





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

FROM CLASSROOM TO THE REAL WORLD



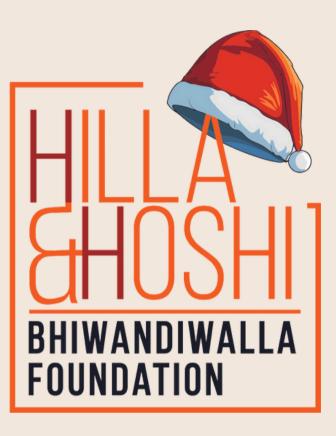
Hilla and Hoshi Bhiwandiwalla Foundation

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.

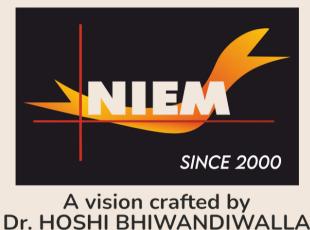
DEDICATEDLY ENRICHING THE EVENT EDUCATION SECTOR SINCE 2000...



WHO ARE WE?

NIEM The Institute of Event Management - A Vision Crafted by Dr. Hoshi Bhiwandiwalla 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, 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.



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(Father of Event Management)



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.



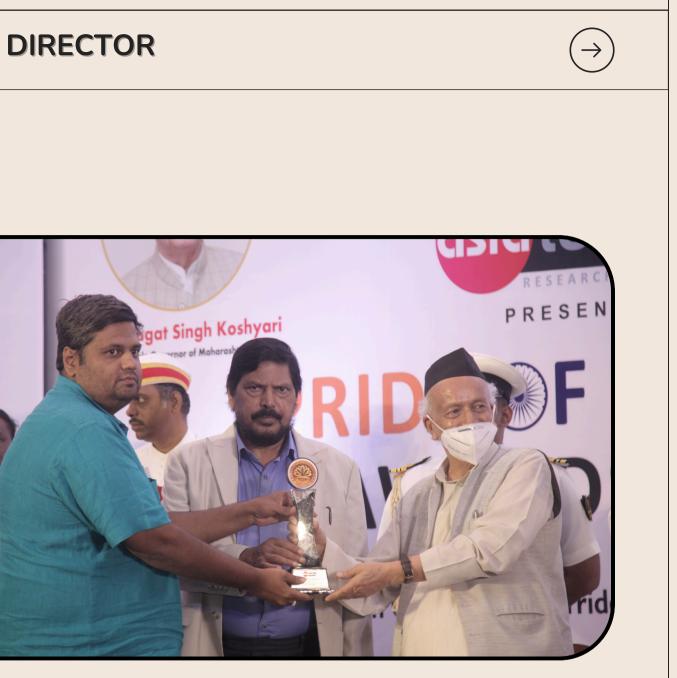
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He has authored **six books** on events, including one for Pune University. A trained professional in event management accredited by the International Accreditation Organisation (IAO), he presented a paper on education at the world conference in Chennai, 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 **Rashtriya 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.



ANIL LALWANI

With over 33 years of extensive experience in advanced marketing, corporate relations, corporate training, and skill development, he brings unparalleled expertise to the field.

His vast industry knowledge and strong professional network add immense value to the course. Renowned for his ability to simplify complex concepts, he has championed a curriculum structure that balances 30-40% theory with 60-70% practical learning, ensuring students gain hands-on experience.

A visionary leader, he has played a pivotal role in integrating AI and cloud-based systems, transforming NIEM Kolkata and Lucknow into dynamic learning hubs. His dedication to course enhancement, skill development, and faculty training continues to shape a future-ready learning environment.

With a strong foundation in corporate leadership and business networking, he remains committed to NIEM's mission of nurturing the next generation of event management professionals.





KUNDAN LALWANI

With 28 years of professional experience, including 21 years in multinational companies across key positions, he has successfully led unique initiatives in BTL (Below the Line) activities. For the past seven years, he has been instrumental in driving NIEM Kolkata & Lucknow as an Entrepreneur, Administrator, Faculty, Marketer (both Conventional & Digital), and Expert HR Consultant.

