



Thunchath Ezhuthachan
Malayalam University

Policy on Career Counselling,
Training and Placement



I. Introduction

Thunchath Ezhuthachan Malayalam University is dedicated to support its students to find opportunities for their career development through career counselling and essential training. As Malayalam University is offering diverse Post Graduate and Research programs, most of which are unique, moulding the students to achieve their best in their area of study according to their aptitudes and abilities is a primary concern. The university is operating its career counselling, training, and placement policies through the *Udhyoga Niyamana Kendram* (Placement Cell). *Udhyoga Niyamana Kendram* has been functioning at The Thunchath Ezhuthachan Malayalam University since 2017 to expand the employment and research opportunities of the graduating students, increase their professional skills, identify the areas of employment, and provide the necessary instructions and training to the students.

Thus, the placement cell of the University acts as a supporting agency in aiding career enhancement and placement of the students. It is pledged to promote industry-academic linkage. In the present scenario where the knowledge society is envisaged, the knowledge acquired by the students through higher education reaches the society through their work and research outputs. However, the period of transition from student to job seeker is also a very challenging life stage for the youth. University-based placement cells can support students in alleviating their concerns at this stage by maximising their employability skills and finding employment opportunities. Various activities have been conducted for the students of the University in different periods under the leadership of the Placement Cell. Kerala Knowledge Economy Mission (KKEM), an initiative of the Government of Kerala, is associating with Malayalam University to conduct training programmes for students and job fairs. Currently, KKEM has designed a special employment scheme, “*Vijnana Thozhil Padhathi*,” exclusively for students of the Malayalam University who complete their courses in 2024.

II. Objectives of the Placement Cell

The functional objectives of the Malayalam University *Udhyoga Niyamana Kendram* (Placement Cell) are as follows:

1. Develop a database of employability skills of students in various schools of study at the university, career fields, contactable institutions and agencies, and skills required by students as per the changing demands of industry to effectively plan the activities of the Placement Cell.

2. Provide career orientation to every student taking admission to Malayalam University.
3. Increase the relevance and employability of various courses at Malayalam University in the Kerala scenario.
4. Ensure various internships along with the course by anticipating job opportunities that can be availed of by the students of the university.
5. Collect, validate, and disseminate information about job opportunities, internships, research, and fellowships among students.
6. Organise a job fair every year to benefit the graduating students.
7. To enhance the employability of the students through regular training and to develop linkages with government and non-government institutions and agencies.
8. Increase the confidence of students by providing all kinds of support during the transition from student to job seeker.

III. Structure of the Placement Cell

Along with a Director, the placement cell has a committee in which all the school directors are members to lead the activities. The selected teachers of each school act as coordinators at the school level.

IV. Activities

The university undertakes and implements various programmes every academic year for the career advancement of its students. The following are the most important among them:.

- **Campus Recruitment/Job Fair**

To expand the employment opportunities of students in various schools of study, University conducts job fairs/campus recruitment in the months of September–October under the leadership of *Udyoga Niyamana Kendram*.

- **Work Readiness Programme**

Before the job fair every final year, students get the opportunity to attend different types of training programmes, including the work readiness programme.

- **WhatsApp community for the dissemination of job advertisements**

The university, through the Placement Cell, operates a WhatsApp community to disseminate notifications of job opportunities, internships, training, research, and fellowships among the students.

- **Placement Orientation**

As part of the induction programme for first-year PG students at the university, Placement Cell organises classes on skills, career opportunities, and career fields, and creates a clear sense of direction among students at the very beginning of the course.

- **Other training programmes**

The placement cell of the university provides general and specialised training to students to improve job skills throughout the academic year. The unique courses of the University understand the needs of the job-prone areas, identify job opportunities in advance, and ensure that the students are trained in the respective areas. Special training is also organised for the courses in each school of study. Also, training for soft skills and entrepreneurship development is conducted.

- **Expansion of network with government agencies and various institutions**

The university continuously maintains a network through constant communication with government and non-government organisations, which will help in ensuring job opportunities according to the skills of the students completing the course at Malayalam University. This expanding, active network benefits the students of the university in general and the students of the various schools of study in particular.

- **Short-Term, Add-on Courses, and Net Coaching**

Each school of study offers different short-term, add-on courses to expand the skill set of the students according to their area of interest. Along with these additional courses, the placement cell of the university and different schools conduct NET and other coaching programmes to equip the students to attend national-level examinations.