



SAMVAD

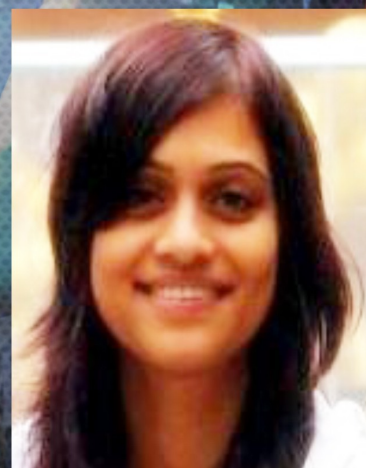
Sports Management



Must Read

A Perfect Case For
Sports Marketing

We Chat



Ms. Anagha Alreja
Brand Connections Leader
Nike India

impact



Featured Article

Analytics : Changing The
Face of Sports Management

February 2015



OUR VISION

“To nurture thought leaders and practitioners through inventive education”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” - Alvin Toffler

At WeSchool, we are deeply inspired by these words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities need a new approach both in terms of thought as well as action. Cross disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy-the mind's eye needs to be nurtured and differently so.

WeSchool has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

Dear Readers,

It gives me great pride to introduce Samvad issues every month. Our Samvad team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone. I sincerely hope that Samvad will reach new heights with the unmatched enthusiasm and talent of the entire Samvad Team.



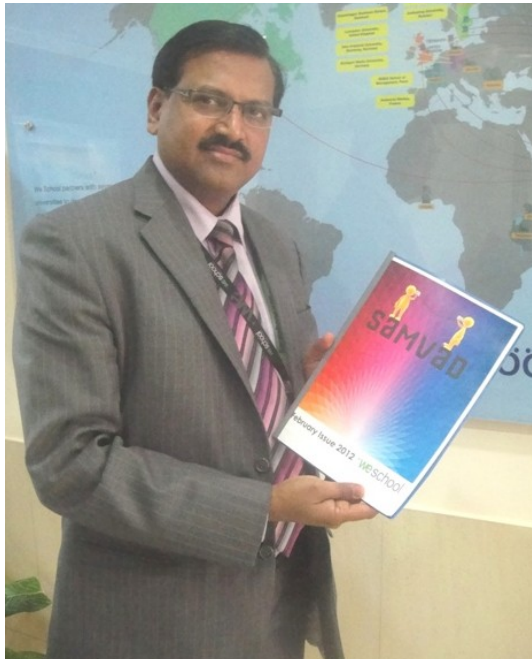
Prof. Dr. Uday Salunkhe,
Group Director

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

Samvad is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director



Prof. Dr. Uday Salunkhe introducing the first issue of Samvad

OUR VISION

“To facilitate exchange of ideas that inspire innovative thought culture”

MISSION

To Dialogue

To Deliberate

To Develop

To Differentiate

As the student magazine of WeSchool, Samvad is greatly inspired by the words of Alvin Toffler backed by a strong vision of facilitating exchange of ideas that inspire innovative thought culture. Samvad is a platform for the next generation leaders to bring forth their perspective on management to the world and gives the readers an opportunity to learn, unlearn and relearn on a continuous basis.

The team of Samvad is driven by a set of strong WeSchool values which enable us to create a dialogue leading to knowledge gaining and sharing, to deliberate on the information, to develop a sense of creativity and differentiate our minds with innovative thoughts of tomorrow; today.

“In the midst of chaos, there is also opportunity”- Sun Tzu

Dear Readers,

Welcome to the February Issue of Samvad!

Sports, with their impact and influence, have always had a place in society. Giddy anticipation, enthusiasm, electrifying suspense and passionate fans are some of the words that come to mind when one thinks of their favourite sport. Their value is sometimes underestimated, but as anyone who has ever been to any sporting event knows, it can literally reshape the foundation of a community.

There was a time when military strength and prowess was the sign of a nation's strength and power. The number of tanks, battleships, aircrafts and nuclear missiles owned by a country was a barometer of its position in the world order. Times have changed today, with countries resorting to discreet tactics of intimidation by displaying strength through sporting victories and their large medal tallies in global sporting tournaments. Be it the Olympics or the Commonwealth Games, sporting excellence is of utmost importance to nations.

Hence it comes as no surprise that sports is a rapidly growing industry worldwide. The frenzy and madness of sporting fervour is today managed and expertly manoeuvred by an industry that has grown by leaps and bounds and is estimated to be globally worth around USD 600 billion. It comprises of a range of associated businesses such as sports manufacturing, sports medicine, venues, retail, tourism & infrastructure, media & hospitality and merchandising. The current popularity of commercial sporting formats such as those of the Indian Badminton League and the Indian Super league have grappled with the issues of inadequate public resources for sports and low prominence of non-cricket sports which impedes our performance in the global sporting arena. Corporate funding in sports may therefore be the answer to ignite sports development in India which can be potentially rewarding for companies as well. With increased government spending on local and global sporting events and Indian athletes winning international acclaim, sports seems to be on a steady footing but there is still lots that still needs to be done.

In this month's issue we explore several aspects of this growing sector and delve deeper into the business of sports. In addition to the range of student articles on this theme, we also have a featured interview with Ms Anagha Alreja who is currently the Brand Connections Leader at Nike India. Having closely worked on the recent Nike World Cup campaign she has some interesting insights into the different avenues available for someone to venture into in the field of sports management.

I hope you enjoy reading this issue just as much as we did developing it. Do remember to write back with your valuable feedback and suggestions. Stay with us for our upcoming issue on the Union Budget.

