



## Industry-Institute Partnership Cell (IIPC)

(Sponsored by AICTE)



**Faculty of Management Studies  
Banaras Hindu University  
Varanasi – 221005**

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**Ph.: 91 542 2369332/ 2307430-31  
Fax: 91 542 2307430/ 23689332  
Email: [iipcfmsbhu@gmail.com](mailto:iipcfmsbhu@gmail.com)  
Web Site: [www.bhu.ac.in](http://www.bhu.ac.in)**

## Banaras Hindu University

BHU is an internationally reputed temple of learning, situated in the holy city of Varanasi. The University since its inception in 1916 has greatly contributed to the development of the society and mankind. It is a knowledge capital with its knowledge base covering almost all the spheres ranging from science to arts and engineering to medicine. Over the years it has continuously produced countless knowledgeable citizens who are holding key positions in the leading organizations world wide. The faculty at BHU is of international repute and has made immense contributions to the advancements of the society and the country.

## Faculty of Management Studies

An unparalleled Visionary, Malviyaji, had visualized as early as in 1916 the great role that the management education was destined to play in the economic and social reconstruction of India and his dream came true when the Master's Programme in Management was launched by the University in 1968. Ever-since the Management Department was set up in the University, its focus has been to cater to the needs of business, industry and other vital sectors in India and abroad. Accordingly, Faculty of Management Studies has been offering need-based package of management programmes with the result that its products have always been in great demand.

## Industry-Faculty Partnership Cell (IIPC)

The challenges we are facing today are concerned with making the educational system more need based and effective, more dynamic and responsive to the changes taking place in the industrial world. The country has reached a stage in its economic and technical development when a major effort must be made to derive maximum benefit from the assets already created and to ensure that the fruits of development reach all sections.

This has become more vital as the Industry is facing global competition under new policy of liberalization and privatization. The interaction between industry/employer and Academic Institutions is increasingly recognized as the basis for the development of market responsive, demand driven institutional programmes aims at providing a competitive edge to industry.

It is important to nurture a healthy industry-academia relationship to sustain the growth of the industry and enhance the contribution of academia. The industry-academia partnership primarily helps educational institutions to align their curricula with industry requirements. It also helps students by preparing them in advance to take the real world challenges head on, as they join the corporate sector.

An Industry-Institute Partnership (IIP) Cell is set up in the Faculty of Management Studies, BHU under the IIP Scheme of AICTE in order to cater to the needs of Industries, Government and non-Government Organizations. The IIP Cell has the potential in developing a healthy, harmonious, mutually inter-dependent and synergistic relationship between academic institutions and corporate organizations. All stakeholders, namely, institution, industry, students and the society are expected to gain from this cell as it can be a win-win partnership. Institution stands to gain by way of revenue generation through consultancy development of employable manpower and most importantly the development of brand equity. Industry stands to gain by way of its problems being addressed by the institution as also by the increased productivity. Faculty stands to gain by way of exposure to latest industry practices and the students stand to gain by way of hands-on-training and reduction of learning curve in industrial practices. Finally the society stands to gain by way of improved quality of goods and services.

## Proposed Activities of IIPC:

- To diagnose and assess the problems being faced by the organizations in different functional areas and design appropriate methods/ approaches to address those specific problems of the organizations.
- To assess the training needs of organizations in different functional areas and accordingly design suitable training programs to inculcate the latest concepts and techniques in the relevant field of management.
- To enable the Executives and other employees apply the knowledge and skill gained during training programs to real-life problems in their organizations.
- To facilitate exchange of Faculty between institution and organizations, i.e., getting professionals from industry as visiting faculty for short or long periods and deputation of faculty to industry to gain industrial experience and/or work on projects in industry.
- To encourage and facilitate collaborative research involving faculty members, research scholars, students and industry professionals.
- To develop real-life cases based on the insights gained from industry, which would be beneficial for the students and the Faculty members.

## Approach to be followed for need-based consultancy services and need-based training programs:

As far as consultancy services are concerned, the faculty will conduct a preliminary survey in the organization for 1 or 2 days in order to understand the nature of the problems being faced by it. The preliminary survey will enable the faculty members to decide about the appropriate method to be employed for addressing the problems, type of information/data to be collected, different professionals to be interviewed, etc.

It will also help the faculty members in finalizing the total time required to complete the task, scheduling different activities and deciding about the locations wherein different activities will be carried out. As regards need-based training, the faculty will conduct Pre-training survey (PTS) for 1 or 2 days in the organization in order to understand the specific training needs of the organization and the areas in which emphasis has to be laid in the program. This PTS will enable the faculty members to collect necessary inputs for the program relating to the organization. The PTS will also help in identifying the appropriate duration of a training program. After the PTS is over, the Faculty will draw up a program schedule mutually acceptable to the organization and Faculty of Management Studies. Programs designed on the basis of PTSW are expected to create more interests among the participants and also increase the worth and effectiveness of training programs.

## Different areas where need-based Training and Services are proposed to be offered:

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| <ul style="list-style-type: none"><li>- Leadership skill development</li><li>- Manpower rationalization.</li><li>- Team-building</li><li>- Conflict resolution.</li><li>- Corporate social responsibility.</li><li>- Corporate environmental responsibility</li><li>- Performance appraisal</li><li>- Advertising &amp; Brand Promotion</li><li>- Disaster Management</li><li>- Product Launching/ Pilot Testing</li><li>- Customer Relationship Management (CRM)</li><li>- Working Capital Management</li><li>- Financing Decisions and Capital Budgeting Decisions</li><li>- Mergers and Acquisitions</li><li>- Financial Derivatives/Futures and Option</li><li>- Logistics &amp; Supply Chain Management</li><li>- Materials Management</li><li>- Quality Management (TQM &amp; Six Sigma)</li><li>- Project Management</li><li>- Maintenance Management (including TPM)</li></ul> | <ul style="list-style-type: none"><li>- Workplace Management</li><li>- Plant layout &amp; Materials Handling</li><li>- Development of Performance Standard</li><li>- Export-Import Procedures &amp; Documentation</li><li>- Forex Management Strategies</li><li>- Global Sourcing Strategies and Learning</li><li>- Overseas Market Intelligence</li><li>- Foreign Market entry strategies for SMEs</li><li>- WTO and Trade regime</li><li>- Trade defense Mechanism in Business</li><li>- Foreign Trade Policy and Export Promotion</li><li>- Foreign Market and Product analysis</li><li>- Corporate Communication</li><li>- IT &amp; Software Development</li><li>- Self Help Group (SHG) for self reliance</li><li>- Women empowerment</li><li>- Corporate governance</li><li>- E-governance</li><li>- Insurance and risk Management</li></ul> |
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### **Chief Coordinator**

**Prof. Raj Kumar**  
Ph.09415991709

### **Coordinator**

**Dr. Madan Lal**  
Ph.09415204753