



Prof.D.Anand  
Director

## UNVIERSITY – INDUSTRY INTERACTION CENTER

The University-Industry Interaction center was started by the University of Mysore in the year 1995 with a mission to contribute for the socio-economic development of the country through collaborations and partnership with industry. The center is committed to work as a catalyst for promoting the interaction between academics and industry through mutual co-operation amongst teachers, scientists, researchers and the practicing industrialists to fill the gap between knowledge creation and its application.

### Objectives of the center

1. Interaction with the University Departments of studies to have information on the expertise available.
2. To interact with the local industries and their associates to explore the possibility of using academic expertise of the University in industry.

3. To engage University Departments of Studies in consultancy, research projects, testing of products and organizing workshops, conference and programmes that are industry specific.
4. Conducting orientation programmes for understanding the changing expectations of the industry for the purpose of evolving course contents and preparing students for placements.

### Organizational Structure

The center was created with a revolving fund of rupees one lakh by the University. Since its inception in 1995 it has been working under the supervision of a committee under the chairmanship of the Honorable Vice-Chancellor and a Director with secretarial staff.

### Mode of Operation

The center facilitates for exchange of views between academicians and industrialists. The requirements of the industries will be regularly communicated to the teacher's researchers and scientists of the related subjects. Assistance will be provided for finalizing and entering into memorandum of understanding between interested industrial units and the resource persons of the University.

Normally the revenue earned by the Departments of Studies through the works undertaken will be shared with the center and the concerned staff members on the norms prescribed by the University time to time.

### Possible Areas of Consultancy

Science Departments: Product development and testing, process development quality testing, soil testing, plant tissue culture, environmental management, process control, statistical analysis, pollution control and training in respective fields.

### Departments of other Faculties

Business Analysis, Market research, surveys, cost analysis, activity planning, logistic analysis pricing, legal advice and training in the respective field.

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