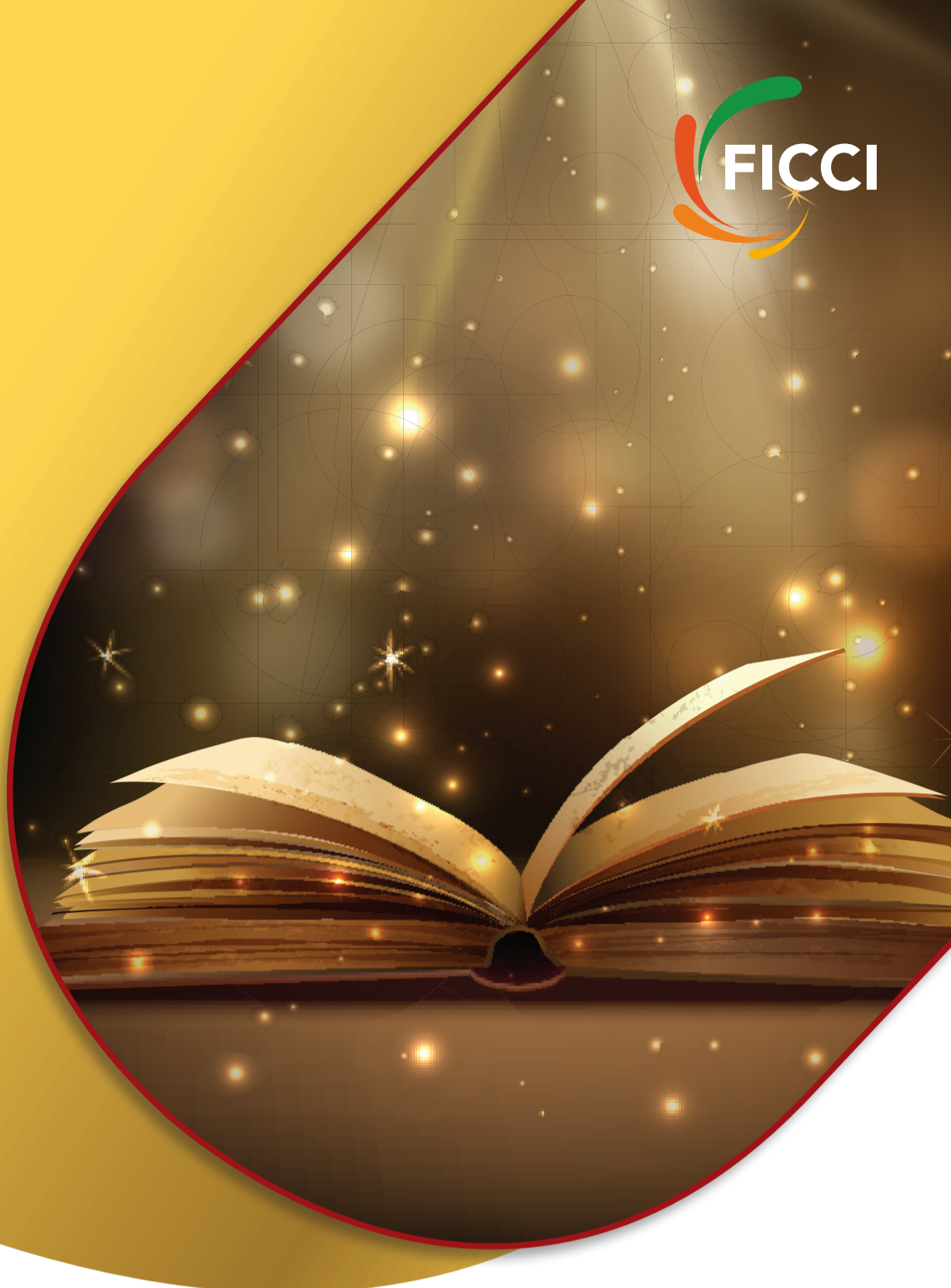


FICCI EDUWRAP

EDITORIALS | SECTORAL NEWS | FUNDING |
PROGRAM LAUNCH | COLLABORATIONS |
TECHNOLOGY | STUDENTS & PROMOTIONS

January 2022 Edition



Dear Readers,

Wishing you all a very happy, healthy and prosperous new year 2022!

