# BCB's poor marketing

Cricket

**ATN Bangla** 

**Port City League** 

Dhaka Sports v Bengal Tigers

Live from 5:00pm

MSC of Ctg v Ctg Tigers

Live from 8:40pm

SuperSport2

**Indian Premier League** 

Mumbai Indians v Kings XI Punjab

Live from 8:30pm

New Zealand v Australia

Second Test, Day 5

Live from 3:30am (Wednesday)

**ESPN** 

Sortscentre India

Sports News

Live at 8:30pm

SuperSport3

**UEFA Champions League** 

Bayern Munich v Man United

Live from 12:45am (Wednesday

SuperSport7

**UEFA Champions League** 

Lyonnais v Bordeaux

Live from 12:45am (Wednesday

**LOCAL SNIPPETS** 

The 30th Inter-District Cricket

Championship got underway

yesterday at eight differen

Rakibul Hasan slammed

125 as hosts Comilla amassed

283 for seven in 39 overs to

secure a massive 159-run

victory over Rangamati, who

were bundled out for 124 in

Meanwhile, Fakrul Hasan

captured seven wickets for 27

runs to script hosts Pabna's

eight-wicket win against

Joypurhat. Pabna posted 53

for two in reply to Joypurhat's

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31.5 overs.

50 all out.

venues across the country.

SPORTS REPORTER

BISHWAJIT ROY

Nowadays cricket is not only a simple game but also a moneyspinning commodity. The IPL is the biggest example of how one can get most out cricket especially after the introduction of the latest version of the game; T20. And one should have an efficient and professional set-up if they want to explore this market. But it appears that the Bangladesh Cricket Board (BCB) lacks a lot in the art of marketing of the country's most attractive sport commodity.

It is not only that they are suffering from attracting sponsors for their regular events, no matter whether it's an international and domestic competition, but they have also failed to take advantage of special events like NCL T20, which is going to take place with six franchises.

BCB, as per usual practice, had floated tender for the title sponsor of the National Cricket League where T20 was the new addition for this year. But only one company came forward with a poor offer which forced BCB to go for a negotiation with ATN Records who got the marketing and broadcasting right as an event partner for one season, reportedly with a guarantee clause of Tk 50 lakh for the three different formats----four-day, one-day and T20.

The details of the deal were however never disclosed to the media. Without any doubt it's a poor amount of money considering the fact that the board has to pay around Tk 5 crore to arrange this tournament. The question has been however raised after it was disclosed that the T20 competition would adopt the franchise

model and ATN Records was given the job to work on it.

It's hard to believe that an organisation, which loves to claim itself as a corporate house, like BCB does, has failed to understand the value of T20 tournament at the current time, especially when they have a very fresh memory of T20 Premier League Cricket that saw huge success in terms of spectators turn out and sponsorship interest.

It was learnt that ATN Records already got a positive response from the corporate houses as they are showing their interest to buy up franchises. BCB set a base price of Tk 65 lakh for each team but it was not clear how they settled the financial issues with their event partner because the franchises were not in line when they signed the agreement with them.

Interestingly the franchise idea came from the part of BCB but they have a lack of professionals who can take full advantage of it.

"Actually we have very little time to work on it. True we may not be fully benefited but everything will be okay from next season," said Gazi Ashraf Hossain, BCB's director and chairman of the tournament committee.

The former national skipper also admitted that lack of professionals in the board was one of the main reasons behind its failure due to the absence of a strong professional marketing setup headed by a CEO in true sense.

"You know there is no shortage of manpower in the marketing committee and yes, if we have a strong CEO (chief executive officer) then he can look after all the things to maximise benefit from this kind of tournament," confessed Ashraf.

Though he expressed his optimism for the future but no one

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Mohammedan's fleet-footed forward Rasel Mahmud Jimmy (C) tries to get past an Ajax Sporting Club defender during their Dhaka Bank Club Cup hockey tournament fixture at the Maulana Bhasani National Hockey Stadium yesterday. Jimmy scored three goals in Mohammedan's 9-0 win.

