

# **INDUSTRIAL LIAISON POLICY**



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In a dynamic and increasingly globally-connected scenario, collaborations between businesses and universities offer numerous advantages to all involved parties. Academics gain the opportunity to tackle challenging research questions with practical applications, witness the tangible impact of their research, and access new skills, data, or equipment. On the other hand, companies can enhance business performance by expanding the capabilities and expertise available to them.

The initiation of the landmark China-Pakistan Economic Corridor (CPEC) will shift Pakistan from an agriculture-based economic model to an industrial-based one. This transformative development includes the construction of modern transportation networks, numerous energy projects, and the establishment of special economic zones. The potential industries slated for these economic zones span a diverse range, covering food processing, cooking oil, ceramics, gems and jewelry, marble, minerals, agriculture machinery, iron and steel, motorbike assembling, electrical appliances, and automobile manufacturing.

Recognizing the pivotal importance of industry-university linkages, the DMS has undertaken the establishment of an Advisory Board, including representatives from industry. The board has been to proactively establishing liaisons and collaborations with prominent multinational and local corporations and industries nationwide. Additionally, the board is entrusted with guiding and supporting activities such as curriculum development, consultancy, industrial projects, internships, student placements, and faculty placements in the industry.

**Goal:**

The policy's objective is to integrate industrial practices into academic programs and curricula, ensuring that students are well-oriented towards the current industrial requirements.

**Objectives:**

The Industrial Liaison Policy has following key objectives:

1. Endeavoring to establish connections with national and local industrial set-up, aimed at co-development of the curriculum and enhancing teaching/learning methods to effectively bridge the industry-academia gap. Industry representatives will also be engaged in visiting placements in University.

2. Ensuring that partnerships and linkages established with corporations and industries are mutually beneficial, serving the fundamental purposes of resource sharing, research, and human capital development. The initiatives will be taken to place faculty members in industry and providing training to industry staff at the University.
3. Organizing Job Fairs/industrial visits to facilitate interactions with industry experts, enhancing the overall learning of students, their employability and improvement of inter-personal skills.
4. Facilitating the placement of graduates and internee students in leading multinational and local firms.
5. Endeavoring to engage in partnerships with companies for joint projects/ case studies, research, and seminars.

The Industry Liaison Policy seeks to enhance our collaboration with the industry, specifically focusing on areas such as curriculum coherence, learning processes, joint research, and other relevant aspects.