



*A
Unique B-School for
Moulding talented and
Socially Committed
Managers*

"Nehru School of Management- We Mould Tomorrow's Leaders Today"



NEHRU SCHOOL OF MANAGEMENT

NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE

ISO 9001 : 2015 Certified Institution

(Accredited by NAAC, Approved by AICTE, New Delhi and Affiliated to APJ Abdul Kalam Technological University)



PROSPECTUS

2021 - 2022

OFFICE ADDRESS

Nilgarden, Pampady, Thiruvilwamala, Thrissur Dist., Kerala- 680 588

Hotline Number: 7511 115 588, 04884 284 000

Email id: admissions@ncerc.ac.in

Websites: www.ncerc.ac.in
www.nsm.org.in



Nehru College of Educational and Charitable Trust

Nehru College of Educational and Charitable Trust, established at an auspicious moment in the year 1968, with the primary objective of rendering selfless, dedicated and yeomen service to cause of higher education originally in the field of Aeronautical Engineering and subsequently in the field of rest of engineering branches, Management, Arts, Science, and Paramedical Sciences and has added feather after feather to its Cap. Its educational service to the poor underprivileged and downtrodden in the society is freely accessed and widely appreciated by the people, especially from Tamil Nadu and Kerala. Over the period of nearly four decades, it has established and patronized a number of prestigious Educational Institutions, all of which have grown to the stature of being accredited with ISO 9001:2000 certification by the International Certification Services. The Trust headquartered at Coimbatore has spread its wings to the neighboring Kerala State too by establishing Educational Institutions of high reputation.

The Trust was headed by Late P.K. Das, F.I.E., F.I. Mech. E., M.S. Engg., A.F.R.Ae.S. (London), C.Engg., Managing Trustee & Founder Chairman, who is a well known educationist with rich experience in meticulously planning in establishing and marvelously administering educational institutions. He is a great industrialist with overwhelming spirit of entrepreneurship and excellent business acumen—who is a philanthropist with utmost care and concern for the fellow human beings, suppressed and suffering – who is in nutshell humane in all his approaches. The Trust is headed by Adv. Dr. P. Krishna Das, Chairman & Managing Trustee, Dr. P. Krishnakumar – CEO & Secretary, Dr. P. Thulasi, Trustee.

All the institutions of NGI functions under Nehru College of Educational and Charitable Trust. Apart from its dedicated service in education, NGI actively involved in community development as a part of its social responsibility. It includes NEHRU DREAM HOME, AMRUTHA SURABHI, SRADHA, BLOOD DONATION, MEDICAL CAMP, DIYA, and extension activity of social works department.



Tribute to Our Beloved Founder Chairman

“With our eyes fixed on the future but recognizing the values of education we will achieve our destiny to be the shining Group of Institutes for the benefit of all mankind.”

With this being the aim, our honorable Chairman, Late.P.K.Das, constituted the Nehru College of Educational & Charitable Trust in the year 1968 to deliver world class quality in education and to impart training in a structured manner to the student community. He was a Philanthropist and a man of great vision, stood as a paradigm for charity. It was not only his people but the whole society was benefitted by his charity & Trust. Through his initiatives, every year the Trust donates wheel chairs, tailoring machines and tricycles to the physically challenged, provide free education and medical treatment to the economically backward students and families. The Trust also constructs houses and give it free to the financially backward widows and also provides daily meals to the needy people. The Trust also adopts children from orphanages and gives them free education. It was so impressive that even in the last week of his life he was kind enough to encourage and award more than 1000 school children from 100 schools in and around Coimbatore. Apart from being a Philanthropist, he was a visionary, philosopher, friend, guide, innovator and demonstrator for many of his admirers and a man of commitment to his mission and vision. Though he is not with us today, he is and will be the guiding star in all our future progress. Our Chairman, wherever he is, shall find more peace than he ever had before.

Message from the Director



In line with our motto of Moulding True Citizens, NSM, over the years has tried to impart high quality management education through academic rigor as well as sample industry interface.

Our programme is uniquely structured in which core and elective courses dealing with concepts, analytical and quantitative methodologies, functional specializations, industrial and business domains, professional development and industrial/business projects are offered. Our pedagogy is a well balanced mix of lectures, case studies, assignments, simulations, group exercises, seminars, and projects that enables all our students to realize their potential to become excellent managers.

Our faculty members are experts in terms of academic expertise and professional experience. They bring in methodological mastery, intellectual rigor, business perspectives and practical experience into the educational process. The MBA curriculum equips students with tools to lead and manage in today's ever-changing business landscape. The focus is not just on the underlying theory, but how to apply cutting-edge concepts to real, relevant business problems.

The Business School has maintained good results and placement record as a result of our hard working culture, supported by a dynamic management. Today NSM has attained the position of a much sought after Business school by students all over Kerala as well as nearby states. The program teaches students to not only recognize opportunity, but to create it, an essential ability in a business environment that is constantly evolving both inside and outside of their organizational environment. NSM focuses exclusively on leadership education with focus on education and research in solving the leadership challenges plaguing the organizations of today.

It is my pleasure to invite you to be a part of this 'Life Transforming Learning Experience'.

ALL ABOARD!

Best Wishes,
Dr. Sheela Srivastava

PHILOSOPHY

'Moulding True Citizens' is an intrinsic insight of transforming young populace with an advantage of learning functions, understanding and pursuing skills and realizing avenues of opportunities. Conversion of a quest or an urge as a realized option in an individual is possible only if a platform is given and the contributions are substantiated. NSM @ NCERC articulates the perceiving status of market requisites, social structure and professionally self heartfelt identity in individuals.

