



UNIVERSITY INDUSTRY CELL

CHAUDHARY DEVI LAL UNIVERSITY, SIRSA

(Established by the State Legislature Act 9 of 2003)

ABOUT THE UNIVERSITY INDUSTRY CELL

The University established its University-Industry Cell (UIC) in 2014 to facilitate the development of relationships between the University and industrial partners. It is working as a liaisoning unit with industry counterparts for identifying the opportunities and challenges so that innovative solutions for technological and industrial problems may be given for development of society. The UIC will build tie-ups with different sector of the economy at national and international levels. University-Industry Cell has planned the consultancy policy by identifying the key areas like business policy, communication, economics, finance and accounting, information systems, marketing, organizational behavior, personnel and industrial relations, food science, nutrition, bio-technology, environmental awareness, global warming, physics, etc. The University-Industry Cell promotes the consultancy service by engaging the faculty members. Expertise of the University for providing consultancy services is publicized by University-Industry Cell by using formal and informal channels.

VISION

We will strive to excel as the best interaction cell in the university system in this region by promoting cooperation between university and industrial sector for the benefit of society.

MISSION

Our mission is to act as a facilitator for promoting cooperation amongst academics; scientists and industrialist achieve competitiveness and socio economic development under the present scenario of global competition and challenges.

OBJECTIVES

The modes of engagement planned with Industries include

- (i) Consultancy, market survey, project proposal, report preparation and/or presentation, state of arts report, up gradation of technology, provide specific solution, *etc.*
- (ii) Skilled manpower creation and knowledge dissemination by organizing workshops, conferences, summer/winter schools, programmes specific to a given industries, industry professional career development (off campus-additional qualification, *etc.* and to bring industry closest to the academia and vice-versa.

MOTTO

The cell has broad mottos namely:

- (i) to bring industry closer to the academia and vice-versa.
- (ii) to generate resources in the form of industry supported projects and consultancy programmes.
- (iii) to organise placement programmes on the University Campus for the students of this University.

POSSIBLE KEY AREAS FOR CONSULTANCY

Key areas identified for Consultancy by the Teachers of University Teaching Departments

Sr. No.	Name of Department	Key areas of Consultancy
1.	Biotechnology	<ol style="list-style-type: none">1. Diagnostics2. Trainings on various Biotechnological Techniques3. Biopesticides/Biofertilizers4. Plant Tissue culture
2.	Business Administration	<p>Prof. Sultan Singh</p> <ol style="list-style-type: none">1. Banking2. Finance <p>Dr. Arti Gaur</p> <ol style="list-style-type: none">1. Finance2. Human Resource3. General Management <p>Dr. Rajneesh Ahlawat</p> <ol style="list-style-type: none">1. Marketing2. Mass Media <p>Dr. Sanjeet Kumar</p> <ol style="list-style-type: none">1. Finance2. Entrepreneurship
3.	Computer Science & Applications	<p>Prof. Vikram Singh</p> <ol style="list-style-type: none">1. Use of ICT in Public governance2. Simulation modeling application in Public Life, Industry and Service Sector3. Data Mining application in Police Administration and Judiciary

