



St. MARTIN'S ENGINEERING COLLEGE

Dhulapally, Secunderabad – 500100

INSTITUTE – INDUSTRY INTERACTION COMMITTEE

Institute – Industry Interaction Policy

Academic Year: 2020-21

1. Creation of Cell

The Institute - Industry Interaction Cell is established at SMEC under the Institute - Industry Interaction (III) scheme of the college with an anticipation of considerable progress year-by-year and the academic departments are dedicated to carry out various activities envisaged under the III independently and with support from the Training and Placement Cell, as deemed necessary.

2. The Objectives of Institute - Industry Interaction Cell

The III Cell is established with the following major objectives:

- ☐ To evolve educational programmes that are consistent with the broad requirements of the industry and also that can give rise to engineering personnel capable of coping-up with the accelerating pace of the technological development
- ☐ To create adequate facilities of updating knowledge of professional engineers and technologists to meet growth and developmental needs of the industry
- ☐ To coordinate the research and developmental activities of the two systems

3. Infrastructure

The III Cell is located in the Administrative Block of Training & Placement Department. The total floor space available is about 100 sq. m. which include a meeting room with seating capacity of about 50 persons. Facilities such as photocopier and LCD projector are available with the Cell.

4. Strategy Adopted for Institute - Industry Interaction

4.1 The Concept

In light of the liberal economic and industrial policy recently adopted by the Govt. of India, the industrial scenario is fast changing. Industries are compelled to export a part of their production and compete with multinationals for the internal market. The emphasis has shifted to quality products and well trained manpower to produce such products. There has been a greater need for industries to depend on technical institutions for R&D and for supply of highly qualified and skilled manpower. Retraining of the work force has become major activity for all industries. There is, thus a good opportunity for institute to interact with industries for mutual benefits.

The Institute - Industry Interaction would accrue mutual benefits when a symbiotic relationship is developed between the two systems. The ultimate aim of this relationship will be the creation of confidence in industry by the Institute which would result industries involving voluntarily the Institute at various stages of its development. The development of such symbiotic relationship requires, firstly, careful understanding of the industry needs such as relevant R&D, cost effectiveness, time bound programmes, technology upgradation etc by the Institute and, in turn, understanding the capabilities and limitations of the Institute by the Industry.

Recognizing the above, following thrust areas have been identified which require immediate attention:

- ☐ Reorientation of Curriculum
- ☐ Exchange of Experts between the Institute and Industry
- ☐ Institute to gain Confidence of Industry
- ☐ Industry as a Consultant in R&D
- ☐ Continuing Education Programme

4.2 Roadmap

In keeping with the above thrust areas, following action plan has been prepared by the Institute to fulfil the aims of Institute - Industry Interaction into achievements:

- i. Preparing / updating of an information brochure giving salient features of the Institute including various programmes, R&D activities (completed / ongoing), expertise available.

ii. Identifying and preparing / updating a list of top executives and technologists from various industries / establishments in the region and working out a system of inviting them to address the faculty and students

iii. Preparing / updating a comprehensive directory of technology experts in different fields of expertise and know-how and forging continuing links with them through various means of involvement like talks, guest lectures, research collaboration, students project guidance, training, seminars etc.

iv. Reviewing post graduate and graduate curricula and reorient these to meet the needs of the industry by involving experts from industry in framing syllabi

v. Organising refresher courses / training programmes for students

vi. Instituting "Annual Student Project Award"

vii. Organizing Entrepreneurship Awareness Camp (EAC) for senior students

5. Industrial Association Scheme (IAS) by SMEC

Recognizing the importance of Institute - Industry interaction, SMEC has designed a Scheme viz. Industrial Association Scheme as one of the activities aimed at promotion of III. The scheme envisages an industry/organization to join the Institute as an Associate Member.



Mr. Kiran Kuncham

(Convener)

Director – Training & Placements



Dr. P. Santosh Kumar Patra

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