

## A special lecture by Mr. Tenzing Niyogi, the CEO and League Commissioner of Ultimate Kho Kho, 11<sup>th</sup> November 2022

The CEO and League Commissioner of Ultimate Kho Kho, Mr. Tenzing Niyogi, delivered a special lecture to the students of the Post Graduate Diploma Course in Sports Management of IISWBM on 11<sup>th</sup> November 2022, Friday, on the topic 'Business of Sports Leagues in India'.

Mr. Niyogi is an alumnus of the Sports Management Department of IISWBM, he was the student of the first batch of the course in 2003. The session commenced with Mr. Niyogi giving the students an insight of his path to success and about all the challenges and roadblocks that he had to face and the ways he conquered them over the years. He even shared his story of how he conceptualized the idea for Ultimate Kho Kho. The students had an interactive session with Mr Niyogi covering several topics related to sports leagues in India. He made them aware of the difference between theory and reality of this industry through the medium of his hands-on experiences.



Mr. Tenzing Niyogi highlighted on the many technologies used in his league, growth and the diversification of audience, why catering to the needs-wants of the consumers (fans) is important for the success of the league, different ways in which the media and broadcasting rights can be monetized to make maximum revenue and a variety of factors that can help in promoting leagues in India.

Mr. Niyogi motivated the students to be more curious and learn more about the industry. He drew attention to the countless opportunities that are out there. Also, shed light upon the diverse major leagues happening at present and the key trends that are shaping up the sports in India.

The session came to a conclusion with Mr. Tenzing addressing the students' doubts and questions which made the session more interesting and knowledgeable.



He motivated the students to have a vision and develop strategies to achieve the vision. Change is constant, therefore, roadblocks along the way are unpredictable but visualizing the goals will make the students more consistent and persistent in achieving it and will also help them in working hard towards that goal. The students were thrilled after interacting with Mr Niyogi and this experience will surely help them in shaping the career in future.