



**DR. HARISINGH GOUR
VISHWAVIDYALAYA,
(A Central University)
SAGAR, (M.P.)
Accredited with 'A' grade by
NAAC**

**A FIVE DAYS FACULTY
DEVELOPMENT PROGRAMME
(FDP)**

On

**EVENT MANAGEMENT
Course Code: ATAL-FDP-
EM**

**14th December to 18th
December, 2020**

**Sponsored By
AICTE TRAINING AND
LEARNING (ATAL)
Academy Programmes**



**Organized By
DEPARTMENT OF BUSINESS
MANAGEMENT
DR. HARISINGH GOUR
VISHWAVIDYALAYA,
(A Central University)
SAGAR, (M.P.)**

**COORDINATOR
Dr. Suneet Walia
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Doctor Harisingh Gour Vishwavidyalaya
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REPORT

EVENT MANAGEMENT

Event Management

A Five Day Faculty Development Programme was organized and completed between 14th December to 18th December 2020 on the theme “*Event Management*”.

There were 181 applications out of which 179 were duly approved. 134 candidates gave initial confirmation to participate in the FDP. Few participants approached on the 3rd day of FDP requesting to provide them with attendance sheet, which was not Catered, and few had attendance but did not give the test.

The actual numbers of Participants were 116, who had fulfilled the attendance and Test Marks Criteria, from different cities and states across India.

There were twelve Resource Persons & Fourteen Sessions. The Resource Persons for the Five Day FDP were as Follows:



Dr. Ashish Gupta

PhD (Management),
Assistant Professor, IIFT, New Delhi
International Program in Faculty Development, Aston Business School,
Birmingham, UK, UGC-NET (Management), MBA (Marketing Management)

FDP Topic: Session 1: Historical Perspective, Introduction to event Management, Size & type of event.

Session : 10: Imaging & Branding of Event



Mr. Abhishek Khanna

State Vertical head Corporate business, DB Corp, Nagpur.
Station Director, Radio Mirchi & Love Mirchi, Nagpur.
MBA, Finance, Pursuin Ph.D

FDP Topic: Session 2: Event Safety & Security Management

Session 12 : Publicity & Media Management of an Event



Prof. G.L. Puntambekar

Department Of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar

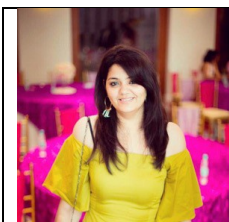
Ph.D Finance, M. Com

36 years of Experience

Coordinator—E-Cell & Placement Cell

In-Ch- Finance Officer (Previously)

FDP Topic: Session 3: Economics of Event Planning for Profitable Decision



Ms. Roma Kundnani
CEO, Memorabilis

Experience in media, marketing and events. She has been into events since 2013.
www.memorabilis.in

Session 4: Forms & Designing Of Events ---Challenges.



Dr Naman Sharma

Assistant Professor

IIFT, Kolkata

Specialisation: HRM, OB, Communication & Entrepreneurship

Session 5: Importance of PR & Negotiation Skills



Shri Vivek Dubey

Assistant Professor,

Department of Law, Dr. Harisingh Gour Vishwavidyalaya

Qualification: LL.M., UGC NET

Experience: 12 years

Research Areas: Alternative Dispute Resolution, Legal Methods and Environmental Law.

Session 6: Legal Aspects to Event Management



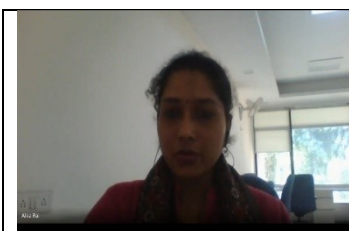
Dr. Akanksha Shukla

Assistant Professor

Department of Humanities, Social Science & Management

NIT Jamshedpur.

