

**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.



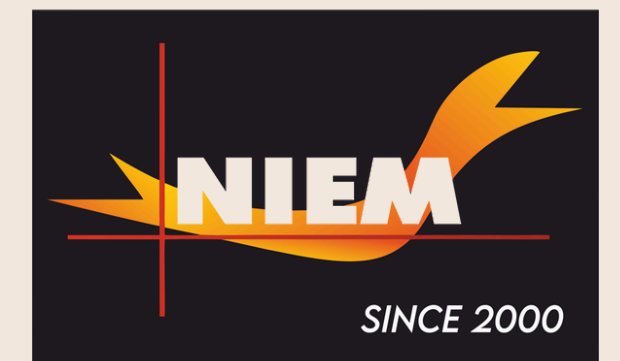
The foundation aims to carry forward Dr. Bhiwandiwalla's commitment to education, innovation, and community development. It serves as a platform to support initiatives aligned with his values and goals, particularly in the realms of education, entrepreneurship, and social welfare. By nurturing talent, 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 - 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**.



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

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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# 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 **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.





# MRS. PRIYANKA SINGH

With over 12 years of experience in the event management industry, Priyanka Singh is a distinguished wedding planner and designer known for her creativity and meticulous attention to detail. As the Joint Director of NIEM The Institute of Event Management, she has played a pivotal role in shaping the future of event education and the industry, particularly in Bihar.

Priyanka's passion for creativity shines through in every event she curates. Her deep appreciation for art, craft, culture, tradition, and history allows her to craft weddings that are not just celebrations but immersive experiences, uniquely tailored to reflect the couple's personality and story. Her innovative approach and eye for detail have earned her a reputation as a creative powerhouse in the industry.

Beyond her professional achievements, Priyanka is a dedicated mother and ambitious entrepreneur who gracefully balances her personal and professional life. She is deeply committed to uplifting the event industry in her home state, actively mentoring and supporting fellow professionals. Through her initiatives, she fosters a culture of collaboration, driving growth and innovation within the industry.

Priyanka Singh is more than just an exceptional planner—she is an inspiration. A modern, ambitious woman deeply rooted in traditional values, she seamlessly blends creativity with strategic planning and a strong commitment to community. Her contributions make her a prominent and respected figure in the world of events.







## NIEM Patna: Bihar's First & Leading Event Management Institute

NIEM Patna was established to address the growing demand for skilled professionals in Bihar's vast and dynamic event management industry. From large-scale political and government events to grand festivals, social celebrations, and Mahotsavs, event management plays a crucial role in the state's cultural and professional landscape. However, despite the booming industry, there was a noticeable gap in quality training and expertise, with many event companies struggling due to a lack of formally trained personnel.

Recognizing this need, NIEM Patna was founded in 2017 to provide structured education in event management. Launched by Bihar's Minister of Industry, Shri Jai Kumar Singh, NIEM Patna became the first institute in Bihar and Jharkhand dedicated to fostering event education and entrepreneurship. The institute received overwhelming support from the media, entertainment industry, event professionals, students, and government bodies, cementing its position as a pioneer in event management training.

Today, NIEM Patna continues to shape the future of the event industry by producing skilled professionals equipped to handle the complexities of modern-day event planning and execution.





**MRS. PRIYANKA SINGH**

**Joint Director of NIEM, Patna. Successful Event Manager. Specialties: Business Development, Execution, Operation, Production, Client Servicing.. etc. An Alumni of NIEM Pune**

**MR. PANKAJ ADYA**

Event manager with over 17 years of experience in conceptualizing and executing events all over Maharashtra. Working as an Event Consultant, utilizing vast knowledge and expertise to advise and assist clients in planning and executing successful events. 2016 onwards running successfully franchise partner of NIEM in Delhi, Patna, Dehradun and Noida An Alumni of NIEM Pune

**MR. GAURAV SINGH WALDIA**

WITH OVER 14 YEARS OF EXPERIENCE IN THE EVENT MANAGEMENT INDUSTRY AND MORE THAN 6 YEARS IN TRAINING AND MENTORSHIP, HE HAS ESTABLISHED HIMSELF AS A SEASONED PROFESSIONAL IN THE FIELD. AN ALUMNI OF NIEM PUNE





