NATIONAL INSTITUTE OF EVENT MANAGEMENT PROSPECTUS

ACADEMIC COLLABORATION





CELEBRATING SEVENTEEN YEARS OF SERVICE TO THE EVENT INDUSTRY!



"Genius without education and training is like gold in a mine."

Anonymous

MISSION STATEMENT

We believe that creation and dissemination of knowledge is essential for any effective management. Our mission is to create future leaders, managers and professionals in the Global Event Management field by offering superior learning opportunities, engaging in research and scholarly activities along with a perfect blend of practical training on some of the most awesome and glittering sets of the worlds biggest events.

We are guided by our commitment to achieve excellence in research and knowledge on event management and promote entrepreneurial spirit by encouraging the intellectual and diversified development of our faculty and students.

Through our distinctive curriculum and post graduate program we challenge the students to think and communicate and with a supportive climate of civility and freedom of expression our students become ethical, informed, wide spectrum med and articulate participants in society.

We have centers at :

MUMBAI PUNE AHMEDABAD

THE HILLA BHIWANDIWALLA EVENT RESEARCH CENTRE

> Academic Collaboration: SINGHANIA UNIVERSITY

Proud to be associated with : REGENCY INSTITUTE OF TAFE (AUSTRALIA) AD CLUB OF BOMBAY FEDERATION OF INDIAN CHAMBER OF COMMERCE & INDUSTRY (FICCI) ENTERTAINMENT & EVENT MANAGEMENT ASSOCIATION (EEMA) CONFEDERATION OF INDIAN INDUSTRIES (CII)

INDIAN ASSOCIATION OF AMUSEMENT PARKS AND INDUSTRIES (IAAPI) FERGUSSON COLLEGE, PUNE.

ACHIEVEMENTS

- An entry into LIMCA BOOK OF WORLD RECORDS as Asia's first & best event college.
- Winner EEMAX GLOBAL Best Event Management Institute Recognition by the event industry.
- NIEM has produced the largest number of event professionals in the world.
- NIEM has an excellent placement record.
- NIEM's website is the most visited website in the world
- NIEM's Mr. & Ms. University is the only pageant in the world for students (a feat mentioned in Limca Book of records) has rave reviews by TV, media and the fashion and celeb world.
- Our Mr. & Ms. University winners have gone on to win Grasim Mr. India, Ms. Image World Bank – at South Korea, Ponds face of the year, Gladrags Manhunt & Gladrags Mrs. India, Miss Maharashtra and many have done huge Television and Modeling assignments.
- NIEM has given the event education world a new subject Dr. Bhiwandiwalla has introduced a new subject called Event Accounting.
- NIEM faculty is continuously involved in event research Dr. Bhiwandiwalla and Dr. Rajiv of NIEM are doing research and PhD in events.
- NIEM has twice been nominated as India's best five educational institutes from all fields along with the country's top B schools by the prestigious Avaya – Economic Times Awards.
- Recorded as one of India's Top B-Schools by Dalal Street Journal

OUR · OBJECTIVES

- To create a new generation of Event Personnel and groom them to become Event Organizers of the future. NIEM has already done it. It has created the largest number of event personnel in the world.
- To professionalize the field of event management
- To organize the event sector and bring Indian events to the class of global events.

ADVISORY BOARD

Mr. A. P. Parigi Ms. Malvika Sanghvi Mr. Bharat Dabholkar Mr. Mohomed Morani Mrs. Lucky M. Morani Mr. Saurabh Agarwal Dr. Sandesh Mayekar Ms. Carol Andrade Mr. R.S.Chavan Mr. Bipin Pandit Mr. Sandeep Khosla Mr. Vincent Samuel Dr. Rakesh Sinha Mr. Vivek Singh Mr. Bijon Dasgupta Mr. Harminder Singh Bedi Mrs. Naina Dasgupta Ms. Achala Sachdev Ms. Nita Asnani Mr. Sanjay Lal Prof. Dr. Vanjani