VISION

To become the centre of excellence in management and innovation

MISSION

To evolve and sustain the business school as a vibrant institution of excellence in management education, for the development of talented and proficient leaders, who will be having values of entrepreneurship, uprightness and societal responsibilities

OBJECTIVES OF NSM

- To build academic, intellectual and professional competencies in students to shoulder their responsibilities in industry
- To model a learning platform that will train and prepare students to work with "Ground zero understandings"
- To develop internal assessment criteria and evaluation methods which will sensitize and give proper feedback to the students on the extent of acquiring, pursuing and progressing their capabilities
- To create capabilities in students for individual leadership and for positioning their interests for team results
- To guide phenomenally a large rural student populace, who are mediocre in their capabilities and to build an identity of strength for their professional career

Organizational Profile



School of Management at Nehru College of Engineering and Research Centre School of Management under NCERC, affiliated to APJ Abdul Kalam Technological University is yet another high quality Institution promoted by the group to create talented Management Professionals . It is a post graduate research institute housed in a pentagonal palace like structure named 'Kapila' and incorporated with modern facilities and global connectivity. It's A/ c classrooms, boardrooms, seminar halls, library, reading room, discussion room, computer labs, yoga room are all designed to International standards where the industry and academia meet and share their experiences. There is no wonder the School of Management is strong in all spheres, well positioned to impart management education at par with Premier management Institutions spread across the country. Both these institutions viz NCERC and School of Management are located at Pampady, at the foothills of the Vilwadri Shrine and stretched across a scenic landscape. The college has easy access to nearby towns of Trissur and Palakkad being well connected with road and rail. The Kapila block housing NSM is aesthetically designed in harmony with the background nature to make it conducive to achieve excellence in academics, in a serene, calm learning environment.

ABOUT NSM

School of Management is not just a B-School, but it is daringly different from the rest and it is ranked among the leading B-Schools in national level grading service. It also has tie-ups/MOUs with many Government and Corporate institutions for Entrepreneurship Development, Training and Consultancy Projects which provide ample opportunities for our students to gain valuable industry and field exposure. The platform gives opportunities for students to experience professional work in the limelight.

NSM believes and strives to achieve a holistic development of the individual who will contribute in future not only as good managers but also as disciplined corporate citizens. The pedagogy is designed for proactive student interaction. The course delivery system is well composed of case analysis and presentation, group discussion, seminars, assignments, live industrial projects, quiz and soon. We consistently encourage our students to leverage the unparalleled resources of the School of Management, Nehru Group of Institution and APJ Abdul Kalam Technological University to add value to their MBA. Since graduate students are from different streams bridge courses/ orientation classes are arranged as required.

Staff with a wealth of industrial and commercial experience provides necessary skills to students in solving business problems in real life situation. The strong commercial orientation and academic rigor of the program means that the students are shaped to seek a wide range of business related careers both in the public and private sector. Further they can go for careers in Euro bond trading, project management, consultancy, teaching profession, advertisement or, thinking beyond jobs to become entrepreneurs

Positive attitude formation and skills development are given the right importance in our two year campus program. Experienced faculty mentor students to develop positive attitude towards job, society and life in general. Additional skills are imparted through language classes, interpersonal skills practice, and seamless interaction with technology.

Students undertake social projects like teaching at orphanages, visit to old age homes, cow feeding etc to make them socially responsible corporate citizens. A Vivekananda Study centre is being developed as a centre of social and cultural transformation. The total intake of students @ NSM for MBA programme is 60.



THE PROGRAMME

MBA - Two year full time course spread over 4 Semesters

Aspirants can specialize in areas such as:

- MARKETING
- FINANCE
- HUMAN RESOURCE
- INFORMATION SYSTEMS
- OPERATIONS MANAGEMENT

Eligibility

Applicants must have any Degree recognized by APJ Abdul Kalam Technological University with not less than 50% in overall aggregate with a valid CAT / CMAT / KMAT Score.



CONSOLIDATED RESULT ANALYSIS

S.No	BATCH YEAR	TRIMESTER	RESULT ANALYSIS (%)
1	2017-19	T1	32.56
	2017-19	T2	86
	2017-19	T3	94
	2017-19	T4	93.25
	2017-19	T5	99.21
	2017-19	T6	97.61
2	2018-20	T1	86.57
	2018-20	T2	99.41
	2018-20	T3	83.16
	2018-20	T4	95.88
	2018-20	T5	97.91
	2018-20	T6	100
3	2019-21	T1	84.73
	2019-21	T2	94.16
	2019-21	T3	100

ADMISSION PROCEDURE

Step 1: Get prescribed application form of the college by remitting the cost of it in cash or through DD.

Step 2: The College will conduct a Group Discussion and Interviews and based on their performance of group discussion, interview and qualifying examination (Entrance Exam- CAT / CMAT / KMAT) candidates will be short listed for Selection. (This may change as per APJAKTU rules framed from time to time for MBA Admission). The weightage of Entrance Test, G.D. & P.I. is 80:10:10.

Step 3: Candidates who are short-listed will be intimated by post about their selection. They have to complete other formalities including remittance of fees, etc, within the stipulated time.

Step 4: Compliance of the above will make a candidate eligible for admission to the school.

