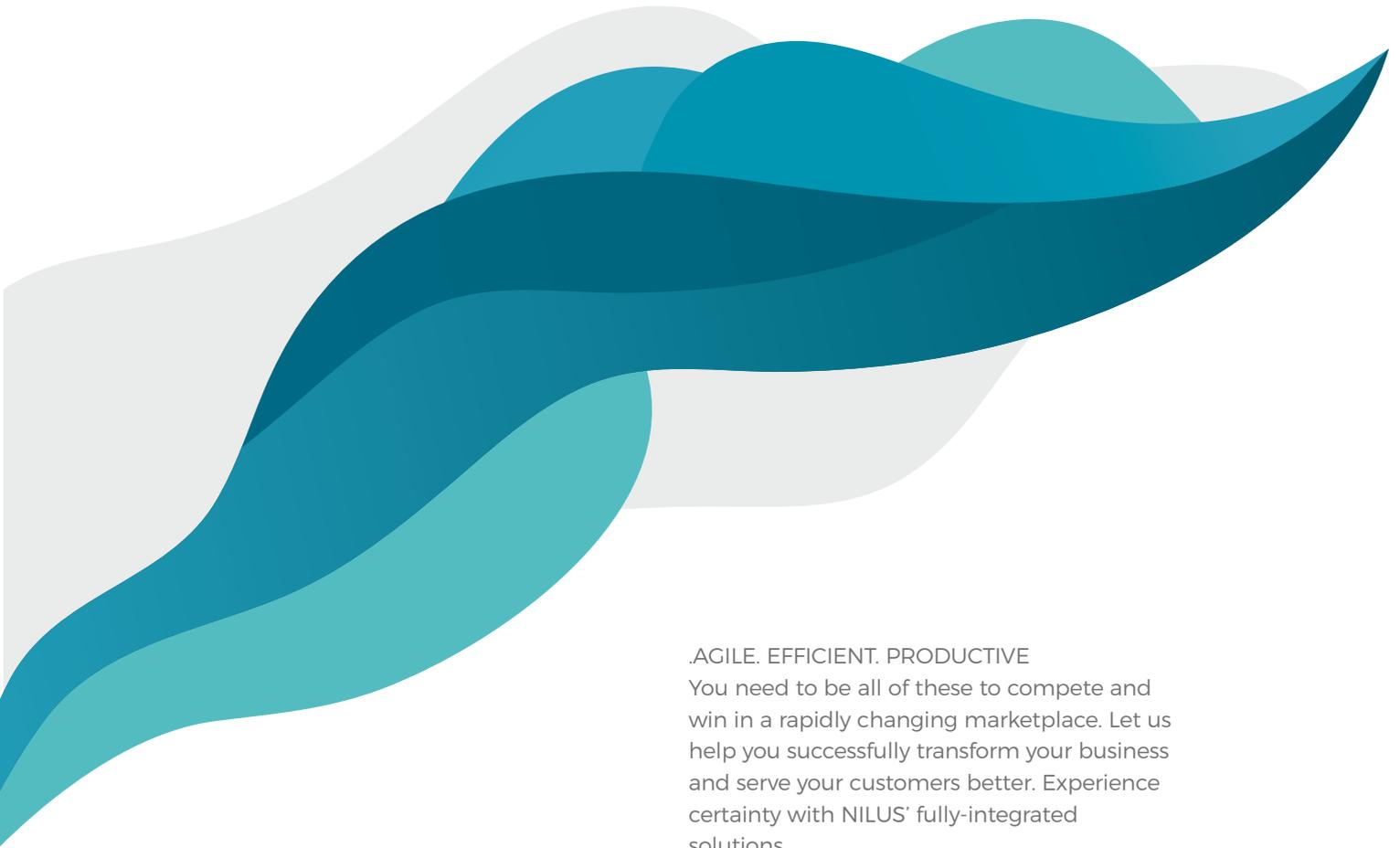


NILUS TECHNOLOGY

PROFILE



.AGILE. EFFICIENT. PRODUCTIVE

You need to be all of these to compete and win in a rapidly changing marketplace. Let us help you successfully transform your business and serve your customers better. Experience certainty with NILUS' fully-integrated solutions..