M. D., Times Infotainment & Head of 360 degrees & Radio Mirchi DNA M.D. of Publicis, Marketing & Creative Director **Director – Cineyug International Cineyug International** Chairman & M.D. of Red Events World famous Aestdetic Dentist Editor – Education Times and Times Supplements & Chairperson - Press Club of Mumbai. Director General – All India Institute of Local Self-Government. General Manager – Ad Club of Bombay Vice President, Head – Business Publications and Events – Indian Express **Director Production DNA Network.** Mind Management Expert M.D. Procam International Art Director & Set Designer for Mega Events Independent media professional Branded Entertainment Expert on T.V. live relay, tdematic Designer Actress, Choreographer, Model & Event Manager Times of India CEO – Percept 'D' Mark

Principal – MMK College

ADVISORY BOARD

Prof. Wagh Prof Gidwani Prof (Dr.) Deostdale Mr. Rajendra Savla Mr. Rizwan Khatri Mr. Tusshar Kapoor Mr. Jamnadas Majetdia Mr. Vipul Shah Mr. Aatish Kapadia Mr. Deven Bhojani Mr. Paresh Ganatra Mr. Sushil Wadhwa Mr. Neville Mehta Dr. Ali Irani Mr. Winston D'souza Mr. Nisar Merchant Mr. Sameer Tobaccowalla Mr. Tejpal Singh Mr. Subir Mazumdar Mr. Dwane Das Mr. Anil Gara Mr. Ajay Prajapat Mr. Vikram Patwardhan Mr. Sarosh Patel Mr. Milind Dixit Mr. Vikas Kalantri

Ex – Principal – Ferguson College – Pune Principal – St. Mira College – Pune Principal – Wadia College – Pune Set Designer Deputy General Manager, DNA **Famous Filmstar** Actor. Producer and Director Actor, Producer, Director & T.V. Serial Maker Actor, Producer, Director & Script Writer Actor and Director Actor M.D. – Platinum Events & Incentives CEO - SPECHead of Physiotderaphy Dept. – Nanavati Manager Events – Gladrags Director Aadhyam & Chief Consultant D. Karmali & Co. **CEO Shobiz Stage Management** Manager Operations – Shobiz **Creative Director – Shobiz** Sr. Manager - Roger Drego Sounds Direct / Partner AGNetwork (Dynamo Entertainment, DRC Entertainment) **Director Sheer Management Director VAMA Events** Director EffectsTech Pvt Ltd. Independent Exhibition Industry Consultant **Director Whiteleaf Entertainment**

THE FACULTY -

PROF. (DR.) HOSHI BHIWANDIWALLA

(M.Com, DHE, DMS, PhD.) He is the Dean & Director at NIEM. He has a rare blend of expertise in Event Management & Teaching. He is in expert at Training in this field. He was award Rajiv Gandhi Rashtriya Ekta award by the government for starting event management in Asia.

PROF. (DR.) CYRUS M. GONDA

B.Com, HAFT, MHRDM, Int auditor – ISO 9000 and ISO 14000, Business English Comm'n – Cambridge, QIT Facilitator – ODI, UK, Life Member – Bombay Mgnt. Assn. (BMA), MENSA. He has Vast Experience in 5 Star Hotels in India & Overseas and also in Corporates. Currently a Corporate Trainer and visiting faculty at Leading Management & Hotel Management Institutes.

PROF. DARYL SUCHITHA

Communication Professional, Sr. Manager – 360 Degree (Times Group Event Co.) ex Sr. Manager at Wizcraft, Linats, Mudra, Indian Express etc. has a vast experience of National & International Events.

PROF. ASIF UPADHYE

B.Com, DEM and Masters in Advt and Communications. He has worked in prestigious positions in top organisations like Barclays, HSBC, HDFC, etc. He is now the founder director of 'Will Never Grow Up'. He has very good teaching experience.

PROF. (DR.) KALIM KHAN

Director of Rizvi Institute of Management is BE & MMS. Conducts training programs in Marketing, Productions and Quantitative Techniques.

PROF. HARMINDER SINGH BEDI

Independent media professional with over 17+ years of success & a record of increased responsibilities with companies which include zoOm Entertainment Network (part of Times Television Network Ltd.), Shobiz Experiential Communications Pvt. Ltd (Events Division) & ORG-MARG (Market Research). He is also visiting & core faculty with India's leading B Schools & event management institutes. A Post Graduate & communication expert with Industry experience in ground & TV events, content development & branded entertainment.