As we start with this year, we recognize that people and institutions across the globe have shown great resilience to tackle the unprecedented situations. In the changed global scenario, the world is collectively fighting an enemy that is omnipresent, invisible, fastmoving and indiscriminate.

In the last couple of years, the concept of education has transformed from school certificates and university degrees to life-long learning, more so through online courses. Now, more than ever, existing and new workforce would have to be more agile, adaptable and would need to constantly upskill their knowledge and skills.

Colleges and Universities have been fairly swift and responsible in responding to COVID 19 since it hit us first in early 2020. However, with rapid disruption in industry ecosystem, there is a strong need for academia to match students learning outcomes. Learners today need to be equipped with employability skills that are adaptable and transferable across a broad range of job opportunities.

Apart from exposing students to industry environments through virtual internships and apprenticeship models, educational institutions would need to develop deeper symbiotic partnerships with industry to collaborate on the development of curriculum and integrate new-age pedagogy. Further, to ensure a robust research ecosystem, there is a need to create frameworks and avenues that comprehensively promotes research right from the state of conceptualization to the commercialization stage. The government will, unequivocally, play a pivotal role in setting up enabling policies that strengthens and encourages industry-academia collaborations.

The first edition of this year's Eduwrap focusses on this important aspect of enhancing Industry-Academia linkages in promoting 21st century education. The articles in the subsequent pages presents case studies which showcase the efforts towards developing a robust and sustainable engagement ecosystem between academic institutions and industry.

We hope you find this a useful read and we look forward to your inputs.

Best-

- FICCI Higher Education Team

Leader Speaks



Industry -Academia Engagements: The Pune Knowledge Cluster Experience

Professor Ajit Kembhavi

Principal Investigator,
Pune Knowledge Cluster

Deep engagement between academia and industry is a necessity for the scientific, technological and economic wellbeing and growth of a country. In India such interaction does take place, but it has to be greatly increased in order to achieve the full potential of our industries. The need applies across the entire industrial sector, from knowledge based modern industries to the more traditional manufacturing plants. Benefits from the interaction flow both ways of course: just as the industry gains from the knowledge base available in abundance in academia, academics too will prosper through new and exciting practical applications of their ideas and discoveries, and will be able to contribute to the national effort needed to make our country prosperous.

To encourage academia-industry partnerships, the office of the Principal Scientific Advisor to the Government of India has created six S&T clusters in the country, one of which is the Pune Knowledge Cluster (PKC), set up in August 2020. Pune was chosen for one of the first clusters because of the large number of national level R&D labs, academic institutions and industries present in the city, and a good history of collaboration between them, which could be leveraged to build even closer relations. The PKC brings together all the organisations to address challenging problems of the region, which is done innovatively, using scientific and technical knowledge and engaging highly skilled and motivated human resources. The PKC undertakes projects in collaboration with partner institutions across the city and beyond, facilitates projects between organisations, prepares reports and position papers addressing important concerns, carries out capacity building programmes and promotes skills development and entrepreneurship amongst students and young professionals of the city. PKC is administered by the Inter-University Centre for Astronomy and Astrophysics (IUCAA) and has an Advisory Committee consisting of eminent scientists, technologists, prominent industrialists and heads of institutions.

Thematic Areas: The programmes of the PKC are built around five areas, which are Environment and Sustainability, Health, Electric and Sustainable Mobility, Big Data & AI, and Capacity Building. In health, the projects have mainly been related to COVID-19: a large database of epidemiological and clinical data has been built up and various issues related to the infection are being addressed; a serological survey has been carried out in Pune to estimate the prevalence; large scale genome sequencing is being performed on COVID-19 positive samples to detect the presence of viral variants and the kinetics of the infection, and to provide an early warning system through detection of the virus in waste water; post-vaccination studies of humoral and cellular responses are being performed in collaboration with hospitals. In the environment and sustainability area, the projects have included improving the tree cover of Pune for greater carbon sequestration, an adopt-a-sapling project with citizen participation, afforestation in a denuded area in the Pune Metropolitan Region for multiple benefits, a water management plan for Pune region for water harvesting and conservation, and a green project to investigate technologies that can use waste to produce Bio-CNG. Under mobility, the projects include the use of E-rickshaws for last mile connectivity to metro stations in Pune, making provision for adequate battery charging infrastructure and the recycling of used batteries. In capacity building, advanced courses have been conducted by experts on various topics in biology and AI, a STEM teaching programme is being carried out for school students and teachers and a citizen science project in astronomy has been initiated. Big Data and AI are used in many projects, for data analysis and visualisation; they underpin many of the investigations.

