

SPORTS

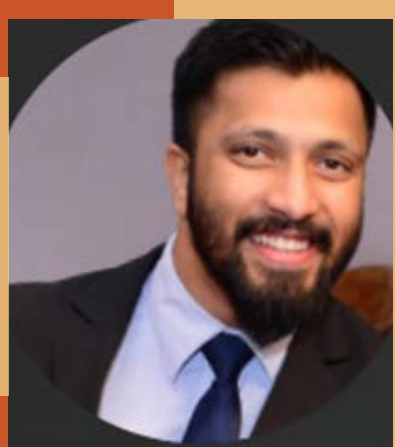
In collaboration with



► **WeCollab**

Mr. Jesson Jose

*FOUNDER,
SPORTS MINISTRY INDIA*



► **WeChat**

Sahil Chandra,

*SR MANAGER, IMG RELIANCE
PVT LTD*

**Role - lead cricket
sponsorship and strategy**



TAKE THE LEAP

TAKE THE LEAP

TAKE THE LEAP



MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition 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 possible and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2022, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge 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 assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and 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. Our earnest desire is to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US



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 the 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 led to the corporate revolution.

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

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 of creating an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,
Welcome to the **122th** Issue of **SAMVAD**!

SAMVAD is a platform for "Inspiring Futuristic Ideas," we constantly strive to provide thought-provoking articles that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students across the country. To help this dream become a reality, we invite articles from all management domains, giving a holistic view and bridging the gap between industry veterans and students through our **WeChat** section.

In this issue of **SAMVAD**, we bring to you half a dozen articles focusing on **'Sports'**

In this edition, we collaborated with **Sports Ministry India (SMI)**, our official sponsor, which started with an aim to help, mentor, counsel, and equip young minds for Sports and also mainly to value every life on this earth.

2020 gave the biggest hit to the sports industry under its jaws, IPL, T-20, and the biggest of all, the Olympics 2020 was postponed. Despite all the challenges, the size of the Indian sports industry is estimated to have surpassed Rs 9,500 crore in 2021, with a 62 percent year-on-year growth. According to the report, sponsorship data from 2014 to 2019 shows that the sector nearly doubled in size, including media expenses and athlete endorsement.

Primarily the media attraction in India is the Indian Premier League, but other domestic leagues like Pro Kabadi and Indian Super League have also grown substantially. The top athletes in sports celebrity brand endorsement are Virat Kohli, MS Dhoni, Rohit Sharma, and Neeraj Chopra. A total of 444 endorsement deals have taken place in 2021 with a growth of 11% in sports celebrity endorsements.

We hope you have a great time reading SAMVAD!
Let's read, share and grow with us!
Best Wishes,
Team SAMVAD.

Index

01



Pg. No.

WeCollab

1

WeChat

4

ARTICLES

Brand Partnership in Sports
Marketing

10

05

The emerging phenomenon
of women's sports

16



The Role of Human Resources
in Talent Acquisition

20

The financial blow of
coronavirus in sports

24

Supply Chain Impact due
to emerging trends in
sports

27

49



WeAchievers

33

Team Samvad

35

Call for articles

40

How has your experience been in founding 'Sports Ministry India (SMI)'? What was the most difficult obstacle that you overcome on this journey?

We started with small groups to play but now we have a group of around 300 people combined with 3 sports i.e. Football, Cricket & Badminton. We are on the verge of officially registering SMI and to have our own place where we can conduct a lot of other sports too. This was started with an aim to help, mentor, counsel, equip young minds for Sports and also mainly to value each and every life on this earth. We strongly believe this statement taken from the Bible - "what do you benefit if you gain the whole world but lose your own soul?"

The difficult part was to gather these many people for sports all at one place but we were able to as we had a long-term vision.

Q2. What inspired you to come up with 'Sports Ministry India (SMI)'?

The intention is to spread good character as we play. Oftentimes, when we play, we show the real character (including cheating),

Mr. Jesson Jose

Founder,
Sports Ministry India



-it may help to win short term goals but will never be able to win hearts and respect from people in the long term. People are remembered with their acts. Good character will help in creating healthy competition and not as a solo winning but as a team which again encourages to build next level junior teams. We want to impact lives and build character and values based on the teachings from the Bible as Jesus taught us.

-And good character will eventually help us in all walks of life including corporate life. People are thrown out of the company/ not valued because of bad character. We help them to build their character. There are many young people who cannot afford to play on a turf/court. We don't charge them. There are many who have not yet played any tournament. We give them the

opportunities to participate in these tournaments.

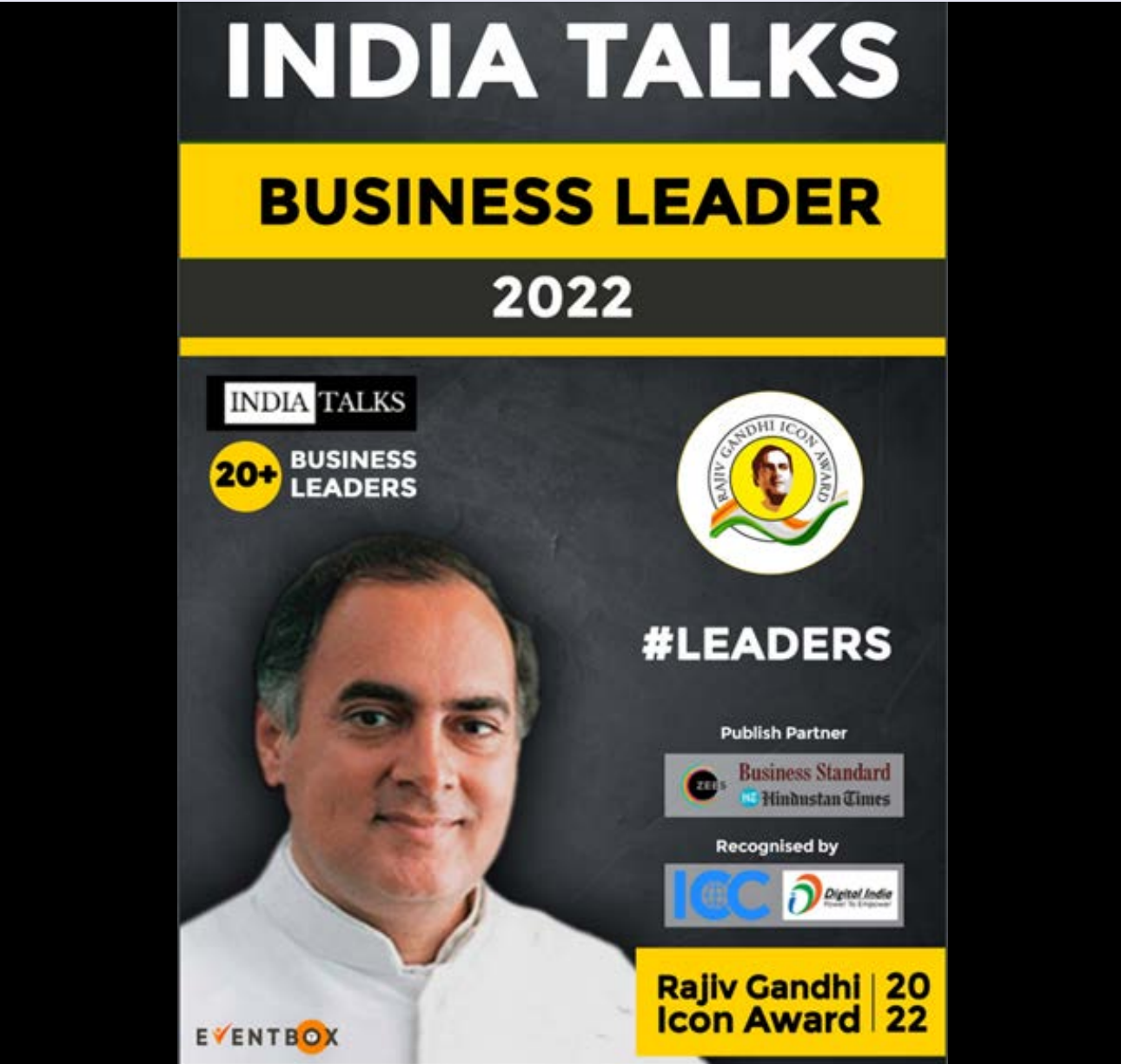
With today’s fast-paced life and highly competitive environment, youngsters and parents tend to pay less attention to Sports. How do you plan to encourage these young minds to take up sports and imbibe good values in them?

-We all need to understand that every human being is uniquely created and gifted. Each and everyone’s talents are different from others. Parents need to encourage young people to find their purpose by exploring their gifts and by proper mentorship and guidance. And similarly, youngsters need to explore and identify their uniqueness, be it in an entrepreneur field, Corporate world, Sports Field, or for any Social Reformation. Once they understand, it’ll be easier to live a purposeful life and joyful life. Good character plays a vital role in all across the field. As mentioned above, Sports brings out your character whether you are humble, honest, taking the team along with you, encouraging the team members (including the opposite team members), and many more. We as SMI set some basic rules as we play and abide by them which in turn benefits the players. Some players have said that “the moment

I have started playing with you guys, I have stopped using abusive languages”, Some say, “Being a new player who do not know sports much, you guys have encouraged me and not demotivated me for my wrongs and so now I can say that I have somewhat learned to play better than my Beginner Level”.

You have bagged the prestigious ‘Rajiv Gandhi Icon Award 2022 - Popular Youth Icon Award’. Can you share this experience with us?

It was an amazing experience. I want to Thank My God and Saviour Jesus Christ for this award. Sharing the article that was posted in the ‘India Talks’ Magazine:





JESSON JOSE

Jesson Jose has a 14+ years of experience spanning a wide spectrum of entrepreneurial, leadership, training and mentoring roles. He has taken value education, character building and personality development programs for children and youths in schools, colleges, prison, juvenile homes, church, etc. all across the country and outside the country. He has addressed more than 8000 young minds till now. He has at least 5k contacts in WhatsApp through which he shares job opportunities, social help like blood requirements, etc. He is friendly and easy to talk to. He gets along with people well and he is very relational, a resourceful person and has a skill for relationship building. He is accommodating and understanding. He seeks to make difficult situations easier and make himself useful to those around him. He is good with conflict resolution.

He is a natural coach and trainer. He loves building teams and working with people and gets tasks completed. He is good at people management. He has helped and influenced many young minds to identify their unique skills and help them to progress in that in an innovative training method. He is a Certified Counselor, Certified First Aid Trainer, Certified Game Based Approach on Experiential Learning. He is also Volunteering many organizations including Mumbai Police for a better tomorrow.

Q5. What's the vision 2030 for Sports Ministry India? What could we expect in near future from Sports Ministry India?

We at Sports Ministry India have plans to work along with schools, colleges, corporates, departments in public & private sectors, religious organizations, government departments, NGOs, etc. across the country, add value and build them on a personal level.

Sahil Chandra,

***SR MANAGER, IMG RELIANCE
PVT LTD***

**Role - lead cricket sponsorship
and strategy**



1. How has your journey been from being a Welingkarite to date? How and when did you decide to establish a career in sports? Did you face any obstacles on this journey?

WeSchool provided an excellent platform in terms of course diversity, which assisted me in adapting to various sectors. My placement from college was with a prominent media company as a management trainee on one of their entertainment channels. After a year of understanding the media sales business, I moved to a sports broadcaster (at that time it was ESPN Star Sports, which was later merged into Star).

Around 2013, the Indian market re-looked at the sports business, and multiple domestic leagues - the PKL and ISL - were launched. This was the first time consumers had a choice other than cricket, which had been (and still is) the country's most popular sport.

Personally, sports appealed to me as there was always a ticking clock on the team to deliver before each tournament. There is always pressure on the entire team to get everything right, considering it is a live event they are working on.

2. How are marketing strategies, campaigns, managing teams, etc. unique or distinct in the sports industry compared to other products or services?

Sports partnerships, as opposed to a pure media buy, have recently been looked upon by newer and start-up brands as a platform to launch in the market as opposed to a pure media buy. Over the years, brands have seen the power of brand activations that can be conducted via sports partnerships that cannot be replicated by any other marketing medium. Cricket today is one of the most powerful tools for brands to achieve their awareness and reach KPI's.

PSimilar to other industries, sports stakeholders need to constantly keep their fans engaged to stay relevant throughout the year. While the leagues will be scheduled at a certain time of the year, each team/board/other stakeholders has to ensure that there is regular content being delivered to the fans in order to keep the loyalty intact and appeal to a newer sports base.



