

## **PROFILE OF CAREER COUNSELING AND PLACEMENT CELL [CCPC]**

### **INTRODUCTION**

The scheme of establishing a Career and Counseling 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 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 counseling 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, Counseling 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 counseling support that an institution offers to its students makes them confident to perform better. Counseling 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 and Counseling 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 Counseling 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.

### **THE CAREER COUNSELING AND PLACEMENT CELL**

The CCPC has established in the year 2007 in view of helping students to get useful and systematic guidance on careers open to them in their respective field of study. The Career Guidance Committee chalk out various enrichment programmes, undertake counseling about various career options, and provide exposure and orientation that will add to their personality thereby helping them to face competitive challenges of time. An attempt is made to hold campus recruitments for the benefit of those students who are pursuing professional and vocational courses of study

### **OBJECTIVES OF THE CELL**

Along with the academic and administrative processes in a College, Career and Counseling Cell is 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. The guidance and counseling cell in a College has to be a resource centre of information, guidance and counseling with free accessibility and internet based global connectivity and exchange of information on professional placements.

### **FUNCTIONS OF CAREER AND COUNSELLING CELLS**

- To gather information on job avenues and placements in different institutions and concerns related to the courses that the College offers.
- To analyze information in the local, regional and national contexts to explore its relevance and utility for the students in their placements and on-job training.

- To organize 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.
- To promote discipline, healthy outlook and positive attitudes towards national integration and removal of narrow provincial preferences and prejudices

### **AIMS**

- Creating awareness among the students regarding available career options and helping them in identifying their career objectives.
- Guiding the students in developing skills and job search strategies required to achieve their career objectives.
- Identifying suitable potential employers. Arranging pre-placement talks, seminars, presentations and workshops.
- Organizing activities like campus interview and off campus interview.

### **IMPORTANCE**

The placement cell functions with the objective of placing the students in the right career. Its aim is to increase the employability of the students through relevant courses towards which the college has signed memorandum of understanding with reputed industries. A number of campus recruitment drives are conducted through the year. Professionals from outside are also invited to impart training to the students. Value added programs are conducted to enhance the technical and functional skills of the students. Written tests, Group Discussions and Interviews are conducted based on the selection process of the company. Efforts are also made by the placement cell to arrange interviews for the students. A Career Counseling and Placement cell is functioning in the college to guide the students to appear in competitive examinations.

### **ACHIEVEMENT OF DEPARTMENT**

1. 13 reputed companies came in for placements and 112 students were recruited.
2. Successful placing of almost all the students seeking a job.
3. The industry has taken note of the various skills that students can offer.
4. Creation of awareness amongst the students about the skills required for personal interviews.
5. Ability to attract good student as a coordinators every year to handle the placement cell.



### PROFILE OF PLACEMENT IN- CHARGE

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### RESULTS

The Placement Cell conducted a placement drive between January 2011 and Dec.2016 in which established companies like IBM, ICICI, Syntel, Infosys, Sterlite, South Indian Bank, TCS, Future Generali Insurance Company Ltd, Clear Car Rental Pvt Ltd, ICICI Prudential Life Insurance, Manapurram Finance Ltd, Ways to Capital Ltd, Rucha Industries took part in it. 112 students benefited from the drive as more than 750 students participated in the drive.

The good news was that 121 students got selected to work for some of these companies. The Placement Cell hopes to help many more students in the coming years by providing them proper guidance towards a promising future.

#### Students benefited from CCPC

Sr. No.	Academic Year	Interviews Conducted	Students appeared	Students Placed
1	2010-11	01	28	01
2	2012-13	01	79	NIL
3	2012-13	01	60	12
4	2012-13	01	150	11
5	2013-14	01	42	06
6	2013-14	01	32	NIL
7	2014-15	01	153	NIL
8	2014-15	01	28	02

9	2014-15	01	80	04
10	2015-16	01	89	06
11	2015-16	01	69	34
12	2015-16	01	56	25
13	2016-17	01	44	11
14	2016-17	01	66	09

### Placement details

Sr. No.	Year	Placement details (Name of the company)	Date of campus interview	Total students appeared	Total students selected
1	2010	IBM-Daksh Business Process services Pvt Ltd.	16/12/ 2010	28	01
2	2012	ICICI Bank Campus recruitment	11/7/2012	79	NIL
3	2012	Syntel Campus drive	21/12/ 2012	60	12
4	2013	Infosys-BPO Placement Drive	22/01/ 2013	150	11
5	2014	Sterlite Technologies Ltd	12/05/ 2014	42	06
6	2014	South Indian Bank	11/01/ 2014	32	NIL
7	2014	TATA Consultancy service	13/09/ 2014	153	NIL
8	2014	Pantaloons at Prozone Mall	20/02/2015	27	02
9	2014	Future Generali Insurance Co.Ltd	27/03/2015	80	04
10	2015	Clear Car Rental Pvt Ltd	07/08/2015	89	06
11	2016	ICICI Prudential Life Insurance	20/01/2016	118	34
12	2016	Manapurram Finance Ltd	23/04/2016	61	25
13	2016	ICICI Prudential Life Insurance	17/12/2016	44	11
14	2016	Force Motors Ltd and Shriram Cars Pvt Ltd	30/12/2016	66	09

**Guest Lectures/Counseling**

<b>Sr. No.</b>	<b>Year</b>	<b>Counseling details</b>	<b>Date</b>	<b>Total Stud appeared</b>
1	2009	How to Prepare CV	2009	123
2	2010	Awareness about English Language in Career	2010	85
3	2011	Career in CA ( Chartered Accountancy )	2011	73
4	2012	Awareness about arithmetical, Logical and numerical area of B.Com Students	2012	140
5	2013	Career in Company Secretary	2013	61
6	2014	Opportunities for youth of Marathada due to DMIC Project	04/09/2014	160
7	2014	Investor Awareness Programme	15/09/2014	46
8	2014	How to Improve our Personality	02/12/2014	78
9	2015	Why Banking as a Career	11/02/2015	115
10	2015	TCS and Dr.BAMU Sponsored “English Communication and Corporate Etiquettes”	16/04/2015 to 30/04/2015	132
11	2015	Foreign Exchange for You	17/06/2015	39
12	2015	Career Opportunities in CMA Profession	31/07/2015	69
13	2016	Mahindra Finance Scholarship Programme	01/09/2016	52
14	2015	Career Opportunities in CA	28/08/2015	97
15	2016	Career Opportunities in CMA(Cost & Management Accounting)	23/07/2016	68
16	2016	Mahindra Finance Scholarship Programme	01/09/2016	142
17	2016	Soft Skill Training Programme	10/10/2016 to 19/10/2016	28
18	2016	Foreign Exchange for You	16/12/2016	78

**Future Plan**

<b>Year</b>	<b>Plan of Action</b>
2016-17	IBM,HDFC, ICICI Prudential Life Insurance
2017-18	Sterlite, TCS, Clear Car Rental Pvt Ltd
2018-19	South Indian Bank, Manapurram Finance Ltd