Until then...

Read Better to Know Better!!!

Best Wishes,

Anuja Kadam

Editor

Team Samvad would like to extend its heartfelt thanks to certain key members of the WeSchool family for their special efforts towards the making of this magazine.

We deeply appreciate the constant motivation & encouragement that our beloved **Group Director Prof. Dr. Uday Salunkhe** has always given us. His vision & result orientation has been the driving force in creating brilliant leaders and making WeSchool a name to reckon with, not only in India but also globally. His focus on the core values of Passion, We Link & Care, Result Oriented Process Driven Work Ethic and Breakthrough Thinking has formed the foundation of all the activities that we undertake as students of this esteemed institute.

We deeply appreciate the help and support given to us by both **Prof. Amarkant Jain** and **Prof. Deepa Dixit**. Their insight and expertise is our driving force to ensure the sustainability of our magazine.

We appreciate **Prof. Indu Mehta** for her help in selecting the best Marketing articles. She is a part of our core Marketing faculty at WeSchool.

The Finance articles were scrutinized by **Prof. Sapna Mallya** and we thank her for choosing the most relevant and informative articles.

We appreciate the efforts of **Prof. Jyoti Kulkarni** for selecting the most interesting articles in General Management domain.

The Human Resources articles were scrutinized by **Prof. Rimmi Joneja**. We thank her for choosing the best articles.

We would like to thank **Ms. Yashodhara Katkar**, General Manager - Liaison, WeSchool and her PR team for helping us to reach out to our readers. Also, we thank **Ms. Prachi Shah** and her team for helping us out in the PR activities of Samvad

We are indebted to **Prof. Jalpa Thakker** for all her help and guidance in the making of Samvad. Her insight and suggestions have been of tremendous benefit to us. The Samvad Team would truly be incomplete without her.





WeChat



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An Interview with Ms. Anagha Alreja

By: Team Samvad

(Brand Connections Leader at Nike India)

1. Please take us through your professional journey right from the start of your career?

Educated as a Commerce-MBA specializing in Marketing, my first stint was in Sales at Real Image Media Technologies, one of the leading pioneers of Digital Cinema and television and film technology.. After about 2 years of hardcore feet on the street, I thought entertainment media was the future.

And so when the House of Mouse decided to set shop in India, I was one of the first few employees to be hired by The Walt Disney Company. Other than getting paid to watch TV all day, the 9 magical years of varied roles at Disney ranged from Sponsorship marketing, Channel and Digital marketing and Franchise marketing, including being a core cast member at the opening of Hong Kong Disneyland theme park. In 2013 I sought greener pastures and moved to the garden city of Bangalore and currently Head Brand Communications, Digital & Media at Nike India Pvt. Ltd. So now I get paid to play, tell stories about athletes and the innovations in sports products.

2. What are the various avenues available for young professionals today in the field of sports?

While the field of sports is a huge playing field, I will narrow it down and touch upon the



different departments in Sports Companies like Nike-they range from Merchandising, Retail, Operations, Finance, Marketing and Sales.

Within Marketing, the structure is - Category Brand Marketing (category managers for each category - Running, Sportswear, Women's Training, Cricket and Football), Functional Roles like Sports Marketing (handling athlete talent and Federation tie-ups), Corporate Communications (PR), Retail Brand Presence, (visual merchandising in stores and product specialists) and Brand Communications Media & Digital.

3. How has your MBA degree helped you in your day to day working at Nike as a professional?

I will answer this question a little differently. The lessons I learned as a young athlete during my school and college days have served me well throughout my career. It's where I developed

confidence, a sense of commitment to a team (and myself), the discipline it takes to achieve goals. It taught me failure and how to get back up. Sport is one of life's great teachers. It made all the difference in my life. An MBA helped me in strategic and structured thinking, following processes, networking, presentations skills and story-telling.

4. How do you see the future of sports growing in India?

One of Nike founding fathers, Bill Bowerman said, "If you have a body, you are an athlete".

In a country of a billion people the opportunities are limitless. Already you are seeing a lot more sports coming into the limelight in India, while cricket continues to be the most popular sport, other sports like Kabaddi, Badminton, Football, Tennis, Boxing, Wrestling, Squash etc. are all making a mark.

Sports Channels in the last 5 years have also increased in number, the interest is clearly there. Our focus at Nike is to understand the athlete, the everyday and elite, their dreams, fears, what he/she thinks, their goals and how best we can serve them through inspiration and innovation in our products.

5. Lastly Ma'am, any advice you would like to give the budding Managers who would like to get into this field in any organization?

Bill Bowerman was relentless in his pursuit of not just new but "better." His deep connection with athletes, his obsession for inventing, and his belief in expanding a person's potential – this

spirit set the tone for Nike early on and, to this day, it drives how we work and how we look at the world.

His belief in constant improvement is a great influence on all of us. Nike is a brand that inspires people. But to inspire others, you have to first be inspired yourself. I'd like to end with a quote from one of my favorite athlete, Steve Prefontaine, who said, "To give anything less than your best, is to sacrifice the gift."

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Analytics : Changing the face of Sports Management

By: Sushil Gurav (PGDBM) & Sanandan Deshpande (MMS), SIMSREE, Mumbai

Introduction

Moneyball, the movie based on a book written by Michael Lewis, put analytics in sports in the spotlight. Oakland Athletics' ability to stay competitive in spite of meager resources in the Major League Baseball mystified many. And the explanation to this phenomenon resulted in the birth of analytics in sports.

