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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(Deemed to be University under section 3 of UGC Act, 1956)

IQAC
Internal Quality Assurance Cell



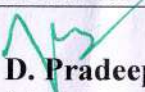
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Policy Document of Industry Relations Cell (IRC)

- Title : “Policy Document of Industry Relations Cell” (IRC)
- Policy Code : MITS/IRC/POL/2026/01
- Prepared by : Industry Relations Cell
- Approved by : [Registrar]

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1. Policy Metadata

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Approved by	 Dr. D. Pradeep Kumar Registrar REGISTRAR Madanapalle Institute of Technology & Science (Deemed to be University) MADANAPALLE - 517 325, A. P.
Next Review Date	01/01/2027

2. Policy Preamble

- Background & context of the committee/cell

In the contemporary higher education landscape, effective Industry Relations Cell (IRC) has become a key quality indicator for academic relevance, graduate employability, research impact, and societal engagement. National accreditation and regulatory frameworks such as NAAC, NBA, and UGC emphasize structured industry collaboration as a means to ensure outcome-based education, skill development, innovation, and sustainable institutional growth.

Madanapalle Institute of Technology & Science (MITS), having attained the status of a Deemed to be University, recognizes the strategic importance of institutionalizing industry engagement to fulfil its expanded academic, research, and societal mandate. The Industry Relations Cell (IRC) has been established as a centralized and structured mechanism to strengthen linkages between the university and industry across teaching, research, training, consultancy, and innovation.

The Industry Relations Cell functions as a facilitator for curriculum enrichment through industry inputs, promotion of internships and live projects, faculty exposure to industrial practices, collaborative research, consultancy, and technology transfer. It also supports student career development by enabling industry-led mentoring, skill certification programs, industrial visits, and placement-oriented activities, thereby enhancing graduate attributes and employability outcomes.

Aligned with the principles of outcome-based education and continuous quality improvement, the Industry Relations Cell contributes to achieving institutional goals related to academic excellence, research productivity, entrepreneurship, and regional development. Situated in the Rayalaseema region of Andhra Pradesh, the Cell also serves as a bridge between the university and local industries, MSMEs, start-ups, and government agencies, supporting inclusive growth and regional innovation.

Through systematic planning, monitoring, and collaboration, the Industry Relations Cell reinforces MITS's commitment to quality education, industry relevance, and societal impact in line with national accreditation and regulatory expectations.

- Statutory/Regulatory requirements (UGC, AICTE, NAAC, ISO, Government Acts)

The establishment and functioning of the Industry Relations Cell (IRC) at Madanapalle Institute of Technology & Science (MITS), Deemed to be University, is guided by the statutory, regulatory, and quality assurance frameworks prescribed by national regulatory bodies and government agencies. These frameworks emphasize structured industry engagement as an essential component of quality higher education, employability enhancement, research relevance, and institutional accountability.

As a Deemed to be University under Section 3 of the UGC Act, 1956, MITS is mandated by the University Grants Commission (UGC) to promote industry collaboration, research, innovation, internships, skill development, and entrepreneurship as integral elements of academic governance. UGC regulations and guidelines encourage universities to establish dedicated cells and mechanisms for industry linkage, consultancy, technology transfer, and start-up support, ensuring alignment with national priorities such as skill development, innovation, and self-reliance.

In accordance with the All-India Council for Technical Education (AICTE) norms and advisory guidelines, particularly those related to internships, industry-led training, curriculum relevance, and faculty development, the Industry Relations Cell facilitates structured industry participation in academic processes. AICTE emphasizes mandatory internships, industry-supported laboratories, collaborative projects, and continuing education programs, all of which are operationalized through the activities of the Industry Relations Cell.

From an accreditation perspective, the National Assessment and Accreditation Council (NAAC) places significant emphasis on Industry Relations Cell under multiple criteria, including Curriculum Design (Criterion 1), Teaching–Learning and Evaluation (Criterion 2), Research, Innovations and Extension (Criterion 3), and Institutional Values and Best Practices (Criterion 7). The Industry Relations Cell contributes directly to measurable outcomes such as internships, placements, MoUs, consultancy revenue, collaborative research, innovation outputs, and community and regional engagement, which are critical for institutional quality assessment.

Similarly, the National Board of Accreditation (NBA) stresses outcome-based education, industry relevance of curricula, professional competencies, and stakeholder engagement. The Industry Relations Cell supports NBA requirements by enabling industry inputs in curriculum design, facilitating real-world problem-solving through projects and internships, and strengthening graduate attributes aligned with professional practice.