THE FACULTY -

PROF. SANJAY CHAKRABORTY

An advertising professional and has more than two decades of extensive experience in Sales, Marketing, Communication and Advertising. Presently he works with Triton Communications, an advertising agency of national repute as Associate Vice President: Brand Services and he is the Council Member (Marketing & Brand Mgmt) of Gujarat Technical University. He is also associated with Ahmedabad Management Association (AMA) FICCI & CII. His books on Inspiring Corporate Experiences," Half Glass Full" and "Marketing Tidbits" received an overwhelming response.

PROF. RAJESH RAVANI

Proprietor, Zion Unlimited, Owns a 13 year young event management company of Gujarat operating Pan India.

MR. CHETAN AGARWAL

Professional Anchor | Fashion Choreographer | Personality Grooming Expert. Currently Considered Amongst Top Anchors of India has an Experience of Working On International Television with Ten Sport Channel. Also have Shared Stage with Celebrities like Kapil Sharma, Manish Paul, John Abraham, Sunny Leone, Eliana D'Cruze, Zareen Khan & the list Goes On.

PROF. ABIDA DURRANI

is a Trainer & Professor. She Specializes in Language and Soft Skills training. Conducted Image Enhancement Training for Senior Management. Worked as Centre Manager at a Training Organization. She teaches at various National and Inter-national level organizations and institutes.

STEFFI MAC

(MA, Advanced Diploma in Creative Writing from Symbiosis) She teaches at St. Xaviers College, NIEM, International School of Business Acumen (ISBA). Language and Communication are her strength.

MR. SHIVENDRA SHRIVASTAVA

Expert on BTL, Events and Activation, Marketing. Worked with esteemed organizations like TOI, Cadbury India Ltd, Hutch, Radio mirchi, Divya Bhaskar. Handled state level executions and strategized industry driven btl activities from brand launches, to sales drive, etc.

THE FACULTY -

PROF. LIONEL D'MELLO

HOD of Management Dept - Poona College. Working as a Freelance trainer and Content Developer for various corporate clients such as Global Talent Track Pvt Ltd and certified by EDS-an HP company to conduct Voice and Accent training, Soft Skills,Communication as well as Behavioural training sessions along with Personality Development followed by Grooming courses for Educational & amp; Management institutes,Trainer for TATA's new GSM service-Tata DOCOMO

PROF. JIGNESH VASAVADA

Studied Physics at C.U Shah Science College, and at FMS Baroda, No-Collar Professional at GaneshaSpeaks.com. Former Director at iCreõKaizer, Worked at Indian Express, Former National Programming Head at My FM, Former VP - Programming, Gujarat at Radio Mirchi.

PROF. DUSHYANT SARVAIYA

Studied at IHMES. Previously worked at Red Events & Hospitality India Pvt. Ltd. Currently he is the operational Manager at ACE Creative Concepts.

PROF. ASHOK ABRAHAM

In the Advertising – Media field for more than 2 decades.

PROF. RAHUL MADHYANI

M.com, PGDBM, PGDBA (marketing), pursuing Phd with an experience of 7 years into corporate connect and teaching subjects like Media Planning, PR, Events, Communication and etc. Currently leading placement and PR for Rizvi Management Institutes.

GUEST SPEAKERS

Mr. Mohomed Morani

Mr. Bharat Dabolkar

Mr. Devraj Sanyal

Mr. Sanjay Lal

Mr. Vivek Singh

Dr. Sandesh Mayekar

Dr. Rakesh Sinha

Mr. Prasoon Pandey

Mr. Malvika Sanghvi

(Director Cineyug) Spoke on Events abroad

(The Advertising Genuis) Spoke on Role of Advertising in Events

(COO – Percept O'Mark) Spoke on General Event Management.

(CEO – Percept O' Mark) Spoke on Sponsorships and Event Management

(M.D. Procam International) Spoke on International Sports Events organizing

(World Famous Dentist) Spoke on World Conferences

(Famous Mind Therapist) Spoke on Motivation

(Ad Personality) Spoke on Creative Ads.