MSC maul Ajax

INDIAN PREMIER LEAGUE Delhi ride on

Warner ton

CRICINFO, undated

Wickets fell in each of the first three overs of Delhi Daredevils innings, but David Warner batted on some other island to score the second century of this year's IPL, his first in Twenty20s. On a track that assisted spinners, Delhi bowled smartly to never be threatened in the defence, winning comfortably by 40 runs against Kolkata Knight Riders and moving back to the

top four. Neither did the Kolkata Knight Riders attack elicit respect from Warner, nor did the situation result in apprehension: he just cleared the front leg and hit his way to an unbeaten 107 off 69 balls that contained nine fours and five sixes. His electrifying knock lifted the home side from a precarious 38-3 to an imperious 177-4 at the Feroz Shah Kotla

ground in Delhi yesterday. SEE PAGE 18 COL 8

### Women's school football from today

SPORTS REPORTER

Defending champions Sir John Wilson School will face off with Green Herald School in the opening match as the Citycell Dhaka Metropolis Women's School Football Championship starts at the Sultana Kamal Women's Complex in the city today.

The third edition of the championship will be held in league system. Nineteen teams, chosen from both SEE PAGE 18 COL 5

yesterday.

Bangla Tigers beat Pirates of Chittagong by eight wickets in

Chittagong's Tamim Iqbal's blazing knock of 44 made sure Tigers chased down

overs. The first ball of next over,

wickets in hand and seven an apt reply dismissing the next two balls to the fence on the onside. Shafiul though had his revenge uprooting Tamim's

> coming from Tamim's bat. Mithun (29) and Manjur's (24) knocks took them closer to the target and Mahmudullah Riyad and Shamsur Rahman

both remained not out on 19 to ensure an easy victory for them. Earlier having won the toss, the defending champions opted to bat. But the star-

they crumbled to the spin of

# Goals galore in second phase

SPORTS REPORTER



Defending champions Abahani, title contenders Mohammedan

KC and struggling Muktijoddha Sangsad KS got off to flying starts as the second-phase of the Bangladesh League kicked off at different venues yesterday.

Ghanaian striker Sheriff Din Mohammedan struck the league's sixth hattrick to guide leaders Abahani to a convincing 4-0 win over Beanibazar SC at the Sylhet Stadium. Archrivals Mohammedan also recorded an emphatic 4-1 win over Feni Soccer Club at the Shaheed Salam Stadium in Feni, thanks to a brace from Abdul Baten Komol.

A double from Mohammad Rony also helped Sheikh Russel SC blank hosts Shuktara Jubo Sangsad 4-0 at the Osmani Stadium in Narayanganj while Muktijoddha Sangsad thrashed Brothers Union 3-1 at the Bangabandhu National Stadium in Dhaka, riding on a brace from Guinean striker Raphael Sagno.

Beanibazar vs Abahani

Our Sylhet correspondent adds: After holding mighty Mohammedan SC to a 1-1 draw on home soil, the attention was on whether hosts Beanibazar would be able to repeat the same feat against the other giants Abahani. The Sky Blues however, did not give the hosts any chance from

the word go and took a fourth minute lead through Sheriff.

The visiting Sky Blues then faced a stiff challenge from the hosts and had to be content with a solo goal lead in the first half. But they stepped up the attack at the start of the second half to make the result

six minutes into the second half with Sheriff converting a penalty.

safe and doubled the margin

Four minutes later, the lanky striker completed his hattrick as the sixth marksman in the league after Arambagh

**SEE PAGE 18 COL 2** 

#### **RESULTS**

Beanibazar SC 0 Abahani 4 (Sheriff 4, 51, 55 Enamul 76)

Feni Soccer Club 1 (Anwar 41) Mohammedan SC 4 (Komol 15, 63, Emeka 23, Bukola 30)

Shuktara Jubo Sangsad 0 Sheikh Russel KC 4 (Rajan 25, Maruf 29, Rony 38, 81)

Muktijoddha Sangsad 3 (Raphael 35, 41, Jalal 61) Brothers Union 1 (Toru 62)



A mid-pitch action of yesterday's Bangladesh League match between Muktijoddha Sangsad and Brothers Union at the Bangabandhu National Stadium. Muktijoddha won 3-1.

