

Ramanand Arya DAV College, Bhandup(E)

INDUSTRIAL LINKAGE REPORT

Academic year 2020-21

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There is often a gap between employers' skill needs and the provision of further and higher education. Such a gap will have consequences and costs for business. Policy has often stressed the need to close the gap by promoting engagement between employer and educational institutions in order to influence curriculum, set standards, and to make the supply of high level skills demand-driven.

The skills, knowledge and training that students receive at many colleges do not prepare them adequately to meet the requirements of the industry and the job market. This mismatch . . . coupled with under-training in the critical skills of problem-solving, analytical thinking and communication – is blamed, at least in part, for the emerging high graduate unemployment and under-employment

OBJECTIVE -The objective of this exercise was mainly to encourage educational institutions and industries to collaborate with commercial enterprises in the commercialization of innovations and new technologies so that both the industry and educational institutions optimally benefit from each other.

About Bhise Ceramics Pvt. Ltd.- It is one of the leading manufacturers of high quality advanced ceramic products. Bhise Ceramics Pvt. Ltd. supplies a wide range of products including Wear and Corrosion Resistant Parts, Electrical Insulators, and High Temperature Resistant Materials. They are a prime supplier of products in materials such as Alumina, Yttria Stabilized Zirconia, Steatite, Cordierite and machined Tungsten Carbide / Silicon Carbide. They are ISO9001 Certified for quality assurance in design for over 25 years.

Linkage Exercise at Bhise Ceramics

Three students of self financing course of RADAV College (TYBMS) were selected to work with Bhise Ceramics from 29th January 2021 to 28th February 2021 .

They got trained by the officials of Bhise Ceramics in the field of marketing. This helped them enrich their knowledge of marketing since they already learned this subject in their course curriculum.

Their role was primarily to handle the following areas:

- Data Collection

- Data Analysis

- Approach Clients

- Market Research

- Client Satisfaction

- Report Building

Conclusion

This was the first year of such a task carried out by RADAV College. Student's feedback was very encouraging. They were very enthusiastic about the whole exercise. It gave them confidence to face clients and work in the future in a corporate environment.

Observations made by the organization representatives - Students were very enthusiastic learners. They worked very hard for all the assignments given to them and completed them very successfully.



Uttari Bharat Sabha's
Ramanand Arya D.A.V. College, Bhandup (E)
NAAC Accredited "A" Grade

Industrial Linkage 2020-2021

Shri Devdatta Bhise
M/s. Bhise Ceramics Pvt. Limited

Attendance Sheet

Sr. No.	Name of the Student	Class	Duration	Sign
1	Akshata Jadhav Subject: Marketing	TY BMS	29-01-2021 to 28/02/2021	<i>Akshata</i>
2	Hrishikesh Anerao Subject: Marketing	TY BMS	29-01-2021 to 28/02/2021	<i>Hrishikesh</i>
3.	Sahil Mandavkar Subject: Marketing	TY BMS	29-01-2021 to 28/02/2021	<i>Sahil</i>

Sign

Devdatta Bhise

Dev B.