

**25**  
YEARS OF  
EXCELLENCE  
IN CRAFTING  
EVENT LEADERS



# NIEM THE INSTITUTE OF EVENT MANAGEMENT

A vision crafted by **DR. HOSHI BHIWANDIWALLA**  
*FATHER OF EVENT MANAGEMENT*

FROM CLASSROOM TO THE REAL WORLD





# Hilla and Hoshi Bhiwandiwalla Foundation

The **Hilla and Hoshi Bhiwandiwalla Foundation** was established in 2024 **an initiative** by **NIEM Pune** to honor **the legacy of Dr. Hoshi Bhiwandiwalla Sir**, the esteemed founder, dean, and director of Asia's First Event Institute, NIEM, as well as **his beloved mother, Hilla Bhiwandiwalla**. Dr. Hoshi Bhiwandiwalla Sir was renowned for his pioneering contributions to the events industry, shaping the landscape of event management education in Asia. His passion, dedication, and visionary leadership left an indelible mark on the field.



The foundation aims to carry forward Dr. Bhiwandiwalla's commitment to education, innovation, and community development. It serves as a platform to support initiatives aligned with his values and goals, particularly in the realms of education, entrepreneurship, and social welfare. By nurturing talent, fostering creativity, and promoting sustainable practices, the foundation strives to uphold the ideals exemplified by Dr. Hoshi Bhiwandiwalla and his mother, Hilla Bhiwandiwalla.

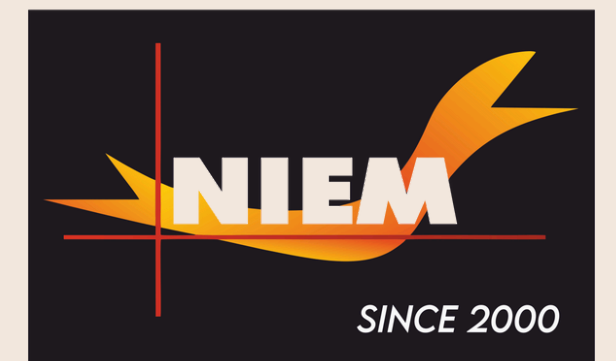
In essence, the Hilla and Hoshi Bhiwandiwalla Foundation stands as a testament to the enduring legacy of two remarkable individuals, dedicated to enriching lives, fostering innovation, and making a positive impact on the world.



# WHO ARE WE?

NIEM – The Institute of Event Management is **Asia's first and best institute** teaching Event Management, holding a **Limca Book record**. NIEM has established partnerships with international and national bodies such as **IFEA, FICCI, CII, EEMA, Ad Club of Bombay, ILEA**, etc. It proudly claims the achievement of producing the highest number of Event Professionals globally, maintaining excellent placement records, and offering event training for world-class events. NIEM stands out as the only event college globally with **in-house events of national significance**.

The course was initiated with the goal of producing a trained and qualified workforce for the event and entertainment industries, aiming to elevate India's position in the Events Industry. NIEM's efforts were recognized in a letter from our then Chief Minister of Gujarat, who is now our Honorable Prime Minister, **Shri. Narendra Modi**. 'Innovation' is the key mantra at NIEM. As Asia's first institute, it introduced practical training exclusively for students to learn hands-on events, providing a thoroughly Indianized course with almost 97% placements every year. Dr. Hoshi Bhiwandiwalla introduced a new subject to the world, **Event Accounts**, and offers world-class training for India's top events, including international ones.



A vision crafted by  
**Dr. HOSHI BHIWANDIWALLA**  
(Father of Event Management)

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YEARS OF  
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# DR. HOSHI BHIWANDIWALLA

He holds M.Com, DMS, DHE, PhD (Mumbai), and PhD (USA) degrees. He is the **founder** of **NIEM The Institute of Event Management**, also widely recognized as the '**Father of Event Management**.' With over 40 years of experience in teaching and events, he has been honored with the **Rajiv Gandhi Rashtriya Ekta Award**. His name is featured in the **Limca Book of Records** for initiating **Asia's first event management course**. He spent 30+ years teaching at NM college, serving as vice principal for a few years.



