



Creating a Connected Alumni Network

Fortune Institute of International Business (FIIB) has in 19 years of its establishment created a niche for itself in the academic and corporate circle. Approved by All India Council of Technical Education (AICTE), Equivalence of PGDM to MBA by AICTE and Association of Indian Universities (AIU) and ranked among the best B-schools in India is a further testimony to the quality education being imparted at FIIB.

Every year, hundreds of students join FIIB to pursue their two years of PGDM Program and form a diverse student body of the Institute with a myriad of experiences and cultures. After pursuing a rigorous two years' program at the Institute, the students go on to create a change in the corporate environment staying connected to the Institute as its Alumni.

At FIIB, the Alumni are not only considered as important stake holders or Brand Ambassadors but also the reflection of the values and experiences the Institute has to offer. It is hence, at FIIB that a dedicated team of members comprising the FIIB Alumni Cell work under the guidance of the senior leadership of the Institute to meticulously plan and execute Alumni Events and strengthen the community to make it more connected. All the initiatives of the FIIB Alumni Cell are named under the umbrella of *Samanvay*, which means 'synthesis'. The FIIB Alumni Cell believes that the Power of a Strong and Connected Alumni Network is unmatched and can be of huge benefit not only to the Alumni Community but also to the Institute and its current students.

Over the year, The FIIB Alumni Cell designs, plans and creates a variety of platforms for Alumni to engage with each other, to engage with the Institute and to engage with current students, hence allowing FIIB to leverage the power of a Community like FIIB Alumni to its best. To engage the Alumni in the planning and execution of all the events in *Samanvay*, an Alumni Advisory Board has also been formed at FIIB to include two Batch Emissaries (representatives) from each Batch of FIIB to advise, guide and support the Alumni Cell in connecting with the Alumni.

To facilitate networking amongst the Alumni of the Institute, FIIB launched three Chapters (North, South and West India Chapters) and initiated annual chapter wise meets for the Alumni

to meet each other and get connected. In addition, a mega event is hosted every year where all the Alumni from across the world are encouraged to participate with their families. One such event was FIIB's flagship Alumni Awards that were hosted on 1st December 2012 at a large scale in Delhi by the FIIB Alumni Cell. The Alumni were encouraged to nominate and vote for themselves and in addition a corporate jury was also formed to decide the final winners. The event turned out to be a great success and was attended by the Alumni spread throughout the country and the Awards helped FIIB felicitate 32 Alumni across 26 categories for their achievement and excellence in various fields like Marketing, Sales, Human Resource, Social Work, Operations and International Business. The awards proved to be a great way to honor the Alumni for their success in many National and Multi-National Firms and were received very well by the Alumni as well. The Awards reflected how the Alumni of the Institute were willing to support every endeavor as they brought in their organizations like Afaqs, Delhi Duty Free and Big FM as sponsors. With the grand success, FIIB has been encouraged to host Awards once again in a couple of years to felicitate more Alumni.

To continue experimenting with as many get together and events as possible, FIIB Alumni Cell also encourages Batch emissaries to host batch wise dinners or participate in events like Mumbai Marathon. These small get togethers are clubbed with a mega event every year and this year the FIIB Alumni Cell would be hosting its second edition of Alumni Sports Day. Planned for 17th November 2013, The Annual Sports Meet for Alumni turns out to be a casual day out for Alumni and their family and a perfect way to connect with fellow Alumni over a day of games and food. Group sports like football and cricket are organised for ladies and gentlemen while kids are encouraged to indulge in snakes and ladders, magic show and other exciting events. The Alumni Advisory Board is working day and night to bring together the Alumni once again and to make the day a grand affair.

From getting the database updated to organizing events for the Alumni, FIIB works for the growth of its Alumni Network with selfless dedication as they are important stakeholders in the growth of the Institute. And with this vision, The Alumni Cell at FIIB continues to work and plan new events for better alumni engagement.

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