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From Chief Mentor's Desk



Cecil Antony

20 Years of NSHM:

Twenty years of NSHM. Yes, it has been an uphill task. We started from scratch and it is always difficult to tread un-trodden paths. But the journey has been both successful and gratifying. Today NSHM is a valued premier education brand — we have two thriving campuses at Durgapur and Kolkata, and thousands of students across multi courses. Our alumni in diverse fields are working in top positions all over the country and abroad. I am thankful to all who have been part of this successful and exciting journey.

Challenges:

Challenges are a part of life and there were many. I am happy that we have been able to surmount every obstacle with a smile and emerge victorious.

NSHM as an obvious Choice of Students:

NSHM offers quality education along with all round life skills. We have a devoted, qualified and experienced faculty base along with an equally competent support team and the most updated infrastructure, equipment and labs. Besides, we have different tie ups with the industry for respective courses. NSHM also has knowledge tie ups with foreign Universities and centres of excellence.

Future Plans:

Future plans are elaborate and many. NSHM soon would upgrade into a University. We have already acquired land in New Town and preparations are on. In the next five years, I see NSHM as a top academic brand and University.

NSHM Bags prestigious MHRD award for Digital Financial Literacy Campaign

NSHM College of Management & Technology (NCMT), Kolkata has won the coveted MHRD award for Digital Financial Literacy Campaign. NCMT is the only college from West Bengal among the 20 colleges awarded in the country. The campaign which ran till February 12, garnered response from 4,896 institutes from across the country. Union HRD Minister Shri Prakash Javadekar & Union IT Minister Shri Ravi Shankar Prasad handed over the award at a gala function at the Vigyan Bhaban, New Delhi.

To add another feather to the cap, NCMT's four students were awarded among the 400 selected student volunteers for their exemplary contribution to the campaign. A total of 4,29,669 student volunteers participated in the campaign.

Handing over the awards, the Union Ministers praised the 20 selected colleges for their remarkable contribution in awareness generation, enrolling student volunteers, training the volunteers and launching the campaign all over the country in working towards a "less Cash" society. Named Viitay Saksharata Abhiyan (VISAKA) – the campaign has witnessed tremendous response from all corners.

Referring to the coveted award, Mr Cecil Antony, Chief Mentor, NSHM Knowledge Campus, said "it is a remarkable achievement. NSHM has achieved a

milestone as a progressive educational institute. Mentored by faculty members, our students have worked tirelessly to increase awareness among common people and trained them in the use of tools for financial digitalization. Besides imparting education, we also create able citizens of tomorrow."

Receiving the award in Delhi at Vigyan Bhavan, Dr. Krishnendu Sarkar, Director and Professor of NCMT, Kolkata, said, "I have spent close to 15 years with NSHM and for me in particular it was arguably one of the best moments in my career."

With the help of this project the students and faculty members of NSHM College of Management & Technology have contributed beyond curriculum to the cause of the society and have paved the way for further excellence and glory of this college.



Seemanta Bhowmick

VISAKA awarded volunteers from NSHM



Seemanta Bhowmick
MCS



Saimon Dutta
B.Sc – Media



Khushbu Jha
MCS

NSHM : Awards and Recognition



NSHM Knowledge Campus - Best Education Brands 2017 by The Economic Times

• 7000 applications, 36 winners in the country, and NSHM is one of them. It's a proud and passionate moment for NSHM. NSHM has been recognised as the Best Educational Brands for 2017 by the Economic Times. 20 years of relentless efforts from every NSHM-ite starting from faculty, team members, students, parents, 25000+ alumni, industry patrons, AICTE, MAKAUT and many more well wishers made it happen.

• NSHM Knowledge Campus Kolkata wins the "CSR Top Institutes of India Award" at CSR Awards for Excellence 2017 held in New Delhi.



NSHM Institute of Media and Design

- Outlook Survey - 9th Best Media College in 2015
- 10th Best Media College in 2016
- Edutainment Award - Best Media College in Eastern India in 2015, 2016

NSHM College of Pharmaceutical Technology

- NBA Accreditation - AICTE

NSHM School of Hotel Management

- Ranked top Hotel Management Institute of India-2017 Award by Competition Success Review.