Step 5: When the application is accepted by the college, the candidates should remit the prescribed fees to the college and the admission will be confirmed after verification of the originals of the following documents

- 1. SSLC Book and Mark sheet or 10th standard mark list and certificate.**
- 2. 10+2/equivalent certificate and mark sheet**
- 3. UG certificate and mark sheets**
- 4. Transfer certificate**
- 5. Conduct certificate**
- 6. Community certificate (If applicable)**
- 7. Medical fitness certificate from a registered practioner**
- 8. Entrance rank certificate and entrance marks card**
- 9. Migration certificate (If applicable)**
- 10. NRI status certificate (If applicable)**
- 11. Four numbers of passport size colour photographs**
- 12. Two numbers of stamp size colour photographs.**
- 13. Copy of fee receipt paid for the admission**

Note :

- a. The college has the right to cancel the admission made if any of the certificates submitted is found to be false or tampered with or the qualification of the candidate admitted is not approved by the University.
- b. Cancellation or discontinuing the admission – as per norms.

Rules and Regulations

- Any student admitted to School of Management at Nehru College of Engineering and Research Centre, Pampady, Thiruvilwamala is bound by the rules and regulations listed in the Academic Calendar of NCERC. Any violation of any such rules by any student will be viewed seriously and appropriate disciplinary action will be taken.

Note: College reserves the right to modify, amend, delete or to incorporate any rules and regulations as and when deem fit.

Add on Courses

- Knowledge Management Financial and Capital Markets Leadership Advantage Workshop
- Corporate Governance, Digital Marketing Business Ethics, Airline & Airport Management
- Civics and Constitution Industrial Management
- Public Policy Advanced Statistics and Business Modeling

Equity Research Derivatives Village attachment programme - SARVAKE NIVASTHE

The add on courses have been planned in association with reputed institutes and organizations like BSE Institute, Dalal Street etc. Apart from the above, two year comprehensive placement training is also provided for students, in a phased manner.



FEE STRUCTURE

MBA 2021-2022				
	I	II	III	IV
Tuition Fee	60000	60000	60000	60000
Caution Deposit	5000			
Smart Card	500			
Registration Fees	500			
University Affiliation Fee	1700			
Sports	300		300	
Library Fee	500		500	
Cyber Club Membership	500		500	
Students Insurance	200		200	
Professional Association Fee(NIPM,PMA For First Year & Second Year)	800		800	
Application Fee	1000			
Student development fee	3000	5000	5200	7000
Alumni Fee				500
Uniform	6000			
Placement training		5000	2500	2500
Total	80000	70000	70000	70000
Hostel Fee (Yearly)	23000			
Mess Fee (Monthly)	3500			

VALUE ADDED EXPERIENCE

Knowledge Pool - Library

NSM has got a computerized digital library which makes it a knowledge paradise for everyone. It is well stocked with latest editions of standard international books in all disciplines. This attracts students to spend more time for resourcing Indian and foreign journals on different subjects in large numbers and makes the student highly informed and updates them with the latest trends.

Publishing

NSM releases bi-annual Journal "NSMJ" which gives emphasis to various case studies, articles connected with different verticals and domains, research aspects, etc., Students also have come out with an annual Magazine called "FACE".

Management Practices

In NSM, students not only learn management principles, but also practice the same. The student development committee has been made responsible for incorporating role play, case analysis, paper presentations, assignments, debate, management games, computer simulated management decision, management modelling etc. to inculcate corporate culture in day to day college curriculum

Corporate Visits

Student trips to various corporate and industrial houses give them opportunities to get first hand information on real time management practices and practical applications of theoretical management principles

LIFE OUTSIDE CLASSROOM – SOCIAL LIFE at NSM

CLUBS@NSM

LIFE – Learn It from Experience

Mission

- Learning every aspect of academic and social life through real life experiences and thereby enhancing the personal as well as professional growth.

Objectives

- To create professional awareness with respect to various functional aspects of an organization through real life experiences.
- To provide a platform for the fine arts among the students to nurture different talents like painting, sculpture, music, poetry, dance, photography, film making etc
- To establish social commitment through harmonious relation with the society.
- To promote sportsman spirit of the students through active involvement in various games.
- To provide for entrepreneurial development to make a self sufficient generation.

Benefits through Clubs

- Helps to promote education and awareness about the field/subject through activities.
- Gives a feeling of closeness to other members and thereby create team spirit.
- Helps in behavior modelling of the students to find out the hidden talents and provide an opportunity for them to progress.
- To rejuvenate the students and make them feel engaged.

Student Clubs

- Fine Arts – Euphoria
- Social – Dharma
- Entrepreneurship Club - I 2A
- Sports –Khelsangh
- Investors Club - Pinnacle

Hostels

One of the most picturesque campuses in the State of Kerala, proudly boast of a range of excellent accommodation facilities, good food and courteous catering. The picturesque location shall linger nostalgically in the minds of anybody staying in this beautiful area. Endowed with an enchanting and breath taking topography, lush green natural vegetation, virgin land, pollution free atmosphere with salubrious climate, this is a sought after place for healthy life, clear thinking and for pleasant learning pursuits. Located close to the academic area and need only a short walk. Twin sharing bedrooms are well equipped and furnished. They are provided with good bathrooms and neat toilets. Security guards are put on duty for 24 hours.

Ragging free campus

We are committed to students and parents to provide a friendly and disciplined ambience in our campus, conducive for students. Statutory measures to prevent ragging are compiled with and no such incidents have so far reported from the campus or hostels. There is a high level monitoring committee chaired by Principal, HoDs and faculty members to keep vigil always. Round the clock safety of students is taken care of in campus as well as hostels.

Transportation

For the convenience of the students studying under Nehru Group of Institutions there are college buses plying to Thrissur, Palakkad and Malappuram districts in different routes. More than 40 buses are plying for this purpose.

