Summary of the Project

“Industry-Institute Interaction: Explorative study of Management institutes in Pune and Mumbai region”

(A research project sponsored by BCUD, University of Pune)

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The number of management schools in India has grown to 3,844 (AICTE data) with a total student intake of 3.5 lakh from just 130 in the year 1991. Every management institute has its own way of prioritizing the industry linkages at times voluntarily but mostly because it is mandatory. To understand their approaches towards IIP and its implication, a survey of 50 management institutes from Mumbai and Pune was undertaken. Institutes were selected through stratified random sampling that includes Deemed University, University Department, Affiliated Institutes and Autonomous Institutes. The objective of the research was to explore activities under IIP and its benefits, the motivating factors and the problem areas in undertaking IIP. Simultaneously, it is also an attempt to understand the industry perspective on IIP. The outcome of the paper is very diverse and it is more institutes specific. Attempts for any industry partnership have come primarily to increase the student placement and not much for knowledge up gradation or learning. Because of the adhoc approach of affiliated institute, faculty members are finding it difficult to have a long term and sustain liaison with industry. There are lot many instances were IIP practices are imitated without realizing the feasibility and other constraint areas. There was need felt to devise own methods to have a liaison with industries and few cases of this nature are highlighted in this paper. Towards the end, the study comes up with a suggestive institute specific guideline to improvise the IIP, which further is expected to develop employability of students and capacity building of faculty members.