

BEST PRACTICE

1. Title of the Practice: Enhancing Career Opportunities Through Career Counselling and Placement Cell

2. Objectives of the Practice:

The core aim of career counselling and placement services in educational institutions is to assist students in making informed career decisions and securing job opportunities. Main objectives include:

- **Career Exploration:** Helping students assess their strengths and interests to explore suitable career options.
- **Employability Skills Development:** Ensuring students acquire vital skills, including resume writing, interview techniques, and communication skills, to enhance their employability.
- **Employer Connections:** Facilitating connections between students and potential employers through recruitment drives, internships, and job fairs.
- **Personalized Guidance:** Providing one-on-one counselling to address academic concerns and professional aspirations.
- **Ongoing Professional Development:** Encouraging students to pursue certifications, attend workshops, and stay competitive in their chosen fields.

3. The Context:

With rising competition in the job market, it is essential for students to be well-prepared for their careers even before graduation. The traditional educational system often lacks real-world career exposure or the development of essential professional skills.

- **Changing Job Market:** A growing need to align academic learning with industry requirements.
- **Technological Advancements:** The rapid pace of change in technology necessitates that students acquire adaptable and transferable skills.
- **Role of Higher Education:** Institutions are increasingly seen as key players in career development, making career counselling and placement services essential.

4. The Practice:

- An Interactive session on “Enhancing personal effectiveness” was organized by the Career Counseling and Placement Cell in association with IQAC, Digboi College on 20-02-2023 at the conference hall. Mr. Deepankar Bhattacharjya, trainer, consultant and operating officer, Zemidi acted as a resource person for the program. The resource person motivated the students through amusing anecdotes and real-life examples.
- A workshop on “Career Counselling and Aptitude” was organized by the Career Counseling and Placement Cell in association with IQAC, Digboi College on 25-08-2023 at the conference hall. Mr. Soumen Das (T.I.M.E.) acted as a resource person for the program. The resource person discussed the various opportunities and challenges in the present scenario while interacting with the participants.
- Workshop on IOCL Procurement procedure, Procurement platform and tentative list of materials and services procured by IOCL to meet operational requirements was held on 19-12-2023 at the Digboi College Premises. Mr. Amar Borgohain GM(M&C), Digboi Refinery, MK Majoka, Chief Manager(IOCL), Contracts, Mr. D. K. Gupta, Senior manager(IOCL) acted as resource persons for the program. The workshop was aimed to create awareness about online Procurement procedures and platforms used by IOCL. 36 nos of B. Com 6th semester

BEST PRACTICE

students participated in the program and interacted actively with the resource persons. Launch packets were distributed by IOCL.

- A Mega Career Counselling cum Career fair was organized by the Government of Assam in the online mode. 41 students from 3rd and 5th semester participated in the program.
- A program of felicitation and interaction was organized by the Digboi College Career Counselling and Placement Cell under IQAC Quality initiatives on 23-02-2024.
- A one Day workshop on 3-D printing was organized jointly by the Digboi College Career Counselling and Placement cell, NEC and the Department of Commerce under IQAC Quality Assurance Initiatives on 18-03-2024 at the College Seminar

5. Evidence of Success: Positive feedback regarding the support and guidance received through career counselling and placement services. Career success stories of alumni who benefited from career counselling services. Strengthened connections with companies and active participation in recruitment drives.

6. Problems Encountered and Resources Required:

Challenges include:

- **Student Awareness:** Some students don't have idea about the services due to lack of awareness or engagement.
- **Resource Constraints:** Budget limitations may impact the quality and variety of programs offered by career services.
- **Expectation Mismatches:** Some students may have unrealistic job expectations or lack the skills necessary for available positions.

Resources needed:

- **Skilled Counsellors and Trainers:** Professionals with expertise in career development and industry trends.
- **Industry Partnerships:** Building a robust network of employers to facilitate recruitment and internships.
- **Technological Tools:** Platforms for managing student profiles, conducting assessments, and tracking placements.
- **Funding:** Investment for career events, workshops, and online platforms that support placement activities.

Conclusion; Career counselling and placement services are vital for preparing students for the job market. By focusing on personalized guidance, skill-building, and strong industry connections, these services can significantly enhance students' career success. Addressing challenges such as resource limitations and adapting to changing job markets will further strengthen the impact of these services, offering students more opportunities to excel in their careers.

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