

A.S.D Government Degree College for Women (A),Kakinada
INTERNAL QUALITY ASSURANCE CELL (IQAC)

A Report on

**One Day National Workshop on “Academia-Industry Interface:
Strategies for Resource Management and Organizational Management”**

One day National Workshop on “Academia-Industry Interface: Strategies for Resource Management and Organizational Management” is organized on 05-09-2019. Dr. G. Srinivas, Joint Director, UGC-SERO acted as the Chief Guest and Keynote speaker of the program. Dr. G. Srinivas, Joint Secretary, UGC-SERO, Hyderabad .Dr. Ramesh Babu Boga, Founder & MD, BogaR laboratories, Peddapuram, Dr. V. Haritha, Scientist, Makore Labs. Hyderabad, Dr. CHSN. Murthy, MD, Venky Pharma, Yanam, Pondicherry acted as the Resource Persons.

The program started with a Tribute to Dr. Sarvepalli Radhakrishnan, Former President of India on his birth anniversary and commemorate his contribution to the country.

The Chief Guest of the programme and the Keynote speaker Dr. G. Srinivas, Joint Secretary, UGC-SERO gave his keynote address to the seminar participants. In his address he has emphasized on the importance of Academia-Industry and highlighted that any relationship without symbiosis cannot sustain. In his address he stressed upon the that the A-I interaction should not be limited to placements but Industry representatives should be involves as stakeholders in the higher education institutes .

He stated that though India is an Agrarian country, the contribution of agriculture to GDP is only 15 percent due to multiple reasons. As agriculture is non viable people are not interested in taking up agriculture and migrated to urban areas leading to rapid urbanization. Technology has started affecting the lives to a great extent. This technological advancement and privatization has brought changes in all the sectors including higher education.

But in the present scenario students are lacking the required knowledge and skills to suit the changes and developments concerned even to their specialized disciplines which is a matter of great concern. In the present curriculum, skill development is lacking. So it is an important issue to be addressed. If skills are incorporated among the students, they can suit the industry requirements.

He pointed out that for non technical institutions its very challenging to develop Academia-Industry Interface. But as an autonomous college ,efforts can be put up to involve the industry representatives right from framing the syllabus and their inputs should be incorporated in the syllabus. But too much stress should not be put up on a particular industry but various industries should be involved suitable to various disciplines. He reiterated that not only the science departments which can directly involve the industry, even commerce and social sciences can interact with the concerned associations to inculcate skills among the students.

Academia-Industry should be based on viable proportions and both should be benefited and Academia-Industry Interface should ultimately benefit the students.

Being an young country with highest percentage of population below the age of 40, Higher education institutions have a vital role to play, Students should be given appropriate guidance. With the technological advancement, creation and expansion of knowledge is very fast. So its challenging for the higher education institutions to cope up with these changes. But the institutions should grow and meet the needs of the industry which runs basically on the changes taking place in the society.

He concluded his address stressing upon the need for a strong curriculum which is progressive also imparting critical thinking and creativity among the students .Students should be groomed in such a way that the industry should be satisfied with them and be ready to take the students .He also stressed that the deliberations of today's workshop should be seriously implemented in the institution in future to strengthen the relations between the higher education institutes and the industry.

Impediments in Academia-Industry Research Relationship

Dr.B.Haritha

Dr B.Haritha began the session with her innovative slogan of 4D's "Dedication, Determination, Dream to reach Destination" and motivate the girl students to develop a vision and work for it.

First and the foremost thing to strengthen Academia-Industry Interface is to understand what is going on in the industry and what is going on in the academia and develop various strategies to strengthen this relationship. In the present scenario there is a large gap between the industry and academia which needs to be filled. She pointed out that there are no suitable mechanisms available for collaboration due to time bound systems for research.

In India the teachers of higher education institutions mostly concentrate on their teaching but never interact with the industry. There is a need for the industry to encourage, enhance, create avenues and environment for great involvement of faculty. On the other side, academic institutions should invite the industry to suggest suitable specialized educational programmes for updating the knowledge and skills among the students.

The higher education institutes through their Innovation and Skill Development Centers should first share their innovative ideas with small industries, develop its marketability and then approach the bigger industries. On the other hand industries should sponsor the research and assist teaching programmes by giving endowments.

Higher education institutions should develop their infrastructure so that research facilities can be provided for the technicians of the industry to conduct their research.