Session 7: Event Risk Management & Corporate Communication



Dr Alka Rai

Assistant Professor, HRM

NTPC School of Business, Noida

Ph.D, MNIT, Allahabad

Session 8: Identifying Behavioral Issues at Work Place



Mr. Gaurav Verma

Director Programs at “Art of Living” and Secretary to Gurudev Sri Sri Ravi Shankar.

Expert Committee member with Ministry of Ayush.

Session 9: Health & Happiness



Dr. Shree Bhagwat

Associate Professor

Head, Department Of Business Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar

Ph.D, Finance

Session 11: Preparation Of Budgets & Cost Reports Related to Events.



Dr. Akhilesh Barve

Associate Professor

Mechanical Engineering Department

Maulana Azad National Institute of Technology Bhopal

Ph.D, IIT Delhi, M.Tech, IIT Delhi

Research Area: Supply Chain Management

Session 13: Event Quality Management & Logistics.



Prof. Y.S. Thakur

Department Of Business Management

Dr. Harisingh Gour Vishwavidyalaya, Sagar

Ph.D Marketing, More than 36 years of experience

Part of UPSC Interview Panel

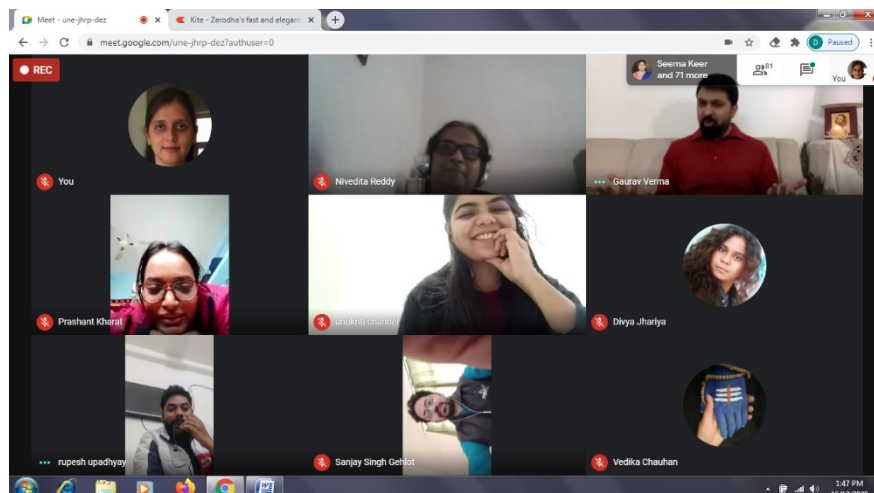
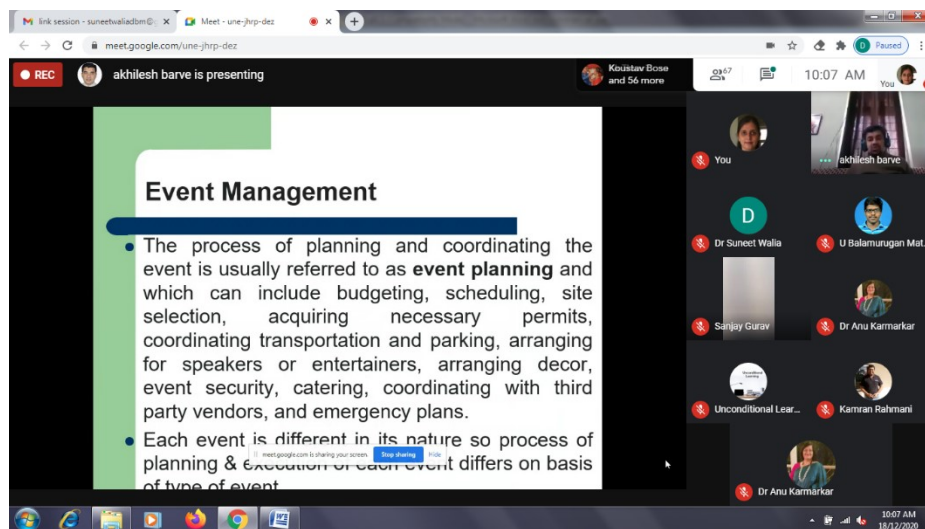
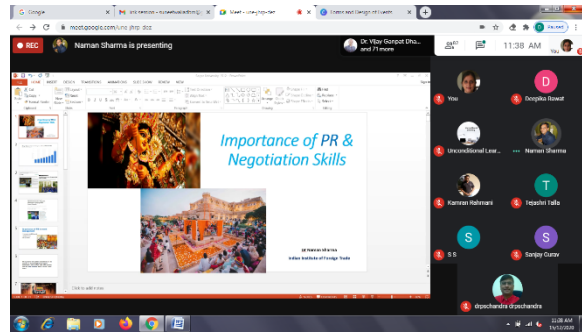
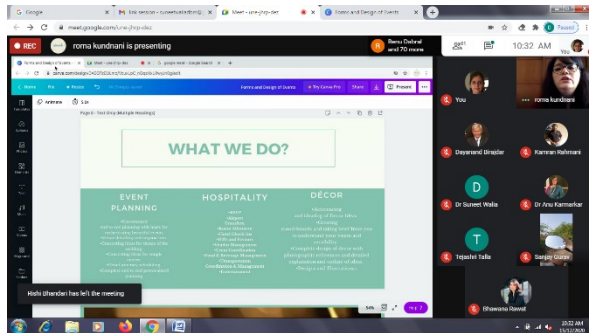
Session 14: Code of Ethics—Event Planning & Team Management

