

# Pioneering Strategic Leadership in Career Guidance: A Case Study from Bharthiar University, India



**Sachin Kumar**

WRS Government College, Dehri,  
Kangra, Himachal Pradesh, India  
[samparksachin@gmail.com](mailto:samparksachin@gmail.com)

&

**Vimala A.**

Bharathiar University, Coimbatore,  
Tamil Nadu, India  
[vimalaa@buc.edu.in](mailto:vimalaa@buc.edu.in)

IAEVG International Conference, Finland  
14/11/20024

# Outline

- The Indian context
- Need for strategic leadership
- Role of an University
- About Bharathiar University (BU)
- Career Guidance and BU: Key Milestones
- Key strategies
- Challenges faced
- Final thoughts



# The Indian context: A snapshot

- A country with continental dimensions in terms of size and numbers; Known for its natural, socio-cultural and institutional diversities; glaring inequalities
- Economy is undergoing a structural shift; There is a crisis in learning; Vulnerabilities of marginalised groups have aggravated; Technological advances are impacting opportunities
- Graduates are unemployed, unemployable and unsure about their possible career paths

- Career guidance system is characterized by tokenistic and fragmented approaches, predominantly benefiting urban, privileged, and tech-savvy individuals aspiring to join formal labor markets.
- Most service providers do not possess necessary qualifications
- Training of careers professionals remain: grossly inadequate, outdated, primarily based on western models and ideas; and, without any standards of professional practice.
- Strong revival of interest in career guidance over the last decade.
- Commendable and well-meaning initiatives from the State and non-state entities but: coverage is limited, quality is questionable; coordination, collaboration and convergence are missing.

# Need for strategic leadership

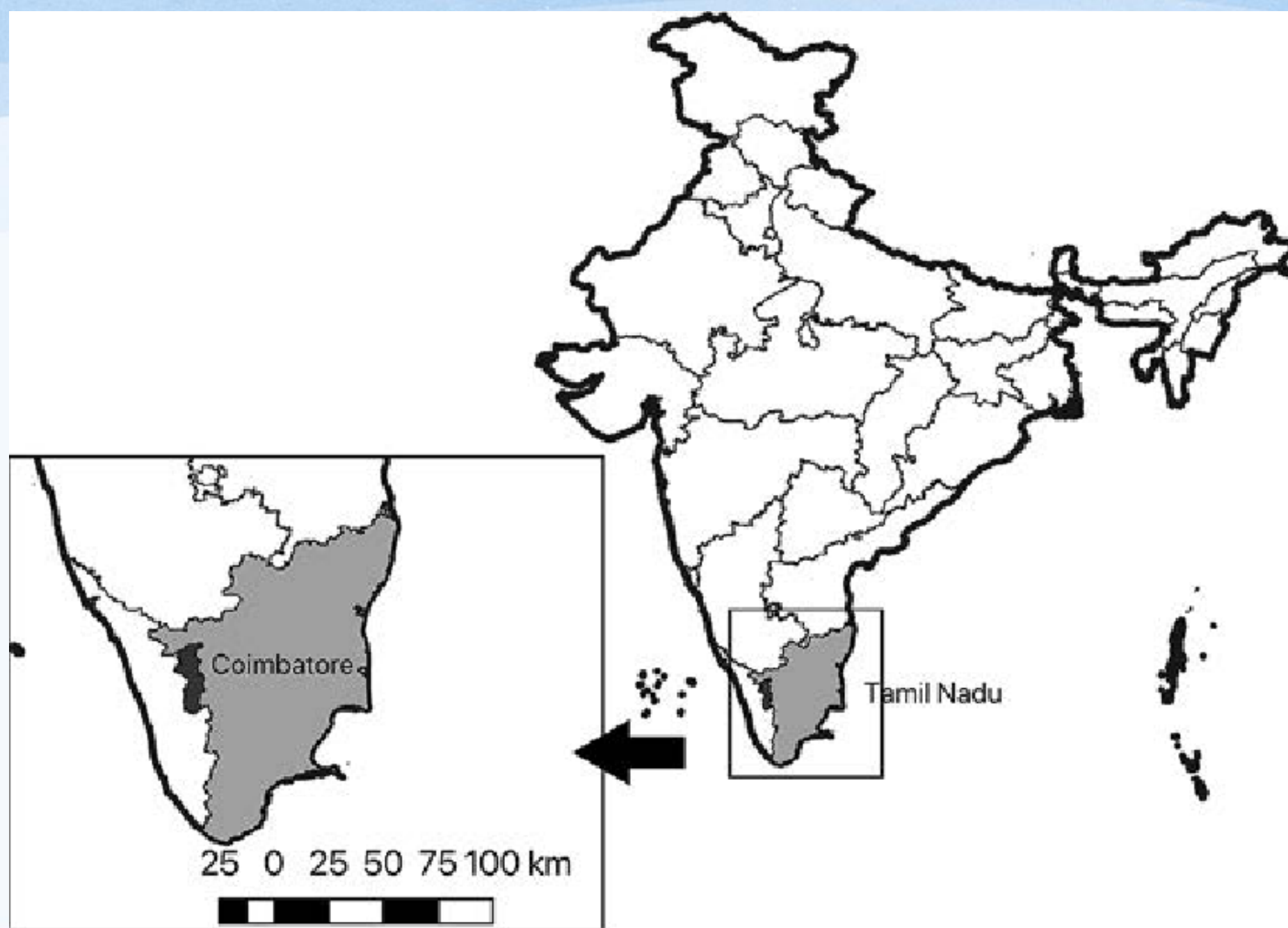
- To provide fair, high-quality career services for all.'
- Optimize resource allocation to reach underserved youth.
- Create standardized, scalable culturally appropriate and evidence based guidance models.
- Cater to marginalized and vulnerable groups.
- Build adaptive, future-proof career support systems.
- Coordinate efforts between all stakeholders.