In the 2002 season, the team won as many games as New York Yankees, one of the most successful baseball teams in the league, and that too at one third cost. Today, use of analytics is extended to many sports, including F1, Tennis, Cricket, Football, to name a few.

Applications

Cricket :

Analytics has many applications in cricket – right from selection of team to devising strategy against a particular opponent.

Under Andy Flower, England successfully used analytics to become No 1 in all formats of the game. One illustration is their use of Hawk-Eye. They used Hawk-Eye to analyze every single ball bowled in the preceding 5 years in Test Cricket. Then match simulations were made – accurate to the extent of 5%- to help England determine their strategy and team formation. The data also helped to identify the specific areas on the pitch which the bowlers can hit to best exploit the weakness of a particular batsmen.

Formula 1 :

F1 is one of the more data intensive sports with around 200 TB of data generated in a single grand prix. Multiple sensors provide real-time

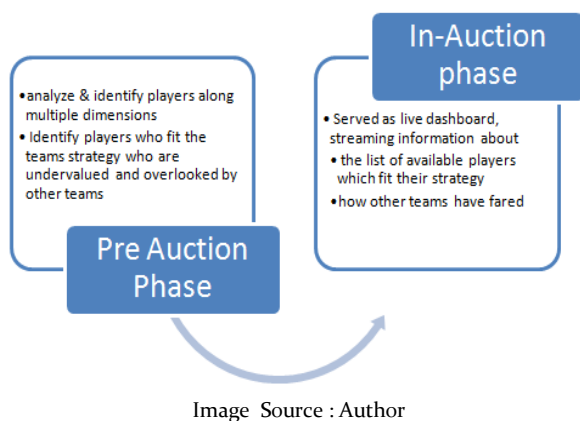
data points such as tire pressure & fuel-burn efficiency which are then analyzed by race engineers' onsite. In 2012, Sebastian Vettel entered the final race of the season, needing a top 3 finish to win the world championship. But in the 1st lap itself, his car was clipped from behind, damaging his car & sending him to the last place.

However, within a second of the incident, engineers viewed the data provided by the sensors to determine whether the car can complete the race & by the end of the 1st lap, they knew the extent of damage – the car had become unbalanced & if left unaddressed would have resulted in tire & engine damage. By the time of the 1st scheduled pit stop, the engineers completed their simulation to come up with temporary fix to rebalance the car as well as revise their race strategy to complete the race with the required points. Needless to say, Sebastian Vettel went on to win the Championship!

Leveraging Analytics in Sports-Auctions and Contract Negotiations

Analytics is being used in sports auction wherein teams use data analytics to enable them to select a team that fit their strategy within the stipulated budget. In a high pressure situation like an IPL auction, unrealistic bids are made to obtain

a player who fits the team's strategy or to make up for the loss of a player which the team could not get in the bidding process.



Predictive analytics help franchises find similar players as alternatives in case the franchise lost in the bidding process of the desired player. This provides franchise a comfort in such situations and helps them stay focused and not to deviate from their core strategy during the auction. Analytics help teams with a real time decision support mechanism to ensure that they do not miss out on some obvious value buys.

In the 2014 IPL player auction, KKR successfully adopted analytics during the bidding process which helped them build a team which went on to win the IPL 2014! The analytics tool helped them in 2 phases –

While negotiating contracts, both the clubs as well as the players can use analytics to provide evidence of their effective performance helping them to crack the best deal.

Barriers to Use of Analytics in Sports

It is a natural tendency of individuals and organizations from any industry to resist the change and sports industry is not an exception. This resistance is mainly due to the paradigm change brought about by analytics in the decision making process. Many team executives feel discomfort while using various statistical tools due to lack of experience. Integration of

analytics into decision making process without careful planning may lead to cultural clashes.

Most sports executives have extensive experience in playing & coaching. Their beliefs are based on their experience in sports and hence the suggestions by statistical analysts don't seem credible to them. Players and coaches often don't understand the technical language. Similarly sports language seems foreign to quantitative analysts. This creates a communication barrier between the two parties. For the success of sports analytics program, it is very important to bridge this barrier by effective means of communication.

Traditional sports managers find analytics as “just another information” which needs to be understood before making decisions. They believe that understanding this information would waste their time. In such situations, it becomes important for sports managers and analysts to work together rather than working against each other.

Future of Analytics in Sports



Image Source : micoach.adidas.com

Adidas has developed a system called miCoach which allows players to attach wearable device on their jerseys. This device can collect data about player's heart rate, speed, acceleration etc. This data is used by the managers to identify who are the top performers and who needs rest. The same technology can be used to prevent

injuries to players. The real time information about hydration levels of players will be helpful in preventing the common problems like cramps.

According to John Coulson, Head of Professional Football Services, Opta, biggest change in the sports industry would be the integration of data scientists in the dressing rooms of teams. Currently, many teams have support staff but most of them have access to vast amount of data but lack the technical knowledge to interpret that data. The well trained data scientists will be able to create accurate models through predictive analysis.



Image Source : forzafutbol.com

Skills of players are most important to win a game. But with the growing success of the analytical tools used in decision making processes at different stages of any sport, the day is not so far when sports managers will be as important to any sport as the players themselves.

Analytics will become more sophisticated in the future, changing the way strategies are made in sports and will have important implications in the area of sports management. It will expand its realm from the current emphasis on day to day management of sports related activities to include performance enhancing support, creating host of opportunities in this field.

