

## **Event Report**

Organized by E-Cell, Jadavpur University

**Event Title:** Panel Discussion on Sports & Fitness Industry by E-Cell, Jadavpur University

**Event Date:** 16th February, 2024

**Event Time:** 02:00 pm - 7:00 pm

**Event Location:** Mechanical Engineering Department, Jadavpur University (Room no. Teqip 301 & Physical Ground)

**Faculty Coordinator in Charge:** Prof. Aranyak Chakraborty, Prof. Pranibesh Mandal, Prof. Rajib Bandhyopadhyay

**Student Coordinator in Charge:** Samayan Mazumder, Project Fellow, IIC  
Prasenjit Kapas

### **Brief Intro of Program:**

The panel discussion on the Sports & Fitness industry brought together a diverse group of experts, entrepreneurs, and enthusiasts to explore the challenges and opportunities in this dynamic sector. The overarching theme was to identify entrepreneurial solutions that could address current problems and pave the way for a healthier and more sustainable future.

### **Opening Remarks:**

As the moderator, I began by highlighting the significance of the Sports & Fitness industry in promoting physical well-being, mental health, and community engagement. The industry faces multifaceted challenges, ranging from accessibility issues to technological advancements, but the collective goal of the panel was to envision innovative solutions.

### **Event Highlights:**

The inclusion of the college's Department of Physical Education on the panel added a local touch, highlighting the unique challenges and opportunities within the community. The discussion emphasized the importance of tailoring entrepreneurial solutions to meet the specific needs of the college environment and its surrounding community.

The event fostered active student participation, encouraging aspiring entrepreneurs to share their ideas and concerns. The presence of the college department provided students with insights into potential career paths within the Sports & Fitness industry.

With the college's physical education experts contributing to the conversation, the discussion delved into practical solutions that could be implemented within the campus and the wider

community. Ideas ranged from innovative fitness programs to leveraging existing sports facilities for entrepreneurship opportunities.

### **Personal Insights:**

Sharing personal insights, the discussion highlighted the transformative power of sports and fitness in my own life and the impact it can have on individuals and communities. It emphasized the role of entrepreneurship in driving positive change and encouraged fellow panelists and attendees to think creatively about how they could contribute to the industry's growth and improvement.

### **Challenges in the Sports & Fitness Industry:**

#### 1. Accessibility and Inclusivity:

Many communities face barriers to accessing sports and fitness facilities. The discussion emphasized the need for solutions that make physical activity more inclusive, considering factors such as location, cost, and cultural relevance.

#### 2. Technology Integration:

The fast-paced evolution of technology presents both opportunities and challenges for the industry. Entrepreneurs need to find ways to leverage technology to enhance the sports and fitness experience while ensuring it remains accessible to all.

#### 3. Sustainability:

The sports industry has a significant environmental impact, from the production of sports equipment to the maintenance of facilities. Entrepreneurs are encouraged to explore sustainable practices and products to mitigate the environmental footprint of sports and fitness activities.

### **Entrepreneurial Solutions:**

#### 1. Community-Centric Platforms:

The panel discussed the potential of creating digital platforms that connect local communities with sports and fitness activities. These platforms could provide information about nearby facilities, organize community events, and offer affordable memberships, thus addressing accessibility issues.

#### 2. Virtual Reality Fitness Programs:

Entrepreneurs are encouraged to explore virtual reality (VR) solutions that bring the gym experience to people's homes. This not only caters to those with limited access to fitness centers but also adds an immersive and engaging element to workouts.

#### 3. Green Sports Initiatives:

Entrepreneurs can play a crucial role in promoting sustainability within the industry. This includes developing eco-friendly sports equipment, implementing energy-efficient practices in facilities, and supporting initiatives that offset the carbon footprint of sports events.

**Conclusion:**

The panel discussion served as a platform to foster collaboration and inspire innovation within the Sports & Fitness industry. By addressing challenges through entrepreneurial solutions, we can create a more accessible, inclusive, and sustainable landscape that promotes health and well-being for all. The shared commitment of the panelists and participants reflects a collective dedication to shaping a healthier and more vibrant future through entrepreneurship in sports and fitness.

**Participants Attendance:**

ATTENDANCE DETAILS

Panel Discussion On 16/02/2024 (With Sports Technology /Fitness Industry Experts/Yoga /Physical Education Departments Experts) to Collect their Innovative Idea for IIC, CAST & e-Cell

Sl. No.	Company Name	Representative Signature	Designation	Contact No.
01	HIPANYAGADBHAYA		TRUSTEE	9062220027
	NEDIC AND NEDIC INSTITUTE			
02	EAST WIND STRATEGIC MANAGEMENT, EDIFIST SPORTS, KRATOR COMBAT NETWORK, RYN, IISWBM (PGDSM), WEKREATE Corporate Gifting & Sports Production, Free Flow + Strong Kong, Cdr NSHA		Managing Partner, East Wind, Director (Edifist KCA), & Management Partner (Remaining Brands).	9836382072 / 8240323459
3	MD. FIDAU HAQUE & MS. PRIYANKA CHASE		DIRECTOR	9830333245
	Accolade sports Edu 21, Park street, Kd-16		Business Equip. Prod.	9836361013
4.	MR. SANJAY SRIBASTAV			
	IBBAS UNLIMITED SPORTS MANAGEMENT		COO	9044892276
5	Jaydeep			
5	Jaydeep Bhasas		Student	9908133293
6.	Pranibesh Mandal.		faculty	9163251288
7.	A. Rizvan Hossain		NIJIFR	9748211664
8.	Samayam Mukunder		IIC fellow	890256148

**Session Images:**









