EMPLACEMENT – The Newsletter

Career Guidance, Training & Placement Cell (CGTPC)
T John Group of Institutions

Director's Column

"Making Learning a Part of Everyday Work"

Josh Bersin, a global research analyst, public speaker, and writer on the topics of corporate human resources, talent management, recruiting, leadership, technology, and the intersection between work and life and **Marc Zao-Sanders,** CEO and Co-Founder of filtered.com, a company that blends consultancy with technology to lift capabilities and drive business change studies, studied on how can we use the flow of work to drive learning and focussed on what corporate leaders think on the concept of learning in the flow of work.

Ann Schulte, Chief Learning Officer at Procter & Gamble (P&G) explained why learning is more important and how P&G reflected this: "At P&G, we believe that the 'fastest learner wins' because we see in uncertain and changing markets that experimentation, rapid-cycle feedback, and the ability to adapt are competitive imperatives — and all require learning. To help our people learn faster, we are disrupting how we manage learning and development to focus more on the immediate business context and personalized needs by providing easy access to information, performance support aids, and carefully curated training that is relevant and can be directly applied to work."

Helen Smyth, Group Digital Learning and Design Manager at Sainsbury's, underlined the importance of design thinking in formulating the right corporate learning solution: "Too often, learning opportunities and technology deployments are developed based on what centralized groups think would be useful, or on what is possible, rather than on what would actually enable someone to do something better or differently at work. To overcome this, it's important that we spend more of our time as learning professionals understanding the practical realities of daily work for people and ensuring that our products and services are in tune with those realities."

Elisabetta Galli, Global Head of Knowledge, Development & Talent Management at Banco Santander suggested that corporations should look at consumer software for inspiration: "Employees use social media and search in their spare time to satisfy their curiosity, right when they need it. It should be exactly the same at work. We must create corporate learning experiences to match consumer-grade experiences. This is our vision: to create a learning-in-the-flow-of-work ecosystem and become a learning organization, whose workforce is upskilled in real time."

Learning in the flow of work is one of the most powerful levers for the business leaders today. Every organization can benefit from this new paradigm of making learning a part of everyday work. It's an exciting next wave of innovation that uses flow of work to drive learning.

(https://hbr.org/2019/02/making-learning-a-part-of-everyday-work)

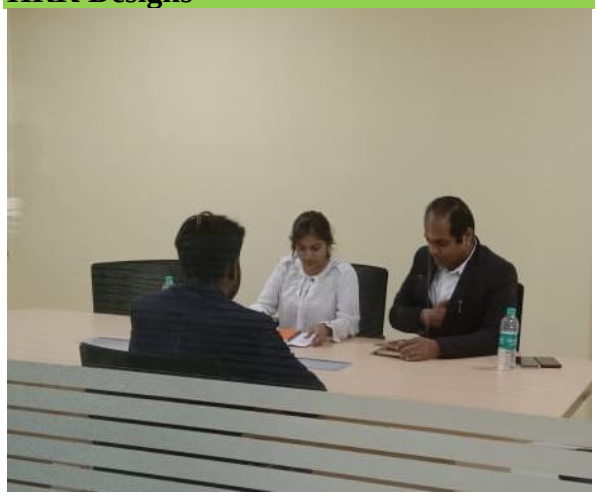
Campus Placement

ECI



ECI, a premier provider of managed services, technology solutions conducted campus placement drive for the students of Engineering on 6th June 2022.

HRK Designs



HRK Designs conducted a placement drive at Career Guidance, Training & Placement Cell (CGTPC) on 14th June 2022 for the students of Engineering.

Diagonal Ops Tracking



Diagonal Ops Tracking, conducted pre-placement talk for the students of Engineering on 23rd June 2022.

On the same day, they conducted various rounds of interview and selected seven engineering students for different role.

Green Park Hotels



Green Park Hotels conducted placement drive at Career Guidance, Training & Placement Cell (CGTPC) on 30th June 2022 for the students of Hotel Management.

Mock Interview



A mock interview session was conducted at Career Guidance, Training & Placement Cell (CGTPC) on 11th June, 2022 for the students of Engineering with the assistance of the Team of Seventh Sense.



Officers of TJGoI with the team visited for mock interview session on 11th June 2022.

Soft Skills Training



Activity of Soft Skills Training Programme is being organized for the students of Bachelor of Hotel Management by PeoplePro.

Meetings at CGTPC

First Meeting of Campus Director with Director (Training & Placement) and

Placement Officers / Coordinators of Colleges/Institutes of TJGoI held on 24th April 2022



Why career guidance is important for students

Career Guidance is a counselling programme designed to help students choose the right career path based on their educational and professional choices. It is a qualitative and quantitative assessment of the knowledge, skills, information, and experience to identify career options available.

In India, awareness, and information about various career options available to students passing out of school are limited. The culture of going to a career advisor is almost non-existent.

