

**Indian Institute of Social Welfare
and Business Management
(IISWBM)**



PGDSM

INAUGURATION PROGRAMME

Academic Session 2025 - 2026

Date: 12th August, 2025

Venue: Assembly Hall



The inauguration of the Post Graduate Diploma in Sports Management (PGDSM) programme for the 2025–2026 session was held on 12th August 2025 with great excitement and energy, marking the beginning of a new academic journey. The event was made even more special with the presence of two distinguished guests: Mr. Shekhar Chandra Biswas, Vice President of the Badminton Association of India, who joined as the Chief Guest, and Mr. Sumedh Kumar Patodia, Team Director and Co-owner of the Kolkata Thunderbolts & Marketing Chair for Prime Volleyball League, who attended as the Guest of Honor.



Dr. K. M. Agrawal, Director of IISWBM, commenced the inauguration with a gracious welcome extended to the distinguished guests, faculty members, and students, while also emphasizing the institution's history and legacy. This was followed by an address from Dr. Madhab Milan Ghosh, Head of the PGDSM Department, who outlined the structure of the Sports Management course and highlighted the academic framework, future prospects, and career opportunities within the industry. Thereafter, Prof. Ankan Banerjee, Academic Coordinator of the Department of Sports Management, presented a comprehensive overview of the course, elaborated on the diverse responsibilities of a sports manager, and also conducted the proceedings of the inauguration ceremony.



In his address, Mr. Shekhar Chandra Biswas spoke passionately about how grassroots development is the true backbone of any sport. He pointed out that while champions shine on the big stage; their journey always begins with access to something simple, a court, a racket, a coach, or a training center. Reflecting on his own experience, he shared how badminton in West Bengal once struggled with very few courts and limited facilities. Determined to change this, he took the initiative to build more infrastructure, overcoming several barriers along the way. Today, thanks to those efforts, young players across the state have opportunities that simply didn't exist before. He also shared about his badminton academy, which provides coaching, equipment, and proper courts to help young athletes chase their dreams. He reminded the students that such progress is only possible when supported by trained sports managers, who are now more crucial than ever in building India into a true sporting nation.



Following him, Mr. Sumedh Kumar Patodia offered a fresh perspective from the world of professional volleyball. Drawing from his leadership of the Kolkata Thunderbolts, he explained how every decision taken by a manager can shape a team's success or failure. He stressed that strong management and clear leadership are just as important as player performance. Urging the students to learn not only from textbooks but also from real-world experiences, he encouraged them to take every opportunity to be hands-on and innovative. With today's generation having greater access and awareness, he believed they could drive meaningful changes in Indian sports.

The inspiring words of both dignitaries not only motivated the students but also underlined the growing importance of sports management as a field. The inauguration set a meaningful tone for the academic year, instilling confidence and excitement among all present. The programme ended with a vote of thanks and singing the National Anthem.