SCHEDULE PLAN
FDP—Event Management
14th December to 18th December 2020

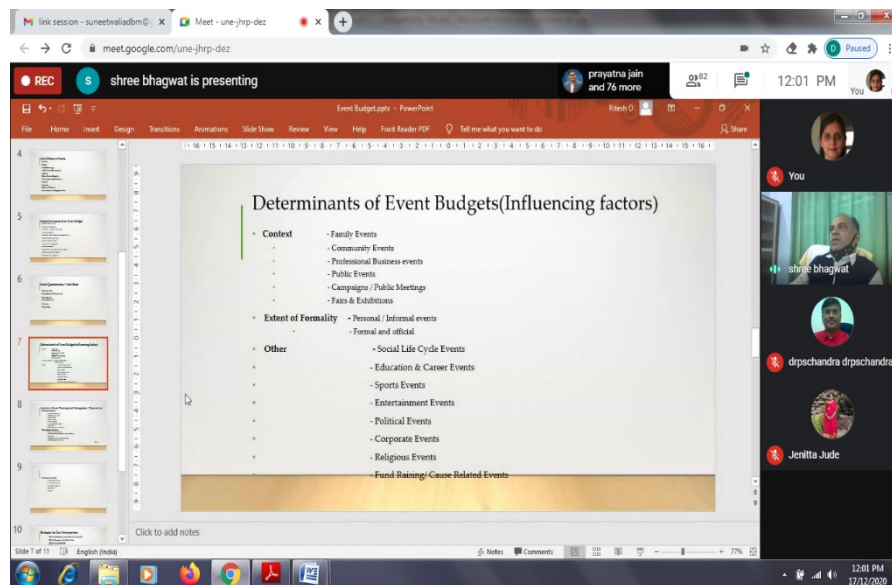
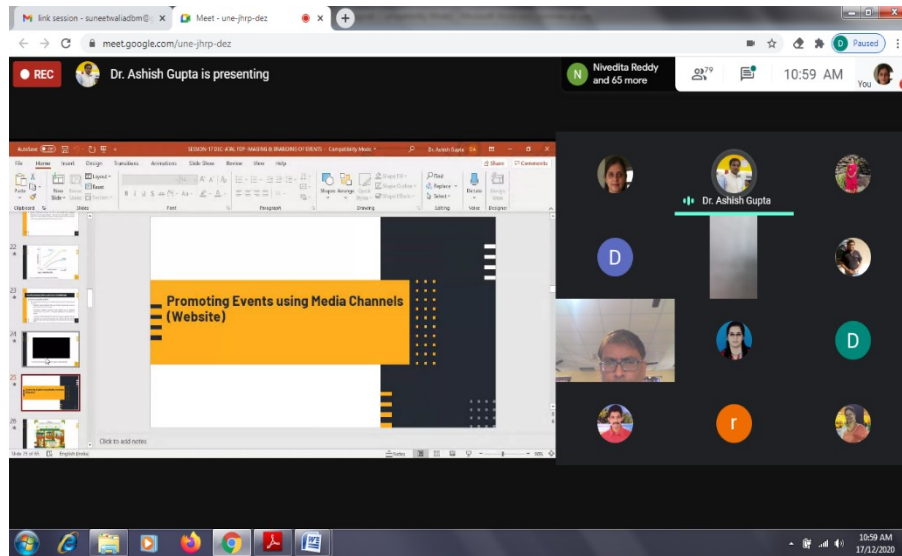
14/12/2020	<i>Inauguration 10:00 to 10:30 AM</i>	<i>Session 1 10:40-12:10 Historical Perspective, Introduction to event Management , Size & type of event Dr. Ashish Gupta.</i>	Lun ch Bre ak 20 min	<i>Session 2 12: 30-14:00 Event Safety & Security Management Mr. Abhishek Khanna.</i>	<i>Session 3 14: 00-15:30 Economics of Event Planning for Profitable Decision Prof. G.L. Puntambekar</i>
15/12/2020	10:00-11:30 Session 4 Forms and Designing of Events --- Challenges Ms. Roma Kundnani	11:30-13:00 Session 5 Importance of PR & Negotiation Skills Dr. Naman Sharma	Tea Bre ak 15 min	13:15-14:45 Session 6 Legal Aspects to Event Manageme nt Dr. Vivek Dubey	
16/12/2020	10:00-11:30 Session 7 Event Risk Management & Corp Communication Dr. Akansha Shukla	11:30-13:00 Session 8 Identifying Behavioral Issues at work place Mrs Alka Rai	Tea Bre ak 15 min	13:15-14:45 Session 9 Health & Happiness Mr. Gaurav Verma	

