

BAPURAO DESHMUKH COLLEGE OF ENGINEERING, SEVAGRAM (WARDHA)

Institutional Distinctiveness

Margdarshan: Exploring Careers, Unlocking Potential (MECUP)

Choices play important roles in shaping the course of our lives. A career choice is one of them which are extremely pivotal. A wise choice leads to a brighter future. Wardha is a small district where around 70% of the population lives in rural areas. Many students of rural area who pass matriculation examination are clueless about their careers. They either select streams imposed by their parents or follow their friends. Very few students are able to select careers of their liking. Lack of career guidance often creates situations where students are wrongly influenced by their peers and others and opt for the wrong career many times.

Like underprivileged students, these rural students, specific to their rural residence, face acute challenges such as limited financial resources for further professional education, poor academic performance, lack of proficiency in the English language, and fear of failure. Therefore, we strongly felt a need for professional career guidance in rural areas. From this perception and perspective, as a part of our social commitment we started an initiative “**Margdarshan: Exploring Careers, Unlocking potential**” (MECUP) in the year 2018. Through this unique platform we offer free-of-cost professional career counseling to the students of rural areas to know about new avenues and pick careers according to their talent.

Dr. Ram Panchariya, Head of the Department of Management Studies is shouldering this responsibility as a team lead and about 30-35 devoted and dynamic teachers are assisting him in this noble social cause. Distributed in small teams they visit the schools and junior colleges in remote areas not only of Wardha District but nearby villages of Vidarbha region also to offer professional career counseling at free of cost. This MECUP initiative is helping students to select career of their own choice; and till this year about 5,000 students of rural areas have been benefitted. The details of counseling programs conducted through this initiative at various schools during the Academic Year 2018-19 are summarized below.

| Name of School/Jr. College | Date of Visit |
|--|----------------------|
| Deepchand Choudhary Junior Science College, Seloo | 26/12/2018 |
| Yeshwant Junior College, Seloo | 26/12/2018 |
| GBM Municipal Junior College, Hinganghat | 27/12/2018 |
| RS Bidkar Arts & Commerce Junior College, Hinganghat | 27/12/2018 |
| Nilkanth Murar Ghatwai Arts & Science College, Wadner | 27/12/2018 |
| Z.P. Mahatma Gandhi Junior College, Lakhani | 28/12/2018 |
| Vidya Vikas Junior College, Sindi Railway, Tq. Seloo | 28/12/2018 |
| Hutatma Rashtriya Junior College, Ashti | 28/12/2018 |
| Lokmanya Junior College, Ashti, Dist. Wardha | 28/12/2018 |
| Sau. Ramabai Wazurkar Nagar Jr. College, Sindi Railway, Dist. Wardha | 31/12/2018 |
| Model Junior College, Karanja, Dist. Wardha | 02/01/2019 |

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| Z.P. Jakatdar Junior College, Bhandara | 03/01/2019 |
| NP Gandhi Junior Science College, Bhandara | 03/01/2019 |
| Jeevan Vikas Mahavidyalaya, Thugaonde, Dist Nagpur | 04/01/2019 |
| Neharu Vidyalaya and Junior College, Chimur, Dist. Chandrapur | 04/01/2019 |
| Funde Science Junior College, Gondia | 04/01/2019 |
| Late B N Chaudhary Junior Science College, Jalalkheda, Dist. Nagpur | 04/01/2019 |
| Gramgita Junior Science College, Chimur, Dist. Chandrapur | 04/01/2019 |
| Nadekar Junior College of Science, Narkhed, Dist Nagpur | 04/01/2019 |
| Indira Gandhi Vidyalaya, Allipur Tq. Hinganghat | 08/01/2019 |