

Managing Industry Institute Interaction in Professional Institutes: A Conceptual Study

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Abstract— The institutes imparting professional education face new challenges in the demanding environment. There is a demand for people with updated knowledge and skills in the industry. This paper provides an insight into various advantages and opportunities which are possible through a system of Industry Institute Interaction. The paper also highlights the key areas which need to be monitored by the professional institutes, to build a strong base for good placements.

Key words: Industry Institute Interaction, Professional Institutes, Placements, Skill Development

I. INTRODUCTION

Every professional institution aims at building skilled and competent professionals by imparting quality education and shaping them for their career. Industries hire these professionals and enhance its production capabilities. To provide quality output and prepare the students for the industry, it is necessary to know the requirements of the industries through industry-institute interaction. Hence, a good and vibrant industry institute is the key requirement of any institute. Institutes should have a proper understanding with the industries to build good rapport between the industry and the institute. This interaction should be based on the present and future requirement of the companies.

On the other hand the industry requires students with good communication skills and proper subject knowledge. The Industry-institute interaction is used for mutual benefit and growth of industries as well as institutions. It also helps improve the placement process of the institute.

II. REVIEW OF LITERATURE

A study by Wani, V.P., Garg, T.K. and Sharma, S.K. (2004) concluded that the development of entrepreneurship amongst engineers will be an effective mechanism of luminous renaissance in technology innovations, helpful in the removal of regional imbalance and sustainable growth of SMEs. An engineer, can bring about a technical revolution that can meet the challenges of the emerging scenarios of globalisation and liberalisation, with a key element of competition rather than protection. The authors also discussed the strategies for developing entrepreneurial vision amongst engineers, the necessity of the engineer as entrepreneur, the significance of industry/institute interaction, the role of engineering education and the impact of engineering education in the growth of small and medium enterprises.

Rahman, Syed Ziaur; Bani-Younis, Jehad Mahmood Mohamad; Al Riyami, Ahmed Juma; Watson, Naveen Kumar (January 2015) studied that the impact of technological evolution has changed the view of every higher educational institution in the world to consider a change right from having problem solving interactions with industry to setting up incubation centers. The journey of cooperation between

industry and institute has taken different forms in different times at different geographies. The authors also found that it started with simple interaction and gradually evolved to very close partnership overtime. There has been a wide variety of interactions practiced among industries and institutes which includes problem solving, curriculum development, study visits, scholarships, and apprenticeship training and incubation center.

R. Natarajan (1998) observed that the most important functions of a modern research university is interaction with industry in order to establish a close link between education, research, and professional practice. The study examines relevant issues with special reference to the Indian context: Indian industry's perceptions of the curricula offered by the universities; the prerequisites for an institution if it is to develop successful cooperation with industry; the interaction between scientific and industrial research organizations and industry; and basic differences and contentious issues that arise between the higher education and industrial sectors in terms of roles, goals and perceptions. An analysis has also been presented of some barriers or inhibitors to cooperation, and strategies to overcome them are suggested.

III. HOW DOES INDUSTRY-INSTITUTE-INTERACTION WORK?

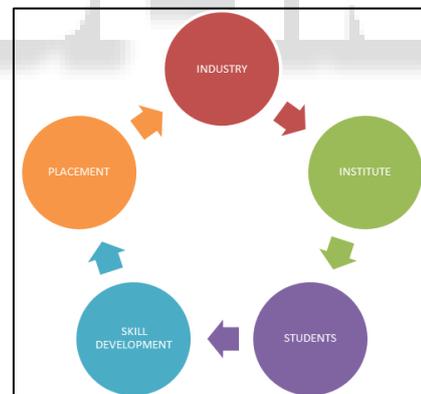


Fig. 1: Working of Industry Institute Interaction

A. Industry

When a company is in the requirement of suitable people for jobs they prefer institutes which have been in education for more than seven years. The reason is that they feel the institute has put all the expertise of their think tank to upgrade the skills of students. The companies make an agreement with the educational institutes (MOUs) so that a selected number of students can make a visit to the company's office/manufacturing unit. It helps in following areas:

- Summer training projects
- On the job training
- Company visits
- Group assignments
- Assignments on live projects

B. Institute

The process of teaching-learning can be improvised if the institutes use professional advice and training from the company executives. The MOUs provide a better coordination between the company and the institute. When an institute gets a name of the industry backing its curriculum the overall rating of the institute rises. The institute can be benefitted in the following manner:

- Value added courses
- Skill development programmes
- Guest lecturers from experts
- Corporate member on institutes board
- Improvised ranking amongst other institutes
- Specialization wise lectures
- Professional guidance and counseling

C. Students

The students and teachers form the base of any institute. The students are desirous of a good placement opportunity from the institution. When an institute delivers knowledge to the students these industry institute programs help to provide additional skills. Apart from the regular course curriculum, a specially framed program from the industry institute tie ups helps the students to groom themselves. Following are the advantages to the students:

- Enhancing practical knowledge
- Practical assignments
- Additional certificates of co-curricular activities
- Proper summer projects
- Guidance in planning a career

D. Skill Development

A skilled person is an asset for the organization. Regular university courses do not have upgradation of the syllabus on timely basis. Also the curriculum is usually theory based. The industry-institute interaction helps in educating the students and training them with proper skills required by the companies. The skill development can be done in various ways:

- Using certificate programs
- Value added courses
- Specialization wise courses
- Teaching by industry experts
- Consultancy projects
- Certified programs

E. Placement

The placements are the major concern for the institute and students. Even though the institutes have a proper training and placement cells it is the need of every institute to give maximum possible placement opportunity. In top colleges the placement opportunities are more. This is because such institutes provide skilled and well-groomed students to the companies.

IV. ADVANTAGES OF INDUSTRY-INSTITUTE-INTERFACE

The industry can be treated as the end point of education process. The above diagram (Fig 2) shows the industry at the core of various process. Following are the benefits of Industry-Institute-Interface:

- Regular updating of industry related events

- Good placement opportunities
- Improvised course delivery
- Consultancy projects
- Revenue generation through consultancy projects
- Corporate involvement in institution
- Global exposure for students
- Market knowledge
- Career planning
- Strong network
- Long term alumni benefits
- Reorientation of curriculum
- Exchange of Experts between the Institute and Industry
- Participation of Teaching Staff in Industry
- Building Confidence of Industry
- R&D
- Scholarships/fellowships given by companies for students.

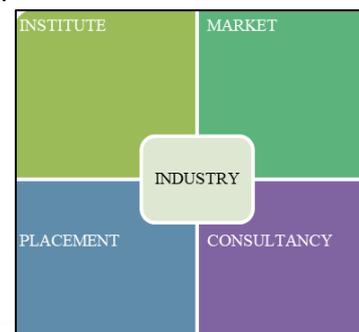


Fig. 2: Industry at the core

V. CONCLUSION

The ministry of HRD, Govt of India also helps in establishing the industry institute interactive cell which helps the institutes for this mutual benefit programs. The institutes must use a professional approach in managing and should go for such MOUs. The changing market scenario demands new upgraded methods in engineering and other discipline which can only be applied if there is a regular input from the industry.

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