- Ranked top 10 private Hotel Management School in India
- Week magazine in 2016
- Outlook Survey, 2015.

NSHM Faculty of Engineering and Technology

- Ranked top 10 prominent colleges in India
- Global Human Resource Development Centre Engineering College Survey 2016.

NSHM Business School

- Ranked among top 10 B-Schools in West Bengal - India Today
- AIMA recognizes top B Schools in India.



Campus Activities

Kolkata

Y FRAMES

NSHM Institute of Media and Design, Kolkata celebrated the art of storytelling with the annual film festival "Y Frames" on 31st March 2017. There were three categories - Fiction, Non Fiction and Animation. Eminent Film Maker Supriyo Sen and NSHM Chief Mentor Cecil Antony gave away the prizes.



ANTI-RAGGING AWARENESS CAMP

NSHM organized an Anti-Ragging Awareness Camp in partnership with Society Against Violence in Education (SAVE) on 23rd March 2017. A debate and poster making competition was organised on the subject. The event received a positive response from all portals and an oath was taken to make NSHM- a ragging free campus.

NATCONPH

The 7th National Conference of Pharmaceutical and Health was held on 16th & 17th March 2017 at NSHM Knowledge Campus, Kolkata. The inauguration took place in Ahindra Mancha. The second day's activities had two parallel sessions – one for the Health care and second for Pharmaceutical Technology. The theme for this year's conference was interdisciplinary research in pharmaceutical technology and health care management. Some of the Speakers were Prof. U.C. Banerjee of NIPER, Mohali; Mr. Sanjay Prasad, Executive Director of the Mission of MARCI hospital; Mr. Biren Darker, Managing Director of Parker Robinson Private limited; Dr. Biswa Ranjan Satpathi, Director of Health Service, Government of West Bengal. Opening day was concluded with a gala cultural event with the participation of B.Pharm students. Final day was ended with the award ceremony to the best UG and PG poster presenter and best oral presentation.



LOGIN

The NSHM College of Management and Technology, Kolkata host their annual inter-college fest Login Astitwa, a two day festivity in the month of September or October which includes a fresher's welcome on day one, followed by a fest on day two, with students from top colleges of Kolkata participating in various on-stage and off-stage events and special celebrity performances. Login Astitwa 2016, held on 28-29th September, witnessed our goodwill ambassador Ravi Shastri addressed the freshers and a special musical performance by Snighdhajit Bhowmick.



VOYAGE

Dept. of Fashion Design & Management of NSHM Institute of Media and Design organised Voyage, the Graduation Fashion Show for the final year students on 27th May, 2016.



Y COMM

Y Comm, the Annual Communication Fest hosted by the NSHM Institute of Media and Design, is a two day celebration with fun-filled on-stage and off-stage events like Fashion show, Street dance, Debate, Nukkad, Singing competition and many more, with participation from eminent colleges across Kolkata. The Y COMM 2016 #Hashtag, held on 26-27th August, was a star-crossed event with the presence of personalities like Indroneel Mukherjee, Lagnajita, Harshavardhan Bhan and more, along with a special musical performance by 'Somlata and the Aces'.



Y FACTOR

It was a flagship event of NSHM Institute of Media and Design where stalwarts from the media industry and academia from premier institutions came together for a panel discussion on the most trending topics.

SAMAVESH

Samavesh is a flagship programme of NSHM College of Management and Technology. It is the Annual Parents meet hosted with the objective to bridge the gap between teachers and parents and for spreading awareness on the College's motto and activities. It is an interactive session with parents along with an award ceremony to recognise meritorious students on basis of attendance, academic performance and extracurricular activities. Samavesh 2016 was held on 13th May 2016 at Uttam Mancha. The then Vice Chancellor of Maulana Abul Kalam Azad University of Technology, attended the ceremony. and Renowned psychologist Dr. Anutama Banerjee had a presentation for the students.