Conclusion

It is rightly said by the famous German philosopher Immanuel Kant - "Theory without data is groundless, but data without theory is just uninterruptable". Data can help refine our intuition, but some intuition is needed to understand any data. Hence, analytics will help traditional managers in decision making but it will not replace them. If the manager doesn't know what to look for in the data then that data will show just numbers to him. Analytics will bring a certain degree of predictability in sports outcomes but it will never be entirely predictable. If it becomes so then there will be no sports at all!

Many Initiatives are being taken these days to improvise currently used analytical techniques. Recently the Sports Analytics Summit was held in London which provided a unique opportunity for sports professionals to gain a thorough understanding of this groundbreaking discipline which has a powerful influence in all areas of high performance sport.

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IPL: A Perfect Case Of Sports Marketing

By: Neha Abrol, MMS (2014-16), WeSchool, Mumbai

INTRODUCTION

Sport marketing is a sub category of marketing which focuses both on the promotion of sports events and teams as well as the promotion of products and services through sporting events and teams. It is a service in which the element promoted can be a physical product or a brand. The goal is to provide the client with strategies to promote the sport or to promote something other than sport through sports. Sport marketing is designed to also meet the needs and wants of the consumer through exchange. These strategies follow the traditional four "P"s of general marketing namely Product, Price, Promotion and Place. Another four "P"s added to sports marketing, due to the fact that sports is considered to be a service include: Planning, Packaging, Positioning and Perception. The addition of the four extra dimensions is called the "sport marketing mix."

TYPES OF SPORTS MARKETING

Sports Marketing can be briefly categorized as:

1) "MARKETING OF SPORTS"

It is the advertising of sport and also of sports associations. Its defined as "Designing or developing a 'live' themed activity, occasion, or display of a sporting event to promote a product, a team, cause, or organization. In other words it can be defined as : The marketing of sports events and teams is the marketing strategy which is designed or maybe developed around a "live" activity having a specific theme. This kind of strategy is used to promote, display or exhibit a sports team or a sports association among others.



Image Source: <http://anthonymichaelfernandez.com/sports-marketing-specialist/>

2) "MARKETING THROUGH SPORTS"

Use of sporting events, teams and individuals or athletes to promote various products or maybe services. The use of marketing and promotion can be done through the sport or a sports club or an association. In case of the sport itself, the use of marketing is the responsibility of different sporting association otherwise the responsibility falls on the different sports clubs. In this way, marketing and promotion through sports involve sponsorship, licensed merchandise, corporate events and boxes, endorsement, advertising such as advertising as ground signage/clothing advertising, advertising through broadcaster, promoting games or promoting using players/club/league



Image Source: <http://marketingandsports.tumblr.com/>

3) "GRASSROOTS SPORTS MARKETING"

This is the promotion of sport to public so as to increase participation. Grassroots sport marketing is similar to social marketing. It refers to marketing something that is beneficial to the public, and is usually done by government or charities. It is done with a relatively smaller budget than marketing of sports teams and event or even marketing of products through sports since there is no direct financial benefit. It normally drives people to clubs where they might pay to play the sport. Thus the money comes from local councils with a purpose to increase public participation.

INDIAN PREMIER LEAGUE

The Indian Premier league has arrived with a bang and has taken the cricketing world by storm. A major contributor to this fact is that it has got its marketing mix spot on.

Product

IPL stands for Indian Premier League which is a Twenty20 tournament started by BCCI. It is the brainchild of Mr. Lalit Modi. Started in the year 2008 and comprising of players from all over the world IPL has proven to be a perfect blend of cricket with entertainment. It's providing an avenue for many youngsters to showcase their talent and is very profitable for Advertisers and broadcasting channels.

Price

Considering the IPL pricing structure it is predicted to bring the BCCI income of approximately US\$ 1.6 billion, over a time period of seven to eight years. These revenues are directed to a central pool, in which 40% of which will go to IPL association, 54% will go to franchisees and the balance 6% as prize money. This money will be distributed in the aforementioned proportions until 2017, after which the figures will be revised. The share of IPL will be raised to 50%, but the franchisees will drop to 45% and so will the prize money 5%. IPL has signed up

Kingfisher Airlines as their official umpire partner for the entire series in a deal worth 106 crores. Sony Entertainment Television has signed a contract with BCCI where the former is paying a staggering Rs.8700 crores for a time period of 10 years for exclusive telecast rights.

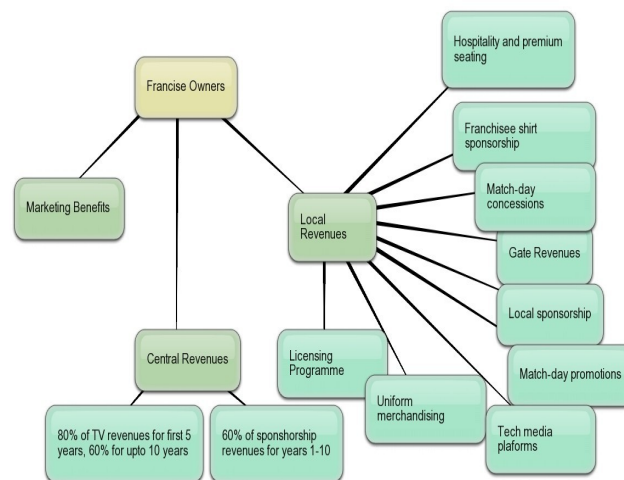


Image Source: http://www.funinstore.com/wp-content/uploads/2011/04/How_franchise_owners_make_money.jpg

Place

Season One of the IPL commenced on 18 April 2008 in India ending on 1 June 2008 with the victory of the Rajasthan Royals against Chennai Super Kings in the finale at the D.Y. Patil Stadium located in Navi Mumbai.

