



Notification No. 337-24

Dated: 7<sup>th</sup> Oct 2024

**NOTIFICATION**  
**CORPORATE LINKAGES POLICY (CLP)**

1. Corporate Linkages Policy has been approved by Academic Council during its 29<sup>th</sup> Meeting held on 1<sup>st</sup> Oct 2024 as under:-

- a. CLP encompasses approaches to develop and maintain mutual benefits of LGU and the corporate sector, and outlines the framework for building and maintaining partnerships with corporations for internships, placements, research collaborations, and other industry-academic engagements.
- b. **Objectives of CLP.** The objective of CLP is to improve academic programmes, provide valuable opportunities for students, and contribute to the professional growth of students, faculty and the business community. The key strategic objectives are:-
  - (1) To bridge the gap between academic learning and industry needs.
  - (2) To facilitate real-world exposure. For students through internships, placements and industry projects.
  - (3) To support research and development through collaboration with industry partners.
  - (4) To enhance the employability of graduates by aligning academic programs with industry expectations.
  - (5) To promote knowledge sharing between academia and industry for mutual benefit.
- c. **Scope of Corporate Linkages.** Corporate linkages may include, but are not limited to, the following:-
  - (1) Internship opportunities for students to gain practical experience and exposure to real-world challenges incorporate environments.
  - (2) Collaborations with companies to facilitate placement of students upon graduation.
  - (3) Industry Projects: Joint ventures between students/faculty and corporate partners on industry projects, which may include consultancy or R&D initiatives.

- (4) Industry experts involved in guest Lectures & workshops to enhance students' understanding of current trends and technologies.
  - (5) Financial or material support from corporations for academic programs, scholarships, research projects, or university events.
  - (6) Joint research initiatives between university faculty and industry to solve pressing business and societal challenges.
- d. **Placement Assistance.** LGU is committed to ensure that students are well-prepared for the job market through comprehensive placement assistance. The university's placement office will work closely with corporate partners to streamline recruitment through campus recruitment drives, pre-placement training and alumni support.
- e. **Intellectual Property (IP) Rights.** LGU will ensure that clear guidelines are in place regarding the ownership and commercialization of IP arising from collaborations with corporate partners. Both parties will agree on IP rights before any project or partnership commences.
- f. **Code of Conduct.** LGU and corporate partners must adhere to high integrity, transparency, and professionalism standards in all interactions. Both partners will ensure the compliance of legal and ethical standards and any conflict of interest will be addressed to maintain fairness in all collaborations.
- g. **Evaluation and Feedback Mechanisms.** The university will establish a Monitoring and Evaluation (M&E) Committee to ensure the success of its corporate linkages initiatives. The committee will:-
- (1) Conduct bi-annual evaluations of all industry and academic collaborations, assessing the outcomes in terms of research impact, student employability and community benefits.
  - (2) Collect feedback from industry partners, faculty, and students to continuously improve the effectiveness of the policy.
  - (3) Report the results of the evaluations to the Advisory Board for further action and adjustment of strategies.
- h. **Policy Review and Updates.** CLP will be reviewed annually by the Advisory Board to ensure it remains relevant to the changing landscape of academia and industry. Strategic adjustments will be made to ensure that

the university continues to meet its objectives, grow its partnerships, and contribute to the socio-economic development of Punjab.

2. For compliance, please.



Brig  
Registrar  
[Adnan Ahmed Khan, SI(M), (Retd)]

To: All Deans, CoE, Treasurer, All Directors, All Chairpersons and Manager  
Marketing & Admissions

CC: PSO to VC