

INTERNSHIP AT THE DJ'S CRICKET LEAGUE (DCL) 2023

SPORTS MANAGEMENT, IISWBM, SESSION: 2023-2024

The Department of Sports Management of IISWBM provided an excellent internship opportunity to the students of Sports Management (Academic Session 2023-2024) to intern in a unique cricket league, DCL DJ Cricket League, which was organised on two days, 5th September and 1st October 2023. The league was founded by DJ Akash Rohira and organised by the Candid Communication.

The inauguration ceremony of the 5th edition of the league took place on 5th September 2023 at the Lords & Barons (Park Street) Kolkata, in the presence of the iconic cricketer and cricket coach, Shri Arun Lal. Shri Anurag Chirimar, Director of Siti Cable, Jimmy Tangree, Station Head of 91.9 Friend FM and Mrs. Paromita Ghosh, Founder Director of Candid Communication, were also present. The team jerseys and the Championship Trophy were unveiled on that day. More than 60 DJs participated in the league and it was covered live on Facebook and Siti Cable.

The matches took place on 1st October 2023 at the Spring Club. The scoring rules and the pattern of the games were slightly different to make it more interesting. There were four match officials to supervise the entire indoor cricket league and there were two commentators. The organisers of the league expressed their gratitude to IISWBM for sending six interns who supported them immensely during the event.



The interns were assigned different responsibilities which were mentioned below:

- i) Mr. Raunak Saluja was helping the match officials with scoring and Mr. Seomangal Yadav was assisting Mr. Akash Rohira.
- ii) Ms. Sanjukta Routh and Ms. Sreyoshi Chatterjee were taking care of the Players Registration Process and making the arrangements for the VIPs.
- iii) Mr. Vedantvaidya Sharma and Mr. Pramit Seal were involved in the Operational activities and Social Media handling.



The interns were benefitted from working in the DJ Cricket League as it gave them the opportunity to experience of how to organise a league of this status. They interacted with the management personalities and celebrities which enhanced their knowledge and helped them in expanding their network. The students thanked Mrs. Paromita Ghosh and the faculty members of the Department for arranging this brief internship which will certainly help them in moulding their career in the business of sports.