

# Nielsen joins IIT-Gn to offer global opportunities to students

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**Ahmedabad:** Nielsen, a global information and measurement company, has announced the signing of a memorandum of understanding (MoU) with the Indian Institute of Technology (IIT), Gandhinagar to support international opportunities for its undergraduate students. The firm will fund several Nielsen Awards annually at the institute to enable undergraduate students to participate in international conferences, workshops and internships that will offer them broad global exposure.

"Talent has been at the forefront to our growth and success and we pay great emphasis on endorsing it," said president at Nielsen India, Piyush Mathur. "We



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have been working with IIT-Gandhinagar for some time and have found a great pool of talent, who if groomed well can become future industry leaders. We are looking to encourage these young minds and hone their skills by providing them the

necessary opportunities both domestically and internationally," he added.

In addition, short-listed IIT-Gn students will receive opportunities for interaction and receive mentoring by senior executives at Nielsen during their overseas visits. "In an increasingly globalised world, the institute places great emphasis on the internationalisation of its curriculum," said director, IIT Gandhinagar, prof Sudhir Jain.

"Already the institute has a very high proportion of visiting faculties from abroad, who bring diversity to the campus and our academic programmes. Nielsen's support will enable us to significantly scale up and expand the range of international opportunities for our undergraduate students."