# Why universities?

- Universities have widespread **networks** across regions, connecting with diverse student populations.
- Universities possess academic and research **expertise** to design evidence-based career guidance frameworks.
- Universities already have the **infrastructure** to deliver career services, making them ideal for scaling initiatives.
- Strong **ties with industries** enable universities to align career services with evolving job market needs.
- Universities are already **committed to student success**, making them well-positioned to prioritize career development.



- Universities can collaborate with government, NGOs, and other institutions to create integrated career support systems.
- Universities can innovate and adapt their services to meet the changing demands of the workforce.
- Career guidance aligns with the core mandate of universities to prepare students for the future.
- Career services support the achievement of Sustainable Development Goals, especially in education and decent work.
- Universities contribute to national development by aligning with Indian government objectives on skill development and employment.
- Universities can develop capacity through relevant courses and training programs to equip students with career-ready skills.



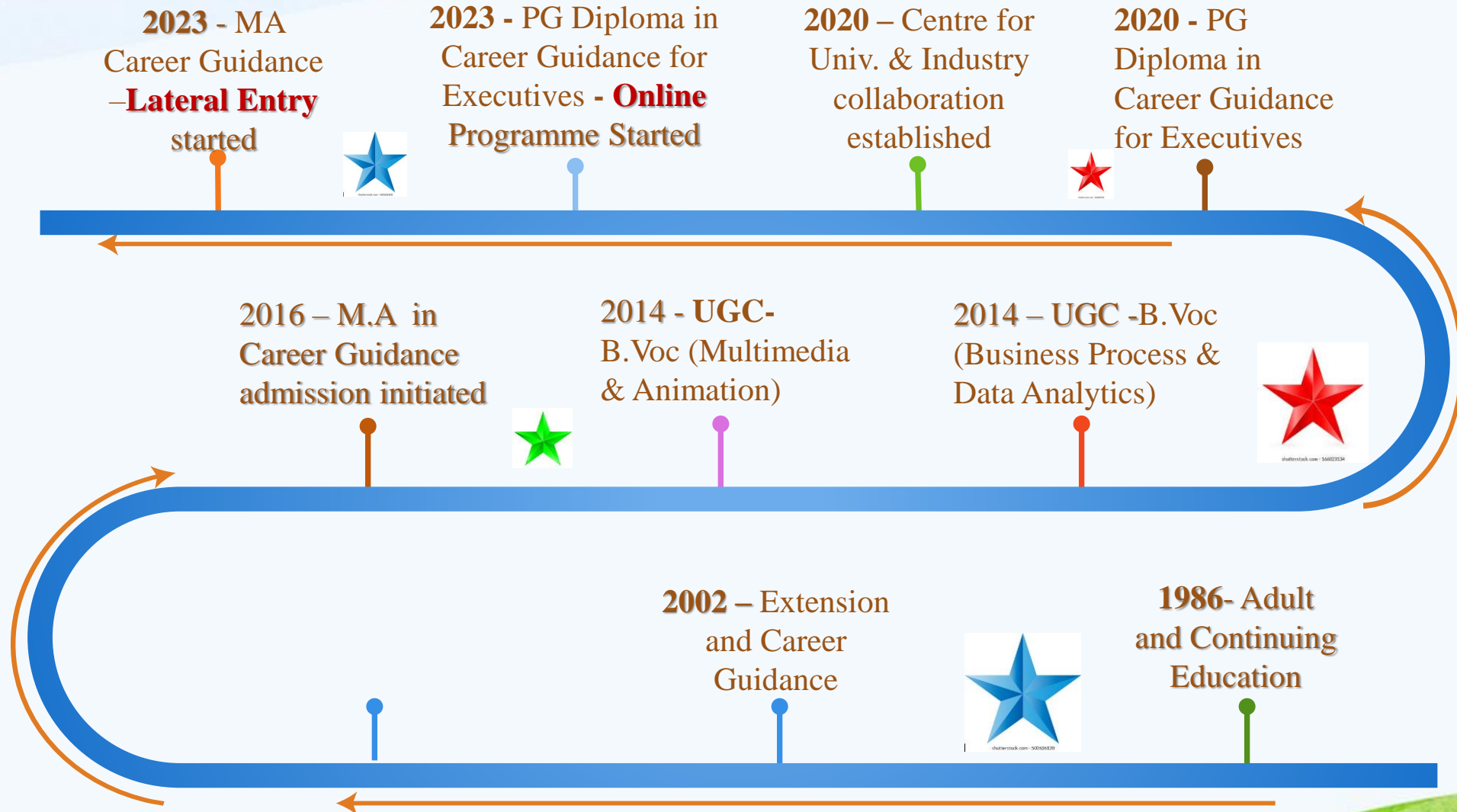


# About the University

- Founded in 1982, named after poet Subramania Bharathi.
- Offers UG, PG, and research programs in diverse fields.
- Strong focus on research and interdisciplinary studies.
- Modern infrastructure: labs, libraries, sports facilities.
- Industry links for internships, placements, and collaborations.
- Number of affiliate colleges: 143



# Career Guidance in the University: Milestones





# *Key strategies*



# Career support services

- A fully functional career guidance centre for the university
- Placement centre
- Skill development courses/programmes
- Faculty of neighbouring institutions trained to deliver services
- Young people from community availing online and offline facility





# Capacity building through courses and curricula

- **Courses Offered: Regular Mode**

1. M.A (Career Guidance): 20 Seats
2. M.A (Career Guidance) Lateral Entry: 5 Seats
3. Ph.D (Career Guidance): Full Time/Part Time
4. Need based certificate courses

- **Courses Offered: Online Mode**

4. PG Diploma in Career Guidance: 30 Seats
5. M.A (Career Guidance): 20 Seats



# Preparation for professional job roles

- Career Coach
- Career Counsellor
- Placement Officer
- Own enterprise
- Also: Training Officer, Faculty in extension , industry as mid career assessor

