

First Meeting of CII-IIT Council

1100 Hrs; 3 March 2010; Crystal Ball Room, Hotel The Lalit; New Delhi

Innovation is must for improving effectiveness over efficiency and partnership is important for sustained and steady top line growth of businesses. Partnership is like mutualism where the partners work together for mutual benefits thus achieving more than individual partners can attain.

The Government has declared that this decade will be observed as "The Decade of Innovation". In this year's budget too the weighted deduction on in-house research and development (R&D) expenses for drug firms has been proposed to be raised to 200 per cent from the present 150 per cent. The proposal is expected to benefit drug makers and research establishments. In a landmark announcement the Indian Finance Minister, in his annual Budget speech, put forward the proposal of setting of National Clean Energy Fund The announcement is extremely important and a major step in India's endeavor to promote renewable energy infrastructure by building innovation systems. This is the best time to explore Partnership for the industry with the knowledge hub of our country – the IITs through active Industry-Academia collaborations. In this backdrop, Confederation of Indian Industry with the IITS formed a CII-IIT Council and its first meeting was held on 3 March, New Delhi.

PURPOSE: The aim behind the entire exercise is to help India in becoming a Global Hub of Excellence in Technical Education and Research & Development through Industry-Academia Collaborations.

PROCESS: What has to be achieved:-

1. Become the Think Tank on in the country on Excellence in Technical Education and R&D
2. Advise on joint Industry-IIT initiatives in the focus areas involving all the stakeholders including Implementation of Flagship PPP Initiatives / Projects

PROGRESS

CII and IITs to launch **Industrial Technology & Innovation Mission** which will

- focus on development of PRODUCTS and their commercialization, on PPP mode, on the areas of industrial/societal needs
- will also involve curriculum development, faculty development, infrastructure development, human resource development around the product development
- Periodically assess the Industrial/Societal needs/issues/priorities (on the basis of its commercial /wealth creation potential) to set the product development goals.
- All the modes of cooperation among IITs, Industry, Government, other institutions including foreign organizations can be kept open to this Mission
- CII-IIT Council to provide directions and monitor its progress
- Project proposals (both development & commercialization) developed through this Mission will be co-funded by the Government and Industry for a time-bound implementation
- Projects to be professionally managed for time-bound outputs by the CII Secretariat who will receive a percentage of project funds as project management/implementation fees.
- IPR and Commercial benefits arising out of successful projects will be shared among the stakeholders as per agreed terms conditions on project to project basis.
- Success of the Mission can be measured on (a) Number of products developed and commercialized (b) Number of IP generated (c) Amount of business done on the products commercialized (d) Number of well-qualified human resource who worked on successful projects (e) IITs position in global academic ranking going up (f) Industry's investment in R&D going up
- **Yearly CII-IIT Event** to celebrate industry-IIT successful collaboration projects and a CII Award / Rolling Trophy (high value, sponsored by a member company) to the best successful project.

Representatives (Industry)

Mr AjaI Chowdhry(Chairman and CEO HCL Infosystems Limited)
Mr.Ganesh Natarajan(Vice Chairman &MD Zensar Technologies Ltd)
Dr Naushad D Forbes(Director Forbes Marshall Pvt Ltd)
Dr Praneet Kumar(Director,Escorts Heart and Super Speciality)
Dr Rahul Mirchandani(Executive Director,Aries Agro Ltd)
Mr.Vijay K Thadani(CEO,NIIT Ltd)

Representatives(Academia)

Prof.Madhusudan Chakraborty(Director,IIT Bhubaneshwar)
Prof.P S Robi(Dean R&D,IIT Guwahati)
Dr Pandu Ranga Rao (Asst.Professor,IIT Hyderabad)
Prof.Bikram Basu(Associate prof.-Mat and Met Engg IIT Kanpur)
Dr Damodar Acharya(Director,IIT Kharagpur)
Prof L.S Ganesh(,Mngt.Studies,IIT Madras)

The purpose of such collaboration is to achieve excellence in Technical education and research and training through Industry –Academia collaboration and partnership.Technology and innovation are critical to inclusive growth. Such an activity cannot be fulfilled in isolation but require a sustainable partnership between the different stakeholders namely

Present Players

Industry: As any advancement in R&D has a direct bearing on it whether it is production ,marketing etc.

Academia: Always trying to attain excellence in Technical Education and R & D.

