



**JUSTICE BASHEER AHMED SAYEED COLLEGE FOR WOMEN
(AUTONOMOUS) CHENNAI -600 018.**

1. Title of the Practice:

CAPE (CATCH THEM YOUNG SCHEME)

Communication, Aptitude and Personality Enrichment

Objectives of the Practice:

The objectives of the practice are as follows:

- To kindle an interest in all students to become employable.
- To improve skills and instill confidence for constructive participation.
- To motivate students towards progressive thinking
- To promote critical thinking
- To assist students in evaluating their talents and abilities to develop a comprehensive career plan.

The objectives are intended to help students reflect, improve their abilities, plan their careers, stimulate further thought, and build aptitude and logic in a systematic manner.

2. The context

Communication skills, emotional intelligence, critical thinking, teamwork, and interpersonal skills are the requisite soft skills that support students' success.

- A majority of students enter college with very limited knowledge about career opportunities and placements. They seek assistance in the Campus Career Center.
- The institution with its foresight vision has appointed a full-time Placement Officer who conducts training programmes for all the

students and provides insights in making judicious choices, as the officer is in direct contact with the employers.

- To provide better career opportunities for the students under the fold of the institution.

The institution has taken initiatives to provide full-fledged practice through CAPE under the CATCH THEM YOUNG SCHEME. The training is one of the functional activities of Career Guidance and Placement Centre. The corporate trainers explicitly impart the core principles right from the first year to the final year students, as the skill cannot be mastered in a short span of time. The generous Management sponsors all the training programmes, taking into consideration the affordability and socio-economic status of the students.

3. The Practice

The Career Guidance and Placement Centre with the support of the management successfully initiated the training programme “Catch Them Young” during the academic year 2016-2017 which is followed till date. The Head of the institution, the Heads of various departments and the class teachers enlighten the significance of the programme to the students. The institution takes the responsibility to equip the students on all aspects of career development. It believes that engaging corporate trainers to motivate the young minds and instilling confidence in them would be the best option, as they step into the corporate world.

Most of the students who belong to the vernacular medium are first generation learners, hence the training modules are specifically designed to meet the requirements of students.

In the first year of college, students receive training to expand their knowledge and abilities. Further the classes are embedded in the regular timetable and the

students are divided into smaller groups to make training more effective and purposeful.

The training is compartmentalized and structured accordingly, keeping in mind the adaptability of the classes. The first year students develop effective communication skills to be **Clear, Concise, Consistent(3C's)**.

In the second year students are trained for aptitude skills such as Quantitative ability, Verbal and Logical Reasoning. Final year students are trained for group discussions, resume writing, personal interviews, grooming, and capsule training. The assessments given by the facilitators help to improve their industry skills.

The continuous training acquired from the first year serves as an impetus to comprehensive understanding of the industry requirements and work ethics. The students are subjected to extensive tests based on the templates of major competitive exams and test modules of top companies.

4. Evidence of Success:

The CAPE programme under the aegis of the Career Guidance and Placement Centre of the Institution has brought tremendous success to the students who have imbibed relevant skills needed for both local and global requirements of the corporate sector. Many organizations from different sectors are invited to participate, with an emphasis on campus recruitment. The extensive training provides a suitable platform to students to excel in their career paths which is reflected in the yesteryear's placement record. In the last five years (2015-2020), 3122 students have received offer letters from MNC's with an attractive salary package of upto 3 lakhs per annum. The students have benefited greatly from the ongoing training programmes offered by renowned business establishments, which have provided them with the requisite skills and confidence, and some of them have become successful entrepreneurs. In the

academic year 2019-2020, 473 students have enrolled for higher education leading to better career opportunities. This impact of training has given all the students a more hopeful and confident approach to life after graduation, regardless of where they choose to progress up the ladder.

5. Problems encountered and Resources Required

- Inviting reputed trainers from renowned corporates involves higher financial implications.
- Both students and parents are always exam centric and hence maintaining the consistent motivation level of the students is challenging
- Balancing the time line between the regular academics and training sessions