

Paris Olympics
2024



The very first Olympic Games with full gender parity, because the International Olympic Committee (IOC) allocated 50 per cent of the quota places to female athletes and 50 per cent to male athletes. Olympic and world records were broken, and athletes recorded historic firsts for their countries. Media Rights-Holders (MRHs) are reporting record figures compared to previous Games, with Paris 2024 anticipated to be the most followed Games ever, with over half of the world's population expected to have engaged with them. Check on the link below and look back at the incredible facts and figures from the Olympic Games Paris 2024.

<https://olympics.com/ioc/news/paris-2024-record-breaking-olympic-games-on-and-off-the-field>



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Near Akshar Chowk, Vadodara.

News Letter

August' 24



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Enthusiast, to fulfill
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National Sports Day

Reasons why India Celebrates 29th August as National Sports Day?

★ This date is particularly significant as it marks the birth anniversary of Major DhyanChand, one of the greatest athletes in India's history and Known as the "Wizard of Hockey," His incredible achievements — leading India to 3 consecutive Olympic gold medals in hockey (1928, 1932, and 1936)—have left an enduring legacy. This Day is a tribute to his extraordinary contributions to Indian sports.

Prestigious awards, including the Major Dhyan Chand Khel Ratna Award, the Arjuna Award, and the Dronacharya Award, are presented to those who have excelled in sports.

Celebrating this day is an opportunity to reflect on sports role in building character, fostering teamwork, and enhancing physical and mental well-being.

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Pro Kabaddi Auction

Pro Kabaddi franchises spent Rs 33.7 crore during two-day player auction Bengal Warriorz spent Rs 4.90 crore during the auction, followed by Bengaluru Bulls (Rs 4.94 crore), Dabang Delhi K.C. (Rs 4.12 crore), Gujarat Giants (Rs 4.93 crore), Haryana Steelers (Rs 4.99 Crore), Jaipur Pink Panthers (Rs 4.86 Crore), Patna Pirates (Rs 4.64 Crore), Puneri Paltan (Rs 4.67 Crore), Tamil Thalaivas (Rs 4.96 Crore), Telugu Titans (Rs 4.68 crore), U Mumba (Rs 4.91 crore), and UP Yoddhas (Rs 4.87 crore).

Cricket Updates

- ✓ The International Cricket Council (ICC) has moved the ninth edition of the Women's T20 World Cup to the United Arab Emirates (UAE) from Bangladesh, while the Bangladesh Cricket Board (BCB) will continue as the official host of the event.
- ✓ Rohit Sharma has announced strategic partnership with Fittr, a fitness platform.
- ✓ Boldfit onboards KL Rahul as an investor and brand ambassador.
- ✓ Rishabh Pant becomes brand ambassador of Aakash Educational Services.
- ✓ Essilor, a leading brand in prescription lenses, has launched their new campaign featuring the India brand face, Virat Kohli.
- ✓ The Indian Street Premier League (ISPL), The tournament will take place from January 26th to February 9th, 2025, at Dadoji Konddev Stadium in Thane.

Do you know?

Sports Management

7 Variety of skills

This line of education is of a business field that involves managing the organization and administration of sports teams, athletes, events, and facilities. It includes a variety of skills Like..

- Planning
- Organizing
- Directing
- Controlling
- Budgeting
- Leading
- Evaluating

To Know more about the Sports Professional Courses that we offer ...

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e Sports Update

★ The Esports Awards 2024 was held in Riyadh, Saudi Arabia on Saturday, August 24.

★ **2024 Esports World Cup** : The event took place in Riyadh, Saudi Arabia, from July 3 to August 25, 2024, and featured 23 events in 22 different video game titles. It had largest combined prize pool in esports history at over US\$60 million, encompassing individual tournament prize pools, rewards for teams that qualify to EWC events, most valuable player awards, and the Club Championship, a cross-game competition that aggregates the individual game results of all participating organizations (known as "clubs" to the EWC) to crown a Club Champion. The Esports World Cup replaced the Saudi Esports Federation's Gamers8 esports festival, which was held in 2022 and 2023.

https://en.wikipedia.org/wiki/2024_Esports_World_Cup

★ **PUBG Nations Cup 2024** becomes third most popular PUBG esports event, recorded a peak viewership of 404,725, making it the third-most-popular esports event in the game's history.

<https://esportsinsider.com/2024/09/pubg-nations-cup-2024-viewership>

★ Sony has officially announced the Pro version of its PlayStation 5 gaming console. This will go on sale later this year and is said to feature better internals that aim to provide higher performance for demanding tasks such as Ray Tracing.

<https://esportsinsider.com/2024/09/playstation-5-pro>



Football Update

- **Durand Cup 2024.**: One of India's oldest football tournaments, The Final match was held at the Vivekananda Yuba Bharati Krirangan in Kolkata. & NorthEast United won the penalty shootout.
- **Calcutta Football League 2024** : One of the first football leagues in India to be played is the CFL, which is currently ranked fifth in the pyramid. Since its founding in 1898, two of Kolkata's biggest teams—Mohun Bagan and East Bengal—have dominated the city's football league. **East Bengal have won the Calcutta Football League title a record 39 times, the most by any club in history.**
- **Subroto Cup 2024 (Sub-Junior Boys U15)** : The Final match was won by Meghalaya NONGIRI PRESBYTERIAN SECONDARY SCHOOL.

Our Academic Calendar

- | | |
|--|----------------------|
| ✓ Sports Management Certificate course with Marwadi University - | Batch Starts Sept'24 |
| ✓ Sports Marketing - Post Graduate Program with India Khelo Football (IKF) | Batch Starts Dec'24 |
| ✓ Esports - In Game Training Program Online and Offline | Batch Starts Nov'24 |
| ✓ Esports - Industry Program with GenG & ECA (Online / Offline) | Batch Starts Nov'24 |

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Do you know?

Sports Industry Growth in India

Total revenue in the Sports market is projected to reach US\$19.80m in 2022. Total revenue is expected to show an annual growth rate (CAGR 2022-2029) of 2.24%, resulting in a projected market volume of US\$21.86m by 2029. (Source :Statista.com)

Top 5 Sports Management Companies in India

These companies are bringing sports science, technology, and management into one package, transforming the very nature of experiences in the sector. They are setting up structures, defining key narratives in sports businesses, and offering consumers a wide array of sports activities to engage with. And also offer, diverse career opportunities they bring to the table in the sports industry. Such as **Team Managers, Marketing professionals, Accountants, Sales Personnel, Sponsorship leads, Sports advertising experts, Content writers, and more**

1. **JSW Sports** : Established in 2012, JSW Sports is the sports arm of JSW Group. Company plays a pivotal role in furthering the sporting culture in India.
2. **RISE Worldwide** : Since January 2021, is a wholly owned subsidiary of Reliance Industries Limited. It is one of India's largest companies working across the Sports, Lifestyle, and entertainment sectors.
3. **Baseline Ventures** : Is known as a sports, entertainment, and brand licensing company. The brand represents some of the leading athletes in India along with building unique sports properties.
4. **Sporty Solutionz**: Is a full-service sports marketing company in India. The brand has a global presence across the US, Singapore, Pakistan, UAE, Bangladesh, and India.
5. **Rhiti Sports** : is a sports marketing and management company. They have a global network and a deep domain expertise in sports management-related services