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**CAMPUS INDUSTRY CONNECT PROGRAM PROPOSAL
IN THE CONTEXT OF**

EMERGING CHALLENGES AND OPPORTUNITIES IN EDUCATION SECTOR POST PANDEMIC

Pravin Paritkar

EDUCATION CONSULTANT

ISRSD PROJECTS PVT LTD

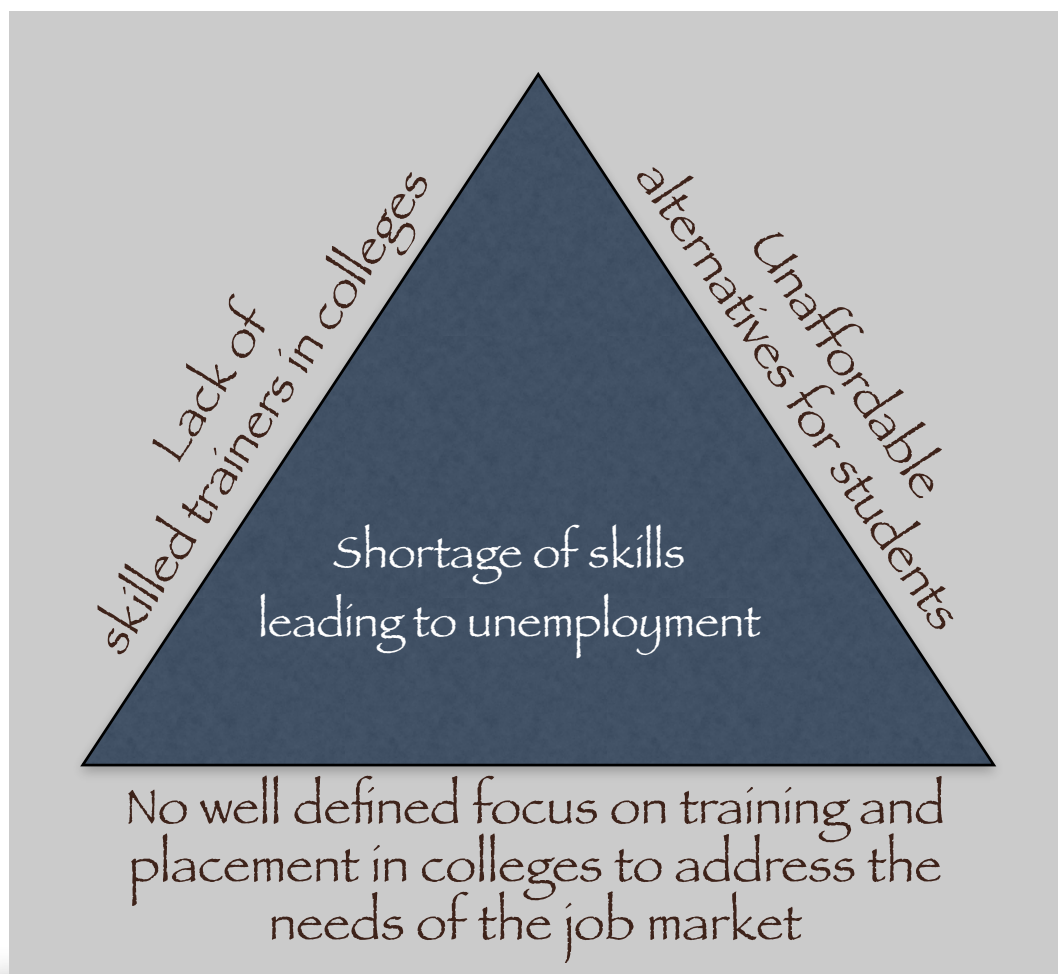
CHANGING SCENARIO WITH EDUCATION INSTITUTIONS

The education institutes and the corporates have an inexplicably intertwined relationship. The pandemic has challenged most of the industry sectors and has pushed them to redefine their strategies to adapt new normals. They need to recover for the lost opportunities and losses during these times. This needs far more rigour to cope up with their talent acquisition needs. This will have a significant impact on the educational institutions due the demand on the skill by corporates. Hence the on campus, off campus recruitment processes, primarily driven by the changing job market will drive most of the employment to keep the cost structures lean and agile. Our strategies and collaborations with industries to help them through these times creates an unique opportunity for us to work together to meet their requirements.

This document elaborates approach on connecting industry with IOS campus to address the issues and leverage the opportunity

KEY ISSUES FACED BY INDUSTRY

- A. Skills shortage in students inducing talent crunch for industries. Despite hundreds of thousand of students graduating every year, the demand for skills in the industry is unfulfilled
- B. Colleges do not have enough contemporary courses which are in demand, forcing most of the students to settle with outdated streams, despite their urge to learn modern, contemporary technologies



- C. Students do not have alternate affordable avenues to build right capabilities. Despite of thousands of training institutes operating in the country, not many could bridge the talent gap between industry and students. The training segment continues to remains heavily unorganised and disconnected from industry
- D. Post pandemic, the industry is looking to hire fewer better people and raising the bar for hiring multi-skilled candidates but are struggling to do so
- E. Academic institutions do not have direct access to industry which widens the gap between demand and supply of talent

CHALLENGES FOR IOS

1. Not enough students intake
2. Not much placement through on-campus
3. The infrastructure is under-utilised and unutilised too
4. Not enough students development activities apart from regular curriculum
5. Industry connect is missing
6. Tremendous pressure on already stressed financial and administrative systems

STRENGTHS AND OPPORTUNITIES

1. Prime location in terms of vicinity to highway, IT & manufacturing industry
2. Large intake capacity of 2500 students
3. Renowned Brand and legacy that could be further built on
4. The faculty could be cross trained and effectively leveraged for students development activities

5. Effective training and placement cell activities could be initiated to bring the entire cycle of education – training – placement – under one roof
6. IOS can be turned into a hub of academic – industry collaboration and partnerships

BENEFITS TO IOS

1. Establish the USP through industry connect as a key differentiator
2. Improved placement of students
3. Skill and competency building of students
4. Skill and competency building of faculty and staff
5. Improvement in quality of education
6. Opportunity to be a self-sustaining institution
7. Infrastructural upgradation – value addition due to incubation centres
8. Off campus interviews for corporates
9. Improved branding with corporates as well as students
10. Possibly higher level of NAAC grades & affiliations
11. Potential to seek UGC additional funds coupled with other academic benefits
12. Quantity of incoming students will turn the wheel on favour side
13. Results enhancement and reduced dropout rate
14. Student progression
15. Strong alumni and alumni management

16. Efficient, competent and qualified faculty
17. Autonomy
18. All of the above could lead to improved students intake and fee structures in long term and some income sources in the short term through value added services

PROPOSAL

1. We offer to collaborate with your institute of science (IOS) to jointly help with unleashing above potential.
2. Together we can combine institute's staff, students and infrastructure with our industry network to realise most of the above untapped opportunities
3. We intent to run various activities under training and placement department of the institute to upgrade students skills, provide training, run incubation centres for corporates within the premises, conduct on campus/ off campus placement drives leverage CSR funds, leveraging government schemes and programs (NSDC / MSSDS) to name few
4. We would like to sign an MoU with the management of the institution to execute above project and explore further engagement opportunities. You could outsource these activities to us and empower us to represent your institution as we connect with various IT, ITES and other industries to your institution