He has authored **six books** on events, including one for Pune University. A trained professional in event management accredited by the **International Accreditation Organisation (IAO)**, he presented a paper on education at the **world conference** in Chennai, hosted by Arizona University. Furthermore, he has contributed articles and research papers on events to various forums, newspapers, and publications. He served as a resource person at the University of Mumbai accountancy and was honored as the **Times of India Men of the Year** in 2019, in addition to receiving numerous national and international awards.





# DR. KARNA UPADHYAY

He holds a doctorate degree along with DIEM, an MBA, PGDAME, and BMS. He has been honored with the **Rastriya Padma Bhushan Sammaan**. Recently, he was also recognized for his contribution to the field of event education by the **honorable Governor of Maharashtra state**. In addition to his academic achievements, A trained professional in event management accredited by the **International Accreditation Organisation (IAO)**, he is the author of two books: "**Event Management – A Professional and Development Approach**" and "**Event Production and Operations Unveiled**."



He has received many awards like the **Iconic Indian Achiever, International Leadership Excellence, Maharashtra Bhushan Award, National Icon**, and many more. He was felicitated by the authorities of the Maharashtra prison department for his support in conducting exhibitions of various paintings created by the prisoners. With over 20 years of experience in the event management industry, his accomplishments and contributions are truly commendable.





# MR. PRIYESH SAGAR

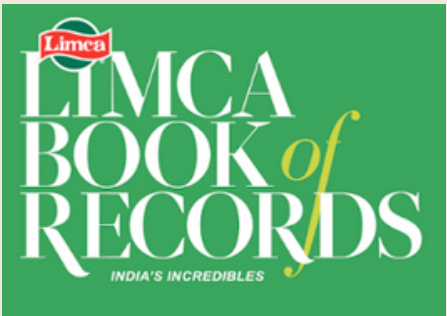
Mr. Priyesh Sagar is a distinguished professional in the event management industry, serving as the Centre Head of NIEM The Institute of Event Management—in Ahmedabad. With a passion for events and education, he plays a crucial role in shaping the future of aspiring event managers through NIEM's specialized training programs.

In addition to his leadership at NIEM, Mr. Sagar is the Director of "Eventually Yours," a venture dedicated to curating exceptional events. His expertise extends beyond management, as he is also a celebrated Anchor, Emcee, and Host for social functions. His charismatic stage presence, exceptional communication skills, and ability to engage audiences have made him a sought-after personality in the event industry.

With a deep understanding of the evolving event landscape, Mr. Sagar continues to contribute significantly to the field, inspiring students and professionals alike. His dedication and innovative approach make him a valuable asset to the world of events and entertainment.







ASIA’S FIRST EVENT  
MANAGEMENT INSTITUTE -  
RECORDED IN LIMCA BOOK OF  
RECORDS



RECOGNISED AS BEST EVENT  
INSTITUTE - EEMAX GLOBAL  
(A RECOGNITION BY THE  
EVENT INDUSTRY)



RECOGNISED AS BEST EVENT  
INSTITUTE – TIMES  
EDUCATION ICON AWARDS



ONE OF THE TRAINING  
CENTERS OF NATIONAL SKILL  
DEVELOPMENT COUNCIL



RECOGNISED DR. HOSHI  
BHIWANDIWALLA FOR HIS  
CONTRIBUTION IN THE FIELD  
OF EVENT EDUCATION -  
RASHTRIYA EKTA AWARD



RECOGNISED DR. KARNA  
UPADHYAY FOR HIS  
CONTRIBUTION IN THE FIELD  
OF EVENT EDUCATION -  
RASHTRIYA PADMA BHUSHAN

“ THERE ARE TWO THINGS PEOPLE WANT MORE THAN MONEY; RECOGNITION AND PRAISE.”





