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Message

Accepting the fact of having scarce or limited resources, the need for their efficient usage for gaining the optimum (Possible Maximum) outcome has been realized, which has led to the concept of scientific management in business administration. The scope of management has been explored in the areas of finance, marketing, human resource etc., and professional courses of MBA in those areas were launched. With the widening of the scope, Management has started covering different areas like hotel management, hospital management and so on.

In this regard **National Institute of Event Management (NIEM)** deserves to be applauded for Asia's first event college and pioneering the event studies in India. For identifying the need of event studies and providing the well researched course, teaching, training and placements to fulfill this need, NIEM has made a significant contribution. The centre started by NIEM at Ahmedabad is a welcome step.

I convey my blessings and best wishes.

(Narendra Modi)

To,
Dr. Hoshi Bhiwandiwalla,
Dean and Director,
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Narendra Modi

Chief Minister, Gujarat State