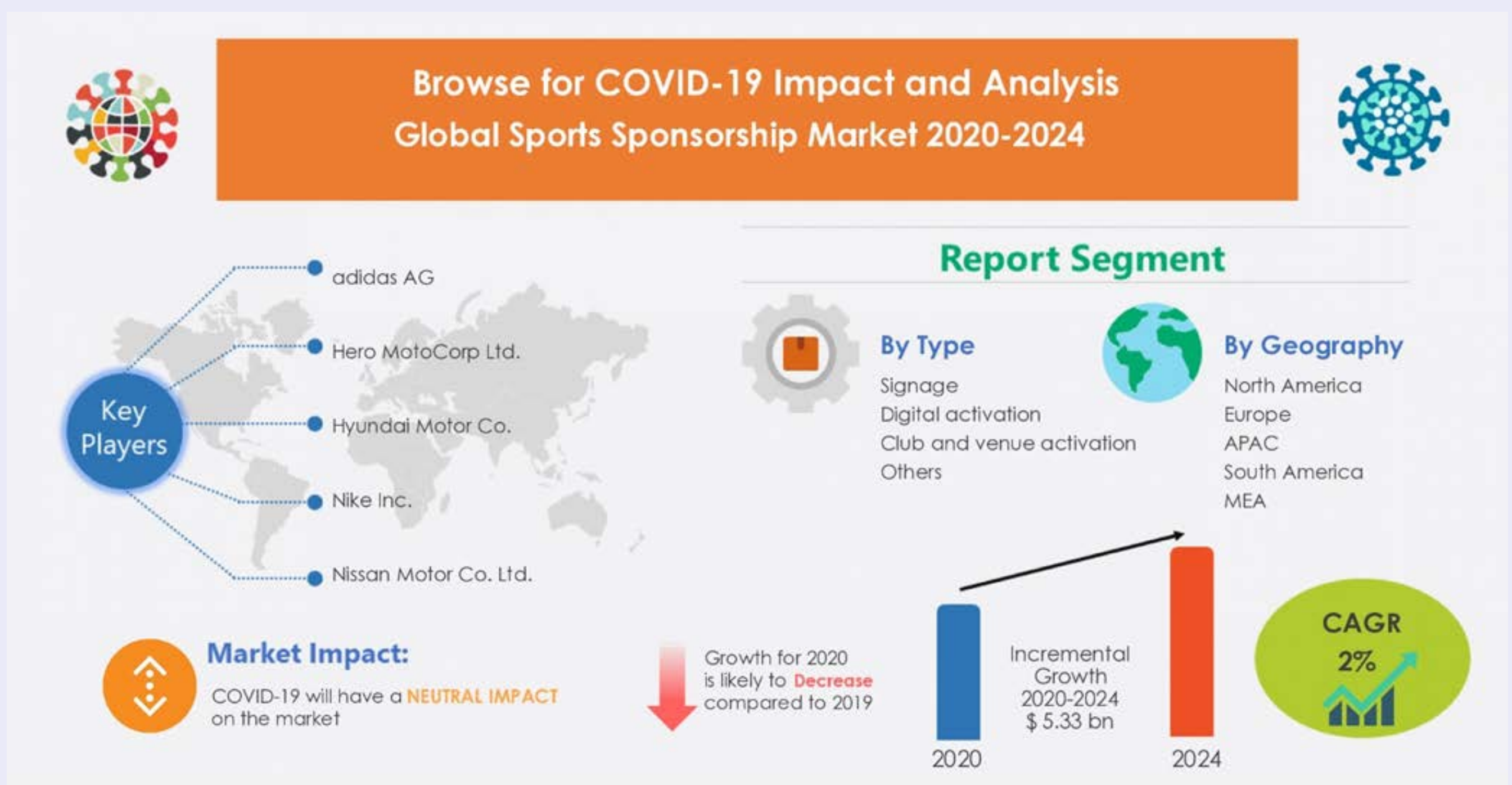
3. Is the Indian sports industry facing any challenges due to the COVID-19 Pandemic? If so, how do you plan to mitigate it?

There was a slump for a few months during the outbreak of COVID in 2020, when globally, all sports events were cancelled.

Certain industries withdrew from existing sponsorships during the early months due to uncertainty, as marketing budgets were impacted. Once events slowly started around the 3rd quarter of 2020, while there was immense traction on broadcast partnerships, there were still multiple challenges for sponsorship activations on-ground as strict bio bubble protocols were put in place

The pandemic allowed sports stakeholders—cricketboards, franchises, and athlete managers to take the time and relook at their digital media strategy in a big way and it emerged as one of the leading marketing tools.

While newer ways have emerged with the introduction of the digital/metaverse which brands are actively exploring, an on-ground sponsorship activation experience cannot be replaced as these are unique experiences. e.g., a representative presenting an award to a player at the end of a match cannot be replaced.



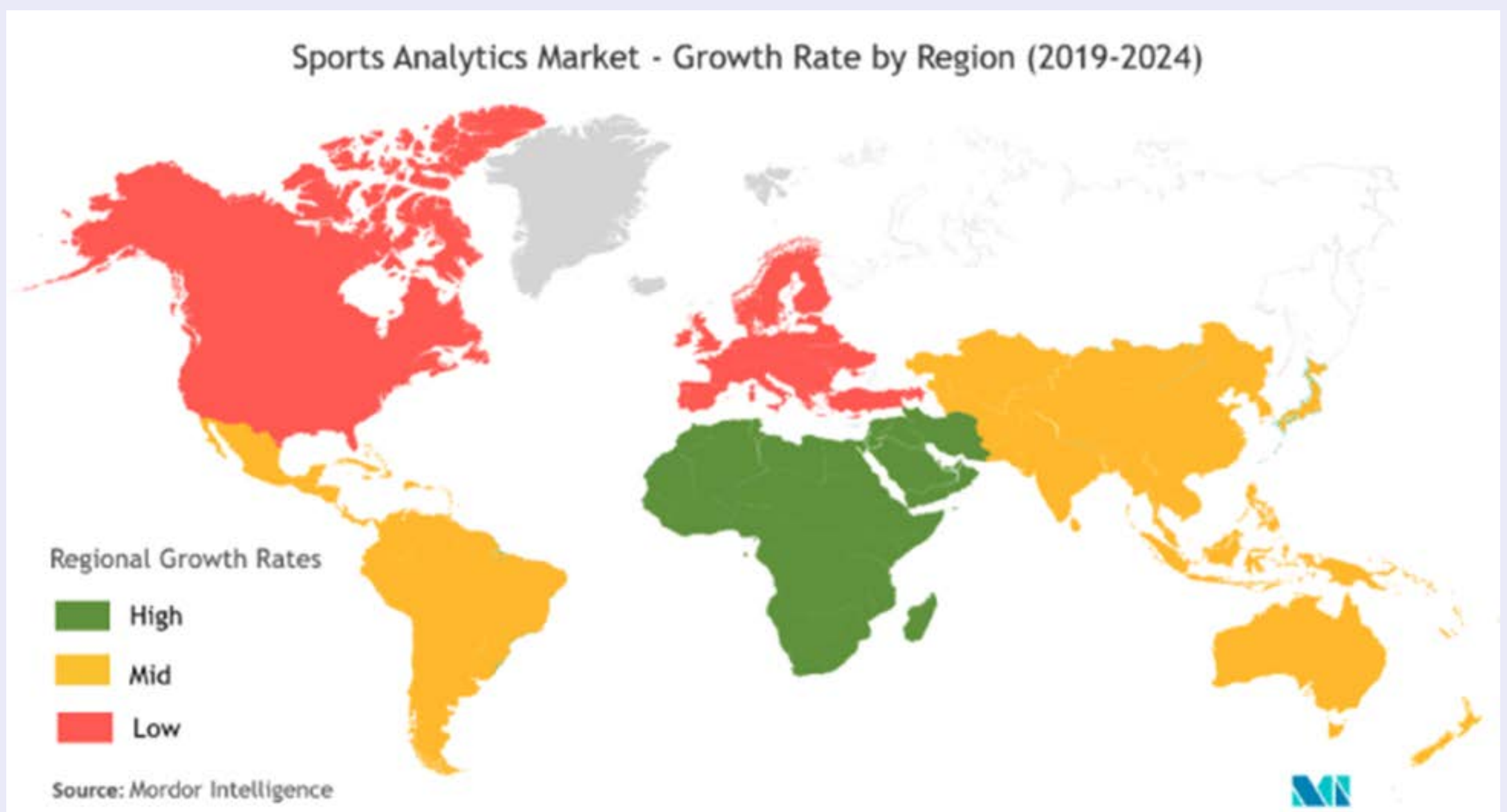
4. When it comes to sports management, where does India stand in comparison to other countries? Are there any global best practises that we can adopt or learn from?

In India the sports ecosystem has been on the rise, and with each passing year, the sports economy has seen an increment.

Some of the leagues were launched based on lessons learned from the west, where domestic leagues have been running for many years. There are still certain things to learn since India has always been a single sport nation – cricket – and just in the last few years, there have been more sporting leagues that have launched and slowly have been gaining traction.

One of the most significant ways to popularise a sport is to build infrastructure and promote the sport at grass-roots level. Unless a sport is picked up at a younger age and good infrastructure is provided, we will struggle to make a new sport popular. There have been multiple organisations that, in the past, have taken initiatives in this direction. **In terms of sports education, this again has been something that a**

lot of reputed colleges and institutions have started offering courses in. A decade back, even if someone in the country wanted to take a course specialising in sports, there were very limited opportunities and they had to look at western countries. Good sports education will definitely help the Indian market have a good pedigree of sports professionals.



5. Can you please elaborate on the services that Rise Worldwide (formerly IMG Reliance) provides? As a senior manager at Rise World Wide, what responsibilities do you shoulder?

RISE Worldwide is a part of Reliance Sports and is one of the leading sports management companies in the country. RISE operates several businesses, including sports and lifestyle .sales and sponsorship (across sports India and around the Globe), talent management

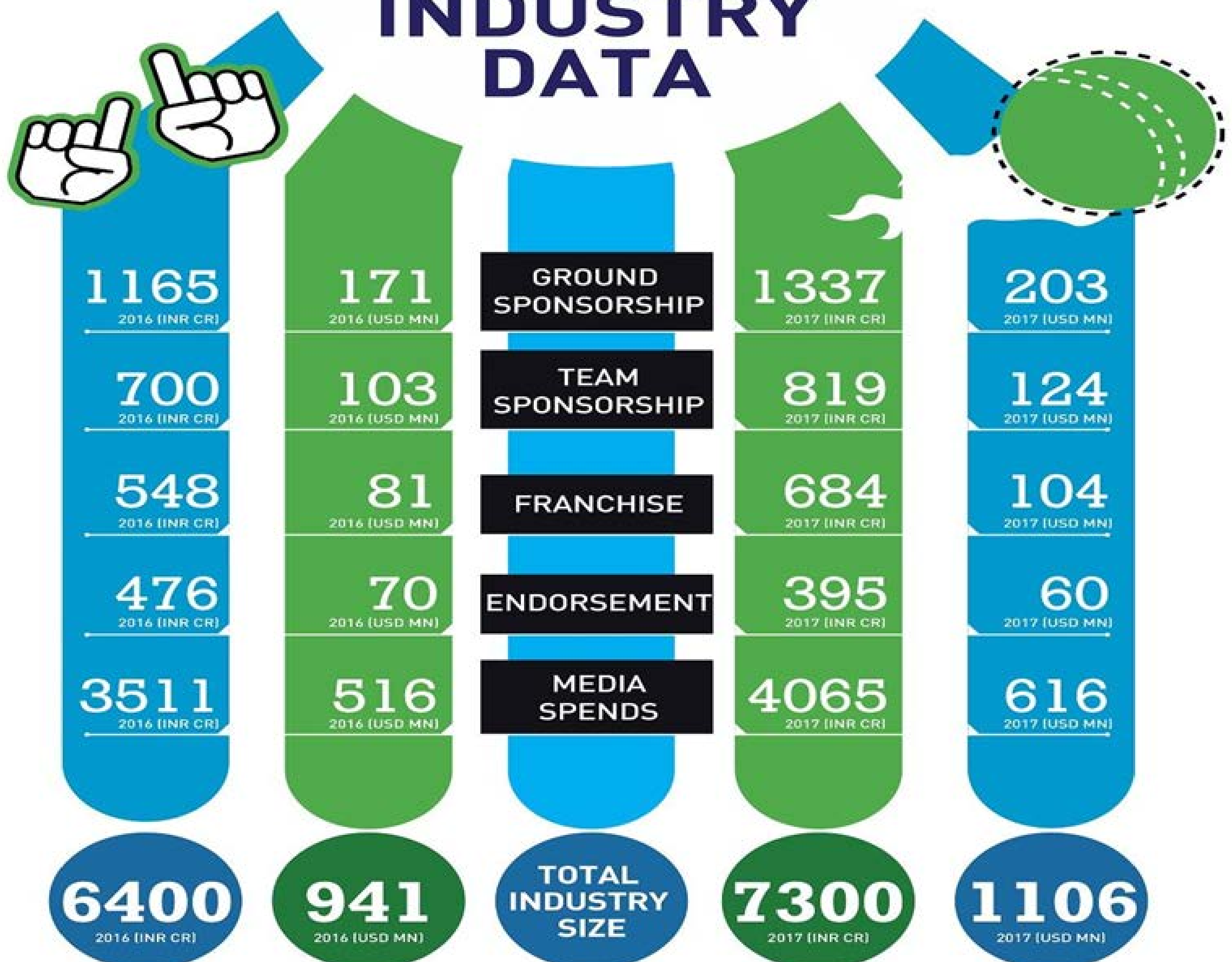
► WeChat

(representing eight Indian cricketers), brand consultancy, licencing and merchandising partnerships, and sports production. In my current role, I spearhead the cricket partnerships business, which includes relationship management with

cricket boards and rights holders, evaluating potential cricket partnerships, preparing a business plan for commercialization, briefing the team on sales strategies, and overseeing the project from an operational point of view.



