

Mangayarkarasi College of Arts and Science for Women

Affiliated to Madurai Kamaraj University | Re-accredited with 'B' Grade by NAAC

Approved by UGC Under Section 2(f) Status | ISO 9001:2015 Certified Institution

Paravai, Madurai-625402

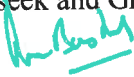
EMPOWERING RURAL WOMEN STUDENTS THROUGH EMPLOYABILITY

QUALITY EDUCATION FOR RURAL WOMEN STUDENTS – to accomplish this vision, the institution strives to support the students at all levels. MCW leaves no stone unturned when it comes to achieving this goal. Our college is a one stop destination for all the educational needs, career options, and life solutions of the students. Employability is a critical concept in the modern workforce, reflecting the skills, knowledge and attributes that enable individuals to secure and maintain meaningful employment. As the job market continues to evolve, driven by technological advancements, globalization and changing economic landscapes, understanding the factor that contributes to employability becomes essential for job seekers, educators and employers. Employability describes the attributes of any person which makes him able to gain or maintain employment. An employability enhancement program is crafted to fill the gap between employees' skills-set and the abilities that organizations are looking for.

It is a vast area of discussion – domain-related skills, personality development, effective communication, work-life balance, skills development using technologies are significant aspects of employability. The employability enhancement program assists the undergraduate or postgraduate students to jump-start their career at any renowned institution or establish their business as an entrepreneur. Critical observation by different corporate sectors said that most of the aspirants lack specific skills that are required to fill up the vacant position in their organization. The employability enhancement program of MCW works on these areas to brighten-up the student's future because employability is crucial not only for individual's professional growth but also for the overall economic development of the nation.

The Career and Guidance Cell is one of the distinctive activities of Mangayarkarasi college of Arts and Science for Women. It provides adequate support & guidance for the students in their perusal towards attaining their career goals. The uniqueness of Placement and Career Cell of this prestigious Institution is prevalent through the execution of meticulous planning and systematic schedule. As the candle spreads, and the mirror reflects the light, the department spreads the light to reflect the dreams and goals of the students. Instead of waiting for opportunities to knock at your door, seek and Grab it.




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Placement is the hall mark of our institution because among the aided and government colleges in Madurai, we as a self-financing institution support students in the aspects of employment, job opportunities and arrange campus recruitments through our Career and Guidance Cell. We conduct Mega Job Fair for both our students and students from outside. Every year, 30 companies take part in the Mega Campus drive and our students receive at least 300 job offers on an average every year. Some students get multiple offers too. The Cell promises to provide practical employability skills and knowledge in relevant areas. It is often seen that students do not meet all these requirements to get immediately hired across the industries.

They still need to have certain skills and training to work in the market. Owing to this gap in the industry standards and education structure, the Career and Guidance Cell offers Skill Enhancement Training for the students. The uniqueness of our Career and Guidance Cell is to ensure that the recruitment process is a successful journey for the students of MCW. The Specific objective of the Employability Programme is to train the students to meet the industrial needs. To achieve this, the following initiatives are taken by our institution:

- We provide individual training to every student in all possible standards to crack the interviews easily
- We conduct career guidance lectures by corporate personnel
- We enhance employability skills, career competency, nurture life skills in all students and develop industry readiness by imparting necessary training and thus bridging gap between Industry and Academia

In the training programmes, we look to develop the students from industrial perspectives. The training programmes include technical and non-technical pre-placement training, which will train students to excel in interviews and recruitment processes. The major areas of output in the training programmes include general knowledge, current affairs, aptitude, verbal ability, communication skills, soft skills, problem solving skills, resume preparation, participation in group discussion and interview skills.



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Technical training is professional learning that applies to specific roles or tasks. Sometimes referred to as “hard skills,” these are the skills needed for performing tasks that constitute their job. Technical skills are obviously essential for freshers entering a position that requires specialized knowledge. Technical skills training is given to our students that make them perfect in cracking technical rounds. Technical training increases employability, helping to maximize career opportunities and job security. Moreover, an employee who is willing to learn is an employee that every company desires. Regular technical training is linked to higher levels of professional engagement, increases personal value, and reduces the likelihood that an employee feels inadequate.

