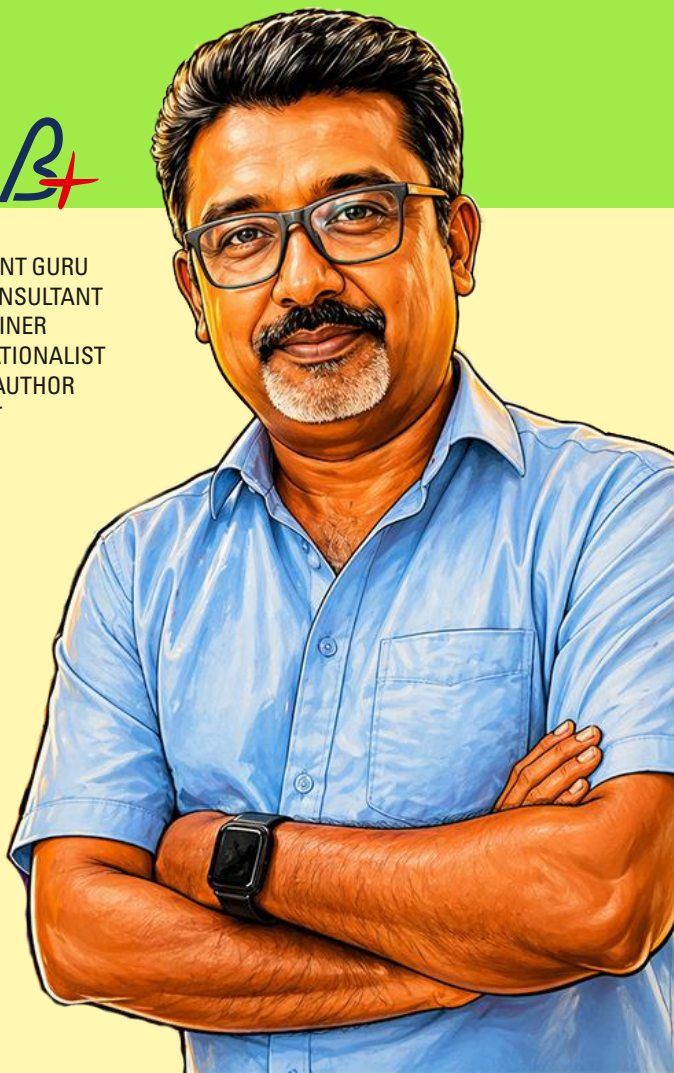


THE FUTURE IS BUILT BY THE  
**DREAMERS**  
WHO ALWAYS DARED TO CHALLENGE THE BEST

*Sijin B+*

SPORTS MANAGEMENT GURU  
SPORTS BUSINESS CONSULTANT  
CORPORATE TRAINER  
RETAIL COACH | EDUCATIONALIST  
AWARD-WINNING AUTHOR  
LUDOLOGIST



# WORKS

*"No one had tried and failed more than Sijin in realising one's dreams"*

**Dr Indulekha R**

(Director, IMT, Alappuzha, Award-winning sports author and Sijin Bt's wife)



## SPORTS & MANAGEMENT RESEARCH INSTITUTE

Founder of India's first **sports management, sports engineering & sports psychology** research institute

[www.smri.in](http://www.smri.in)



## SCHOOL OF SENIORS

Founder of world's first **scientifically designed school for the elderly** to enhance the quality of old age



## SPORTY KOCHI COMMUNITY SPORTS CLUB

Mastermind behind India's first **complete community sports club**

[www.sportykochi.in](http://www.sportykochi.in)



Mastermind behind India's first **fan-owned football club**

[www.travancoreroyals.com](http://www.travancoreroyals.com)



## COSPORTS

COLLEGE SPORTS LEAGUES INDIA  
STUDY - PLAY - EXCEL

Promoter of **College Sports Leagues**. The Government of Kerala has initiated the **College Sports Leagues in 2025**

[www.cslkerala.com](http://www.cslkerala.com)



Promoter of **School Sports Leagues**



## CHILDHOOD OLYMPIAD

Olympics of Childhood Games.  
Waiting for the approval of IOC

## WORLD LABOUR GAMES

Olympics of Labour Games.  
Will conduct in October 2026



## 3 WHEELER RACING

Grand Prix of Autorickshaws  
will start in 2027



Promoter of **Passenger Rights**.  
Hibi Eden MLA presented the **Passenger Service Authority Bill** in Kerala Legislature in 2014



Project to impart 3 quotients our formal education do not teach, but essential to survive, succeed and excel in life



First **'Made in India' pedagogy** designed based on learning from F1 racing



hygienic \* aesthetic \* integrated

Advanced public toilet system  
suitable for Indian conditions



# DREAMS

*“Even the most ordinary individuals can become extraordinary by believing strongly in their wildest dreams”*