SUMMARY

The price of anything is the amount of life you exchange for it.

ADDRESS

NILUS TECHNOLOGY PVT LTD
H-121, Lajpat Nagar - I, New Delhi 110024



To get Game-changing results, start focusing on Game-Changing thoughts

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At Nilus, our out-of-the-box thinking helps us create innovative assurance strategies and solutions for you. We help enterprises transform and thrive in a changing world through strategic consulting, operational leadership, and the co-creation of breakthrough solutions.

WHO ARE WE

Nilus was formed with a visionary belief that India's economy is poised to grow at an enormous pace and the opportunities are innumerable & therefore what is required, is precise direction and knowledge to en-cash these opportunities, where consultancy plays a pivotal role.

In the changed policy and economic environment at national and international levels, "Knowledge" is being considered as "Power", and consultancy is a knowledge based profession. Nilus aims at fostering and promoting intellectual cross - fertilization

of knowledge and ideas at regional and sub- regional levels within the country and interaction at the international level as well.

Since its inception, Nilus has been in constant pursuit of its mission to attain excellence in activating, catalysing, and invigorating the growth of consultancy profession. The Centre has emerged as a nodal agency for the development and promotion of consultancy capabilities in the country and endeavoured to contribute towards the growth of consultancy services in the country, through its various programmes and activities.



OBJECTIVES

- NILUS Coordinate and harmonize the approach to skill development among various Central Ministries/Departments, State Governments, Universities and Colleges, and NSDC and the private sector
- We anchor and operationalize the NSQF to ensure that quality and standards to meet sector specific requirements
- Be the nodal agency for State and Central Skill Development Missions
- Evaluate existing skill development schemes with a view to assessing their efficacy and suggest corrective action to make them more effective
- To create an awareness amongst the Government agencies connected with development work to use consultancy services on a regular basis

- To create a database of existing Consultancy Organizations and individual experts in different disciplines and to update it regularly
- To act as a clearing house and information Centre on market intelligence and such other information that the consultants generally require
- To identify new disciplines and areas of consultancy which would meet the future needs of the country and facilitate their development
- To provide facilities, essential for operation of consultancy organizations, which can beyond the reach of smaller units
- To facilitate intellectual interchange and interaction at national and regional levels on policy options in the areas of promoting growth of consultancy profession
- To encourage joint studies with international institutions in developing countries or elsewhere to improve the quality and quantity of intellectual interchange
- To frame and implement a programme of training for Indian consultants in identified areas
- To undertake scientific research in different disciplines covering social and applied sciences in the context of above objectives



UNIVERSITIES

Nilus work as a consultant for Universities and Colleges to leverage the fund and schemes available with UGC, RUSA, State Govt. and other Central and funding bodies for the overall development of the Institution.

UGC

Under Universities Grants Commission (UGC) we will assist the eligible Universities for overall development covering the following aspects: Enhancing Access, Ensuring Equity, Imparting Relevant Education, Improving quality and excellence, Providing Faculty Improvement Programmes, Enhancing facilities for Students and Augmenting Research Facilities.

Nilus help Universities in writing proposal for above mentioned schemes in proper format and submit them to the UGC. Nilus sign an MOU with the University and work with them at every step of the Project Lifecycle, starting from

Proposal writing, submission, amendments, collection of required paperwork, submission of utilization certificate, clearing off earlier 5 year plan's requisites till getting the funds, segregating the funds to its particular schemes as per UGC guidelines and its monitoring for proper usage of the funds.

SCHEMES

Infrastructure Development, Campus Development, Staff, Central Library, Equipment, Innovation Research Activity, New Extension Activity and Outreach Programme, ICT Requirement of the University, Health Care Center, Student Amenities, Jubilee Grants and many other Schemes.

RUSA

Rashtriya Uchchatar Shiksha Abhiyan, is a centrally sponsored programme that aims to work with 300-plus state universities and its affiliated colleges to raise the bar of campus life. RUSA aims at providing strategic funding to eligible state higher educational institutions. The central funding (in the ratio of 60:40 for general category states, 90:10 for special category states and 100% for union territories) is based on norms and is outcome dependent.