SPORTS INDUSTRY DATA



Sports Sponsorship grew by 14.1%
Sports Sponsorship Size 11.9% of AdEx

6. What are the different career opportunities available for young professionals who wish to build a career in the sports industry? What advice will you give them?

There are plenty of opportunities for sports aspirants in the market, with the number of stakeholders increasing across sports. Some departments which often attract aspirants are sponsorship and marketing. There are many other opportunities as well, like team manager, digital/social media, fan engagement, etc

Anyone wanting a career in sports management would need to be flexible to work long hours considering it's a live event business and the workload tends to increase closer to events. Another skill I feel comes in handy is effective decision making. There are times where you need to think on your feet, especially if it's something related to the live game. It goes without saying that a successful sports professional should have sports acumen.

Brand Partnership in Sports Marketing



National Winner

KALPESH KHANDARE and
NAMITA BHATT

Symbiosis Institute of Management
Studies, Pune 2021-23



“The Indian sports business is one of the most adored and highly valued forums for social connections. In today's media culture, sports dignitaries are viewed not only as sportsmen, but also as social influencers with ideological ideals and cultural connotations that best highlight the affinity of individual personalities and elicit inclination and desire for their personal poise in sports marketing. Sports events engage the audience's hearts and minds, resulting in a plethora of viewpoints. The concept of athlete branding and sports marketing has evolved into a multi-functional part of marketing and endorsement.

Athletes and companies have a long history together, which has heightened their bond throughout time. As a result, sportsmen serve as a platform for promoting and advertising popular companies and products. Players are viewed as the embodiment of perfection and idols by die-hard fans, which boosts the appeal of the athletes'

sponsored brands.



For an athlete, sports marketing is the art of increasing fan knowledge and loyalty, enlightened values and standards, and compelling relationships. Athletes are viewed as cultural objects that can be sold as brands, and this allows them to develop their own personal brands outside of their sporting legacy. Furthermore, India is home to some of the top sports marketing companies in the world, like Nivia, Cosco, Adidas, PUMA, Tyka, and others, which compete with worldwide heavyweights. The contentious relationship between sports marketing and sportsmen has resulted in a slew of developments in the sports culture

Company	Industry	In the IOC TOP- Programme since
Coca-Cola	beverages	1986 (Olympic sponsor since 1928)
Airbnb	accomodations	2019
Alivava	cloud services and e-commerce	2017
Atos	IT	2001
Bridgestone	tyres	2014
Dow	chemikals	2010
GE	transportation and infrastructure	2005
Intel	processors and chips	2017
Omega	watches	2003
Panasonic	entertainment electronics	1987
Procter & Gamble	daycare products	2010
Samsung	communication and electronics	1997
Toyota	vehicles and mobility	2017
Visa	payment services	1986

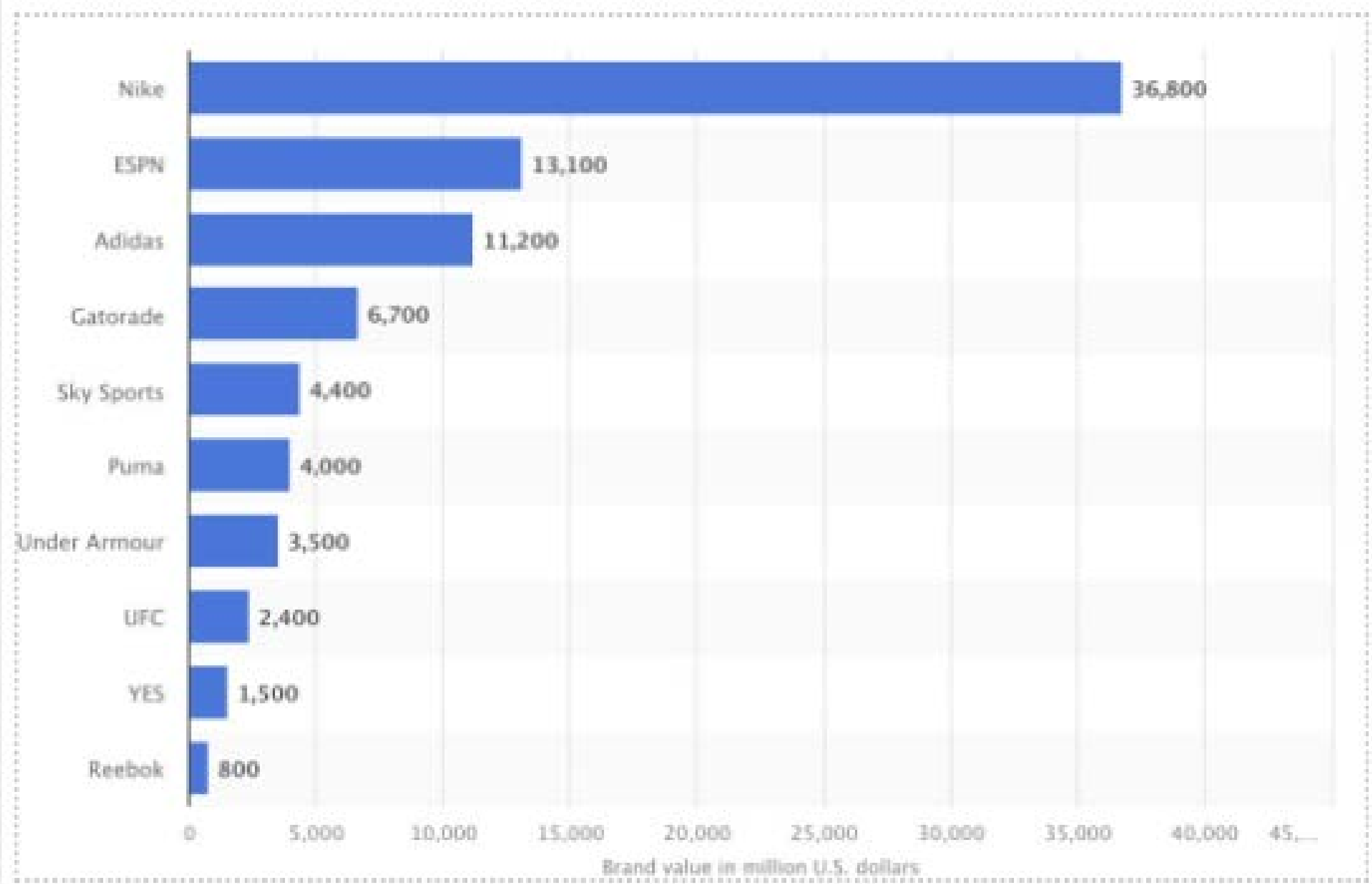
Worldwide Olympic Partners

Over the previous few decades, it has increased public knowledge of the sports sector and attracted a large audience. This, in turn, benefits both the athletes and the corporations that advertise them.

India represents a large number of sports brands, both domestic and international, that work together to support and promote Indian athletes through sponsorship deals. The Indian market is swamped by top-tier Indian and international sports brands with a lengthy history in the industry. The Olympic Games are a massive sporting event that attracts a number of well-known and well-known brands that want to be involved and linked with the famous event. As a result,

sponsorship agreements and effective sports marketing tactics are critical for enhancing the existing relationship between athletes and brands.

India is home to a slew of small and large-scale sports equipment and product manufacturers. Producing a variety of sports goods such as athletic apparel, helmets, rackets, sports shoes, balls, and other items to meet the needs of fans and athletes is a significant business in India. Many Indian companies have soared to prominence and are now as appealing as the multinational brands promoted in India, such as Adidas, Nike, Puma, and Reebok.



Most valuable sports business brands worldwide in 2019

It is a German multinational corporation founded by Adolf 'Adi' Dassler on August 18, 1949 as Adidas AG. As a result, the corporation bears his name and is one of India's most well-known sports companies. Adidas signed a licencing arrangement with Bata in 1989 and began operations in 1996 with the formation of Adidas India Marketing Pvt. Ltd. Sachin Tendulkar quickly became its brand ambassador, further empowering the brand. India is a significant growing market, and the brand is already a huge success in the country. It promotes and manufactures a variety of sporting items for a variety of sports, including football, basketball, cricket, baseball, golf, tennis, kabaddi, and others.

It produces a variety of sports gear for aspiring athletes and civilians. During the Indian Premier League (IPL), Adidas sponsored the Mumbai Indians from 2008 to 2014 and the Delhi Daredevils from 2008 to 2013, in addition to being an approved sponsor of the Pune Warriors in 2011 and 2012. Apart from that, Adidas has backed the Indian Olympics by offering athletes a number of lucrative deals. One recent example is when Hima Das, the golden star, was granted an endorsement agreement by Adidas India. Its goal is to provide high-quality athletic equipment that will help

athletes perform better while also promoting awareness and encouraging youngsters to participate in sports.

It is an American global firm that specialises in athleisure design, development, production, and marketing. Nike is one of the world's major manufacturers of athletic footwear and gear. Bill Bowerman and Phil Knight founded it on January 25, 1964. On 30 May 1971, the brand was given the name "Nike," and it had been a part of India for more than a decade thanks to a seven-year licence arrangement with Sierra Enterprises. It is a global sponsor of major athletic teams and well-known athletes. Nike conducts business in a professional manner and sponsors Indian athletes. Since 2005, it has been an official sponsor of the Indian cricket team, as well as the Indian football team. 'Just Do It,' Nike's trademark, captivates the audience and underlines the notion of never giving up.

Puma and Reebok, in addition to these brands, have thrived in the Indian subcontinent over the last few decades and are among the best-sponsored Indian brands backed by athletes. They are linked to a variety of domestic and international sporting events around the world. Athletes play an important role in the marketing

At the same time, it's not unexpected that these multinational names are more popular than Indian companies. Western globalisation has resulted in the creation of brands. And people should recognise the need of promoting them, of expanding possibilities for children, and of establishing concrete goals for them.

Athletes from India are supported by well-known brands from around the world. Their collaboration aims to empower Indian youth and effect positive change. It is a critical method for accelerating athletic improvement while also expanding opportunities. Sports culture is promoted by a number of brands. They use sportsmen as a vehicle to tap into hopefuls' untapped potential and promote their brands. Advertising, for example, is the primary medium of sports marketing, illuminating crucial characteristics of a brand in relation to players with the goal of building a strong sporting nation. The candidates' abilities, on the other hand, are grossly undervalued by their family. Their potential has gone unnoticed. Brand marketing, on the other hand, gives opportunity for everyone. They employ creative approaches to sponsor athletes and educate people in their best interests. Apart from sports sponsors, Edutech firms

such as Byju's and Unacademy also support Indian sportsmen, resulting in favourable outcomes for both parties. A significant audience is drawn in by the sponsorship deals. And it turns out to be a big success. Athletes and brands both benefit from the spotlight.

Taking the recent Olympic games into consideration, India projected a 228-member contingent. There will be 119 competitors competing in 18 sports. Top-tier brands funded the Indian contingent to represent Indian sportsmen in the aftermath of the tournament. Puma is one of the many brands available. It supported 18 Indian sportsmen in various sports like as hockey, table tennis, boxing, badminton, and others, showing the country's talent. Similarly, internet platforms such as moj aided the Indian team's performance at the Olympics. The Indian Olympic Association (IOA) also endorsed 11 sponsors, including Inox, Raymond, Amul, Nippon Paint, JSW, SRL Diagnostics, MPL, and others.



