



IIM

Metallurgy
Materials Engineering
Howrah Chapter

NEXT INNOVATIONS

Empowering International Education For The Futures

COLLABORATIVELY PRESENTS

ACADEMIA & INDUSTRIAL

SUMMIT 2024

ON

NOVEMBER

08
2024

**PERSPECTIVE OF EDUCATION
& INDUSTRIAL DEMAND**

ORGANIZING SECRETARY

DR. MANOJIT GHOSH

PROFESSOR

IEST, SHIBPUR

ADVISORY COMMITTEE

DR. TAPENDU MANDAL

ASSISTANT PROFESSOR

IEST, Shibpur
Secretary, IIM Howrah Chapter

DR. MONOJIT DUTTA

CHIEF, RESEARCH GROUP

Product Development,
Tata steel

DR. SNEHANSHU PAL

ASSOCIATE PROFESSOR

IEST, Shibpur
Chairman, IIM Howrah Chapter

DR. D. DE SARKAR

CEO

The Indian Copper
Development Centre

DR. SUKUMAR KUNDU

ASSISTANT PROFESSOR

IEST, Shibpur,

MR. RAHUL KHAITAN

DIRECTOR

Rahee Track Technologies
Pvt. Ltd

MR. SAMIR NANDI

DIRECTOR

Director, Next Innovations

DR. SIBNATH SOM

EX- DIRECTOR DRDO

Outstanding Scientist,
Former Director, Dr APJ Abdul
Kalam Missile Complex



EMINENT SPEAKER

Dr. Monojit Dutta

CHIEF RESEARCH GROUP
Product Development

TATA STEEL



EMINENT SPEAKER

Prof. P.P. Chattopadhyay

Director, NIAMT
Ex-Dean, IEST, Shaibpur



Advantages of Studying in World-Class Universities in Australia & New Zealand via pathways

Your Path
Your Way

to a world-class University in Australia and New Zealand



kaplanpathways.com



Mr. Robin Pushapdeep

Regional Director, South Asia, ANZ ,
Kaplan Colleges Pvt. Ltd



The Benefits of International Studies

Dr. Manojit Ghosh

Professor, Metallurgy and Materials Engineering, IIST Shibpur
Visiting Professor, University of Michigan , USA
Ph.D. from Delft University of Technology, The Netherlands

Leading the way for a sustainable future
The University of Tasmania
has ranked #1 on climate
action for universities internationally

Mr. Daniel Lawrence

International Recruitment Manager
University of Tasmania



Importance of National
Education Policy & how to
impalement



Dr. Snehanshu Pal

Associate Professor, Metallurgy and Materials Engineering , IEST Shibpur
Ph.D. from Indian Institute of Technology, Kharagpur
Post-doctoral from the Pennsylvania State University, USA



 **toefl ibt.**

**TOEFL is accepted over
160 countries worldwide.**



Mr. Saikat Dutta

Senior Manager , East India & Bhutan,
TOEFL & GRE

OUTCOME OF THE EVENT : PRACTICAL EXPERTISE AND ACADEMIC RIGOR

- Industry-Academia collaboration provides organizations with a blend of practical expertise and academic rigor.
- Industry professionals contribute first-hand knowledge of contract administration challenges, while universities offer research-based actionable insights and cutting-edge technologies.
- Collaborations contribute to economic growth by fostering innovation, job creation, and the development of advanced technologies.
- Collaborative efforts often lead to innovative solutions, best practice sharing, and exploration of new avenues for industry-university collaboration.

CULTURE OF EXCELLENCE

- Beyond knowledge exchange, industry-university collaboration fosters talent development. This interaction establishes a talent pipeline, fostering a culture of excellence and preparing the next generation of professionals for industry challenges.

GLOBAL COMPETITIVENESS

- Countries with strong industry-academia collaborations are often more competitive globally due to a robust innovation ecosystem.
- India retains 40th rank out of 132 economies in the Global Innovation Index 2023 rankings published by the World Intellectual Property Organization (WIPO)

THE AUDIENCES: APPROXIMATELY 400 PARTICIPANTS

- We are inviting principals from top 10 schools of Kolkata according to THE TIMES OF INDIA survey, we'll be honouring the principals with trophies, we'll be requesting them to invite at least 20-25 students from their school to be a part of this event and to also catch a sight of an auspicious Award Ceremony.

In addition, we'll be inviting 30+ school principals, college principals, HODs as well as placement officers.

Students of top universities like IEST SHIBPUR, JADAVPUR UNIVERSITY and other major universities will be participating.

The entire presentation will be broadcasted online to reach out to the panel. One month prior to the event, we heavily promote in social media to attract aspirant students for higher studies.

