



**NEHRU INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT**  
"Nehru Gardens", Thirumalayampalayam (Post), Coimbatore-641105  
(Approved by AICTE, New Delhi and Permanent Affiliation to Anna University Chennai)



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## ANNUAL REPORT 2020-2021

### **Vision**

To develop and mould the young professional aspirants into a value based human assets by imparting quality education for a global career prominence.

### **Mission**

- To provide serene ambience and conducive environment for a focused learning and personal growth.
- To offer ideal facilities that support knowledge acquisition and professional development.
- To foster the growth of technocrats and managers, for a career prospects and skill enhancements.

### **Curriculum**

Nehru Institute of Technology adheres to the curriculum designed by Anna University.

### **Orientation Program**

The orientation program for the 2022-2024 batch was conducted from August 26, 2022, to September 3, 2022. Activities included ice-breaking sessions, soft skills training, corporate networking events, product launch simulations, and leadership training, facilitated by industry experts.

- ❖ We organized a 3-day international webinar on "Future Perspectives" from June 10 to June 12, 2020. The first day featured Dr. M. Sandeep Kumar, Professor of Management Studies at Amity University Rajkot, who spoke on "Logistics as a Promising Career." On June 11, Mr. S. Thayagarajan, Chief Operating Officer and Head of Digital Marketing at Yardstick Digital Solutions, Coimbatore, presented on "Digital Marketing: The New Normal." The webinar concluded with Dr. J. Paul Sundar Kirubakaran,

Professor and Head of Business Administration at the College of Applied Science, Nizwa, Sultanate of Oman, sharing insights on future trends.

### **Execution of the program**

Academic and non-academic plans are executed through online in alignment with established policies for each area. Beyond standard teaching and learning activities, we consistently host Expert Meets, Webinars, and Skill Development Programs in online to enrich and support the educational experience.

### **Key Events and Performance Metrics**

- **Student Enrolment:** A total of 49 students commenced their first year, with 29 enrolled in the MBA program and 20 in the MCA program.
- **Faculty Development:** Twenty-one faculty members engaged in professional development programs to further enhance their pedagogical and academic expertise.
- **Skill Development:** Comprehensive skill development initiatives were implemented to bolster students' entrepreneurial, leadership, and technical abilities.
- **Value-Added Programs:** Seven value-added programs were conducted online, offering students advanced learning opportunities beyond the core curriculum.
- **Club Activities:** A range of activities were executed across various clubs via online platforms, promoting active participation and skill development outside of formal academic settings.

### **Strategic Partnerships and MoU Agreements**

Memorandum of Understanding (MoUs) were formalized with Joy Technologies, located at OMR Perungudi, Chennai, and Savvy Technologies, situated on Avinashi Road, Peelamedu, Coimbatore. These agreements are intended to foster collaboration and create opportunities for internships, projects, and other professional engagements. The partnerships are designed to enhance industry connections and provide valuable resources to support students' academic and career development.

### **Placement cell activities**

#### **MCA Placements**

Out of 33 students, 32 successfully secured placements, resulting in an impressive placement rate of 97.06%. Prominent employers include Accenture in Bangalore, Savvysoft

Technologies in Coimbatore, and Face Perp in Coimbatore. This exceptional placement rate underscores the strong demand for our graduates and the effectiveness of our career development initiatives. The highest salary package offered was ₹5.25 lakhs per annum. The diverse range of employers further highlights the broad market appeal of our graduates.

**MBA Placements:**

A total of 45 students successfully secured placements, achieving a commendable placement rate of 95.74%. Prominent recruiters included Astria Digital Pvt Ltd, HCL Technologies, Kotak Mahindra Bank, and Berger Paints India Ltd. This exceptional placement rate highlights the effectiveness of the institute's career preparation and support services. The highest salary package offered was Rs. 10 lakhs. The engagement of leading companies underscores the strong demand for graduates from our program.