

# INDUSTRY - INSTITUTE - INTERACTION

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## ABSTRACT

*There is a gap between the manpower required by industry and one which is produced by our educational system. System of Education and Training in our Institutions should respond to the fast changing technology and management process in industry. However, the Institutions have remained much behind in keeping pace with the Development in Industry. There are many persons in industry who can help in solving the above problems. In fact, solutions of these problems lie in developing and strengthening Industry-Institute-Interaction. The approach and areas of interaction are highlighted in the paper.*

## INDUSTRY - INSTITUTE - INTERACTION

There has been a remarkable growth of Indian Industry after independence. This has tremendously increased the demand of qualified Technical and Managerial Manpower in the country. Management and Technical Education in the country has expanded over these years to meet the growing demand of the manpower. Large number of Institutions have come up under University System as autonomous institutions and under State Department of Education. However, still we find a gap between the manpower required by industry and that which is produced by our Education System. The large number of graduates coming out of the system are not suitable for the type of jobs in industry and remain unemployed. This is because of lack of proper planning of number and type of programmes, reviews and monitoring of the same.

System of education and training in our institutions should respond to the fast changing technology and management

processes in industry. Today, there is explosion of knowledge in many application areas. Our Education System has not been taking any serious steps to cope-up with the situation. We are continuing with many conventional and irrelevant components in our programmes.

Industry in our country is now mature and has developed strength. It is making headways in various areas. The experts and intellectuals working in industry are contributing significantly in Research and Development, Technology Transfers, Modernisation and Management of Resources. The Institutions have remained much behind in keeping pace with the development in Industry.

We find that there are very limited efforts to review, update and upgrade the courses of Education & Training conducted by Institutions. The resource constraint is one of the reasons put forth by the authorities. But we know that if there is a will, there is a way. Unfortunately, many places, we find the lack of will to solve

problems. Why can't we think of tapping industry resources for solving our problems.

There are many persons in Industry who are enlightened and realise that it is in their interest to help Educational Institutions. Administrators and Academicians can spread and popularise this orientation of thinking. If we adopt proper approach to interact and involve industry person in the system, I am sure the response will be positive.

It is high time that we realise the disadvantages and dangers of working in isolation and prepare ourselves for the much needed interaction and close collaboration with industry. The system has already suffered due to lack of it and we cannot further wait for explosive situation to develop. The solution of many of our problems lie in developing and strengthening Industry-Institute-Interaction.

Apart from getting industry support for various activities, the interaction with industry brings further benefit to the system. The Industry Culture of working with responsibility and accountability, fixing targets and working for the same will get developed in our system which will help us in improving the efficiency.

To develop understanding for interaction, the Institutions can start dialogues for Memorandum of Understanding with Industry Associations such as, Confederation of Engineering Industry (CEI), All India Manufacture Organisation (AIMO), Chambers of Commerce and Industries (CCIS), Indian Chemical Manufacturers' Association (ICMA), etc.

Memorandum of Understanding is only an initiating step towards Industry-Institution-Interaction.

Implementation of Memorandum requires systematic efforts. The identification of Individual Industry Organisations with areas for Interaction and concerned people is one of important tasks to be carried out. Data-base of information on Industry Organisation is required for this purpose.

The plans of actions should be decided and operational procedures should be worked out for the following :

- (1) To involve experts from industry in framing policies and making contributions in the Planning/Reviewing of Courses of Studies and other Management Processes.
- (2) To involve experts from industries as Visiting Professor in Technical and management Institutions with the due recognition of their work.
- (3) To form joint teams to plan relevant Research & Development activities to be carried out at the University/Institution and in Industry.
- (4) To carry out sponsored projects, supported by Industry.
- (5) To organise training of students in Industry with joint supervision and evaluation by University teachers and Industry experts.
- (6) To develop case studies of Industrial activities with the cooperation and support from industries and make available for studies.
- (7) To develop interaction at all levels possible i.e., from the top management level for policy and direction to operational level for implementation purpose.

- (8) To have faculty exchange programmes through which teachers from University/Institute can work in industry for 6 months to 2 year period and experts from Industry can be invited to work in University/Institute.
- (9) To organise Seminars, Workshops and other programmes jointly to create awareness, share experiences, improve perceptions and making recommendations to planners etc.
- (10) To identify areas of Continuing Education Programmes for persons working in Industry and organise such need based courses in Industry/Institutions.
- (11) To develop learning resource centres with Books, periodicals, Audio Video Cassetts, Computer Aided Instructions etc., at University/Institutions with the contributions by Industry for use by staff students and industry personnels.

The dialogue with concerned people in industry, finalisation of action plans, proper monitoring of the progress and review of interaction through joint committees are necessary steps for successful interaction. The results and achievements of interaction should be documented and published. The faculty and administration should be geared up to handle this task - the responsibility and accountability for the activities should be component of the management of most

of the academic processes. Persons in the Institution contributing towards Industry-Institute-Interaction should be encouraged by appreciation and recognition of their efforts.

There are several experiments of Industry-Institute-Interaction which are successful e.g., I.I.Ts, several University Departments and Colleges, individual Institutions, such as, V.J.T.I., BITS Pillani, S.B.M. Polytechnic, Bombay, and several others have developed good interaction with Industry. The success stories of such institutions should be studied by the authorities and attempt should be made to adopt similar interaction.

One of the success factors have been the care taken by the Institutions in dealing with persons from Industry. It is extremely important to have proper Liaison, Reception, Response, follow-up, appreciation and recognition of work in dealing with Industry persons. This calls for training our administrative and academic staff in the Institutions.

Another important aspect in the success of interaction is supply of information to industry when asked for, e.g., Data on faculty experts available in Institution, students passing from each programme, facilities available, details of proposals for future activities, etc., Universities are required to strengthen their data base for this purpose.

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