His vast industry expertise, coupled with a strategic approach to event education and business development, has redefined practical learning by incorporating skill-based assignments. His continuous guidance in study materials, course topics, assignments, event practicals, internships, placements, and faculty onboarding ensures one key objective—NIEM students receive the best learning experience and are truly equipped for success in the event industry.



MS. JYOTI PANDA

Senior Business Coordinator, NIEM - Kolkata & Lucknow

With 10 years of experience in the education sector, Ms. Jyoti Panda has played a vital role in academic administration and student engagement. A graduate from Calcutta University, she has worked in various roles within education coaching centers before transitioning into event management education.

For the past 6 years, she has been an integral part of NIEM Kolkata & Lucknow, excelling as a Student Counsellor, Course Coordinator, Administrator, Support Marketer (Conventional & Digital), and In-House Events Planner. Her expertise in student guidance, curriculum coordination, and event planning has significantly contributed to the smooth operations and growth of the institute.

Her dedication to mentoring students, managing academic programs, and supporting marketing initiatives continues to strengthen NIEM's mission of developing future leaders in event management.

ABOUT THE SR. BUSINESS COORDINATOR (KOLKATA)



NIEM Lucknow is The Leading Player in Training Event Management Course with Quality Placements in the Northern Part of India.

Located centrally at Lucknow's most prime location, with a fully air-conditioned classroom, good open space & parking facility, it's well connected with all modes of communication.

Live Events Practical , Group Practical Classroom Activities, Help Students Earn Handsome Stipends as Well as Many Additional Certificates from Pan India Recognised Companies.

NIEM Lucknow has built a team of highly experienced Faculty both from leading Management Colleges & Seasoned Event Company Promoters & Professionals, specializing in Wedding Planning & Corporate Events, having mastery over Events Production.

NIEM Lucknow has privilege to Interact with distinguish Event Specialist who share their Rich Experiences in the Specilaists' Master Classes.

NIEM Lucknow has built a Digital Network related to all vendors serving in entire functional areas of Mega Events & Shows, thus will give a platform to students as well as Event Companies, smoothly do their Events in Lucknow and even the Northern Part of India.

NIEM Lucknow offers Diploma in Events and PG Diploma in Events courses both will make perfectly skilled event professionals, specializing in their chosen field.









MEET THE FACULTIES OF LUCKNOW



ANIL LALWANI



KUNDAN LALWANI

JT.DIRECTOR NIEM THE INSTITUTE OF EVENT MANAGEMENT KOLKATA & LUCKNOW

WORKING SINCE -: 1991

EXPERIENCE :- 33 YEARS

JT.DIRECTOR NIEM THE INSTITUTE OF EVENT MANAGEMENT KOLKATA & LUCKNOW.

WORKING SINCE -: 1996

EXPERIENCE :- 28 YEARS



SHASHANK PRAJAPATI

CO FOUNDER -SOCIALGLOW EVENTS & MKTG

WORKING SINCE -: 2008

EXPERIENCE :- 16 YEARS



ESHANK TIWARI

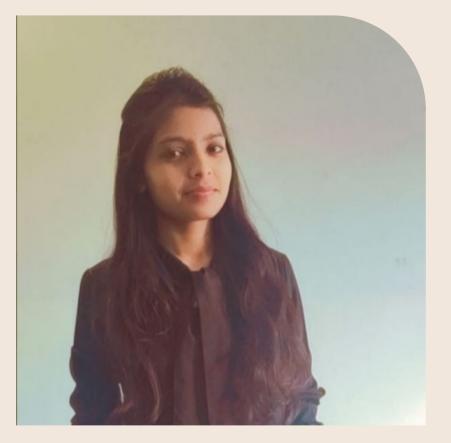
CO FOUNDER -THE GOLDEN TURTLE

WORKING SINCE -: 2008

EXPERIENCE :- 16 YEARS

MEET THE FACULTIES OF LUCKNOW





SHIVANS AWASTHI

AARFIYA NEYAZ

CO FOUNDER- THE EVENT HOUSE.

CEO- FOUNTAIN EVENTS PVT. LTD.