Adv. Dr. P. Krishnadas Managing Trustee, Nehru College of Educational and Charitable Trust, Kuniamuthur, Coimbatore	Chairman
Dr. P. Krishnakumar CEO and Secretary, Nehru College of Educational and Charitable Trust, Kuniamuthur, Coimbatore	Member
Dr. P. Thulasi Trustee, PK Das Institute of Medical Sciences, Vaniyamkulam	Member
Regional Officer, AICTE, Bangalore Nominee	Member, AICTE
Registrar, APJ AKTU, Trivandrum University Nominee	Member
Director of Technical Education, Government of Kerala Nominee	Member, DTE
Mr. Sanjit Ravi Asst. General Manager, ICICI Bank, Kerala	Member
Mr. P. T. George Vice President, Head- HR, V-Guard Industries, Kerala.	Member
Dr. Ambika Devi Amma .T Principal , Nehru College of Engineering and Research Centre (NCERC) Thiruvilwamala, Thrissur	Secretary
Dr. Sheela Srivastava Director- Nehru School of Management, Nehru College of Engineering and Research Centre (NCERC) Thiruvilwamala, Thrissur	Member

ADVISORY PANEL

NSM has the advisory panel comprising of reputed and experienced academicians and personnel from Industry for advisory inputs:

Prof. P. V. Bhandari
Former Pro Vice Chancellor
Manipal Academy of Higher Education

Dr. R. Subramaniyan
Director Research (Retd), Gandhi Gram Rural University
Rtd. Director of Technical Education, Karnataka

Prof. ArunK.Chaudhri
Indian Statistical Institute, Kolkata

Prof. Mrithunjaya T.S.
Former Head of Department
Indian Institute of Science, Bangalore

Dr. Ambika Devi Amma .T
Principal , Nehru College of Engineering
and Research Centre (NCERC), Thiruvilwamala, Thrissur

Dr. Sheela Srivastava
Director, Nehru School of Management,
Nehru College of Engineering and
Research Centre (NCERC), Thiruvilwamala, Thrissur

IMPORTANT FUNCTIONARIES

Adv. Dr. P. Krishnadas
Chairman and Managing Trustee,
Nehru College of Educational and Charitable Trust,
Kuniamuthur, Coimbatore

Dr. P. Krishnakumar
CEO and Secretary,
Nehru College of Educational and Charitable Trust,
Kuniamuthur, Coimbatore

Dr. Ambika Devi Amma .T
Principal , Nehru College of Engineering
and Research Centre (NCERC)
Thiruvilwamala, Thrissur

Dr. Sheela Srivastava
Director, Nehru School of Management,
Nehru College of Engineering and Research Centre (NCERC)
Thiruvilwamala, Thrissur

STUDENT FACILITIES

Nehru School of Management offers fantastic facilities and services to its students like Assured placements by the leading companies, Village Attachment Programme, Student Mentoring Groups and Activity Based Learning, Value based Education, Meditation and Yoga, Out bound training programmes, Additional training and certifications on courses – For all Domains, Research Projects and Presentation in National and International Conferences, HR Conclave ,National Level management Meets, Highly Qualified and experienced Faculty Member, Best Student Awards, Business Incubation Centre, Different Student Clubs, International study Tours, Intercollegiate competitions etc. Students can also enjoy the comfortable and sociable surroundings of their academic environment

INFRASTRUCTURE PHYSICAL & ACADEMICS

The institution ensures adequate facilities for teaching-learning, augments its infrastructural facilities according to the growing needs of the students and endeavors to upgrade its technological support to create a positive academic atmosphere, the facilities like Digital Library and E-Learning Resources, Air conditioned digital class rooms, IT Labs, Sophisticated library with E-Journal resources, Coffee Corner/Burger Shop/Cafeteria, Transportation Facilities for Day Scholars, Hostels for Boys and Girls, Advanced communication Laboratory/Language lab, Sick rooms, Auditorium, Gymnasium, Air – Conditioned Class Rooms, Transport facility for students, College campus is fully Wi-Fi enabled.

INDUSTRY INSTITUTE INTERFACE

Some of the eminent personalities interacted with students of NSM

- Prof. Muhamad Yonus, Nobel Peace Prize Laureate
- H.E Rahul Srivastava, Ambassador of India to Romania
- Mr. Bijoy Anthraper, Business Head Geojith Credits
- Dr. Rajshekhar Karjagi, Sr. Manager Wipro Limited, Bangalore
- Dr. M Sivakoti Reddy, Professor
- Mt. Prakash Jayaprakashan, General Manager, Kolath & Co.
- Mr. C.K. Suresh, Founder, ATMA Foundation, Thrissur
- Mr. Gopkakar K, Chief Trainer, SIPL, Bangalore
- Mr. Sreenivas K, Founder, Bizplole Business Solutions
- Rtn. Dr. N. Balu, Sr. Executive Director, Cosmos Sports
- Mr. Ranjith Keshavan, Trainer and National News Media Panelist
- Dr. Aliya Sultana, Personality Development Trainer, Head Dept. of Management Studies
- Dr. Sebastian P. Principal, Nehru Academy of Law
- Mr. Ranju Cherian, MD, Zion Technologies
- Mr. Denny Davis, AVP- L&D, ESAF Bank
- Mr. Pavithran, HR- Manager Operations, Saint Gobain, Palakkad



- V. Revindran, Managing Director, Age Group of Companies
- Mr. Mukesh Dev, Entrepreneur, Banzan Ventures Pvt. Ltd
- Mr. Sreejith Sreedharan, Branch Head, KodakMahindra,
- Mr. Ravi Kumar Peesapati, Vice President, RA Chem Pharma Ltd, Hyderabad.
- Mr. A.S Anand, Asst. Manager HR & IR, Sud chemieIndia Pvt. Ltd
- Dr. A V Jose –Deputy Vice President Head –HR and L&D ESAF Small Finance Bank
- Dr. A J Augustine –GM (HR, Administration & Training) Kochi Metro Railway
- Mr. G Anil Kumar Head (HR & Admin) Appollo Tyres
- Mr. Sony CL TMA President,



SWABHIMAN

(Cell for Management Development Programme, Faculty Development Programme, Research, Conference and Workshop)

Overview about Swabhiman

Cell has been created with the intention to promote NSM as a platform to organize Management Development Programme, Faculty Development Programme, Research Forum, Conference and Workshop there by to build competitive edge over other Business School in Kerala.

