

EDITORIAL

Fresh Look At Industry Institution Interaction (i.e. iii) In The Light of Free Market Economy

Education is expected to initiate, adapt and respond to changes in the societal context. The more rapid and more radical the changes, greater are the adaptive demands on education. With the policy of liberalization in our economy, we have decided to enter the global market and our industry is called upon to face stiff competition from the industrially advanced countries like Japan, Korea, U.S.A., U.K., Germany etc. Is our industry strong and sound enough for this adventure? It will be, provided we begin to take care of quality which has not been our attribute so far. A time has come when we have to realise that without quality, our industry will have no future, particularly in the global market.

In 1945 at the end of second world war, Japan was in a situation similar to ours rather in a far worst one. It had nothing, not even natural resources which we have in plenty. Yet industrious nature, hard work, determination and dedicated men and women of Japan gave top priority for quality production & today they are at the top in the global market. In this, there is a great lesson for us. We must go in for quality, quality & quality in all aspect of production, even in all aspects of life.

For this all our industrial workforce will have to be oriented and reoriented for quality production; all our technical manpower will have to be trained for quality coupled with cost effectiveness. According to Shri. A.M.Khusro, former planning commission member who describes the 1993-94 budget as a "daring one", "which is moving our economy towards a competitive buyers market. It puts pressure on local manufacturers to cut costs, improve efficiency and produce competitively. Competition seems to be becoming a reality for the first time. This competition is bound to lead to further price cuts as well as quality improvement. The present reform is headed towards quality improvement and exportability".

Shri A.C. Patankar, executive Secretary of Confederation of Indian Industries (i.e. CII) recently declared at a seminar on "The Role of industry in Tech education" held at Aurangbad on 27th, 28th Feb. 1993 that "for quality, industry will have to seek the cooperation, assistance & interaction of the technical education". Our experience in the past shows that industry did not respond to the efforts made by Institutions for I.I.I. But now the situation have changed. This lack of response will have to be replaced by a positive & willing response for I.I.I. from Industry. The Institution now should seize this opportunity in its own interest and work for maximum III without any delay on its part. For this, steps will have to be taken at Institutional and organisational levels with a system of networking.

A significant development in this respect is the Memorandum of Understanding (M.O.U) arrived at and between special Project Implementation Unit (SPIU) Govt. of Maharashtra & the Confederation of India Industries (W.R), which appears in this issue, seperately.

At institutional level, (1) the management should provide policy & financial support for III (2) A seperate cell or at least a faculty member, with support for a

seperate cell for III. (3). This cell should arrange meetings/get togethers of faculty & industry representatives on regular basis. (4) All that institutes can do for industry & industry can do to achieve greater levels of quality should be spelled out, planned & these plans implemented (5) All work done in respect of III should be publicised through newsletters & all experience shared with other institutes and also arrangement to get feed back, also be made. Such networking is essential at local, regional, state & national level.

(4) Regular review of the work done, difficulties encountered and achievements attained should be noted and the plans and procedures be improved from time to time in the light of the feed back. Once, the process of III starts we are on the right path. If the rate is slow, it can be accelerated. But let us be on the right path, first. Once we are, it will not be difficult for us to reach destination of total quality, an attribute that will enable us to face and survive, the stiff competition in the global market and take our rightful place amongst the leading nations of the world - Japan, Korea, U.S.A, U.K. Germany etc. Let us recall what Swami Vivekanand said in a different context "Awake, Arise and stop not, till the Goal is reached".

April 1993
Pune

Prof. N.V. Ratnalikar
Editor.