Every participant will receive a participation certificate which they may use for their future endorsement.

High Tea will be available for all participants.

BENEFITS OF THE SPONSORS

- 1 Branding and reputation enhancement:** Collaborating with academia can enhance the reputation and brand image of industries. This association can attract positive attention from stakeholders, investors, and potential customers, leading to increased credibility and market opportunities.

Local institutions will have platforms for collaboration with overseas institutions and vice-versa.

- 2 Talent development and recruitment :** Industry-academia collaborations provide platform for industries to engage with students and identify potential talent for future recruitment. By working closely with students on collaborative projects or offering internships, industries can assess their skills, work ethics, and cultural fit.
- 3 Long-term relationship and networking :** Industry-academia collaborations can lead to long-term relationships and networking opportunities. Building strong relationships with academic institutions opens doors for ongoing collaborations, joint research projects, and continuous access to talent, resources, and expertise.
- 4 Cost Effectiveness :** Industry-academia collaboration gives the opportunity to industry to initiate research and development (R&D) in a very cost-effective way. University can provide education, training, seminar and valuable data resources with a very cost-effective way.

- **Visibility of the sponsors will be available one month prior to the event in social media.**
- **We expect our sponsors to provide us with educational articles (1000 words, sample attached).**
- **Sponsors can give advertisement of 1 or 2 pages depending on their sponsorship category.**
- **An information booklet (40-50 pages) would be sent to 2000+ schools and institutions to be kept in their student library, alongside institution's prospectus and brochures will also be shared.**
- **30 seconds sponsored videos connected to the event will be promoted in social media.**

PLATINUM, DIAMOND, GOLD SPONSORS

- **Platinum sponsors :** will have 3 pages of advertisement (prominent pages), minimum 3-5 educational articles, 30 seconds sponsored video at maximum frequency and also a speech time of 30 minutes.
(2,400 USD/ 2,000 GBP/ 2,400 EUROS/ 3,300 CAD/ 3,600 AUD/ INR 2,00,000).
- **Diamond sponsors :** will have 2 pages of advertisement (standard pages), minimum 2-3 educational articles, 30 seconds sponsored video at medium frequency and also a speech time of 15 minutes.
(1,800 USD/ 1,400 GBP/ 1,700 EUROS/ 2,410 CAD/ 1,350 AUD/ INR 1,50,000).
- **Gold sponsors :** will have 1 page of advertisement (standard pages), 1-2 educational article and speech on request.
(900 USD/ 700 GBP/ 840 EUROS/ 1,250 CAD/ 1,350 AUD/ INR 75,000).

N.B. LAST DATE TO CONFIRM THE SPONSOR'S PARTICIPATION IS 19TH AUGUST 2024.

■ **BANK ACCOUNT DETAILS**

The Indian Institute of Metals-BESUS Chapter
Punjab National Bank
A/C NO: 0171010319775
IFS Code: PUNB0153220
SWIFT Code : PUNBINBBISB

Last date for payment is on 16th September'24.

Kindly share proof of the payment at
mghosh@metal.iiests.ac.in & director@nextinnovations.in

BENEFITS OF THE STUDENTS

- 1 Interact and learn from experts in the industrial summit :**
The Industrial summit help students to meet and get influenced by the industry leaders, policymakers, and professionals. It equips students to get hands on training on the latest technologies and trends in the industry.
- 2 Learning management concepts :** During the industrial summit, students get to learn how professionals perform at work and they implement certain industry-specific concepts such as benchmarking, quality analysis, just-in-time production, etc. They get to learn how professionals handle hundreds of workers at the same time, but still maintain the quality norms and targets of the organization.
- 3 Improves their job prospects :** Students can utilize the opportunities of industrial summit to build good relationships with the companies. It can help them while seeking jobs and while approaching these organizations for training and internships. Positive interaction between the students and the HR managers of the organization can help them in their future job hunt.
- 4 Helps them explore the other end of the horizon :** Students who have been always attending lecture sessions of the concepts, can now take a break from the monotony and engage in practical learning. They get a chance to learn out of the four walls of the classroom and have a free conversation with the faculty members and the industry experts. This helps to prepare them for their future.

- **Bottom Line :** The industrial summit serves as the first point of interaction between the student and the working industry they belong to. It serves as a platform for students to enhance their interpersonal skills and students should make the best use of these trips to enhance their intellect.

Students will have opportunities to study in the top universities worldwide. We'll be hand-welding and guiding the students to achieve maximum scholarships. We'll also help them in exploring the study areas which will lead them to the journey of their dream industrial jobs.