NSM students are moulded through experiential learning in terms of organizing and taking part in such MDP, FDP, Research Forum, Conference, and Workshop.

Objective of Swabhiman

To foster and nurture the business schools initiative to organize Management Development Programme, Faculty Development Programme, Research, Conference and Workshop.

PROGRAMMES IN THE ACADEMIC YEAR

General Activities:

- a) CSR Activities
- b) Blood donation camp organized by MBA students
- c) KARMA - Annual Management meet
- d). Industrial Visits & South India Tour
- e). Add on Courses Airport Management, Business Analytics using Excel
- f). P K Das Memorial HR Conclave

Student Development Programme

1. Certificate course on financial statement analysis
2. Motivational Talk By Experts
3. Entrepreneurship talk –ideas to action
4. Talk on GST
5. Transformation Talks
6. 10th All India Business Plan Competition Contest
7. TMA student chapter activities

Conference and Workshop

- a) Inter National Conference on Women Entrepreneurship and Business Management
- b) Leadership Advantage
- c) Workshop on Case study
- d) National Conference on Green Logistics and Supply chain Management

Research Forum:

School of Management has planned to organize two research forums for the benefit of research scholars of various universities and institutions. Expert advice will be given for the research scholars in the various stages of research. NSM gives greater weight age for faculty publication in peer reviewed and impact factor journals

INDUSTRY INTERFACE

Industry interface has been the key for students to assess the potential of entrepreneurship. Identified entrepreneurs have taken interesting sessions which gave practical insights for students.

Simulation has been the key parameter for the student fraternity to absorb, inculcate and evolve the platform for progress, growth and development. Experiential learning bridges the gap (if any) for leading a practical career endeavor.

The various Industries visited

KSE LTD IRINJALAKKUDA

MANIPAL UTECHNOLOGY UNIT PRINTING PRESS

RAINBOW PIPES LTD



Nehru Corporate Placements & Industry Relations (NCPIR)

Nehru Group of Institutions believes that overall development of the individual is the ultimate goal of education. Nehru Corporate Placements and Industry Relations (NCPIR) plays a vital role in NGI as this act as an interface between students and the corporate. A team of professional drawn from various industry backgrounds work on building the relationship in the industries to enable multiple level engagements such as Placements, Training, Alliances, Projects etc. This department concentrates in bringing top brands in Manufacturing, Information Technology, Automobiles, Banking, Financial Services, Insurance, Retail, Media, ITES etc.

NCPIR continuously interacts with corporate and students for their final placements. Over 150 reputed National and Multinational companies visit NGI to recruit the students year on year. NCPIR initiates and conducts Faculty Development Programme and Executive Development Programme. It provides Incubation Centre for necessary infrastructure and knowledge facility for budding entrepreneurs. It also initiates Corporate Consultancy with Industry and Academics. NCPIR also has full-fledged software development facility within the department. Through rigorous training programmes the management assures that our students will be able to synchronize all their learning and will be able to face all the challenges in future.

NSM has got a separate placement wing called NSM Placement Cell headed by a senior faculty and a committee consisting of faculties and student members. The placement Cell design and conduct training programme suitable for students, to equip them to face job interviews. The cell conducts training through external trainers as well as in-house. Personality and attitude training.

SOCIAL SERVICE AT NSM

“Only a life lived for others is a life worth- while”

Social work is a professional and academic discipline that seeks to improve the quality of life and subjective well-being of individuals. Social service group with its mission statement of making differences to the society has been functional in providing managerial, financial as well as organizational assistance to various self help groups and grassroots community initiatives and organizing numerous activities at Thrissur and Palakkad in order to empower developmental initiatives in the city as well as strengthen the network of society responsible individuals and corporate in the society.

BLOOD DONATION

This Programme is conducted at NSM with the support and co-operation from the faculty and the students. Objective of the Programme is to promote the students to donate blood and understand the importance of blood donation. The enthusiasm of the students and faculty for participation in the blood donation camp was highly encouraging.

CSR Initiative at NSM

Social club at NSM (Dharma) - As part of nurturing our management students into complete citizens, they are encouraged and guided to pick out opportunities for social service activities from the environment around them. Such self-less, socially committed activities are expected to transform their lives and stand them in good stead when their values and ethos are challenged in their future careers.

The budding managers of the institute have taken up the onus of feeding the stray cows that wander around the area. The students have even begun growing grass in the college campus. The grass is then transported to a location near a local temple, where the cows gather in the evenings. The students were being encouraged to take part in the venture, particularly because an initiative like this would help develop character in a world that was increasingly becoming self-centric. The college is also taking up ET in campus initiatives.

Add on Programmes

Students get opportunities to take add on certificate courses along with their senior semester regular courses. This will add value to their specializations as well as enable them to get focused jobs on many industry sectors. Contents of the course include class room sessions, case studies, mini-projects, industry visits etc.

