



Press Release

NSHM Knowledge Campus Invests Rs.35 Cr. in Introducing 19 Specialised Undergraduate & Postgraduate Courses - Becomes The First Educational Institute Of Eastern India To Offer 47 Courses -

Kolkata, 20th June, 2018: NSHM Knowledge Campus, one of the most sought after educational institutes, will introduce 19 specialised new Undergraduate and Postgraduate courses starting this Academic Session, 2018-19.

With the whole world undergoing a complete paradigm shift in the education sector, NSHM is offering a gamut of specialized courses, as newly affiliated by the University. The courses are **BBA** in Sports Management and Global Business, **B.Sc** in Gaming & Mobile Application, Interior Designing, Behavioural Science & Applied Psychology, Culinary Science and Medical Lab Technology, **M.Sc** in Data Science, Human Computing & AI, Information & Cyber Security, Clinical Psychology and Hospitality Management and **Masters** in Travel & Tourism Management, Optometry and Public Health, **M.Sc** in Dietetics, Fashion, Digital Films & Visual Communication.

For the first time, NSHM is also going to be double shift college—Day and Evening from the ensuing academic year.

Addressing a Press Conference here today, **Prof. Saikat Maitra**, Vice Chancellor, Maulana Abul Kalam Azad University of Technology (MAKAUT, formerly WBUT) said NSHM Knowledge Campus has championed the cause of the new era by introducing the much-needed forward looking courses. The group has thoroughly researched and understood the need of the hour. Education should be able to produce quality human resource that would seamlessly integrate into the industry and work profitably. The new courses aim to make students industry-ready and will be different from the traditional courses.

Prof. Maitra said MAKAUT has made a huge difference to the quality of technical education in West Bengal and that the university will continue to usher in more changes.

NSHM Chief Mentor & Trustee, **Mr Cecil Antony** said NSHM is investing over Rs.35 Cr. to build up state of the art infrastructure for the new courses.

Mr. Antony also said, education is ever-changing, especially in a world with rapid technology advancement. As new technologies and methods become available, the way we teach and are taught must by necessity change as well. Core principles and basics of education remains, yet the method by which these are accomplished must by necessity adapt to meet the needs of students and the workforce. The new courses would achieve this aim perfectly. The NSHM Group is totally now focussed on getting quality faculty members and building International alliances.



About NSHM Knowledge Campus:

NSHM Knowledge Campus is one of Eastern India's leading educational institutions and a pioneer of professional degree courses aligned to the industry needs. It is a place where information and ideas flow freely in an open and friendly atmosphere – a “Knowledge Hub of Global Excellence” in which students learn, share, shine and have fun. NSHM leverages the best that enables academic institutions to deliver new and more engaging models of knowledge management across campuses thereby creating a new, vibrant and futuristic learning environment.

With state-of-art campuses in Kolkata and Durgapur, the premier education hub offers 26 under graduate and 21 post graduate courses in various disciplines like Business & Management, Hospitality & Tourism, Allied Health Sciences, Media, Design & Communication, Computing, Basic & Allied Sciences and Engineering & Technology. The programmes offered by NSHM Knowledge Campus are affiliated to MaulanaAbulKalam Azad University of Technology (formerly known as West Bengal University of Technology) and approved by AICTE (as applicable).

In keeping with NSHM's endeavor to provide value added services to its students, the institute has collaborated with ITI group of companies (FortuneFinancial) to provide financial assistance to the students. “We are committed in contributing to the education ecosystem by supporting NSHM Knowledge Campus and its students with the necessary finance required towards tuition fees”, said Mr. Hersh Shah, Co-founder of ITI Edvest.

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