BEST INSTITUTE FOR  
PROVIDING HIGHEST EVENTS  
IN COVID 19 - EDUCATION  
EXCELLENCE AWARDS



NIEM'S MR. & MS. UNIVERSITY  
IS THE ONLY BEAUTY  
PAGEANT FOR STUDENTS –  
RECORDED IN LIMCA BOOKS



RECOGNISED AS BEST EVENT  
INSTITUTE – INDIA AHEAD  
EDUCATION CONCLAVE



WON AS ASIA'S BEST EVENT  
INSTITUTE – GOLDEN GLOBE  
TIGER AWARD



WINNER AS BEST EVENT  
MANAGEMENT INSTITUTE  
– QUALITY MARK AWARDS



WON AS BEST EVENT  
INSTITUTE – MID-DAY  
EXCELLENCE AWARDS

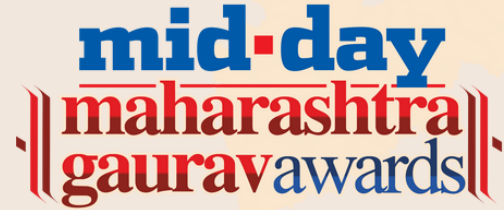


RECOGNISED AS THE BEST  
EVENT INSTITUTE –  
NATIONAL EDUCATION  
EXCELLENCE AWARDS



RECOGNISED AS BEST EVENT  
INSTITUTE – ICONIC  
ACHIEVERS AWARDS





DR. HOSHI BHIWANDIWALLA  
WON THE MAHARASHTRA  
GAURAV AWARD



NIEM WON THE LEADING  
EVENT MANAGEMENT  
INSTITUTE AWARD IN INDIA -  
NATIONAL ICON AWARDS



DR. KARNA UPADHYAY WON THE  
TITLE OF LEADING  
INSTITUTIONAL PERSONALITY  
IN EVENT MANAGEMENT



DR. HOSHI BHIWANDIWALLA  
WON THE TIMES MEN OF THE  
YEAR AWARD



NIEM WON THE PRIDE OF  
BHARAT AWARD



RECOGNISED DR. KARNA  
UPADHYAY FOR HIS  
CONTRIBUTION IN THE FIELD  
OF EVENT EDUCATION -  
INDIAN ACHIEVERS AWARD

“A DREAM BECOMES A GOAL WHEN ACTION IS TAKEN TOWARDS IT’S ACHIEVEMENT”





# NIEM'S TEACHING METHODOLOGY

CLASSROOM TEACHING





NIEM HAS A HIGHER LEVEL OF DEDICATION & COMMITMENT!

*“You learn something new everyday, if you pay attention.”*

Event Management is more about fieldwork, and keeping that in mind, we've designed our classroom for an unmatched and better learning experience for our students. Dedicated teachers have consistently enhanced the training experience for our students, and now, with a class fully equipped with extracts from on-field knowledge, it's going to enhance our students' learning and understanding experience.

Knowledge about technical usage, such as stage platforms, trusses, carpeting, sound, and lights, seating arrangements, and aesthetic usage like florals, fabrics, table settings, and color combinations, is now easy to grasp because of the classroom at our center. While we've seen students learn via photographs and videos only, we're striving hard to give them practical knowledge on a daily basis that they can touch, see, and feel every day. This not only helps them in remembering this throughout their whole course but also makes them think on a wider angle of recreating and reusing the knowledge in different manners.





THE HEART OF ANY INSTITUTE, COLLEGE  
OR UNIVERSITY IS THE

**FACULTY!**



*While choosing an event management institute, this should be  
the foremost consideration for a student making their choice.*



**DR. HOSHI BHIWANDIWALLA**

Holder of M.Com, DHE, DMS, PhD, he served as the founder Dean & Director at Asia's first event management institute, NIEM. Possessing a rare blend of expertise in Events and Teaching, he is an expert in training in this field. He was awarded the Rajiv Gandhi Rashtriya Ekta award by the government for starting event management in India.

**PROF. (DR.) KALIM KHAN**

The Director of Rizvi Institute of Management, holding degrees in BE and MMS, conducts training programs specializing in Marketing, Productions, and Quantitative Techniques.

