



Dr. V.S. KRISHNA GOVERNMENT DEGREE COLLEGE (A) & P.G. CENTRE

(An Autonomous Institution Affiliated to Andhra University)

Reaccredited by NAAC with "A" Grade (3rd Cycle)

District Identified College, District Resource Centre & Centre for Research

Maddilapalem, Visakhapatnam - 5300 013, Andhra Pradesh



CAREER AND COUNSELLING CELL

Introduction

One of the policy decisions in the UGC XI Plan provides for establishing Career Guidance Cell in Colleges and Universities, which can be understood as a Centre assisting students in realizing their aptitudes/potential, training them to hone and supplement their aptitudes/potentials, match them with the available careers and bring in Companies to select them and place them.

Objectives

Career Counselling shall assist the students in understanding their potentials and addressing both the academic and the career concerns and opportunities, with the following objectives –

- ❖ Psychometric analysis of the students to understand their aptitude & potential
- ❖ To assist/counsel students to map to the available careers based on their potentials, aptitudes and interests.
- ❖ To counsel students in shaping their personality
- ❖ To assist/counsel UG students for vertical progression by conducting Entrance coaching for post-graduation studies
- ❖ To assist/counsel PG students in their vertical progression for a better Research Career
- ❖ To assist students for a career in competitive examinations
- ❖ To assist students in acquiring additional skill sets

Constitution of the Cell

As per University Grants Commission, 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. The Committee for the Career Counselling Cell has to be formed with the following members:-

- | | | |
|---------------------|---|---|
| 1. Chairman | - | Principal |
| 2. Coordinator | - | Lecturer with expertise in Academic, Professional & Competitive knowledge |
| 3. Members | - | Lecturers from Arts, Humanities & Languages with orientation towards |
| 4. Industry experts | - | IT/Pharma/Aqua/Banking/Insurance/Marketing/others |

College Committee for Career & Counselling Cell for 2021-22

- | | | |
|---------------|---|--|
| • Chairman | - | Dr. I. Vijaya Babu, Principal |
| • Coordinator | - | Dr. T. Samuel David Raj, Lecturer in Zoology |
| • Members | - | |
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Functions of Career and Counselling Cell

As per UGC 11th Plan guidelines it is the function of the Career & Counselling 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 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.
- c. 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.
- d. To promote discipline, healthy outlook and positive attitudes towards national integration and removal of narrow provincial preferences and prejudices.

NAAC Mandate

Career Counselling has been recognized as one of the Essential Metrics for Autonomous Colleges with Metric Number 5.1.3 (2).

The NAAC focusses on quality culture of the institution in terms of Quality Initiatives, Quality Sustenance and Quality Enhancement. Student Support & Progression has been one of the key indicators of the assessment of any educational institution. It emphasizes on the efforts of an institution to provide necessary assistance to students, to enable them to acquire meaningful experiences for learning at the campus and to facilitate their holistic development and progression. It also looks into student performance and alumni profiles **and also, the progression of students to higher education and gainful employment.**

Higher Education Institutions, in order to get accredited with NAAC, need to focus on the following: -

- ❖ facilitate vertical movement of students from one level of education to the next higher level
- ❖ facilitate towards gainful employment
- ❖ identification of students qualifying for state/national/international level exam or competition

Weightage

- ❖ Student progression has got 30 weightage points for autonomous colleges and 45, for affiliated or constituent colleges in NAAC assessment.

What NAAC Asks For

The institution, under key indicators 5.1.4, 5.2.2 & 5.2.3 requires to submit the data pertaining to the percentage of students progressed to higher education i.e, to post graduation and also for competitive examinations.

Data Requirement : Number of students proceeding from

- ❖ UG to PG
- ❖ PG to MPhil
- ❖ PG to PhD
- ❖ MPhil to PhD
- ❖ PhD to Post-doctoral

Number of students selected to

- ❖ NET / SLET / GATE / GMAT / CAT / GRE / TOEFL / Civil Services / State government examinations