The Industry Relations Cell also aligns with ISO quality management standards (such as ISO 9001), which require documented processes, stakeholder engagement, continuous improvement, and performance monitoring. By adopting structured procedures, defined roles, periodic reviews, and outcome tracking, the Cell supports institutional compliance with quality assurance and governance standards.

Furthermore, the activities of the Industry Relations Cell are conducted in compliance with applicable Government of India and State Government policies and acts related to education, research collaboration, intellectual property rights, start-up and innovation ecosystems, MSME engagement, and public–private partnerships. Ethical practices, transparency, and accountability remain central to all industry engagements facilitated by the Cell.

In this regulatory context, the Industry Relations Cell serves not only as a facilitative mechanism but also as a statutory-aligned institutional structure that ensures MITS's academic, research, and industry engagement activities remain compliant, outcome-oriented, and aligned with national quality and development objectives.

- Institutional rationale for establishing the Cell/Committee

The Industry Relations Cell is established at Madanapalle Institute of Technology & Science (MITS), Deemed to be University, with the following institutional rationale:

- To institutionalize structured and sustained engagement between the University and industry, in alignment with the objectives of the University Grants Commission (UGC), AICTE, NAAC, NBA, and Government policies.
- To enhance the relevance and effectiveness of academic programmes by integrating industry inputs into curriculum design, delivery, and assessment in accordance with outcome-based education principles.

- To improve student employability and professional competencies through internships, industrial training, live projects, mentoring by industry professionals, and exposure to real-world industrial practices.
- To promote collaborative research, consultancy, technology development, and knowledge transfer between faculty and industry for practical, innovative, and societal impact.
- To facilitate continuous professional development of faculty through industrial exposure, joint research initiatives, and participation in industry-driven projects and programs.
- To support entrepreneurship, innovation, and startup initiatives by connecting students and faculty with industry mentors, incubators, funding agencies, and innovation ecosystems.
- To strengthen regional and national development by engaging with local industries, MSMEs, startups, and government agencies, particularly in the Rayalaseema region and allied industrial clusters.
- To provide a centralized institutional mechanism for planning, coordination, monitoring, and documentation of all industry interaction activities across departments.
- To ensure compliance with accreditation, ranking, and quality assurance requirements, including NAAC, NBA, ISO standards, and other statutory and regulatory frameworks.
- To reinforce the University's vision of becoming an industry-responsive, innovation-driven, and socially responsible institution contributing to sustainable economic and societal development.

3. Vision & Mission Linkage

The policy for establishing and operationalizing the Industry Relations Cell (IRC) is intrinsically aligned with the Vision and Mission of Madanapalle Institute of Technology & Science (MITS), Deemed to be University, which emphasize academic excellence, innovation, societal relevance, and holistic student development.

- The policy supports the University's vision of providing quality, relevant, and future-ready education by fostering strong linkages with industry that enhance curriculum relevance, experiential learning, and professional competence.
- It aligns with the mission of producing skilled, employable, and ethically responsible graduates by facilitating internships, industrial training, live projects, and mentorship from industry professionals.
- The policy reinforces the University's commitment to research, innovation, and knowledge creation by enabling collaborative research, consultancy, technology development, and transfer of knowledge in partnership with industry.
- It advances the mission of promoting entrepreneurship and innovation by connecting students and faculty with industry mentors, start-up ecosystems, incubation facilities, and funding opportunities.
- The policy reflects the University's focus on continuous improvement and outcome-based education by integrating industry feedback into academic processes and institutional quality assurance mechanisms.
- It aligns with the mission of contributing to regional and national development by engaging with local industries, MSMEs, start-ups, and government agencies, particularly in support of socio-economic growth in the Rayalaseema region.
- The policy upholds the University's values of transparency, accountability, and ethical engagement through structured governance, documented processes, and compliance with statutory and regulatory requirements.

- Through industry collaboration, the policy strengthens the University's role as a socially responsible institution that addresses real-world challenges and contributes to sustainable development.

The establishment and functioning of the Industry Relations Cell (Industry Relations Cell) Cell at Madanapalle Institute of Technology & Science (MITS), Deemed to be University, is strongly aligned with the reforms and strategic directions outlined in the National Education Policy (NEP) 2020. NEP 2020 emphasizes transforming higher education into a flexible, multidisciplinary, skill-oriented, and innovation-driven ecosystem with strong linkages to industry and society.

