

## National Sports Day Celebration by the Department of Sports Management on 29<sup>th</sup> August 2023

The National Sports Day in India is celebrated on 29<sup>th</sup> August every year. It is celebrated to commemorate the birth anniversary of hockey legend Major Dhyan Chand. Thus, to celebrate this day, we the students of the Post Graduate Diploma in Sports Management Course (Academic Session 2023-2024) of IISWBM arranged a seminar on the topic “The emerging business of Sports and Fitness”.



The seminar was organised by us and guided by our beloved faculty members headed by Dr. Madhab Milan Ghosh and coordinated by Mr. Ankan Banerjee. Established professionals of this field were invited to deliver their views and also to share their valuable experiences with us.



The guests were Mr. Subhoroop Ghosh, Managing Partner of East Wind Strategic Management, who delivered a speech on "Business of Sports in India", Mr. Promit Some, Founder of Fit Wit Fitness Studio and Mr. Rizwan Hosain, Managing Partner of East Wind Strategic Management spoke on "Fitness: An Integral Part of Sports". Mr. Subhabrata Bhattacharjee, Founder Director of Mantra Lifestyle Health Club, conducted a session on "The Scope of Yoga and Meditation in Sports with Live Demonstration". Mr. Sajal Patra, Sports Editor of Times Now Digital, discussed about the "Role of Digital Media in the Business of Sports". These respected guests are all alumni of our Institute. In addition to this another prestigious person was also invited for the seminar, Mr. Dulal Biswas, who is a former Indian footballer. He was an important part of our National Football Team who played for teams like East Bengal, Mohun Bagan AC and Prayag United.



Mr. Ramji Shaw, an alumnus of our Institute, gave a brief overview of the Sport Expo which will be held in the month of December 2023.

The seminar started at 12:30 pm and the students attended the seminar in formal attire. The masters of the event were Mr. Saswata Gope and Ms. Sreyoshi Chatterjee, who are the students of our department. The seminar began with the felicitation of our respected guests by the faculty members. Mr. Vedant Sharma, a student of our Course, introduced the theme of

the seminar. At the end of the seminar, the vote of thanks was proposed by Ms. Sanjukta Routh, a student of the Course.

The seminar, organised by the Department on the National Sports Day of India, helped us in developing in-depth knowledge and understanding of the sports and fitness industries.

