



# Today's choices decide who you are tomorrow



**Dr. Vivek Pathak**  
Founder Director  
NIPS Institute of Management

At NIPS, we are committed to ensure that you not only achieve your academic goals, but are also equipped to address the needs of tomorrow.

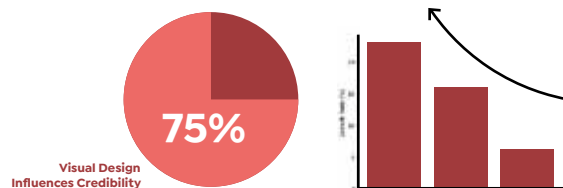
Be a part of NIPS  
and get ready for global success

# Gain your passport to a global career

The visual communication field offers strong career prospects, with the global graphic design market valued at \$43.4 billion and 24,000 new roles projected by 2031. Digital design is growing fastest— media roles by 23%, web and interface design by 16%, and art direction by 6%.

Salaries are competitive, ranging from \$50,700 for entry-level designers to over \$110,000 for a specialists and \$167,249 for creative directors. As 75% of consumers judge brand credibility by visual design, demand for skilled visual communicators remains high. Our programme equips students with multidisciplinary, future-ready skills to succeed across industries like marketing, healthcare, finance, and entertainment.

## INDIA'S POWERING ECONOMY: OPPORTUNITIES FOR DESIGN GRADUATES



### HIGH GROWTH SEGMENT



### KEY PROFESSIONAL AREAS





## Get placed at the top of the world



At NIPS, we have a robust placement cell that assists students to get placed after completing their courses.

Ranked among the Top 100 Global Management Institutes, for more than thirty years, NIPS has bagged several awards, including the distinction of being the first Hotel Management Institute in Indian to receive 'Best International Placement Award' in Bangkok, Thailand.

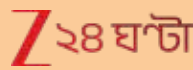
# Uniquely NIPS



## NIPS WINS BIG IMPACT AWARD



NIPS wins the Big Impact - Award for Trust & Excellence in Management Education at the BIG IMPACT Awards 2025 in Vietnam



## NIPS WINS EDUCATION EXCELLENCE AWARD



NIPS wins the Education Excellence award for maintaining the Legacy in Education by Zee24ghanta



## NIPS WINS SHIKSHA SAMMAN AWARD



NIPS wins the Shiksha Samman by ABP Ananda



## NIPS WINS ACADEMIC EXCELLENCE AWARD



NIPS wins the 7th edition of The EduMeet Excellence Awards by 2023 ACADEMIC EXCELLENCE AWARD



## NIPS Aces NAAC

NIPS Institute of Management is proud to be one of the management college in Eastern India accredited by NAAC (National Assessment and Accreditation Council) - an autonomous body under the UGC, Government of India. NAAC accreditations awarded only to institutions that meet the highest standards in academic quality, teaching methodology, student outcomes, infrastructure, governance, and industry relevance.

This prestigious recognition places NIPS in an distinguished league of institutions across India, reaffirming our commitment to delivering world-class education, structured learning, and professional integrity. For students and parents alike, NAAC accreditation is a stamp of credibility and assurance - reflecting our 30-year legacy of trust, performance, and excellence.



### Journalism

The journalism sector is witnessing strong growth, driven by digital media, news consumption. With expanding opportunities in reporting, content creation, data journalism, & multimedia storytelling, it offers dynamic and evolving career prospects.

Offering high demand as media companies rely on data-driven insights to understand audiences and trends. Rapid digital expansion, streaming platforms, and targeted advertising have fueled strong growth & diversity.

### Market Research Analyst



### Broadcasting

With rapidly evolving with the growth of digital TV, OTT platforms, podcasts, & live streaming. This expansion is creating diverse opportunities in production, content management, technical operations, and on-air roles across traditional and digital media.

The rise of digital marketing, influencer campaigns, and brand storytelling. Businesses increasingly rely on creative communication and data-driven strategies, diverse opportunities across agencies & corporate sectors.

### Advertising & PR



### Digital Media

Along with the growing rapidly with the rise of social platforms, OTT content influencer marketing, & online advertising. With expanding career opportunities in content creation, analytics, marketing, design, and media strategy across industries.

With the rapid rising demand from OTT platforms, global content consumption and regional storytelling. This expansion has created wide-ranging opportunities across direction, production, editing, VFX, SFX and content development.

### Film & TV Production



# Courses taught at NIPS

NIPS offers Bachelors course on Media Science.

## BSc. in Media Science

**Eligibility:**  
Class 12 (10+2)

**Duration:** 4 Years



NIPS partners with top industries for strong, career-focused internships.



Graduates pursue roles in management, marketing, analysis, or entrepreneurship.



We help build industry links through lectures, seminars, and visits.

# HONED AT NIPS. FOR THE WORLD.

5 Continent, 20000+ NIPSite, working worldwide.



**Tapajyoti Saha**  
General Manager  
TV9 Network



**Shraddha Panigrahi**  
Production Manager at  
Red Chillies Entertainment



**Amitava Guha Thakurta**  
Regional Director  
PVR Inox



**Supriya Guru**  
Production at  
Drishyam Films



**Piyali Bhattacharjee**  
Executive at  
Kolte-Patil Developers



**Priyat Bose**  
Senior General Manager  
CBRE



**Sheena Mehroli**  
Senior Talent Manager at  
Antal International Dubai-Dubai



**Gurpreet Kaur**  
Tax Manager at  
Deloitte



**Deepasree Pramanik**  
Dy- Manager at  
Tata Medical Centre



**Khushbu Biyani**  
Sales Quality Manager at  
Pinnacle Honda



**Trisangita Bharadwaj Parasar**  
Senior HR at  
Teleperformance India



**Vikash Choubey**  
Co-Founder at  
Idiating Tribe



**Subrata Roy**  
General Manager  
Axis Mall



**Ankush Bose**  
Global Admin HR Operations  
Apple



**Neha Singh**  
Resolution Specialist at  
Amazon



**Sanjeev Mohapatra**  
Manager at  
TVS Eurogrip



**Tanushree Das**  
Quality Analyst at  
Mphasis



**Asit Ranjan Padihari**  
Assistant Facility Manager  
at JLL



**Biswadip Paul**  
Vice President  
HDFC Bank, Bangalore



**Vikas Kumar**  
Manager at Karvy's  
Wealth League



### **Kolkata**

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Kolkata 700 102, West Bengal

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### **Ranchi**

Ashram Marg, Opposite Military Firing Range  
Bariatu, Ranchi 834 009, Jharkhand

### **Bhubaneswar**

Plot No. 2168, Unit 8, Satabdi Nagar, Delta Square  
Dist: Khurda, Bhubaneswar 751 003, Odisha

### **Shillong**

Nongmynsong, Umkdait, East Khasi Hills  
Shillong 793 019, Meghalaya

**96 7411 1177**