		<p>Dr. Dilbag Singh</p> <ol style="list-style-type: none"> 1. System Simulation 2. Data Mining 3. Computer Networking <p>Dr. Harish Kumar</p> <ol style="list-style-type: none"> 1. Software reuse 2. Data structure and algorithms 3. Discrete mathematics 4. Computer oriented optimization Techniques/Operations research
4.	Commerce	<ol style="list-style-type: none"> 1. Business Policy 2. Strategy Development <p>Dr. Silender Singh Hooda</p> <ol style="list-style-type: none"> 1. Accounting and its Standards 2. Corporate Accounting <p>Dr. Surinder Singh Kundu</p> <ol style="list-style-type: none"> 1. Marketing 2. Marketing Research 3. E-Commerce 4. Data Analysis
5.	Chemistry	<p>Dr. Harish Kumar</p> <ol style="list-style-type: none"> 1. Corrosion Engineering 2. Electrochemistry 3. Batteries & Fuel Cell 4. Nanotechnology 5. Biosensors
6.	Education	<p>Dr. Nivedita</p> <ol style="list-style-type: none"> 1. Educational & Vocational Guidance 2. Special Education 3. Educational Technology 4. Research in Education 5. Teaching of English <p>Dr. Vandana</p> <ol style="list-style-type: none"> 1. Educational Administrative Management 2. Research in Education 3. Educational Technology 4. Teaching of S.S. 5. Special Education <p>Dr. Meena</p> <ol style="list-style-type: none"> 1. Educational Psychology 2. Special Education 3. Educational & Vocational Guidance
7.	Economics	<ol style="list-style-type: none"> 1. Rural Development Economics 2. Agricultural Economics 3. International Trade
8.	English	<p>Prof. Anu Shukla</p> <ol style="list-style-type: none"> 1. Language Literature 2. Research Methodology 3. Post colonial Politics and Social issues <p>Dr. Umed Singh</p>

		<ol style="list-style-type: none"> 1. Literary Theory and its Applications 2. Personality Development Programmes 3. Contemporary Literary Social and Political Issues 4. Public Speaking <p>Dr. Deepti Dharmani</p> <ol style="list-style-type: none"> 1. Research Methodology 2. Approaches of Teaching Literature 3. Teaching Training Programmes for English Literature 4. Women Studies 5. Personality Development Programmes <p>Dr. Pankaj Sharma</p> <ol style="list-style-type: none"> 1. Language Literature 2. Language Lab 3. Personal Development Programme 4. Contemporary Social and Literary Issues 5. Soft Skills 6. Leadership Qualities 7. Interview and Mass Interaction and Presentation
9.	Energy & Environmental Sciences	<p>Dr. Rani Devi</p> <ol style="list-style-type: none"> 1. Energy Supply/Demand Assessment 2. Water-Testing 3. Soil testing 4. Noise Level Monitoring 5. Waste water effluent testing 6. Environmental Impact Assessment <p>Dr. Anju</p> <ol style="list-style-type: none"> 1. Environmental Analytical Chemistry 2. Environmental Monitoring and Management of Water, Air and Soil systems 3. Chemical speciation and source apportionment of heavy metals 4. Mobility bioavailability assessment of heavy metals 5. Restoration of polluted areas <p>Dr. M.K. Kidwai</p> <ol style="list-style-type: none"> 1. Environmental Microbiology 2. Organic farming 3. Agricultural Microbiology 4. Phytotoxicology 5. Biofertilizers & Biopesticides
10.	Food Science & Technology	<p>Dr. K.S. Sandhu</p> <ol style="list-style-type: none"> 1. Cereal Technology 2. Starch Technology 3. Dairy Technology <p>Ms. Manju Nehra</p> <ol style="list-style-type: none"> 1. Regarding fruit and vegetable Industry (Plant establishment, F&V products, marketing etc. <p>Ms. Sanju Bala</p> <ol style="list-style-type: none"> 1. Food Microbiology 2. Food Engineering & Unit Operations

11.	Journalism & Mass Communication	<ol style="list-style-type: none"> 1. Communication Skills and Careers in Advertising 2. Public Relations 3. Print Media and Electronic Media alongwith having linguistic skills
12.	Physics	Prof. Praveen Aghamkar <ol style="list-style-type: none"> 1. Photonics (including Lasers)
13.	Physical Education	<ol style="list-style-type: none"> 1. Research Methodology 2. Sports Medicine 3. Yoga 4. History and Principles of Physical Education 5. Sports Journalism 6. Sports Training 7. Track and Field 8. Kinesiology 9. Sports Psychology 10. Test Measurement and Evaluation 11. Statistics in Physical Education 12. Bio-Mechanics 13. Health Education 14. Sports Psychology 15. Kinanthropometry 16. Kinsiology 17. Officiating and Coaching 18. Sports Management 19. Sports Sociology 20. Foundation of Physical Education 21. Sports Medicine 22. Recreation

Sd/-
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