



Institution-Industry Cell

1. Description of the Committee:

The Institution Industry Cell (IIC) at Measi Institute of Management is a dedicated body aimed at fostering strong and mutually beneficial relationships between the institute and the industry. The committee comprises faculty members, industry professionals, and alumni who collaborate to bridge the gap between academic learning and industry requirements.

2. Purpose of the Committee:

The primary purpose of the Institution Industry Cell is to integrate academic learning with industry practices, enhance employability of students, and foster innovation and entrepreneurship. The committee serves as a conduit for effective interaction between the institute and the industry, promoting collaborative efforts that benefit both parties.

3. Objectives of the Committee:

1. Corporates as Resource Person:

Workshops, Conferences, Seminars, Guest Lectures:

Invite industry experts to conduct workshops, conferences, and seminars to provide students with insights into current industry trends and practices.

Jury for Events, Panel Members for Events:

Engage industry professionals as jury members and panelists for various academic and extracurricular events, ensuring relevance and practical evaluation.

2. Consultancy Project Collaboration:

Facilitate collaborative projects between faculty, students, and industry partners to solve real-world business problems, offering consultancy services that provide hands-on experience to students.

3. Industry Associations (MMA, AIMA, CII):

Establish and maintain partnerships with key industry associations like the Madras Management Association (MMA), All India Management Association (AIMA), and Confederation of Indian Industry (CII) to leverage their resources, networks, and expertise.

4. Industry Visits/Study Tours:

Organize regular industry visits and study tours for students to gain practical exposure and understand the working environment, processes, and challenges faced by different industries.



5. Selection and Involvement of Industry Professionals in Activities:

Develop a structured approach to select and involve industry professionals in various academic and extracurricular activities, ensuring their participation is aligned with the institute's objectives and student needs.

6. Executive Education:

Executive Development Programs:

Design and offer executive development programs tailored to the needs of working professionals, enhancing their skills and knowledge in specific domains.

Industry Sponsored Labs/Infrastructure:

Collaborate with industry partners, including alumni, to establish state-of-the-art labs and infrastructure that support advanced learning and research.

7. Industry Sponsored Intercollegiate Management Events and Programs:

Encourage and organize industry-sponsored management events and programs, providing a platform for students to showcase their talent and interact with industry leaders.

8. Industry Experts in Governing Council, Academic Council, IQAC, and Other Academic Committees:

Include industry experts as members of the institute's governing council, academic council, Internal Quality Assurance Cell (IQAC), and other academic committees to ensure that the curriculum and academic activities are industry-relevant and up-to-date.

4. Committee Members/ Composition:

S. No.	Name of Faculty	Designation	Committee Designation
1	Mr.K S Raghupathi	Head-CIC	In-charge/Coordinator
2	Mr. S Siranjeevi	Assistant Professor	Member
3	Dr.Kalaivani Balaji	Assistant Professor	Member

5. Roles and Responsibilities of Members:

Chairperson



- Oversee the overall functioning of the IIC.
- Ensure alignment of the committee's activities with institutional goals.
- Liaise with industry partners and associations.
- Approve and support initiatives proposed by the committee.

InCharge/Coordinator

- Plan and coordinate various activities and programs in consultation with the chairperson.
- Maintain communication with industry professionals and alumni.
- Organize meetings and prepare agendas.
- Monitor and report the progress of ongoing projects and collaborations.

Members

- Identify and invite industry experts for workshops, seminars, and guest lectures.
- Coordinate industry visits and study tours.
- Facilitate consultancy projects with industry partners.
- Mentor students on industry-relevant projects and research.

Student Representatives

- Assist in organizing events and coordinating with participants.
- Promote student involvement in industry visits, projects, and executive programs.
- Provide feedback on industry-related activities and suggest improvements.

6. Frequency of Meetings:

2 meetings per semester and as and when required.