17/12/2020	10:00-11:30 Session 10 Imaging & Branding of Event Dr. Ashish Gupta	11:30-13:00 Session 11 Preparation of Budgets & Costing Reports related to Events Dr. Shree Bhagwat	Tea Break 15 min	13:15-14:45 Session 12 Publicity & Media Management of an Event Mr. Abhishek Khanna	
18/12/2020	10:00-11:30 Session 13 Event Quality Management & Logistics Dr. Akhilesh Barve	11:30-13:00 Session 14 Code of Ethics, Event planning & Team Management Prof. Y.S. Thakur	Tea Break 15 min	13:15-13:45 Test	14:00 <i>Valediction</i>

Some Pics of the Sessions



Atal FDP On EVENT MANAGEMENT



link session - suneevaladim@... Meet - une-jhp-dez

REC akhilesh barve is presenting

11:08 AM

Meaning of Quality

Participants: You, akhilesh barve, drisachandla diste..., Tejashri Talla, Dr. M. ABRAVIND, Harpreet Kaur, Unconditional Lear..., Kamran Rahmani, Dr. Sumita Dixit.

link session - suneevaladim@... Meet - une-jhp-dez

REC Akanksha Shukla is presenting

10:44 AM

Goals of Risk Communication

- Promoting consistency and transparency in arriving at and implementing risk management decisions.
- Improving the overall effectiveness and efficiency of the risk analysis process.
- Fostering public trust and confidence in the event organizer.
- Strengthening the relationships and mutual respect among all stakeholders within a corporate.

