

Training Placement Activities in Context with Industry – Institute Interaction

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Abstract:

The world is changing today at a furious pace. The extent of changes witnessed by the last century are more than the total changes in the history of mankind. The credit for these changes mainly goes to technology and technocrats. Technocrats have changed the face of the world and have deeply influenced lifestyle. The transfer of skills from one generation to another is an age-old practice in India. In fact the caste system in India is based on the profession and skills the people have in different areas. With the degradation of this system and with the freedom of developing one's own skill through basic education and practical experience, a large amount of responsibility lies with education to develop necessary skills to perform particular tasks. With the development of technology, technical skills gained a lot of importance to become successful in technical fields. Unfortunately there is a tremendous gap between educational and practical fields which, instead of being reduced, is increasing day by day. Providing education alone does not really craft a student's career. The earnest endeavor of any good institution is to guide the students in the path of a 'right placement' and 'bright future'. In fact, it is the objective of every institute, aspiration of every student and the ultimate dream of every parent. Training & Placement Cell of an Institute has a pivotal role in the industry – institute interaction. Its acts as a link between the industries and the institute and also plays a major role in the demand and supply chain process. In this paper its role towards greater interaction between the two is discussed in detail.

Keywords: USP, MASK

I. INTRODUCTION

The T & P cell holds the objective of acquainting the students of the Institute with Industries. The Placement cell organizes and extends services towards collaborative placement activities. The cell conducts training activities for the B.Tech students mainly focusing on Career planning, Personality Development, Industry- Institute Interaction, in plant training, Industrial visits Campus placements. The Placement Cell is consistently committed to achieve cent percent placement. The students are kept personally and professionally updated to the unfolding dynamic environment [1,2,3 & 4]. Better interaction between Technical institutions and industry is the need of the hour. This will have great bearing on the Engineering Curriculum, exposure of industrial atmosphere to engineering students and subsequent placement of young graduating engineers in industries across the country. With the advent of globalization and opening up of Indian economy to outside world, competition among industries have become stiff [5 – 6].

To solve their engineering problems they look up now to Engineering Institutions. Similarly, there is an urgent need to prepare engineering students for jobs in multinational companies, by exposing them to newer technologies and engineering methodologies. These objectives can only be achieved well by bridging the gap between industry and the academic institute [7-8].

Institutions and industries, which for long have been operating in separate domains, are rapidly coming closer to each other for creating synergies. The constantly changing management paradigms, in response to growing complexity of the business environment, today, have necessitated these two to come closer. In the present times of knowledge economy, a productive interface between academia and industry is a critical requirement. Failure to recognize each other's role will reduce the import of interface between institutes and industry; and this can potentially give rise to mismatch between demand and supply of quality manpower, which, in turn, can cause disruption in the job market [9,10,11].

Each Institution should have a separate department, namely Department of Academia Industry Interface, to monitor the Academia Industry Interaction. The department should be responsible to enter into academic alliances with different Institutions, Industry Sectors, and Consortiums with a view to develop, refine or modify the Curricula etc. as per specific needs.

II. THE AIM AND IMPORTANCE OF TRAINING

The aim of training is to provide, "through a systematic training programme, a broadly conceived basic preparation for an occupation and the necessary technical abilities and knowledge to engage in a skilled form of occupational activity."

The aim of training is to transform students into out-standing personalities, who use to be intuitive, decisive, knowledgeable and responsible leaders capable of instigating change with creativity, objectivity, integrity and ethical values. The students learn more outside the classroom and blossom even in top market conditions by providing Intensive Training and live Industry Project. All steps are taken to create "An Achiever" from "An Aspirant"

The Training & Placement Cell established for the purpose in various technical institutions should firmly believe in 'Industry-Institute Interaction'. In order to accomplish 'Industry-Institute Interaction', it should organize technical talks and national seminars to provide a platform for the budding engineers to interact with professionals from various industries. It should encourage visits to the industries by the college students. It should also arrange for industrial problems to be worked on by students as part of their projects. It must take suggestions from members of industry regarding designing/changing of curriculum. The college has to sign MOUs with industrial organizations and industrial chambers. Technical paper presentation contests are to be held in collaboration with industries to discuss new developments and trends.

