## **CAREER COUNSELLING & PLACEMENTS**

## **INTERNSHIPS**

This division focuses on building an interface between academia and industries. This interface facilitates the process of curriculum development as per professional needs of the industry by making it more dynamic and job oriented. This is made possible by facilitating training of students at different corporate and public sectors. Also continuous interaction with the industry by way of Guest Lectures and Workshops etc is enabled for better orientation of students at industry level. The constantly changing paradigms, in response to growing complexity of the business environment, today, have necessitated that universities and industries, which for long have been operating in separate domains should come closer to each other for creating synergies. Failure to recognize each other's role can potentially give rise to mismatch between demand and supply of quality manpower which in turn can cause disruption in the job market. In the present times of knowledge economy, a productive interface between academia and industry is a critical requirement.