She has enlightened upon the various steps taken by the government of India to link the industry and academia for the benefit of the students in higher education. She has clearly explained the differences existing between India and abroad in developing linkages between the academia and industry. In west majority of the research programmes are funded by the industry and the major innovations which have become a huge success in the market are being brought out for the higher education institutions while in India both the academia and industry are lacking a strong linkage. She has also provided inputs on the various industries funding research in the academic institutions and the immediate need for the academic institutions to gear up for strengthening their linkages and develop various strategies to work together for the ultimate benefit of the students.

Academia-Industry Collaborations-Tends in Pharma &Biotechnology

Dr.Ramesh Babu Boga,President & MD,Boga R Laboratories ,LLC

Addressing the audience, the speaker Dr.Ramesh Babu Boga brought into light the role of various agencies in the development of any society. He pointed out that apart from Academia, Industry and the Government, Media also plays an important role in the dissemination of information and facilitates in identifying the problems and needs of the society. Society dictates what to be done by the industry and the industry brings out the products.

Regarding the pharma and biotech industry, India is the largest market for its product because of its vast population, relatively low cost of production and the ready availability of skilled people.

As India is strategically located on the map, the world is looking at India for its markets.

Academia Vs Industry is like Science Vs Business and both are mutually dependent. But in the present scenario, due to many reasons, there is a wide gap between the higher education institutes and the industry. There is a dire need to bridge this gap for the development of the society.

Dr.Ramesh Babu pointed out that a lot of research is going on in India but that research is not converted into innovations. Hence it is the need of the hour to stress upon the ways to convert creativity into an innovation and how these innovations can be marketed.

Addressing the students in the gathering he said that sometimes intuition paves way for future career. Will power and courage are the most important traits to be inculcated to be successful in ones life.

Regarding the industry at present there are two concepts going on throughout the world i.e Open Innovation and Closed innovation. In India it is closed innovation adopted by the industries while it is open innovation in other parts of the world which is done in collaboration with people. But the future is for open innovation. Hence India needs to gear up for this as technology transfer is very important for any society to flourish.

India is producing thousands of Ph.Ds.' but no research is converted to innovation. So the youth should come out of comfort zone and contribute to the society. Definitely there are risks are involved but they should be ready to face the challenges and succeed. He pointed out that India stands fourth in publishing the papers but in patenting its nowhere in the competition. So proper mechanisms should be developed to convert the ideas into patents.

He concluded his session quoting some of the examples of innovations and technologies which are the outcome of the synergy between the academia and industry.

Entrepreneurship in Aquaculture

**Dr.Venkateswarulu, Retired Director,
SIFT,Kakinada**

Dr.Venkateswarulu, Retired Director, SIFT, Kakinada enlightened the audience on the various employment and entrepreneurship opportunities in Aquaculture. Anyone who is specialized in aquaculture can become a farmer, a technician, feed expert, hatchery personnel, set up a laboratory etc. .,There are number of entrepreneurs who have flourished extremely well within a span of 6 months to one year. So many people have set up aquaculture shop,feed companies etc. There is no dearth of opportunities. there are thousands of aqua shops in Andhra Pradesh which are having very good turnover. A survey in a town reported that there are more fish medical shops compared to the medical shops of human beings. Fish sector is divided into two main areas. Capture fishing and Culture Fisheries. Capture fishing the fish is captured from its natural habitat while in culture farming, the feed is bought from market and is cultured in a confined area like a pond for 6-8 months and when they grow to marketable size, and they are sold in the market.

At present there is much focus on aquaculture and in the next decade. it is going to be a bread winning activity for majority of the rural masses in coastal areas. To become an entrepreneur in aquaculture the minimum essentials are land, capital, water, marketing management are the minimum essentials. Fish is more proteinous than chicken and mutton but the percapita consumption of fish is 5 kg per annum. The reasons being the smell and spines. These are the two main drawbacks.

Aquaculture is mainly of three type's .Fish water aquaculture, brackish water aquaculture and marine culture. If the fish is cultured in fresh water, without any minerals, aquaculture, if it is in brackish water where ph. is constantly fluctuating, it is brackish aquaculture and if it is cultured in sea, it is Mari aquaculture.

Before starting business, it is very important to have a good plan. Some strategies are required. Soil testing is important. Chicken manure should not be used as they contain some chemicals.

More fish should not be kept in a pond. If it is fish, the minimum fish that can be kept in a pond per acre is 2-3 thousand while if it is prawn, more than one lakh should not be kept. As per guidelines, stock should be kept. Water exchange or use of chemicals to maintain water balance .Water discharge should be taken care of properly.BOD and COD of this water should be tested before the discharge water enter into the oceans because, as overloading of these nutrients leads to pollution.

