



**FIERA FIESTA 2019**  
**The Boulevard Of Repatriation**

PRESENTED BY

26<sup>TH</sup> BATCH

OF

**MBA- PUBLIC SYSTEMS MANAGEMENT**

(Energy, Environment, Healthcare, Hospital & Transportation Logistics Management)



ON  
1<sup>ST</sup> AND 2<sup>ND</sup> OF FEBRUARY, 2019  
AT



**IISWBM**

**Indian Institute of Social Welfare and Business Management**

*(Pioneer in Management Education in India)*



Download from  
Dreamstime.com

**THE 6<sup>TH</sup> ANNUAL**



40175222



Jackie911 Dreamstime.com

★ **ALUMNI MEET** ★

★ **INDUSTRIAL MEET** ★

★ **CULTURAL MEET** ★

## Theme of



## FIERA FIESTA

### *Organized By:*

IISWBM at Kolkata provides one of the foremost post-graduate programme in Energy Management in the country along with Environment Management, Healthcare & Hospital Management and Transportation & Logistics Management, together instanced by the Government of India as Public Systems Management (PSM), the first of its kind in India.

### *Introduction:*

IISWBM-The First B-School of India, was constituted on 25<sup>th</sup> April, 1953 by a resolution passed by the Senate of the University of Calcutta. The Institute has successfully reached its Diamond Jubilee Year, signifying 60 years of eventful journey in management education in India since that day. The Government of India, Department of Posts in recognition of 50 years of glorious existence of the first B-school in the country, released a Commemorative Postage Stamp on IISWBM, on 25<sup>th</sup> April, 2004 in New Delhi.

"Fiera Fiesta" an event, passionately organised by the students of MBA-PS Department on 1<sup>st</sup> & 2<sup>nd</sup> of February, 2019, this is the much-awaited Annual Alumni meet, to bring home the beloved Alumni and allow them to indulge themselves in the nostalgic celebration of years of excellence and academic establishments in the specialized departments being Energy, Environment, Healthcare, Hospital as well as Transportation Logistics Management.



### *Venue:*

**The Indian Institute of Social Welfare  
& Business**

( [www.iiswbm.edu](http://www.iiswbm.edu) )

College Square West,  
Behind Calcutta University  
Kolkata, West Bengal 700073, India

40175222

Jackie2k | Dreamstime.com

## About Fiera- Fiesta:

- “Fiera Fiesta” is an event of nostalgic milieu.
- It is an ardent effort by the students of MBA-PS to extend learning beyond the classroom and put the knowledge, skills and attitude of tomorrow's manager to test.
- It is not a mere competitive event but a platform for B-School students from the length and breadth of the country to interact and share their ideas and views with an aim to polish and hone managerial skills.
- The event reaches enrichment and a glorious stature with the August presence of the seasoned industrialists who visit the college for the Industrial Fair

## Events:

### *Day 1*

- ★ Industrial Intercambiari
- ★ What's Your BQ? (Corporate Roadies)
- ★ Motivation Mantra By Young Entrepreneur
- ★ Panel Discussion: Technical  
HR
- ★ Inter College PUBG Competition
- ★ Inter College Debate Competition – Take De Bait

### *Day 2*

- ★ Alumni Interaction
- ★ Intra College Fashion Carpet- Vogue
- ★ Band Performance
- ★ Inter College Dance Competition – Leaps In Beats
- ★ Intra College Treasure Hunt- Buccaneer

## Topic Of Panel Discussion:

- ★ Innovation In Transportation & Logistics Sector, Energy Sector, Environment Sector & Health Care Sector.
- ★ Future Of Public Systems Management



## *Sponsorship Idea:*



Exhibitors can avail the opportunity to exhibit their products and profiles during the Conference. The companies or organizations may book the stalls in advance, as per the schedule given below:

SPONSORSHIP LEVEL	<i>Bronze</i>	<i>Silver</i>	<i>Gold</i>	<i>Platinum</i>
<i>Minimum Donation Amount</i>	10,000	25,000	50,000	1,00,000
<i>Corporate Logo Displayed In Banner</i>	✓	✓	✓	✓
<i>Featured In Post Event Write-Ups And Videos</i>		✓	✓	✓
<i>Corporate Logo, 250 Character Display, And Link To Your Website</i>				✓

Please let us know  
before 25<sup>th</sup> January, 2019  
if you plan to sponsor  
our event

Sponsors can opt for Exhibition Space ( instead of  
banner ) of 25 sq. ft. to 30sq ft



## *Sponsorship Application Form:*

### BUSINESS DETAILS:

COMPANY NAME: \_\_\_\_\_

NAME OF THE CONTACT PERSON: \_\_\_\_\_

CONTACT NO: \_\_\_\_\_

EMAIL ID: \_\_\_\_\_

INDUSTRY TYPE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ PINCODE: \_\_\_\_\_

SPONSORSHIP LEVEL: ☐ PLATINUM/ ☐ GOLD/ ☐ SILVER/ ☐ BRONZE

### PAYMENT DETAILS:

AMOUNT: \_\_\_\_\_

AMOUNT IN WORDS: \_\_\_\_\_

ONLINE ☐ OFFLINE ☐

TRANSACTION DETAILS: \_\_\_\_\_

CHEQUE/ DRAFT NO.: \_\_\_\_\_

CHEQUE DATE: \_\_\_\_\_

### *Tariff for sponsor:*

Organizations interested to sponsor various activities may send the details of Sponsorship along with A/ C payee Cheques/Demand Draft drawn in favour of "FIERA FIESTA (MPSM)" Payable at Kolkata for appropriate amount on or before 25<sup>th</sup> JANUARY,2019.

### *Bank Details:*



Account Name:- FIERA FIESTA (MPSM)  
Account No :- 32501926911  
Bank Name:-State Bank of India  
Branch Name:-CALCUTTA UNIVERSITY BRANCH  
Branch Code:-003496  
IFSC Code:-SBIN0007766



PAN :-AAATI3215M

GST Registration No:19AAATI3215M2ZJ

## *Down The Memory Lane*



### *Contact Us:*

Event website - <https://www.fierafiesta.com>

College website - [www.iiswbm.edu](http://www.iiswbm.edu)

Event email- [fierafiestaiiswbm@gmail.com](mailto:fierafiestaiiswbm@gmail.com)

Convenor,

**DEBARATI GHOSH -9062567672**

**BROTOTI DAS -7908096422**

**Fiera Fiesta 2019**

**MBA-PS Department**

**IISWBM, College Square West, Kolkata -700073,**

**Ph. +91 94331 53009,**

**Fax +91 332241 3975(pp)**

For any query email us at [fierafiestaiiswbm@gmail.com](mailto:fierafiestaiiswbm@gmail.com)  
or visit [www.fierafiesta.com](http://www.fierafiesta.com)