7. Procedure:

(Sequential steps for each of the activity carried out by the committee/cell and Flow Chart)

1. Corporates as Resource Persons

Activities: Workshops, Conferences, Seminars, Guest Lectures, Jury for Events, Panel Members for Events

Procedure:

1. Identify relevant topics and potential corporate speakers.
2. Reach out to identified corporate professionals with an invitation.
3. Confirm participation and schedule dates.
4. Prepare event logistics (venue, materials, promotions).
5. Conduct the event.
6. Collect feedback from participants.
7. Document the event for future reference.

Flow Chart:

Identify Topics → Invite Corporate Professionals → Confirm Participation
→ Prepare Logistics → Conduct Event → Collect Feedback → Document Event

2. Consultancy Project Collaboration

Procedure:



1. Identify potential industry partners.
2. Discuss project scope and objectives.
3. Draft and sign a Memorandum of Understanding (MoU).
4. Form a project team with students and faculty.
5. Execute the project with regular industry partner reviews.
6. Present findings and deliverables.
7. Collect feedback and document the project.

Flow Chart:

Identify Partners → Discuss Scope → Sign MoU → Form Project Team
→ Execute Project → Present Findings → Collect Feedback & Document

3. Industry Associations (MMA, AIMA, CII)

Procedure:

1. Establish connections with relevant associations.
2. Participate in association meetings and events.
3. Leverage network for collaborative events.
4. Stay updated on industry trends.
5. Plan and organize joint events or programs.
6. Evaluate the success of collaborations.

Flow Chart:

Establish Connections → Participate in Meetings → Leverage Network → Stay Updated → Organize Events → Evaluate Collaborations

4. Industry Visits/Study Tours

Procedure:

1. Identify potential industry sites for visits.
2. Coordinate with industry partners for permission.
3. Schedule the visit and arrange logistics.
4. Brief students on objectives and expectations.
5. Conduct the visit.
6. Facilitate debriefing sessions post-visit.
7. Collect feedback and document the visit.

Flow Chart:

Identify Sites → Coordinate with Partners → Schedule Visit → Brief Students
→ Conduct Visit → Debrief Session → Collect Feedback & Document

5. Selection and Involvement of Industry Professionals

Procedure:



1. Identify industry professionals with relevant expertise.
2. Invite professionals for specific roles (e.g., curriculum development, mentorship).
3. Confirm their participation.
4. Integrate professionals into activities.
5. Monitor and evaluate their involvement.
6. Collect feedback from students and professionals.
7. Document their contributions.

Flow Chart:

Identify Professionals → Invite for Roles → *Confirm Participation → Integrate into Activities → Monitor Involvement → Collect Feedback → Document Contributions

6. Executive Education

Activities: Executive Development Programs, Industry Sponsored Labs/Infrastructure

Procedure:

1. Identify industry needs and potential partners.
2. Design tailored programs in collaboration with industry.
3. Develop infrastructure/labs with industry sponsorship.
4. Promote programs to target audience.
5. Conduct the programs.
6. Evaluate program outcomes.
7. Document the programs for continuous improvement.

Flow Chart:

Identify Needs & Partners → Design Programs → Develop Infrastructure → Promote Programs → Conduct Programs → Evaluate Outcomes → Document Programs

7. Industry Sponsored Intercollegiate Management Events and Programs

Procedure:

1. Identify industry sponsors.
2. Plan event/program details in collaboration with sponsors.
3. Promote the event/program to target participants.
4. Organize logistics and resources.
5. Conduct the event/program.
6. Collect feedback from participants and sponsors.
7. Document the event/program.

Flow Chart:

Identify Sponsors → Plan Details → Promote Event → Organize Logistics → Conduct Event → Collect Feedback → Document Event



8. Industry Experts in Governance and Academic Committees

Procedure:

1. Identify industry experts with relevant expertise.
2. Invite experts to join governance/academic committees.
3. Confirm their participation.
4. Integrate experts into committee activities.
5. Conduct regular meetings and consultations.
6. Implement recommendations from experts.
7. Evaluate and document their impact.

Flow Chart:

Identify Experts → Invite to Committees → Confirm Participation → Integrate into Activities → Conduct Meetings → Implement Recommendations → Evaluate & Document