- In alignment with NEP 2020's focus on holistic and multidisciplinary education, the Industry Relations Cell facilitates cross-disciplinary industry collaborations, enabling students and faculty from diverse domains to work on real-world, industry-driven problems.
- Supporting NEP 2020's emphasis on experiential and hands-on learning, the Industry Relations Cell promotes internships, apprenticeships, live industry projects, field-based learning, and industry-embedded courses as integral components of academic programs.
- In accordance with NEP 2020's vision for employability, skill development, and lifelong learning, the Industry Relations Cell enables industry-led training programs, skill certifications, mentoring, and continuous upskilling opportunities for students and faculty.
- The Industry Relations Cell contributes to NEP 2020's objective of strengthening research, innovation, and industry-academia collaboration by facilitating joint research projects, consultancy, technology development, and knowledge transfer in partnership with industry and external agencies.
- Aligning with NEP 2020's thrust on entrepreneurship and startup culture, the Industry Relations Cell supports innovation, incubation, and enterprise development by connecting students and faculty with industry mentors, incubators, funding agencies, and startup ecosystems.
- The Cell advances NEP 2020's goal of institutional autonomy with accountability by establishing structured governance, outcome monitoring, and continuous improvement mechanisms for industry engagement.
- Reflecting NEP 2020's commitment to societal relevance and regional development, the Industry Relations Cell actively engages with local industries, MSMEs, startups, and government bodies to address regional challenges and contribute to inclusive and sustainable development.
- Through these aligned initiatives, the Industry Relations Cell operationalizes the core principles of NEP 2020, reinforcing MITS's commitment to transforming higher education through relevance, flexibility, innovation, and strong industry and societal engagement.

The Industry Relations Cell (Industry Relations Cell) Cell at Madanapalle Institute of Technology & Science (MITS), Deemed to be University, contributes meaningfully to the achievement of the United Nations Sustainable Development Goals (SDGs) by fostering industry-aligned education, inclusive skill development, applied research, innovation, and regional socio-economic growth. Through structured collaboration with industry and external stakeholders, the Cell integrates sustainability principles into teaching, research, and outreach activities.

- **SDG 4: Quality Education**

The Industry Relations Cell enhances the quality and relevance of education by promoting experiential learning, industry-integrated curricula, internships, live projects, and professional skill development, thereby improving learning outcomes and lifelong learning opportunities.

- **SDG 8: Decent Work and Economic Growth**

By strengthening employability, entrepreneurship, and industry-ready skills, the Cell supports decent employment opportunities, workforce readiness, MSME development, and sustainable economic growth.

- **SDG 9: Industry, Innovation and Infrastructure**

The Industry Relations Cell facilitates collaborative research, technology development, consultancy, and innovation with industry partners, contributing to industrial innovation, resilient infrastructure, and technology-driven growth.

- **SDG 10: Reduced Inequalities**

Through regional industry engagement, inclusive skill development, and support for local MSMEs and startups, particularly in the Rayalaseema region, the Cell contributes to reducing regional and socio-economic disparities.

- **SDG 11: Sustainable Cities and Communities**

Industry-academia collaborations enable applied research and solutions in areas such as sustainable infrastructure, mobility, urban and rural development, and community-centric innovation.

- **SDG 12: Responsible Consumption and Production**

The Industry Relations Cell promotes industry projects and research focused on resource efficiency, sustainable manufacturing practices, waste reduction, and circular economy principles.

- **SDG 17: Partnerships for the Goals**

By acting as a structured platform for collaboration between the university, industry, government agencies, startups, and community stakeholders, the Industry Relations Cell directly advances multi-stakeholder partnerships for sustainable development.

Through these contributions, the Industry Relations Cell strengthens the University's role in advancing sustainable development, aligning academic excellence with global sustainability priorities and societal impact.

4. Objectives

Broad Goals

The Industry Relations Cell (Industry Relations Cell) Cell at Madanapalle Institute of Technology & Science (MITS), Deemed to be University, is established with the following broad objectives:

1. Industry Engagement & Academic Relevance

To explore, identify, and institutionalize common avenues of interaction with industry in alignment with the academic, research, and developmental requirements of the University.

2. Student Welfare & Employability

To bridge the gap between industry and institute by enhancing student employability, professional skills, and career readiness through internships, live projects, industrial training, and mentoring.

3. Inclusivity & Capacity Building

To promote inclusive participation of students and faculty across disciplines and backgrounds in industry interaction activities, ensuring equitable access to opportunities and skill development.

4. Industry-Based Research & Innovation

To initiate, promote, and coordinate industry-oriented research, innovation, and knowledge transfer activities for practical, societal, and technological impact.

5. Consultancy & Professional Services

To initiate and coordinate consultancy services for industry, government, and other external agencies, leveraging institutional expertise and promoting application-oriented solutions.