Funds flow from the central ministry through the state governments/union territories to the State Higher Education Councils before reaching the identified institutions. Funding to states would be made on the basis of the critical appraisal of State Higher Education Plans, which would enlist each state's strategy to address issues of equity, access and excellence in higher education. RUSA places greater emphasis on the improvement of the quality of teaching-learning processes in order to produce employable and competitive graduates, post-graduates and

PhDs. Spread across two plan periods (XII and XIII), the programme focuses on state higher educational institutions and draws upon the best practices from colleges and universities across the nation. In short, RUSA isn't a touch-up tint of paint. It is the central government's plan to develop every state university to its most exemplary version.

SCHEMES

Up gradation of existing autonomous colleges to Universities, Conversion of colleges to Cluster Universities, Infrastructure grants to Universities, New Model Colleges (General), Upgradation of existing degree colleges to model colleges, New Colleges (Professional), Infrastructure grants to colleges, Research, innovation and quality improvement, Equity initiatives, Faculty Recruitment Support, Faculty improvements, Vocationalisation of Higher Education, Leadership Development of Educational Administrators, Institutional restructuring & reforms, Capacity building & preparation, data collection & planning.

*Great results don't just happen,
we design and build your business for tomorrow*



ACCESS

Inclusiveness is the bedrock on which universities can build truly diverse classroom.



EQUITY

Opening the doors of higher education to all, irrespective of the socio-economic background.



EXCELLENCE

Striving to achieve the gold standard in education by adopting innovating teaching-learning methods.



EXPLORATION

The future's power is born out of experiment and the endless endeavour to discover.

GOVT. SCHEMES

Indian Government, at all levels, announces Welfare Schemes for a cross section of the society from time to time. These schemes could be either Central, State specific or a joint collaboration between the Centre and the States.

Nilus attempts to provide you an easy and single point access to information about several welfare schemes of the Government and their various aspects including eligible beneficiaries, types of benefits, scheme details etc. We help you through all the steps of the project: starting from writing the proposals to get the Project, Process and prepare project requirement, implementation of the programmes and process to prepare documents for various projects, activities, programmes and profiles.

Nilus has developed an expert team of professionals on proposal writing and structural funds. This expertise has been developed in the past ten years, having written more than 50 proposals, with high success rates in all programmes that we have been involved with.

Skill India is an initiative of the Government of India which has been launched to empower the youth of the country with skillsets that make them more employable and more productive in their work environment. As India moves progressively towards becoming a global knowledge economy, it must meet the aspirations of youth and aim towards skilling them with the best possible standards.

Nilus provides a single window application that focusses on the Accreditation, Affiliation and Continuous Monitoring of the Training Centres in the Skill Ecosystem and intends to address the important issues like evaluating skill providers in an objective manner, fostering excellence in Training Centres, enabling trainees to make informed choices with regard to Training Centres etc. This initiative is enabled by Ministry of Skill Development & Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC).

PMKVY

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE).

PMG DISHA

Pradhan Mantri Gramin Digital Saksharta Abhiyaan is the scheme to make six crore persons in rural areas, across States/UTs, digitally literate, by covering one member from every eligible household.

SMART

Skill India is an initiative of the Government of India which has been launched to empower the youth of the country with skillsets that make them more employable and more productive in their work environment.

DDU-GKY

As a part of the Skill India campaign, it plays an instrumental role in supporting the social and economic programs of the government like the Make In India, Digital India, Smart Cities and Start-Up India, Stand-Up India campaigns.

ESDM

We also prepare for Scheme for Financial Assistance to selected States/UTs for Skill Development in Electronics System Design and Manufacturing (ESDM) sector.

MANAS

The innovative Scheme proposes to use leading celebrities from Minority communities in various skill sets as the driving force behind the skill development projects in their respective fields.

CSR

We, as a responsible Corporate Citizen, have practiced the CSR model of "Creating Shared Values", by reaching out to the stakeholders, community and society who are directly or indirectly involved in its business operations.

TECHNOLOGY

Aligning IT with your business or an end-to-end strategy for transforming your enterprise, we have all the experience and expertise that you need.

NILUS

True certainty of success comes from working with a partner you trust to provide the insight, support and expertise that will propel your business forward. Experiencing certainty with NTPL means you can count on results, partnership and leadership.

