

Nielsen signs MoU with IIT-Gandhinagar

Our Bureau

Ahmedabad, Aug 5:

In a first ever instance, the information and ratings company, Nielsen India has joined hands with Indian Institute of Technology – Gandhinagar to help its students get overseas exposure.

In a memorandum of understanding (MoU), signed on Tuesday, Nielsen will fund and assist students who wish to participate in international conferences, workshops and internships.

“The aim is to provide students a global exposure during their studies. IIT will shortlist candidates and we will facilitate to participate in overseas conferences and internships,” said Piyush Mathur, president, India region, Nielsen India during the MoU signing ceremony here.

The short-listed IIT-Gandhinagar students will receive opportunity to interact with and be mentored by senior executives at Nielsen during their overseas visits.

“Already the institute has a very high proportion of visiting professors 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,” informed Sudhir Jain, director, IIT-Gandhinagar.

The institute is the first one to introduce a course on cognitive neuroscience – an academic discipline that studies human mental processes and subsequent changes. This, according to Mathur, would make it more meaningful for Nielsen to partner with IIT-Gandhinagar. Notably, in 2011 Nielsen US had acquired controlling stake in neuro marketing agency NeuroFocus. IIT-Gn has around 14 students taking up Cognitive neuroscience for their M.Sc. degree.

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