Collaboration with Industry: An important aim of the PKC is to bring about closer interaction between academia and industry. To ensure such interaction, industry leaders have been involved with the PKC in formulating the proposal for the cluster, planning and mentoring projects and providing oversight. In capacity building, the first advanced course was on vaccines, given in early 2020 by experts from the Serum Institute of India. Persistent Systems and ICERTIS gave courses on Responsible AI, and NLP & Contract Analysis respectively, while IBM will be organising a course on Cyber Security. All the courses will be posted on the INFOSYS Springboard. Many young researchers and professionals have benefitted from these courses. Reciprocally, PKC will be organising state-of-the-art lecture courses on various topics of interest to the industry, by experts from the country and abroad. The PKC has an internship programme which will enable students and young researchers to spend time in industries, but this has been in abeyance due to the pandemic. Praj Industry, KPIT and other industries are potential partners in a Green Energy project to demonstrate technologies to produce Bio-CNG from agricultural and urban wet waste. The Kinetic Group and KPIT are potential partners in projects related to E-mobility, while Mahindra Cero is a potential partner for an E-waste management project in which CMET is the R&D partner. The industry is providing much needed financial support to PKC through CSR programmes.

The current academia-industry interactions made possible by the PKC are just the beginning, and much remains to be done in fostering a regular dialogue between the two, enabling large scale collaborations worthy of the great potential in the knowledge and industrial base of the city. The national industry associations are proving to be of great help in these endeavours.

Industry -Academia Engagements: A Case Study



Raju Goteti

Vice President and Global Head TCS COIN



Sujit Guha

Head, TCS Academic COIN

With the republic day later this month, this is a good time to pay homage to the people who shaped India. In May 1893, two great leaders, both pioneers in envisioning 'atmanirbharta', Shri Jamshedji Tata and Swami Vivekananda met on the ship 'The Empress of India', travelling from Japan to Canada. In a conversation, Swami Vivekananda shared his vision that combines the scientific advancement of the west and India's asceticism and humanism. Five years later, Jamshedji wrote to Swami Vivekananda referencing Swami's ascetic spirit in India and sharing Jamshedji's idea of a research institute in India. Jamshedji invited him as a general for such an ascetic campaign where those with such an ascetic spirit would 'devote their lives to the cultivation of sciences – natural and humanistic'. In 1899, Swami Vivekananda replied, 'we are not aware if any project at once so opportune and so far-reaching in its beneficent effects was ever mooted in India, as that of the post-graduate research university of Mr Tata' (Meeting Aboard The Empress of India | Tata Group, n.d.).

Indian Institute of Science (IISc) at Bangalore was set up in 1909 and in the campus, near the main entrance, is a 160 feet tall bronze statue of Jamshedji Tata. The inscription at this memorial statue reads, 'Jamshetji Nusservanji Tata' ... 'to his foresight and patriotism, The Indian Institute of Science Bangalore owes its origin and to his munificence, a great part of its endowment, as a distinguished captain of industry and patron of learning, he perceived the benefits to his country of advanced research in science arts and industries and founded this institute, the first of its kind in India'. This inscription is a symbolic representation of the spirit of Industry – Academia collaboration. Mr Tata was a businessman, a scholar and a lifelong learner. 'He never allowed knowledge to rust and learning was his chief recreation and delight' (Harris, 1958). Innovation has been a key characteristic of this spirit.

More recently, India's National Education Policy (NEP) announced in mid-2020 provides key levers for research, scholarship, entrepreneurship and life-long learning. It reiterates the Industry – Academia linkage towards Aatmanirbhar Bharat. There is an opportunity for Indian academic institutions to play a role in the globalization of higher education industry. The ongoing policy dialogue between industry and academia can result in institutional restructuring at the macro level and building best practices at the micro-level. NEP provides an opportunity for academia to become global. The dialogue between industry and academia needs to consider higher education industry as a global phenomenon.