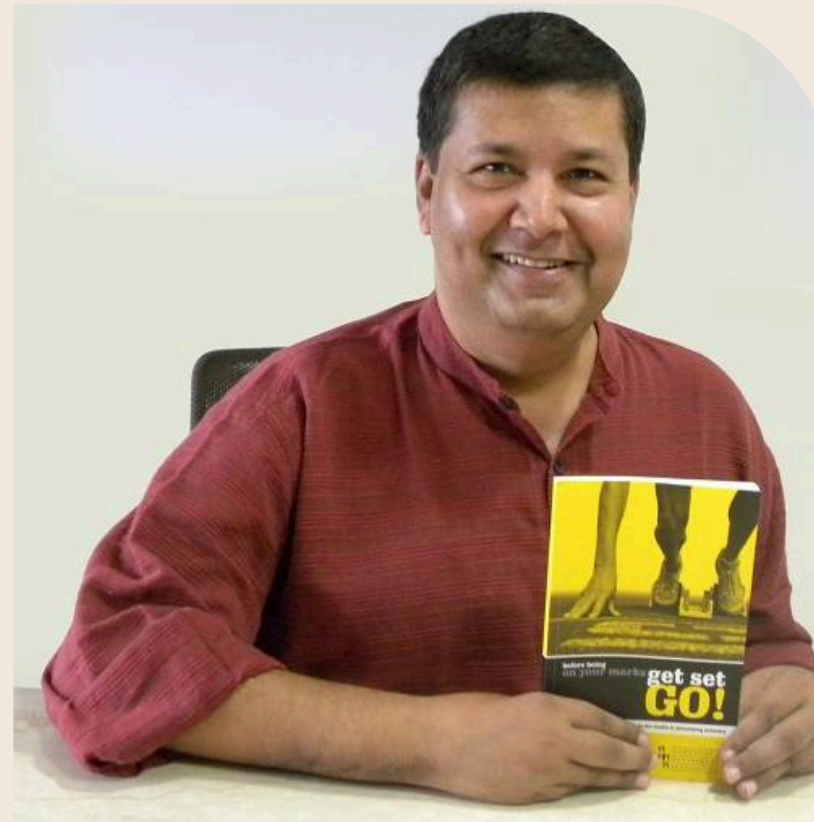
**PROF. RAJESH RAVANI**

Founder of Zion Unlimited and Wedding Umbrella a 25-year-old event management company based in Gujarat, operating Pan India. Vice President EMF Global. Mr. Rajesh Ravani is a dynamic entrepreneur and a renowned expert in event management and training, His visionary approach has made a significant impact in the industry.



**PROF. HARIN PANDYA**

Mr. Harin Pandya, Co-founder - SutraSarathi, he a visionary entrepreneur and business transformation expert, brings 19+ years of corporate leadership to the classroom. As the former Chief Experience Officer at Green Leaves Management, he specializes in enterprise applications, process optimization, and data-driven decision-making.

**PROF. SANJAY CHAKRABORTY**

With over two decades of experience in Sales, Marketing, Communication, and Advertising, he is also associated with AMA, FICCI, and CII. He has authored books titled "Inspiring Corporate Experiences," "Half Glass Full," and "Marketing Tidbits."

**PROF. NIKHIL RAO**

Holder of B.E. in Electronics and MMS in Marketing from Mumbai University, with industry experience in marketing and operations divisions at prominent companies including Videocon, GTL, Elan Electronics, Globalnet, and ONIDA.

**PROF. HARMINDER SINGH BEDI**

Independent Media Professional with over 17+ years of success and a record of increased responsibilities with companies, including Zoom Entertainment Network (part of Times Television Network Ltd.) and Shobiz Experiential Communications Pvt. Ltd.

**PROF. SHIVANI SHAH**

Director at R2R Media Solutions. Independent media professional with over 17+ years of success and a record of increased responsibilities with companies, including ORF-MARG (Market Research). She is also a visiting and core faculty member at India's leading B-schools and institutes.

**PROF. NISAR MERCHANT**

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



**PROF. DHANASHREE GHATE**

Currently teaching at several management institutes/colleges in Pune, she brings over 20 years of teaching experience and expertise in various management subjects.

**PROF. POONAM KANWAL**

A Brand and Marketing expert, with a decade in Corporate Marketing at Ogilvy and Mather, Colgate Palmolive, and Parle Agro. Spent another decade consulting in Events, Frozen Foods, and Beverages, driving brand building and revenue generation for clients.