(Editor – Sunday Review) Spoke on Events and Press

GUEST SPEAKERS

Mr. Hitesh Vakil

Mr. Vincent Samuel

Mr. Neville Mehta

Ms. Supriya Gupta

Mr. Bala Achari

Dr. T.D. Joseph

Mr. Jamnadas Majethia

(Director – Cineyug Group of Companies) Spoke on live events.

(Director – Finance Zee T.V.)Spoke on T.V. Channel

(Director-Production-DNA) Spoke on Event Productionand Foreign Shows

(CEO – Spec Events) Spoke on Events in Hotels

(Mumbai Head-Shadi Online) Spoke on Wedding Cordination

(Glamourages) Spoke on Party Coordination

(Head Events Sahara Samay Mumbai) Spoke on Television Events

Spoke on Television.

Quotes on NIEM in INDIA'S LEADING NEWSPAPERS

- Fa Femina MIss India Thanks National Institute of Event Management' Times of India
- 'No Body can organize like National Institute of Event Management' Bombay Times
- 'And rest assures, the institute isn't one of the many that springs up in every street corner, it has come in to existance as an autonomous body only after painstaking and detailed research in the field' Bombay Times
- 'Said the Event Manager of ZEE the students of NIEM were so good that its like ZEE-NIEM marriage and we will definitely work together in future'- Bombay Times
- 'A program that adds Power to your CV- Head Start' Indian Express
- 'Until now however, there was no streamlined churning out this breed (Event Managers). But with the recent
 operating of National Institute of Event Management, students can now be professionally trained in this
 exciting field '- Education Times
- 'The newly set up National Institute of Event Management will help students make a career in the billion dollar Industry
 - The Financial Express
- 'According to a study, DEM Graduates will draw 50 percent higher salary compared to a Management graduate' - Kaleidoscope- New Woman
- 'A Premier world class Institute dedicated to Event Management called National Institute of Event Management has been set up in Mumbai' Asian Age

Quotes on NIEM in INDIA'S LEADING NEWSPAPERS

- 'The Employment- Giving Diploma in Event Management. (translated from Hindi)' Navbharat Times
- 'In April 2000 NIEM was set up. It is considered to be on par with Event Management Institutes around the world'. 'It is very different from other courses It is very interactive and a lot of emphasis is given on practical training. You learn a lot more than in other management courses'. The response entertainment industry has given NIEM is very encouraging'.- Mid Day
- 'With NIEM India is only the Fourth country in the world and the First in Asia to provide professional Event Management training' Jam
- 'A very important course in Event Management called NIEM has been established' Loksatta
- 'After joining NIEM a student can join any Event Co. And earn a good pay, meet important people, this way it has become a reputed course Gujarat Samachar
- 'Film Fare thanks National Institute of Event Management' Film Fare
- It was not until recently that event management industry was taken seriously in our country and no place offered formalized training in it, which NIEM does now'- Education Times
- 'Dr Hoshi Bhiwandiwalla rightly called the Father of Event Management in India' Mid Day
- 'NIEM was the only institute to speak on Event Management on All India Radio FM
- Mr. & Ms. University A success story by NIEM students. Lucky are NIEM students that at this age they are handling a mega international event - Mid Day

Quotes on NIEM in INDIA'S LEADING NEWSPAPERS

- NIEM your gateway to the exclusive world of events Education Times
- Audience at the recently concluded NIEM event Mr. & Ms. University were transported to an enchanting land of beauty, glamour and entertainment Education Times
- NIEM a story of excellence. The main credentials of NIEM are the brand name in event and educational circles and its foundations, which are based on research and involvement with the industry Education Times
- NIEM signs historic international event study agreement. So impressed were the authorities of Regency with NIEM credentials that it was recommended for international tie-up Bombay Times
- Admission to Asia's best event college NIEM organize National level events just for its students to get rich mega national level experience. NIEM students get easily placed and many form their event companies Bombay Times
- Students of NIEM are the backbone of Mr. & Ms. University Bombay Times
- 'Father of Event Management Dr. Hoshi Bhiwandiwala to address seminar in the city' The Hyderabad Chronicle.
- 'We here about a new genre of professionals the event managers who are the key players in handling these events. But how many of us are actually aware of the person who popularised this term in india and has given event management a professional dimension? It was Dr. Hoshi Bhiwandiwala, Founder Dean & Director of National Institute of Event Management in Mumbai, who has earned the epithet of the Father of Event Management in India.' Hindustan Times Kolkata