The second season of the IPL coincided with the 2009 Indian elections thus resulting in the Indian Central Government refusing to provide the Indian military forces for security. As a result, the BCCI decided to change the venue of the second season of the league abroad. All 59 matches of the second season, abbreviated as IPL 2, were then played in South Africa. Ironically, South Africa also scheduled to have elections doing the IPL agreed to provide security for both the South African General Elections as well as the IPL.

The eighth season of the venture is scheduled to begin on the 8th of April 2015 and run till 24th May 2015. There has been a fresh auction of players resulting in their reshuffling amongst the teams. This season has been scheduled a week later than usual due to the 2015 Cricket World Cup.

Promotion

The love affair between Bollywood and cricket resulted in IPL and for the masses there was no greater delight than to watch their favorite cricketers and Bollywood stars on the same platform. Super stars like Shah Rukh Khan, Preity Zinta, Katrina Kaif, Hrithik Roshan, etc. have provided glamour to the league in the role of brand ambassadors as well as owners.

A tactic used to attract spectators was that team-owners started selling tickets personally. Preity Zinta, the co-owner at Kings XI Punjab and Australian bowler Brett Lee sold tickets along with happily obliging the crowd with their autographs



Image Source: <http://www.ipllivestreaming.com/marking-on-the-ipl-schedule-helps-keep-track-of-matches-and-information/>

People

Indian Premier League is targeted at the youth. Since people are getting busy in their daily lives IPL is the perfect daily dose of entertainment and cricket that helps them to enjoy all the aspects of the game. People get very excited about IPL as being a league in one game they can see different players from different countries displaying their talent. It is an added bonus to see your favorite celebrity cheering for the team in which your most admired cricketer plays.

Process

Indian Premier League is one of the biggest events of the year for BCCI and thus they put in

months of preparation. It involves organizing the respective teams, planning the venues, getting in touch with the stakeholders and the most important of all which is effective marketing. IPL has to reach a wide range of audience globally since players from all cricket playing nations are a part of it. The number of people who gain employment because of IPL is humungous. Finally the execution must be perfect because it involves global participation and enjoys worldwide viewership along with several millions of investments from several sponsors.

CONCLUSION

Now when the IPL is one month shy of successfully launching its eight consecutive season all its critics have slowly been silenced. The reason being that even though it has had its share of controversies as well as arguments by die hard cricket fans that it's an abomination of the spirit of the game it cannot be disputed that the IPL is the most-watched Twenty20 league in the world and its ever growing popularity is a huge source of revenue. With substantial investments and mass marketing campaigns, the event is now one of the richest leagues and continues to spread its fan following. So for now IPL is here to stay.

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A Job Underrated: Sports Manager

By: Ashutosh Dubey, PGDM-EBiz (2014-16), WeSchool, Mumbai

Sport management can be defined as “any combination of skills related to planning, organizing, controlling, budgeting, leading and evaluating within the context of an organization, whose primary product is related to sport and/or physical activity”. Sports management is defined as a tool to handle all the activities which are responsible to conduct, playing the sports. The person who has qualified to handle all these things is Sports Manager.

“Role is for a title but Responsibility is what one has to carry till the job ends.”

Sports manager is not necessarily be a person who know that sports but he should have proper understanding of all the requirement to fit in the job.

Concept of SEI

(Sports Employee Identification)

Previously in our country most of the sports managers are the person who were Sportsmen earlier who will utilize that they have the knowledge of sports and would contribute to the work. Recent trends shows that a general manager can also be Sports manager.

The concept of SEI is used by several sports management firms to identify the correct person. Sport management is an integral part of our culture and is a significant part of the leisure services sector. Sport is organized, promoted and managed by a broad spectrum of formal organizations including not-for-profit community-based voluntary associations, provincial and national organizations as well as the private and commercial (for-profit) sectors. Volunteers are

an essential part of the sport delivery system and fulfill many roles (e.g. board/committee positions, coaching, officials).

Sports Manager Job Description

A sports manager is someone that is hired by either a team or an individual sportsmen to ensure that everything that happens off the field or on the field goes smoothly. They have numerous responsibilities that revolve around making it easier for their players to focus on winning without worrying about the business or organization side of sports. Sport managers are hired at professional leagues, sporting goods companies, and even sports marketing firms.

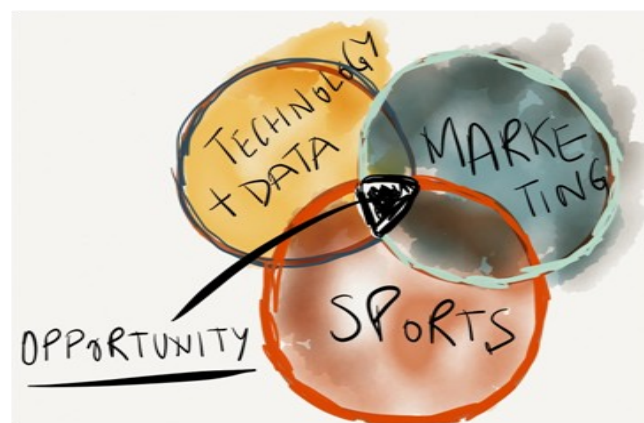


Image Source: <http://inspiremartech.com/blog>

Sports Manager Duties

The manager is somewhat of a spokesperson for their client, charged with making sure all their needs are met and that they are in the best possible position to succeed. This involves working as intermediary between the owners and players, working with the marketing division to give the team a good public image, and keeping the right balance of employees to make everything function smoothly.