**PROF. (DR.) PORINITA BANERJEE**

Recipient of a Ph.D. degree from Bharti Vidyapeeth University, she has successfully completed the "Train The Trainer" FDP program organized by UGC HRDC (SPPU). Currently serving as the Associate Director at AKI's Poona Institute of Management Sciences and Entrepreneurship.

**PROF. DINIAR PATEL**

Currently serving as the Chief Editor in the Education Times division at the Times of India, he brings over two decades of experience in the media industry. Additionally, he imparts knowledge as a faculty member at various media and management institutes.

**PROF. DARYL SUCHITHA**

A seasoned 360° Media & Communications Strategist with more than 25 years of experience. Worked with Indian Express and Times of India Group. Mastered experiential events at Wizcraft International and has hands-on experience in international events.

**PROF. PRANAY GANGWAL**

Founder and Director of Imparavel Events and Entertainment, a trailblazing entrepreneur setting trends for the younger generation. An alumni of the NIEM institute.



**PROF. FUHAAR JHABAK**

Owenr of Elysian by Fuhaar, an alumni of NIEM. A wedding designer & space enthusiast. One of the Guijarat's top most well known Wedding Designer

**PROF. HARDIK RAMI**

Hardik Rami The Scenographer. Having an experience of more than 14 years. Associated with Wedding Umbrella since 2014. Founder of Floriistree by Hardik Rami where he creates magic with flowers. He is a Member of EMF Global Networks and RMFA - Rami Mali Florist Association.

**DR. SHOBHANA VORA**

M.Com, DMS, Phd and has taught for 40 years including some years as head of commerce department she has written many research papers and attended national level conferences.





**MR. NAKUL PIMPALWAR**

Founder and Director of Fidato Events Pvt. Ltd., a trendsetting young entrepreneur for the new generation and an alumnus of the NIEM institute.



**PROF. BHAVAISH BHATIJAA**

Professional Anchor, Personality Grooming Expert, and Fashion Choreographer, currently recognized as one of the top anchors. Widely known as Bol-BB-Bol, he has experience working on international television with Ten Sports Channel and has shared the stage with several celebrities.



**PROF. ABHINEET SHAH**

He is a skilled event manager specializing in corporate events and destination weddings; is the owner of 'Event Savvy' and 'Wedding Genie.' With a wealth of experience, he has successfully managed over 150 events.



**PROF. SHRIRAM SHINDE**

With 15 years in the media industry, he currently works with an online media agency and has experience with renowned media houses like Sakaal Marathi and Maharashtra Times. Additionally, he serves as an official television presenter and has hosted various sports events.

**PROF. ASHOK ABRAHAM**

is a seasoned professional with over 30 years of experience in media and advertising, having worked on iconic brands like Rasna, Vimal, Wagh Bakri Tea, and Vadilal Ice-Cream. He is the founder of ESIGNADDA, specializing in digital signature solutions, and a partner at D&A Consulting, offering marketing, media consulting, and unique Kerala houseboat holidays.

**DR. STEFFI MAC**

Holder of an MA and an Advanced Diploma in Creative Writing from Symbiosis, she teaches at St. Xavier's College, NIEM, and the International School of Business Acumen (ISBA). Her expertise lies in language and communication.



# NIEM'S TEACHING METHODOLOGY

GUEST LECTURES / WORKSHOPS





# WORKSHOPS BY INDUSTRY EXPERTS

To ensure our students stay abreast of current affairs in the Events and Entertainment Industry, we regularly organize uniquely designed workshops. These workshops focus on industry-oriented themes curated by our team of experts. NIEM's Guest Lectures aim to keep students informed about the ever-evolving world of events.

Guest speakers from various areas of Event Management share their knowledge, helping students gain insights into subjects such as Sound and Light, Stage Production, Set Designing, Anchoring, Disco Jockey (DJ), Licenses and Permissions, Event Law, Personality Development, Presentation Skills, Communication and Interview Skills, Wedding Management, Wedding Décor, Sports Management, Activations, Film Festivals, and many more.