The historical contribution of Indian academia has a unique space for a global audience. Tata Group's contribution over the last 100 years with the formation of IISc in 1909 and Tata Consultancy Services (TCS) 40 years of contribution to Research stand out. The first TCS research lab in Pune opened in 1981 and was named, 'Tata Research Development and Design Centre (TRDDC)'. On the 25th year, TCS' Co-Innovation Network (COIN) was formally announced. TCS COIN consists of academic institutions, startups, venture capitalists and other innovation partners along with TCS' customers. TCS COIN is a platform for enabling continuous creative fluidity between industry and academia. There are many models of collaboration in practice. With continuous and purposeful dialogues in TCS COIN there are many opportunities that broaden and deepen the knowledge creation process, and in the process bringing new synergies in the industry-academia ecosystem. TCS COIN approach is a systematic way of driving new value in industry-academic keeping the risk-reward appetite of stakeholders involved.

Pioneers of NEP adoption may come from unexpected low-cost innovative players who are able to establish themselves in new regional and global contexts. Such is the nature of disruption. Technology will play a critical role in the transformation of the entire value chain of the education industry. Using his theory of disruption, Clayton Christensen explains that universities will need to consider low-cost online education as a key disruptor of the university model (Christensen & Eyring, 2011). India's online courses offered by SWAYAM is now available for credit by many colleges who adopt this policy. This is an example of embracing disruption. With increased investment of technology by academia, going by the theme of embracing disruption, Artificial Intelligence will play a key future role with data-driven university policies.

Achievement of NEP's objectives will be path dependent on what industry and academia does as the policy is adopted in various forms. A brighter and sustainable future for both industry and academia is driven by the common thread of disruptive innovation as both jointly play their part in the creation of new value chains. Innovation is a combination of Invention (defined by novelty, competitive advantage) and monetization (defined by business impact, social impact, environment impact etc.).

Both the Academia and Industry work for building greater futures through innovation and collective knowledge. There is a diffusion in the roles of industry and academia and includes innovation, creativity, thought leadership and talent development etc. There are multi-disciplinary intersections across industry and academia adding to this diffusion. Technology institutes, design institutes, medical institutes, management institutes, law schools all have many elements of intersections in research, scholarship and learning. With such a huge collective body of knowledge between industry and academia, the mantra to a successful Industry Academia relationship lies in steering the agenda towards shared objectives resulting in better outcomes for both.

EMINENCE THROUGH THOUGHT LEADERSHIP: AMRITA SCHOOL OF BUSINESS, COIMBATORE FORGES AHEAD

Amrita School of Business (ASB) Coimbatore, one of the leading business schools in India offering contemporary and best-in-class management education for over two decades, is part of Amrita Vishwa Vidyapeetham (AVV), a deemed-to-be University. Here's more on what makes it unique:

AVV was recently ranked as the 5th Best University in India by the NIRF 2021 rankings. In the last 5 years, the University has consistently been ranked in the top 10 by NIRF. AVV also received the highest NAAC grade - A++ - in the third cycle of accreditation. Additionally, the University has been recommended by the UGC to be an Institution of Eminence, and also received the AACSB accreditation in 2019.

Founded in 1996, ASB Coimbatore has built a formidable reputation for itself and its graduates as a business school with sound foundations; with a commitment to excellence and a demonstrated ability to innovate and lead through its focus on preparing business leaders with human values and ethics. The objective, as Dean of ASB Coimbatore and Bengaluru Dr. Kishore Pillai notes, is to achieve eminence through thought leadership.

"ASB Coimbatore's publication record in 2020 was exceptional, with papers in world elite journals such as Research Policy and International Journal of Research in Marketing, apart from other journals rated A* according to ABDC (Australian Business Deans Council) classification. Our performance was among the best in the country. This year too we expect a strong research performance."

The school has also been successful in recruiting high quality faculty members both from India and abroad. Noteworthy among these are the appointments of Dr. Smitha Nair (M.Tech, IITB; Ph.D. University of Sheffield, UK), who previously served as a Lecturer at the University of Sheffield and Lecturer/Sr. Lecturer at the University of East Anglia in the UK, as Professor of Strategic Management and International Business at ASB and that of Dr. Hemalatha Venkataraman (Ph.D. University of Radboud, Netherlands) as Assistant Professor of Management. Incidentally, Dr. Pillai (MBA-IIM Kolkata; Ph.D. Florida State University) has also served the UK academia for 14 years, including full professorial appointments at the Bradford University School of Management and the University of East Anglia.