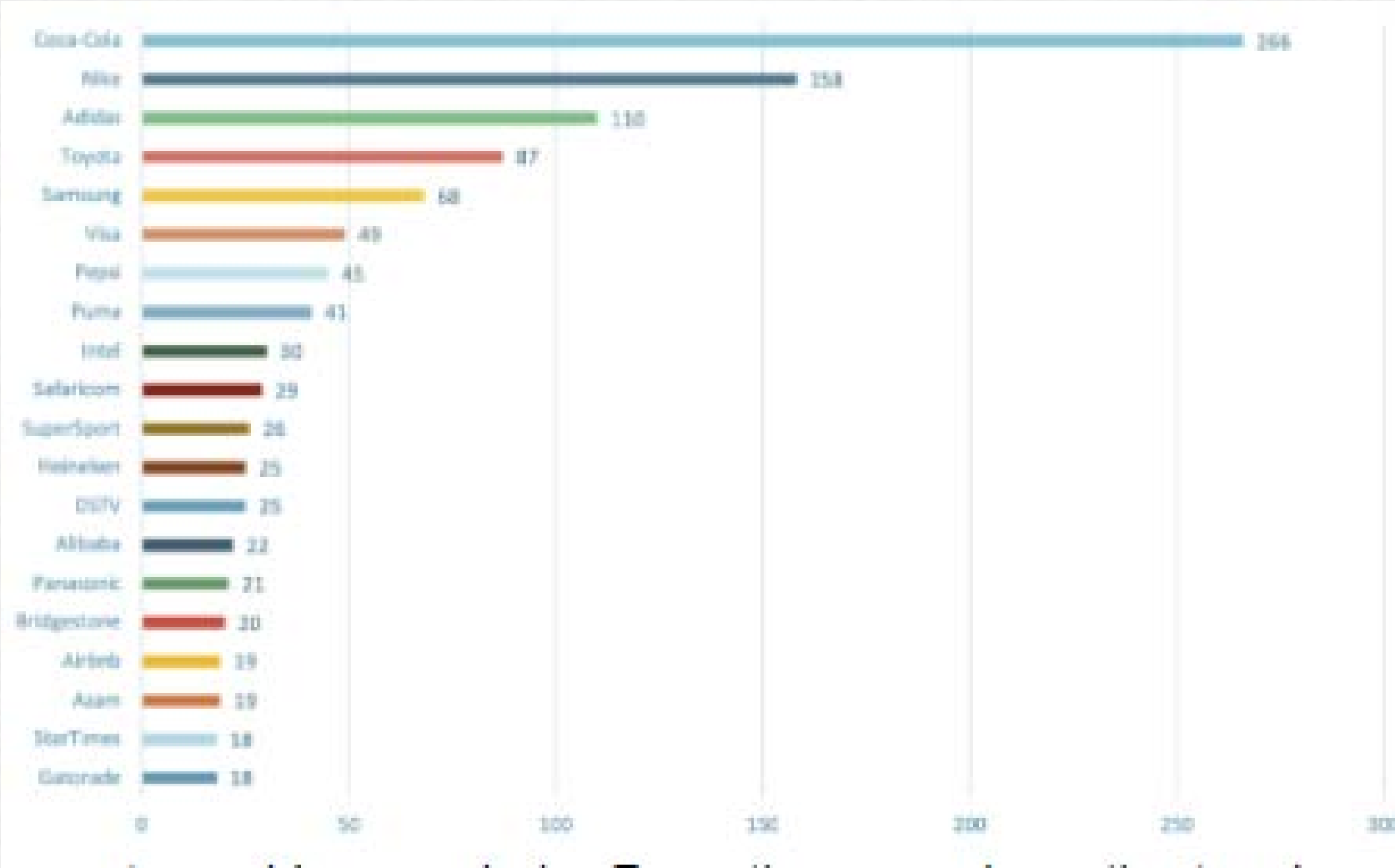
In addition, Sony Pictures Sports Network served as the event's official broadcaster, with 11 sponsors on board. During the game, several programmes were established to encourage and help athletes. Many news outlets, including ABP News and News18, covered the Indian delegation at the Olympics. The nation benefited from the hard work and dedication of all competitors and their supporters.

Without a strong relationship between brands and athletes, the world of sports is dark and fractured. Without the presence of either, the Indian sports sector would not have been the same. It has resulted in significant changes in the sports world as a whole. From the ground up, the two have achieved the pinnacle. And they're still looking for a method to turn India into a powerful athletic nation. Neither the sportsmen nor the brands gave up their hard effort in the face of the pandemic. Furthermore, they were outfitted in front of the 2020 Olympic Games.

The Olympics served as a catalyst for the rise of both athletes and brands associated with each other. The degree of interest from brands in sports sponsorships surpasses that of prior Olympic games. The major goal of the initiative is to evolve and promote sports in India. It is an important tool for increasing athlete awareness and opportunities. Nonetheless, Indian sports have developed as younger hopefuls show an interest in sports other than cricket. In a context of national pride and patriotism, the other sports are gaining popularity and drawing marketers.

The backbone of the Indian sports sector is the ever-evolving partnership between marketers and athletes. The two have a good working relationship. Brands want to be linked with more than just higher recognition and medal opportunities. They do, however, form an unrivalled support structure for Indian athletes. They have a bigger picture in mind than just making money.

They work together to find great possibilities to bring honour to the country.



The emerging phenomenon of women's sports



National Runner Up

Mannat Tiwari and

Mohd Asim Khan

Symbiosis Institute of Management Studies



Sport has the ability to transform people's lives. The ability to promote people irrespective of their gender through instilling teamwork, self-confidence, and resilience. Women in sports transcend gender preconceptions and social standards, serve as inspirational role models, and demonstrate equality between men and women.

Women have paved their way to gain their place in sports the hard way, from not allowed to be spectators to a performer and proving their worth. They had to prove from time to time and again that they were not weaker than men in society, and they too could put physical stress on competitive sports whenever required.

During the last five decades, it has been observed that the presence of women participating in sports or following sporting events has risen, and the gap between males and females in their sports has

considerably. Women are primarily interested in sports like Skating, athletics, tennis, swimming, cricket, soccer, and many more.

Timeline of emerging women's sports

18th century

Events like first recorded women's cricket, Annual football competition, etc were held



19th century

Events like first women golf tournament, Summer Olympics, etc were held.



20th century

Game of field hockey like other games were introduced.



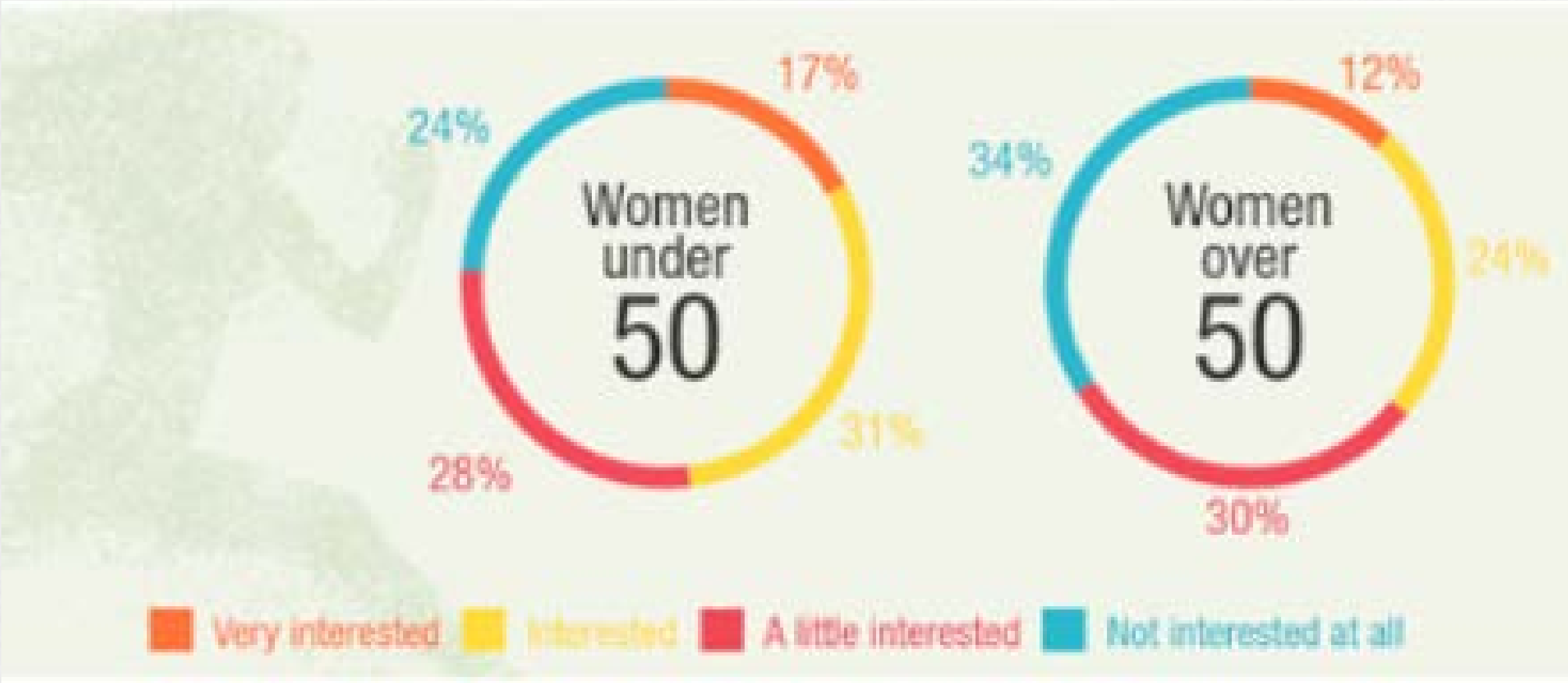
21st century

Women have gained their place and are participating in every other sports and winning.

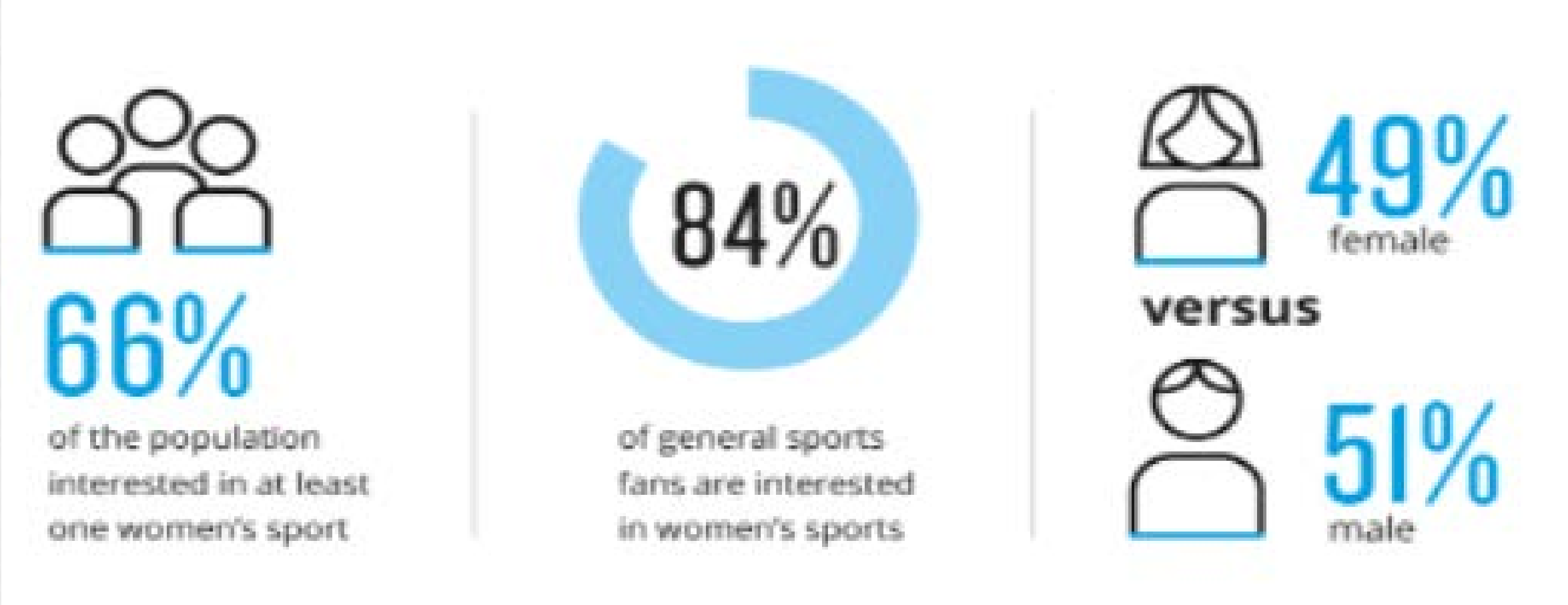
Global Interest in Women's Sports is rising

According to a report, women who

participate in sports activities during school have a seventy-six percent chance of remaining interested in the sport.