Participants: You, Shivam Pandey, ravi m m, Akanksha Shukla, Kamran Rahmani, Tejashri Talla, Dr. Sumita Dixit, U Balamunagan Mat..., Hemant Yadav.

link session - suneevaladim@... Meet - une-jhp-dez

REC Alka Rai is presenting

12:05 PM

Cognitive Biases: Sunk Cost Effect

During the final push to the summit, only four individuals adhered to the traditional time guidelines. Rajat decided that he would turn back despite being so close to the top.

To make it easier you can be successfully alone, but if you're too close you're close to the others. 25,000 feet, measures the line between preparation and action. Rajat's decision to turn back was a mistake.

John, Tom, Rajat, and Rajat had each spent as much as \$10,000 and several months of effort to be at the summit. The cost of the trip was high, and Rajat's decision to turn back was a mistake.

Rajat's comments warrant close attention. Note that he expresses how difficult it can become to turn around once you have moved beyond 20,000 feet. In addition, Rajat makes explicit reference to the magnitude of the sunk costs (\$10,000 and weeks of effort) that Rajat and his colleagues incurred when they decided to turn back.

Participants: You, Alka Rai, sagar mohite, Unconditional Lear..., U Balamunagan Ma..., Kamran Rahmani, Tejashri Talla, Dr. Sumita Dixit, Dr. Anu Karmakar.

List Of Participants:

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Atal FDP On EVENT MANAGEMENT

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Atal FDP On EVENT MANAGEMENT

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YouTube Link of the Sessions

https://youtube.com/playlist?list=PLOUCTrr5vkyUmd5ruonUsu0_vhIZ6g6As

Inaugural Session



The poster is for the Inaugural Session of the Faculty Development Programme on Event Management. It features a purple sidebar on the left with event details and a main white area with a building image and speaker portraits. The sidebar includes the ATAL logo, dates (14 December, 10-10:30 A.M.), registration time (9:15 A.M.), organizer (Department of Business Management), and coordinator (Dr. Suneet Walia). The main area shows the building of Dr. Harisingh Gour Vishwavidyalaya, the program title, and portraits of five speakers: Prof. J.D. Ahi (Vice Chancellor), Prof. Archana Pandey (DOFA), Prof. D.K. Nema (Dean of School of Commerce and Management), Prof. G.L. Puntambekar (Department of Commerce), and Prof. Y.S. Thakur (Department of Business Management). Dr. Shree Bhagwat is also listed as Head of the Department of Business Management.

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ATAL
FACTORY TRAINING & LEARNING ASSOCIATION

INAUGURATION SESSION
14 DECEMBER
10 - 10:30 A.M.

PARTICIPANT REGISTRATION
9:15 A.M.

ORGANIZED BY
DEPARTMENT OF BUSINESS MANAGEMENT

COORDINATOR
DR. SUNEET WALIA (ASST. PROF.)
PHONE:- +918319934091

FACULTY DEVELOPMENT PROGRAMME ON EVENT MANAGEMENT
(DECEMBER 14 - 18, 2020)

INAUGURAL SESSION

Prof. J.D. AHI
Hon'ble VICE CHANCELLOR

Prof. ARCHANA PANDEY
DOFA (SPECIAL INVITEE)

Prof. D. K. NEMA
DEAN, OF SCHOOL OF COMMERCE AND MANAGEMENT

Prof. G. L. PUNTAMBEKAR
DEPARTMENT OF COMMERCE

Prof. Y. S. THAKUR
DEPARTMENT OF BUSINESS MANAGEMENT

DR. SHREE BHAGWAT
HEAD, DEPARTMENT OF BUSINESS MANAGEMENT

DR. HARISINGH GOUR VISHWAVIDYALAYA (A CENTRAL UNIVERSITY)

The **Inaugural Session** was held on 14th December at 10:00 a.m.

