

## BAPURAO DESHMUKH COLLEGE OF ENGINEERING, SEVAGRAM

### **Details of the Performance of the** **Institution in One Area Distinctive to Its Vision, Priority and Thrust**

Considering the Vision of the institution we are committed to bring about changes in the current market trend in the engineering education, as the response of students & parents towards the engineering education is quite discouraging. One major challenging issue in the current education scenario is the slowdown in the engineering admission in general. The advances in the particular fields of science and technology are growing and talented graduates are lacking in the job market. The need for the hour is the engineering graduates with a mix of strong technical and professional skills to face new age requirements. With the objective of providing professional career guidance in rural areas and as a part of our social commitment we have started an initiative “**Margdarshan: Exploring Careers, Unlocking potential (MECUP)**” from the year 2018-19. 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. Wardha is a small district where around 70 percent of the population lives in rural areas. 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. A team of 30 devoted, dynamic teachers perform the work of career guidance since academic year 2018-19.

The program stresses the schools in the suburban as well as rural areas and brings awareness to the latest courses that are available in different branches of engineering. Distributed in small teams, our team members visit the schools and junior colleges in remote areas of Wardha and nearby districts of Vidarbha region. The students are clustered before and after the exams and provided the inputs as per their requirements. The potential engineers are given an eye-opener program to interact with the industry stalwarts and the expertise education counselors to give the orientation about the engineering and technology related jobs, advance studies and research opportunities for the engineering aspirants in the national and international perspective. These activities of community development through nurturing the students set us ahead to reach wider masses and provide quality education to all the deserved. The success of the program lies in the increase of engineering aspirants to take up their courses in different specialization of engineering and technological courses and pave the way to success in the engineering job market. This MECUP initiative is helping students to select career of their own choice and till this year about 7,000 students of rural areas have been benefitted.

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