INTEREST IN WOMEN’S SPORTS



According to a survey conducted in eight major markets around the world (the United States, the United Kingdom, France, Italy, Germany, Spain, Australia, and New Zealand), 84 percent of sports fans are interested in women's sports. Women's sports attract a gender-balanced audience, as evidenced by the fact that 51% of individuals who watch them are men.

In women's events like the track, field, athletics, marathons, and action sports, people's interest levels are higher than in the sports events where men are involved. In the above eight markets surveyed, in terms of the general population, 45 percent considered attending the women's sports event live, and 46 % of the people said to watch more if the sports were freely accessible on TV.

Due to the above reasons, more prominent brands also want to associate with female athletes worldwide. People now understand that women athletes have to struggle more than men in the same sport to make their name, and women are choosing sports more derived from passion and inspiration than money. Women see women's sports as more inspiring than men do.

The Phenomenon of Women's Sports in India



Globally participation of Women in sports started in the year 1900 Olympics, but it reached a half-century late in India. The first women's participation in sports was in 1952 when Mary Dsouza was sent to represent India at the Helsinki Olympics for Athletics. Today India has produced a large number of Women athletes in almost every type of sport. The familiar names whom most the Indians will recognize are Sania Mirza, PT Usha, PV Sindhu, Mary Kom, Saina Nehwal, Sakshi Malik, Lovlina Borgohain, Mithila Raj, Hima Das, and many more.

They have represented India in games like Badminton, Tennis, Boxing, Archery, Cricket, Hockey, Gymnastics, etc. India is always able to grab at least 2 medals at the Olympics from 2000 to till date it has been held and will continue to do so. Women in India have achieved so much in the Sports era that people are encouraged to lay their interest in Women's Sports. Seeing the success of many women athletes, more women are getting motivated, decreasing the gender inequality in India.

The government has launched a scheme to promote Women in sports like Khelegi to Khilegi and programs like Yuwa to train young talented girls in specific fields.

Bollywood has also contributed to promoting Women's Sports and athletes due to athlete's massive popularity in India. Movies like Mary Kom, Dangal, Saina, Chak De!, and Saala Khadoos have become Blockbusters and given significant revenue to the Film Industry. The success stories of these women have added fuel to the motivation of many young talented sportswomen who is in the phase of making their names in the sports arena.

According to the BBC research:

- 42% of the sports-watching population started viewing women's sports for the first time in the second half of 2019, which shows that people are actively watching women's sports.
- People watch female sports more on news and sports channels
- Nearly 60% of the female sports followers think that 2019 covered more women's sports than 2018.
- The 2nd season of the Women's T20 challenge was observed as the single greatest viewed female sport in India.

This shows that the TV channels and electronic media coverage have helped tremendously encourage people to watch Women's sports, which was not the case earlier since the media coverage was much less than today. Despite many roadblocks, Women's sports have been able to gain significantly in India.

Conclusion

Women have shown great enthusiasm and passion for sports, whose effect can be seen in the increase in viewership and participation trend in Women's Sports. The government is doing

everything to promote women's sports by providing platforms to play from the school level to women's representation internationally. It also cannot be forgotten that the media has played a vital role in providing covering various women's sports events worldwide, and we hope it will continue to do so.

In the world of intense competition, everyone is fighting to prove themselves, be it men or women, but the challenges faced by women are much more than men. In spite of this fact, Women have sailed themselves and come out to be either equal or more than men.

The Role of Human Resources in Talent Acquisition



National finalist

Mansi Sagar & Sajan Kumar Singh

PGDM 2021-23 Narayana Business School, Ahmedabad



Over the period of time, the business environment has evolved, the demand for skilled and experienced employees has increased, and the demand for talented and promising knowledge workers to achieve corporate goals in this global environment has increased.

Rapid demographic changes, surges, technological changes, and intensifying competition pose challenges for businesses around the world. Indian organizations face similar challenges.

What is Human Resource?

Human Resource Management is the formal system designed to manage people in an organization. The HR Focalize largely depends on the extent and end goals of the organization. But it is essential to be entrenched in talent acquisition and management, although the other responsibilities extremely from one enterprise to another.

What is Talent Acquisition?

Talent acquisition is finding and acquiring skilled human labour for organizational needs and meeting any labour requirement. When used in the context of recruiting and profession, talent acquisition usually refers to the talent acquisition department or team within the Human Resources department. The talent acquisition team within an organization is responsible for finding, acquiring, assessing, and hiring candidates to fill roles required to meet company goals and project requirements.

To begin, it's critical to comprehend the significant distinction between hiring and talent acquisition in HR. Talent acquisition selects the ideal people to play a specific position in line with your strategic business goals, whereas recruiting is a fundamental exercise in recruiting people to play relevant roles inside your organization.

In short, talent acquisition should be viewed as a long-term endeavour rather than a normal duty by HR. It's critical to remember that attracting the greatest people not only to fulfil your organization's needs but also to meet the needs of your applicants, is critical. The search for human resources will be successful after that. As a result, if HR wishes to attract the greatest personnel, these are the actions that must be taken (identifying the criteria). Evaluate and understand the human resources needs within your organization.

- Recognize your long-term business objectives.
- Examine any talent shortages. For instance (Requirements and Availability).
- Create a recruitment strategy that uses the least number of resources possible (people, costs, time, etc.).
- A qualified research team that follows the organization's and candidate's needs.
- Implement the plan to close the talent gap.

In terms of recruiting, HR has a highly effective research team that closely monitors both the organization's and candidates' demands. Recruiters can specialize in a specific area or sector when it comes to hiring. This enables HR to

use in-depth industry knowledge and research to maintain a high degree of performance in satisfying talent needs in a certain industry. Human resource development interviews applicants for a full assessment of their leadership, team-building, decision-making, and problem-solving abilities. Candidates are also judged on their attitude toward teamwork, their responsiveness to change management, and their reaction to the future organization's cultural climate. This type of study aids in the recruitment of candidates with the right attitude and adaptability. It is equally critical for HR to project a positive image for the company. Organizations may use AI-enabled assessment tools to quickly and accurately integrate excellent talent. Also, provide a positive hiring experience.

Talent Acquisition Software: The Key to Smart Hiring: -

With an eye on the future, HR departments must enhance their armoury with talent acquisition software and other online recruitment tools in order to lessen reliance on offline setups.

During these trying times, the need for talent acquisition software has increased, necessitating significant feature enhancements to keep it relevant.

What to Look for in New Talent Acquisition Software: -

Previously, a talent acquisition software that handled the majority of the repetitious manual tasks was thought to be sufficient. Fast forward to today, and recruiters are looking for solutions that are both smooth and responsive to the paradigm shift. Here are a few noteworthy breakthroughs to keep an eye on:

1. AI-Powered Career Journeys: AI is now being used on company websites' career pages to provide candidates with a personalized experience that is tailored to their specific interests, competencies, and areas of enthusiasm.

2. Video Interviewing: The interviewing process is indispensable, but in-person interviews are no longer possible. As a result, the best approach is for candidates and interviewers to meet online. Teleconferencing software integrated into talent acquisition software makes conducting virtual interviews more secure and professional. AI is also being used to enhance the video. This allows recruiters to take a step back and conduct virtual live coding tests. The reports include video analytics as well as a report on plagiarism and other deviations from the test's rules.

3. Increased Automation: Machines now perform a vast number of duties that used to be performed by

people. HR workers must also work from home in greater numbers, and they would be unable to access the personnel and larger office appliances that handled tasks like scanning papers and printing offer letters. A clever talent acquisition program that can handle these processes saves a lot of time and eliminates the need for unnecessary physical paperwork.

4. Online Communication & Storage: A talent acquisition software innovation that allows HR professionals and potential candidates to communicate electronically throughout the process, allowing for the quick sharing of information and documents for verification and onboarding purposes. The innovation should include enough storage options, such as cloud storage and secure data access.

5. AI for Talent Screening: Scanning a candidate's qualifications and determining if they are eligible for subsequent selection rounds is one of the qualitative jobs performed by HR experts. While artificial intelligence will not be able to totally replace this process, it will be able to handle the initial screening of hundreds of applicants for a single job position, with HR specialists handling the final filtration. Talent acquisition software is already being transformed by solutions like Oto Code and Oto Catalyst, which have

been fine-tuned for the hard times we all live in. It's time for HR departments to embrace innovation in order to remain relevant in the future.

Conclusion: -

To sum up, we believe that talent acquisition and management have emerged as a critical strategic procedure in today's business environment. Despite the fact that t

there is more labour available than ever before, acquiring the proper talent remains a challenge for any firm, anywhere in the world. This is critical for achieving strategic goals and ensuring an organization's long-term prosperity. As a result of increased business competitiveness and globalization, the traditional process of human resource recruiting has been changed into talent acquisition.

The financial blow of coronavirus in sports

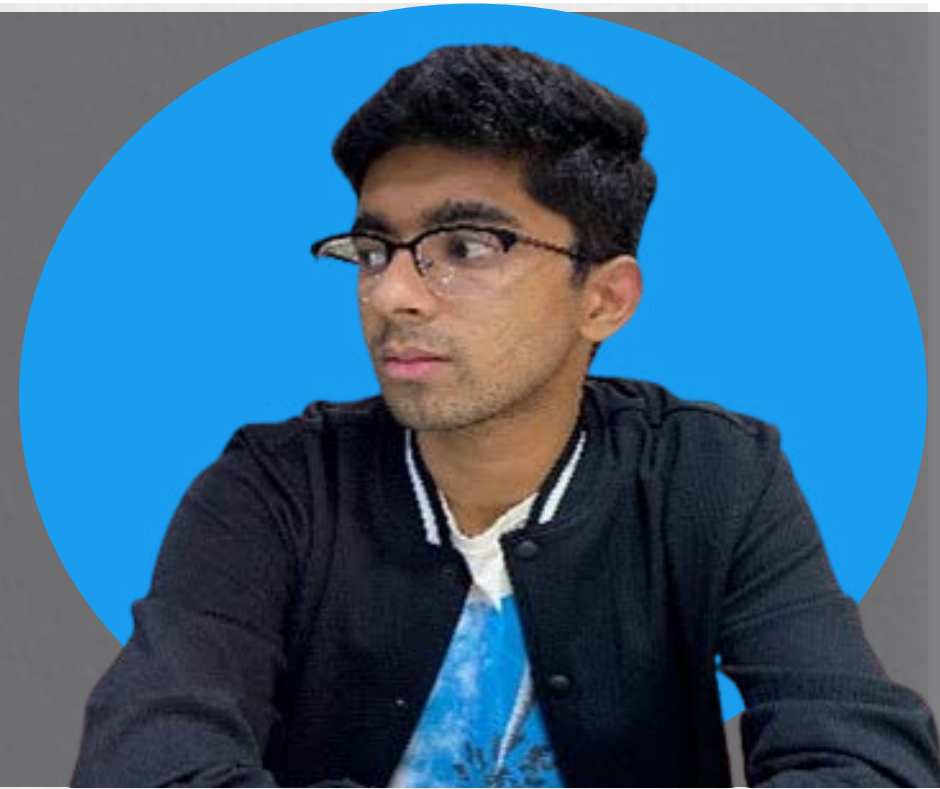


National finalist

Eshank Bisht

PGDM (IB) 2022-24

Birla Institute of Management
Technology



Like every other area of life, the COVID - 19 pandemic makes no exception for sports, creating a worldwide upset in the sports industry, the last we had encountered in World War 2.

As the coronavirus spreads across the globe, to protect the health of athletes, spectators and all the others involved, an increasing number of major sports events and matches (whether at an international or national level) had to be postponed or got cancelled. Every aspect of the sport has been affected from athletes, teams and leagues, to sponsorships, sports retail, hospitality and media coverage. All these happenings lead to a financial blow in the sports industry.

