INDUSTRY - INSTITUTE PARTNERSHIP - A MODEL

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ABSTRACT

The need of industry and institute interaction is advocated at all levels. An attempt has been made in this paper to present a model for meaningful interaction. To cope with changing environment, industry need to emphasise on manpower development through interaction with institutions.

1.0 INTRODUCTION

Engineering and Technical Institutions play a vital role in developing manpower for industries with required knowledge, skill and attitude. The lack of required skill and knowledge to directly fit institute's product on the job has led to think of more mutually beneficial partnership. To be competitive in changing scenario and in achieving "Quality, Cost Delivery & Services" motto, industry need to be dynamic and growth oriented. To cope up with this changing environment, industry needs to emphasise on manpower development through mutual interaction.

2.0 INDUSTRY - INSTITUTE INTERACTION - NEED

The need for industry - institution interaction is being advocated at all levels in industries and institutes, still the results are not encouraging. Institutes are no doubt interacting with industries but limited to IITs or Regional Engineering Colleges. As most of the technical institutions are under private management, partnership need to be extended even to all these institutions. Even if interaction is observed it is limited to project works of final year students or training. Industry is of the opinion that output from institutes are provided with only theoretical knowledge unrelated to industrial practice. But it is difficult to prepare students as per the industries requirements. A compromise model of curriculum can be made only when industry and institutes together prepare graduates as per the requirements in the

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changing environment.

3.0 PRESENT SCENARIO

As "customer's satisfaction" being the motto of today industries, the input in the form of men, plays an important role. Industries are undergoing a thorough change in attitude and approach towards business. Human resources development assists individuals and organisations in becoming more effective, encouraging every one to grow to their fullest potentials and strengthening the corporate constitution and to maintain market leadership. Industry expects the institution's product to directly fit in the business environment. Thus, the role of industry in developing curriculum is vital. To get best input, industry - involvement in curriculum development is essential. On the otherhand institutions should adopt pragmatic approach by consulting industries.

4.0 INDUSTRY-INSTITUTION - - INTERACTION --- A MODEL

To have a meaningful & mutually beneficial interaction both partners need to identify the areas of interaction.

Phase I : Formation of IIP Cell at institute level consisting of senior and interested faculty.

Among the colleges of University area, one institute to be named as LEAD IIP CELL.

Phase II : Data Collection

a. About experts, facilities, infrastructure, training needs, strengths etc. of industries within the area of the institute

b. Experts resumes including area of interest, educational qualification, experience, field of specialization, nature of work willing to take up, etc.

c. Data bank of experts and facilities on different areas from both industry and institutes to be made available to all industries and institutes by lead IIP Cell.

Phase III : Selection of industrial problems. Formation of committee of experts (Industry / Institute) for specified area of work to find the solution and implementation.

Phase IV : Control, feedback and monitoring by Lead IIP Cell.

4.1 Areas of Interaction and Methodology :

(I) In plant Training/Industrial Visits :

IIP Cells are to collect the data of industries willing to impart training to students in different areas. Students willing to take training in the area specified by industry only to be sent to such industries.

For industrial visits, the industry should specify their timings once or twice in a week with experts to explain students.

(II) Final Year Projects :

IIP Cell to visit industries in the beginning of the academic year to find out the problems of industries which can be undertaken by students as project works.

(III) Faculty Exchange :

Experts from industries in different areas are important input of field knowledge for students. Lectures and seminars to be arranged for students atleast

once in a week.

(IV) Curriculum Development :

Data bank of experts is an important source for nominating experts for university curriculum development. This helps in updating curriculum as per requirement of changing scenario.

(V) Facility Exchange :

R & D centres at institute in collaboration with industries to be setup. Institutes can take up assignments for medium and small scale industries which lack in such facilities ensuring reduction in production cost and enhancing product quality.

5. 0 MONITORING

IIP Lead Cell responsibility lies basically in co-ordinating the experts and formation of committees for different areas. Lead Cell should monitor the progress of work undertaken constantly for results. Another important function of Lead Cell is to update the data bank with more information.

