

**POLICY**  
*for*  
**INDUSTRY-ACADEMIA LINKAGES**



Industry-Academia Linkage Cell  
**Nowgong College (Autonomous)**  
**Nagaon, Assam-782001**



# **NOWGONG COLLEGE (AUTONOMOUS) :: NAGAON :: ASSAM** **RE-ACCREDITED WITH 'A' GRADE BY NAAC**

Estd.: 1944

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## **Industry-Academia Linkages:**

Collaboration between industry and academia is a key factor to catalyse innovation and growth in technology. While industry often focuses on addressing solutions that are of near-term commercial value and academia focuses on building new knowledge through research and imparting education to students, the combination can yield accelerated development of new breakthroughs.

Industry partnerships are instrumental in advancing research and creating a skilled workforce. Industry gains work-ready talent with specialist knowledge and practical training, and institutions benefited by having opportunities to work on relevant technologies and challenging problems. As India ushers in the era of digitisation, it is in the enviable position of having a young tech-savvy population ready to apply its learning's in key fields such as AI and Big Data to solve major challenges facing critical industries like healthcare and energy.

## **Initiatives of Nowgong College (Autonomous) for Industry-Academia Linkages:**

Nowgong College (Autonomous) initiated various steps/programmes for strong Industry-Academia linkages:

- **Involvement of Industrialists and Entrepreneurs:** To enhance a strong industry-academia link in our institution, college authority includes industrialists and entrepreneurs in the Board of Studies. It has enabled us to create a curriculum that emphasizes on students' ability for self-sustenance. The college has skill Enhancement Courses which primarily intend to encourage our students to be engaged in entrepreneurship after the completion of their studies and also during their studies. Instead of hampering their studies these courses help the students to be more creative and to explore the areas which may enable them to be financially independent in future.
- **Vocational Courses:** The College has B.Voc. Course which helps students to choose their career as entrepreneurs. Further, the college has industrial tie-up with local medical industries, nursing homes and social organizations like Red Cross society which offer internship to our students.
- **Placement:** The students of the college have got placement in some private as well as nationalized bank industries, automobile industries, corporate business houses, local furniture industries etc. which have become possible only for our institutions strong emphasis on linkages with local industries and on enhancement of students skills and creativity.
- **Institution Innovation Council (IIC):** Nowgong College (Autonomous) has been selected for Institution Innovation Council by MoE and MHRD, Govt. of India in which the college has recently received the ranking of 3.5 stars in the year 2021-22.

It aims at grooming the students for self-sustenance and at nurturing their hidden potential. College authority offer seed money to these students who coming up with original and innovative ideas. It encourages them to cultivate their skills, to generate new ideas and to commercialize their creative ideas. The college authority also offers seed money to our faculty members for innovative research.

- **Academic and research collaboration:** The College has signed MoUs with premier institute/Organization like IIT-Guwahati, IIT-Mumbai, IEST-Delhi, Assam Startup-The Nest (IIM-Calcutta Innovation park), MSME Technology Centre (Tool Room & Training Centre, Amingaon, Guwahati), Daffodil Nursery and College of Horticulture (DMET), Central Institute of Petrochemicals Engineering & Technology (CIPET), Rain Forest research Institute, Jorhat, B. Barooah Cancer Institute, Guwahati, Sanskrit University, New Delhi, NBRI (CSIR), Lucknow, USTM- Meghalaya, Red Cross Society- Guwahati, IIE- Guwahati, World Researchers Organization, EIRC & ICAI-Kolkata etc. and also other health industry to create a better environment for entrepreneurship and to facilitate our students to achieve financial independence. College has collaboration with B. Barooah Cancer Institute which has facilitated us to start job-oriented courses in our students. This collaboration has aimed at grooming our students for entrepreneurship.
- **Workshop/Seminar/Hands-on-Training:** The college authority regularly invites successful entrepreneurs to the college so that our students get the platform to directly interact with the entrepreneurs. The authority also invites the local entrepreneurs on regular basis. Our students are given career and mental health counselling by the counsellor. It has truly benefited our students to cope with the stress associated with their career related issues and to choose correct path of future career.
- **Alumni Connect:** College authority initiates Internship/Apprenticeship embedded degree programme in consultation with various stakeholders. Nowgong College (Autonomous) has a strong and vibrant Alumni association connecting the Alumni across the Globe. Prominent Alumni provides digital devices to the students from the economically weaker section of the society. Further, with the help of Alumni College authority running Japanese and German language certificate and diploma courses.
- **Business Startup of Nowgong College (Autonomous):** Nowgong College (Autonomous) has established startup involving student community in culture, production and marketing of vermicomposting, production of herbal tea bags, ecofriendly and sustainable bamboo products named ORGANICA, Natural Dyed Eri-Silk products involving rural ST women folk
- **Research and Development Cell (RDC):** College authority has constituted research and development cell of Nowgong College (Autonomous) as per guidelines of UGC, New Delhi.
- **Industry-Academia Linkage Cell of Nowgong College (Autonomous):** College authority has constituted Industry-Academia Linkage Cell of Nowgong College (Autonomous) for smooth execution of Industry-Academia linkages.
- **Internationalization:** College authority has initiated activities with the help of Alumni and prominent academicians. Further, Nowgong College (Autonomous) nominated renowned academician/researchers as International Academic Adviser (s) from different countries viz., Australia, Switzerland, USA and UK for quality teaching and research ambience in the college.

