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City-based institute to offer courses in sports management; ties up with CSMS

TIMES NEWS NETWORK

Mysuru: In collaboration with the Centre of Sports and Management Studies (CSMS), Kolkata, city-based Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDIMD) has launched a sports management programme, aimed at fostering professionalism in sports management.

SDIMD will be extending support to CSMS in designing two programmes: certificate programme in sports management, and postgraduate programme in sports management. While the former will be a three-month course, the duration of the latter will be nine months. Former national tennis champion Enrico Piperno, a founder member of CSMS, said that it was high time sports bodies in the country were run by professionals. "This is not the case at the moment. We need to encourage boys and girls to take up sports management. For the past few years, sports bodies in the countries have been administered by amateurs, and this has made life difficult for sportspersons. In fact, the Supreme Court was not happy with the manner in which BCCI was being run. Indian contingents do not perform too well at the Olympics. For this to change, administration of the bodies will have to be taken over by professionals," he added.

Piperno, who has coached Leander Paes and Mahesh Bhupathi among other Indian tennis greats, said that sports management today required a wide variety of skills. "India is hosting a large number of professional leagues in sports ranging from badminton to kabaddi. These leagues involve buying and selling of players, event management, data analysis, brand management, etc. Our programmes are geared towards meeting these new requirements. We will offer specialised training to ensure that our students can handle such diverse operations," said Piperno, adding that tennis player Somdev Devvarman would be the brand ambassador for these courses.

Deputy director of SDIMD, H Gayathri believes that the courses would further India's preparations for the 2020 Tokyo Olympics. "Those who have scored 45% or more in 10th, 12th and degree are eligible to apply for these programmes. Students currently in the final year of their degree can also apply," she added. The courses start in June.

'Leander Paes should hang up his boots'

Piperno told TOI that the time has come for **Leander Paes** to bid adieu to the sport. "At 43, Paes is a great ambassador for the sport. But I think that the time has come for him to hang up his boots. He has played for India for more than 20 years, and his contribution to the sport is immense. If he continues to play, he would be denying another player a place on the team. His form has gone down," he said.

Piperno, who trained Paes from 1990 to 1993, opined that the latter must pass on the knowledge accumulated in his lengthy career to the younger generation. When Piperno was hi coach, Paes ascended to the top of the world rankings in the junior tennis category. TNN

Launch of Sports Management Programme