### Yousuf bids adieu

#### Cricket

AFP, Karachi

Former Pakistan captain and world record-holder batsman Mohammad Yousuf on Monday announced he was to quit international cricket in protest against an indefinite ban.

Yousuf was banned earlier this month in a crackdown on players by the Pakistan Cricket Board (PCB) following a disastrous tour of Australia. Pakistan lost all three Tests, five one-dayers and a Twenty20 match. The dismal performance

resulted in bans and fines on seven leading players --Younus was captain for most of the games.

"I received a letter from the PCB (Pakistan Cricket Board) that my staying in the team is harmful for the team, so I announce my retirement from international cricket," he said in Pakistan's financial capital Karachi.

"I thank the fans around the world, all the senior players and family members for supporting me throughout my 12-year career," said an emotional Yousuf, 35, dressed in a religious white cap and traditional dress.

"I always played for my country and if my playing is harmful for the team then I don't want to play," he told the news conference, fielding a barrage of questions at the Karachi Press Club.

Yousuf played 88 Tests, nine as captain and scored 7,431 runs at an average of 53.07, including 24 centuries.

223

40 9624 141\* 42.39 15

Mercurial Pakistan batsman Mohammad Yousuf makes a point

while announcing his retirement from international cricket at a

press conference in Karachi yesterday.

53.07

He also scored 9,624 runs in 282 one-day internationals.

Yousuf was third behind Javed Miandad (8,832 in 124) and Inzamamul Haq (8,829 in 119) in all time run-getters for Pakistan in Tests and second behind Inzamam (11,701 in 375 matches) in one-day cricket.

> But his greatest achievement **SEE PAGE 18 COL 1**

> > 89 57

PHOTO: AFP

### Bhaji fined

CRICINFO, undated

Harbhajan Singh, who starred with bat and ball in Mumbai Indians' victory over Deccan Chargers in the IPL fixture in Mumbai, has been fined 15,000 dollars by match referee Gundappa Viswanath for his outburst directed at batsman T Suman after dismissing him.

The sanction was confirmed by IPL chief executive Sundar **SEE PAGE 18 COL 8** 



#### Ctg Abahani v Farashganj Time: 3:30pm Venue: MA Aziz Stadium

Arambagh v Ctg Mohammedan Time: 5:00pm Venue: BNS Club Cup Hockey Sonali Bank v Sadharan Bima Time: 2:30pm Usha KC v Wari Club Time: 4:00pm Venue: Maulana Bhasani Stadium **Port City League** Dhaka Sports v Bengal Tigers Time: 5:00pm MSC of Ctg v Ctg Tigers Time: 8:40pm Venue: Sharjah Cricket Stadium

AFP, Munich



Champions

League quarterfinal first leg in buoyant mood after six straight wins, with the Germans smarting after backto-backlosses.

Gaal admitted Saturday's 2-1 home defeat by Stuttgart had hurt his side, who lost their place at the top of the Bundesliga to Schalke, having also lost 2-1 at Eintracht Frankfurt the week before. While Bayern needed an

away goal, and a good dose of luck, to squeeze past Fiorentina in the last 16, United had no such problems as they thumped AC Milan 7-2 on aggregate. To make matters worse,

"It might not be too bad, but it'll be difficult for him to be fit in time for the Manchester United game,"

#### regain the Club Cup, the local hockey season's curtain-raising tournament, off to a rollicking

start when they thumped Ajax SC 9-0 in their first match of the Dhaka Bank Club Cup at the Maulana Bhasani Hockey Stadium yesterday. National striker Rasel Mahmud Jimmy led

Mohammedan Sporting Club got their bid to

Hockey

SPORTS REPORTER

the way striking three goals followed by defender Mamunur Rahman Chayan and Jahidul Islam Rajon, who struck two goals each while Kamruzzaman Rana and former national striker Ariful Islam Prince hit the board once apiece in the one-sided affair though the initial moments indicated that Ajax would make their mighty rivals, who this time have formed a starstudded team comprising current and immediate past national players, sweat.

