THE ROLE OF JAWAHAR KNOWLEDGE CENTRE IN ESTABLISHMENT OF INDUSTRY- ACADEMIC INSTITUTION INTERACTION IN ANDHRA PRADESH

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ABSTRACT

Industry and Academic institutions are with the goal of cross fertilizing the ideas for system improvement. Over the last decade and half, the falling barriers to international trade and investment have led to more integrated and interdependent frame work of international business. Employers today as a result operate on an environment that demands new and constantly developing skills to retain global competition. A survey done by McKinsey Global Institute shows multinationals find only 25% of Indian Engineers are employable. Therefore, it has become important to manage this knowledge workforce, coming out of the professional colleges situated in semi-urban and rural areas and turn them as high quality human resources with requisite skills to cater the market needs. The present study is intended to examine the role of Jawahar Knowledge Centre (JKC) in establishment of Industry- Academic Institution Interaction in Andhra Pradesh. The study adopts exploratory research design which usually employs secondary data .The secondary data is collected from the JKC (Jawahar Knowledge Centre) official records and websites of JKC, Institute of Electronic Governance, APSCHE (Andhra Pradesh State Council of Higher Education) and Andhra Pradesh government. The analyzed data reveals that both the academic institutions and industry recognized the importance of knowledge exchanging between them. They started to exchange knowledge to get mutual benefit. More number of institutions has to come forward to conduct industry trainings. The top management of the industries is also looking to invite the institutions to visit the industry, conducting quiz, project competitions to the students for extracting the knowledge. The Jawahar Knowledge Centre as a platform for the project works between industry and academic institutions. These two have to maintain continuous interaction between them. Despite some problems among the stake holders (Academic institutions, Industry, JKC, Faculty/trainers, etc.), Jawahar Knowledge Centre is playing vital role in promoting the industry –academic interaction. The industry-academic interaction has been enhancing positively since its inception.

KEYWORDS: Academic Institutions, Industry, Interaction, JKC and Skill development.