

**Special Motivational Lecture Session organised by the
Department of Sports Management, IISWBM on 17th June 2022**

On 17th June, 2022, the Department of Sports Management, IISWBM, invited **Mr. Smarajit Purakayastha, Deputy Director General of The Bengal Chamber of Commerce and Industries (BCCI)**, to deliver a motivational lecture to the students of the Academic Session 2021-22.

It was an interactive session between Mr. Purakayastha and the students as he covered various topics of the sporting industry. The session started with the students sharing their thoughts and views on the current scenario of sports and what made them choose sports as a career over any other profession. After a brief interaction, Mr. Purakayastha discussed about the current trends of the business of sports in India. The discussion revolved around various facets of marketing in sports. Mr. Smarajit highlighted the importance of branding, and how good brand building in sports can help in generating revenue for the long term sustainability of the industry. Mr. Purakayastha also discussed about the immense use of data and statistics in sports and how established sporting organisations are using data to achieve their organizational goals. The lecture took an interesting turn when Mr. Purakayastha emphasized on the fact that to be successful in sporting industry, one must understand the needs and wants of the consumers – in this case, the fans. Proper segmentation of the market and attention to every environmental factor is very important to achieve success as a company. Mr. Purakayastha finally spoke about social media as a tool to create awareness, influence and cash in on the demands of the sports consumers by providing them with the type of content that they like and enjoy. At the end of the day, one has to remember that in today's complex world of sports "content is the king".



Mr. Smarajit Purakayastha (middle) with the faculty members of the Department, Dr. Madhab Milan Ghosh and Ankan Banerjee



Presentation of memento by Dr. Madhab Milan Ghosh (HOD)



Sports Management students with Mr. Smarajit Purakayastha

The session came to a conclusion with Mr. Purakayastha addressing the students' doubts and questions which made the session more interesting and knowledgeable. The students capitalized on this opportunity to interact with such an eminent personality of the industry who imparted valuable knowledge and shared his experiences and this will certainly inspire the students to achieve their career goals.

The memorable day culminated with the vote of thanks and presentation of memento to Mr. Smarajit Purakayastha by Dr. Madhab Milan Ghosh, Associate Professor & HOD (Dept. of Sports Management) and Prof. Ankan Banerjee, Assistant Professor & Co-ordinator (Dept. of Sports Management).