WORKING SINCE -: 2016

EXPERIENCE :- 7 YEARS

WORKING SINCE -: 2017

EXPERIENCE :- 8 YEARS



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VEDIKA TRIPATHI

CO FOUNDER- YOU WE AND EVENTS..

WORKING SINCE -: 2008

EXPERIENCE :- 16 YEARS

GUEST LECTURES / WORKSHOPS

NIEM'S TEACHING METHODOLOGY

GUEST LECTURES / WORKSHOPS



MEET THE GUEST SPEAKERS - LUCKNOW



MR. HAMID HUSSAIN Director - HD DECOR



MR. RISHI SINGH MD & Chairman -AwesomeSauce Creative Pvt. Ltd.



MR. KUNAL KARNIK Director - 24k Studio



HARSHITA Co-Founder-*EliteEvent*





DR. RUMPA DAS Founder of Back2fitt Wellness Clinic



MR. ROHIT YAGYA (GUPTA) Founder- Event Planet

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NIEM'S TEACHING METHODOLOGY

OUT-HOUSE LIVE EVENT TRAINING

GLIMPSES OF LIVE EVENT TRAINING - LUCKNOW

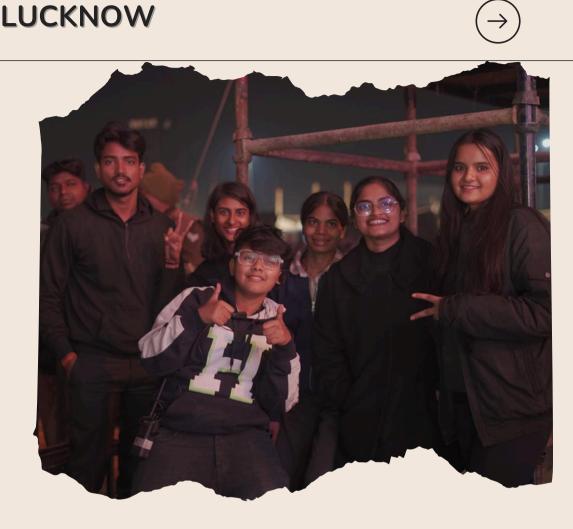


















GLIMPSES OF LIVE EVENT TRAINING - LUCKNOW









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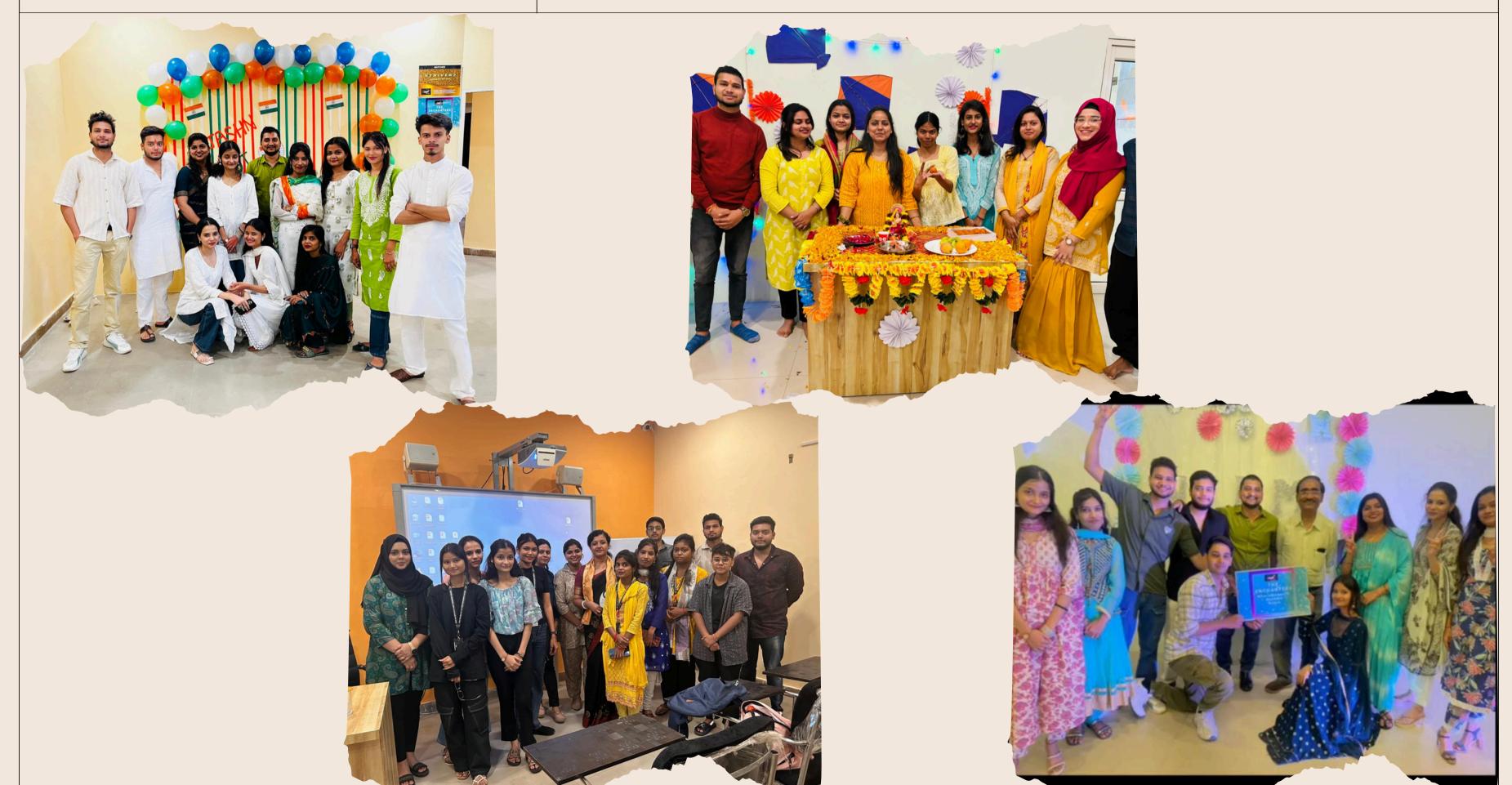
NIEM'S TEACHING METHODOLOGY

IN-HOUSE LIVE EVENT TRAINING





GLIMPSES OF LIVE EVENT TRAINING - NIEM LUCKNOW





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PLACEMENT AND EXPERT CELL

100% PLACEMENT ASSISTANCE

COLLABORATIONS & SUCCESS STORIES - LUCKNOW











COLLABORATIONS & SUCCESS STORIES - LUCKNOW







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THE EVENT HOUSE





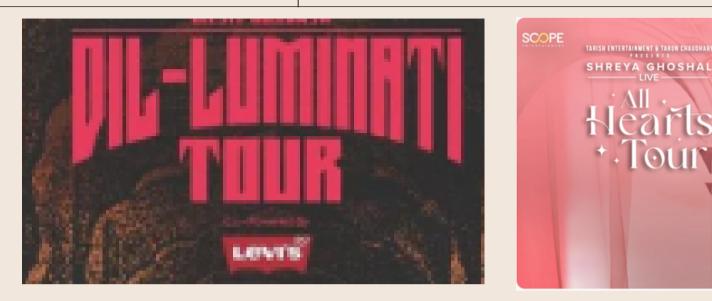
ENTERTAINMENT



COLLABORATIONS & SUCCESS STORIES - LUCKNOW

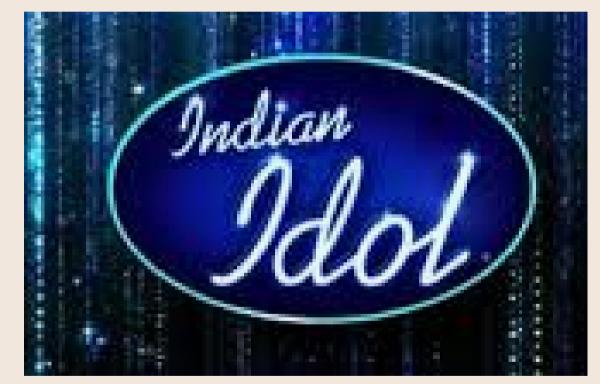
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Why a Student Should do Event Management Course?