For around 10 -12 months every sport was on halt. major leagues, events and matches got cancelled or postponed. From the Olympics to the ICC World cup, COVID - 19 spared none. For sports lovers

around the world, 2020 has been a major turn off. The sports calendar went for a toss, thanks to COVID - 19 pandemic. The 2020 summer Olympics to be held in Tokyo was one of the first major sporting events to be called off. According to estimates dating from January 2021, the Japanese government and other entities involved in hosting the Tokyo 2020 summer Olympic games would lose approximately 640 billion Japanese yen if the event was postponed. This has happened already. The Euro 2020 champions, originally scheduled to take place from June 12 to July 2020 were postponed by a year from June 11 to July 2021. Wimbledon, considered to be the most prominent of all the Grand slams in tennis, was called off in April. The championship was scheduled to be held from June 29 to July 12. It is the first time since the second world war that the championship has been cancelled. Both the 2020 and 2021 editions of the ICC men's T20 world cups were

postponed by a year. The 2020 tournament was moved to November 2021 and the 2021 tournament was moved to October 2022. And many other sports events and matches were rescheduled.

However, most sports are now slowly resuming, and carefully abiding by the COVID - 19 safety, health and labour guidelines. The German Bundesliga was the first of the major football leagues to restart after the pandemic suspension and finished its fixtures in late June. Also, the UEFA champions league has started and currently going on. As with all things COVID related, many new dates are pending confirmation. Each day we can find new information regarding a specific sports league and its rescheduled matches.

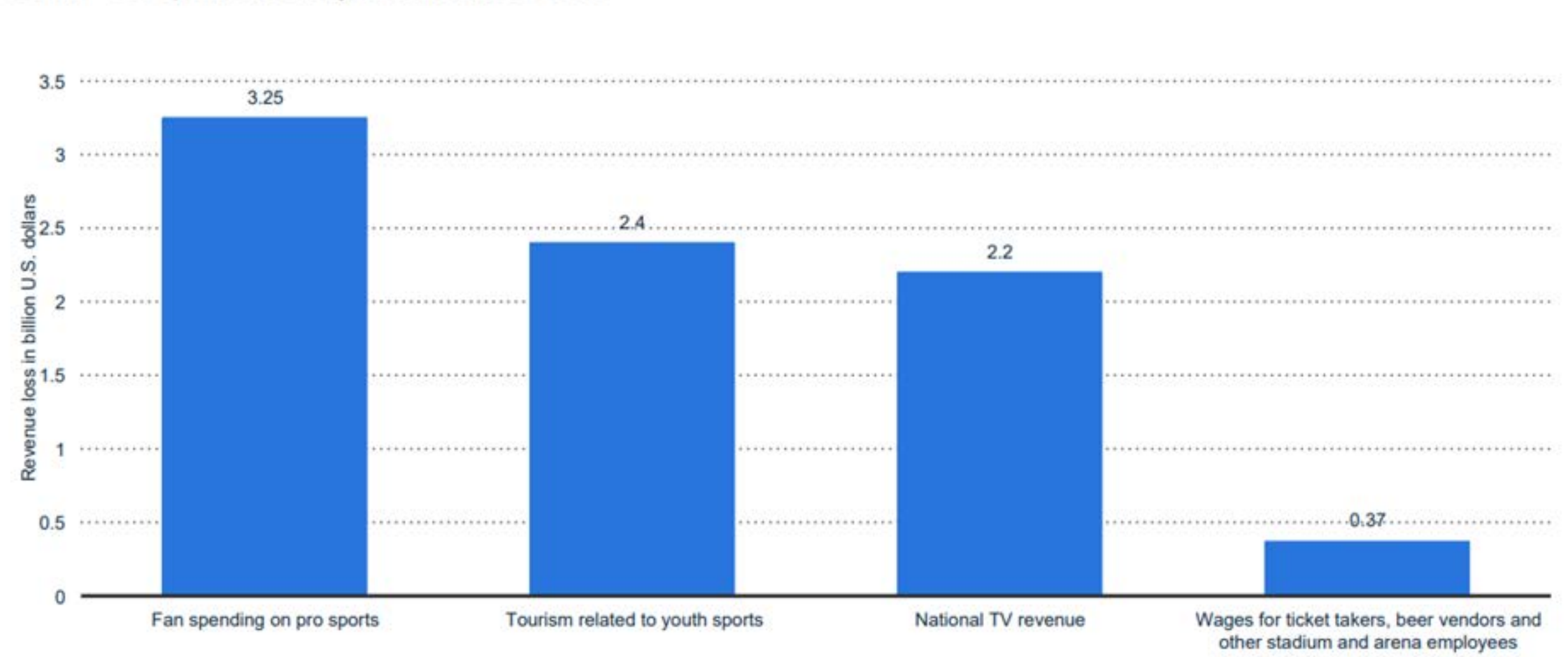
Today, the worldwide sports market is projected at the US \$756 billion per annum, but for the first time in nearly two decades, the \$160 billion sports world has gone dark. The ramifications of cancelling or

postponing play are wide-ranging, from mundane considerations about competitions to potentially leagues and organizations, and tens of thousands of people who work at a sporting event. Apart from that, COVID - 19 pandemic has also created a huge impact on various small and medium sports businesses. Mostly public sport, but also gyms, health clubs, sports kits and jersey merchants, marketing organizations, borders etc.

Below is the bar chart of revenue in the sports industry due to the COVID - 19 pandemic, by segment (in billion US dollars).

Now the questions arise how long will it take to get recover from this? looking at the current scenario things are getting better as most of the events, matches and stadiums are now open. Major pandemic losses may take time for the leagues to recover, but there is some hope, as fans begin to make their way back to the seats at sporting events, some places are farther along than others. For a variety of reasons, having fans back

COVID-19: sports industry revenue loss 2020



in any capacity is something that team executives have loved seeing. After all, sports paused on March 11, 2020, due to COVID-19, experts projected losses of up to \$12 billion across all sports. While the resumption of leagues cut that cost down by some margin, there is still a significant hole left in the pockets of league owners. How different leagues recover over time remains to be seen, but it is clear that there will be a long road ahead to get back on the upward trajectory they had pre-pandemic. Furthermore, the sports industry is now finding new ways to engage consumers (e.g., ESPN and Fox Sports showing “classic games” and sports documentaries), developing contingency plans for games without audiences, and exploring opportunities for virtual technologies to grow (e.g., enabling fans to experience games live without being physically present).

Generally, the pandemic has a big effect on the sports industry upsetting the balance between companies, markets, and auxiliary feasibility to an excessive range. Thus, it becomes significant that a strategy is prepared and a joined approach is required with accountabilities resting on all apprehensive to stand the manufacturing industry from adverse involvement if not being advanced primarily. The association of sportspeople, efficient trainers or

coaches, eminence manufacturers of apparatus or playing things, the field or facility administration, and the government agents all should have come under one umbrella for development and effects.

The sports business has suffered a serious impact from COVID-19 which also seems too long to last after the pandemic situation, which led to a financial crisis in the sports business. Therefore, the authorities believe that as the forecasting about the aftereffect of the pandemic situation in sports is not so stress-free, so the structure of the upcoming sports industry will change accordingly. In the forthcoming time, the officials who are related to the sports business, are planning to be more considerate towards the material of personnel contracts and the premiums of the insurance, due to the effect of the pandemic situation, to stand beside and back the actions/doings of sports centres, sports person and others.

Supply Chain Impact due to emerging trends in sports



National finalist

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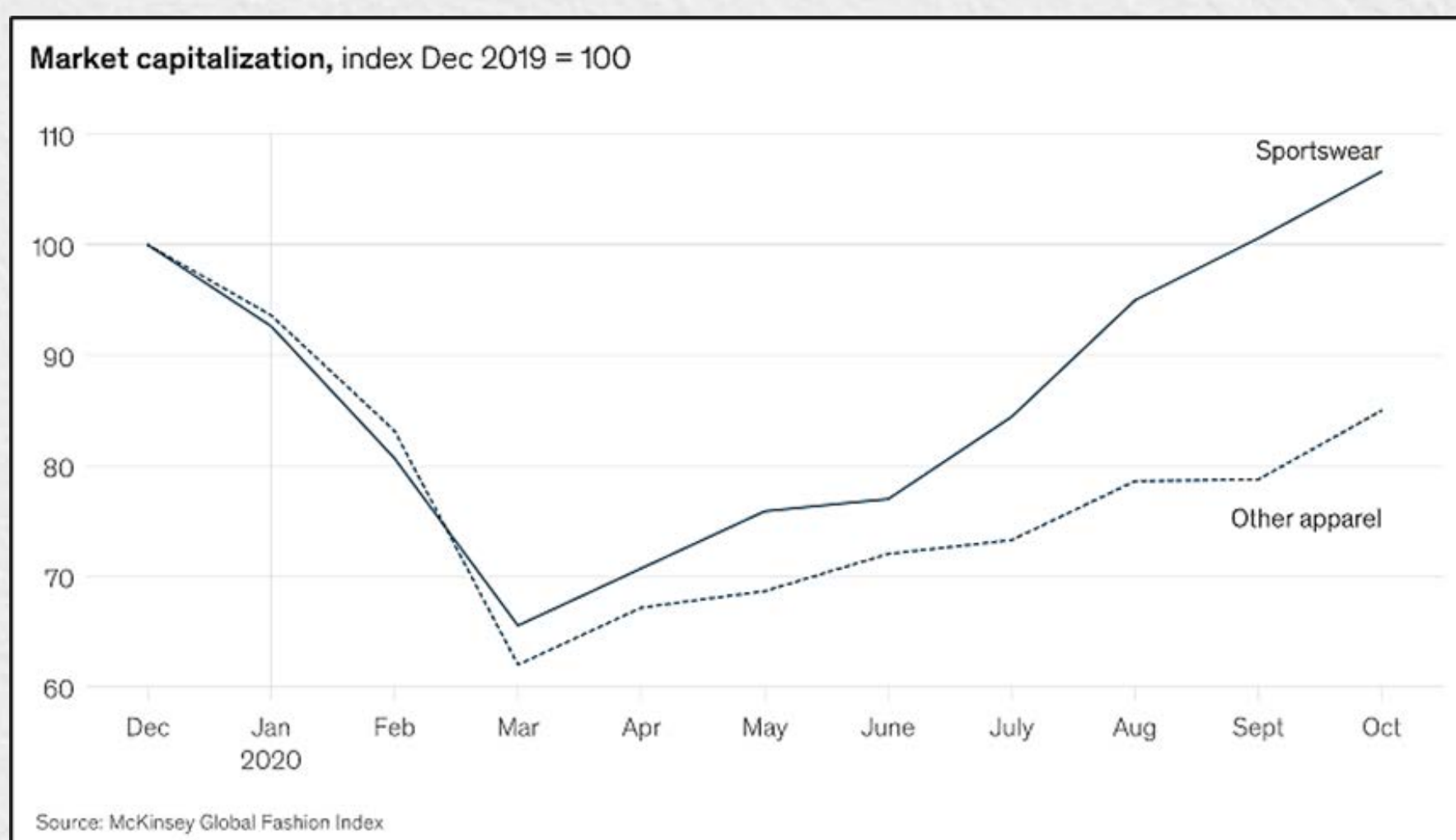
“It is not the strongest or fastest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