6. Training & Manpower Development

To design and deliver need-based training programs, short-term courses, and certification programs for industry and institutional stakeholders to support manpower development and lifelong learning.

7. Governance, Sustainability & Quality Assurance

To ensure structured administration, transparent governance, and continuous improvement of industry interaction activities in alignment with regulatory requirements, institutional quality standards, sustainability goals, and societal responsibilities.

5. Scope

- The policy governing the Industry Relations Cell (Industry Relations Cell) Cell shall be applicable across the entire University, covering all Schools, Departments, Research Centers, Centers of Excellence, Incubation Units, and other academic and

administrative units of Madanapalle Institute of Technology & Science (MITS), Deemed to be University.

- The policy shall apply to all stakeholders of the University, including faculty members, research scholars, students, administrative and technical staff, as well as external stakeholders such as industry partners, MSMEs, startups, government agencies, professional bodies, alumni, and other collaborating organizations.

6. Definitions

- Key terms (Policy Owner, Custodian, Stakeholder, Review Cycle, ToR, etc.)

7. Policy Statement

Madanapalle Institute of Technology & Science (MITS), Deemed to be University, affirms its commitment to fostering structured, ethical, and outcome-oriented collaboration with industry and external stakeholders through the establishment of the Industry Relations Cell (IRC)

The University recognizes Industry Relations Cell as a strategic enabler for academic relevance, student employability, research and innovation, entrepreneurship, and societal impact. Accordingly, the Industry Relations Cell shall function as a centralized institutional mechanism to plan, coordinate, facilitate, and monitor all industry engagement activities across the University.

The University shall ensure that all activities of the Industry Relations Cell are conducted in compliance with applicable statutory and regulatory requirements, guided by principles of transparency, inclusivity, academic integrity, sustainability, and continuous improvement. Industry partnerships shall be pursued in a manner that aligns with the University's Vision and Mission, supports outcome-based education, promotes research and innovation, and contributes to regional and national development.

This policy provides the guiding framework for governance, implementation, and quality assurance of Industry Relations Cell at MITS and shall be binding on all Schools, Departments, Centers, and stakeholders of the University.

8. Governance & Composition

- Chairperson
- Coordinator/Convener
- Faculty, Staff, Student, and External Members (as per UGC/statutory norms)
- Composition & Responsibilities in line with UGC / Statutory / Regulatory requirements
- Tenure of members

9. Terms of Reference (ToR)

1. Objectives

The Industry Relations Cell is constituted with the following objectives:

- To establish, strengthen, and sustain structured engagement between the University and industry in support of academic excellence, employability, research, innovation, and societal impact.

- To bridge the gap between academic curricula and industry requirements through collaborative initiatives.
- To promote industry-based research, consultancy, training, and manpower development aligned with institutional priorities.
- To support outcome-based education, entrepreneurship, and continuous skill development in line with NEP 2020 and accreditation frameworks.

2. Functions

The core functions of the Industry Relations Cell shall include, but not be limited to, the following:

- Identify, develop, and formalize partnerships with industries, MSMEs, startups, professional bodies, and government agencies.
- Facilitate industry participation in curriculum design, review, and enrichment processes.
- Coordinate internships, industrial training, live projects, industrial visits, and mentoring programs for students.
- Initiate and support collaborative research, sponsored projects, consultancy services, and technology transfer activities.
- Organize need-based training programs, short-term courses, certification programs, and executive education for industry and institutional stakeholders.
- Promote entrepreneurship, innovation, incubation, and startup-related activities in collaboration with industry partners.
- Maintain systematic documentation, data collection, and reporting of all industry interaction activities for accreditation, ranking, and quality assurance purposes.
- Monitor outcomes and recommend continuous improvement measures in alignment with institutional goals.

3. Reporting Hierarchy

- The Industry Relations Cell shall function under the overall supervision of the Internal Quality Assurance Cell (IQAC).
- The Cell shall submit periodic reports, action plans, and outcome assessments to the IQAC for review and quality assurance.
- Matters related to academic integration, curriculum relevance, and policy-level decisions shall be placed before the Academic Council as required.
- Strategic initiatives, major collaborations, and policy recommendations shall be reported to the Governing Body / Board of Management through appropriate statutory channels.

4. Meeting Frequency

- The Industry Relations Cell (Industry Relations Cell) Cell shall meet at least once every quarter to review progress, plan activities, and assess outcomes.
- Additional meetings may be convened as required by the Chairperson or as directed by the University authorities.
- An annual review meeting shall be conducted to evaluate performance, document best practices, and prepare reports for IQAC, NAAC, and other statutory requirements.

