

Industry – Academia Linkage Policy

Madhab Choudhury College, Barpeta

1. Introduction:

Madhab Choudhury College, Barpeta, recognizes the crucial role of industry-academia collaboration in fostering skill development, research, and employment opportunities. This has also been given weightage in the NEP regulations. To impart an education which is skill-based and job-oriented, every academic institution must have enough linkages with industry in order to provide necessary skills which will help them in securing job opportunities in the future. This is also important to make them employable, which can be achieved through the Internship programme.

The economy of Barpeta District is dominated by the service sector. Agricultural sector is the other significant contributor to the economy of the district, which generates the highest employment in the district. Lack of big and heavy industries in the locality creates a vacuum in industrial employment and it also results in difficulty in establishing linkage with industry.

Most of the industries operating in the district are in the MSME (Micro, Small and Medium Enterprises) sector. There is no big or heavy industry in the district. Due to the lack of awareness, most of the firms do not have DICC registration and hence they are included in the unorganized sector. Due to the lack of any parent or regulatory body, these enterprises do not have much coordination amongst them. These factors act as hindrances in establishing links with these firms or enterprises as a whole.

Hence, the institution has decided that it would try to establish linkage with the firms individually rather than the whole industry itself. Thus, this policy emphasizes linkages with the unorganized sector to enhance employability, entrepreneurship, and knowledge exchange.

2. Objective:

The policy will have the following objectives:

- a. To bridge the gap between academia and industry, viz. Madhab Choudhury College and the unorganized sector operating in Barpeta District.
- b. To promote skill-based education relevant to local industries so that the students of the college get benefitted.
- c. To facilitate research and innovation in collaboration with industry stakeholders.
- b. To enhance employment and entrepreneurial opportunities for students.
- d. To foster community engagement through knowledge sharing and capacity building.



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3. Key Thrust Areas:

- a) **Identification of Industries** : As Barpeta does not have big industries, the main thrust is to identify industries or firms where the students of Madhab Choudhury College can have vocational training as well as have scope for internship. Looking at the industrial scenario of the district, the institute has identified the following industries where linkage can be established with the industry or the firms operating in the area.
- i) **Health Sector**: Due to the presence of Fakhruddin Ali Ahmed Medical College and Hospital (FAAMCH), Barpeta is rapidly turning into a Healthcare Hub. With the establishment of a huge number of pharmacies, diagnostic laboratories and private nursing homes, the scope for employability in this sector has increased manifold.
 - ii) **Hospitality Industry**: There is huge scope for the hospitality industry in Barpeta due to the presence Barpeta Satra and FAAMCH. Barpeta has the potential to be a religious and medical Tourism hub. Hence, the hospitality sector including hotels, restaurants and other allied units and therefore, tourism is an area which can be tapped into.
 - iii) **Food Processing Industry**: A number of firms involved in the food processing industry can be found in and around Barpeta. These include bakeries, pickle and juice producing firms, spice-making firms etc.
 - iv) **Fireworks Industry**: Barpeta is home to the traditional fireworks industry where a number of firms are involved in producing some unique fireworks over the years. Linkage can also be established with these firms.
 - v) **Other Industries**: Barpeta is also home to some other handicraft industries like the Assamese traditional ornament making, cane and bamboo craft, weaving etc. Horticulture and nurseries is also one sector which can be explored. These will be identified and linkages will be established.
- b) **Skill Development & Vocational Training**: Integrating skill-based training aligned with the needs of the unorganized sector such as health and hospitality sector, handicrafts, handloom, fireworks, food processing industries and other small-scale industries.
- c) **Entrepreneurship Development**: Encouraging students to explore self-employment opportunities through incubation centers, workshops, and mentorship programs in



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collaboration with these firms. Internship programmes with these firms will be used to create employment opportunities.

d) Collaborative Research & Innovation: Partnering with firms, artisans, and cooperative societies involved in the aforementioned sectors for research projects that address industry challenges.

e) Internships & Apprenticeships: Establishing internship programs with these enterprises to provide hands-on experience.

f) Policy Advocacy & Consultancy: Offering expert guidance to local industry stakeholders on sustainable practices, financial literacy, and market access. Other institutions working in these fields will be taken on board for this purpose.

g) Capacity Building & Social Responsibility: Conducting training programs for workers in these sectors to improve their efficiency and economic stability.

4. Implementation Mechanism

a) Industry-Academia Coordination Cell: A dedicated committee to facilitate partnership, organizing events, and monitor progress of internship and other programmes.

b) MoUs & Collaborations: Establishing formal agreements with local industry groups, individual firms, cooperatives, other institutes and NGOs for sustained engagement.

c) Curriculum Enhancement: Introducing add-on courses and workshops tailored to industry needs.

d) Funding & Resource Mobilization: Seeking financial support from government agencies, corporate CSR initiatives, and research grants. Efforts will also be made to generate funds by the institution internally.

e) Monitoring & Evaluation: Regular assessment of impact through feedback mechanisms and performance indicators. Evaluation will be done in accordance with the NEP Credit framework.

5. Conclusion:

This policy aims to create a symbiotic relationship between Madhab Choudhury College and the local unorganized sector, fostering economic growth and academic excellence. The college will continuously adapt and refine its strategies to ensure meaningful engagement and long-term benefits for students and industry stakeholders alike.



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