

GOVERNMENT BRENNEN COLLEGE

Placement cell of our College

Why is a Placement Cell So Important?

College days get tougher as students head towards the final year of their Higher Education degree programs. It is high time students take the crucial decision about their career and professional life ahead. This is the time when every student wishes to step out of their laziness and start making a robust corporate growth path. But do all students find success in embarking on well-paid potential jobs? Not really! The job market out there is full of challenges and students need to be coached in all aspects to compete in the real corporate world and find a foothold into it. This is where the Placement cell matter the most.

The key role that the educational institution plays in placements is to prepare and guide the students well through the process of placements by providing them the needed training for getting placed in high-end companies. They provide the platform to the students to showcase their skills and abilities to the prospective employers by inviting them for placement drives. To make the entire process smooth and efficient, reputed institutions generally establish a dedicated training and placement cell that facilitates and counsels placement related activities for the benefit of students, as well as the companies.

While there are so many opportunities lying across the country, ranging from big corporate and MNCs to industrial establishments and core manufacturing companies, the job-hunting process is manifold. However, in reality, there is a stringent competition in the job market to match the talent availability with the job profile. This is where placement cell bridges the gap, easing the procedure of recruitment to be simpler for companies and at the same time beneficial for the students. With the proper placement and training, students learn how to put forth their knowledge and abilities in the right way to fetch the best of jobs. Yet, it takes the right qualifications and effort to put in beforehand and afterward to sustain and grow in the career space.

The primary objective of the college placement cell is to place all eligible students in reputed companies and institutions, right at the campus itself. Placement cells help identify the knowledge, skills and attitude matrices of the students coming from all walks of lives and create job profiles for each of them to get them placed in relevant profiles with reputed companies/Institutions. These placement cells recognize the areas of training and methods with respect to the requirements of the industry and thus formulate a sequence of training activities to meet the requirements for campus placement.

Improved Skills and Knowledge: College placement serves as an outstanding platform for the students to gain specific skills related to their subject of choice or domain to stay ahead of the competition by providing them with live projects, internships that provides adequate international exposure. Moreover, an increase in their knowledge about the industry allows them to improve their employability skills in all aspects of the sector and make informed decisions about their future career choices, in short, get job-ready.

Gain Awareness and Experience: College placements are an excellent opportunity for the students to become aware of the industry and the real-life workspace. They get to know about preparing and presenting CVs, attending interviews, interacting in group discussions, etc. This kind of experience is

indeed beneficial in building their personality and will certainly serve useful when facing competency-based job applications or interviews in the future.

Enhanced Employment Prospects: Campus placements provide the students with a foot in the door opportunity, enabling them to start off their career right after they have completed their course curriculum. Furthermore, they get to interact and engage with the industry professionals during the placement drives, which further help lay a foundation for their prospective career in the future as they familiarize with potential contacts from their chosen career field.

Besides the above, the main reason why college placements are becoming the major criteria for the students for choosing an educational institution is that they ease barriers to employment for graduates, apart from holding considerable value for students, in terms of personal and professional development. Moreover, college placements not only act as a platform to enhance your employability skills but also serve to better your academic performance and practical knowledge through intensive training and workshops.

Since, compared to the outside world, the competition remains confined in campus placements, your probability of getting placed goes relatively higher. All of these things collectively bring in a range of benefits and positive impacts on students.

Coordinator

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