10. Roles & Responsibilities

1. Chairperson

The Chairperson of the Industry Relations Cell shall:

- Provide strategic leadership and overall direction to the Cell in alignment with the University's Vision, Mission, and policies.
- Approve annual action plans, major initiatives, and strategic industry partnerships.
- Ensure effective coordination between academic units, industry partners, and statutory bodies.
- Review progress, outcomes, and performance of the Cell on a periodic basis.
- Represent the University in high-level industry interactions, MoUs, and strategic engagements, as required.
- Facilitate alignment of the Cell's activities with institutional goals, NEP 2020, and accreditation requirements.

2. Secretary / Convener

The Secretary /Convener of the Industry Relations Cell shall:

- Plan, coordinate, and implement all activities of the Cell in accordance with approved policies and action plans.
- Serve as the primary point of contact between the University, industry partners, and internal stakeholders.
- Facilitate internships, training programs, research collaborations, consultancy projects, and short-term courses.
- Prepare agendas, convene meetings, record minutes, and ensure follow-up actions.
- Maintain comprehensive records and data related to industry interactions, outcomes, and impact.
- Prepare periodic reports for submission to IQAC, Academic Council, and University authorities.

3. Members

The Members of the Industry Relations Cell shall:

- Actively participate in planning and execution of industry interaction activities within their respective domains.
- Facilitate departmental-level coordination with industry partners for internships, projects, research, and consultancy.
- Support curriculum enrichment through industry inputs and professional engagement.
- Assist in organizing training programs, workshops, seminars, and industry visits.
- Contribute to data collection, documentation, and reporting for accreditation and quality assurance purposes.
- Promote awareness and participation among students and faculty.

4. Role of IQAC (Documentation, Review, and Compliance Support)

The Internal Quality Assurance Cell (IQAC) shall:

- Provide guidance on quality standards, documentation, and compliance related to industry interaction activities.
- Review action plans, progress reports, and outcome metrics submitted by the Industry Relations Cell.
- Ensure alignment of Industry Relations Cell activities with NAAC, NBA, UGC, ISO, and other regulatory requirements.
- Support data validation, evidence compilation, and reporting for AQAR, SSR, and other accreditation processes.
- Facilitate continuous improvement by recommending corrective actions and best practices based on review outcomes.

11. Functions of the Industry Relations Cell

1. Statutory and Regulatory Functions

In accordance with the guidelines and expectations of the University Grants Commission (UGC), All India Council for Technical Education (AICTE), accreditation agencies, and applicable Government policies, the Industry Relations Cell (Industry Relations Cell) Cell shall:

- Facilitate structured and sustained interaction between the University and industry to enhance academic relevance, employability, research, and innovation.
- Support implementation of mandatory internships, industry-linked training, and experiential learning components as prescribed by regulatory bodies.
- Promote industry participation in curriculum design, review, and outcome-based education processes.
- Enable collaborative research, consultancy, technology transfer, and innovation in alignment with national priorities and regulatory frameworks.
- Ensure ethical practices, transparency, and compliance in all industry engagements.

2. University-Specific Initiatives and Monitoring Functions

In alignment with the Vision and Mission of Madanapalle Institute of Technology & Science (MITS), Deemed to be University, the Industry Relations Cell shall:

- Plan and implement university-wide industry engagement initiatives across Schools, Departments, Centers, and Units.
- Identify strategic industry partners for long-term collaboration in academics, research, training, and entrepreneurship.
- Coordinate internships, live projects, industrial training, faculty industrial exposure, and industry mentoring programs.
- Initiate and monitor industry-based research projects, consultancy services, training programs, and short-term courses.
- Support startup, incubation, and innovation initiatives in collaboration with industry and external stakeholders.
- Monitor progress, outcomes, and impact of all industry interaction activities and recommend corrective and improvement measures.

3. Deliverables and Documentation

The Industry Relations Cell (Industry Relations Cell) Cell shall be responsible for preparing, maintaining, and submitting the following deliverables:

- Annual and periodic Action Plans outlining objectives, activities, timelines, and expected outcomes.
- Minutes of Meetings, proceedings, and follow-up action reports.
- Periodic Progress Reports and outcome assessments submitted to IQAC and University authorities.
- Compliance and accreditation documents for NAAC, NBA, UGC, AICTE, ISO, and other statutory requirements.
- MoU records, industry partnership documentation, and activity reports.
- Annual consolidated report highlighting achievements, best practices, challenges, and future plans.

12. University Relations Cell (URC)

1. Overview & Purpose of the URC

The University Relations Cell (URC) is the industry-side counterpart to the academic institution's Industry Relations Cell (IRC). While the IRC coordinates from the University/College side, the URC enables and manages all collaboration efforts from the industry's end.

