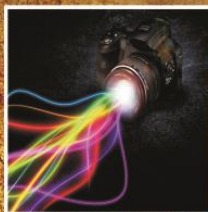




**Indian Institute of Social Welfare and Business Management**  
Public Systems Management

# Presents



Focus



IISWBM Grand Master



Brain Freeze 2.0



Group Dance



Style Check



Band Performance



Face Lift



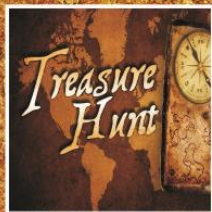
Exhibition



Panel Discussion



B. Grill



Where am I ?

**CONTACT : SANJUKTA 8334821574 ARKA 8013185897 ARPAN 9748999989**

Venue : IISWBM Campus  
Date : 4th & 5th March 2016

E-mail Us : [fierafiesta2016@gmail.com](mailto:fierafiesta2016@gmail.com)  
[www.facebook.com / fierafiesta2016](http://www.facebook.com/fierafiesta2016)

## Event Schedule Overview

Day 1 : 04-03-2016 (Friday)

Registration period : 9.00-11.00

Speech by Director : 11.00-11.10

Speech by HOD : 11.10- 11.20

Felicitation and speech by guest : 11.20- 12.20.

Panel discussion : 12.20- 13.20

Lunch : 13.20- 14.30

Business quiz : 14.30-16.00

Award presentation : 16.00- 16.15

Day 2 : 05-03-2016 (Saturday)

Registration : 9.30-10.30

Cultural events : 11.00- 12.30

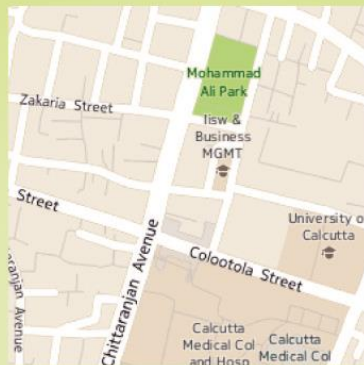
Inter departmental fashion show : 12.30-13.30

Lunch : 13.30-14.30

Cultural events : 14.30- 16.00

Convener ending day 2 : 16-16.10

## ROUTE MAP



### INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

Management House

College Square West

Kolkata-700073

Phone : 033 4023 7474 / 2219 1683

E-mail : fierafiesta2016@gmail.com

Institute's Website : www.iiswbm.edu



Organised by :  
Public Systems Management  
Indian Institute of Social Welfare  
and Business Management

## THE INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

IISWBM, the first management institute of India was established by Dr BC Roy on 25<sup>th</sup> April 1953 with the joint initiative taken by the university of Calcutta, the government of west Bengal, the government of India and the captains of industry in India, a concept alien to many educational fraternities at that time. The institute has successfully completed its diamond Jubilee year, signifying 60 years of eventful journey in management education in India since that day. It boasts of alumni in several prestigious organizations both in India and abroad.

### MESSAGE FROM THE DEPARTMENT OF PUBLIC SYSTEMS

It gives us genuine pleasure to place before you this year's Fiera Fiesta, where you are cordially invited to participate and/or send delegations. We can assure you that this would add value to our future relations.

You will also be happy to know, that looking at the progress of the Public Systems Management programme at IISWBM and significant growth as well as huge prospect in the service sector, the University of Calcutta has decided to rename the MPSM course to MBA-Public Systems with specialization in Energy Management, Environment Management, Health Care & Hospital Management and Transportation & Logistics Management from the session 2016-2018 onwards.

We cannot express adequately the timely guidance and nurturing by the industry partners, guest faculty members as well as immense support and good wishes from our alumni members which has been and will remain the fountain of knowledge and prosperity of our students – the makers of our dreamland – India.

May the Almighty give us all strength and prosperity bringing peace to the humankind.

## FIERA FIESTA 2016

The Indian Institute Of Social Welfare And Business Management hereby welcomes you to the annual alumni meet and industrial fair - FIERA FIESTA, 2016 organized by the students of Public System Management (PSM) in our very own assembly hall, to bring Home our 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 and hospital as well as transportation and logistics.

Our mission would also be to interact and inculcate Managerial advice and career prospects from the eminent guest members as well as our alumni who were once a part of our prestigious institute and are now respected for their knowledge, commitment, loyalty and ethical values in this fast changing world.

It would be a golden opportunity for the current students pursuing this course to interact and imbibe managerial advice from our beloved alumni and respected guest members in order to ensure a promising career.

### MASTERS IN PUBLIC SYSTEMS MANAGEMENT:

The rapid improvement in infrastructure and increasing investments in the service sector has necessitated the involvement of specialized managers. Masters in public system management is a unique program and the rational task force behind this recommendation was that managers has generally been associated with business activities in the corporate sector but in areas of public service professionals with management expertise was greatly needed. It is recognized by AICTE and accredited by NBA, ministry of human resource development, government of India.

### ENERGY MANAGEMENT:

Energy management degree is a unique opportunity towards achieving professional excellence leveraging lasting advance in a world where the issue of sustainability has become paramount thereby providing knowledge and skills in area of energy conservation efficiency.

### ENVIRONMENTAL MANAGEMENT:

The major concern in environmental management is determining ways in which industrial action can be made compatible with nature. Hence it is not only a compliance issue but it is also a strategic business practice globally enhancing green wariness, Eco-friendly production, sustainability, waste management etc.

### TRANSPORTATION AND LOGISTICS MANAGEMENT:

The competition among corporate is actually a competition of their supply chains reaching the consumers at the appropriate time with minimal cost. Transportation and Logistics Management serves as an important mechanism for attaining such competitive advantage. It equips the students with all the requirements of logistics and transportation sector, enabling them to create superior supply chain.

### HEALTHCARE AND HOSPITAL MANAGEMENT:

The health care and hospital management course has been designed to train the students to become managers who will be able to deliver healthcare services efficiently, with cultural understanding of health and illness and make health services nationally acceptable.