S. No.	Key Indicator	Average percentage of students benefited by guidance for competitive examinations and career counseling offered by the institution during the last five years (8)			
53.	Name of the scheme	Number of students benefited/attended / participated by Career Counselling / competitive exams activities			
S. No.	Key Indicator	Percentage of student progression to higher education (previous graduating batch) (current year data) (15)			
56.	Name of students enrolling into higher education	Programme graduated from	Department graduated from	Name of institution joined	Name of programme admitted to
S. No.	Key Indicator	Average percentage of students qualifying in state/ national/ international level examinations during the last five years (10)			
57.	Registration number/roll number for the exam	Name of students selected/ qualifying in NET/SLET/GATE/GMAT/CAT/GRE/TOEFL/Civil Services/State government examinations)			

Formula:

Formula:

$$\frac{\text{Number of outgoing students progressing to higher education}}{\text{Total number of final year students}} \times 100$$

$$\frac{\text{Percentage per year} = \frac{\text{Number of students qualifying in state, national, international level exams}}{\text{Number of students appeared for the state, national, International level exams}} \times 100$$

$$\text{Average percentage} = \frac{\sum \text{Percentage per year}}{5}$$

Activities proposed under the Career & Counselling Cell for 2021-22

A. Coaching for Vertical Progression

New National Education Policy emphasizes on Online Mode of Teaching and Blended Learning which helped the student community a lot During COVID times. Students, after final semester-end examinations are having a very short span of time i.e. not more than 30 days, for preparation for Post-Graduation common entrance tests, even the lecturer finds it difficult to help students as he/she has to get involved in post-exam activities like valuation.

Coaching for PG common entrance test in all 11 subjects, by respective faculty will not only help the student in getting a good rank but also in getting absorbed into best Universities of the country including Central Universities which paves for a better future of the student.

As the college is a District Resource Centre, it is its responsibility to cater to the needs of the colleges of the district. As many of the colleges in rural and agency areas are having single-lecturer posts and few colleges have no lecturers in certain subjects, it is proposed to conduct an Online Coaching through Google Meet or to upload the videos to college YouTube channel and to upload the e-content in college website with lecturers who have come forward voluntarily to train students in objective / MCQ-based mode for PG entrances for central/state universities.

The coaching will be imparted in two phases –

1. Coaching while the student is in the college
2. Continuing coaching after the examinations, till the entrance examination

B. Coaching for Competitive Examinations

A number of students are aspirants for getting inducted into government services. General Studies component has been the common paper for all competitive examinations. The Career Counselling Cell proposes to conduct classes on a regular basis with interested and committed faculty on the following components of the competitive examinations –

- ❖ Indian History
- ❖ AP History
- ❖ Indian Geography & AP geography
- ❖ Indian Constitution
- ❖ Economy
- ❖ Science & Technology
- ❖ Numerical aptitude
- ❖ Current Affairs

C. Competitive Exams Journal – “*Prajna*”

The CCC provides a platform and assists the students in compiling and publishing a monthly magazine on current affairs to be placed in website. A committee of students and lecturers will be formed in this aspect.

D. Organization of Invited Lectures

To strengthen the students in terms of personality development, invited lectures on soft skills, communication skills, job skills are proposed to be organized on CCC platform.

E. Organization of Workshops

CCC also proposes to organize 1-day / 2-day or Mini-workshops for enhancing the additional skill set in certain fields of interest –

- ❖ Photography (SWAYAM MOOCs course)
- ❖ Photoshop (in association with Adobe)
- ❖ Web designing (in association with APSSDC & also IIT Bombay Spoken Tutorials)
- ❖ Others if any

Timings

In this regard, a common time-frame of 4-5 PM every day, shall be allotted in college time table for coaching for higher studies and competitive examinations to get best results for the student and also for the institution and a better NAAC grade.

Resources

The CCC provides free access of the following, to students -

- ❖ e-content to college website
- ❖ Monthly competitive exams journal to college website
- ❖ Videos in college YouTube channel
- ❖ Book-collection from staff

Funding

CCC aims to garner funds from the following sources –

- ❖ CSR (Corporate Social Responsibility) funds
- ❖ Funds / expertise from Alumni
- ❖ UGC schemes (if any)

Key Points

- Subjects considered for Coaching: - All subjects for PGCET and ICET
- Faculty: - Government college lecturers, on voluntary – basis
- Financial support: - free-of-cost
- Material: - to be provided in the college website
- Attendance: - 100% attendance for a successful run of the programme is mandatory
- Coaching Time: - 100 hours
- Time: - 4-5 PM (every day or thrice a week)
- Data collection: - as required by the NAAC