

Mid Day
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In conversation with Shraman Jha, senior vice president, NIIT Imperia

Learning on the job



NIIT Imperia, centre for advanced learning, has come above the alternatives to give careers the required boost. Essentially for working professionals, Imperia is one of the best options at hand, says Shraman Jha:

Objectives of NIIT Imperia

The sole purpose of Imperia is to provide high-quality, widely distributed management education to working professionals. Our objective is to reach people who are already employed yet have not specialised in their field of work; to offer them the means and the opportunity to be skilled professionals.

We work in a strategic partnership with a number of top schools in India like IIM, Ahmedabad, Lucknow and Indore; and with

institutes like IIFT (Indian Institute of Foreign Trade), IGNOU, and IMT Ghaaziabad.

The content faculty and certification are provided by the institutes; while Imperia offers all the other assisting services — technological, administrative, professional counselling, and conduct of examinations nationwide.

Corporate gain

Corporates want two things — first, to continually train and upgrade their people; and second, to help contain attrition at junior levels as retention is a major problem with them. We give them both through our programmes meant for professional training. Their people can have the best of learning while they do not need to drop out from the

job as we make it available for them through audio-video interaction systems, more like a live classroom situation.

Spreading awareness

We are very matter of fact in communication. Education is not a casual business. Also, we make use of various kinds of online media — websites, various forms of search engine marketing and send e-mails to selective databases.

The best part about NIIT Imperia is that we deliver education nationwide. And to ensure that the education programme meets its desired needs, we do not admit anyone and everyone who is willing to pay for it; individuals have to meet the educational requirements.

We also run programmes of contemporary relevance like ex-Digital and Internet marketing, certified by the Internet and Mobile Association of India (IMAI). All the programmes are run under the Synchronous Learning Technology, by means of which everyone learns at the same time through different mediums yet stay connected.

Moving towards

We have just introduced a formal MBA programme with IGNOU, an executive MBA programme (only for experienced people), which is available in distance mode. It can also be taught by an institute's or college's teaching faculty. The plan also includes reaching out to more and more cities in India.