When you work with us, your long-term success is our motivation. This is why we can offer you the ability to meet every challenge and the agility to capitalize on every opportunity. That's the power of certainty. And it is our promise to every client.

Your needs are our priority and, whatever your concerns, you can be certain they will be addressed. We work with you through the entire engagement life cycle, from negotiation to customized solution design to delivery, maintaining open lines of communications at all times.

By complementing our comprehensive service offerings with expert consultation, we optimize your systems and enable your organization to respond more quickly to market changes. Our customized solutions provide better visibility and control across all areas of your business so you can operate more efficiently, improve profit margins, reduce risk and achieve long term success—no matter what the market has in store.

WEB DEVELOPMENT

Nilus expertise spans a range of industries and services! Offering us an upper hand in all vertical and industry! We build websites to drive best ROI and play around with technology that open source and robust!

E-LEARNING

Call us diverse or different, our services entail some of the most innovative e-learning solutions. With an exceptional quality in e-learning effectiveness and learner-appropriate strategies, we have set new standards in e-learning services.

E-COMMERCE

E-Commerce has emerged as a new business space offering gamut of shopping products within the reach of online customers. Realizing this trend, it becomes more important to have a vibrant, user-friendly, responsive and interoperable websites. Make your website the most effective selling tool by making it feature-rich and packed with all required functionalities.

DIGITAL MARKETING

Digital is, by definition, disruptive. It changes the business playing field, harnessing constantly shifting technologies and uncovering new business opportunities that were previously unknown. In its broadest sense—digital strategy solves the challenges and uncovers the advantages that "digital" brings to your business.

DIGITAL

We provide a full range of website design services, e-Commerce solutions, content management system (CMS), search engine optimization (SEO), social media and web solutions for any business, anywhere.

DEVELOP

Our application development services help you address evolving business and technology challenges by defining, designing and building applications tailored to meet your business requirements.

MANAGE

Our Application Management practice offers a wide range of support services for various platforms and technologies.

MAINTAIN

Our application maintenance services maximize your existing IT applications through offshore-ability analysis, maintainability analysis, maintenance, and enhancement.

MODERNIZE

Our application modernization services help modernize legacy systems to enhance flexibility, mitigate risk, minimize disruption and lower costs.

Digital technologies significantly impact enterprises, presenting them with incredible growth opportunities

DIGITAL

The digital revolution has changed the world in many ways and has given a new meaning to the concept of connectivity. Digital practices are enabling enterprises to develop a deeper connect with their environment and engage more meaningfully with their consumers, partners, and employees. This has created new revenue and business models and inventive product opportunities for enterprises.

With a finger on the pulse of digital technology, we at Nilus help your enterprise profit from the digital revolution. We help enterprises redefine consumer experiences, renew and amplify their technology core, and ensure unified orchestration and management across the digital ecosystem. Our digital services include creative, consulting, technology, and operations competencies across cloud, mobility, Internet of Things (IoT), big data and analytics, user experience, content management, social, e-commerce, digital marketing, and business process management. Our offerings are

designed to touch all aspects of a digital transformation journey for an enterprise by using a combination of business and technology capabilities.

SEO

Process of affecting the visibility of a website in a search engine's results. Your business is unique: it has unique goals and needs. That's why all of our SEO services are customised to fit the needs of your business and budget. There's more than 1 billion websites on the Internet. How do prospects discover yours? With SEO services from Nilus, our professional consultants will help your site get discovered by: Increasing Visibility in the Search Engines, Amplifying Qualified Traffic and Boosting Keyword Rankings.

You want your website in front of as many people as possible. Our SEO services provide lasting results that extend beyond a quick, temporary boost in rankings.

SMO

To generate traffic and awareness of a website on social media outlets. According to Hubspot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. And according to Social Media Examiner, 97% of marketers are currently participating in social media—but 85% of participants aren't sure what social media tools are the best to use.

The rise of social networks, both Enterprise internal & external, is radically changing

the nature of the workplace. We bring in a combination of Social Interaction Design, Gamification & Human Cloud Analytics to re-imagine how organizations co-create with customers and how employees collaborate in a hyper connected workplace.

With proven expertise in social-enabling business processes, we look at social technologies as a means, not an end. Our offerings are technology agnostic and leverage your existing technology investments and architecture preferences.