**Sijin Bt & Dr Indulekha R**  
(From the book 'Management By Dreams')



Empowering India to win  
football World Cup in 2066  
[www.goal2066.in](http://www.goal2066.in)



City branding to make Kochi,  
city of happiness  
[www.sundarikochi.in](http://www.sundarikochi.in)



Geobranding  
Thiruvananthapuram

# ACHIEVEMENTS

*“When you fly, dogs will not bother you”*

**Sijin Bt**

## DEVELOPED/DESIGNED

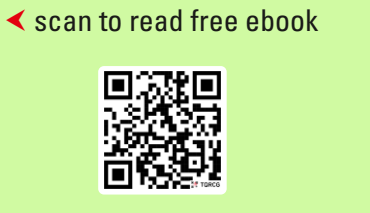
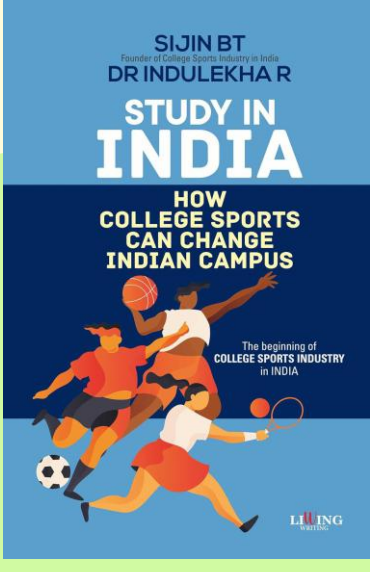
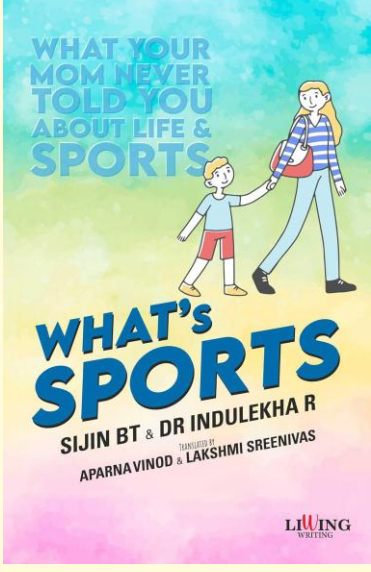
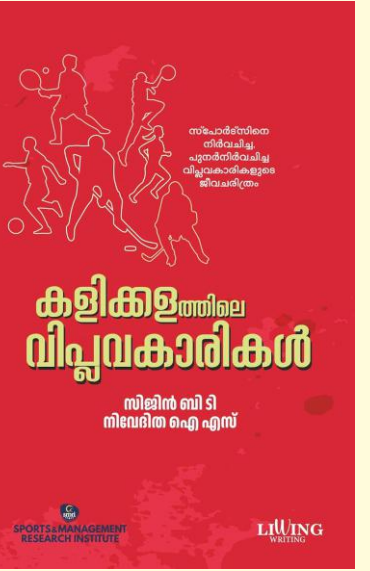
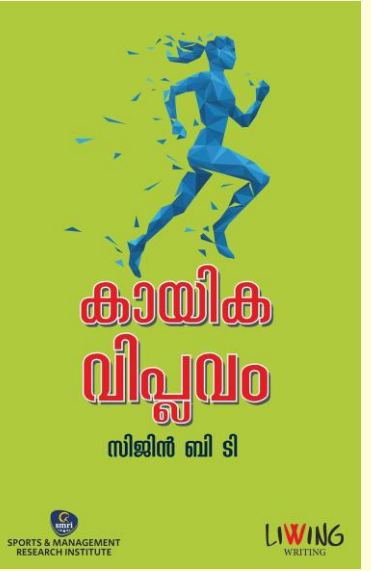
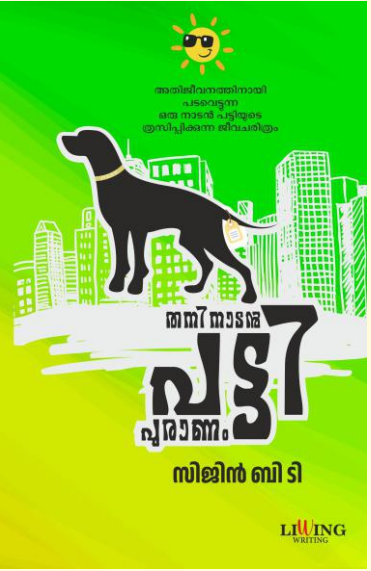
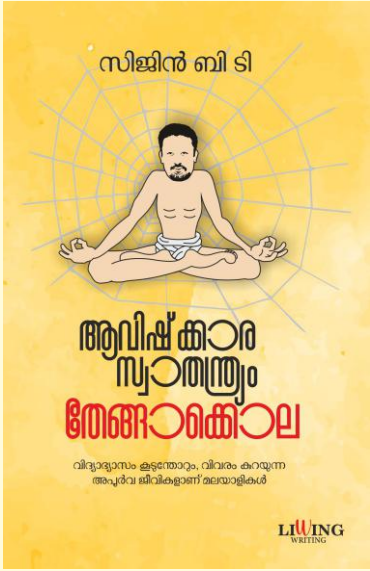
- 11PS OF SPORTS MARKETING
- 8ES OF SPORTS
- MANAGEMENT BY DREAMS
- 5S OF ATHLETE MANAGEMENT
- TRIMURTHY MODEL HR MANAGEMENT
- REMOTIVATION
- RETAIL PANCHTANTRA
- SUPERBMARKET
- FISH FRY FOR RETAILERS
- PASSENGER RIGHTS
- CREED OF DRIVERS
- IDEAL STUDENT DAY