The core purpose of the URC is to ensure:

- Smoother communication between academic institutions and industry
- The creation of real-time, relevant R&D collaborations
- Structured internships and apprenticeships
- Access to industry facilities
- joint development of solutions, technologies, and entrepreneurship ecosystems

It acts as the “gateway” through which universities understand actual industry needs, enabling the design and implementation of meaningful projects, internships, and curriculum relevance.

2. Establishment of the URC

2.1 Mandatory Creation by Industries

UGC guidelines state explicitly that every industry, including Micro, Small & Medium Enterprises (MSMEs), may establish a URC as part of the national strategy to create sustainable UI linkages.

2.2 Institutional Embedding

The URC is typically placed:

- Under the HR, R&D, or Corporate Strategy divisions with direct reporting access to senior leadership to ensure timely decisions regarding internships, projects, MoUs, and funding

2.3 Scope of Work

The URC is responsible for:

- coordinating with multiple universities

- selecting academic partners
- monitoring projects executed with academia
- ensuring compliance with safety, CSR, and R&D standards

3. Responsibilities of the University Relations Cell (URC)

The UGC guidelines define the URC's responsibilities extensively. Below is an elaborated version organized clearly for policy use:

3.1 Strategic Liaisoning with Academia

The URC acts as the single point of interface between industry and universities.

Key activities include:

- establishing formal communication channels with IRCs
- organizing meetings, reviews, and collaborative events
- ensuring timely execution of MoUs and project agreements

The URC also participates in regional R&D clusters and collaborates with the Cluster R&D Advisory Committee (RAC).

3.2 Participation in Regional R&D Needs Assessment

The URC works closely with universities to:

- identify short-term and long-term research needs of the industry
- collaborate in the R&D needs assessment exercises conducted by C-Hub/Cluster heads
- provide detailed technological challenges, market trends, and innovation gaps

Industries are encouraged to proactively disclose their areas of interest and potential collaboration opportunities.

3.3 Collaboration in R&D, Continuing Education & Joint Projects

The URC promotes activities such as:

- sponsored research projects
- co-development of prototypes, products, and solutions
- technical consulting and contract research
- continuing education for employees in partnership with universities
- faculty immersion and expert exchange programmes

The URC ensures industry experts participate as:

- project mentors
- co-investigators
- visiting lecturers
- members of academic councils and Boards of Studies (where permissible)

3.4 Mapping Present and Future Industry R&D Needs

The URC plays a pivotal role in:

- analysing current industrial challenges
- forecasting future technological requirements
- aligning academic research directions
- identifying opportunities where universities can contribute effectively

3.5 Identifying Suitable Academic Partners

The URC identifies universities/colleges/institutes:

- with the right expertise
- possessing adequate infrastructure
- having faculty specializations aligned with industry needs

3.6 Creating & Supporting Internships and Apprenticeships

One of the most critical responsibilities is enabling student internships and apprenticeships. The URC must:

- provide clear internship requirements to IRCs
- assign a hosting mentor to each intern or group
- assign a URC-level in-charge to supervise overall internship operations
- provide workspace, equipment access, and learning resources
- contribute to student evaluation and provide structured feedback

This ensures work-integrated learning is safe, meaningful, and aligned with academic credit systems.

4. Benefits of a Strong URC

4.1 For Industry

- Access to talent pipelines
- Research solutions at lower cost
- Opportunity to influence curriculum
- Technology scouting

5.2 For Academia

- Industry-relevant research
- internships/apprenticeships with real impact
- improved placements and employability
- enhanced curriculum alignment with labour market
- faculty development and exposure

5. URC's Role in National Vision: NEP 2020 & Atmanirbhar Bharat

The URC is crucial in fulfilling the national focus on:

- multi-disciplinary, experiential learning
- R&D-led innovation culture

- industry-ready graduates
- MSME technological modernisation

13. Standard Operating Procedures (SOPs)

1. Frequency of Meetings

- The Industry Relations Cell (Industry Relations Cell) Cell shall meet at least once every quarter to plan, review, and monitor its activities.
- Additional meetings may be convened by the Chairperson or Coordinator/Convener as required to address specific initiatives or time-bound matters.
- An annual review meeting shall be conducted to assess overall performance and finalize the annual report and action plan.

2. Quorum Requirements

- The quorum for a meeting of the Industry Relations Cell shall be not less than one-half (50%) of the total members.
- The presence of the Chairperson or the Coordinator/Convener shall be mandatory to constitute a valid quorum.
- In the absence of quorum, the meeting shall be adjourned and reconvened as per the directions of the Chairperson.

