

UNIVERSITY PLACEMENT & COUNSELING CELL:

A vital aspect of any university is its placement & counseling activities. We at, **the DSW office at the Navsari Agricultural University (NAU), Navsari**, are well aware of the fact that the ultimate value of an university offering higher education programmes would be the acceptability of its students in the corporate 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 & Counseling Cell”**. To instill a spirit of professionalism in the working of this cell, since *22nd June, 2012*; our HRD expert **Dr. Mehul G. Thakkar – Associate Professor in HRM & TPO at AABMI** has been assigned the charge of this cell in the capacity of *“University Placement Coordinator/Head”*.

This University Placement & Counseling Cell, working under the able guidance of **the honorable DSW – Dr. H. R. Pandya Sir**, has been established with a clear view to have an integrated linkage with the industry / corporates and others. This cell is actively involved in counseling 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.

The cell also looks after the training needs of human resources within the campus.

The Placement & Counseling Cell continuously works in the direction of Counseling, Guidance and Liaison work through the following basket of activities:

- Assisting students for designing the resume/c.v. for project work & final job placement.
- 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.
- Counseling the students about their career with respect to job prospects and nature of job, vacancies, work culture, employer expectations, prevailing executive compensation etc.
- Organizing Expert Talks / Guest Lectures for bridging the gap between Industry Expectations and Academia.
- Creating and maintaining the profile database of present batches of passing out students of various institutes of the University.

- Arranging Industrial Visits, Academic Tours, Field Visits, etc. to enable students to understand the working of established industries besides facilitating interactions with the top notch industry professionals.
- Spreading awareness about the various advertisements of admissions in premier institutes, competitive examinations, job opportunities, scholarships, etc. among the students' fraternity.
- Establishing liaison with industries / corporates & others.
- Providing information to potential employers about students & their interests through the Campus Placement Invitation Letter, Placement Programme Leaflet, Placement Brochure, etc. annually.
- Arranging 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 and Counselling Cell in offline and online mode.
- Assisting students for securing lucrative project placement and job placement opportunities in renowned organizations.