

INSTITUTIONAL DISTINCTIVNESS

CRITERION 7, METRIC 7.3.1

DAV Institute of Engineering & Technology started with its first batch of the students in the year 2001. The institute is known for placements of the students in the leading companies of the India and abroad. The alumni of the institute are working in the top notch companies of the world such as Goggle, Microsoft, Oracle, Larsen & Toubro, Apple Inc., Amazon, Adobe Infosys, Wipro, HCL Technologies, Maruti Suzuki, Honda, Hero Moto Corp to name a few. The institute has emerged as a cynosure for recruiters. The Industry Engagement is the Pre-requisite for achieving the excellent and quality placements. The institute has got the distinctive practice of **Industry Engagement**.

According to Prof. V. Rama Rao, Director, IIT Delhi “Very often the industry does not know what we are doing and we don’t know what they want. This time we are making a proactive effort to bridge the gap”. Prof. Rama Rao has highlighted the importance of Industry Engagement. As far as strategies for Industry Engagement are concerned there are a lot of variations across colleges in the different countries of the world. For achieving the objective of developing a highly skilled workforce, the employers i.e. the industry should be at the forefront in designing and delivering the training that meets the needs of today and tomorrow. The most successful industry partnerships are those where real ‘Win-Win’ relationships can be established.

Though, there is a dedicated Department of Training and Placement to look after the training, internships, industrial visits and placements of the students. All the teaching departments of the institute have their separate **Industry Engagement Strategy-Vision and Industry Engagement Strategy- Planning Document**. In order to bridge the gap between the industry and academia there is a strong need for Industry Engagement. The institute is doing an incredible job as far as Industry Engagement is concerned.

Firstly, all departments have identified their key vision elements. On the basis of the key vision elements, the vision statements are framed. In order to achieve those vision statements, the strategic planning document is prepared. The strategic planning documents contains the details such as the allies with the institution i.e. the other departments which are to be engaged, the organizations, time required for completing the activity, the faculty members of the department who will be responsible for the various activities etc.

There are basically four ways/strands in which Industry Engagement can take place:

1. Industry working directly with the students
2. Industry working directly with the teaching staff
3. Institution providing training directly for the industry
4. Industry involved in the curriculum design and delivery

Strand 1. Industry working directly with the students: The industry recruits the students who possess the necessary technical and soft skills. This strand can take place in the following ways:

- a) **Work Placement:** Under this the students work with the industry as a part of their curriculum. This is done usually in the form of internships. Such internships can be paid or unpaid. Many students of the institute undergo paid internships with a stipend ranging from Rs.15, 000 to Rs. 50,000 per month.
- b) **Work Exposure:** Work exposure is of three types
 - **Work Shadowing/Mentoring:** Under this a student observes a member of the staff to gain an understanding of what a particular job entails.
 - **Work Based Project:** A specific piece of assessed work undertaken at industry premises.
 - **Industry Visit:** In order to gain the practical insights, the industrial visits of the students to various industries are arranged.

The industry also gets benefitted in the form of fresh ideas from the young students. Work placement as a cost effective and flexible tool for company's recruitment need.

Strand 2. Industry engaged in the design and delivery of the curriculum: In this strand, the people from industry are consulted in the design of curriculum so as to meet the expectations and requirements of the industry. The various departments of the institute conduct Industry Week every semester. During the industry week, the experts from the various industries are invited for delivering lectures to the students. In this way, students come to know about the various latest technologies being used by the industry. Not only this, workshops on emerging technologies are arranged where the students get hands on experience.

Strand 3. Industry working directly with the teaching staff: This helps in the Continuous Professional Development (CPD) of the faculty. It enhances the competencies and helps in developing new skills and knowledge of the faculty. The faculty members are sent to the industry to gain knowledge about what is being done in the industry. Sometimes work shadowing is also undertaken by the faculty member to get an insight about what skills and knowledge a job demands.

Strand 4. Institute provides training directly for the industry: This is the most important strand where the faculty of the institute trains the people from the industry. It includes both formal and informal training. The training can be three types:

- **Apprenticeships:** Under this programme the newly recruited employees of an industry are sent for formal training linked to their progression in job role.
- **Professional updating:** These are the short term training programmes aimed at developing specific skills linked to formal qualifications.

- **Bespoke training:** These kinds of programmes are conducted as per the requirements specified by the employer. Such programmes are not linked to formal qualification.

These programmes are conducted as per the request of the industry. They may be conducted either in the institute or in the premises of the industry. Programmes may be conducted full time, part time or on weekends. The contents of the programme are tailor made vary from industry to industry.

Since industry-academia collaboration is indispensable for the development of any country in particular and success of the institute in particular. Realising the importance of this, all the departments are actively involved in the Industry Engagement. Since, it is in the infancy stage, but the institute is quite sure of getting the benefits of Industry Engagement in the near future.



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