

## **Career Counselling and Guidance Cell**

### **Introduction:**

The Career Counselling and Guidance Cell in Colleges has been formulated to address the diverse socio-economic challenges and geographic backgrounds of the heterogeneous population of students coming to the Colleges vis-à-vis equity of access and placement opportunities through availability of appropriate institutional support information. Linguistic differences and cultural gaps among students also call for the setting up of placement cells. Availability of relevant and accessible information coupled with professional guidance to utilize the same can result in better career achievements outside the classrooms and help in the healthy progression of students.

In each College, curricular inputs are important. Relevant information on courses and combinations on offer with freedom of choice is generally available and counselling is informally given as a support service. The conventional information system comprises a copy of prospectus that contains a list of courses and combinations, entry rules, fee structure, examination schedule etc. in a routine repetitive manner year after year. But now with the change in scenario, not only the academic content and its rules have become oriented towards the market needs but one has also to address social disparities and career opportunities that education has to offer. The conventional information system is now to be supplemented with active guidance and information technology that is fast replacing the print media with a system that can quickly retrieve information details for the benefit of all concerned. Now it is important to institutionalize this support to enhance the reach and scope of available opportunities for the students and prepare them for the future challenges.

To implement the above, Counselling Services are to be formalized which will enable the students to get over their social institutions and exclusivity, which are attributed to their socio-economic and cultural diversities and linguistic barriers. The career and counselling support that an institution offers to its students makes them confident to perform better. Counselling thus addresses both the academic and the career concerns and opportunities. The inculcation of guidance about market patterns and employability can help the institution in building a base for its students. This exercise will result in their socioeconomic integration.

Career Counselling and Guidance Cell would help the students with appropriate guidance to establish linkages with the world of work and locate career opportunities vis-à-vis the realities and job profiles in the context of highly competitive emerging occupational patterns. The gap in perception about the market demands and individual expectations could be bridged through psychological and confidence building measures.

Vocational guidance and campus based interviews have become a common practice. These could be taken care of through the active liaison of the Career and Counselling Cell with the recruiting agencies and HR personnel of reputed firms. The active participation

of institutional experts from these could give greater on site experience in search of suitable candidates. In this exercise, the institutions, for positive help, could also involve their alumni. They could also undertake an affordable training programme to acquaint the students with the high demand market areas and invoke industry institution linkages.

**Objective:**

Along with the academic and administrative processes in a College, Career and Counselling Cell has to be a dispensation of well-informed and interested teachers. It has to support the students in the development of soft skills and communication ability to challenge the rigors of competitive tests and on-job-training in add-on or vocational courses. As a purveyor of healthy inter and intra personal relations, it has to inculcate social values and ability to think independently for carrying out social responsibilities. There may be a team of teachers with different subjects and interests to create a homogeneous group to translate this vision and carry out its healthy functions as an institutional imperative. The guidance and counselling cell in a College has to be a resource centre of information, guidance and counselling with free accessibility and internet based global connectivity and exchange of information on professional placements.

**Function of Career Counselling and Guidance Cell:**

- a) To gather information on job avenues and placements in different institutions and concerns related to the courses that the College offers.
- b) To analyse information in the local, regional and national contexts to explore its relevance and utility for the students in their placements and on-job training.
- c) To organise seminars and guidance workshops for informing students about the emerging professional trends and events, job profiles, leadership roles, entrepreneurship, market needs and risks and implementation of national socioeconomic policies and to impart training in soft skills.
- d) To promote discipline, healthy outlook and positive attitudes towards national integration and removal of narrow provincial preferences and prejudices.

**Formation of Cell:**

<b>1</b>	<b>Teacher</b>	<b>Coordinator</b>
<b>2</b>	<b>Teacher</b>	<b>Member</b>
<b>3</b>	<b>Teacher</b>	<b>Member (Female Teacher, if available)</b>