



NEHRU INSTITUTE OF ENGINEERING AND TECHNOLOGY

T. M. Palayam, Coimbatore-641 105

(Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai)

Accredited by NAAC, Recognized by UGC under Section 2(f) and 12(B)

NBA Accredited UG courses: AERO, CSE, MECHANICAL



Shaping True Citizens

BEST PRACTICE – II

1. Title of the Practice: Nehru Corporate Placements and Industry Relations

2. Objectives of the Practice:

- To work as bridging partners in continuous engagement of Industry and Institution.
- Initiate and facilitate the interactions between the industry and academia.
- Identify the gap in training and supported by competent professionals.
- Identify and bring in international linkages at multiple levels of engagement such as education, training and placements.

3. The Context:

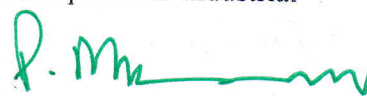
- Nehru Corporate Placements and Industry Relations (NCP&IR) have a team of professionals drawn from various industry backgrounds.
- This team works on building relationships with the industries to enable multiple level engagements such as placement training, alliances, projects etc.,
- Engaged in bringing top brands in manufacturing, information technology, automobiles, banking, financial services, insurance, retail, media ITES etc.,
- It has an Executive director, Head (training and development), Manager (industry relations), Placement officers, and Staff coordinators as its team members.

4. The Practice:

- NCP&IR continuously interacts with the corporate and students for their final placements.
- Over 50 reputed National and Multinational companies visit our institution to recruit the students year after year.

5. Evidence of Success:

- On organizing the Industry Exposure programs, students are exposed to industrial


Dr. P. MANI ARASAN
Principal

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- expectations to focus on the real time skill set.
- Performance is improved in placement. Increase in participation of students in attending internship
 - Industry understands the need of institution and has come forward to offer In plant Training, Industrial Visits/Projects with our continuous efforts.

6. Problems Encountered and resources required:

- Students' communication is a biggest threat since most of the student come from rural back ground.
- Interface with leading industries is a mighty task.
- Getting Industrial training/ project in software industries is a difficult task.
- The institution is far away from the Industrial corridor.

Overview of Training and Placement Cell:

- To create synergy and co-operation between education, training, employment and community sectors, the institute has a dedicated Nehru Corporate Placement and Industry Relations (NCP&IR) under the supervision of a Training Head and Placement Director with a dynamic team of faculty members.
- This cell is assisted by Overall Placement Coordinators, Faculty coordinators and student representatives from all the departments. The primary responsibility of NCP&IR is to provide guidance and all the assistance for the students in order to achieve their career goals.
- The NCP&IR takes right steps in identifying the demands of the current industry and prepares our students towards this need.
- Adequate emphasis is given for soft skill development complementing the regular academic programmes.
- Aptitude tests and group discussions are conducted at regular intervals to enable the students to improve their performance in competitive exams.

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