These achievements are also attracting better quality MBA applicants. "We are witnessing an increased interest from academically strong MBA applicants", noted Dr. P. Manoj (MS, Nanyang Technological University, Singapore; MBA University of Surrey, U.K.; Ph.D. Amrita), Associate Dean of ASB Coimbatore and Bengaluru. Adopting Digital Marketing and Analytics as areas of focus, the school recently augmented the analytics faculty by bringing in faculty members with rich experience in working with the industry. "In collaboration with the industry, we plan to have a Center of Excellence in Analytics soon," adds Dr. A.V. Shyam (MBA Amrita; Ph.D. IIM Kozhikode), the School's Principal.

Immediate plans include two other centers housed at the school, focusing on the study of AI in marketing and management, and the study of innovation. "We want to be at the forefront in understanding the AI revolution, disseminating knowledge about its implications to managerial practice which will be of benefit to practicing managers, as well as creating new knowledge about this topic," says Dr. Pillai. Apart from these, sustainability is a theme of ongoing interest. "Our pedagogy pays particular attention to sustainability, which is an essential component of several courses," notes Dr. Shyam.

Students will have good possibilities to work on cutting-edge projects through the analytics, AI, and innovation centers, enhancing their placement preparation. ASB's ability to place MBA students with the finest employers will be bolstered by the new efforts.

The school is also expanding its footprint in the MDP (Management Development Program) and FDP (Faculty Development Program) areas and has initiated plans to launch FDPs. "Intellectual leadership presupposes mentoring of local business schools and we will be happy to contribute in this regard," says Dr. Pillai.

The school is poised for further growth in the near future. Driven by talent, the school welcomes talented young people to its fold.

FOR MORE INFORMATION
VISIT amrita.edu/mba
OR CALL +91 44 481 33344



DF-Amrita-197

Sectoral News

Policy and regulations

ARIIA rankings announced, Dec 29,2021

Atal Ranking of Institutions on Innovation Achievements (ARIIA) is an initiative of Ministry of Education (MoE), Govt. of India to systematically rank all major higher educational institutions and universities in India on indicators related to "Innovation and Entrepreneurship Development" amongst students and faculties.

<https://bit.ly/3q37dTg>

NEAT 3.0 launched, AICTE-prescribed technical books in regional languages

NEAT 3.0 is a single platform to provide the best-developed ed-tech solutions and courses to students of the country.

<https://bit.ly/3Gfs3EM>

Registrations open for the Vidyanjali Higher Education Volunteer Programme

MOE and AICTE has started the registration process for the Vidyanjali Higher Education Volunteer Programme, aimed at creating a robust team of volunteers who can positively impact the nation's higher education system by contributing with academic, training, and infrastructure support.

<https://bit.ly/3HL4pQB>

IIT (ISM) Dhanbad sets up skill development centre for daily wage earners in coal hub

<https://bit.ly/33ejOtG>

Delhi (IIT Delhi) has sought the approval from the Central government to open two overseas campuses – one in Egypt and another in Saudi Arabia.

<https://bit.ly/3tdihPB>

Manipal Global Education Services launches a digital learning platform for medical students

<https://bit.ly/3qZnDeD>

AICTE extends ban on new engineering colleges till 2024

The ban was put in place taking into consideration the low admission in the engineering and diploma programs across the country.

<https://bit.ly/3n8abnp>

UGC directs varsities to accept degrees, marksheets available on DigiLocker as valid documents

Academic institutions can register themselves and upload academic awards of their institution on NAD through the Digilocker NAD portal.

<https://bit.ly/3qc200i>

Haryana Assembly passes Bill to rope in private sector in higher education

The bill will aim to accommodate the unprecedented growth of students in higher education, and also to cross the target of 50 percent gross enrollment ratio (GER), as per National Education Policy, 2020.

<https://bit.ly/3JSeFIU>

India, ADB sign \$112 million loan for establishing skill university in Assam

The project will enhance collaboration between the ASU and technical and vocational education and training (TVET) institutions and higher education institutions within the state and in neighboring countries to establish programs for common strategic industries.

<https://bit.ly/3F9ec1k>

Vice President Of India M. Venkaiah Naidu Inaugurates Rishihood University

<https://bit.ly/3JQfJNn>

IIT-Madras launches master's programme on electric vehicles

The programme will have students enrolling in January 2022 during their third year of BTech and dual degree programmes.