Requirements for Sports Managers

Many sports managers have a college degree in a field that is related to managing, such as a business, marketing or finance. Many sports managers have to start by assisting to existing sport manager with the organization and work their way up to managing. Often experience within the sport is a big help, as many former athletes go on to manage after their playing days are through. There are some institutions that offer master's degrees in sports management and this is obviously a large advantage in getting a job. To become a sports manager it is important to have a good business sense and the ability to communicate and negotiate in serious discussions about big issues.

Concept is derived from West in India. Recently Cricket Teams do have Sport manager which earlier a concept of Football.

Scope of Sport manager in India

The Sports Manager has the overall strategic & operative responsibility for the national athletes & event programs and contributes to the global success in their Sports. They established the national face of our global brand of the sports. They design a targeted, credible and efficient sports program and support the marketing team in reaching overall national marketing and sales objectives. They will drive the innovation forward and set up a strong and efficient network in the national sports and communication scene and is always ahead of the times in matters of new developments.

Few Brands like Red bull, Nimbus Sports etc. are giving roles in their organizations based on this concept only.

How Sports manager Work:

As a sports team manager one should be often in a position to develop close relationships with the young people you work with. In fact you may be asked to combine your role of Team Manager with that of welfare officer for your club or sports organization.

Young people may consequently trust and feel able to confide in you. It is therefore important that you are aware of your organization's good practice guidelines relating to working with children and in sport to ensure you are acting in a safe and appropriate manner.

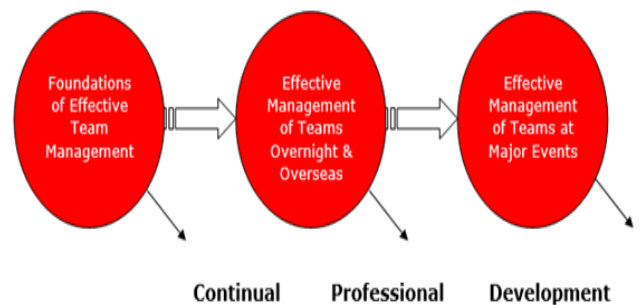


Image Source: <http://www.mindtools.com/pages/article/building-effective-teams.htm>

They must be approachable and remain neutral as it could be one of your support team that is implicated in a disclosure.

Due to support from Government of India to other sports apart from Cricket and With the commercialization of Sports like Hockey, Kabaddi, F1 Race, Wrestling etc. The future of being a Sport manager is very bright in India.

—O—

Growing Women Power

By: Nakiya.R.Garari, MBA-HR (2014 - 2016), WeSchool, Mumbai

A successful woman is one who can build a firm foundation with the bricks others have thrown at her. Women today have far progressed beyond just being housewives to astronauts, doctors, entrepreneurs. Any arena one can think of, women have dominated the arena with their strength, courage, patience and perseverance. It is the true grit and sacrifice a woman makes that makes her what she is today.

India as a country is crazy about 2 things, cricket and Bollywood. We have seen how women have dominated Bollywood with splendid performances. But when it comes to cricket, women are dominating that too. Sharing 2 life stories of young, dynamic women who are changing the face of Indian Cricket, but yet still go unheard amongst the male dominated cricket crazy nation.

They say good things always come in small packages. Tracing the life journey of 2 such dynamic women who have changed the face of Indian Women's Cricket. These budding cricketers have asked for nothing apart from the will to chase their dreams. And Afrin Padaniya, a 18 year old girl from Mumbai, India is one such live example.

Afrin Padaniya

Being born and brought up in a very friendly and supportive environment, Afrin went on to chase her dreams of becoming a national cricket player one day. Right from her childhood, she considered Sachin Tendulkar as her role model and kept on practicing and learning cricket everyday. Not only cricket, she also plays football, softball, tennis etc. A multi talented girl, with more than 12 certificates and around 15 medals and various other trophies is everything that tells us about

her achievements. Afrin has a set goal of representing Indian national women's cricket team and her confidence equally matches her goals. Best thing about Afrin is her desire and will to succeed. She is equally confident about her career as well.



Image Source

<http://www.globalcricketcommunity.com/images/AFRINPADANIYA.jpg>

She started off really young. Participated in various school level competitions and emerged victorious. This boosted her pursuit to chase her dreams even more. She kept on participating in various other sports activities in order to keep her fitness levels up. Her family, specially her mom and elder sister kept on motivating her at every stage of her life. They kept on guiding her to choose the career which she loves the most. She currently studies in lord's universal college, Goregoan, Mumbai, where she participated in various cricket events last year.

Afrin was awarded as Best Sports Person of the year award. She bagged several other achievements in a very short span of her college life. Currently Afrin practices 1 hour cricket everyday which just shows her passion towards the sport. Talking about her recent tournament, Afrin participated in her college cricket team that played match against Prakash College in a Zonal level

cricket tournament. And now she is willing to participate and play more such cricket matches that would boost up her performance, also her cricketing skills. Her only goal in life is to play for Indian National Women's Cricket Team which she will definitely get with her determination and dedication.