The Vice-Chancellor of Dr. Harisingh Gour Vishwavidyalaya, Sagar, addressed the session and highlighted the employability scope of the Event Management Sector. Prof. Archana Pandey—Director of Faculty Affairs, of the Vishwavidyalaya, was the Special Invitee. Dean Of School of Commerce & Management, Prof. D.K. Nema, of the Vishwavidyalaya also addressed the participants. Also Head, Department of Business Management, Dr. Shree Bhagwat and Other Senior Professors Prof. G.L. Puntambekar and Prof. Y.S. Thakur blessed and inspired the participants.

The technicalities of the session were handled by Mr. Anshul Jain, Mr. Bisakh Jain & Mr. Mayank Jain (Students MBA III Sem, Department of Business Management, Dr. harisingh Gour Vishwavidyalaya, Sagar)

Atal FDP On EVENT MANAGEMENT

It was an extremely wonderful experience to be the Coordinator of such programme. A good connection and interaction with different faculties across the country. I feel good to report that all sessions were conducted as per the Schedule up-keeping and maintaining the time of each session. The participant's feedback (as checked) is very positive and heart-warming and is serving as a motivation.

Thank You

Dr. Suneet Walia

Coordinator---Event Management

Application No. 1584000666

Besides the departmental libraries, the University has a Central Library with more than three lakh books and e-journals, under the INFLIBNET and DELNET programmes to facilitate the students and enable the faculty to access valuable sources of literature. The University campus is Wi-Fi enabled. There are separate hostels within the campus for boys and girls pursuing various programmes upto doctoral level to provide a safe and congenial Gurukul like environment of learning. In addition to that, facilities like stadium, gymnasiums, sports complex, playgrounds and open-air theatre are also available to cater the extra-curricular requirements of the students.

COURSE CONTENTS: EVENT MANAGEMENT:

- **Concept of Event Management:** Historical Perspective, Introduction to event Management, Size & type of event; Code of ethics, Event Planning and Team Management; Event Safety & Security Management
- **Basics of Event Management:** Forms and Designing of Events--Challenges; Event Risk Management & Corporate Communications; Importance of PR & Negotiation Skills;
- **Human Resource Management:** Legal aspects to event management, Identifying Behavioral issues in work place; Human Values, Health & Happiness
- **Financial Planning:** Economics of event planning for profitable decision; Preparation of different budgets and costing reports related to events; Publicity & Media Management of an event.
- **Marketing Management:** Event quality management & logistics; Imaging & Branding of an Event.

RESOURCE PERSONS:

The Resource Persons Shall be CEO, VP, from Corporate, having hands on experience in handling various Events, and renowned academic Professors,

IMPORTANT DATES

- Last date of Registration Date : **06/12/2020**
- Intimation to Participants: **08/12/2020**

FOR INFORMATION CONTACT:

Dr. Suneet Walia

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ABOUT DOCTOR HARISINGH GOUR VISHWAVIDYALAYA



Doctor Harisingh Gour Vishwavidyalaya Sagar (A Central University), formerly University of Saugor, was established on 18th July 1946 by Dr. Sir HariSingh Gour (Nov. 26, 1870 – Dec. 25, 1949). By his lifetime saving, This 18th University of India and the oldest and the biggest University of Madhya Pradesh has perhaps the singular distinction of being founded by the munificence of a single person's hard earned money of about two crore of rupees. Apart from being a great jurist and legal luminary par excellence, he was a great Patriot, Philanthropist, Educationist and Social Reformer.

Doctor Harisingh Gour Vishwavidyalaya, Sagar, a seat of learning established as a University of Madhya Pradesh in 1946 with a campus spread over about 1300 acres. It was upgraded to a Central University on 15th January 2009 and was accredited „A“ Grade (3.04 score) by NAAC in the third cycle in 2015. The University offers multidisciplinary academic programmes at undergraduate, postgraduate and doctoral levels through its 11 Schools with sound infrastructure for innovative approach of teaching. The University has laboratories equipped with modern and sophisticated instruments to encourage quality research. Most of the Departments have project funds from UGC, DST, ICMR, MPCST and other national agencies. Some are also recognized centers of the UGC and DST under the DRS, PURSE and FIST programmes. The implementation of CBCS (Choice Based Credit System) enables the students to have access to the latest pattern of teaching and learning. For an all-round development of students, sports and cultural activities are assigned to a specific time schedule in the academic calendar. Students regularly represent the University at national level competitions in various fields and win laurels to the same. To create high-quality academic ambiance and to motivate and enthuse our students towards perfection in their academic endeavors, we offer meticulously designed and diverse curricula as well as optional courses at graduate, postgraduate and doctorate levels.



