



# KALLAM HARANADHAREDDY INSTITUTE OF TECHNOLOGY

Affiliated to JNTUK Kakinada; Approved by AICTE, New Delhi

Chowdavaram, Guntur-522019

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KHIT/ADM/124/IIIC

Date: 08-11-2010

## Industry Institute Interaction Policy

Industry Institute Interaction Cell (IIIC) has been functioning in the College from the year 2010. The function of the Cell is to promote closer interaction between the academic and Industrial fields. Industry Institute Interaction Cell is established to provide closer links with industries. The purpose of the cell is to find out the gap between need of the industry and end product of the institute. The cell is the bridge between the industry, the real world and the institute. Industrial exposure of Faculty is very much helpful to guide students about latest industrial practices. Industries are able to know recent developments and inventions in their fields and implement projects for technologically driven economy.

### 1. Objectives

- To give industrial exposure to Faculty members and students, thus enabling them to tune their knowledge to cope with the industrial culture
- To assist the Departments in organizing workshops, conferences and symposia with joint participation of the industries
- Encouraging Engineers from industries to visit the institution to deliver lectures
- Participation of experts from industries, in curriculum development
- To organize industrial visits for Faculty members and students
- To encourage Faculty members to use their expertise in solving the problems faced by the industries, thus creating opportunity for consultancy
- Industrial testing by the Faculty and technicians at site, or in the laboratory
- To organize in-plant training for students
- To identify the areas for executive development programmes in the areas of recent technological advances
- To assist the Departments in establishing rapport with industries for taking up mini projects and projects
- To coordinate/ identify industrial partners for proposing 'Centre for Excellence'



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- To strengthen Alumni relations
- To assist the Training and Placement Division
- Visit of industry executives and practising engineers to the institute for seeing research work and laboratories
- Memorandum of Understanding between the institute and industries to bring the two sides emotionally and strategically closer
- Visiting faculty from industries
- R&D Laboratories sponsored by industries at the institute

## **2. Scope**

- All the institutions covered under the Project will form Industry-Institution-Interaction Cell (IIC) to establish purposeful interaction between industry and institution.

## **3. Strategy Adopted For Industry Institute Interaction**

### **3.1 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 Industry-Institute 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 the industry by the Institute which would result in industries involving voluntarily in the Institute at various stages of its development.



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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 the Industry
- Involvement of Teaching Staff in Industry
- Institute to gain the Confidence of Industry
- Institute as a Consultant in R&D
- Technological Database
- Continuing Education Programme
- Establishment of Linkages
- Institute's Self-Reliance in Finances

## 3.2 Road Map

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

- i. Preparing / updating of an information brochure / audio-visual giving salient features of the Institute, including various programmes, R&D activities (completed / ongoing), and expertise available along with equipment and testing facilities.
- ii. Establishing / continuing liaison between faculty in the Institute, representatives from the Industries and representatives from organizations involved in the promotion of industrial development in the region by organizing regular group meetings for mutual benefits to both the systems, i.e. industry and institute



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- iii. 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
- iv. 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, seminars, etc.
- v. Reviewing post graduate and graduate curricula and reorient these to meet the needs of the industry by involving experts from industry in framing syllabi
- vi. Providing the faculty training in industry
- vii. Organizing refresher courses / training programmes for working professionals

## **4. Functions of Industry Institution Interaction Cell**

### **4.1 Industrial Research & Consultancy**

- Industrial testing (Proofing & Calibration)
- Sponsored industrial research
- Use of industrial labs by the University
- Use of specialized database / lab equipment of the University
- Research guidance from industry
- Creation of collaborative labs / testing centre at the University
- Joint research publication
- Solutions for field problems
- Analysis & Design problems
- Research fellowship support
- Joint patents
- Creation of industrial chair to support research



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## **4.2 Continuing Education for Industry**

- Short-Term Training Programmes
- Onsite Educational Programmes
- Part time Educational Programmes
- Collaborative Educational Programmes

## **4.3 Industry-Institute Exchange**

- Visiting faculty from industry
- Training programmes / Short term assignments to the faculty members in industries
- Joint industrial projects for faculty
- Participation of industrial experts in curriculum design

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