Anjani Gaja

Born and brought up in Mumbai, Anjani knew her calling for cricket since she was 13. Starting at the early age of 14 she started playing for various interschool matches. Not only did she win, but she dreamed of pursuing this dream to the world cup. At the age of 17 she got selected to play for Mumbai under 19. In the selection match she scored a whooping 102 runs from just 43 balls.

Not just 1 match, but for 5 consecutive matches she put in her very best. Thus, being awarded the Best performance award for 5 matches. She then became the captain of Mumbai under 19 and continued to be captain for 3 years in a row. She was also the wicket-keeper. She was awarded the best captain for her 3 year reign which had 11 continuous wins.

Talking about her life, cricket for her was her passion at the same time goal. She struggled from people comments, harassment, bad politics and even family to pursue this goal of hers.

Her journey had obstacles right from no motivation, to grouping off against her in school, to not having the money, to just having Parle-G and water for playing her dream. A true persona of grit, determination and passion to achieve her dream, she didn't let anyone come in her way. Travelling the less travelled path, she knew it was going to be difficult but not something unachievable.

On having a candid chat with Anjani, she said "Cricket is something that made me feel strong, independent. I want the world to see women's cricket in a different way. Women are not just meant to handle the house. They can and do much better if they learn to have the drive to

fulfill their goals."

On speaking to her about her future plans Anjani mentioned, "I want to open an academy. For girls who have passion for cricket. I will train them and help them to achieve their goals". A good friend, a great daughter and the best Cricketer I have ever met, Anjani speaks volumes when it comes to team work, camaraderie, unity and perseverance.



Anjani Gaja

Two life journeys of two amazingly strong women, who want to change the face and perceptions of Women's Cricket. Like them there are many such unsung hero's or should I say heroine's who don't want name, fame or credit, just the fact that they want to do what they love. This not only prove how determined, focused and persevering they are, but also the fact that they can do whatever it takes to fulfil their goals and help others succeed in their goals too.

A strong woman knows she has the strength enough for the journey, but a woman of strength knows it is in the journey where she will become strong.

—O—

HR in SPORTS

By: Rishi Jalan, PGDM-Rural Management (2014-16), WeSchool, Mumbai

It is imperative for any organization to take care of its employees for it to be able to succeed in the field it operates in. The importance of Human Resource Management has long been debated over and every organization has to come to terms with the fact that it is a necessary 'blessing' for any organization to have. Many organizations have also accepted that if their employees are happy then they automatically work to make the customer happy which only makes things favourable for the organization. Thus, a satisfied workforce is something organizations are looking to achieve and going a notch higher than their competitors to provide 'that little extra' to their employees which makes the best talent to stay with them.



Image Source: <http://www.masterstudies.com/Management/Sports-Management/Europe/>

The sports industry is a people intensive industry and, thus, efficient people management becomes even more crucial for organizations in the field of sports. The people working for you are the players going out there in the field to sweat it out and get you your daily bread, the coaches who coach these players so that they can keep earning you the daily bread and also choose the right players who will assure you your incomes, the support staff who makes sure your player's necessities are taken care of, etc.

Where ever you see you will find people doing the work for you and rarely any machine which can substitute them.

Talent Management is one of the key aspects of Human Resource Management and a classic examples of good people management and its positive outcomes is Sir Alex Ferguson, ex-manager of Manchester United Football Club, England is a fine role model when it comes to managing players and other people on the team. He made sure the right players came on the team and laid off players at the right time too. Through his talent management skills, the club has been successful in winning 20 English Premier Titles and is one of the names to reckon with the English Football Scene.



Image Source: <http://www.dailymail.co.uk/sport/article-1172451.html>

Leadership, another important factor for good Human Resource Management can be learnt and understood from the various legendary captains like Sourav Ganguly or Mahendra Singh Dhoni the Indian Cricket team has had who knew what the exact strength and weakness of every player on the team is and have taken good decisions based on the resources made available to them and taking the team to greater heights by capitalizing on the strengths of the players and reducing the effect of their weaknesses on their performance.

With the advent of the Indian Premier League and the game of cricket slowly becoming the commercial money spinner and the franchises buying these teams looking to make profits from them, it becomes all the more important for the franchises to treat themselves as organizations and, thus, manage their personnel i.e., their players, coaches, support staff etc. well in order to make the desired financial gains or else they will shift to other organizations, i.e., the other franchises and, thus, a loss in a key resource.

Considering the importance of people in the sports industry, one should also understand that the global sports industry has an estimated worth of 110 billion pounds which is a whopping figure in itself. Thus, with so much at stake it and every single penny of it riding on the people working (playing) for you, it becomes much more important for effective people management in the sports industry. The key in a sports organization is to attract, develop and retain the talented people who can provide the resources it needs to prosper, grow and ultimately gain competitive advantage.



Image Source: <http://www.findallgoa.com/sports-coaching-classes/>

The right coach, manager, player and the correct set of support staff can change the fortunes for any sports organization and can take them from the worst in the game to the top of the heap. No machinery or ways and means of production can make such a difference as much as effective people management can make in the field. In today's world, not the same can be said about other industries with mechanization and digitization on the rise, but in the sports industry, any

magnitude of digitization and mechanization is eventually for increasing the efficiency of the people and their management. If looked at from this view, the sports industry and, by far, the most influenced by people performance and the way people do the job assigned to them.

Keeping the above points of discussion in mind, it is quite safe to say, thus, that effective people management is necessary in the sports industry as people themselves are the source of the raw material for your organization, i.e., their talents, skills and performance on the field and that if an organization hopes to taste success then it needs to have an effective Human Resource Management system in place.

