



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**COLLEGE OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF COMMERCE**



**SUMMARY REPORT OF**

**SEMINAR ON**

**SPORTS ENTREPRENEURSHIP**

**TOPIC**

**SPORTS INDUSTRY: A VIABLE BUSINESS MODEL**

**Organised by the**

**DEPARTMENT OF COMMERCE**

**EVENT ORGANISING SECRETARIES:**

- Dr. Lavanya Veeran
- Dr. Akila B

**DATE:** 18<sup>th</sup> July 2023

**TIMING:** 10:30 A.M.

**VENUE:** Mini Hall 1 (Dr. T P Ganesan Auditorium)



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
Deemed to be University u/s 3 of UGC Act, 1956



**FACULTY OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF COMMERCE**  
**MERX MERCIS ASSOCIATION**  
*Presents*  
**SPORTS**  
**ENTREPRENEURSHIP**  
**SEMINAR**

*Topic:*

**"SPORTS INDUSTRY: A VIABLE BUSINESS MODEL "**

**DATE: 18 JULY 2023, TUESDAY**

**TIMING: 10: 30 AM**

**VENUE: MINI HALL 1**

**(DR. TP GANESAN AUDITORIUM)**

**Chief Guest**

**Mr. Sumedh Kumar Patodia**  
*Co-owner & Team Director- Kolkata  
Thunderbolts*



**SRMIST\_MERXMERCIS**

**merxmercis@srmist.edu.in**







# Program Schedule

## **Invocation**

**10:30 a.m**

## **Welcome Address**

**10:35 a.m**

Dr. Tamilarasi S  
HOD, Department of Commerce  
SRMIST

## **Presidential Address**

**10:40 a.m**

Dr. Duraisamy A  
Dean, College of Science and Humanities  
SRMIST

## **Keynote Address**

**10:50 a.m**

Dr. Albert Antony Raj S  
Deputy Dean, College of Science and Humanities  
SRMIST

## **Chief Guest**

**11:00 a.m**

Sumedh Patodia  
Co-owner and Team Director  
at Kolkata Thunderbolts

## **Vote of Thanks**

**12:00 p.m**

## **National Anthem**

**12:10 p.m**

SRM Institute of Science and Technology  
Faculty of Science and Humanities,  
Department of Commerce



# One Day Seminar On **Sport's Industry: a viable business model**

*Unleash your passion and ambition in the game of business!*

"where sports enthusiasts and  
aspiring entrepreneurs come  
together to explore the dynamic  
intersection of sports and business"

**DATE: 18 JULY 2023, TUESDAY**  
**TIMING: 10:30 AM**  
**VENUE: MINI HALL 1**  
**(DR. TP GANESAN AUDITORIUM)**

**SPEAKER :**  
**SUMEDH PATODIA**  
Co-Owner & Team Director  
Kolkata Thunderbolts

**Organising Secretary**  
**Dr. Lavanya Veeran**  
**Dr. Akila B**

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# SPORT'S INDUSTRY: A VIABLE BUSINESS MODEL

18 JULY, 2023

## Event Overview

Unlock the power of the sports industry as a lucrative business model! Join our immersive seminar to explore the endless opportunities and strategies for success.



## Speaker: SUMEDH PATODIA

*Co-Owner & Team Director  
at Kolkata Thunderbolts*

Mr. Sumedh Patodia is an alumnus of IIM Ahmedabad and Emory University and the recipient of the Sports Entrepreneur of the Year award by ET Inspiring Leaders (East) for his work with the team. Sumedh had also been appointed as Co-Head of the Marketing Committee at Prime Volleyball League, to give the marketing efforts of the league and the franchises a unilateral direction for better impact. Having had prior work experience in investment banking, Sumedh eventually opted for this unconventional career path into sports management and entrepreneurship.

## Stand to Gain

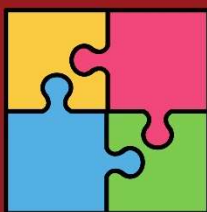
To learn from a leading industry expert, discover key revenue streams, navigate marketing and branding, and gain insights into emerging trends.



# EVENTS

Join us for an exciting evening of trivia, networking, and intellectual stimulation!

Venue: Mini Hall 1



## CONNECTIONS

Timing:

2:00 pm - 2:30pm



Scan for registration



## ^QUIZ^

Timing:

2:30pm - 3:00pm

## **SEMINAR ON SPORTS ENTREPRENEURSHIP**

### **REPORT:**

Sports entrepreneurship refers to the pursuit of business opportunities within the sports industry. It involves the identification, creation, and management of innovative sports-related ventures. Sports entrepreneurs leverage their passion for sports and business acumen to develop products, services, or organisations that cater to the needs and desires of athletes, sports fans, and other stakeholders in the sports ecosystem. To promote the culture of entrepreneurship in the sports industry and provide practical knowledge to aspiring entrepreneurs with an avid passion for sports, the Department of Commerce at SRM Institute of Science and Technology, KTR, organised and conducted a one-day seminar titled "Sports Entrepreneurship" with the topic "Sports Industry: A Viable Business Model" to allow the students to learn the various business models in the industry, what works and what does not in sports and so much more. The seminar's objective was to provide the participants and students with a comprehensive understanding of entrepreneurship in sports and to combine passion and a sense of entrepreneurial motivation to drive the students.

The event was held on the 18th of July 2023, in Mini Hall 1 at the T P Ganesan Auditorium. The event began at 10:30 A.M. with the invocation song followed by the welcome speech given by the respected Head of the Department of Commerce, Dr. S. Tamilarasi in which she welcomed the Honourable Chief Guest Mr Sumedh Kumar Patodia, the Co-owner and Team Director of the Kolkata Thunderbolts and addressed all the students, faculties and participants present with a thoughtful speech. Following this, Mr Sumedh Kumar Patodia was called upon to conduct the seminar on Sports Entrepreneurship. It was a one-of-a-kind seminar where the audience was required to interact with Mr Sumedh Kumar at every step of the seminar. Mr Sumedh shed his knowledge on how the sports industry operates in our country and across the globe by giving major insightful information about the industry. Mr Sumedh's usage of real-life examples led to the seminar being more fun and understandable. The seminar helped the students to understand the various opportunities present where both passion and business can be combined. This was followed by a Q&A session. The session ended with a vote of thanks and the singing of the National Anthem. After the end of the session, the students of the department organised games for the students of commerce in Mini Hall 1. Connections and Business Quiz were the two main games that were conducted. A preliminary round was conducted through google forms through which a specific number of teams were selected for the game. Both the games were wonderfully organised. The seminar on Sports Entrepreneurship had to come to an end with the announcement of the winners.



## GALLERY