According to a recent survey, 93 percent of students were aware of less than ten career options like engineering, medicine, law, finance, IT etc. In contrast, there are more than 250 career options available today. In other words, the awareness levels of many career options are very low in the majority of students.

Need for a career advisor

A career advisor or counsellor is an expert in exploring students' skill sets and interest levels and suggesting a balanced solution combining the merits of both.

The career advisor relies on career interest or aptitude tests as part of the discovery process to identify factors influencing career interests, abilities, and values. In essence, a career advisor sets realistic career goals for each student.

Students who take professional help from a career advisor also benefit from locating resources and sources of career information, ways to write resumes, preparing for interviews and the basics of networking.

India needs a million+ counsellors

The globally accepted counsellor to student ratio is 1:250, while in India, it is 1:3,000.

On the other hand, it also opens a massive opportunity for career counsellors, especially as 93 percent of schools in India don't have a dedicated professional counsellor.

The Annual International Career and College Counselling Conference held in 2019 observed that India's 350 million students need at least 1.4 million career counsellors to get on par with the globally acceptable student-counsellor ratio.

Therefore, it is urgently needed to create policy, systemic and infrastructural alignment to fill the counsellor void. This is critical to guide and advise students with the right career options, thereby creating a productive, diversified, and distributed workforce contributing to nation-building. Innovations and technological interventions will play a big role here.

Training and certification of counsellors

Training and certification of counsellors is another key ingredient in the quest to create more than a million counsellors in India.

This will address not only the severe deficit but also quality and standardisation. The training strategy could become more effective if it involves the ambient ecosystem of school managers, principals, and teachers.

Way forward

One of the key changes that can be implemented in our education system is to mainstream Career Guidance Programs with career advisors who are experts in guiding aspirants towards a job of their choice.

The counselling mainstreaming approach should focus on a 'future-ready', 360-degree approach equipped with advanced tools and technologies to involve all stakeholders in the counselling process, i.e., teachers, students, and the parents.

The industry can also play an important role in guiding young career aspirants by allowing them to interact with industry professionals who can be the best 'practical' guides for career aspirations. Example--A doctor can

meet the students at the school itself and explain to the students the pros and cons of becoming a doctor. At the same time, experts from other fields like retail, engineering, or even armed forces can visit schools to guide the students about their respective fields' benefits and challenges.

Alternately, industry visits by students can be highly fruitful in providing them with a perspective on different sectors. This also enables the seamless connection of education institutes with the industry.

The time is ripe to popularise and evangelise career guidance and counselling in India. There is a need to have qualified career counsellors in every school and college who can conduct regular sessions with students on different career paths and organize industry visits. Career guidance and counselling is an area in which the future success and happiness of students, families, schools, and the community hang in the balance!

(Article by Sunil Dahiya, Executive Vice President, Wadhwani Opportunity at Wadhwani Foundation; Published by India Today Web Desk, New Delhi, February 12, 2022)

Tips to reduce stress

Forest Bathing also known as Shinrin-Yoko, an ancient Japanese art, is an activity which allows our mind and body to open up to the relaxing benefits of Mother nature. The practitioner visits a natural area and is mindful of the all the five senses i.e., sight, taste, smell, hearing and touch. They completely detach themselves from any electronic gadgets for the entire duration so as to experience feeling nature as close as possible.

So, when your mind asks you for rest, just take a walk down the forest or a leafy park, allowing the smell of the tiniest leaf to brush past your nostrils, looking at the beautiful and diverse colour palettes that nature has to offer and hear the birds chatter in their own unique ways. This activity should be done for 2-3 hrs to derive maximum benefits.

Events conducted by CGTPC

- Meeting of Campus Director with Director (Training & Placement) and Placement Officers/Coordinators of College / Institutes on April 24, 2022.
- Meeting with the team of BHM and Principal and Vice Principal of TJC on April 25, 2022
- Meeting of Campus Director with Director (Training & Placement) and Placement Officers/Coordinators of Colleges Institutes on May 26, 2022.
- Interactive session with the unplaced students of TJIT on June 2, 2022.
- Campus placement drive conducted by ECI for the engineering students June 6, 2022.
- Meeting of Campus Director with the Principal, Vice Principal, HoDs of TJC, Director – IQAC, Principal of TJCP and Director (T&P) on June 10, 2022.
- Mock Interview for the unplaced students of TJIT on June 11, 2022.
- Campus placement drive of HRK Design on June 14, 2022.
- Interactive session with the MBA and BBA students of TJC on June 14, 2022.
- Campus placement drive of Diagonal Consultants on June 23, 2022.
- Seminar on “How to land your dream job out of college” for the students of TJCP by Mr. Vasu Reddy, Co-Founder and CEO of RiseSharp on June 29, 2022.
- Campus placement drive of Green Park Hotels on June 30, 2022.

Published by: Dr. Ranjit Kumar Sarmah
Director (Training & Placements)
Career Guidance, Training & Placement Cell (CGTPC), TJGoI
Email: tpdirector@tjohngroup.com

July 2022 **Issue #1**

Mode: Quarterly