THE Ytimes TEAM

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Cecil Antony

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Campus Activities

Durgapur

First International Conference on Emerging Trends in Computing, Communication and Control



NSHM Knowledge Campus, Durgapur, hosted the 1st International Conference on “Emerging Trends in Computing, Communication and Control”. The conference was jointly organized by departments of Computer Science & Engineering and Electronics & Communication Engineering in association with their publication partner, International Journal of Advanced Engineering & Management. The Conference was technically supported by Operational Research Society of India.

The keynote speech was given by the Chief Guest, Dr. Siddheswar Maikap from Chang Gung University, Taiwan, on “Resistive Switching Materials and its Breast or Prostate Cancer Detection”. This was followed by a technical session which ran parallel in the Seminar Hall and the Executive Class Room (ECR) of Durgapur Campus. The first Technical Session started with the talk on “Versatility of GaN Nano Transistors” by the Guest of Honour, Prof. (Dr.) C.K. Sarkar from Jadavpur University. In the 2nd



Technical Session, Ms. Suranjana Banerjee of IEST Shibpur delivered a lecture on “Prospect of ATT in THz range”. In the 3rd Technical Session Dr. Vinod Dhanak from the University of Liverpool, UK, threw light on the fact that Tin (Sn) can be an alternative material which can be used in the solar cells which will be less toxic and more durable. Following this Dr. S.N. Sarkar from Emeritus talked about “Interplay of Fiber Optics with Photonics and Nano-photonics”.

There was a talk on “Multi-objective Evolutionary Algorithms for Portfolio Selection Problem” by Dr. Samarjit Kar from NIT Durgapur. The technical session was concluded by a talk on “Multi-valued Logic based Information processing: Challenges and Opportunities” by Prof. (Dr.) Jitendra Nath Roy of Kazi Nazrul University.

Other academic and co-curricular events

- World Optometry Day in association with Titan Eye Plus
- Guest Lecture by Mr. Shantanu Sengupta, Brand Ambassador (India-East), Diageo United Spirits
- Bentley Institute Student Design Competition organized by Dept. of Civil Engineering and Bentley Systems
- Workshop on Public and Corporate System Management
- Intra department quiz competition QFIESTA organized by Dept. of Optometry
- Inauguration of Heritage Club to mark the essence and legacy of Indian culture
- Annual sports meet
- Workshop on Emerging Antenna Technology for Modern Communication System (EATMCS 2017)
- Seminar on Recent Trends in Research and Development of Science
- Project on TESLA COIL organized by Dept. of Electrical and Electronics Engineering
- Seminar on English for Engineers and Managers
- Industrial visit at Damodar Valley Corporation and Panchet Hydel Power Generation by Electrical Engineering students



- International English lecture session by the professor of Indiana University of Pennsylvania, USA
- Workshop on Thermal Power Generation organized by Electrical Engineering and Electrical & Electronics Engineering departments in association with National Power Training Institute (NPTI).





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1. Samavesh 2. Samavesh 3. YComm 4. Republic Day 5. YComm 6. YComm 7. YComm 8. Republic Day 9. Y Factor 10. Republic Day 11. YComm 12. Y Factor 13. Voyage 14. YComm 15. Y Frame 16. Voyage 17. Alok Varsha 18. Samavesh



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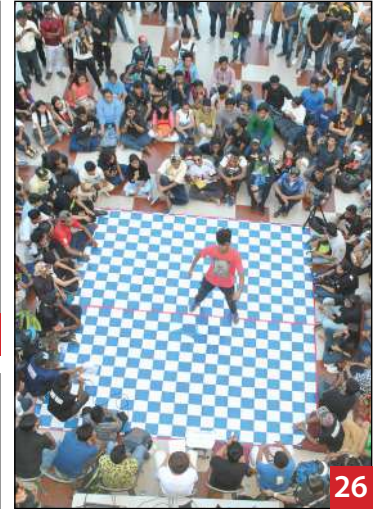
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19. Login 20. YComm 21. Voyage 22. Login 23. YComm 24. YComm 25. Voyage 26. YComm 27. Republic Day 28. Republic Day 29. Login 30. Daawaat 31. Samavesh 32. Cinevista - Theme Lunch Buffet 33. Sports, Durgapur Campus 34. Anti Ragging - Debate 35. YComm