Won Kerala  
State Sports  
Council's Award  
for the best  
sports book in  
2018

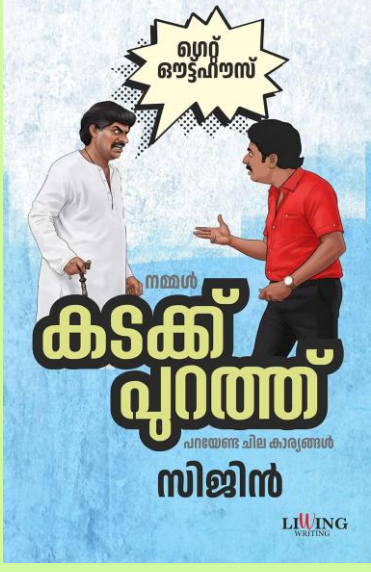


# BOOKS

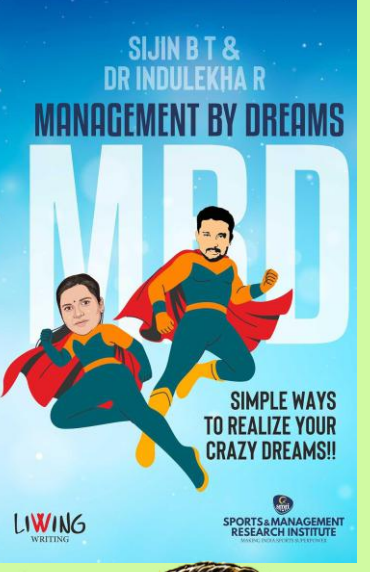
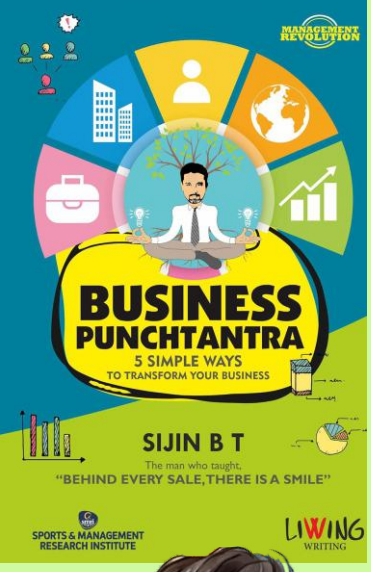
FICTION ▶▶



PUBLIC ISSUES ▶▶



SELF-HELP ▶▶



scan to read free ebook



"Change demands courage, creativity, conviction and commitment"  
Sijith N S



# HOW **SIJIN** CAN HELP YOU, YOUR BUSINESS, ORGANIZATION & COMMUNITY

## ▶ TRAINING

Marketing  
Customer Service  
Communication Skills  
People Skills  
Retailing  
Sports Management  
Sports Psychology  
Teaching Skills  
Creative Skills  
Problem-Solving Skills

## ▶ CONSULTANCY

Sports Business  
Retail Business  
Education  
Policy Making  
Public Relations  
Personal Branding  
Management  
Marketing  
Creativity  
CSR- Health,  
Empowerment,  
& Employment

## ▶ SPORTS CONSULTANCY

Professional Sports Clubs Management  
Sports Facility Management  
Sports Tourism Projects  
Leisure Sports Management  
League Design & Management  
Sports Policy Making  
Tournament Design & Management  
Corporate Sports & Employee Engagement  
Sports for Marketing  
Sports for Customer Engagement  
Sports Infrastructure Development  
CSR- Sports & Education

*"We don't need to know magic to do wonders. Just listen to your heart beats and follow it"*

**Sijin Bt**



**VOTE**  
*Sijin Bt*  
**FOR KMA MANAGEMENT COMMITTEE**

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