—O—

HR in SPORTS

By: Harshavardhan Velamuri, MMS (2013-15), WE School, Mumbai

Sports are a very integral part of most individuals. Everyone has an interest towards some type of sport. Sports not only keeps the individual fit, but also inculcates few attributes which can be necessary for their career. With the constant growth of the sports industry, careers in the field are also growing. Apart from the but-obvious career as a sports person, few institutions in India have started offering courses in the field of entire business of sports, funds and finances, sponsorship, sports information, ethics, event management and marketing. Few Prominent institutions offering these courses are International Institute of Sports Management, Indian Institute of Social Welfare and Business Management, Kolkata etc.

This article focuses on how Welingkar Institute of Management Development & Research (a.k.a We School) makes students test their managerial and leadership skills by organizing a cricket tournament called I.M.P.A.C.T.

managed by students of We School. The students are responsible for Promotions, Public Relations, Sponsorships, Organizing Matches, Operations, Event Management, etc, showcasing their Marketing, Finance, Operations, and HR skills learnt in class. The Event is managed by dedicated team of around 50 students, including the event lead and volunteers. Impact also features a Pre event match between Alumni and the current playing eleven.



I.M.P.A.C.T-

This is the acronym for Inter MMS –PGDM Annual Cricket Tournament. The tournament possesses a 22 year old history and was started in 1992. This year 10 teams will be participating in the event which lasts 20 days. The event is

As Quoted by John Arlott-

Cricket is a most precarious profession; it is called a team game but, in fact, no one is as lonely as a batsman facing a bowler supported by ten fieldsmen and observed by two umpires to ensure that his error does not go unpunished.

So there are certain Qualities an individual needs to have which is needed in cricket or in business-

Commitment- This is one of the most important traits. Commit yourself towards the task you do. Make it a habit, routine and more precisely make it a priority. Leave things and dedicate yourself towards practice and hard work. Success demands commitment towards your goals.

Be it Sachin Tendulkar or Dhirubhai Ambani, Commitment was the key for success.

Believe and Enjoy: Believe in yourself, have faith in self, be it a cricket match or a business. Even though situations may knock you down, the key is to keep getting up and proceed by believing in self. Yuvaraj Singh after the operation of cancer came back strong with a lot of self-belief.

Hard work: Hard work is the key to success and there are no short cuts to it. In cricket, practice is a very key thing, whereas in business trying to understand your customer and satisfy their needs, demands a lot of hard work and painstaking research.

Patience: As in cricket hitting the right loose balls matters the most, similarly in business waiting to find your customers, fine tuning the process in order to earn profit matters a lot.

Fitness: As the quote goes “health is wealth”, being fit in cricket is very important. Similarly fitness in business would mean keeping abreast of new technologies, competitor’s techniques, government policies etc.

Traits needed for Leadership

Focus: Set your has no focus then the team is bound to lose theirs. The best example of focus is Pakistan skipper in 1992. He had a focused approach hence was able to win the targets and goals. Do not settle, perform up to your target level and keep on increasing that level. Never diverge from your focus. Be clear about what you want. If the leader world cup.

Aggression: As a leader this is an important trait, because without aggression the team will start taking the leader for granted. The leader should also be knowledgeable about the team and work s/he is handling. S/he should back or as and when the situation demands.

Humility: A leader is always expected to be humble. He should treat the most senior team member and junior most member with the same attitude and importance. This helps the leader to keep the synergy going in the team.

Now let’s look at the learning which the game provides-

Versatility: Cricket is one game which can help an individual transform in to an all rounder which means he can bat, blow and field. Being Versatile in Business functions helps a lot to grow in business and organizations.

Instinctive: It is always important in the game or in business to have a sense of what is happening in the competitor’s camp, Customer trends, evolving technology etc.

Resource Management: It’s always important to use the resources of the team in an optimum way. Cricket teaches how efficiently to use your bowling and batting options, in business not all the companies have adequate financial and Human Resources.

Team Management: In a Team there will be seniors and juniors, people from various diverse backgrounds. Expectations will be have to be managed

Conclusion: So through nurturing games like cricket, managerial capabilities are continuously tested.

—O—

We invite articles for the March 2015 Issue of Samvad.

The Theme for the next month: March 2015 - “**Union Budget**”

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com. Deadline for submission of articles : 25th March, 2015**
- Please name your file as: <YourName>_<title>_<section name e.g. Marketing/Finance>
- Subject line: <YourName>_<Course>_<Year>_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Like our Fb pg: [Samvad.WeSchool.Student.Magazine](#).

Samvad Blog

As said by Ann Morough Lindburg, “Good communication is as stimulating as black coffee and just as hard to sleep after.” Samvad, which means 'to converse' in Hindi, is exactly the motive of our team Samvad. Our readers and writers are of utmost importance to us at Samvad. We don't like to interact with you only once when the issue is released. So, we thought, what next? Then came the idea of a blog - the ideal platform for meaningful discussion on a more regular basis. Hence, we present to you 'The Samvad Blog'. The Samvad Blog, as the name suggests is a blog dedicated to sharing of information, insights and opinions that allow exchange of some valuable ideas by stimulating your intellectual senses. It will include some interesting reads on management gurus, book reviews, and relevant articles among many other varieties of food for thought.

<http://samvadwe.blogspot.in/>

Don't forget to comment with your opinions. Always have a healthy debate we say! As progression lies not in agreement, but debate!



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