Courses: NSHM Knowledge Campus, Kolkata



NSHM Business School

- MBA- Masters of Business Administration (Full Time)
- PGDM- Post Graduate Diploma in Management
- MBA- Masters of Business Administration (Part Time)

NSHM Institute of Media & Design

- B.Sc- in Media Science
- B.Sc- in Fashion Design & Management
- B.Sc- in Multimedia, Animation and Graphics
- M.Sc- in Media Science

NSHM College of Management & Technology

- BBA-Bachelor of Business Administration
- BCA- Bachelor of Computer Application
- B.Opto- Bachelor of Optometry
- BBA- Hospital Management
- BBA- Supply Chain Management
- BHM- Bachelor in Hospitality Management
- M.Sc- Applied Mathematics
- M.Sc- Computer Science
- MHA- Master in Hospital Administration

NSHM College of Pharmaceutical Technology

- B.Pharm- Bachelor of Pharmaceutical Technology
- M.Pharm- Masters of Pharmaceutical Technology

Courses: NSHM Knowledge Campus, Durgapur

NSHM Faculty of Engineering & Technology

- B. Tech- Bachelor of Technology (Dept of Civil Engineering)
- B. Tech- Bachelor of Technology (Dept of Computer Science & Engineering)
- B. Tech- Bachelor of Technology (Dept of Electrical & Electronics Engineering)
- B. Tech- Bachelor of Technology (Dept of Mechanical Engineering)
- B. Tech- Bachelor of Technology (Dept of Electronics & Communication Engineering)
- B. Tech- Bachelor of Technology (Dept of Electrical Engineering)
- Diploma in Engineering (Civil)
- Diploma in Engineering (Mechanical)
- M. Tech- Masters of Technology (Dept of Electronics & Communication Engineering)

NSHM College of Management & Technology

- BBA-Bachelor of Business Administration
- BCA- Bachelor of Computer Application
- B.Opto- Bachelor of Optometry
- BBA- Hospital Management
- M.Sc- Computer Science
- MHA- Master of Hospital Administration

NSHM School of Hotel Management

- Bachelor in Hotel Management & Catering Technology
- BHM- Bachelor in Hospitality Management
- BTTM- Bachelor of Travel & Tourism Management

NSHM Business School

- MBA- Masters of Business Administration (Full Time)



NSHM Business School

Alumni Speak



Priyanka
PGDM
Audit Associate, KPMG Global

"During my journey of learning, NSHM Business School was a major turning point for me as it helped in discovering my strengths and other capabilities. The faculties really helped us shine and the experiences from Industry gave us new experiences. Now being the AUDIT ASSOCIATE for KPMG GLOBAL SERVICES I would like to thank each and every person for this beautiful journey."

Anirban Datta
MBA

Branch Sales Officer, HDFC Bank

"I would like to use this opportunity to thank every person from the faculty and the organization who supported me during my MBA course in NSHM Business School. I am grateful to the CRTT team for supporting me for a successful career by being the mentors who inspired me in my way and now I'm working with HDFC Bank as a "Branch Sales Officer."



Oindrila Dan
MBA
Research Associate, GFK Mode

"During my MBA program in NSHM, they delivered what they promised i.e. quality teaching and encouragement for a bright future. The professors were of great help and with the internship we learnt how to deal with situations in real life. Through my journey in NBS I was taught- Luck is what happens when preparation meets opportunity."

NSHM Institute of Media and Design

Waindrilla Saha

Copy Writer, Inner Circle

"I entered these very gates with a sense of trepidation, unsure, starry eyed and looking for stability. My journey thereafter had been eventful, personally enriching, filling in the gaps and polishing the rough edges. We not only got exposed to a great faculty and some fabulous learning on the ball, we also got the opportunity of mingling with the broad spectrum of people; indeed cross learning from peers became the central point of my education here. I truly found my dream job; couldn't have asked for more. Thank you NSHM for making me complete."



