

JAWAHAR KNOWLEDGE CENTER

CONTEXT

The ever increasing prominence of India on the global map has led to a growing demand for hard working and talented students good with computer skills, communication skills and industry related skills. The doors of global job market are opened to students who can speak fluently, compute quickly, write legibly and analyse logically. The conventional curriculum offered by means of B. A., B. Com and B. Sc., courses does not impart requisite skills that are relevant for dynamic job market especially that of emerging industries like Software and B. P. O. The Department of Collegiate Education felt the need to offer training to bridge the skill deficit of students and to enable them seize employment opportunities in job market.

INITIATIVE

The Govt. of Andhra Pradesh initiated Jawahar Knowledge Centres (JKC) in Degree Colleges to help students learn and practice employability skills. These centres aim to provide solution to the problem of unemployment faced by students studying nonprofessional courses in Degree Colleges of AP. The ever increasing prominence of India on the global map has led to a growing demand for hard working and talented students good with computer skills, communication skills and industry related skills. The doors of global job market are opened to students who can speak fluently, compute quickly, write legibly and analyse logically. The conventional curriculum offered through B.A., B.Com and B.Sc., courses does not impart requisite skills relevant for dynamic job market especially that of emerging industries like Software and BPO. The Department felt the need to offer training to bridge the skill deficit of students and to enable them seize employment opportunities in job market.

Objectives

- To impart requisite skills relevant for dynamic job market and to enable Students to seize employment opportunities,
- To provide latest technologies to the students from poor and marginalized Sections of the society and to encourage them to compete with their urban Counterparts,
- To enable the students climb the ladder of success by providing world class Infrastructure and experienced faculty,
- To help students realize their potential and aim high in life and to motivate Students to be creative, independent and self-reliant,
- To provide SC and ST students with adequate knowledge and employability Skills,
- To ensure empowerment of girl students by providing job skills
- To conduct Job Fairs & Campus Recruitment drives and to facilitate the Placement of students trained in JKC.

JKC Curriculum

S. No	Skill	No. of Hours allotted
1	Communication Skills	60 hrs
2	Soft Skills	30 hrs
3	Ethical Values	10 hrs
4	Analytical Skills	60 hrs
5	Technical Skills	60 hrs
6	General Awareness	30 hrs
Total		250 hr

Stake holders

- **Commissioner of Collegiate Education, AP., Hyderabad.**
- **Government, Private. Aided and Private Unaided Degree Colleges**
- **IT, ITeS, Banking, Insurance, marketing and other industries**
- **Students pursuing Undergraduate courses**

Benefits to different Stakeholders:

1. Student

- Acquiring job related skills**
- Exposure to real-time projects**
- Campus placement Opportunity**
- Access to Excellent Resources**
- Competitive Environment for faster growth**

2. College

- Placement opportunities to selected Candidates**
- Enriched academic environment**
- Acquires reputation to the college**
- Getting projects done by defining them and having them approved by CCE.**

Placement details since 2012

Year	Batch I	Batch II	Batch III	Spl. Batch Tally	Spl. Batch Computer Skills	Spl. Batch DTP	Total	No. of Students Placed	Name of the Industry
2012-2013	31	52	---	---	---		83	10	ANAND GROUP OF COMPANIES-07, Police Constable - 01, Food Print - 01, Electricity Dept. -01
2013-2014	30	52	---	22	32		136	103	NSL Textiles-87, SHAR Nellore-08, Dr. Reddy Labs Hyderabad-04 Hetero Drugs Labs, Hyderabad - 02 Police Constable - 02
2014-2015	40	50	25	16	---		131	97	AIRTEL. BPO, Kandukur -28 Hinduja Global Solutions - 21 (YAGDC-7) Cadbury India Pvt .Ltd, Thada - 47 (YAGDC-6)
2015-2016	50	40	40	--	--	40	170	209	Kellogg's - 07, AIRTEL BPO - 40, LIC,HGS&ICICI - 96, Ten companies - 139 (67 YAGDC + 72 others)