

NATIONAL INSTITUTE OF EVENT MANAGEMENT
PROSPECTUS



CELEBRATING SIXTEEN 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

Proud to be associated with :

REGENCY INSTITUTE OF TAFE (AUSTRALIA)

AD CLUB OF BOMBAY

FEDERATION OF INDIAN CHAMBER OF COMMERCE & INDUSTRY (FICCI)

EVENT MANAGEMENT ASSOCIATION OF INDIA (EMA)

CONFEDERATION OF INDIAN INDUSTRIES (CII)

INDIAN ASSOCIATION OF AMUSEMENT PARKS AND INDUSTRIES (IAAPI)

ACHIEVEMENTS

- An entry into LIMCA BOOK OF WORLD RECORDS as Asia's first & best event college.
- 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. Hitesh Vakil
Mr. Rajnatd Kamatd
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. Procarn International
Director – Finance Zee T.V.
Vice President, NDTV
Art Director & Set Designer for Mega Events
Independent media professional _ Branded Entertainment
Expert on T.V. live relay, tdeomatic 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
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Mr. Subir Mazumdar
Mr. Dwane Das
Mr. Dhirajbhai Shah
Mr. Anil Garg
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 – SPEC
Head of Physiotherapy 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
M.D. Times Audio Video
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 an expert at Training in this field. He was awarded 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 Mgmt. 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. 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. DARYL SUCHITA

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

PROF. (DR.) KALIM KHAN

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.

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.

PROF. ANTHONY THOMAS

LLM, Director of Master Mind English Academic Pvt. Ltd. He teaches Event Communications.

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. NIKHIL RAO

B.E. (Electronics), MMS (Marketing) from Mumbai University, Industry experience with Videocon, GTL, Elan Electronics, Globalnet & Onida in marketing & operations division.

PROF. DEEPAK KAPOOR

Director Brand Box and has been in events since last 10 years.

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.

PROF. NISAR MERCHANT

B.Com. (Hons), F.C.A., C.F.M.A., MIMA, Director Aadhyam Wedding Services, Chief Consultant at Karmali & Co. Formerly Director George P. Johnson and Chief Consultant Shobiz. Senior visiting faculty at various management colleges.

MS. CAROL ANDRADE

Chief Editor – Education Times and Times Supplements & Chairperson – Press Club of Mumbai.

PROF. SHOBNA VORA

Senior Professor of Advertising, she teaches at various top colleges.

GUEST SPEAKERS

Mr. Mohomed Morani

(Director Cineyug) Spoke on Events abroad

Mr. Bharat Dabolkar

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

Mr. Devraj Sanyal
you.

(COO – Percept O'Mark) Spoke on General Event Management and how the NIEM can help

Mr. Sanjay Lal

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

Mr. Vivek Singh

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

Dr. Sandesh Mayekar

(World Famous Dentist) Spoke on World Conferences

Dr. Rakesh

Sinha (Famous Mind Therapist) Spoke on Motivation

Mr. Prasoon Pandey

(Ad Personality) Spoke on Creative Ads.

Mr. Malvika Sanghvi

(Editor – Sunday Review) Spoke on Events and Press

GUEST SPEAKERS

Mr. Rajnath Kamath

(Vice-President Star T.V.) Spoke on Events on T.V. Channel

Mr. Hitesh Vakil

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

Mr. Vincent Samuel

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

Mr. Neville Mehta

(CEO – Spec Events) Spoke on Events in Hotels

Ms. Supriya Gupta

(Mumbai Head-Shadi Online) Spoke on Wedding Coordination

Mr. Bala Achari

(Glamourages) Spoke on Party Coordination

Dr. T.D. Joseph

(Head Events Sahara Samay Mumbai) Spoke on Television Events

Mr. Jamnadas Majethia

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 existence 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 Bhiwandiwalla 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 Bhiwandiwalla, 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 TRAINING

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 TRAINING

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

Kaun Jeetega 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
Envies 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 Productions

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

Gjmaa

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 Fashion & 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)

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

ODISHA

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2nd Floor,Behind Ekamra Cinema hall,
Bomikhal, Bhubaneswar,
Odisha – 751010
Tel : +91 674 6099555, 09439199555,
09778035788
Email : info@rnrcelebrations.com
Website : www.rnrcelebrations.com

KOLHAPUR

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Shahupuri, Kolhapur – 416001.
Tel : +919860825425, +919960362307
Email : kavita.vakeel@yahoo.com

Any disputes arising will be taken under the Mumbai jurisdiction.



CELEBRATING SIXTEEN YEARS OF SERVICE TO THE EVENT INDUSTRY!