



AMITY BUSINESS SCHOOL

MUDRA

FINANCE NEWSLETTER



NATIONAL SPORTS DAY SPECIAL

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“STOP INNER CONTRADICTIONS AND CONFLICT”

Be clear about your thoughts and goals. Times are changing and requirements are plenty. Irrespective of insinuating role of rising competitive work life and transformed social life, the secret to a fulfilled achievement can be derived when state is 'mindful', and which leads to conscious deliberations. With rising expectations and surmounting challenges attaining clarity, purpose and outcome of every decision must be realized. Since 'management' is a purposive outcome and outward looking proactive and strategic process, it is important to that as sustainable organizations with a futuristic looking perspective, being mindful helps in maintaining psychological wellbeing for being healthy and contented.

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FROM THE EDITORIAL DESK

Dear Readers,

“FINANCE IS AN INTEGRAL PART OF OUR LIVES.”

With an educative purpose, we are coming forth with our monthly financial newsletter “MUDRA” to help our readers regarding insights to specific news and facts about the financial world. ‘MUDRA’ serves as a gist of the news happening in the financial ecosphere. It indeed gives me pleasure to share that the newsletter is designed and compiled by the students. My special accolades go to all those who have worked behind this.

I hope you enjoy going through the newsletter and we look forward to receiving your opinions and suggestions.

HAPPY LEARNING!



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SPORTS FINANCE

EDITORIAL 1

National Sports Day : Building Fit People and a Better Nation

By: Ankita Kumari
MBA General (2022-24)

EDITORIAL 2

Championing Excellence: Unveiling the Triumphs of Our Sports Day.

By: Kunal Garg
MBA Finance (2022-24)





National Sports Day 2023: Honoring Major Dhyhan Chand's Legacy and Promoting Sporting Excellence



NATIONAL SPORTS DAY AROUND THE WORLD



Khelega India Tabhi Toh Khilega India

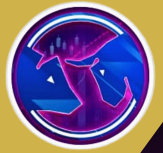


National Sports Day: A Financial Perspective

Commemorating National Sports Day: Honoring Growth, Trajectory, and Economic Significance



Celebrating National Sports Day: A Win-Win for Health and Economy



SPORTS FINANCE FACTS



- **The Indian Premier League (IPL) is one of the most lucrative cricket leagues globally and has a significant impact on sports finance in India. The total value of the IPL after the 2021 edition has been placed around Rs 35950.53 crore.**
- **The estimated cost of organizing the 2010 Commonwealth Games in Delhi was around ₹70,000 crore (approximately \$9.4 billion), including investments in sports infrastructure and related facilities.**
- **Indian cricketer Virat Kohli is known for his high-value endorsements. In 2020, he was ranked 66th on Forbes' list of highest-paid celebrities, with earnings of \$26 million, which included endorsement deals.**

NATIONAL SPORTS DAY

Major Dhyan Chand, a legendary Indian field hockey player, is often considered one of the greatest sportsmen in history. Born in 1905, he earned his nickname "The Wizard" due to his extraordinary skills and control over the hockey ball. Chand's exceptional performance led India to three consecutive Olympic gold medals in 1928, 1932, and 1936. His goal-scoring prowess and remarkable technique left an indelible mark on the sport. His contributions have solidified his status as a national hero, and he remains an inspiration for aspiring athletes and hockey enthusiasts worldwide.