III. TRAINING OBJECTIVES

It is believed that, with proper procedures, industry-sponsored projects can provide key aspects of teaching students a design methodology and development process. Industrial project training introduces the student to real life; either in the summer vacations or as an integrated part of the engineering programme. With resources being administered by both institute and industry, it becomes imperative to evaluate such a student industrial training project, as it cannot be assumed that the results will always be obvious. Therefore, outcomes are regularly assessed and the results are part of a feedback loop to improve student learning.

We must first analyze how the immediate impact of training can be measured at the end of the training period. Considering the attributes like motivation, attitude, skill and knowledge for evaluation, the objectives for this study can be broadly stated as follows:

- Training need assessment of four generic attributes of an engineer and their ranking for improvement due to training and their ultimate career importance;
- Satisfaction of the motivational needs of students by making comparisons before and after training; and
- Improvements in motivation, attitude, skills and knowledge (MASK), i.e. generic attributes due to training as perceived by students (self assessment), faculty members and industry supervisors and develop correlations in their assessments.

For developing these attributes following regular programmes should be conducted :

- Programmes to improve technical presentation, assertiveness, developing leadership attributes and enhancing the level of internal motivation of the students.
- Orientation programmes on Industrial Expectations for the benefit Placement and Training Officers.
- Seminars, Symposia and Workshops on current topics of national interest to Industrial Personnel.
- Interacting with various Industrial Personnel and consolidating the Industrial demand / expectations for the benefit of the students.
- Developed different Monographs and Modules to suit the needs of the industries.
- Coordinating Industrial Consultancy / Testing / Research in collaboration with University Departments.
- Career Guidance and Counseling

IV. PLACEMENT AND INDUSTRY INSTITUTE INTERACTION

Placement being the ultimate acceptance of the students by the industry, the institute lays extreme emphasis on providing the industry with the best of its products. If the alumni of the school are in well-respected positions in various industries, it ensures without doubt the good standing for the school in the corporate world, which in turn implies better placement opportunities. The institute's placement office continues to support their career plans by facilitating interaction with firms with the appropriate requirements, till all are placed in roles of their choice.

The academic curriculum as well as the infrastructure are upgraded periodically and are very much alive towards the ever-evolving needs of the Industry. Constant interaction is maintained with the Industry and several tie-ups have been affected towards exposing the students to the Industry. Regular visits by leaders from the Industry and distinguished alumni of the Institute serve as a source of inspiration and motivation for the students. Students with Strong Intention of continuing Higher Studies are made to walk out of their own without attending Interview, which is highly appreciated by all companies.

The institutions must also entertain the companies asking for the completed students for employment by maintains a Strong Database of our Students those who have completed their degree.

Placement activity should not be adhoc arrangement between the company and the campus. The Institute should adopt a focused approach and setup a centre of advanced learning in key sectors. A good technical institution school should accordingly train its students so that they could become employable right from the very beginning. This approach reduces the training cost of the recruiters. In the developed world many leading technical institutions are funded by the corporate. There is a much deeper association between the institute and industry in these cases. Presently we do not see any tendency of Indian Institution to be moving in that direction except some very prominent and targeted institutions both in the Govt. as well in the private sectors.

It has been observed that the last semester / trimester of most of the professional degrees and diplomas is mainly devoted to project. The students are asked to submit a project report in consultation with some faculty supervisor. In most of these cases, the project reports submitted are nothing but a composition of the material downloaded from various websites and copied from previous reports. Those students who get campus placement do not take it seriously because there is hardly anything at stake. On the other hand, those students who were still looking for job, it is more important to get placed than

doing genuine project work. We suggest an industry academic interaction in this situation for both sides. The students could be given a certain portion of training in the institute itself under the supervision of the recruiters. This would reduce the training time and cost of the employer and the student will also be taking this project work more seriously. In case this happens, it would be a welcome step.