From the beginning, Ajax pressed their mighty opponents hard and snatched two successive penalty corners inside the first six

minutes but they could not cash in on those and Mohammedan grew in confidence and got the success through their second penalty corner with specialist Chayan putting Mohammedan ahead in the 11th minute.

After opening the account, Mohammedan appeared much relieved and kept the Ajax defenders busy thwarting the attacks though they could hardly resist Jimmy, Rajon and Prince and Mohammedan went to the breather with a comfortable 6-0 lead.

After resumption, Mohammedan looked a bit more relaxed and the opponents availed the opportunities to launch a few attacks through striking duo Imtiaz Sultan Rubel and Farafat Ali Jewel but they could not break the backline consisted of Isa Mia, Chayan, Khandokar Hasan and Rana.

Mohammedan, however, added three more goals to their first half six to finish the match on a high.

Mohammedan coach Barkatullah Chapal was ecstatic over the victory, but not overwhelmed.

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### PCL T20 CUP

## Tamim flays Brothers

SPORTS REPORTER

Defending champions Brothers Union went down to a 7-wicket defeat at the hands of Chittagong Tigers in the Port City Cricket League (PCL) at the Sharjah Cricket Stadium balls to spare. Tamim made a rollicking

start as he blasted the Brothers bowlers to all corners of the park with his characteristic disdain. And it's because of him that the Tigers were forty without loss after just four

the second match with their Pakistani opener Imran Farhat hitting an unbeaten 71. Farhat's knock saw Tigers overhauling Pirates' 155-9 in the second last over.

a 138-run target with seven

Shafiul bowled a vicious yorker to have Tamim on prostrate on his back. Tamim came up with

United boss Sir Alex

Ferguson identified Arjen

Robben and French winger

Franck Ribery as the Bavarian

the banner for Bayern,

Ferguson told British newspa-

side's key dangermen.

castle the next ball. Forty-eight for one were the Tigers, with 44

studded batting line-up failed to live up to their reputation as

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## Robben blow for Germans

**Bayern Munich v Manchester Utd** 

Van der Sar

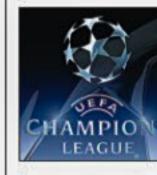
said van Gaal after the Philipp Lahm.

"We're hoping he makes it."

Robben came on for the

"Losing him for such an

Bayern's Germany defender



Stuttgart game. Manchester United travel to second half, but finished the Bayern game limping heavily. Munich for Tuesday's important game would be a bitter blow," admitted

Bayern coach Louis van

Munich are waiting on the fitness of influential winger Arjen Robben after the Dutchman, who has scored 14 goals this season, strained a calf muscle on Saturday.

Fletcher Park **Giggs** Valencia Rooney Klose Olic Mueller Ribery Van Bommel (c) Pranjic Badstuber Van Buyten Lahm Contento 4-2-2-2 Butt

perThe People.

"They have been behind in games so many times and one of those two has always rescued them, so they are obviously the players to watch.

"Robben and Ribery are the "Ribery is a fine player and I ones who have been carrying like him a lot. I'm not sure he's up with Lionel Messi and Wayne Rooney, but he's a good player. As for Robben, he's one that got away.

"We were close to signing him when he was at PSV Eindhoven, but Chelsea had that arrangement and some sort of operation with PSV because they put Alex there for a couple of years."

United have no such injury worries, having rested striker Wayne Rooney and centre-back Rio Ferdinand for the 4-0 win over Bolton Wanderers on Saturday that put the three-time European champions back on top of the Premier League.

Rivals Chelsea had taken over top spot with a 7-1 thrashing of Aston Villa at Stamford Bridge and the west London outfit travel to Old Trafford next week for what is being billed as a title decider.

While United face a tough run, they are riding a wave of confidence with six wins from their last six games.

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