

**UNIVERSITY-INDUSTRY PARTNERSHIP PROJECT IN ASSAM
UNIVERSITY (UIPP- AU)**

- AN UPDATE

- The **UNIVERSITY-INDUSTRY PARTNERSHIP PROJECT** (UIPP-AU) took off in Assam University in April, 2014. The project seeks to create a platform where University Departments and the major industries in this region can engage themselves in meaningful dialogue on a continuing basis for (i) creating synergy, (ii) bridging gaps and (iii) setting for themselves new benchmarks of innovation and productivity.
- The twelve University Departments which voluntarily enlisted themselves in the first phase as **CONSTITUENTS OF UIPP-AU** are: (1) Business Administration, (2) Commerce, (3) Mass Communication, (4) Social Work, (5) Ecology and Environment Science, (6) Information Technology, (7) Computer Science, (8) Micro-biology, (9) Agricultural Engineering, (10) Bio-technology, (11) Life Science and Bio-informatics, & (12) Economics. The **INDUSTRY-PARTNERS** include, among others: (i) Hindustan Paper Corporation (HPC), (ii) Oil & Natural Gas Commission (iii) Oil India Ltd (iv) State Bank of India (v) Goodriche (vi) IDBI Bank (vii) NEDFI (viii) Vodafone (ix) ICICI Bank (x) Rosekandi Tea (xi) Jayshree Tea (of Birla Group) (xii) Star Cements (xiii) Bharti Airtel (xiv) Kay Dee Cold Storage Pvt Ltd (xv) MSME, Silchar.
- The **CORE TEAM OF UIPP-AU** includes, among others: Professor Somnath Dasgupta, (VC, Assam University) -Chairperson, (ii) Mr. Mohan Jha (North-East Head of Hindustan paper Corporation) – Vice Chairman (iii) Mr. I.B. Ubhadia (Chairman, All India Management Association, South Assam Chapter) –Vice Chairman (iv) Professor A. Mazumdar (Dean, School of Mgt. Studies, Assam University): Coordinator. The Project HQs is located in -

UIPP Wing, Sir Jamshetji Tata Block.

School of Management Studies

Assam University, Silchar-788 011

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- **COLLOQUIUM IN APRIL, 2014 FOR DRAWING THE UIPP ROAD-MAP:** Under the aegis of UIPP-AU, a Colloquium was organized on 6th April, 2014 in the Department of Business Administration, Assam University, Silchar under the title “NER-South; Drawing the Road Map for a vibrant University-Industry Partnership”. The Colloquium saw vibrant brain-storming sessions involving all UIPP-AU constituents and industry-partners which eventually culminated in the successful drawing of a road-map for UIPP-AU for the 5-year period, i.e. 2014-19. In the Colloquium, the constituents of UIPP-AU and the industry-partners resolved to actualize the

project-objectives by undertaking and implementing mutually beneficial programmes spread over the following four dimensions:

- Dimension-I: would cover - Management Development Programmes (MDPs), On-job training, and Short term Orientation Courses for industry-professionals and serving managers.
 - Dimension-II would cover - extension of Consultancy Services by specialist University Faculty, joint organization of Seminars and Workshops;
 - Dimension-III would cover - sponsored researches for product/process development, sponsored surveys (including market surveys), Collaborative/Joint researches for product/process innovation; and
 - Dimension- IV: would cover - Introduction of special programmes and courses to cater to industry-needs; arranging and fostering of industry-participation in curriculum-designing, and in on-and-off campus placement programmes.
- The **CURRENT RANGE OF INITIATIVES IN UIPP-AU** covers all the four dimensions.

ACTIVITIES/PROGRESS OF UIPP AU

- A major boost to the ongoing UIPP-AU initiatives came following the decision by the **All India Management Association's South Assam Chapter** (SAMA) to open an Extension-unit of its Silchar Headquarters in Assam University. This extension-unit is located now in the UIPP wing in the School of Management Studies in Assam University.
- Proposal has come meanwhile from the **National Stock Exchange** (NSE) for launching in association with the School of Management Studies, Assam University select short term certificate courses on stock market operations and related matters. Following the expression of positive interest in this regard by the concerned University-Faculty, the proposal of late has been cleared by the University Authorities (namely, the AU Academic Council and the AU Executive Council). The programme is scheduled to commence in 2015-16.
- Proposal from the **tea industry** in the region has come *via* the Silchar Management Association (SMA) for extending tea industry's association to the **CLEAN CAMPUS CAMPAIGN** which is observed every year in Assam University by the **MANAGEMENT CLUB** (a students' body in the School of Management Studies, AU) for promoting awareness among students about the need for having a garbage-and-plastic-free cleaner environment. The campaign now has acquired added

significance in the context of the Government's launching of the *Sachh Bharat Abhiyan*. The Clean Campus Campaign (CCC-AU) 2015 will focus this year on a plastic-free **Clean Campus – Green Campus** for Assam University.

- In a **Meet of the industry and the academia held on 30-12-2014** under the aegis of UIPP-AU, decision has been taken for observing the **NATIONAL MANAGEMENT DAY** in Assam University on 21st February, 2015. On the day a Meet of the constituents of UIPP-AU and the industry-partners is also scheduled to be held. A decision was also adopted in the Meet by the constituent University Departments for **involving the industry-representatives in the next round of Syllabus revision for Post-graduate courses** and to tailor the programmes to the extent feasible to suit specific industry-needs.
- Alongside, the School of Management Studies, AU is currently implementing an ambitious plan of networking itself with prominent corporate houses and industry-associations by means of **virtual class-room and video-conferencing**. At the launching phase, the School will network itself with the Headquarters of the All India Management Association (AIMA) and then with some of the prominent Indian universities and business associations in a phased manner. The project is now at an advanced stage of implementation and scheduled to be operational within 31st March, 2015. The Department of Business Administration in this School has already set up a cell under the banner **Corporate Relations Cell** for spearheading and monitoring this project. The Cell is professionally managed by a team of the MBA-Faculty and dedicated full-time staff (Junior Consultants).
- Assam University's growing proximity to Industry has generated meanwhile **encouraging outcome in the placement front**. Placement – both on and off Campus – are on upward curve. The participating recruiters during 2014-15 include, among others: **ICICI Prudential, Srijan India, TCS, Infosys, Pradan, IBM, VKV, Zaloni Tech, Vodafone, ICICI Bank, Chembiotek, ITC, and Berger Paints**.

- **Prepared by UIPP-AU**

Dated Silchar, the 20th January, 2015