**MRS. PRATEEKSHA  
ADHIKARI**

Digital Marketing & Social  
Media Management



**MR. UJJAWAL ANAND**

*Wedding Planner, with 6+ years of  
experience in wedding planning*



**MR. SATYAM RAJ**

*Wedding Designer, with 6+ years of  
experience in wedding planning*



**MR. SUNIL KUMAR**

*Wedding Planning,  
Guest Lecturer*





# NIEM'S TEACHING METHODOLOGY

©UT-H©USE LIVE EVENT TRAINING





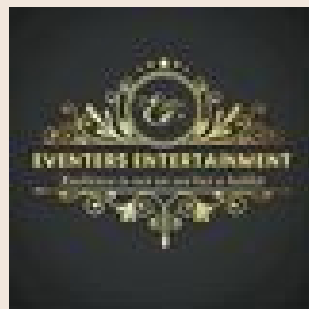
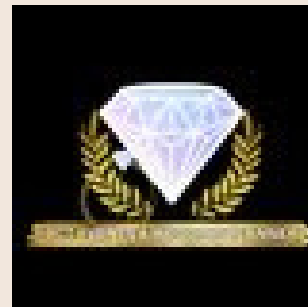




# PLACEMENT CELL

## 100% PLACEMENT ASSISTANCE







## **Why a Student Should do Event Management Course?**

An Event Management course equips students with essential skills such as organization, creativity, and communication, preparing them to excel in the dynamic world of event planning. Offering diverse career opportunities, hands-on industry experience, and the potential for lucrative earnings, it serves as a gateway to a thriving profession. With the industry's growing demand and prospects for international exposure, this course is an excellent choice for those seeking a rewarding and multifaceted career path.

## **Student Facilities at NIEM Patna:**

- Digital classroom :- fully digital class room with projector.
- Audio-video visual equipment :- Access to modern AV tools like projector, sound system.
- Computers :- for technical training and software tools
- Workshop & Guest speaker space
- Event planning resource

## **Key benefits of Joining NIEM Patna:**

- Expert Faculties
- Industry Exposure
- Hands-on Training
- Career support
- Life time assistance

## **NIEM Patna achievement at a Glance:**

- Industry Based Faculty
- 99% Placement Record, 100% Placement Assistance
- More than 100+ On-field live events training for each batch



# Diploma in Events

**Duration: 11 Months**

## **Why a Student Should do Diploma in Events Course at NIEM Patna?**

Our Event Management Diploma offers flexible schedules, enabling students to balance their studies with personal and professional commitments. With a user-friendly learning platform, readily accessible resources, and personalized support, we ensure a seamless and convenient learning experience. Designed for practicality and success, our program empowers students to excel without compromising their existing responsibilities.

**Fees Structure:** Rs 75,000/- (plus 18% GST)

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

**Workshop and Guest Lectures:** Flower workshop, Balloon workshop, light sound workshop, Fabric workshop, Designing workshop, Wedding planning, Corporate Planning, Hospitality, Marketing, Company owner's Experiences & Journey in event management industry and many more....

**Lecture and Practical Training Schedule:** Class thrice a week (alternative days), on field training are announce as per the schedule of events and there will be a three to six months internship opportunity.



# PG Diploma in Events

**Duration: 11 Months**

## **Why a Student Should do PG Diploma in Events Course at NIEM Patna?**

Our institute's PG Diploma in Events offers an industry-focused curriculum that seamlessly blends theoretical knowledge with hands-on experience. With personalized guidance, practical projects, and internships, we nurture each student's growth and professional readiness. Backed by experienced faculty, strong industry connections, and a flexible learning structure, our program equips students with the expertise and confidence to excel in leadership roles within the thriving event management industry.

**Fees Structure:** Rs 85,000/- (plus 18% GST)

**Theoretical Subjects:** Event Accounts, Event Special Topics, Event Marketing, Event Production, Modern Scenario of Events, Event Planning and many more...

**Workshop and Guest Lectures:** Flower workshop, Balloon workshop, light sound workshop, Fabric workshop, Designing workshop, Wedding planning, Corporate Planning, Hospitality, Marketing, Company owner's Experiences & Journey in event management industry and many more....

**Lecture and Practical Training Schedule:** Class thrice a week (alternative days), on field training are announce as per the schedule of events and there will be a three to six months internship opportunity.



**GET IN TOUCH WITH US**

A VISION CRAFTED BY DR. HOSHI BHIWANDIWALLA

## FOR ADMISSION RELATED ENQUIRIES:

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

800001, Bihar

 [niem.patna@gmail.com](mailto:niem.patna@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**

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