*A GLITTERING GALAXY OF  
GUEST SPEAKERS, WHOSE  
WORKSHOPS CAPTIVATE THE  
STUDENTS OF NIEM  
EXCLUSIVELY WITH THEIR  
ENCHANTING CHARM.*

**GUEST**  
*speakers*



# NIEM'S TEACHING METHODOLOGY

©UT-H©USE LIVE EVENT TRAINING





# TRAINING ON LIVE EVENTS

Volunteering and on-the-job training in live projects contribute significantly to learning the practicalities of conducting events. We aim to uncover every aspect of the event management and experiential marketing industries for students to establish themselves and build a career upon graduation. As part of practical training, students are exposed to the most magnificent and popular events.

Participating in the planning and execution of such events gives students an opportunity to gain invaluable hands-on learning experience. Students are sent to innumerable events throughout the year, including mega events like Filmfare, Femina Miss India, Sunburn, Supersonic, Zee Cine Awards, Stardust Awards, IPL, Destination Weddings, ISL, Pro Kabaddi, Pune Festival, Pune International Film Festival, Pune International Marathon, Shaniwarwada Dance Festival, Virsaa Music Festival, various live-in concerts, various corporate events, various sports events, various conferences & exhibitions, and many more.



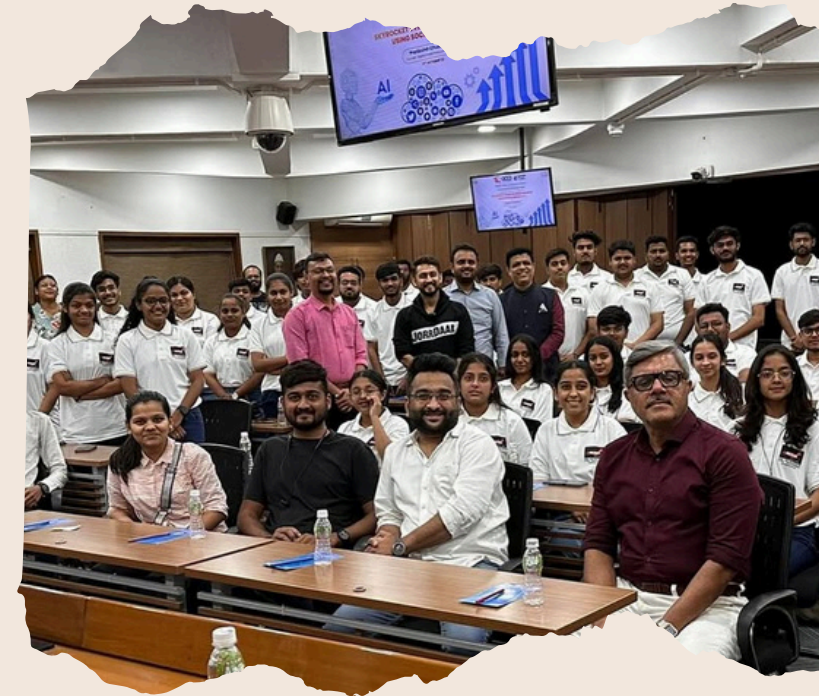


# OUR USP

NIEM students have worked on India's most prominent live events. NIEM in Pune stands out as an exclusive institute by providing students with the opportunity to work on events in Mumbai, including prestigious ones like Filmfare, Zee Cine Awards, and many others. Additionally, NIEM holds the unique distinction of being the sole event institute in Pune to send students to contribute to events such as Sunburn, Pro Kabaddi, destination weddings, and various others. This exposure ensures that NIEM students are actively engaged in and contributing to some of the most significant and diverse events in the country.















