

# **GUJARAT ARTS AND COMMERCE COLLEGE (EVE.),** **Ellis Bridge, AHMEDABAD – 06.** **Best Practices**

## **“Vocationalization of Higher Education”**

### **Objectives:**

As the project is undertaken from the central governments under “RUSA COMPONENT-12” there are significant objectives to uplift students with better man power and skills. The primary objective was to enhance individual employability along with pursuance of higher education as well. The institution together with state government and KCG has properly adopted these practices for students to give opportunities for professional growth, career improvement and lateral entry into courses of general, technical and professional education through appropriate bridge courses.

### **The Context:**

The college promotes moral values to students and faculty members with their inner potential. It focuses on quality of education and imparts better knowledge to the society. It keens and desires to accomplish the core of the subject. It has adopted well planned activities for the students for 2 Batches in the 'account executive' with the sub contexts of 'banking and finance sector'. As this project is undertaken from the central government, the motive is here to bring education into closer relationship with productivity. The college also gives an opportunity for the students with their assessment of the subject.

### **Practice:**

This institution creates innovative minds and generates new opportunities for the students to make them competitive in the market with great passion to attain their goals. The students are nurtured to face the world and give their best of the potential to achieve goals. This project is specially designed for semester 5 and 6 students so they might be ready to face the market or pursue higher education. There has been a tie- up between Adani skill development training center which is NSDC partner and we have done MOU with them for the same. The great corporate and companies like Future Group, Pantaloons, and Adani skill development center have also supported and taken an initiative for the students to reduce unemployment issues in the market. The students of the institution are from poor social and economic background and therefore campus sees to it that they make optimum use of facilities available in the college.

### **Evidence of the success:**

The success is still moving at toddle's speed and therefore almost 73 students have been benefited from this practice till today.

### **Problems Encountered:**

One crucial point from student's point of view is that they were not comfortable with the timings and for that reason success triggered.

## **“Mega Placement fair”**

### **Objective:**

The college, together with the state government, creates an initiative to place students in the different corporates and services. The students learning core of the subject remarks experience and therefore the major objective was to create one platform where they can earn a tagline: “learning while doing”.

### **Context:**

The Mega placement cell is an initiative in the current year looking at the present scenario of the employment status and therefore a major call from the state government education ministry where in our institute took uphold to send our students in this cell and get recruited in some of the companies. The companies like SBI life insurance, Just Dial, ICICI Prudential and so on took interviews and selected some of the students. The state government gave 50/- Rs. allowance as well to the students for travelling and snacks. Our college students were given guidance by the experts for interview training and process. Students were given practical training for the same and were benefitted from it.

### **Practice:**

As per the guidelines of the KCG, our students were given practical training before appearing for job at the placement fair. They were guided about interview etiquettes, role and importance of dressing and body language at the interview. They were motivated to get relief from stress of interview and how to appear for interview with proper preparation. They were also informed about 'to do' and 'not to do' at the interview.

### **Success:**

The success ratio was very great as students were able to answer many interview questions and almost 81 students were selected from a total of 264 students who were interviewed. Therefore almost 31% of the students got placed in great corporates and wishing them great success ahead in the near future. As this is a new practice adopted by the institution, the coming goal is to organize such fair at the campus.

### **Problems Encountered:**

Most of the companies offered only marketing job and lack of resources i.e. 2 wheeler availability from students made them unhappy.