Future players

Government: As the leading stakeholder who formulates industry friendly policy and acts as a facilitator, besides being a major contributor in funding R & D institute.

Community: Not only forms the big chunk of consumers but also acts as a social licensor which is very important for smooth functioning of all the above.

The success of such an alliance depends on the successful partnership amongst all the stake holders where the role of each player is recognized. Well defined role not only helps in accomplishing goals but the synergistic association of such a bond helps in reaching the targets effectively.

The major role perceived by such a formation is to bring about Innovation through R & D for creating products for the bottom of the pyramid thus keeping inclusive growth in mind. Quite a few success stories in the recent times reiterate the fact thst if such s collaboration genuinely happens will bear fruits in the future. Besides such a council will certainly add value in the long run.

Views Academia

Dr Damodar Acharya, Director IIT Kharagpur lauded the efforts of CII in bringing Academia-Industry together. Experts further agreed that Institutions were happy to forge partnership for mutual interest-IIT students lookout for opportunities in product and design but due to lack of infrastructure in the institutions they venture abroad looking for greener pastures. Academia believes the time is right to work together with the industry with continued progress in Indian economy. Both could work in the following directions:

- In areas of automotive, space and manufacturing industry, mining processing
- In areas of energy especially the non-conventional sources of energy like solar,biofuels etc.
- Support open ended research and innovations.
- In design and development of a product through innovation which would suit societal needs.
- Industry inputs can be important to understand the needs of the society.
- Forge Projects together and conduct interdisciplinary research.

Views Industry:

Mr Ajai Chowdhry Chairman-CII National Committee on Technology and Innovation and Chairman& CEO HCL Infosystems LTD focussed on the fact that technology and innovation are critical to inclusive growth. The industry looks forward to a long term sustainable partnership with the academia .Some industries are already existing in a steady partnership with the IIT .Industry was convinced that interaction between both is certainly required for better understanding of each other's needs and knowledge sharing.They could successfully work on:

- IITs could start with industry specific projects.
- Collaboration in paper writing citing industry related successful examples.
- Working on a particular initiative together .
- .joint initiative in alternate energy and design.
- IT and Health Industry.
- Entrepreneurship building to encourage innovative products with active mentoring

Challenges foreseen

- Absence of a structured process for sharing of ideas.
- Can industry provide joint guides for research work as there are not enough PhD guides?
- Can Industry and IIT work together to create one of the innovation universities as envisioned.
- To bring in faculty from different places

Role of CII

CII can sensitize industry about IIT capabilities. It was also felt that an open dialogue between the two partners is a must. CII's Yi programme is structured in terms of interaction between the students and institutes. Some innovators are already undergoing innovative programmes, many more similar success stories could help in forging the partnership ahead.

By the end of the meet, IITs and Industry both agreed that such a formal council and continuous collaboration between the both can act as a win-win equation where both will fulfill their objectives of common vision and shared mission.

Future Plan of Action

1. An annual Yearly Compendium of IIT-Industry will be held where success stories will be shared.And an Yearly Convention will be held to recognize /reward/publicise.
2. Launch of CII-IIT Industrial Technology and Innovation Mission for design and development of new Products/Solutions .This will greatly benefit MSMEs and Yi thus creating pool of willing industry who will invest in product development to manufacturing and help in meeting national and global challenges.It also forseees the role of government in funds allotment and facilitation.
3. A roadmap for 21st century innovation university.

To accelerate the process of innovation in the face of global competition driven by new tools in information technology all agreed that such a partnership can usher a new era which could result in societal benefits besides fulfilling the mutual interest of Industry-Academia.



CII-IIT council meet(L to R) Dr. Praneet Kumar(Director,Escorts Heart and Super Speciality),Mr.Vijay K Thadani(CEO,NIIT Ltd),Mr.Anjan Das, Senior Director,CII ,Mr Ajai Chowdhry(Chairman and CEO HCL Infosystems Limited), Dr Naushad D Forbes(Director Forbes Marshall Pvt Ltd) Mr.Ganesh Natarajan(Vice Chairman &MD Zensar Technologies Ltd)



Academia:(L to R), Prof L.S Ganesh,(Mngt.Studies,IIT Madras), Prof.Bikram Basu(Associate Prof.-Mat and Met Engg IIT Kanpur), Dr Damodar Acharya(Director,IIT Kharagpur) Prof.Madhusudan Chakraborty(Director,IIT Bhubaneshwar)Prof.P.S Robi(Dean R&D,IIT Guwahati)