

## Creation of Placement Cells and Centers of Excellence in the University

### University Placement & Counselling Cell, Director of Student's Welfare, Navsari Agricultural University, Navsari

A vital aspect of any university is its placement & counselling activities. We at, **the Director of Student's Welfare (DSW) office of the Navsari Agricultural University (NAU), Navsari**, are well aware of the fact that the ultimate value of a progressive university offering higher education programmes would be the acceptability of its students in the corporate/outer world. In addition to this, Placements has always been a prime consideration for the students and their parents in selecting a particular course, institute and university as well. Considering this, we have already established a vibrant and successful *“University Placement & Counselling Cell”*. To instill a spirit of professionalism in the working of this cell, since 22<sup>nd</sup> June, 2012; our *HRD expert Dr. Mehul G. Thakkar – Associate Professor in HRM at our constituent college – ASPEE Agribusiness Management Institute (AABMI)* has been assigned the charge of this cell in the capacity of *“University Placement Coordinator/Head”*. Later on, since 1<sup>st</sup> January, 2013; in the best interest of the students of all the colleges/institutes of the University and to consolidate the University Placement & Counselling Cell by utilizing the professional HRD expertise, he has assigned the additional responsibility in the capacity of *“University Counselling Officer/Head”*.

This University Placement & Counselling Cell, working under the able guidance of **the honorable Director of Student's Welfare in the capacity of the Chairman of the Cell**, has been established with a clear view to have an integrated linkage with renowned industries and others. This cell is actively involved in counselling the students for possible areas of career opportunities and enhancing student employability in the globally competitive scenario. Apart from providing assistance for project placement and final job placement to the students and assisting in publishing separate Placement Brochure of each institute annually; the cell is determined for overall professional development of the students through regular training and development interventions; industry-academia interaction, field/industrial visits and such other activities. So, the focus is not only on providing lucrative job opportunities to the interested and eligible students; but also on instilling lifetime confidence for career and life.

Under the direction and support of this University Placement & Counselling Cell, each of our college/institute is also having fully functional and active *“Placement & Counselling Cell”* at the Institute Level headed by Placement Officer of the respective institute and supported by a team of Placement Assistants.

So, along with the University Placement & Counselling Cell, we have 15 Institute Level Placement & Counselling Cells; which are actively working in the direction of ensuring holistic development of students and lucrative placement to them.

## University Placement & Counselling Cell Profile

- **Mission:**

- ✓ *Strengthening the self image of the students and boosting their morale and motivation through counselling services.*
- ✓ *Improving the employability of our students through customized training and professional grooming services.*
- ✓ *Providing lucrative project placement and job placement opportunities to the interested and eligible students.*

- **Vision:**

- ✓ *To position NAU as the most preferred recruitment destination for renowned corporate houses across the globe.*

- **Facilitating & Grooming Interventions:**

The University Placement & Counselling Cell continuously works in the direction of Counselling, Guidance, Training, Professional Grooming and Liaison work through the following basket of unique “Facilitating & Grooming Interventions”:

- ✓ *Assisting students for designing impressive resume for project work & final job placement.*
- ✓ *Encouraging, guiding and motivating the students to enhance their morale and strengthen self image.*
- ✓ *Maintaining the profile database of passing out students of various Institutes of the University.*
- ✓ *Preparing students for facing and winning the interview through Career Management Training Workshops & thereby enabling the students for crossing the selection hurdles of the corporates.*
- ✓ *Fostering professional grooming of students through customized Soft Skills Development Training Sessions.*
- ✓ *Counselling the students about their career with respect to job prospects and nature of job, vacancies, work culture, corporate expectations, prevailing compensation, etc.*
- ✓ *Encouraging and guiding students for Professional Association Memberships and Professional Certification Exams.*
- ✓ *Supporting the public relation affairs of the University concerning placement matters by serving as the Liaison Officer between the University and renowned industries, NGOs & other appropriate agencies.*

- ✓ *Encouraging and facilitating students' participation in outside training programmes at prestigious forums for fostering overall development besides facilitating networking opportunities.*
- ✓ *Organizing Expert Talks/Guest Lectures for bridging the gap between Industry Expectations and Academia.*
- ✓ *Spreading awareness about the various advertisements of admissions in premier institutes, competitive examinations, job opportunities, scholarships, etc. among the students' fraternity.*
- ✓ *Providing information to potential employers about students & their interests through the Campus Placement Invitation Letter, Placement Programme Leaflet, Placement Brochure, etc.*
- ✓ *Planning, arranging and coordinating Placement Interviews – On-Campus and Off-the-Campus and facilitating smooth conduct of such mutually benefiting interactive forums.*
- ✓ *Promoting and publicizing the activities of the University Placement & Counselling Cell in offline and online mode.*
- ✓ *Facilitating Industrial Visits/Field Visits to enable students to understand the working of established industries besides facilitating interactions with the top notch professionals.*
- ✓ *Assisting students for securing lucrative project placement and job placement opportunities in renowned organizations.*