Shambhavi Singh
Assistant Manager - Content, HT Media

"Knowledge will bring you the opportunity to make a difference. Our professional achievements depend on the education and knowledge we acquire from college. NSHM has played an important role in moulding my career rightly and perfectly. The faculties guided me through the theory pages, while the well-equipped practical classes made learning fun. From psychological support to personal advice, the college became our second home. I'm grateful to NSHM College for those formative years and impressionable time. Congratulations for completing 20 years of glory."



Kanad Mukherjee
Cinematographer - NDTV Convergence

"If anybody asks me why you picked NSHM as your college, and why media as your stream - if you think you have the best campus in town I can assure you we have the best faculty, they taught us to make friends, grow as a human being first, compare yourself with your competition on field, not with marks."

NSHM College of Management and Technology

Kalyan Saha

Assistant Systems Engineer, Tata Consultancy Services Ltd.

"From being an undergraduate to a BCA graduate from NSHM, Kolkata; the journey has been a glorious one. NSHM is well-maintained and equipped with necessary amenities, along with the constant support of highly experienced professors, all of which has played a pivotal role in transforming students into deserving professionals. I owe my success to NSHM and am thankful to the institute for making me what I am today."



Swati Pritam
Capgemini India Pvt. Ltd.

"NSHM has given me zillions of cherish able memories. From Fresher's to Farewell the ride was full of excitement and experiences but with academics being in focus. Our Principal and other faculties have always been obliging; encouraging us to participate in every event that are being organised by the institution. It has now been over two years that I am working with Capgemini India Pvt. Ltd. and I am thankful to NSHM for creating this opportunity for me right after the completion of my graduation in BCA."

Devsh Kr. Dhiman
SAP Lab.

"My first encounter with NSHM was back in 2013 when I had applied for BCA and the institution completely satisfied my requirement after acquisition of my graduation (2016). The extensive academic curriculum, over the top infrastructure and the efficiently operating administration has helped in moulding ourselves to get a good exposure. Our director, HOD and other faculties had been very co-operative throughout the program encouraging us to participate in various extra-curricular activities to bring the best out of us. Being a part of NSHM was overall a fun learning rollercoaster trip that I will treasure forever."



Other volunteers who relentlessly worked for Project VISAKA

Manasi Agarwal, Ankit Chakraborty, Vivek Chowdhury, Jayashree Chakraborty, Suchismita Das, Mounita Mallik, Aletriya Saha, Soumyashree Ganguli, Spandan Banerjee (NIMD), Neha Kumari, Aman Kumar Gupta, Sayani Samanta, Romit Pandit, Abhishek Mullick, Swastika Roy, Mounita Chakraborty, Sweta Chatterjee, Priyanka Das, Sayantani Maity, Pushpita Majumder (NCMT)



Down Memory Lane

Kolkata Campus



Mr. Rajesh Das, Manager, IT Dept.

Mr. Rajesh Das, Manager of the IT Department, NSHM Knowledge Campus has been associated with the institute since 2004. Reminiscing the cooperative nature of the entire NSHM fraternity that triggered him to maintain this association for years, Mr. Das narrated about one of his most memorable experiences, "I remember there was an admission session going on and the generators were creating problems. We had stayed back in the campus along with the directors till 10:00pm. Everything was possible because of the healthy environment that NSHM cultivates." When asked about the future plans of the department, he talked about the latest tie up between the campus and TCS ION for the ERP platform which would facilitate a collaborative base for the teachers and the students enabling easy access to study materials for instance.

Durgapur Campus
Prof. Romen Chowdhury



It was July 1st, 1999, I joined NSHM College. A four BHK rented house; there was neither proper infrastructure nor any approval from AICTE; not even structured classrooms or labs. Being a newcomer I felt a lot of crisis but at the same time I saw the dream to grow in every one's eyes. Top management to subordinates, every one used to work for long hours and took extra responsibilities to perform at their peak.