# PLACEMENT AND EXPERT CELL

100% PLACEMENT ASSISTANCE

## TEACHING METHODOLOGY

## COLLABORATIONS & SUCCESS STORIES

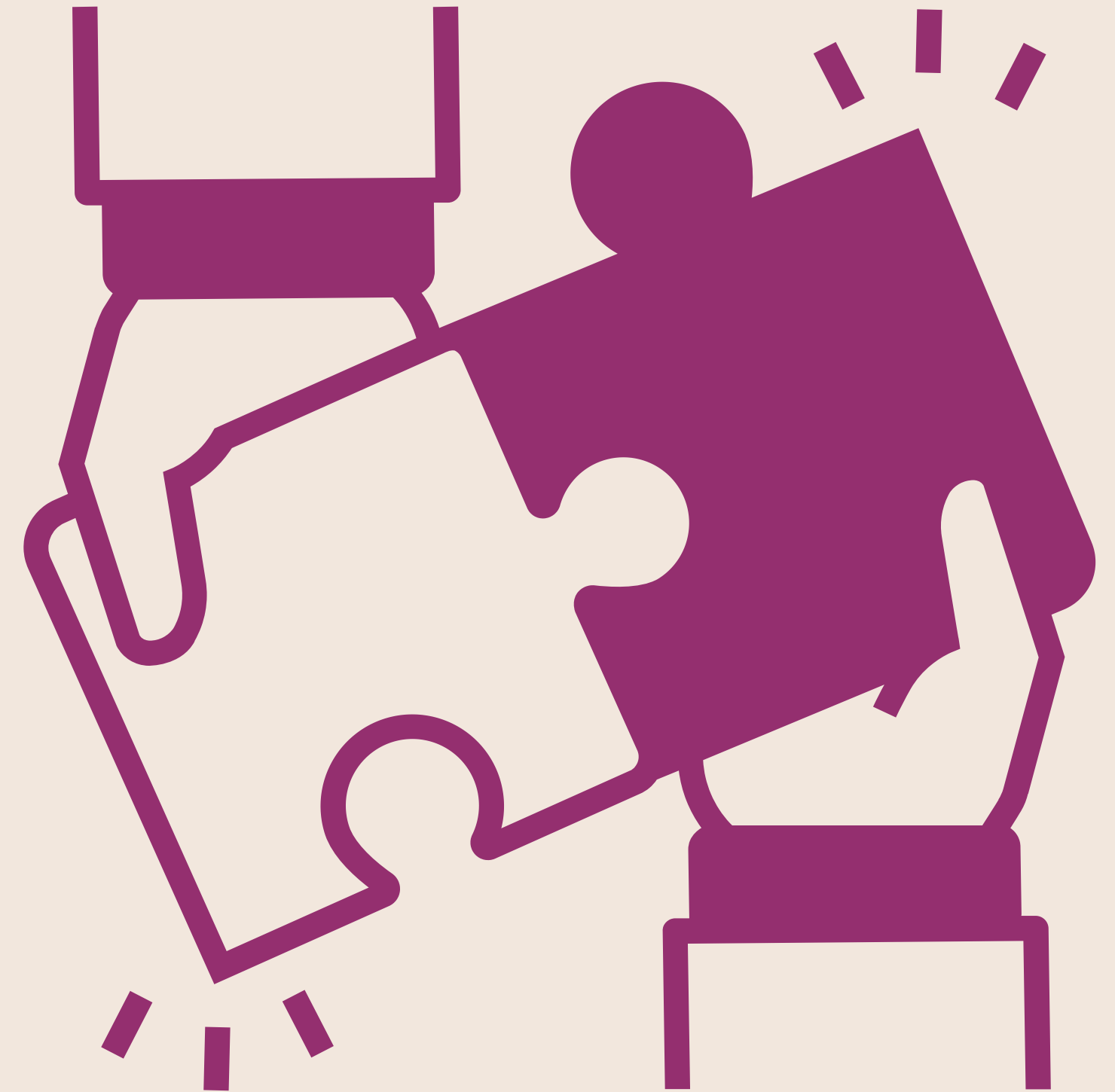






Numerous NIEM students have achieved remarkable success by establishing their event companies, décor and production houses, as well as advertising agencies.

NIEM boasts prestigious partnerships with top-notch events, media, and entertainment agencies. You will find a few noteworthy collaborations ahead.






**GET IN TOUCH WITH US**

A VISION CRAFTED BY DR. HOSHI BHIWANDIWALLA

## FOR ADMISSION RELATED ENQUIRIES:

 +91 9099819779

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

 [niem.ahmedabad@gmail.com](mailto:niem.ahmedabad@gmail.com)



Office No - 8, Panchratna, Above HDFC Bank, Opp. White House, C.G. Road, Ahmedabad, Gujarat - 380006

- *Consistently maintaining a track record of placing over 95% of students every year.*
- *Several NIEM students have successfully launched their event companies, décor businesses, and production houses.*

**Head Quarters: Mumbai and Pune**

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