Unparalleled PRACTICAL TRAIING

Femina Miss India **Ceat Cricket Ratings** Lata Mangeshkar Night **Deep Purple Concert** Zee Cine Awards Mahindra Scorpio Launch Sir Elton John Concert Sansui Awards Alpha Gaurav Awards Indian Television Academy Awards Indian Telly Awards Mata Sanman Pune Festival V. Shantaram Awards Miss Pune International Film Festival (Pune) International Film Festival (Goa) **Movie Premiers**

Drishti – Indian Express **Bryan Adams Concert** Manikchand Dandiya Priti – Pinky Dandiya Times Utsav Dandiya Falguni Pathak Dandiya 'Sankalp' Miss Mumbai Navy Mela **Corporate Launches** Femina Bridal Show Channel [Popstars - 1] Channel [Popstars - 2] Dr. Mayekar's World Conference Asha Bhonsle Concert **Kids Carnival MTV Aids Day Summit** MTV Lycra Awards **MTV** Immies

Bombay Times Annual Bash Zoom Holi Party Zoom Page3 Annual Party **Bathroom Singer** Nahar Wedding **Russian Wedding** Lead India Dard-e-Discod **Mc.Dowells Indian Derby** Kingfisher First Polo classic match Kingfisher Swimsuit Calendar Launch **Blenders Pride fashion Tour Chivas Regal Fashion tour** Gladrags Mrs. India **HSBC** Annual Bash Talash-e-Baliye Procam Delhi Marathon IIJS

Unparalleled PRACTICAL TRAIING

Bigg Boss 2 Cartoon Network Diwali Dhamaka **AXN Hot and Wild** CAS summit Sa Re Ga Ma Pa – Zee T.V. Indian Fashion Week (IFW) **EFFIE** Awards Music Launches **AXE Dome Party Cannes Film Festival** AXN Who dares Win Fear Factor – Khatron Ke Khiladi Radio Mirchi Carnival JAM Annual Party Indian Cricket League. Indian Premier League. Castrol Garage Rock concert **Economic Times Awards**

Mumbai Prince & Princess Each one – Teach one Aditya Birla Awards TVS – Hunt for the Fastest Bowler MRF – Mondiale **Smirnoff Parties** Grasim Mr. India **Kite Carnival** Indiage A R Rehman Live in Concert Sa Re Ga Ma Pa Lill Champs **Bollywood Ka Boss** Satyakam Team Building Event Gitanjali Fashion Week **Gladrags Megamodel & Manhunt** Contest K 4 Kishore Indian Idol

Taekwondo 2009 Press Launch of EMI movie Indian Express Wedding – Chennai **Pogo Amazing Awards CNBC** Auto Car awards Kya Aap Panchvi Paas Se Tez Hain. Colors Viacom 18 Channel Press Conference International Gems & Jewellery Exhibition Bafna Motors Wedding – Macau Glaxo Cricket Match FedX 11 v/s Hatrick 11 Cricket Match Brihan Mumbai Police Welfare Concert <u>Kaun Je</u>etega Bollywood Ka Ticket International Doctors Conference **Blue Star Diamond Wedding** WWE Star Press Conference Dance India Dance – Zee TV

PRACTICAL TRAINING

Palm Beach international Marathon Sunfeast Bangalore Marathon. Nick Lets Play Pune Common wealth Games 08 **Bollywood Comedy Awards** Indian Cricket League. Indian Premier League. Nach baliye Jhalak Dikhlajaz **Piano Concert** Ad Asia **Emvies Awards ABBY** Awards Haywards Mr. Universe Filmfare Awards Annual Star Screen Awards

NIEM students have successfully worked on various projects at some of the nation's largest events.