Industrial Visit & South Indian Tour (Batch 2018-20)



Release of Newsletter – 'NSM OUTREACH'



Adv.Dr.P.KrishnaDas, Chairman and Managing Trustee – NGI released the newsletter, 'NSM OUTREARCH' on 10th Jan 2020. Dr.Sheela Srivastava, Director-NSM, Staff Editor, Ms Bindu Krishnakumar, Campus Manager, Mr. Sijo Joseph, Associate Professor, Student Editor Ms Nimisha.K. and students & faculty members of NSM were present.

NIPM –NSM Student Chapter Inauguration



The programme was inaugurated by Dr. A.J. Augustine, General Manager (HR, Administration and Training) Kochi Metro Rail Ltd and presided by Adv. Dr. P.Krishnadas, Chairman and Managing Trustee of Nehru Group of Institutions.

The programme was accompanied by an '**HR Conclave**' where the students of Nehru School of Management got an opportunity to interact with management professionals, Mr. G. Anilkumar, Head (HR and Administration) Apollo Tyres Ltd. and Ms. Kshama Sandeep, Director Recruitments, Glowmind Recruitment consultants and Dr. A.J. Augustine, General Manager, Kochi Metro Rail Ltd.

The '**release of the placement brochure**' of MBA 2018-20 batch was done on the same day by Mr.G.Anilkumar Head(HR and Administration) Apollo Tyres Ltd and Adv. Dr.P.Krishnadas, Chairman and Managing Trustee of NGI.

NCERC Principal Dr. Ambikadevi Amma T, Dr.Sudheer Marar-HOD, MCA and NSM-NIPM coordinator Mr.Sijo Joseph , Associate Professor were present in the occasion.

WEBINARS

WEBINAR ON

“NO GOING BACK”

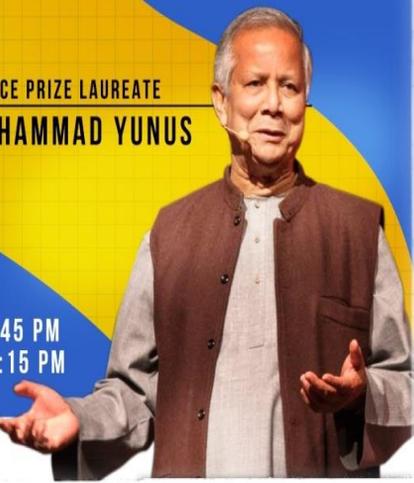
NEHRU GROUP OF INSTITUTIONS
IN COLLABORATION WITH

 Yunus Centre

BY NOBEL PEACE PRIZE LAUREATE
PROF. MUHAMMAD YUNUS

30 JUNE 2020
FROM :
IST 4.00PM TO 4.45 PM
BST 4:30PM TO 5:15 PM

 NEHRU GROUP OF INSTITUTIONS
TAMILNADU • KERALA



H.E. RAHUL SHRIVASTAVA

Ambassador of India to Romania
(concurrently accredited as the next Ambassador of India to the Republic of Moldova)

▶ **INSIGHTFUL WEBINAR ON**

**“INDIAN FOREIGN POLICY
CURRENT PRIORITIES
& THE ROAD AHEAD”**



WEBINAR

TRANSFORMATION TALKS

Topic
**“CAMPUS TO CORPORATE
JOURNEY”**

Date: 15th December 2020
Time: 10am

Mr. A S Anand
Asst Manager HR & IR
Sud chemie India Pvt. Ltd.

Join with  Google Meet

 **NEHRU SCHOOL OF MANAGEMENT**
Nehru College of Engineering & Research Centre
Accredited by NAAC
An ISO 9001:2015 Certified Institution. Approved by ACITE & Affiliated to APJ Abdul Kalam Technological University
Pampady, Thiruvilwamala, Thrissur (Dist) - 680 588

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Pampady, Thiruvilwamala, Thrissur (Dist) - 680 588

 **Transformation Talks** Date: 24th November 2020
Time: 12 Noon



Mr. PRASANTH JAYAPRAKASAN
General Manager
KOLATH & Co
Chartered Accountants
NSM Alumni - Batch-2008-'10

 **NEHRU GROUP OF INSTITUTIONS**
TAMILNADU • KERALA
ISO 14001 - 2004 CERTIFIED INSTITUTIONS





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Pampady, Thiruvilwamala, Thrissur (Dist) - 680 538




ICC & Women Forum

INTERNATIONAL WOMEN'S DAY CELEBRATION 2021

THEME: CHOOSE TO CHALLENGE

CHIEF GUEST : DR. SANGEETHA JANACHANDRAN
FOUNDER - STORIES SOCIAL

Join Us @ meet.google.com/cpf-pnuz-qhc

March



NEHRU SCHOOL OF MANAGEMENT
NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTER
Nila Gardens, Pampady, Thiruvilwamala, Thrissur, Kerala, India - 680 588



WORKSHOP
On
Awaken the Leader in You

Speaker
Dr. Balambika Ravi
Principal
BSS B.Ed. Training College



[Meeting Link](#)