<https://bit.ly/3r2VDqt>

State-Wise Status On Schools, Colleges Closing Again

Amid the rise in Covid cases in the country including the Omicron variant, several cities and states have announced the closure of schools, colleges and other educational institutions

<https://bit.ly/3JS338F>

Gujarat launches second edition of the student start-up and innovation policy

The policy also aims to upscale nearly 1,500 student start-ups and incubate 500 start-ups through iHub, a state government initiative.

<https://bit.ly/3JS338F>

Delhi Teachers University Bill passed in Assembly

The University will be open for 5,000 students. It will provide global exposure to aspiring teachers with high-end facilities on the campus.

<https://bit.ly/3zBdlp0>

UGC : Educational Framework for Global Citizenship in Higher Education

<https://bit.ly/3JUI1XU>

AICTE starts Centralised Support System (CSS)

The stakeholders can submit their grievances, queries and give suggestions via the portal.

<https://bit.ly/3HLz5RT>

Applications invited from students for govt's scholarship scheme: Odisha

Last date of online application for students is February 5,2022

<https://bit.ly/3qVN7JX>

PM Modi to Inaugurate Medical Colleges in Tamil Nadu, New Campus of Central Institute of Classical Tamil

The new medical colleges are being established at an estimated cost of about Rs 4,000 crore, of which around Rs 2,145 crore has been provided by the Union government.

<https://bit.ly/3q92vDA>

Minister of higher education and technical education (Maharashtra) inaugurated Maharashtra State Faculty Development Academy (MSFDA)

It is the only state government institution in the country to have initiated a structured institute for faculty development as envisaged in the National Education Policy (NEP) 2020.

<https://bit.ly/3t8Q0JX>

Skill Hub Initiative (PMKVY 3.0) launched in J&K under Samagra Shiksha

The scheme aims to provide NSDC Certified Skill Courses for Out of School Children/Youth and Drop Outs and to prepare them for placements as well as self-entrepreneurship.

<https://bit.ly/3JSSemH>

HDFC Ltd's Badhte Kadam Scholarship 2021-22

It aims to provide financial assistance to help students continue and complete their education, especially those whose families have been impacted due to the pandemic resulting in a risk of the students discontinuing their education

<https://bit.ly/3qZuEvV>



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Research and Innovation

IIT-Delhi introduces 'Pillay Chair Professor' to promote research in ML

This chair will enhance the institute's strengths to promote excellence and leadership in teaching, research and development in Machine Learning, VLSI Design and Sensors.

<https://bit.ly/3t9p6BN>

Oxford University to get Poonawala vaccine research facility; to get GBP 50 million funding

The proposed research facility will focus on vaccinology,

<https://bit.ly/3JQwHLw>

UGC: Special Support for Research and Innovation

<https://bit.ly/3t4Jxjj>

Kalpna Chawla Centre for Research in Space Science & Technology inaugurated at Chandigarh University

<https://bit.ly/3n8s85w>

Technology and Industry

EdTech regulation policy on the anvil: Education Minister Dharmendra Pradhan

<https://bit.ly/3q5u7cw>

Cabinet approves Programme for Development of Semiconductors and Display Manufacturing Ecosystem in India

Government of India has committed support of Rs. 2,30,000 crore (USD 30 billion) to position India as global hub for electronics manufacturing with semiconductors as the foundational building block. It will also create highly skilled employment opportunities to harness the demographic dividend of the country.

<https://bit.ly/3G8fBGP>

Paytm signs MoU with skill development ministry to train over 6000 youngsters in fintech

<https://bit.ly/3r2GLZ0>

Report: EdTech Market Economic Aspect and Forecast To 2026 – Culturealley, Byju's, Practically, DoubtNut, CollegeDunia, Brainly, etc

<https://bit.ly/3JL0IBI>

Meta opens new office in India; will skill 1 crore small businesses

The new Centre will be dedicated to training and skilling India's small business owners, creators, entrepreneurs and local communities to enable them to both fuel and leverage the digital transformation underway in the country.

<https://bit.ly/3qfy0fn>

NIIT to grow skills business to cash in on changing market conditions

NIIT will approach its skills development business like an educational technology company and invest in growing it in line with changing market conditions.