-Charles Darwin

Introduction -

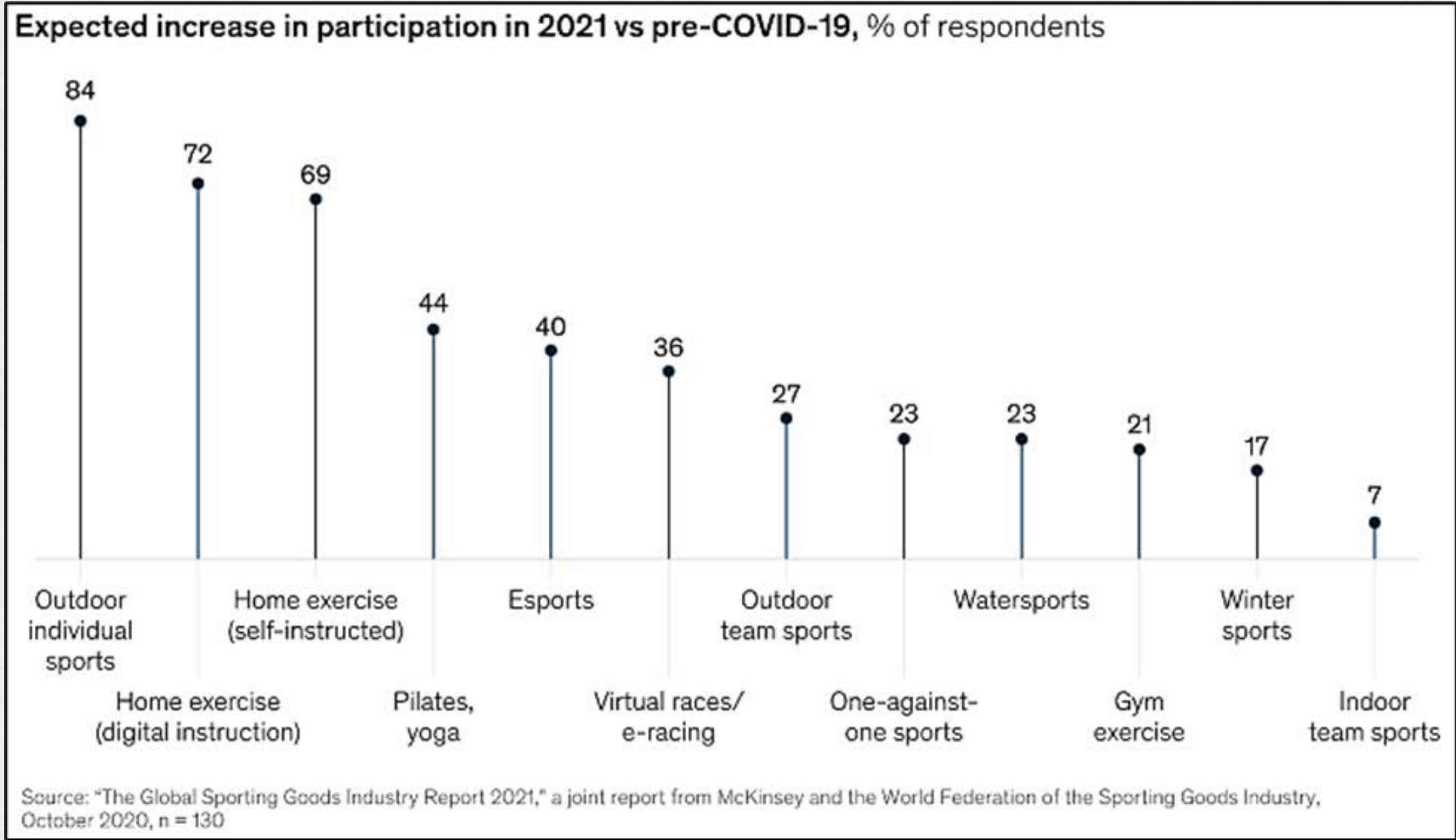
Sports & Outdoors is one of the most challenging industries for a supply chain within the Lifestyle industry due to some unique characteristics that drive its business model: seasonality and technology tailored to each sport. The kind of pressure athletes have to face while performing in a game reminds us about the complexity

and challenges supply-chain professionals face not just individually but as a team. After all, supply chain in itself is a giant interconnected team. With continued supply chain disruptions globally and emerging trends in sports, it's as if businesses are learning to push through as a team daily. A quick food for thought - half of supply chain operations reported 6 or more unique disruptive events over the past 12 months during the phase of pandemic and post-pandemic. Also, sports companies have been more resilient than the rest of the apparel industry and still continue to outperform.



The major hurdles for the ensuing year are seen in supply chains, which include ongoing challenges related to the physical-activity levels and indoor- and team-sport participation of individuals. However, the returns of large sports events, such as Olympic and Paralympic games and rise in the popularity

of the outdoor and the home-based sports can be seen as greatest opportunities for companies to expand and increase their businesses. As mentioned earlier, seasonality and technology adapted plays a vital role in the supply chain disruption of sports industry. Let me explain what exactly it means.



Seasonality challenging the supply chains globally:

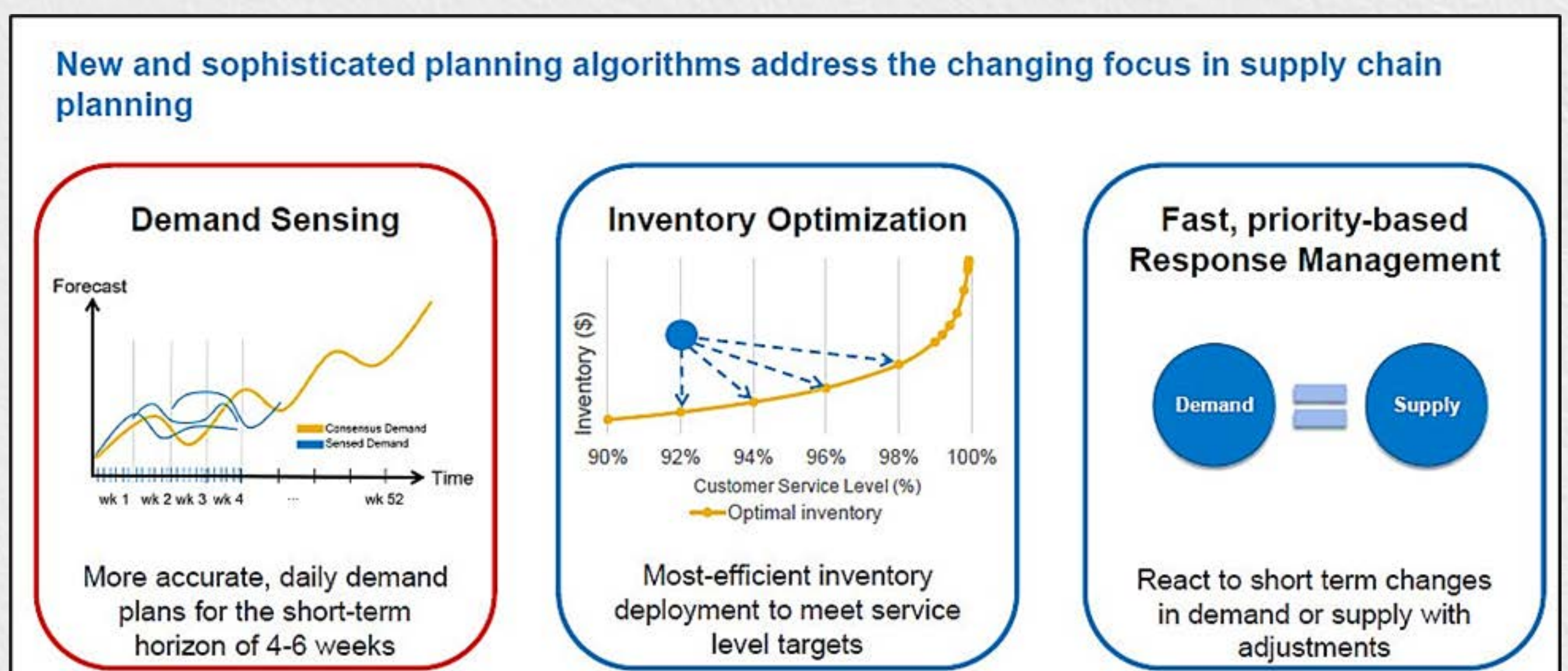
By seasonality I am referring to both - seasons of the year (Winter, Spring, Summer, Autumn) and also different annual competition seasons (FIFA World Cup, UEFA champions league, Wimbledon Tennis, Cricket, Rugby World Cup and so on) that happen globally and differ according to the type of sport and country. Thus, sport brands need to be up-to-date and be prepared, not only to adapt trends of different seasons but also adapt according to the beginning of the sport events, playoffs and

finals, local, global, and friendly tournaments, unofficial cups and so on. Renowned athletes constantly try new outfits and often change their equipment regularly, which results in newer trends and demands in similar outfits and equipment amongst their fans. For instance, let's say the if Cristiano Ronaldo changes his pair soccer boots, the fan market will want similar boots immediately. In this case, it is possible to take advantage of the momentum and remain at the top of the consumer's mind only if the sports brand can react and cover the surge in new product demand at earliest.

Demand sensing mechanisms need to be included by sports brand in their day-to-day logistics flow which allows them to anticipate consumer trends and meet the market demand every time a renowned athlete creates a new trend or breaks record.

The major hurdle is the ability to reach out to consumers as quickly as possible with the trending product at any given point of time.

Good news is that this can be achieved with a systematically designed and well-structured end-to-end logistics solution seconded with the right technology such as proper data analytics tools, ERP solutions to detect any change in consumer buying patterns and adapt the logistic flow accordingly. This will provide brands a competitive edge and improve their positioning in market in terms of sponsorship activities.



Adapted emerging technology to each sport:

Technological advancement has disrupted the supply chain in sports industry to a vast extent. With new digital equipment, IoT based sensors to track the performance of the athletes or even new trends such as the #workoutfromhome trend, sports equipment manufacturers and retailers need to constantly innovate new product designs. At times these newer products are not launched globally,

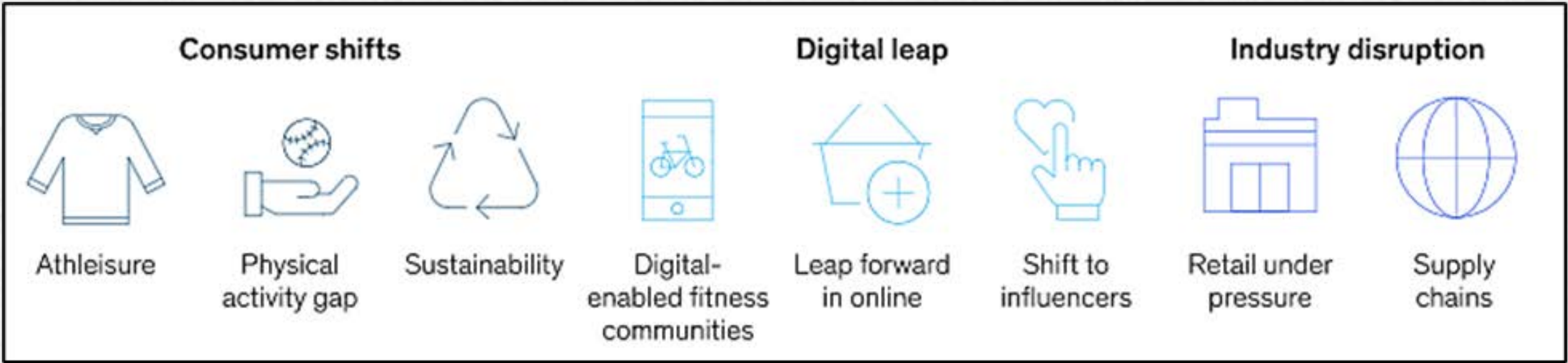
they are first tested in relatively mature markets. This helps in avoiding MUDA of excess inventory. The ability to adapt to each consumer buying patterns in real time would help these brands ensure an optimized inventory management and having the right infrastructure in positioning in the niche markets. Thus, sports brands need to find the perfect partner who can create an integrated end-to-end logistic solution to satiate the demand in real-time in all markets.

Trends expected to shape the sports industry in near future:

“Athleisure is highly competitive, therefore sporting goods need a clear value proposition and focus on material innovation, design innovation, and leveraging of sports DNA.”

-A. Arana, Sr. V.P & GM, Global product, Adidas

Post pandemic has served to blur the lines between work and leisure, and we have witnessed a rising acceptance of comfortable sportswear in previously more formal contexts. More fashion brands entering this segment, sporting goods players need to upskill and leverage their innovation abilities and market knowledge to keep an upper edge among the competitors.