We NSHM-ites saw lots of up and down but never felt that we could not achieve it. In the year 2003 we came to our present campus with lot of hope and ambition. Honestly speaking I had never seen or heard any college that has progressed like NSHM, and by God's grace, the progress still continues. The advancement of the college directly enhances my personal development and it is a real feel good factor for me that I am contributing to its success also.

"Pay attention to those employees who respectfully ask why. They are demonstrating an interest in their jobs and exhibiting a curiosity that could eventually translate into leadership ability."

Social Outreach Programme - Education for All

Book donation drive marks 20 years of NSHM

Friday the 3rd of March 2017, the legendary SS Hogg Market, Kolkata witnessed NSHM Knowledge Campus begin the celebration of its 20th Anniversary. The college in association with the Kolkata Municipal Corporation organized a book donation drive 'Donate a Book', for the underprivileged children of the city. Students, teachers and some members of society, came forward to donate old books.

The Managing Trustee, Mr. Cecil Antony inaugurated the event and stated the possibility of an evening school at NSHM to help the deprived youth to grow. He introduced the KMC Mayor-in-Council Mr. Debashish Kumar, who made the



great undertaking viable. He said, "Books can develop the country and our society as a whole. Books play a huge role to develop a human being and are the key to change." He donated a couple of books himself and encouraged people to join this noble cause. Audience came forward to donate; flags were waved as the NSHM Center began its long journey through Kolkata and outskirts to collect as many books as possible.

The same campaign was inaugurated in Durgapur by Shri Apurba Mukherjee, Mayor, Durgapur Municipal Corporation along with special dignitaries from NSHM Knowledge Campus like Mr. Arnab Roy, Co-Founder and Director of NSHM Knowledge Campus and Mr. Probir Bose, Campus Director, Durgapur. The Flag-off Ceremony was held in front of City Centre, Durgapur, in order to gain maximum visibility for effective execution of this book donation drive.



20th year celebration of NSHM Knowledge Campus started with a noble cause revolving around the theme of "Education for All". This Social Activity was held on 21st of March, 2016, along with the association of Durgapur Municipal Corporation. "Education for All" was a book donation campaign where people, especially students of various age groups were requested to come forward and donate their old books for the underprivileged children of the city.

Over the next week, books were collected from Kolkata, Durgapur and surrounding districts. NSHM with assistance of KMC and DMC would approach local NGOs to distribute these books to the ones who need them the most. As the month long celebration of the anniversary began, it was beautiful to comprehend the cornerstone of the event, giving back the people and help develop the society one step at a time.

Bounce Forward- Sam Cawthorn spurs the student fraternity

With description of the Prime Minister Kevin Rudd's shock on clutching the prosthetic, detached arm of the Tasmanian recipient of the Australian of the Year Award, on Australian Day 2009; Sam Cawthorn, addressed the huge gathering of students at the NSHM Knowledge Campus, Kolkata, on 15th of December, 2016. An Australian motivational speaker, success coach, author and entrepreneur stating this incident explained that this was just one instance of how he bounces forward. "Bounce Forward" a term which he has coined as a motivational speaker simply means bouncing ahead by overcoming a crisis and staying undefeated. His recovery from death is a living example of this.

In October 2006, Cawthorn had met with a deadly accident while driving his car. After being in an induced coma for six days, he spent five months in hospital and was told he would never walk again. But a year later, he did. His recovery was miraculous. The entire student fraternity was enthralled by his motivational speech. "Every day I have a choice, whether I live as a victim and wallow in my pain or pick myself up, dust myself off and bounce forward. I choose the latter." His undaunted outlook and high life condition left everyone in high spirits.



As CEO of Speakers' Institute and author of self-help books, he travels across continents. He has been to 30 countries and is a frequent traveller to India, which he visited for the first time only nine years ago. "I do not have a college degree. But I have spoken on stage with Bill Clinton, Michael Jordan, Richard Branson and Dalai Lama." His vibrant presence and encouragement had left a positive impact on the entire gathering of the students in the campus making it a memorable evening.