IT SERVICES

In today's demanding business environment which prioritizes flexibility, speed and efficiency, a robust IT strategy is critical. We help you achieve these qualities in your strategy by providing you system integration, testing, application development and management services and solutions.

CLIENT CHALLENGES

- Ever-evolving business and technology requirements
- Reliable operation and secure control of applications
- Align IT with strategic business initiatives
- Built-in flexibility to adapt to a constantly changing global market
- The ability to strategize, develop and execute new initiatives with optimal speed to remain competitive

WHAT WE PROVIDE

- Often, the software that suits your specific needs simply isn't available on the market. When packaged solutions and software aren't sufficient or flexible enough for your enterprise, Nilus can custom-build to your specifications – efficiently and deliver on its promise of certainty.
- Application Management
 - Application Modernization
 - System Integration
 - Performance Engineering

BUSINESS VALUE

- The ability to access real-time data and gain a consolidated view of your business
- Higher performance
- Increased flexibility
- Reduced system down-time
- Increased freedom to concentrate on strategic initiatives
- Greater flexibility for growth
- IT enabled achievement of strategic objectives
- Improvements in cost and energy efficiency
- Increased productivity

APPLICATION

We test the application on different environments which includes variation in hardware, add-ons and other software to make sure that the application remain platform independent

We are well equipped of the web development tools that are the best in the industry and skills, which allows us to meet the customer's expectations and satisfy the customers to the highest possible extent, as we believe that true satisfaction comes when we are able to satisfy the customers, hence we use our total knowledge and skills in order to do so.

MAKE IT COUNT

INFORMATION

Information is the lifeblood of organizations and is becoming the key to business transformation. The way information is managed can create strong differentiators for businesses through improved performances, better sourcing, new product development, creation of more employee time, improvement in ROI, decision support, separation of good costs from bad costs, and better foresight.

SKILL DEVELOPMENT

Skills and knowledge development are the driving forces behind the financial growth and community development of any country. Skill building is a powerful tool to empower individuals and improve their social acceptance. It must be complemented by economic growth and employment opportunities to meet the rising aspirations of youth.

Today, the world and India need a skilled workforce. If we have to promote the development of our country then our mission has to be 'skill development' and 'Skilled India'. The challenge lies not only in a huge quantitative expansion of facilities for skill training, but also in raising their quality. India can then become the global sourcing hub for skilled employees. Nilus also want to create a pool of young people who are able to create jobs by emphasizing on following activities:

- Training & Capacity Building program
- Skill Development
- Placement
- Manpower Resources
- Project Management
- Consultancy Management
- Conducting Entrance Exam
- Seminar & Conferences



Tap the benefits of open source and leverage it to improve operational excellence, accelerate product development, and reduce costs with Nilus' Open Source Platform Services.

OPEN SOURCE

PLAN

Open source software (OSS) is crowd-sourced. As a result it has benefits—cost, flexibility, freedom, security, and accountability—that are unsurpassed by propriety software solutions. Moreover, OSS has long-term viability and is always on the cutting-edge of technology.

DECIDE

Nilus has gained immense expertise in open source development from working with several clients across domains. Our domain and technology experience combined with a structured delivery process, superior project mentoring, and risk assessment capabilities ensure an unmatched service experience.

EXECUTE

Nilus' Open Source Platform services are designed to deliver optimum open source adoption, tailored to your business environment. Our services span areas such as Collaboration, Content Management, Business Intelligence, Integration, Service Oriented Architecture, Business Process Management, and Linux among others.

BECOME A CLIENT

NILUS ADVANTAGE

True certainty of success comes from working with a partner you trust to provide the insight, support and expertise that will propel your business forward. Our deep-set commitment to our customers defines how we do business, and our years of experience working across industries underpin the vast array of services we offer. We build our teams around your domain and technology requirements, offering specialized services and solutions that meet the distinct needs of your business.

SOCIAL RESPONSIBILITY

Over the years, Nilus has been actualizing various activities in order to contribute to society, where we live and work. We conducts our work & activities in a way that creates social, environmental and economic benefits to the communities with regards to education, community welfare, rain water harvesting, energy-efficient buildings and social forestry. Nilus has always been earnest for contributing towards the betterment of the society through various welfare initiatives and skill building training to empower communities.