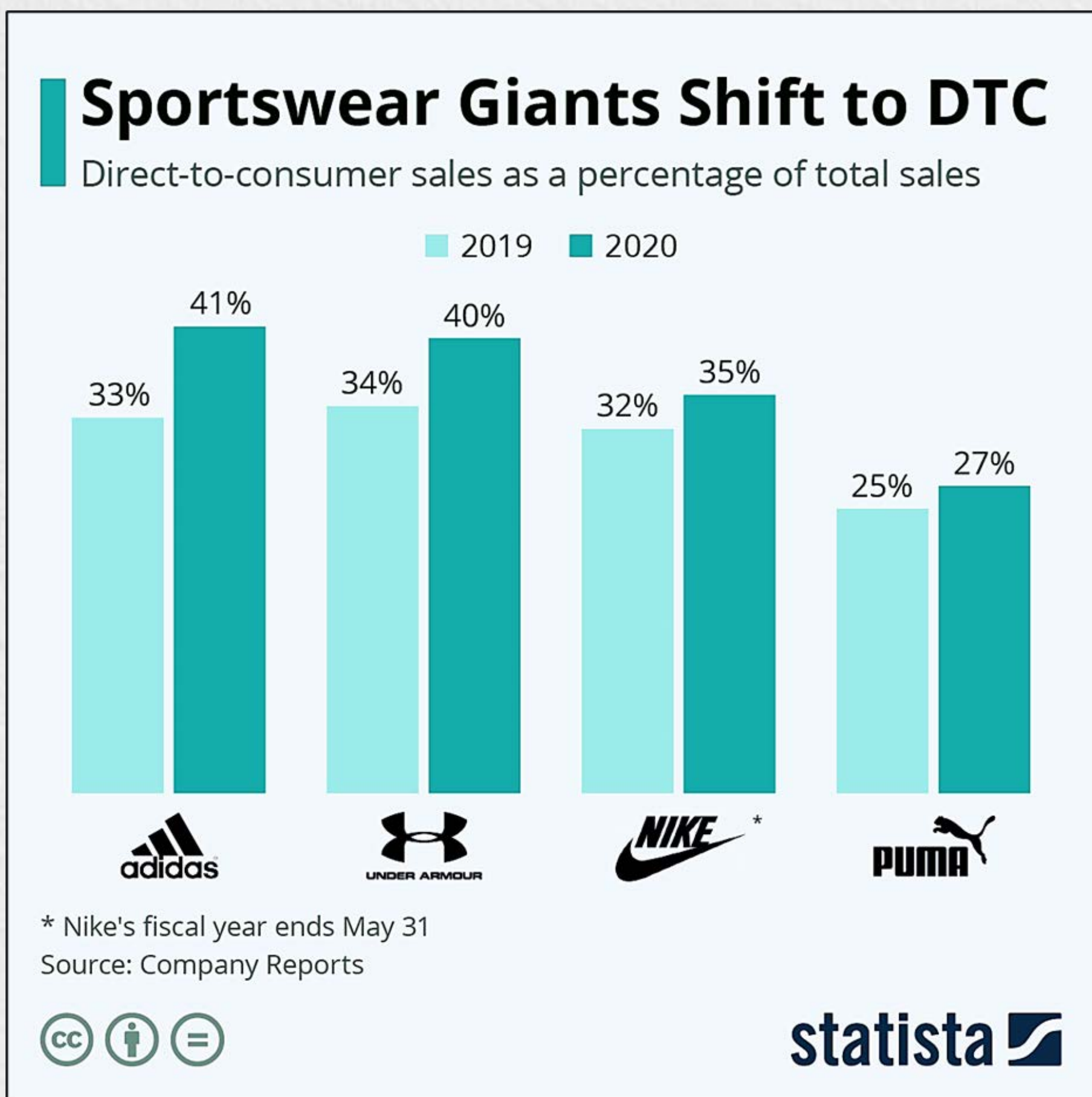


Post pandemic has served to blur the lines between work and leisure, and we have witnessed a rising acceptance of comfortable sportswear in previously more formal contexts. More fashion brands entering this segment, sporting goods players need to upskill and leverage their innovation abilities and market knowledge to keep an upper edge among the competitors.

Past few years saw a drastic shift toward digital fitness, led by physical-distancing and stay-at-home requirements. Digital fitness will enhance the traditional sports activities and workouts in a “bionic hybrid model”. As consumers have realized the importance of body fitness, they are looking for

innovative solutions from consumer electronic world. According to a recent survey by Markets and Markets Research, the wearable fitness tech market is expected to reach a \$12.5 billion valuation in US by end of 2022. New products are constantly being launched to meet customer demand and hundreds of sports brands came up with new products such as wearable fitness monitors, IoT based sensors to different AR/VR based training programs for athletes.

The market conditions have made it imperative for sports supply chains to be flexible and agile. Flexibility accounts to the brand’s ability to modify range of tactics and operations to the extent needed to implement its strategy



while Agility is its ability to quickly adjust to these adapted tactics and operations. Agile supply chains have become a permanent feature on brand agendas. Post COVID-19 era is characterized by shorter lead times with best quality product or service, e-commerce platforms and direct-to-consumer relationships. Amid such a VUCA economy, it makes sense to both build stronger supply-chain integrations and explore alternatives like nearshoring.

Conclusion:

The emerging technological trends in sports industry has raised the bar for winning, amid such tougher market conditions, pressure on physical retail stores, and the need f

or investment to align with an increasingly dynamic industry landscape. The market leaders will be determined by following characteristics -

1. Strong presence in growing market segments and sports categories, including athleisure, which is predicted to account for around two-thirds of growth in 2020 - 2023, as well as running and biking.
2. Excellent direct-to-consumer business model, a robust e-commerce platform and seamless omnichannel offering, faster development cycles, direct relationships with consumers, through digital communities, loyalty programs and so on.
3. Revisited supply-chain

relationships, with built-in agility for instance, local-for-local sourcing and supplier integrations, trusted collaborations, and partnerships.

4. Optimized marketing on digital platforms, with more focus on influencers (renowned athletes) who are associated with brand's values.

5. Agility in planning and budgeting, to adapt quickly to changes in the VUCA market environment (which might include

a potential reemergence of COVID-19).

“Localization will be the number one trend. Second, we are going to see more volatility. Direct-to-consumer models, especially e-commerce, will require shorter lead times ... And finally, I think suppliers will push for more automation.”

-D.Hu, Group Strategy Officer, Pou Chen Corp, Taiwan



With the above image, I humbly encourage readers to google the applications of Metaverse in sports and how this nascent virtual ecosystem will soon overtake and drastically change the future of sports in the ensuing years.

KPMG IDEATION CHALLENGE 2022

National Champions

ALJKAS



Lipilipsa Harichandan



Shalini Balla



Kiran Kannan



Abhishek Bhujabal



Jeevan Bikash Dash



Ladi Amarnath Patro

1. Brief description of your competition (up to 40 words)*

A Business idea that promotes decarbonization and sustainability.

2. There are no competitions on D2C. What is your strategy for deciding which ones to apply to?

We look for challenging and stimulating strategy design competitions that help us in building our capacity around these roles. These invigorating experiences help us improve our knowledge and drive towards a structured thought and design process.

3. How does your team manage differences of opinion?

We encourage differences of opinions since it opens wider avenues of design thinking. Different views help us to derive better and more efficient solutions.

4. Briefly describe challenges, if any, that your team faced during this competition and how did your team handle it?

There were no challenges, more like opportunities that helped us in our multitasking and time management skills. We had to juggle between relocating to a new city and prepping up for representing our college in a national-level prestigious competition amidst our trimester exams. Nonetheless, it was exciting to be able to find our rhythm amidst the chaos.

5. Any Key learnings you would like to share.

There were many. The most important of them all was sticking to our growth and improvement. The many insightful sessions held by KPMG mentors helped us develop our holistic view of business planning and execution. We look forward to implementing these learnings in our future practices and competitions.

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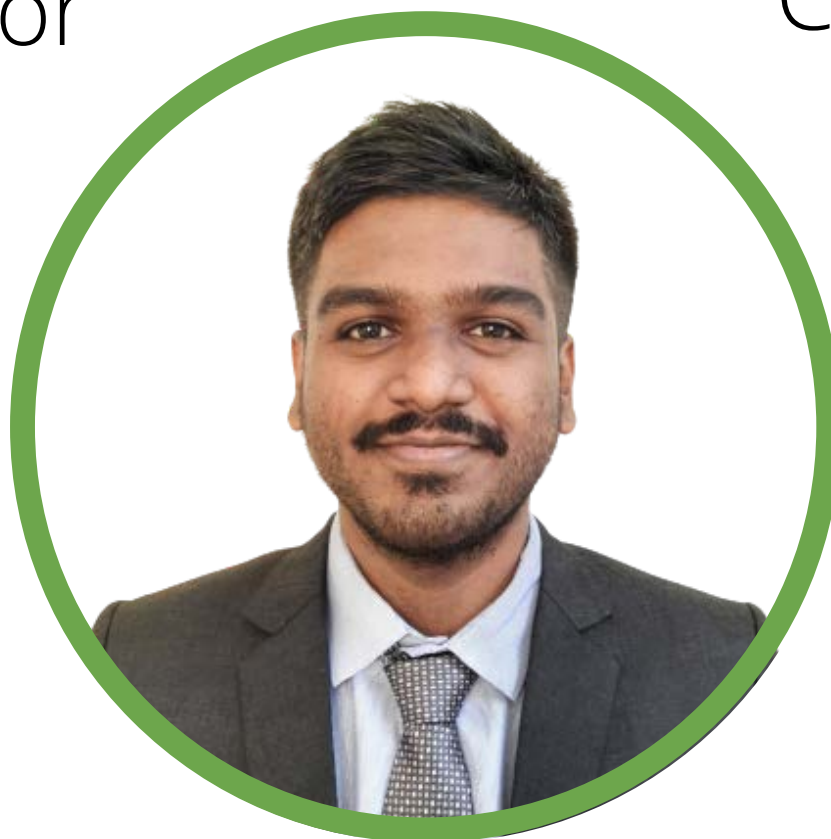
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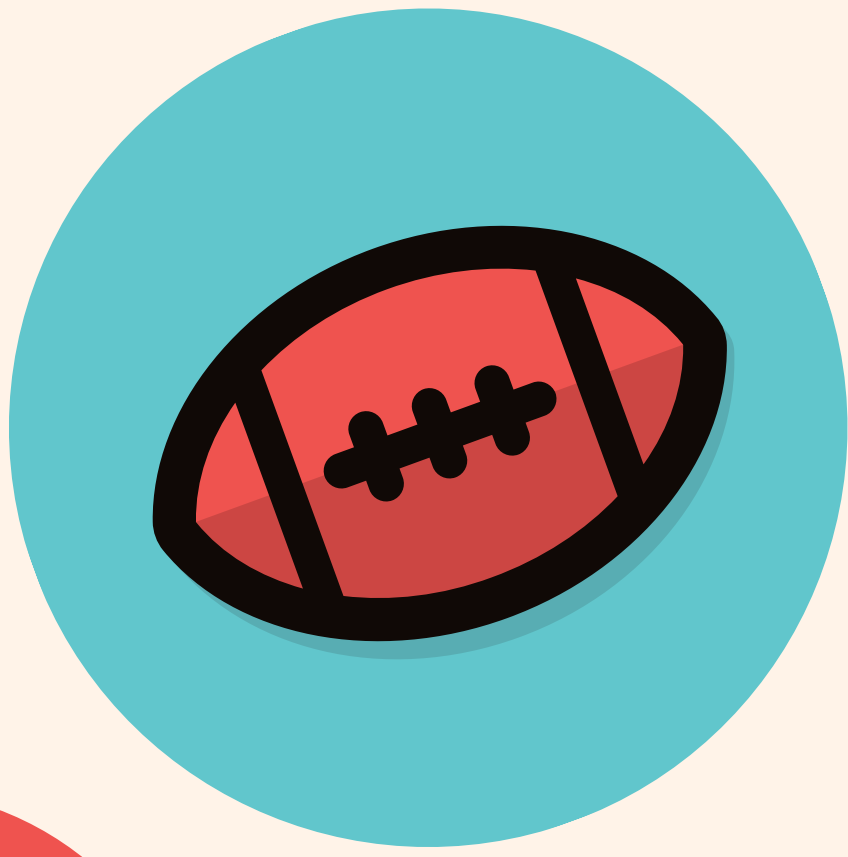
We invite articles for the next 123rd issue of SAMVAD

The theme for the edition: **'Startup Culture'**

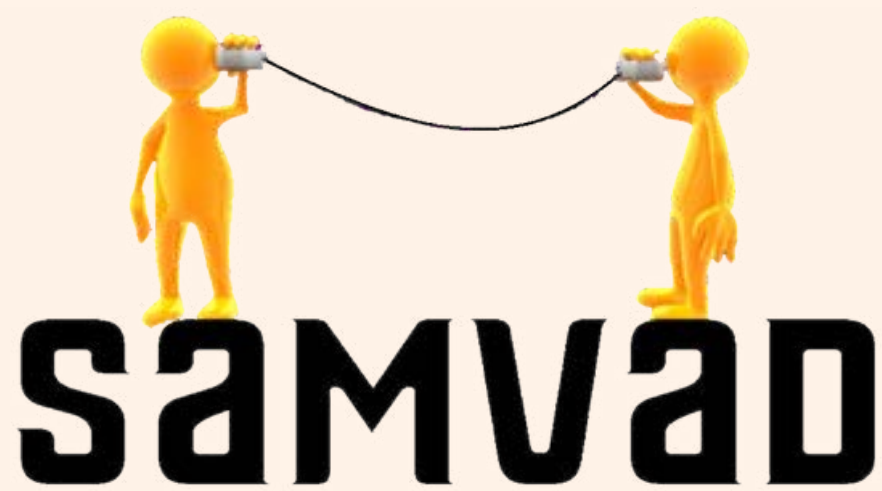
The articles can be from Finance, Marketing, Human Resources, Operations, or General Management domains.

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