope that these students will emerge as successful sports managers after the completion of the course and serve the business of sports as efficiently as the alumni of the course are doing.