FREE REGISTRATION
Ecertificate
Will be provided

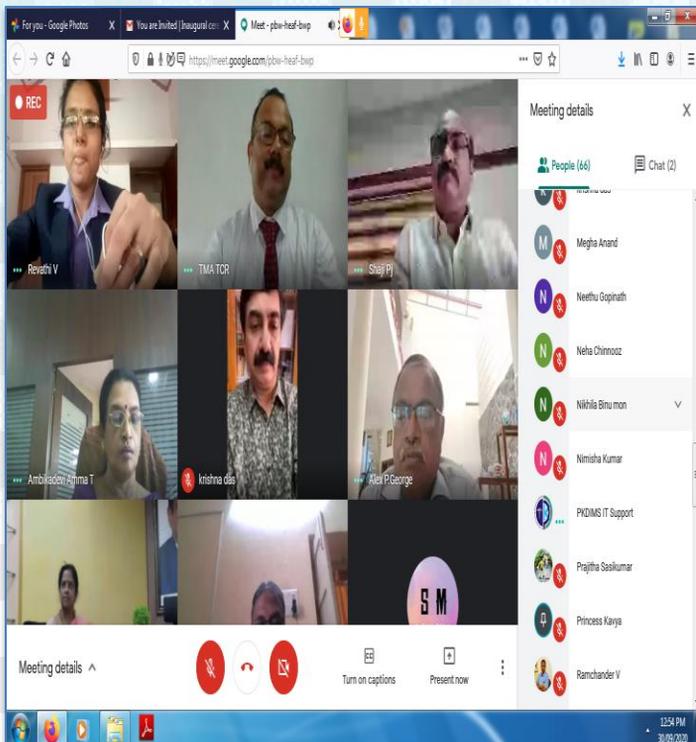
FEBRUARY 17, 2021
WEDNESDAY @ 10AM

Coordinators

Hameem. P
Assistant Professor
Nehru School of Management
hameem.nsm@ncerc.ac.in
www.nsm.org.in

Ananthi. K.K
Assistant Professor
Nehru School of Management
ananthi.nsm@ncerc.ac.in
www.ncerc.ac.in

TMA – Student Chapter Inauguration Issuing Institutional Membership Certificate



Meeting details

People (64)

Chat (2)

Revathi V

TMA TCR

Shaji Pj

Megha Anand

Neethu Gopinath

Neha Chinnooz

Nikhila Binu mon

Nimisha Kumar

PKDMS IT Support

Prajitha Sasikumar

Princessa Karja

Ramchander V

Amaladevi Anma T

Krishna das

Alex P George

1:54 PM
30/07/2020

NSM Director Was The Resource Person For The 5 Days Online FDP On 'ACADEMIC ENHANCEMENT THROUGH QUALITY RESEARCH'

Dr. Sheela Srivastava
Director-NSM

B.S. Anangpuria
Educational Institutes
GUEST OF HONOUR

anangpuria

DEPARTMENT OF MANAGEMENT STUDIES
CORDIALLY INVITES YOU TO A FIVE DAY ONLINE
FACULTY DEVELOPMENT PROGRAMME
ON
Academic Enhancement
Through Quality Research

15th to 19th July 2020
EMINENT SPEAKERS

Dr. Sushir Rana
'Chief Guest'
Editor, Sage Publication, Taylor & Francis

Dr. Suresh Bedi
'Keynote Speaker'
Adjunct Professor, U.C. West University of Science & Technology, 'MCA, F. Financial Management, Accredited with more than 40 years of experience in teaching, Research and Corporate Training.

Dr. Sheela Srivastava

Prof. Anshulesh Nigam

Dr. Tarun Ashraf

Mr. Bhupendra Khanna

Director Nehru College of Management (ACCRC), Campus Kerala

Chairman (Department of Management Studies) J.C. Bose University of Science & Technology (MCA), Faridkot, Punjab

Head, Department of Library & Information Science, Janta Mahavidyalaya, Noida, India

Head, TPO, B. Wilfred Education Society, Jabalpur

Member of Academic Society of India

REGISTRATION LINK : <https://forms.gle/LQJmH4UQfsh673kg8>

NGI Management Sponsored Laptop Distribution and Transformational Talk



The NGI management distributed management sponsored laptops for the students of batch 2019-2021. The guest of the day, Mr.Liju P.R distributed laptop to the students.

Jointly with TMA , NSM Organized Hykon – TMA 10th All India Business Plan Contest for Hykon Young Entrepreneur Award.

OUR FACULTY



DR. SHEELA SRIVASTAVA
DIRECTOR



SIJO JOSEPH
ASSOCIATE PROFESSOR



K R CHANDRAKALA
SENIOR ASSISTANT PROFESSOR



ALEX KURUVILA
ASSISTANT PROFESSOR



ANANTHI K K
ASSISTANT PROFESSOR



HAMEEM KHAN
ASSISTANT PROFESSOR



SREERANJANA MENON T
ASSISTANT PROFESSOR

KARMA AT NSM

National Level Management Meet

K – Knowledge Improvement

A – Academic Improvement

R – Responsiveness to Rural and Social Issues

M – Management Practice Skill Development

A – A Platform for Alumni Together

Events in KARMA

- Panel Discussions
 - Seminars
 - Management Games
 - Alumni Meet
 - Rangaprayoga – Cultural night
- KARMA evolves the platform to sync the ground realities and perceptions of personal and professional status of budding youngsters. It exercises the volume of desires and interests expressed by more than thousands of budding youngsters under a roof where recognitions, participation and competitive spirit become expressive.
- KARMA positions the contentions of spirit, knowledge and freedom of expression by a formidable interest group for developing social and industry perspectives.
- KARMA sequences events with language of hope, decides the success as not winning a prize alone, and develops the art of making activities meaningful and impressive on its completion.
- KARMA manifests and maintains the tempo of “insights” in youngsters as objectives, evolves contentions as a base for subjective dominance.

This is a day full of management competitions and cultural extravaganza for institutes all over South India. This provides great opportunity for students to interact with corporate leaders, other management students and also to take part in many other management events.

KARMA

The National Level Management Fest of Nehru School of Management, 'KARMA' was conducted on February 6th 2020. The fest included various competitions like Dance competition, Treasure hunt , Best Manager, HR Event , Marketing Event, Football Tournament and also online contest like Karma King, Karma Queen and TikTok videos . Students from various colleges participated in events and also won many prizes .



