



Basavarajeshwari Group of Institutions
BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

NAAC Accredited Institution*

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INDUSTRY INSTITUTE INTERACTION POLICY

Vision

- To create strong brand positioning within the Faculty, Gen Y community, Corporates, Survey teams using conventional and unconventional channels.
- To develop, mentor and nurtures students for employment and who in turn create employment opportunities.

Mission

- To ensure BITM is positioned as a brand in terms of education, opportunity for entrepreneur aspirations, building better career opportunities.
- Targeting the GenY community in colleges into creating a better positioning of self to employer.
- To develop self-sufficient projects in the emerging trends of technology, domain and invest students in future of skill development areas.

Goals

The Industry Interaction at BITM is intended to be the face of the Institute to the industry. It aims to facilitate the process of close industry-institute interaction and actively promoting fresh avenues for the same. Industry Interaction at BITM strives to enhance industry interaction with students and bridge the gap between academia and corporate world. To facilitate the same BIRED (BITM Industry Institute Relations & Entrepreneurship Cell) is established for Engineering & Management under the training and placement cell headed by Deputy Director. Centre for Industry Institute Interaction is set up by the MBA Department which works hand in hand with BIRED to achieve its objectives.

It's Goals are:

- Reach out to public community, Corporates with a focused approach on how to create Winning Scenario for BITM faculty, students and stakeholders of BITM and its trust member.
- To build and set up an Industry Institute relations & Entrepreneurship and Public Relation Cell namely BIRED CELL which will work with Campus, Corporates and so on in enabling the connect between the two entities.

Key Activities to be taken into considerations

1. BITM Visibility and Reach

- a. Visibility of BITM students in the Global road map.
- b. Identify gaps in skill and competency, and bridge the learning through various conventional and unconventional methods.
- c. Identify projects in the future technology, set up corporate connect to identify top students for better learning.
- d. Develop Leadership skills and soft skills for better career opportunity.
- e. Drive and develop outcome based and driven syllabus. Subjects and lessons to be employment centric.

2. BITM as strong brand within Global Corporates

- a. Invitation for Guest lectures, industry interaction with students from Global Corporates.
- b. Enabling CxO of various organizations by honoring them for contribution to industry and domain.
- c. Increase in industry interaction by participation and conducting seminars, demo of project works developed by students.
- d. Single branding theme/ framework for campus that not only differentiates from competition (campus vis-à-vis campus).
- e. Arranging for Road shows within corporates to show case BITM capability.

3. To build BITM as a strong brand through Social Media, internet media in global scenario
 - a. Participation at various National and International professional society events for better positioning of the institution.
 - b. Assigning consultants to evaluate college position within Gen Y and hiring cycles by conducting survey.
 - c. Building strong social media presence by Campus students active participations.
 - d. Building strong Alumni interaction to bring in projects and increase employment opportunities.
 - e. Better Utilization of Social Networking for relearning – to build and develop strong website for global reach out.
4. Center for Foreign language to be established under this brand for enabling students to look for foreign language as interest subject, to increase reach for students in global scenario.
5. Industry Trainings & MDPs-our distinguished faculty - comprising of experienced academicians & leading professionals with extensive corporate experience have reputation in terms of Research, Training & Consulting projects that has made BITM the frontrunner in this area across diverse areas including Strategy, Leadership, Business knowledge, Management & Functional development and Behavioral & Soft Skills.
6. Campus Connect through various Campus Partners, NASCOM Skill Council, IEDC Government of India, Foreign and National Education Institutes for better REACH OUT programs.
7. To build Center of Excellence (CoE) and by engaging students to invest time and effort in identifying projects to make them Industry Ready.

8. Alumni Connect

To build an Alumni program for BITM to connect with person who have passed out BITM on regular basis both at National and International level.

9. HR Cell – for Career Counseling and Guidance.

- a. To work as HR Cell for Faculty and Students – to extend career counseling and guidance.
- b. Work with BITM in understanding the skills and competency of Faculty of BITM, identify training programs and identify areas of contribution of each faculty to excel.
- c. To identify Faculty Development Programs

The Events organized by BIRED & CII Cell and not limited to are:

1. Guest lecture Series
2. Faculty Development Programs with Industry
3. Industry Visits
4. Personality Development and Grooming Sessions
5. Placement Sessions
6. Summer Internships Evaluation Process
7. CxO's Forum
8. Conferences and Seminars
9. Management Development Programs(MDP's)
10. Establishing Centre of Excellence


Chairman & Director,
Ballari Institute of Technology & Management,
BELLARY.