MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(Deemed to be University)
Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi
NAAC Accredited with A+ Grade, NIRF India Rankings 2025 - Band: 201-300 (Engg.)
NBA Accredited - B.Tech. (CIVIL, CSE, ECE, EEE, MECH, CST), MBA & MCA

# A Report on Industrial Visit to "Blue Yonder Pvt Ltd & E Box Recycler Inc" Organized by Department of Computer Science & Engineering on 18.08.2026.

**Report Submitted by: Dr. K. Senthil Kumar, Assistant Professor, Department of Computer Science & Engineering.**
**Mode of Conduct: Offline**
**Report Received on 20.08.2026.**

## 1. Introduction

An industry–academia engagement visit was undertaken by Dr. N. Krishnaiah and Dr. K. Senthil Kumar to two organizations in Bengaluru with the objective of establishing meaningful and sustainable collaboration opportunities for students and faculty. The visit focused on student internships, industry-defined final-year project use cases, Board of Studies participation, guest lectures and technology-oriented training, as well as e-waste awareness and an industrial visit for students.

The visit resulted in concrete commitments from both organizations. Blue Yonder India Private Limited expressed willingness to support student internships and provide use cases for final-year projects, while also indicating interest in academic participation through the Board of Studies and guest sessions on recent IT technologies. Ebox Recyclers agreed to conduct an e-waste awareness programme for students and confirmed an industrial visit for 120 students on 03 September 2026.

## 2. Faculty Members Attended

| S. No. | Name | Designation |
|---|---|---|
| 1 | Dr. N. Krishnaiah | Associate Professor |
| 2 | Dr. K. Senthil Kumar | Assistant Professor |

## 3. Objectives of the Visit

1. To secure internship opportunities for students with leading industry organizations.
2. To obtain industry-relevant use cases and problem statements for final-year projects.
3. To strengthen industry participation in academic activities, including the Board of Studies.
4. To facilitate guest lectures, expert sessions and training on emerging technologies.
5. To expose students to responsible e-waste management, recycling and circular-economy practices.
6. To establish an industrial visit opportunity for a large student cohort and promote experiential learning.
7. To develop sustained industry–institute collaboration supporting employability, innovation and sustainability.

## 4. Industry Visit Details

| Industry | Location | Official Met | Key Purpose / Outcome |
|---|---|---|---|
| Blue Yonder India Private Limited | Tower A, Mantri Commercio, near Sakra World Hospital, Outer Ring Road, Bellandur, Bengaluru | Mr. Srinivas, Director | Internships; final-year project use cases; Board of Studies participation; guest sessions and training on recent IT technologies. |
| Ebox Recyclers | Electronic City, Bengaluru | Mr. Balaji, Head – Consumer E-Waste Division | E-waste awareness programme for students; industrial visit confirmed for 120 students on 03 September 2026. |

## 5. Industry 1 – Blue Yonder India Private Limited

Blue Yonder India Private Limited, Bengaluru, is a global technology organization focused on AI-powered, end-to-end digital supply chain solutions. Its technology portfolio includes artificial intelligence and machine learning, data cloud and platform technologies, supply chain planning, and end-to-end planning and execution solutions

During the interaction, the faculty members met Mr. Srinivas, Director. The discussion focused on converting the relationship into practical academic outcomes for students and faculty.

### 5.1 Key Outcomes from the Interaction

- **Student Internships:** Mr. Srinivas indicated that Blue Yonder would provide internship opportunities to students, subject to the company's internal process and requirements.
- **Final-Year Project Use Cases:** The Director agreed to provide industry-relevant use cases/problem statements that can guide final-year student projects.
- **Board of Studies Participation:** Mr. Srinivas expressed interest in participating in the institute's Board of Studies activities, providing an avenue for industry inputs into curriculum and skill requirements.
- **Guest Speaker / Expert Sessions:** He expressed willingness to visit the institute as a guest speaker and conduct sessions for students.
- **Recent Technology Training:** The proposed expert sessions may focus on recent and emerging technologies in IT, helping students understand current industry practices and technology expectations.

### 5.2 Academic Value

The proposed collaboration has the potential to create a continuous academic–industry feedback loop: industry requirements can inform curriculum discussions; industry use cases can become student project themes; internships can provide workplace exposure; and expert sessions can bridge the gap between classroom learning and current technology practices.

## 6. Industry 2 – Ebox Recyclers

Ebox Recyclers is an e-waste recycling and IT-waste management organization based in Bengaluru. The organization is engaged in the collection, disposal, refurbishment, dismantling, segregation and recycling of electronic waste. Its activities also include data recovery and secure data wiping, along with the refurbishment of computers, laptops and other electronic equipment.

During the interaction, the faculty members met Mr. Balaji, Head – Consumer E-Waste Division. The discussion focused on student awareness, sustainability education and direct exposure to e-waste management practices.

### 6.1 Key Outcomes from the Interaction

- E-Waste Awareness Programme: Ebox Recyclers agreed to conduct an e-waste awareness programme for students.
- Industrial Visit: The company confirmed an industrial visit for 120 students.
- Scheduled Date: 03 September 2026.
- Experiential Learning: The visit is expected to help students understand the practical dimensions of e-waste collection, refurbishment, dismantling, segregation and recycling.
- Sustainability Awareness: The engagement can strengthen student understanding of responsible consumption, reuse, recycling and circular-economy practices.