KARMA EVENTS COORDINATORS

Best Manager

Reshmi : 9633278774
Swetha : 8157035782
Sree Lakshmi : 9744360838

HR

Jovita : 9074644128
Surya : 9048816950
Dev Krishna : 9846285070

Operation

Rabisha : 9747736523
Subi : 9746038557
Thushara : 6238612839

Marketing

Aishwarya : 9072735930
Vishnu : 8086231918
Neethu : 8593914277

Finance

Greejith : 7594075609
Haritha : 7034840556

Scavenger hunt

Binita : 7356073100
Sruthi : 9048438876

Voice of Karma

Photography, Reels, Dance
Deepika : 9544528261
Nimisha : 9961558600

Pes

Rahul : 9995080053
Pranavind : 9496625293



NEHRU SCHOOL OF MANAGEMENT
NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE
PAMPADY, THIRUVILWAMALA, THRISSUR, KERALA



KARMA 2021



ABOUT NEHRU SCHOOL OF MANAGEMENT

Nehru school of management is not just a B-school, but it is daringly different from the rest and it is ranked among the leading B-Schools in national level grading services. It also builds MOUs with many Government and Corporate institutions for Entrepreneurship Development, Training and Consultancy Projects which provide ample opportunities for our students to gain valuable industry and field exposure. The platform gives opportunities for students to experience professional work in the limelight.

NSM believes and strives to achieve a holistic development of the individual who will contribute in future not only as good managers but also disciplined corporate citizens. The pedagogy is designed for proactive student interaction. The course delivery system is well composed of case analysis and presentation, group discussion and seminars, assignments, live industrial projects, quiz and so on. Nehru School of Management is the first management school in Thrissur district to get the membership of National Institute of personal management (NIPM). We consistently encourage our students to leverage the unparalleled resources of the school of management, Nehru Group of Institution and A. P. J. Abdul Kalam Technological University to add value to their MBA. Since graduate students are from different streams bridge courses/orientation classes are arranged as required.

Welcome to the National Level Management Fest "KARMA" of the year with challenging events to find the best of best.

FACULTY CO-ORDINATOR
ALEX KURUVILA : 9544968781

STUDENT CO-ORDINATORS
SRUTHI S NAIR : 7019249521
PRANAVIND K. : 9496625293

REGISTRATION
RESHMI N : 9633278774



LEARN FROM
THE PIONEERS



MARCH

1
2

KARMA 2021

FIRST VIRTUAL NATIONAL MANAGEMENT
FEST IN THE CAMPUS HISTORY



FREE
ENTRY



NEHRU SCHOOL OF MANAGEMENT
NEHRU COLLEGE OF ENGINEERING AND RESEARCH CENTRE
PAMPADY, THIRUVILWAMALA, THRISSUR, KERALA



EVENTS



BEST MANAGER (FROST PUNK)
1st Price : 5000



OPERATION
1st prize :



FINANCE
1st prize :



PHOTOGRAPHY
1st prize :



VOICE OF KARMA
1st prize :



PES
1st prize :

KARMA 2021

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STUDENT CO-ORDINATORS: SRUTHI S NAIR : 7019249521, PRANAVIND K. : 9496625293
REGISTRATION: RESHMI N : 9633278774

EVENTS

BEST MANAGER (FROST PUNK)
1st Price: 5000

OPERATION EVENT (FROST)
1st prize: 1500 | 2nd prize: 750

FINANCE EVENT (BRANDOLFO)
1st prize: 1500 | 2nd prize: 750

PHOTOGRAPHY (BRANDOLFO)
1st prize: 300

VOICE OF KARMA (BRANDOLFO)
1st Price: 300

KARMA REELS (BRANDOLFO)
1st Price: 300

DANCE (BRANDOLFO)
1st prize: 500 | 2nd prize: 300

PES (BRANDOLFO)
1st prize: 200

SCAVENGER HUNT (BRANDOLFO)
1st prize: 500 | 2nd prize: 300

FOLLOW US

karma2021official@gmail.com
@karma2021_official

FOLLOW US

karma2021official@gmail.com
@karma2021_official



ENQUIRY: SRUTHI S NAIR: 7019249521 | REVATHY V: 7306363933

ENQUIRY - SRUTHI S NAIR : 7019249521, REVATHY V : 7306363933

PLACED STUDENTS FROM 2020 PASSING OUT BATCH

Hearty Congratulations



**RAKHI RAMESH
FOCUS EDMATICS**



**NIMISHA TP
FOCUS EDMATICS**



**RESHMA P GOPINATH
INNOSTUS**



**SHILPA MARIYAM SHAJI
INNOSTUS**



**MEERA K
INNOSTUS**



**HEERA S R
CANARA BANK**



**SWATHI T
BIZPOLE**



**SUBEESH
BIZPOLE**



**ANJU KA
BIZPOLE**



**SHILPA SASI E
BIZPOLE**



**RAJENDRAN P
BIZPOLE**



**SHILPA SASI K K
BIZPOLE**



**ANJUSHA C P
NEW AGE SYS SOLUTIONS**



**SREERAJA M R
BIZPOLE**



**SREENATH S
BIZPOLE**



**K SURYA
BIZPOLE**



**SURYA M
BIZPOLE**



**GOKUL CHANDRAN
BIZPOLE**



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Coimbatore- 641 008,
Ph:+91 422 2251147/48
E-mail:admissions@nehrucolleges.com

KERALA CAMPUS OFFICE (KERALA)

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Email:admissions@ncerc.ac.in