3. Agenda Preparation

- The Coordinator/Convener, in consultation with the Chairperson, shall prepare the agenda for each meeting.
- The agenda shall include review of previous minutes, status of Action Taken Report (ATR), proposed initiatives, and any other matters with the permission of the Chairperson.
- The agenda, along with relevant supporting documents, shall be circulated to all members at least three working days in advance of the meeting.

4. Minutes Recording Format

- The minutes of each meeting shall be recorded by the Coordinator/Convener and approved by the Chairperson.
- The minutes shall include:
 - Date, time, and venue of the meeting
 - Names of members present and absent
 - Confirmation of quorum
 - Item-wise discussions and decisions
 - Action points with assigned responsibility and timelines
- Approved minutes shall be circulated to all members and submitted to the IQAC for record and compliance purposes.

5. Action Taken Report (ATR) Mechanism

- An Action Taken Report (ATR) shall be prepared for each meeting, capturing the status of implementation of decisions taken in the previous meeting.

- The ATR shall specify action items, responsible persons, timelines, and current status (completed / in progress / pending).
- The ATR shall be reviewed as the first agenda item in every subsequent meeting.
- Consolidated ATRs shall be submitted periodically to the IQAC and included in annual reports and accreditation documentation.

14. Policy Review, Implementation & Updating

1. Policy Review Cycle

- The Industry Relations Cell Policy and its associated Standard Operating Procedures (SOPs) shall be reviewed annually, to ensure continued relevance, effectiveness, and compliance with statutory and regulatory requirements.
- The review shall consider feedback from stakeholders, accreditation observations, audit findings, and changes in national policies or guidelines.

2. Policy Updating and Revision

- Based on the review outcomes, the policy and SOPs shall be updated to incorporate the following:
- University-wide applicability, ensuring coverage of all Schools, Departments, Research Centers, Centers of Excellence, Incubation Units, and other academic and administrative units.
- Composition, roles, and responsibilities of the Industry Relations Cell in accordance with UGC, AICTE, NAAC, NBA, ISO, and Government norms.
- Terms of Reference (ToR), including clearly defined objectives, functions, reporting hierarchy, and meeting frequency.
- Alignment with National Education Policy (NEP) 2020 reforms, emphasizing experiential learning, employability, research, innovation, and multidisciplinary collaboration.
- Integration with relevant United Nations Sustainable Development Goals (SDGs) to promote sustainability, inclusivity, and societal impact.
- All revisions shall be approved by the competent statutory authority of the University before implementation.

3. Implementation and Dissemination

- The approved policy and SOPs shall be formally disseminated to all stakeholders through the University website/portal, official circulars, handbooks, and policy manuals.
- Orientation sessions, workshops, and training programs shall be conducted for faculty, staff, and coordinators to ensure effective understanding and implementation of the policy.
- Departments and Centers shall align their operational plans with the provisions of the policy.

4. RACI chart (Responsible, Accountable, Consulted, Informed)

- A RACI matrix shall be developed and maintained to clearly define roles and responsibilities for policy implementation, monitoring, and reporting.
- The RACI framework shall ensure clarity in ownership, decision-making authority, stakeholder consultation, and communication across the University.

5. Monitoring frequency

- Implementation of the policy shall be monitored on a periodic basis, at least once every quarter, by the Industry Relations Cell in coordination with the IQAC.
- Performance indicators, action plans, and outcome metrics shall be reviewed during scheduled meetings.
- Consolidated monitoring reports shall be submitted to the IQAC and placed before the Academic Council or other statutory bodies, as required.
- Findings from monitoring shall inform continuous improvement and future policy revisions.

15. Training & Awareness

- Induction Programs for New Members

Structured induction programs shall be conducted for newly appointed Chairpersons, Coordinators/Conveners, and Members of the Industry Relations Cell (Industry Relations Cell) Cell to familiarize them with the policy framework, roles and responsibilities, Standard Operating Procedures (SOPs), statutory requirements, and institutional expectations.

- Annual Orientation and Awareness Workshops

The University shall organize annual orientation and awareness workshops for faculty, staff, and relevant stakeholders to promote understanding of industry engagement processes, opportunities, compliance requirements, and best practices. These programs shall also serve as platforms for sharing outcomes, success stories, and continuous improvement initiatives.

- Digital Dissemination and Communication

The policy, SOPs, guidelines, and updates related to the Industry Relations Cell shall be disseminated through digital platforms including official emails, the University website/portal, and institutional handbooks. Regular digital communication shall be used to ensure transparency, accessibility, and sustained awareness among all stakeholders.

