

## **Commencement Programme of the Post Graduate Diploma in Sports Management Course of IISWBM (Session 2023-2024)**

Indian Institute of Social Welfare and Business Management (IISWBM) was established on April 25, 1953. The objective of the Institute is to link the intellectual experience with the sense of social responsibilities. One of the oldest management institutes in Asia, IISWBM is the first to introduce the Post Graduate Diploma in Sports Management course in its Golden Jubilee year 2003.

The Commencement Programme of the 21<sup>st</sup> batch (Session 2023-2024) of the Sports Management Course was held on 10<sup>th</sup> August, 2023 at 12:30 pm in the auditorium of the Institute. The Chief Guest of the programme was Shri Anirban Dutta, Hony. Secretary of the Indian Football Association (IFA), and the Guest of Honour was Shri Avishek Dalmiya, Member, IPL Governing Council. The Hon'ble Director of the Institute Shri Dipankar DasGupta, the HOD of the Department Dr. Madhab Milan Ghosh and the Coordinator Prof. Ankan Banerjee were also present.

At the very outset, the Director of the Institute, Shri Dipankar Das Gupta, delivered the Welcome Address and explained the glorious history of IISWBM and the Sports Management Course. The HOD, Dr. Madhab Milan Ghosh, gave an insight overview of the sports management course and the different topics that will be covered throughout the academic session. Prof. Ankan Banerjee, the Coordinator, took over the session from there.



He presented the placement record and the placement process of the Department. The Faculty members of the Department were present during the ceremony discuss about the importance of the subjects taught in the Sports Management course. The HOD of the Department made it

clear that the academic performance, attendance percentage, internship and venue visit reports will be given utmost importance during the placement process along with the other factors.



Mr. Anirban Dutta gave an inspiring and motivating speech and he shared many examples of how to learn the basics of field management. Mr. Anirban Dutta was the key person behind the concept of organising Calcutta Football League without foreigners this year for bringing out talents from Bengal. He also said that he would like to come to the institute in near future to have an interactive session with the Sports Management students and will also provide internship opportunities.

Shri Avishek Dalmiya explained the real scenario of the sports industry. He, being the member of the Governing Council of IPL, gave a clear picture about the managerial aspects of the game. Mr. Dalmiya, being a member of Board of Studies of Sports Management Course of IISWBM, is playing an instrumental role in shaping a curriculum which will best fit with modern sporting culture of India and abroad. Under his guidance the students will be facilitated with the access to venue visit at the Eden Gardens, Kolkata in the ICC Cricket World Cup 2023.

At the end of the programme a Vote of Thanks was proposed by Dr. Madhab Milan Ghosh. The programme was coordinated by Prof. Ankan Banerjee.