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A FIVE DAYS FACULTY DEVELOPMENT PROGRAMME (FDP)

On

EVENT MANAGEMENT

Course Code: ATAL-FDP-EM

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DEPARTMENT OF BUSINESS MANAGEMENT
DR. HARISINGH GOUR VISHWAVIDYALAYA,
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SAGAR, (M.P.)

ABOUT DEPARTMENT OF BUSINESS MANAGEMENT:

The Department of Business Management was established in the year 1982. Prof. R. B. Saxena was founder Head of Department. This Department occupies a place of prominence in the realm of professional management education. This Department toiled to earn the distinction of being the first institution in the state of Madhya Pradesh to offer a two years full-time MBA Programme which is duly approved by AICTE. The vision of the department is aptly reflected in the departmental motto “*Semper Sursum*”, which encourages all who pass through the ramparts of this institution to ‘Always Aim High’. Students at this department are provided with an environment that promotes the learning process, while every opportunity is given to them to nurture their personalities, in accordance with the high standards demanded by the industry. The faculty members make remarkable contribution to reach academic excellence and groom its students in soft skills.

OBJECTIVES OF WORKSHOP

Managerial skill development has always been the prime objective of every management course. However one important aspect of learning management skills is to learn how to manage different situations. Thus event planning and managing for different occasions is one such Prospect.

Event Management as a Career Platform is been taken very seriously by the millennial and the growing generation Z. Moreover today almost every family or professional occasion is being conceptualized and celebrated as an event for which you need planners. Event Management is an extreme creative field and Faculties and scholars and students need to possess an appropriate knowledge of this subject.

Thus Event management as a career field requires people management apart from handling props and taking care of logistics. It further requires aspirants to conceptualize, plan and organize an event which can be a political rally, an award show, exhibition, fashion show, family birthday party, wedding, anniversaries etc.,. As part of organizing an event, one needs to identify the target audience, decide the theme for the event, plan logistics and send invites for the event being organized. Hence undergoing the development programme shall fulfill the following objectives:

- To study the Concept & Significance of Event Management
- To Understand the various dimensions of Event management.
- Update the faculties with the event planning mechanisms.
- Enhance the exposure to the event planning field.
- Faculties shall be trained well to further impart the subject.

EXPECTED OUTCOMES OF FDP:

- Faculties and scholars shall be updated with the concept of event planning
- They shall possess appropriate knowledge of the role of HR, Marketing and Finance in event planning and management.
- Apply systematic approach to event planning and evaluation
- Apply the principles of marketing to the process of event production
- Apply techniques to manage the financial resources for an event.
- Apply sound Human Resource management technique to drive and motivate employees during the event.
- Coordinate the logistics and risk management of an event.

Who can Apply: Faculties, Research Scholars & PG Students from colleges and universities.

- **Google-Meet Application shall be used for online sessions**

REGISTRATION:

- The faculty members of the AICTE Approved institutions, PG & Research scholars from Government, Industry can participate in this FDP.
- Number of participants is limited to 200
- To register, please visit : <https://atalacademy.aicte-india.org/signup>
- There is No Registration Fee.
- Participants will be selected on first come first-served basis.
- Selected candidates will be intimated by e-mail.

GUIDELINES:

- A test shall be conducted at the end of the program.
- E-certificate shall be issued to those participants who have attended the program with minimum 80% attendance and scored minimum 60% marks in the test.

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