Bharath Institute of Higher Education and Research
(Deemed to be University)
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OFFICE ORDER

INDUSTRY–INSTITUTE INTERACTION CELL (IIIC)

Strategic Policy Framework (2025–2030)

1. Preamble

Sri Balaji Institute of Science & Technology (SBIST), a constituent unit of Bharath Institute of Higher Education and Research (Deemed to be University), recognizes that sustained and structured engagement with industry is fundamental to delivering globally relevant technical education.

In the contemporary era marked by rapid technological disruption, digital transformation, automation, artificial intelligence, and evolving workforce competencies, higher education institutions must transcend traditional classroom models. Academic excellence must be complemented by applied learning, industry immersion, collaborative research, innovation ecosystems, and entrepreneurial development.

To institutionalize this strategic interface, SBIST has established the **Industry–Institute Interaction Cell (IIIC)** as a formal, structured, and outcome-driven platform to foster continuous engagement between academia and industry.

The IIIC serves as the central coordinating body, aligning academic delivery, research initiatives, consultancy activities, skill development programs, and innovation ecosystems with national and global industry standards.

The Industry–Institute Interaction Cell operates in accordance with AICTE guidelines on Industry Interaction and aligns with the Institution's strategic plan for research, innovation, skill development, and employability enhancement.

2. Vision

To position SBIST as a globally connected, innovation-driven institution through strategic, sustainable, and measurable partnerships with industry, research organizations, startups, and multinational enterprises.

3. Mission

- To integrate industry expertise into curriculum design and pedagogy
- To promote experiential, project-based, and outcome-driven learning
- To facilitate collaborative research, consultancy, and technology transfer
- To enhance employability through structured industry immersion
- To foster entrepreneurship, intellectual property development, and startup ecosystems
- To build a globally competitive and industry-ready technical workforce

4. Objectives

The Industry–Institute Interaction Cell aims to:

1. Establish long-term, mutually beneficial partnerships with industry sectors.
2. Bridge the gap between theoretical learning and real-world application.
3. Provide students with exposure to contemporary industrial practices and expectations.
4. Encourage industry-sponsored research, consultancy, and innovation initiatives.
5. Facilitate internships, apprenticeships, live projects, and immersive programs.
6. Promote faculty–industry collaboration for knowledge exchange and skill enhancement.
7. Strengthen institutional visibility and global employability standards.
8. To promote industrial testing, consultancy, and revenue-generating technical services in collaboration with industry partners.
9. To support commercialization of research outcomes through patents, technology transfer, and industry-sponsored innovation initiatives.
10.

5. Governance and Organizational Structure

5.1 Advisory Board

The IIIC operates under a structured governance framework led by an Advisory Board comprising:

- Dean – Chairperson
- Senior Industry Representative (External Member)
- Head – Training & Placement
- R&D Coordinator
- Entrepreneurship / Innovation Coordinator
- Departmental IIIC Faculty Coordinators
- Alumni Industry Representative

The Advisory Board convenes at least twice per academic year to review strategic initiatives, evaluate measurable outcomes, approve industry collaborations, and monitor performance indicators.

Minutes of the Advisory Board meetings shall be recorded and Action Taken Reports (ATR) shall be maintained for institutional review and audit purposes.

5.2 Core Committee Structure

S. No	Designation of the Member	Name of the member (Dr./Mr./Ms.)	Institution / Industry	Designation	Role in IIIC
1	Dean	J.Indumathi	SBIST	Chairperson	Policy Oversight & Strategic Direction
2	Industry Expert	P.Jeyakumar	Industry	Senior Executive	External Advisory Member
3	R&D Coordinator	Gitanjali	SBIST	Faculty	Research & Consultancy Coordination
4	Placement Officer	Suganya	SBIST	Faculty	Internship & Employability Integration
5	Entrepreneurship	Lakshmi	SBIST	Faculty	Innovation &

	Coordinator	Narasimhan			Startup Integration
6	Departmental Coordinators	Jose Antony. T	SBIST	Faculty	Academic–Industry Alignment

5.3 Faculty Coordination Mechanism

Each department appoints an IIIC Faculty Coordinator responsible for:

- Identifying and initiating potential industry collaborations
- Coordinating guest lectures, internships, and live projects
- Monitoring student industry engagement
- Reporting department-level industry outcomes

6. Strategic Functional Domains

The IIIC operates across integrated, high-impact domains:

6.1 Industry Partnerships and MoUs

The Cell facilitates formal Memoranda of Understanding (MoUs) with national and international industries focusing on:

- Internships and apprenticeships
- Curriculum co-design
- Guest lectures and adjunct faculty engagement
- Sponsored laboratories
- Skill certification programs
- Research collaboration

All MoUs are outcome-driven and periodically reviewed for measurable performance indicators.

A centralized MoU repository shall be maintained, documenting objectives, duration, deliverables, and measurable outcomes of each partnership.