## **Vision and Mission:**

To facilitate the development of an entrepreneurial ecosystem through teaching, research and extension activities in line with the “*Atmanirbhar Bharat*” mission.

## **Policy of Industry-Academia Linkages of Nowgong College (Autonomous):**

### **A.**

- Constitute a **Special Purpose Vehicle (SPV)** for promoting product into market. Under this umbrella, all the direct benefits of the product must be framed. Brand Name and Trade Marks need to be formed for the product. All Social Media tools need to be deployed for promoting the product.
- Setup a Research Park with different verticals, viz., Institution Innovation Council, Business Incubation Centre, Placement & Career Counselling Cell and Intellectual Property Right (IPR) Cell.
- Encourage faculty members to involve them with the industry.
- Enhance facilities provided to the faculty members for involvement with the industry.
- Create environment for staff exchange between industry and institutions,
- Create avenues for greater Involvement of Staff in R & D and Consultancy.
- Provision of incentives for faculty members to collaborate with industry.
- Acknowledgement of Industry involvement and linkages in Assessment of Performance of Faculty members for their promotion in [PBAS] & [CAS] system.
- Arrangement of Workshops and Training programmes with Industries to adopt modern / latest technology used in the industries.
- Provide training programmes for technicians, scientists and engineers.
- Signing MoUs with Industries for establishing relationship and to generate On-Job Training.
- Develop specialized education system and curriculum for updating skills and Knowledge.
- Publish the success stories of the business start-ups, initiatives of the innovative entrepreneurship of Nowgong College (Autonomous) in the form of Coffee Table Book/Booklet.

- Set up Liaison Cells in the HEIs, Universities, which may provide adequate data bases, on facilities, equipment and expertise, available in the universities, as well as the type and important features of industries in the region.
- Provision for representatives from Industries in Board of Studies, Academic Councils and Institutes/College Managing Committees.
- Offer material characterization, testing and certification facilities.
- Keep the industry informed about new discoveries/developments and innovative scientific work being undertaken.
- Offer consultancy services, of a viable nature, like the developing computer software, conducting surveys solving problems of local natural disaster.
- Frame consultancy guidelines of Nowgong College (Autonomous) in the line of Industry-Academia Linkages and also suggested to introduce Environmental Engineering Cell to provide consultancy service on Environmental Impact Assessment (EIA)/Green & Environmental Audit.
- Setup the *Institutional Single Point of Contact (ISPC)* for more & fast action.
- Appoint eminent entrepreneurs, Industry Experts as Professor of Practice as per UGC guidelines for Nowgong College (Autonomous)
- Undertake research related to technology transfer in collaboration with R & D units in industry, and
- Assist small, and medium-scale industries to induct and maintain modern technology.

**B. The industries can:**

- provide funds to institutes for R & D and Consultancy
- assist teaching programmes by giving endowments
- support research programmes; especially those on applied research,
- encourage, enhance, create avenues and environment for greater involvement of faculty with industry
- encourage, enhance, create avenues and environment for staff exchange between industry and institutions

Sd/-  
Principal  
Nowgong College (Autonomous)  
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