16. Compliance & Legal Requirements

The Industry Relations Cell at Madanapalle Institute of Technology & Science (MITS), Deemed to be University, shall function in strict compliance with applicable statutory, regulatory, accreditation, and quality assurance frameworks. All activities of the Cell shall adhere to the following requirements:

- UGC Deemed-to-be University Regulations, 2023

The Industry Relations Cell shall operate in accordance with the University Grants Commission (Institutions Deemed to be Universities) Regulations, 2023, ensuring transparency, accountability, academic integrity, and compliance in industry collaborations, research, consultancy, training, and external engagements.

- Statutory and Government Acts

All industry interaction activities shall comply with applicable Central and State Government Acts and statutory provisions, including but not limited to:

- Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (POSH)
 - Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Act, 1989, where applicable
 - Rights of Persons with Disabilities (RPwD) Act, 2016
 - Other relevant labor, safety, intellectual property, data protection, and ethical compliance requirements, as applicable to specific engagements.
- Accreditation and Quality Frameworks (NAAC / NBA / ISO 21001)

The Industry Relations Cell shall align its processes, documentation, monitoring, and outcomes with the requirements of NAAC, NBA, and ISO 21001 (Educational Organizations Management Systems). This includes adherence to quality assurance principles, stakeholder engagement, outcome measurement, continuous improvement, and evidence-based reporting.

The University shall ensure periodic review, documentation, and audit of the Industry Relations Cell's activities to maintain ongoing compliance with all applicable legal, statutory, and accreditation requirements.

17. Review & Revision Mechanism

- The policy governing the Industry Relations Cell shall be reviewed annually, to ensure its continued relevance, effectiveness, and alignment with institutional objectives and quality standards.
- In addition to the scheduled review cycle, the policy shall be reviewed and updated as and when required in response to changes in statutory regulations, accreditation frameworks, government guidelines, or national education policies.
- The Internal Quality Assurance Cell (IQAC) shall initiate and coordinate the review process, including collection of feedback, analysis of implementation outcomes, and identification of areas for improvement.
- Proposed revisions and amendments shall be placed before the competent statutory authority of the University, and shall come into effect only after approval by the Registrar and/or Vice-Chancellor, as per the University's governance structure.
- All approved revisions shall be formally documented, notified to stakeholders, and disseminated through official communication channels of the University.

18. Documentation & Record-Keeping

- Each policy and associated Standard Operating Procedures (SOPs) of the Industry Relations Cell shall be assigned a unique policy code and version number to enable clear identification, traceability, and version control.
- A centralized digital repository for all policy documents, SOPs, meeting records, reports, and compliance documents related to the Industry Relations Cell shall be maintained by the Internal Quality Assurance Cell (IQAC). Access and permissions shall be governed by institutional data management protocols.
- Outdated or superseded versions of policies and SOPs shall be systematically archived in the digital repository to maintain a complete audit trail, ensuring

transparency, accountability, and readiness for internal and external audits, accreditation reviews, and statutory inspections.

19. Reporting & Audit

- The Industry Relations Cell shall prepare and submit Annual Reports, including activity summaries, outcomes, best practices, and challenges, along with Action Taken Reports (ATRs), to the Internal Quality Assurance Cell (IQAC) for review and record.
- The IQAC shall conduct an Internal Compliance Audit annually to assess adherence to approved policies, Standard Operating Procedures (SOPs), statutory requirements, and accreditation frameworks. Findings and recommendations from the audit shall be communicated to the Industry Relations Cell for corrective and preventive action.
- Statutory and external audits, where applicable, shall be facilitated in accordance with University regulations, UGC guidelines, and other relevant statutory or regulatory requirements. All necessary documentation and records shall be made available to authorized audit and inspection agencies.

20. References

- UGC Regulations
- Government Acts & Notifications
- University Statutes & Ordinances
- Institutional Development Plan (IDP) / Strategic Plan

21. Annexures

- Annexure I: Standard Forms (Complaint, Application, Nomination)
- Annexure II: Sample Agenda Format
- Annexure Industry Relations Cell: Minutes Format
- Annexure IV: Action Taken Report Format
- Annexure V: Implementation Checklist (Excel)
- Annexure VI: Policy Review Report Format

Note on Usage

- This policy document template is a standardized framework for all committees and cells of the University.
- Each committee or cell should complete only those sections relevant to its specific mandate, statutory obligations, or operational needs.
- Sections that are not relevant may be skipped, but a brief justification must be provided explaining why the section does not apply.
- This ensures flexibility for individual committees while maintaining uniformity and standardization across the University.