6.2 Industrial Research & Consultancy

The IIIC promotes advanced collaboration through:

- Sponsored industrial research projects
- Industrial testing (proofing and calibration services)
- Shared use of industrial laboratories and specialised equipment
- Industry-guided research supervision
- Creation of collaborative research laboratories and testing centres
- Joint research publications
- Solutions for field-based and design-oriented industrial problems
- Industry-supported research fellowships
- Joint patents and intellectual property commercialisation
- Establishment of Industry Chair Professorships

These initiatives promote applied research and commercialization potential.

Consultancy assignments and industrial testing services shall be executed in accordance with institutional consultancy norms, and revenue generated shall be utilized for research infrastructure development and faculty capacity building.

6.3 Industrial Testing and Technical Services

The Institution supports industry through:

- Material testing and validation
- Calibration and quality assurance services
- Prototype testing and proofing
- Technical consultancy assignments

Revenue generated contributes to strengthening research infrastructure and sustainability.

6.4 Curriculum Integration and Academic Enrichment

Industry participation is integrated into:

- Board of Studies deliberations
- Curriculum revision processes
- Industry-designed elective courses
- Co-teaching modules by industry professionals
- Case-study and problem-based learning models

This ensures alignment with Outcome-Based Education (OBE) and industry competency standards.

6.5 Internships and Experiential Learning

The IIIC implements a structured experiential framework:

- Mandatory internships for eligible students
- Industry immersion programs
- Industry-sponsored capstone projects
- Live industrial problem-solving assignments
- Virtual and international internship collaborations

Internship performance is assessed through structured rubrics aligned with program outcomes.

Internship completion certificates, evaluation reports, and industry feedback shall be documented and maintained for quality assurance and accreditation purposes.

6.6 Continuing Education for Industry

The Institution extends professional learning opportunities through:

- Short-Term Training Programmes (STTPs)
- On-site corporate training
- Part-time and collaborative educational programs
- Executive development modules
- Customized upskilling and reskilling initiatives

These initiatives strengthen institutional outreach and lifelong learning engagement.

Participation records and feedback from industry professionals shall be collected to ensure continuous improvement of training programmes.

6.7 Entrepreneurship, Innovation & Intellectual Property

In collaboration with the Innovation Cell, the IIIC promotes:

- Startup mentoring by industry experts
- Pre-incubation and incubation support
- Industry-backed product development

- Venture capital networking
- Patent filing and commercialization support
- Technology transfer initiatives

6.8 Faculty Industry Immersion

Faculty members are encouraged to:

- Undertake industry internships and sabbaticals
- Engage in consultancy projects
- Collaborate on industry research publications
- Participate in industrial exposure visits

This strengthens curriculum relevance and research applicability.

6.9 Documentation and Record Maintenance

The IIIC shall maintain comprehensive documentation including:

- MoU copies
- Internship records
- Guest lecture reports
- Industry visit reports
- Consultancy project documentation
- Patent and publication records
- Revenue statements from consultancy/testing
- Annual Performance Reports

All records shall be available for inspection by statutory and accreditation bodies.

7. Monitoring and Key Performance Indicators (KPIs)

The IIIC adopts measurable performance metrics, including:

- Number of active MoUs
- Internship completion rates
- Industry-sponsored research projects
- Patent filings and joint publications
- Consultancy revenue
- Placement statistics and salary benchmarks

- Industry participation in curriculum processes

An Annual IIIC Performance Report is submitted to IQAC for institutional review and strategic planning.

Key Performance Indicators shall be reviewed annually by the Advisory Board and reported to IQAC for institutional quality enhancement.

8. Digital Integration and Global Outreach

The Cell leverages digital platforms to:

- Maintain an industry collaboration database
- Track internship and placement analytics
- Conduct global expert webinars
- Strengthen alumni–industry networks
- Facilitate international industry collaborations

9. Compliance and Alignment

The IIIC aligns with:

- AICTE Industry–Institute Interaction Guidelines
- NEP 2020 Skill and Holistic Education Framework
- NAAC Quality Indicators (Criteria III & V)
- NBA Graduate Attributes
- NIRF Employability and Research Metrics
- Sustainable Development Goals (SDGs) related to education and innovation

The IIIC framework also supports the Institution’s commitment to Outcome-Based Education (OBE) and continuous quality improvement mechanisms.

10. Five-Year Strategic Roadmap (2025–2030)

SBIST aims to:

- Establish 30+ active strategic MoUs
- Achieve 100% structured internship coverage
- Create 3–5 industry-sponsored laboratories
- File a minimum of 5 patents annually

- Increase consultancy revenue year-on-year
- Establish at least one Industry Chair Professorship
- Expand global industry partnerships

Achieve measurable year-on-year growth in industry participation in curriculum design and Board of Studies meetings.

11. Expected Outcomes

Through structured and sustained engagement, SBIST expects:

- Globally competent, industry-ready graduates
- Increased applied research output
- Strengthened innovation and startup ecosystem
- Enhanced placement quality and employer satisfaction
- Improved institutional rankings and visibility

12. Conclusion

The Industry–Institute Interaction Cell at SBIST functions as a strategic, outcome-oriented bridge between academia and industry. By integrating governance structure, measurable performance metrics, research commercialization pathways, continuing education initiatives, and global benchmarking practices, SBIST reinforces its commitment to excellence in technical education and sustainable institutional growth.