



**INDIAN INSTITUTE OF SOCIAL WELFARE
AND BUSINESS MANAGEMENT**

INTERNATIONAL HR CONFERENCE 2023

**SPONSORSHIP
BROCHURE**

CONFERENCE DATE :

1st & 2nd March, 2023

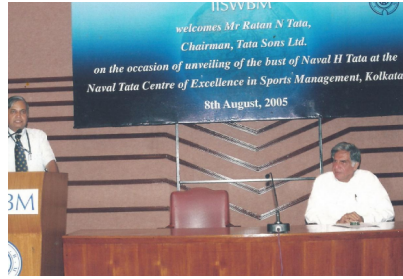
TOPIC :

**Decoding the HR Mantra: HR Roadmap
and
Future of Workforce**

Why Sponsor us?



Hon'ble Dr. APJ Abdul Kalam, the then President of India at the Institute's Convocation in 2006



Mr. Ratan N. Tata after unveiling the bust of Naval Tata at IISWBM



Mr. Sourav Ganguly at the Inauguration of Naval Tata Centre, IISWBM



IISWBM Postage Stamp

India's first B-School, Indian Institute of Social Welfare and Business Management (IISWBM), is a name that weighs abundant in legacy. From the choicest alumni bandwagon to the grandeur of the building stature at the educational hub of Kolkata, the institute is stately in ways more than one and was constituted on 25th April, 1953. 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 25th April 2004 in New Delhi. MBA (HRM) is ranked among the top 10 post graduate programmes in HRM in India and Google search highlights the institution as one of the top HRM colleges globally. MBA (HRM) got duly accredited by SHRM USA for quality of academic content in the year 2012. The year 2022 has witnessed 100% quality placements of the final year students.

The International Conference, 2023 deals with "Decoding the HR Mantra: HR Roadmap & Future of Global HR Workforce". It is also worth noting that The Society of Human Resource Management (SHRM), USA, has been a past knowledge partner of the International Conference here at IISWBM. With such a heritage under its belt, the International Conference attracts the best HR and corporate minds of this generation. Some significant names to have been associated with the IISWBM conference are Dr. Patrick Minford, who was an economic advisor of Mrs. Margaret Thatcher, Dr. A.P.J. Abdul Kalam, who served as the 11th President of India, Mr. Salman Khurshid, who has been the Cabinet Minister of the Ministry of External Affairs in India, to name a few.

The International Conference, IISWBM, in the past has witnessed the collaboration and participation of a number of educational institutes from all over the world. Some such institutes were : University of Wisconsin, Madison (USA), University of Michigan (USA), Ben-Gurion University (Israel), National University of Singapore (Malaysia), BRAC University, University of Dhaka (Bangladesh), IITs and IIMs.

Association Details

Perks	Title Sponsor	Co-Sponsor (Platinum)	Co-Sponsor (Gold)	Co-Sponsor (Silver)	Co-Sponsor (Bronze)
Amount	Rs. 6,00,000	Rs. 3,00,000	Rs. 2,00,000	Rs. 1,00,000	Rs. 50,000
Recognition with IISWBM Logo	✓	✓	✓	✓	✓
Logo on Banner, Passes and other Communication Material	✓	-	-	-	-
Announcement made during Event	✓	✓	✓	✓	✓
Announcement on Radio	✓	✓	✓	✓	-
Print Media Coverage	✓	✓	✓	-	-
Presentation Session	10-15 min	5-10 min	0-5 min	-	-
Conference Registration and Passes	8	6	4	2	1
Banners (Prime Location)	5	4	3	2	1
Standeers (Prime Location)	2	1	-	-	-
Stalls (Prime Location)	1	-	-	-	-

Other Avenues

STALLS	Rs. 30,000
BANNER-OUTSIDE	Rs. 20,000
BANNER OR STANDEE (INSIDE AUDITORIUM)	Rs. 15,000

Contact Us

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