

Industry Institute relation Policy



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(Autonomous)
MYLAVARAM- 521 230, Andhra Pradesh

1. Preamble

Lakireddy Bali Reddy College of Engineering (LBRCE) is committed to strengthening academia–industry collaboration to bridge the gap between curriculum and industry requirements.

This policy provides a structured mechanism to enhance student employability, research collaboration, consultancy, and innovation ecosystem in alignment with NAAC, NBA, and NEP 2020 guidelines.

2. Objectives

- To establish sustainable industry partnerships
- To enhance skill development and employability
- To promote internships, live projects, and industrial exposure
- To facilitate collaborative research and consultancy
- To support innovation, startups, and incubation activities
- To integrate industry inputs into curriculum design

3. Scope

This policy applies to:

- All Academic Departments
- Students (UG/PG)
- Faculty Members
- Training & Placement Cell
- R&D Cell
- Innovation & Incubation Cell
- Alumni Association
- Industry Partners

4. Institutional Framework

4.1 Industry–Institute Interaction Cell (III Cell)

Composition:

- Principal – Chairperson
- Dean (I&R) – Co-Chair
- IQAC Coordinator – Member
- Dean (R&D) – Member
- Heads of Departments – Members
- Training & Placement Officer (TPO) – Convener
- Industry Representatives / Alumni – External Members

Functions:

- Plan and coordinate industry interaction activities
- Facilitate MoUs and partnerships
- Monitor internships, training, and placements
- Maintain records for accreditation

4.2 Training & Placement Cell (TPC)

Responsibilities:

- Organize campus recruitment drives
- Coordinate internships and industry training
- Conduct employability skill programs
- Maintain placement database

4.3 Research & Development (R&D) Cell

Responsibilities:

- Promote industry-sponsored research
- Facilitate consultancy projects
- Encourage faculty–industry collaboration

4.4 Innovation, Incubation & Entrepreneurship Cell (IIEC)

Responsibilities:

- Support startups and incubation
- Organize hackathons and innovation challenges
- Collaborate with industries for product development

4.5 Department Industry Interaction Committee (DIIC)

Composition (at Department Level):

- Head of Department – Chairperson
- Department III Coordinator – Convener
- Senior Faculty Members – Members
- Industry Expert / Alumni – Member

Responsibilities:

- Identify industry partners
- Arrange guest lectures, workshops, and visits
- Facilitate internships and projects

5. Key Components

5.1 MoUs & Collaborations

- Establish MoUs with:
 - ✓ Core industries
 - ✓ IT companies
 - ✓ Startups / MSMEs
 - ✓ Research organizations
- MoUs shall include:
 - ✓ Internships
 - ✓ Training programs
 - ✓ Joint research

5.2 Internships & Industrial Training

- Mandatory internships for all students
- Types:
 - ✓ Industry Internship
 - ✓ Research Internship (Community Service Project)
 - ✓ Rural Internship
- Duration: As per curriculum guidelines
- Monitoring by:
 - ✓ Faculty Mentors
 - ✓ TPO / III Cell

5.3 Skill Development Initiatives

- Conduct:
 - ✓ Value-added courses
 - ✓ Certification programs
 - ✓ Industry-based training modules
- Focus on:
 - ✓ Emerging technologies (AI, IoT, VLSI, Data Science)
 - ✓ Soft skills and communication

5.4 Guest Lectures & Expert Talks

- Minimum:
 - ✓ 2-3 industry interactions per semester per department
- Topics:
 - ✓ Latest technologies
 - ✓ Industry practices
 - ✓ Career guidance

5.5 Collaborative Research & Consultancy

- Encourage:
 - ✓ Industry-funded projects
 - ✓ Consultancy services
- Revenue sharing as per institutional norms

5.6 Industrial Visits

- At least:
 - ✓ One industrial visit per year per class
- Objective:
 - ✓ Practical exposure
 - ✓ Understanding industrial processes

5.7 Innovation & Startups

- Promote:
 - ✓ Student startups through IIEC
 - ✓ Industry-supported incubation
- Link with:
 - ✓ MSME / Startup India initiatives

5.8 Placement & Career Development

- Strengthen:
 - ✓ Industry tie-ups for placements
- Conduct:
 - ✓ Mock interviews
 - ✓ Aptitude training
 - ✓ Resume building workshops

6. Roles & Responsibilities

- Principal
 - ✓ Approve MoUs and major collaborations
 - ✓ Provide strategic leadership
- Dean (Training & Placements)
 - ✓ Oversee placement and internship activities
 - ✓ Liaison with industry partners
- IQAC Coordinator
 - ✓ Monitor quality benchmarks
 - ✓ Ensure NAAC/NBA compliance
- Heads of Departments
 - ✓ Implement policy at department level
 - ✓ Ensure student participation
- TPO
 - ✓ Coordinate all III activities
 - ✓ Maintain documentation
- Faculty Members
 - ✓ Mentor students in internships/projects
 - ✓ Engage in consultancy and research

7. Implementation Strategy

- Annual III Activity Plan (prepared by III Cell)
- Department-wise targets:
 - ✓ MoUs (Minimum 2/year)
 - ✓ Internships (100% coverage)
 - ✓ Guest lectures
- Budget allocation for:
 - ✓ Training programs
 - ✓ Industrial visits

8. Monitoring & Evaluation

Key Performance Indicators (KPIs):

- Number of MoUs signed
- Internship completion rate
- Placement percentage
- Number of industry interactions
- Consultancy revenue generated
- Number of startups/incubated ideas

Review Mechanism:

- Quarterly review by III Cell & IQAC
- Annual report submission to Academic Council

9. Documentation (NAAC/NBA Evidence)

- MoU copies
- Internship records & certificates
- Guest lecture reports
- Industrial visit reports
- Placement data
- Consultancy & research reports

10. Expected Outcomes

- Enhanced industry readiness of students
- Improved placement performance
- Increased industry-funded projects
- Strengthened innovation ecosystem
- Better NAAC/NBA accreditation scores

The Institute shall continuously review and update the approved policy and is committed to its implementation.

Policy History:

Version	Approved by	Implementation and Monitoring by
V1.0(Original)	20 th Meeting of GB held on 31-01-2026	Dean (I&R)