



## INDUSTRY & INTERNATIONAL CONNECT

**Initiatives related to industry interaction including industry internship / summer training/Industrial Visits/ guest lecturers**

- Industry Internship/ Summer Training**

The students from the Department of Management Studies are required to undertake an 8-week internship as part of their curriculum after the exams of the 2<sup>nd</sup> semester. The Training and Placement Cell at MIET provides internships to all the 100% students enrolled in the program. The performance in the internship is evaluated based on the defined rubrics. Some of the leading companies which offered internships during the last three years are mentioned as given below:

Year	Name of the Company	No. of Students
2022-23	AGL- Sales & Marketing	1
	Axis Bank	3
	Bharti Airtel Ltd	3
	Bharti AXA Life Insurance Ltd.	2
	Bizemag Media	4
	College Dunia Web Pvt. Ltd	2
	EME TECHNOLOGIES	2
	Extramarks Education (I) Pvt.Limited	5
	Godrej and Boyce Mfg. Co. Ltd	2
	HDFC Bank	7
	International Model United Nations	1
	ITC LIMITED	2
	J&K Grameen Bank	1
	JAI Beverages Pvt. Ltd.	4
	Kandhari Beverages Private Limited	2
	LIC	1
	Picshort Private Limited	1
	Reliance Securities	5
	Rucha Engineers Pvt Ltd	1



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	Salesqueen Software Solutions	1
	Share Khan	6
	South Asia FM Limited	2
	Support And Care Humanity Foundation	1
	Sutlej Textiles Industries Ltd.	1
	UFlex Ltd.	4
2021-22	JK Bank	12
	Pragmatic	6
	Coke Bottling	6
	Sarweshwar	4
	Sharekhan	5
	Future Retail	7
	Reliance Securities	5
2020-21	HDFC	22
	Future Consumer Ltd.	5
	State Bank of India	1
	Airtel	3
	Jammu and Kashmir Bank	4
	Intern Kings	3
	Coca-Cola	2
	Zomato	2
	SBI Mutual Funds	2

List of organizations offering internships to the MBA students

- **Industrial Visits**

The industrial visits are organized on a regular basis by T&P Cell for the management graduates with a vision to provide them with hands-on experience of the management of the organization. These exposure visits are rated very high on feedback by the students and help them understand the practical implications of the management concepts taught in the class. Big Bazaar for instance offers week-long immersion visits wherein the students are required to engage with the customers and help them in their purchase process. The list of the industrial visits organized during the last three years are listed below in the following table.



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S. No.	Date	Company
1	27-05-2022	Kandhari Beverages, Samba
2	30-04-2022	Chenab Textile Mills, Kathua
3	29-01-2020	Reserve Bank of India, HO Rail Head Complex, Jammu
4	22-01-2020 to 26-01-2020	Big Bazar, Pathankot
5	22-01-2020 to 26-01-2020	Big Bazar, Jammu
6	22-11-2019	Indian Institute of Integrative Medicine (IIIM), Jammu
7	18-11-2019	Jacksons Ltd, Kathua
8	23-03-2019	Bee Tee Sports Co. Gangyal, Jammu
9	20-03-2019	Jai Beverages at Bari Brahmana, Jammu
10	20-03-2019	Shalimar Floorings, Bari Brahmana, Jammu.
11	30-08-2018	SEBI in Collaboration with BSE, SEBI Office, Jammu
12	03-08-2018	Cadila Pharmaceutical Ltd, Samba (J&K)
13	03-08-2018	Godrej Soap Manufacturing Unit, SIDCO Bari Brahmana, Jammu
14	23-04-2018	RBI office, Rail Head Complex, Jammu.
15	31-03-2018	Berger Paints, Samba (J&K)
16	09-03-2018	Chenab Textile Mills, Kathua (J&K)
17	05-02-2018	SEBI Office, Jammu
18	24-01-2018 to 29-01-2018	Big Bazar, Jammu