V. INDUSTRY INSTITUTION INTERACTION AND PLACEMENT CELL

Industry Institution Interaction and Placements Cell (III P Cell) should be established with an aim of strengthening mutually beneficial relationship with industry and institution. Major activities of this cell may be:

- Facilitating student visits to industries and industrial training under the guidance of respective head of department by departmental faculty representatives of the cell.
- Interaction with industries and other leading academic institutes to identify academicians and management / technical experts from industries with a willingness to support the institute.
- Encourage interactions with other institutions and industries through mutually agreed programmes.
- Keep track of placement requirements of industries for different branches and communicate to students accordingly.
- Prepare students for campus interviews with the help of departmental representatives of the cell.
- Organization of campus / pool campus interviews and understand gap between expectations from industries and communicate the same to respective head of departments and coordinator of personality development programmes.
- Encourage students for participation in III P Cell Activities.
- Preparing students for successful career development through pre placements and post placement training.
- Undertaking industry sponsored projects for students, organizing expert lectures from technical experts from industries and arranging interactions of faculty with industries to understand their problems and identify appropriate solutions jointly.

VI. ROLE OF ALUMNI

Alumni are the strength of any institution. The footprints left behind by the students who have passed successfully are embedded eternally in the functioning of the institution and do not get washed away by the waves of time. The alumni, brand ambassador of the institution, contributing substantially towards the growth of the Industry, have been recognized as enterprising with the correct blend of technical and leadership skills. They are the best reflection of the students' quality the Institute offers to the Industry. They act as a link between their organization and their alma mater. A successful alumni holds lot of command and saying in the organization and by virtue of his position, he may be instrumental in the enhanced placement activities.

The objectives of alumni association are students centric. Their goals are defined as follows :

1. Training & Placement of the students
2. Infrastructure development – laboratories
3. Students benefit scheme
4. Need analysis guidelines
5. Curriculum design guidelines
6. Formulation of Implementation strategies

The training and placement cells of the colleges can play an active role in facilitating the student-alumni interaction. For one they are going to be the direct beneficiaries of this interaction and they have an incentive to put effort and spend time in this direction.

Getting to know the actual situation in the industry and the path that their seniors have taken give practical guidance to the students on campus.

To this end, it will be helpful if the placement cell invites a few immediate seniors, who are working with various companies to share their experiences and work profile. Seniors who passed out of the college 5 - 6 years earlier can give guidance on career progressions and benefits of higher studies [12].

The alumni of educational institutions play a significant role in the advancement of higher education as donors and also contribute time and expertise in the development and advancement of the institution. They can work for dissemination of value system of educational institution especially its ideals of service to mankind.

Alumni involvement has several other benefits such as :

- Sustained contact with the Institutions through letters and publications
- Access to the broader community on and off campus through networking
- Invitations to social functions and reunions
- The tracing of old friends and fellow Alumni
- Integration into affiliated alumni clubs and interest groups
- The opportunity to build career and professional networks
- Continued training, refresher courses and guest lectures
- Introduction to new programmes
- Opportunities for career services and mentorships

- Access to bursaries for meritorious students
- Access to alumni groups in faculties, departments, student life, sport and culture

VII. CONCLUSION

In the last two decades, there has been a massive expansion of private sector, self financing professional education. In the initial years of the post liberalization period since there was a huge demand supply gap (demand for professionally qualified workforce far outstripping its supply); all good technical institutions ensured good placement. This has created a situation where quality technical institutions were viewed as a gateway to employment. The institutions were too flaut with their campus placement and salary packages as their USP. However, over the years things have changed. The substantial increase in number of technical institutions reduced the demand supply gap. The global recession worsened the situation further; campus placement became more and more difficult. Yet another reason for declining campus placement was poor quality of technical graduates produced by many institutions. In the year 2009-10, many economic indicators were suggesting global recovery. In India, we had been fortunate enough to record reasonably good GDP growth rate [13]. However, its impact on placement had been marginal. It may be because of the fact that companies may be redeploying the staff retrenched earlier on. The only difference in that placement season had been in a quantitative increase in job offers but the pay packets had not increased.

The Training and Placement Cell of an Institution by virtue of its strategic policy may organize and coordinate frequent industrial visits, implant training and projects of industrial relevance for the students, with the aim of nurturing Industry Institute interaction thus zeroing down the hiatus between the industry and the academia [14]. It may receive and forward the feedback pertinent to curriculum improvement from the visiting companies to the faculty, to ensure that the curriculum follows the latest industrial trends. They may establish a symbiotic, vibrant and purposeful relationship with Industries across the country and thus may act as a platform for the intimate Industry – Institute Interaction. They can play an active role in facilitating the student-alumni interaction. For one they are going to be the direct beneficiaries of this interaction and they have an incentive to put effort and spend time in this direction.

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