

## RESEARCH CONSULTANCIES

### INTRODUCTION

In accordance with the guidelines of the University Grants Commission (UGC), higher education institutions are expected to promote research culture, consultancy services, and academic publications for quality enhancement. Research activities encourage innovation and knowledge creation, while consultancies help in applying research expertise to solve real-world problems. Institutional magazines serve as an important medium for disseminating research findings, academic articles, and creative expressions of faculty and students. Together, these components contribute to academic excellence, societal development, and institutional growth.

### OBJECTIVES

- **Promotion of Research Culture:** To encourage faculty and students to undertake quality research activities, publish research articles, and contribute to the advancement of knowledge in various disciplines.
- **Application of Research for Societal Development:** To provide research-based consultancy services to schools, industries, and community organizations for solving educational and social issues.
- **Strengthening Industry and Community Linkages:** To establish strong linkages with external agencies through consultancy projects, collaborative research, and academic interactions.
- **Dissemination of Knowledge:** To publish research papers, case studies, innovative practices, and creative writings in the institutional magazine for wider academic and social outreach.
- **Professional and Intellectual Development :** To enhance critical thinking, research aptitude, writing skills, and leadership qualities among faculty and students through active involvement in research, consultancy, and magazine publication.

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