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**3.5.1 Institution has a policy for consultancy including revenue sharing between the institution and the individual and encourages its faculty to undertake consultancy**

**Response:**

We at RNB Global University , feel the importance of **Academia-Industry connect,** so as to not only provide a right constructive education to the students but also to bridge the gap between Industry and Academia. The University recognizes the importance of consultancy work undertaken by the faculties which forms a core and valuable part of its functions as University and owes consultancy as a part of the knowledge exchange portfolio and assists in progressing shared relationships. RNBGU has a well defined consultancy policy.

The provision of Academia expert advice to external clients by university staff is a prominent example of **“mission activity”,** through which RNBGU education promote and support productive interaction with business and industry, societal changes through training and knowledge development programs. The university approaches the nearby industries for Consultancy by identifying their problems.

Majorly, our Consultancy help to create and define strategic decisions, to provide specialist knowledge and advice, or to support planning and implementation of specific project.

**RNBGU consulting engagements includes firms being brought into:**

1. Review of Business positioning and seek to create a competitive advantage.
2. Maximum growth , increase sales and build market share
3. Improve Business performance, by securing efficiencies and cost reductions
4. Develop and support a change management project and coach individuals and teams.
5. Corporate Training which includes MDPs especially for industry personals.

**Some of Consulting Projects:**

* To optimize productivity by Eliminating and Managing Rejection Frequency using 5S and Kaizens practices
* COVID-19 Information, Demand and Willingness to pay for protective Gear in India
* Strategies to Reduction of Post-Kiln rejections for improving Sustainability in Ceramic Industry
* Reforming Guar Gum : Issues and Strategies
* Impact of Mining Activities on Environmental Degradation: A study of Air Pollution in Bikaner district
* Impact of Social Media Marketing Strategies for Business growth
* Marketing Strategies for Business Growth

## Types of Consultancy:

RNBGU through the **Center for Leadership Development (CLD) and Centre for Political and Social research (CPSR)** are involved in a number of types of business relationships with the Client, which shall include, but not be limited to, the commitment of the following resources:

* + 1. **Type 1**: Individual faculty from RNBGU,
    2. **Type 2**: Teams of faculty from RNBGU,
    3. **Type 3**: Individuals or Teams from RNBGU, supported by in-sourced experts appointed exclusively for the purpose of servicing a specific contract
    4. **Type 4**: Individuals or Teams from RNBGU, using laboratory facilities of the RNBGU
    5. **Type 5**: Whole departments within the RNBGU

The consultancies related to the practicability study reports of management concepts promote the student participation to conduct the social activities, legal aids and survey work. The faculties working on consultancies integrate the projects as part of the curricular activities and promote related student internships and Project Based Learning. **Students involved in consultancy with the assigned faculties, learn and apply different methodologies to:**

1. Evaluate a business, its markets and positioning, internal capabilities needed for success
2. Communicating with clients, interviewing employees, managers and other stake holders.
3. Running focus groups and facilitating workshops
4. Preparing business proposals.