Three are two important financial issues involved. One is fixed cost and the other is variable cost. Land cost is fixed and the variable cost includes the fish seed and the other maintenance costs. Proper planning is important for any entrepreneur. One more important thing is whatever culture is taken up, it should not pollute the environment. It should be technically appropriate which assures success. Economic viability and social acceptability are also important. Profitability and sustainability is the shared responsibility of people. Stakeholder should help the industry to sustain for a long time. Finally he concluded with the concluding statement that Success is magnetic which attract many more investors.

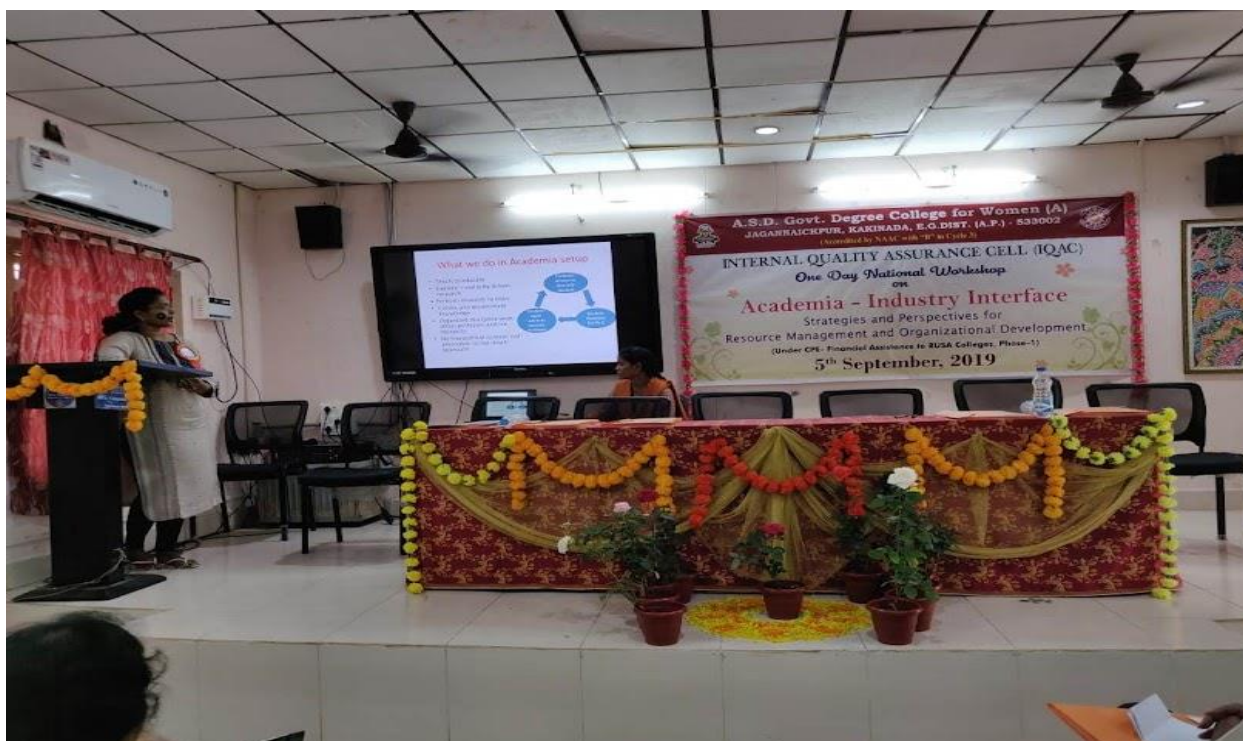
Glimpses of the workshop



Dr. G. Srinivas, Joint Secretary, UGC-SERO, Hyd and Key note speaker Tribute to Dr.Sarvepalli RadhaKrishnan,Former Prsident of India on his birth anniversary



Release of Souvenir by the resource persons



Session by Dr. V. Haritha, Scientist, Makore Labs. Hyderabad



Session by Dr.K.Venkateswarulu,Retd Director,SIFT,Kakinada



Session by Dr. Chsn. Murthy, MD,Venky Pharma, Yanam, Pondicherry



Presentation of certificates to the participants

H. Suvarchale
PRINCIPAL
PRINCIPAL
A.S.D.GOVT.DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA