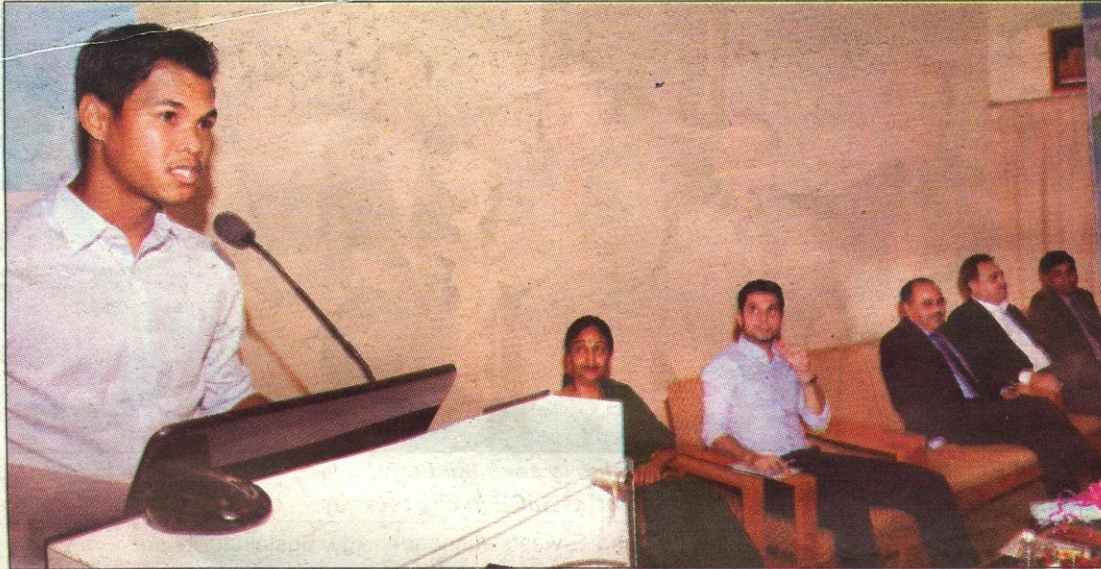


Somdev inaugurates Sports Management course at SDM-IMD



Former Indian tennis player Somdev Kishore Devvarman delivering his speech at SDM-IMD yesterday as (from left) SDM-IMD Deputy Director Dr. H. Gayathri, JSW Sports CEO Mustafa Ghouse, Indian Boxing Council President Brig. P.K.M. Raja, CS&MS Founder Enrico Piperno and Hon. Consultant Wg. Cdr Arijit Ghosh look on.

Mysuru, Feb.28- Somdev Kishore Devvarman, former Indian tennis player, who is the brand ambassador for the Sports Management course offered by the Centre for Sports and Management Studies (CS & MS) of SDM-IMD inaugurated the course by launching the website at SDM-IMD auditorium here yesterday.

Later, SDM-IMD Deputy Director Dr. H. Gayathri, CS&MS Founder Enrico Piperno, JSW Sports CEO Mustafa Ghouse, Indian Boxing Council President Brig. P.K.M. Raja, SM, VSM (Retd.), CS&MS Hon. Consultant Wg. Cdr Arijit Ghosh inaugu-

rated the programme by lighting the traditional lamp.

Welcoming the gathering, Dr. H. Gayathri explained how sports management was getting popular in the present market scenario and also about the job opportunities.

She said that both the course was being introduced at the institution to provide students an exposure for students to learn about Sports Management skills which was a booming in the country.

Speaking on the occasion, Enrico Piperno, Founder CS & MS, spoke about the course and said that students will have the

opportunity to work as intern in some of the leading sports companies such as PUMA, Adidas, IMG, JSW and also KKR, the IPL franchise.

Somdev, who spoke on the occasion, expressed his happiness to be associated with the institution as the Brand Ambassador and said the demand for qualified sports management personnel would go up in the days to come as there were a lot of sport management companies cropping up in the country.

Later, the dignitaries took part in the Q&A session during which they elaborated on course and its advantages.