- The demand for professional event management is rising with a surge in private events.
- Corporate events and marketing strategies increasingly rely on event-based promotions, creating vast career opportunities.
- Today's youth recognize the industry's potential and seek courses that develop the necessary skills.

Key benefits of Joining NIEM Lucknow:

- NIEM Lucknow is a collaborative center of NIEM Mumbai and Pune, carrying forward its legacy.
- Student-Centric Vision crafted by Dr. Hoshi Bhivandiwalla is embedded in every aspect of the course.
- Industry Experts with 25 years of NIEM's legacy provide theories, live event training, internships, and placements.
- Student Journey begins with CV building, progresses through internships, and leads to placements or startups, endorsed by industry experts and alumni.
- One NIEM Family students cherish joyful moments and build a lifelong personalized connection with the center.

NIEM Lucknow achievement at a Glance:

- Trusted by top event companies for providing skilled professionals.
- Successful Internships & Placements
- Practical Training Approach
- Personalized Learning & Growth
- Vibrant Student Community

Students Facilities at NIEM Lucknow:

- WiFi-Enabled AC Classrooms for a modern and comfortable learning experience.
- Smart Interactive Board Presentations to enhance student engagement and understanding.
- Professional Podium-Based Presentation Support for impactful lectures and discussions.
- Prime Location with Easy Connectivity via metro, auto, Ola, Uber, Rapido, and other transport services.
- Affordable PG Accommodations available nearby to suit different budgets.
- Surrounded by Premier Educational Institutions & Landmarks, including historical sites and modern architectural marvels.

Diploma in Events

Why a Student Should do Diploma in Events Course at NIEM Lucknow? The Certified Set of Skills with Class 12 qualification makes the student academically and professionally qualified for Internship, Placements and Self-Employment.

Fees Structure: Rs 80,000/- (plus 18% GST)

Theoretical Subjects: Event Accounts, Event Special Topics, Event Marketing, Event Production, Basics of Event and many more...

Workshop and Guest Lectures: Sound and light, Visit at Flex Printer, SFX, Event Photography, Floral, Catering, Destination Weddings, WOW factors in Events, Anchoring, Dj, Hospitality, Corporate Events. and many more....

Lecture and Practical Training Schedule:

Thrice a Week Each 2 Hrs Session Approx 90-100 Sessions. 10+ On field Live Event Training Internships & Placement Assistance assured to Students after Completion

Duration: 11 Months

PG Diploma in Events

Why a Student Should do PG Diploma in Events Course at NIEM Lucknow? The Certified Set of Skills with Graduation is in built to create Future Event Supervisors, **Coordinators and Managers.**

Fees Structure: Rs 1,00,000/- (plus 18% GST)

Theoretical Subjects: Event Accounts, Event Special Topics, Event Marketing, Event Production, Basics of Event and many more...

Workshop and Guest Lectures: Sound and light, Visit at Flex Printer, SFX, Event Photography, Floral, Catering, Destination Weddings, WOW factors in Events, Anchoring, Dj, Hospitality, Corporate Events. and many more....

Lecture and Practical Training Schedule:

Thrice a Week Each 2 Hrs Session Approx 90-100 Sessions. 10+ On field Live Event Training Internships & Placement Assistance assured to Students after Completion

Duration: 11 Months

GET IN TOUCH WITH US A VISION CRAFTED BY DR. HOSHI BHIWANDIWALLA FOR ADMISSION RELATED ENQUIRIES: +91 9123854557/98301 31100 R K Plaza, 2nd Floor, 43/23/11, Nawal

- www.niemindia.com
- lucknowniem@gmail.com

- Consistently maintaining a track record of placing over 90 % of students every year.
- Several NIEM students have successfully launched their event companies, décor businesses, and production houses.

Head Quarters: Mumbai and Pune

Kishore Road, Above Bank Of India, Hazratganj, Lucknow 226001 Uttar Pradesh