- **Guest Lectures**

The department invites eminent people from industry, academia, and entrepreneurs to interact with students and faculty over a diverse set of topics. These sessions offer students an opportunity to develop and exhibit their organizing skills, communication skills, analytical abilities and awareness of contemporary issues faced by industry. The details of the guest lectures organized during the last three academic years are listed in the Table given below:

S.No.	Name of the Speaker	Designation and Affiliation	Date of Interaction	Topic of Interaction
1	P.N. Sharma	Rtd.. Brigadier Indian Army	22/05/2023	PERT/ CPM
2	Dr. Amisha Gupta	The Business School, University of Jammu	9/5/2023	Foreign Exposures



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3	Ms. Misha Aima	Google	10/4/2023	Talent Acquisition & Engagement 2023 and beyond
4	Mr. Dhananjay Singh	NHRD	8/4/2023	Changing Face of HR: A Global Perspective
5	Prof. Vithala Rao	Cornell University, New York	25-02-2023	Recent Trends in Product Bundling
6	Mr. Deepak Kohli	Bank Of Baroda	30-01-2023	How to make a Great Career and Goal Setting- Alumni Interaction
7	Dr. Vipin Gupta	Prof. & Co-Director, Centre for Global Management	21-01-2023	Decoding the Science of Modern Science and Coding its Managerial Implications
8	Ms. Surbhi Rajput	Delivery resource Manager, Microsoft Hyderabad	21-05-2022	Resource Management
9	Dr. Vipin Gupta	Prof. & Co-Director, Centre for Global Management	30-04-2022	Technological Growth and its Foundations in Indian Wisdom
10	Dr. Bharat Suryavanshi	Central Patent Office, Ministry of Commerce and Industry.	22-04-2022	IPR, Patents and Design filing for Start- ups and Entrepreneurs
11	Mr. Ankush Mahajan	AVP, Axis Securities Ltd.	20-04-2022	Valuation and returns
12	Ms. Nirmal K Bhardwaj	CEO, Resurgent Solutions	24-03-2022	Entrepreneurship driven by Emerging Tech
13	Ms. Shiromani Gupta	Mandala Artist	31-01-2022	Entrepreneurial Insights - Things No one tells you
14	Mr. Anuj Mahajan	State Head CSC, HDFC Bank	28-01-2022	Power of Subconscious Mind- How it can benefit students
15	Ms. Soumya Ranjan	Head – Business Operations, BFSI Sector Skill Council of India	22-01-2022	Orientation Session on BFSI Skill Sector Council of India
16	Mr. Ajay Khajuria	Marketing Head, Airtel	4/12/2021	Marketing in the New Normal
17	Ms. Reecha Goel	Associate Partner, Global Business Services	3/12/2021	Sustainability
18	Mr. Rohit Gupta	Area Sales Executive Grade - 01, Adani Wilmar	11/10/2021	Alumni Interaction, session on topic- 'Realities of Corporate'
19	Prof. Roshan Lal Raina	Vice-Chancellor, Jaipur National University	27-09-2021	Making the most of an MBA
20	Mr. Rahul Sahai	Chairman, PHDCCI,	16-07-2021	Importance of versatility in Job/ Profession for an MBA



