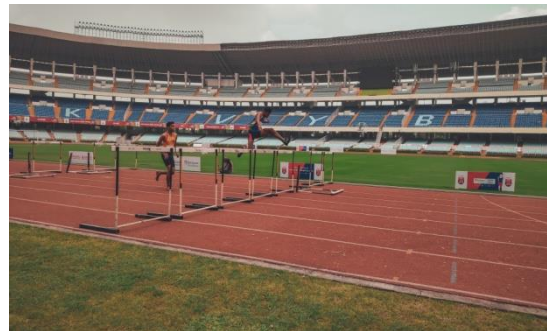


SPORTS MANAGEMENT: RELIANCE FOUNDATION YOUTH SPORTS ATHLETICS MEET 2019 (KOLKATA)

Reliance Foundation Youth Sports, in association with Anglian Medal Hunt Company and Indian Athletics Federation, conducted an Athletics Meet in order to tap young talents in both track and field. The competition took place at the Vivekananda Yuba Bharati Krirangan (Salt Lake Stadium) from 18th to 20th October, 2019. A humongous number of athletes participated from all across the state.



All the students of the Sports Management Department of IISWBM were recruited as intern crew members to look after the administrative aspects of the event. The students were suitably assigned certain departments such as registration, call rooms, technical information etc. It not only provided them with an exposure but also played a vital role in making them aware of glitches and pressure situations which may come up during big events like these.



Apart from that, the students got the opportunity to interact with experienced managers of the sports industry which not only helped them to create a network but also gave them an idea on how to get the job done.



The three day event proved to be a test for the budding sports managers as it was both physically and mentally demanding. The event concluded on a lighter note with the prize distribution ceremony and lots of pictures.