Soft skills training - While the importance of relevant education, training, and job experience can't be understated, there is also a need to consider less tangible abilities like soft skills. After all, it's not just about having the most talented, qualified employees. It's about them being able to work together as a team, for the benefit of their own, and the organization's success. Soft skill training is offered by our institution to make the students mature and confident during their campus interviews and also create good impression among the HR who comes for recruitment. We train the students in the following soft skills that are sought after for any workforce:

- Self-motivation
- Teamwork
- Creativity
- Time management
- Organization
- Flexibility
- Conflict resolution
- Positivity
- Communication
- Leadership
- Problem-solving
- Critical observation



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Problem Solving Skills are fundamental to crack the interviews. Candidates with great problem-solving skills have a combination of analytical and creative thinking and a high level of attention to detail. They're comfortable with making decisions and confident enough to rise to challenges in the workplace. As a result, they will quickly identify problems when they arise and identify the most effective solutions. We train students in various dimensions like Listening Skills, Analytical Thinking Skills, Creative Thinking Skills, Decision Making Skills, Team work and son on. The outcome of the training sessions enable the students to enhance their ability to organize their time intelligently, to prioritize, plan and execute strategies, to work under pressure, to address risk and much more.

Communication Skills plays the most vital role in the employability enhancement process. The major expectation of the industries is the Communication skills of students. Employers are looking for candidates who can represent themselves professionally through verbal and non-verbal communication. So, we rigorously train the students in this area that covers grammar, Just a Minute, role play, group discussion, debates, self-introduction and so on. In order to meet workplace needs and create a positive response to the hiring individuals, the cell facilitates to improve the means of communication by conducting mock interviews.

Drastic changes have been witnessed in the personal and technical skills of the students after the pre-placement training. Also, massive difference is observed in their communication skills, inter personal skills, attitude in facing the interviews and confidence levels of individuals. Effectively trained in these areas, the students of MCW have secured an excellent record of 90% placement orders in reputed Educational, Medical, Industrial, Information Technology, and Banking sectors.

Besides the career development programmes, the institution bridges the gap between industry and academia offering students valuable practical experience and exposure thus, preparing them for their future careers. The institution maintains consistent collaboration with academic institutions and industries providing exposure to the latest technological developments and real time industry practices through functional MOUs. The main idea behind this is to enhance the quality of education and research by providing access to cutting edge technology, resources and industry experts. MCW has signed Memorandum of



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Understanding (MoUs) with various industries like “Vidhva” Career mate, Veranda IAS & Padmarajan Group of Institution, Sprouts, Naandi Foundation, Edunet (a Training Programme conducted by IBM), G.Tech, Time Institute, MMC Infotech, AuroLab, and Titan LeAP where a wide range of choices from the companies pop up so that the students get to know about opportunities in the companies and field work. The Cell recognizes these techniques by interacting with the industry and prepares students to utilize the placement opportunities effectively. The purpose of the collaboration helps students in appearing for corporate companies in assistance with the college profile.

Additionally, value added courses are offered by the respective departments on emerging technologies. Students are encouraged to do online courses from NPTEL and MOOC platforms to gain knowledge about the new technologies from experts. We also encourage them to visit various industries pertaining to their disciplines so that they get the right exposure. Faculty members are encouraged to attend Faculty Development Programmes to update themselves with new evolving technologies so that they are prepared to train the students.

The real success of the college is making students placed in reputed companies. We could materialize this in the recent years by bringing reputed companies to the campus scheduling a number of training programmes, conducting a number of assessments and hands on training. As a result of all the plans and students' efforts, the college has a consistent placement record for the past five years. Thus, various Skill Development strategies transform rural students' community of our college from mere degree holders into competent, skilled, responsible citizens of this nation.



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