INFORMATION MANAGEMENT

Nilus' comprehensive Services leverage end to end service delivery models for the effective management of IT infrastructure.

MANAGE

'Information management' is an umbrella term that encompasses all the systems and processes within an organisation for the creation and use of corporate information.

Nilus information management encompasses systems such as: web content management (CM), document management (DM), records management (RM), digital asset management (DAM), learning management systems (LM), learning content management systems (LCM), collaboration, enterprise search and many more...

Our holistic Information Management Service covers the entire cycle of enterprise information management - from creation to archival. Our solutions use standardization at the core to contain costs but ensure that organizational goals can be met through differentiation at the front.

Nilus helps organizations harness the power of information both within and outside the enterprise. We arm you with the power to yield enhanced business strategy through the "single view of data" and clever insights through business analytics.

START TODAY

Perfection has to do with the end product, but excellence has to do with the process.

MAKE IT HAPPEN

SEO with Nilus includes: Initial Website Consultation, Keyword Research, Meta Data Alterations, Front Page Content Consultation, Review of Internal Text Links, Content Writing, Review of and Implementation of Google Analytics/Google Webmaster Tools, Ranking / Status Reports,

Search engines reward sites that offer visitors excellent user experiences and valuable content. At Mainstreethost, we focus on creating websites people like visiting and search engines like crawling. Our seo process involves fine-tuning of contents, HTML Meta tags, and link / navigation structure to make them search engine-friendly. These techniques help improve the natural rankings of websites on major search engines. We make these optimizations while keeping focus on target keywords and phrases that we want to rank on search engine results pages.

DIGITAL STRATEGY

Digital is, by definition, disruptive. In its broadest sense—digital strategy solves the challenges and uncovers the advantages that "digital" brings to your business. At its richest, digital strategy brings all of the key digital experience design disciplines to bear—analytics, UX (user experience), content strategy, visual design, and technology—to present the clearest picture of challenges and opportunities, identify which KPIs should take priority, and deliver a multi year roadmap to provide direction and key functionality.

Everything we do at Nilus starts with research, data, and discovery. When addressing the overall digital strategy, however, we aren't focusing on website analytics alone. We take a deep dive into the business and look for places where digital can help, from conducting primary research from your

marketplace to talking to your customers about their needs and wants. We marry this qualitative research to our quantitative research methodologies, using analytics to provide that numerical element that helps us prioritize digital experience objectives. With that, we embark on an expert review. Our industry practice lead evaluates the current state of the experience, conducts a competitive review, highlights directions and trends and brings all of that to bear in an overarching digital strategy. The final strategic deliverable is a roadmap to the near future of digital. It will feature new innovations and emerging trends in digital, such as digital disruptor, addressing how these threaten the status quo—while at the same time, uncovering opportunities where digital can deliver large-gains to the business.

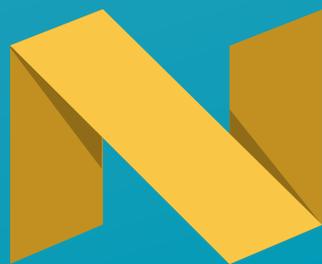
USER EXPERIENCE

The User is central to every digital experience we deliver at Extractable. The very structure of our agency is built with UX and strategy at our core. In order to deliver measurable results, we need to understand what motivates our clients' users to act or interact with their brand—and we design, optimize, and measure from there. We start with embarking on primary research to deliver the best-informed true user recommendations and actionable personas, a better mapping of customer journeys for our clients, and a faster speed to market through prototyping.

We believe in uniforms. Not a black mock turtleneck, but the same principle—focusing on the work and what is important, rather than losing time on non-essential decisions.

We have standardized all of our UX and visual design and development tools. It's a "behind the curtain" process question clients and agencies alike rarely think to ask aloud. However, it can have a major impact on efficiency.

By standardizing our design tools, all of our team members hand off project elements quickly, back and forth, without a lot of translation or time wasted hunting around for elements. This has an enormous impact on our agility, timelines, functionality and ultimately our creativity. It allows us to instead focus on what we do best—delivering the best designed digital products and experiences to you.



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