Our Very Prestigious TIE-UPS & PLACEMENTS

360 Degrees **Cineyug Entertainment Cineyug Worldwide** Wizcraft Utv **Platinum Events & Incentives Times Greycell** G.S. Entertainment **Red Chillies Entertainment Carving Dreams Orange Juice Entertainment** Ogilvy & Mather (O&m) Miditech Advertising Club Of Bombay Channel [V] Zee Telefilms Show House Sahara

Blockbuster Entertainment Hats Off Produtions Balaji Telefilms Procam International Sankalp Fountain Head Show Time Events Hanmer & Partners Pulse Events (Pune) **Party Lines** Shobhana Desai Productions Sai Baba Telefilms Luna Piena Dainik Bhaskar Seventy Seven Entertainment Pvt. Ltd. Holiday Home Makers National Decorators Aadhyam

Candid Marketing Publicis In Mumbai Stage Kraft Percept D' Mark Percept Angle **Percept Pictures Percept Holdings Red Events** Sahara J & M Events Midas Events Britt Worldwide Gimaa Encompass **Economic Times Rapport Global Events** Anurag Kashyap

Our Very Prestigious TIE-UPS & PLACEMENTS

Kala Harmony **Blue Lotus Dynamo Events Clockwork Events** Vama Events Tv 18. Sportzguru **Globo Sports** The Ramp **Times Fahion & Lifestyle** E.A. Entertainment **Applause Entertainment Event Sculptors Green Chillies** Zee TV (Essel Vision) **Dream Works Unlimited** Indian Express Dna Networks Ltd.

Vishnu Decorators 77 **Event Works** HHM DRC Horizon **Passion Redefine** Indian television Stagecraft **D.G Decorators Red Carpet Entertainment** Show-works Shree Management Nash Events Fremantle Miditech Zoom Tv D. Karmali Decorators

Times Television Network 7sigma Exp. Pvt. Ltd. **Catalyst Integrated Solution** Musicbizpro Craftworld **Blues & Coppers** Engage4more Krayons **Opus Planet** On Cue **Dreamz Production Brandish** Horizon Kap Entertainment **Maverick Productions High Street Phoenix** Gurlein Manchanda **Grips Pro Events**

Log on to : www.niemindia.com

MUMBAI (HEAD OFFICE)

Ground Floor, Nandanvan Building, Corner of Vallabhai & Ansari Road, Vile Parle (West), Mumbai – 400056. Tel : 022 – 2671 6676 / 2628 2928 Email : support@niemindia.com

ODISHA

RNR Celebrations Pvt Ltd. Plot No-1148/1729/2656, 2nd Floor,Behind Ekamra Cinema, Bomikhal, Bhubaneswar, Odisha – 751010 Tel : +91 674 6099555, 09439199555, Email : info@rnrcelebrations.com

JODHPUR

A-135 Near Lachoo College, Shastri Nagar, Jodhpur – 342 003 Phone: 0291-2638821,09828641188 08560997671, 08385830693 Mail: airin.niemjodhpur@gmail.com

PUNE

4, Kamal Prabha apartments, Opp. Police Grounds, F.C. Road, Shivaji Nagar, Pune – 411016 Tel : 020 – 2567 9034 Email : niem.events@gmail.com

AHMEDABAD

Office No – 8, Panchratna, Above HDFC Bank, Opp. White House, C.G. Road, Ahmedabad Tel : +91 79 4030 7200

KOLHAPUR

18, Star tower,Pachbungla, Shahupuri, Kolhapur – 416001. Tel : +919860825425, +919960362307 Email : niem.kolhapur@yahoo.com

DELHI

Block E-20, 1st floor, South Extension Part 1, New Delhi Phone: 011-65432104, 07291001996, 9548918304

RAIPUR:

West Wing Koma Khan House, Katora Talab Road Civil Lines Raipur, Chhattisgrah Phone: 771 – 4000080, 9300850050,9300750050

BELAGAVI

Plot No. 10588/1,2,3, Behind Hotel Ramdev, Nehru Nagar, Belagavi, Karnataka 590010

NIEM