<https://bit.ly/3q4tnVe>

Edtech platform Practically raises \$5 million for overseas expansion

<https://bit.ly/3HLcbKh>

International News and Articles

Russia launches its biggest higher education modernization program in 30 years

Every year more than 100 universities and institutes across the country will receive ample amounts of funding from the state. The goal is ambitious - to transform the model of education and to accelerate the science and technology development in the country's regions.

<https://bit.ly/3JVXQwK>

African Countries Agree On A Roadmap To Strengthen Higher Education On The Continent

States Parties agreed to give particular attention to the creation and empowerment of quality assurance mechanisms, which are lacking in some countries, as well as to establish appropriate procedures and tools to facilitate recognition for refugees and internally displaced persons.

<https://bit.ly/3taoUCi>

UK : Nine new Institutes of Technology see multi-million-pound investment

The announcement is part of the government's skills revolution which aims to level up opportunities and support more people into higher wage employment to boost the economy

<https://bit.ly/3q7mB12>

Education at a Glance 2021: OECD Indicators

<https://bit.ly/3HT9ab8>

UNESCO : Series of conversation on higher education

<https://bit.ly/3qWtCAN>

UNESCOSCICEREPORT: The race against time for smarter development

<https://bit.ly/3n7MbRx>

QS report : How the coronavirus pandemic reshaped international higher education

<https://bit.ly/3n74SVD>

OECD: Six key takeaways on equity from Education at a Glance 2021

<https://bit.ly/3qbppKI>

WEF: Is this what higher education will look like in 5 years?

<https://bit.ly/3f5ej3i>

WEF :The economic impact of ageism

<https://bit.ly/3zHHHWG>

14 Predictions for Higher Education in 2022

IT leaders, faculty and a student offer a variety of perspectives on the future for their campuses in the new year.

<https://bit.ly/3r0Q9N2>

FIU awarded grant to advance 21st century skills development through university-community partnerships

<https://bit.ly/33eTY8S>

2022 – Year Ahead: Investments in skilling to grow by 15%

<https://bit.ly/33k86y0>

Erasmus Skills

This project is about the reintegration of exchange students after their mobility, and how they can self-assess what they have learned during their stay abroad.

<https://bit.ly/3G2YSVb>

NITI Aayog lists 11 measures to improve school education system -

<https://bit.ly/3qaPLME>

FICCI Desk

Events :

Knowledge and Learning Week at Expo 2020 Dubai, December 12-23,2021

In line with the Expo's thematic week of "Knowledge and Learning" from December 12-18,2021, FICCI showcased the strengths and opportunities of India's Education ecosystem. The series of virtual sessions, inviting the best of the thought leaders and dignitaries, aimed to reposition India as the 'Vishwaguru'. The sessions were held virtually from Dec 14-16,2021 on the FICCI BIKE platform and were projected LIVE at the India Pavilion-Multipurpose Hall. The sector floor of India pavilion also showcased the leading Indian higher education institutions on the digital screens, from Dec 12-23,2021, providing the visitors and opportunity to learn more about India's education ecosystem.



Innovation and Science @Bharat' series organised by the Office of the Principal Scientific Advisor, GoI, FICCI and PKC -

- Drones for Agriculture, Nov 19, 2021
- Drones for Healthcare, Dec 24,2021



UPCOMING EVENTS:

Virtual Higher Education Conference, March 29-30,2022

Reach out to education@ficci.com for more details

Higher Education Committee Leadership



Dr Vidya Yeravdekar

Chair

FICCI Higher Education Committee and Pro-Chancellor Symbiosis International University



Dr Rupamanjari Ghosh

Co-chair

FICCI Higher Education Committee and Vice Chancellor Shiv Nadar University



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Announcement of Govt/Industry tie-up	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Announcement of International Tie-ups	Advertisement (half page/ full page)	Half Page Advertisement : INR 55,000 +GST Full Page Advertisement: INR 90,000+GST
Announcement of International Tie-ups	Full page Advertorial (write-up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Showcasing of Institutional Achievement	Advertisement (half page/ full page)	Half Page Advertisement : INR 55,000 +GST Full Page Advertisement: INR 90,000+GST
Showcasing of Institutional Achievement	Full page Advertorial (write up upto 250 words + half page advertisement)	Full page Advertorial: INR 1.25 lakhs+GST
Back cover advertisement*	Back cover advertisement*	Back cover advertisement:INR 1.5 lakhs + GST

*subject to terms and conditions

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