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21	Ms. Rishi Kaul	Product Manager, Unilever Ltd.	5/6/2021	What's Consumer Insights & How is it used?
22	Mr. Kamal Sanghvi	Director, Precious	20-04-2021	How to prepare Project Feasibility Report
23	Ms. Gargi Modi	Digital Marketing Specialist, Biiibo Inc., Toronto, Canada.	19-03-2021	Digital Marketing
24	Ms. Subha Chandrasekaran	Founder and Director, Rainkraft Creative Solution.	8/3/2021	Empowering Women Leaders
25	Ms. Poonam Koul	Ex Marketing Head Apple, India	11/1/2021	New Age Marketing Trends
26	Mr. Harbinder Singh Sokhi & Ms. Shweta Camma	Manager, BSE IPF	2/12/2020	Investor Awareness Program
27	Mr. Harbinder Singh Sokhi & Ms. Veena Kumari & Inderjeet Singh	Manager BSE, Manager SEBI & Manager CDSL	24-11-2020	Investor Awareness & The Role of Regulators
28	Prof. Himanshu Rai	Director, IIM, Indore	18-11-2020	Leadership
29	Ms. Uvika Sudhran	HR Manager, Nissan Automobiles	7/11/2020	Alumni Series Guest Lecture
30	Prof. Alka Sharma	Professor, TBS, University of Jammu	6/11/2020	Attitude: A Management Competency
31	Mr. Sidharth Arora	Cluster Head, Uttarakhand, J&K South Asia Ltd. (Radio RED FM)	6/11/2020	Welcome to the Jungle called Corporate
32	Mr. Karan Mahajan	Managing Partner Durga Seeds	5/11/2020	Agriculture as a Career Option
33	Mr. Harbinder Singh Sokhi & Mr. Anil Jain	Manager BSE IPE and Manager CDSL	4/11/2020	Investors Awareness Program
34	Prof. Devinder Kumar Banwet	Professor, IIT-Delhi	3/11/2020	Coping with Changing Needs of the Indian Ethos: A Systems Approach
35	Mr. Kamal K. Sharma	Founder Director, Save First Investinsure Services Pvt Ltd	13-06-2020	Goal Setting
36	Dr. Gurpreet Kour	Assistant Professor, IIM, Shillong	29-05-2020	Decoding Marketing Campaigns: An Indian Perspective
37	Mr. Manik Arora	Territory Head, Eureka Forbes Limited	14-05-2020	Customer Relationship Management
38	Ms. Megha Khajuria	IT Manager, Civil Secretariat	1/5/2020	Stress Management and Burnout



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39	Mr. Surinder Singh Jasrotia	CEO, Director, Sarveshwar Foods Ltd.	23-04-2020	Distribution Networks
40	Ms. Akanksha Gupta	HR Manager, Australia based IT Company	17-04-2020	HR in IT Industry
41	Mr. A. N Powar	Former VC & Executive Director, Acc & Ambuja Cement	10/3/2020	Effective Negotiations
42	Prof. Dipankar Sengupta	Professor, Deptt. Of Economics, University of Jammu	14-02-2020	Union Budget Analysis 2020
43	A. N Powar	Former VC & Executive Director, Acc & Ambuja Cement	1/11/2019	Power Plant Engineering & Management
44	Mr. Aatish Gupta	Branch Manager, HDFC Mutual Fund, Jammu	16-09-2019	Investor Awareness Programme
45	Dr. Amisha Gupta	Assistant Professor, The Business School, University of Jammu.	6/9/2019	Management Accounting
46	Dr. Aubid Parrey	Assistant Professor, The Business School, University of Jammu.	31-08-2019	Time Management
47	Mr. Raman Kumar Sharma	HR Professional, Free Lancer	23-08-2019	HR Interviews
48	Mr. Rishi Hetta	HR Manager, Big Bazaar (Future Group), Jammu	20-08-2019	How to make a successful career after MBA
49	Mr. Anmol Gupta	Business Owner, UIV consultant Pvt Ltd	19-08-2019	Financial Investments
50	Ms. Geetika Kohli	Founder, Thinksta	2/8/2019	Communication Skills
51	Mr. Babar Afzal	Chairman, Pashmina Goat Ltd	1/5/2019	The Unplanned Journey
52	Mr. Sunil Singh	Snr AVP, ICICI Prudential Life Insurance	24-01-2019	Insurance Sector in India

Details of Guest Lectured organized.

**Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer projects**

Participation of Industry Professionals as examiners of Summer Internship and External Viva-Voce

Industry professionals are invited as experts to undertake viva-voce evaluation as part of the summer internship project. All the students are required to participate in the process as part of the evaluation process. Well-defined rubrics are used for evaluation.



## **Participation of Industry Professionals in Curriculum Development**

Before becoming an autonomous institution, the department had constituted a Department Advisory Committee comprising experts from academia and industry to offer their inputs and feedback on curriculum, value added courses and skill matrix to be implemented at the department level. Post autonomy after July 2020, the institution has constituted an academic council at the institution level and board of studies of each program with members from industry seeking their inputs on formulating a new age curriculum.

Currently two industry professionals are serving on the Board of Studies for MBA Department including Mr. Ajay Khajuria, General Manager, Marketing, Airtel and Ms. Uvika Sudhran, HR Specialist, Nissan.

## **Initiatives related to industry including executive education, industry sponsored labs, and Industry sponsorship of student activities.**

### **Executive Education**

The department has created a plan to start offering Management Development Programs for the industry professionals in the region. The institution has also planned to deliver a strategic management executive development program for the leadership team of leading schools of Jammu and Kashmir.

### **Industry Sponsored Labs**

The institution has following Industry Sponsored labs:

- Mitsubishi Electric has set up an Authorized Training Center at MIET by providing equipment worth Rs 2 Crores. It offers training on Industry automation tools including PLC, SCADA and industrial robotic arms.
- The faculty and students can access more than 1000 licensed software including Microsoft 365 (further includes MS Excel, Word, Presentation, Team and all allied tools), Microsoft Projects, Microsoft Visio and Microsoft Power BI under the Microsoft Academic Alliance.



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- The institution has set up AWS Academy at MIET which provides free content on AWS and 50% sponsorship to students on appearing for certification exams.
- The institution has tied up Nebula cloud to offer 24\*7 cloud environment for the students to access IT tools like Tableau, Microsoft BI, Primavera, Ui-path available etc. over cloud.

### Industry Sponsorship Activities for students

Name of the Event	Industry Partner	Activities
Unleashing Growth: Creating Startups, generating jobs and Empowering Women Entrepreneurs	Campus Dunia and FICCI FLO, Jammu Chapter	250 Students from MIET attended the fully sponsored event by industry partner Campus Dunia. The travel of the speakers along with the refreshment of the speakers and students was sponsored by Campus Dunia
Financial Literacy and Awareness Program	Reserve Bank of India	The entire event was sponsored by the RBI including travel of the speakers, prizes for the quiz and refreshment for the students.

Industry Sponsorship Activities for students

While these initiatives are in their infancy, the institution has made some progress in establishing itself as a credible center for consultancy and expertise in niche areas such as software development, innovation mentoring, IT consultancy. Some examples include:

- a. The PI-360 quality analytics framework built by MIET has been adopted by the JK Govt. in 10 marquee institutions in the Jammu region covering 20,000 students and 2000 faculty members.
- b. The institution has received a grant of Rs. 2.5 Lakhs from the AICTE to mentor five technical institutions in the J&K region on innovation under the Institution Innovation Council Mentor-Mentee scheme.
- c. Prof. Ankur Gupta, Director MIET and Dr. Sahil Sawhney, Associate Professor MBA, have been nominated on an expert committee to drive IT-adoption at the University of Jammu.
- d. Faculty from the department of Management Studies have been empanelled to train officers at the Regional Institute of Training, Auditor General Office, Jammu a Central Government agency.





**Involvement of industry professional as members of various academic bodies/board**

<b>Academic Body</b>	<b>Industry Professional</b>
Academic Council	1. Dr. Mani Madhukar, Program Manager, Global University Programs, IBM Private Limited
Board of Studies	1. Ajay Khajuria, General Manager, Marketing, Airtel 2. Uvika Sudhran, HR Specialist, Nissan

Industry professional as members of various academic bodies/board