



IISWBM

INDIAN INSTITUTE OF
SOCIAL WELFARE AND
BUSINESS MANAGEMENT

24th Batch of Sports Management Course (PGDSM) Begins Its Journey August 20th 2026





*Dr Indranil Khan, The Honourable Minister of State, Development of Youth Services and Sports, Government of West Bengal, highlighted the growing need for **Sports Management Professionals**, calling the sector a crucial opportunity for Bengal and India*

The 24th batch of the Post Graduate Diploma in Sports Management Course (PGDSM) at the Indian Institute of Social Welfare and Business Management (IISWBM) commenced at the Institute's Assembly Hall on today.

Indian Institute of Social Welfare and Business Management (IISWBM), is the first management institute set up in India in 1953, has carved out a niche for itself by offering innovative management courses with an overtone on social welfare. One Year full time Post Graduate Diploma in Sports Management is one such course introduced in the Institute's Golden Jubilee year in 2003. Over the years, this pioneering programme of PGDSM has produced several Sports Management professionals who have contributed to the sporting ecosystem across administration, management, analysis, research, academia and other related fields.

The inaugural programme was graced by Dr Indranil Khan, Honourable Minister of State, Development of Youth Services and Sports, Government of West Bengal; Shri Avishek Dalmiya, Chairman and Managing Director of M/s ML Dalmiya & Company, former President of the Cricket Association of Bengal, former member of the IPL Governing Council and member of the Cricket Development Committee, Eastern India, Board of Control for Cricket in India; Dr KM Agrawal, Director of IISWBM; and Dr Madhab Milan Ghosh, Head of the Sports Management Department at IISWBM.

With the students of the new batch at the centre of the occasion, the programme was also attended by faculty members of the institute and other distinguished guests as well as the visiting faculty members of the Department.

Addressing the gathering, Dr Khan acknowledged the Institute's contribution to sports education in India and stressed the growing importance of professional Sports Management.

"I thank the Institute for running India's first-ever sports management programme. Sports Management is the need of the hour and we have seen multiple cases of mismanagement in sports in the recent past," he said.

Referring to India's performance at the recently concluded Commonwealth Games in Glasgow, he added, "India has won so many medals in Glasgow, yet there is no representation from Bengal in the medals tally."

However, he described the situation as an opportunity for the next generation of Sports Management professionals.

"This deficiency is the opportunity for all aspiring Sports Management professionals present here. Everything you do will be a value addition to the sports fraternity and this course is the dire need of the moment in our state and the country as a whole," Dr Khan said.

Mentioning the former BCCI president, Lt. Shri Jagmohan Dalmiya, Dr Khan said, “My parents and uncle told me about the great Jagmohan Dalmiya when I was a child.”

“He has been one of the greatest sports administrators of India has ever seen and he had taken sports administration to a different level”, he added. “To learn about Sports Management, one has to read about the life of Shri Jagmohan Dalmiya.”

Avishek Dalmiya, meanwhile, spoke about the evolving opportunities in sports administration and academia, drawing from his own experience of being associated with the growth of Indian cricket.

“I come from a sports administration family and have seen Indian cricket grow over the years,” he said. “We saw sports transform from a recreational activity into a full-fledged industry, and there are loads of opportunities for every young professional in the sports industry.”

Dr KM Agrawal outlined the broader vision of the programme and spoke about the legacy built by IISWBM and its Sports Management Department over more than two decades. He encouraged the incoming students to make the most of the learning opportunities available to them.

“I encourage the students to take full advantage of the esteemed faculty and not just attend classroom lectures, but also interact with faculty members and industry experts, which will enhance the learning experience,” he said.

Dr Madhab Milan Ghosh outlined the structure and vision of the PGDSM programme before delivering the vote of thanks. Welcoming the students of the 24th batch, he urged them to utilise the academic infrastructure and make their journey fruitful at the Institute and prepare themselves to contribute meaningfully to the sporting ecosystem.

“I welcome the students of the 24th batch of PGDSM to this esteemed Institute, the first in India to introduce a pioneering programme in Sports Management. I urge you all to do well in this journey and become established sports managers and administrators to help run and shape the sports industry,” he said.

The commencement of the 24th batch marks another milestone for IISWBM’s PGDSM programme, which continues to play a significant role in developing professionals for India’s expanding sports industry.