## 7. E-Waste Management Map and SDG Alignment

The conceptual map illustrates the e-waste management lifecycle and its alignment with the student awareness program and proposed industrial visit. It highlights key stages including collection, refurbishment, dismantling, segregation, material recovery, recycling and responsible end-of-life management, along with their relevance to the Sustainable Development Goals (SDGs).

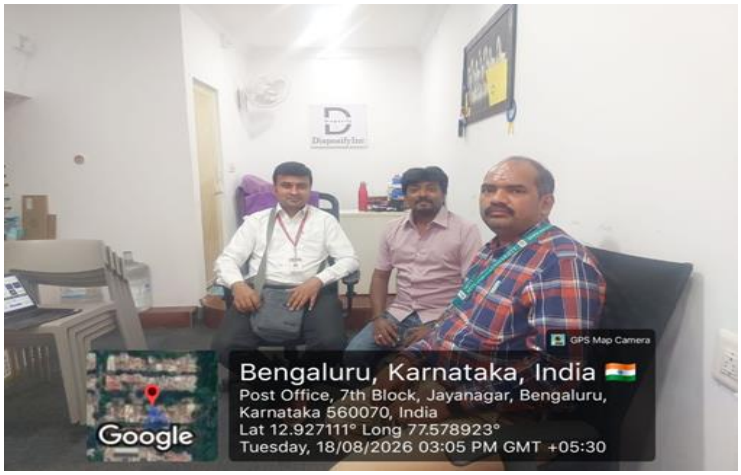


*Figure 1. Conceptual E-Waste Management Map and SDG Alignment*

### 7.1 Alignment with the Sustainable Development Goals (SDGs)

The industry–institute engagements undertaken during the visit contribute to multiple Sustainable Development Goals (SDGs), particularly those related to responsible consumption and production, industry and innovation, employability, environmental awareness and partnerships

| SDG | Relevance | Visit / Collaboration Link |
|---|---|---|
| SDG 12 | Responsible Consumption and Production | E-waste awareness, reuse, refurbishment, recycling and reduction of waste generation. |
| SDG 13 | Climate Action | Responsible e-waste management can support resource efficiency and environmental awareness. |
| SDG 9 | Industry, Innovation and Infrastructure | Industry exposure, technology training, final-year project use cases and recycling systems. |
| SDG 8 | Decent Work and Economic Growth | Internships, employability, industry skills and exposure to professional work practices. |
| SDG 17 | Partnerships for the Goals | Industry–institute collaboration, guest sessions, Board of Studies engagement and student programmes. |

The strongest direct SDG linkage for the e-waste component is SDG 12, particularly the targets concerning environmentally sound waste management and substantially reducing waste generation through prevention, reduction, recycling and reuse. The awareness component also supports SDG 12.8 on access to information and awareness for sustainable development.

## 8. Consolidated Industry–Institute Outcomes

| Outcome Area | Industry Commitment / Result | Expected Student Benefit |
|---|---|---|
| **Internships** | Blue Yonder indicated willingness to provide internships. | Workplace exposure, employability and practical skill development. |
| **Final-Year Projects** | Blue Yonder to provide industry use cases. | Real-world problem solving and industry-relevant project outcomes. |
| **Board of Studies** | Blue Yonder Director expressed interest in participation. | Industry feedback for curriculum and skill development. |
| **Guest Lectures / Training** | Blue Yonder Director willing to conduct sessions on recent IT technologies. | Awareness of current tools, technologies and industry expectations. |
| **E-Waste Awareness** | Ebox Recyclers agreed to conduct awareness activities. | Environmental literacy and responsible e-waste practices. |
| **Industrial Visit** | Ebox Recyclers confirmed visit for 120 students on 03/09/2026. | Direct exposure to e-waste management and circular-economy practices. |

## 9. Proposed Follow-Up Action Plan

- Obtain the formal internship process, eligibility criteria and student requirements from Blue Yonder.
- Collect and document Blue Yonder project use cases and map them to suitable final-year project teams.
- Initiate the formal process for industry expert participation in the Board of Studies.
- Plan a guest lecture / technology session series with Blue Yonder experts.
- Coordinate the Ebox Recyclers industrial visit for 120 students on 03 September 2026.
- Conduct pre-visit orientation on e-waste, safety, responsible disposal and circular economy.
- Document student learning outcomes, photographs, attendance and feedback after the industrial visit.
- Explore a long-term MoU / collaboration framework covering internships, projects, expert sessions and sustainability initiatives.

## 10. Conclusion

The industry–academia engagement visit to Blue Yonder India Private Limited and Ebox Recyclers resulted in specific and actionable collaboration opportunities. Blue Yonder's proposed support in internships, final-year project use cases, Board of Studies participation and expert sessions can strengthen the academic–industry interface and improve student readiness for contemporary IT careers. Ebox Recyclers' commitment to student awareness and an industrial visit for 120 students provides a practical platform for sustainability education and e-waste management awareness.

Taken together, the two engagements create a balanced model of industry collaboration: technology and employability through Blue Yonder, and sustainability and circular-economy awareness through Ebox Recyclers. The proposed activities are aligned with institutional goals of experiential learning, industry readiness, innovation and the Sustainable Development Goals.