5.1 Problem Areas :

i) As most of the institutions are privately managed, to start the activities financial requirement and support.

ii) Faculty of institutes get lost in the jungle of their accademic chores with regular teaching and evaluation.

iii) Industry which always concerns about completing production schedules, rarely spare time for discussion of problems.

6.0 SOME RECOMMENDATIONS

i) Managements of private institutes should make provision for funds to IIP Cells to take up activities.

ii) Faculty of institutes and experts to be made free for frequent visit and discussions of problems by the respective organisations.

iii) A MoU to be signed by partners to work for a meaningful and mutually beneficial partnership.

7.0 CONCLUSION

With interaction, both partners are benefited. Industries get better input of manpower which reduces investment on training and development and institutions get challenging jobs for the faculty with exposure to advanced technology. Interaction will also lead to curriculum development to satisfy the needs of industry. Institutes can provide their students with live industrial problems by which students get exposure to industrial environment.

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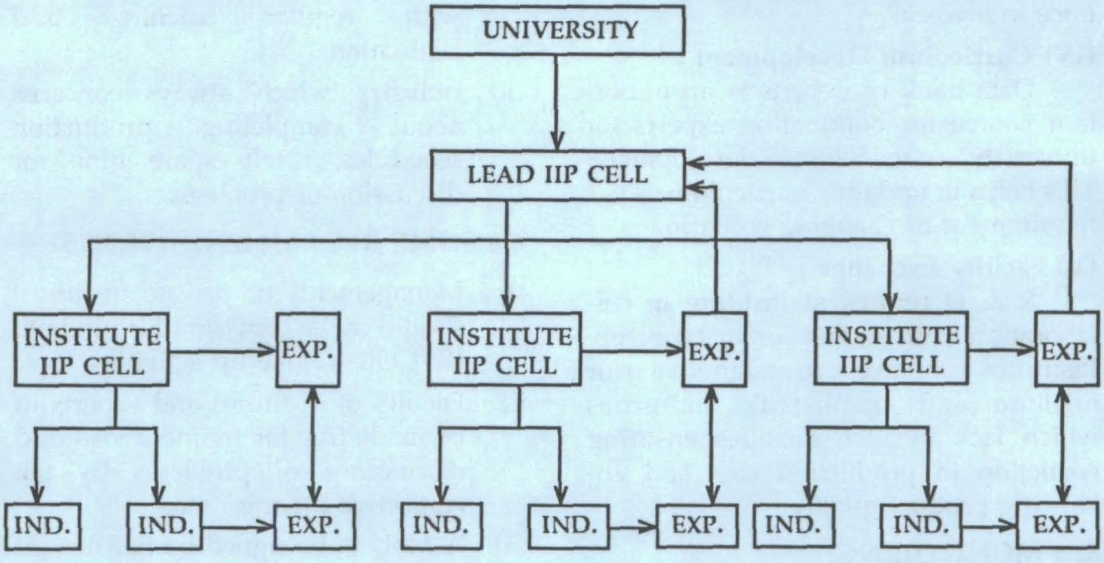
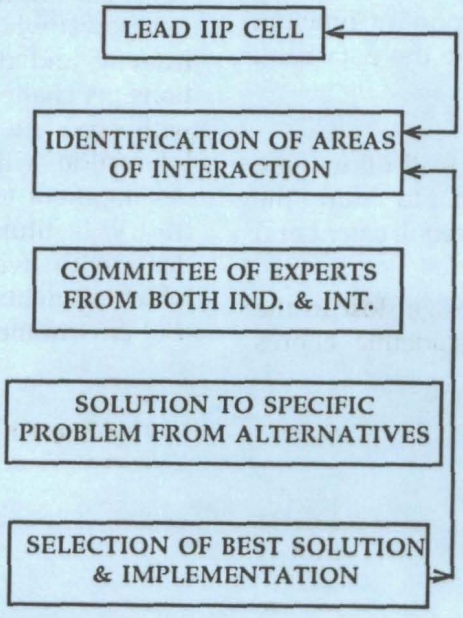
(See Chart on Next Page)



- EXP. - EXPERTS
- IND. - INDUSTRY

ORGANISATIONAL STRUCTURE AT UNIVERSITY LEVEL



FUNCTIONING OF LEAD IIP CELL