# Resource development

## Unlocking Education: Tamil Nadu College Handbook

ISBN: 978-81-19716-72-2

District wise Government and Government Aided Colleges for  
Medical, Paramedical, Engineering, Arts & Science and  
other Degrees



Prepared by

Department of Extension and Career Guidance  
Bharathiar University  
Coimbatore-641046

தின்னணிய நெஞ்சம் வேண்டும், தெளிந்த நல்லறிவு வேண்டும்

**பாரதியார் பல்கலைக்கழகம்**  
**DEPARTMENT OF EXTENSION AND CAREER GUIDANCE**  
**BHARATHIAR UNIVERSITY**  
**COIMBATORE - 641046**

**CAREER CHART**

**HIGHER EDUCATION OPPORTUNITIES AFTER 12<sup>th</sup>**

பொது மருத்துவம் (Medical)	பொறியியல் (Engineering)	கலை மற்றும் அறிவியல் (Arts & Science)
கல்வித்தரம் : 12-ஆம் வகுப்பு தேர்ச்சி மதிப்பு / மாற்றம் அரசு தேர்ச்சி - தீர்மானம் (NEET)	கல்வித்தரம் : 12-ஆம் வகுப்பு தேர்ச்சி மாற்றம் தரையில் : கல்விக்காக & கல்விக்காக	கல்வித்தரம் : 12-ஆம் வகுப்பு தேர்ச்சி அரசு கல்வி : கல்விக்காக & கல்விக்காக





# Research and dissemination

- Through students and partner institutions
- Readiness, Skill profile, Curricular requirement, Employability and other areas
- Dissemination through popular publications, media channels, policy meetings, academic publications, conferences





# Collaboration and Partnership

- Government
- Industry :
- Alumni
- Academia (Missing)



## Department of School Education signed MoU with Bharathiar University



**The Department of School Education, Govt of Tamilnadu signed MoU in the presence of Hon'ble Chief Minister of Tamil Nadu Thiru M.K.Stalin for the adoption of 111 government school by the Bharathiar University and its affiliated colleges on 24.08.2022**



**Best University award** received from **Her Excellency Dr. Thamizhisai, Governor of Andhra Pradesh** on 15.12. 2021 by News 18 Channel for promoting Career Guidance in Tamilnadu for the government school students- Dr.Devi and Dr.Vimala are with Hon'ble Vice Chancellor Prof. P.Kaliraj



# Policy advocacy

- Key impact: naan mudalvan-massive skilling programme (I am the leader)
- Counsellor in every school and college
- Qualification for placement officer

# Key strategies: Snapshot

Strategic Area	Specific Strategies
Service Delivery (Career Support & Guidance)	Career support services, career guidance delivery, extension services (outreach to schools/colleges/PESs)
Human Resource Development / Capacity Building	Preparing trained human resources, curriculum development, development of guidance materials
Research and Knowledge Dissemination	Conducting research, extending research to schools, colleges, and PESs
Collaboration and Partnerships	Partnerships with government, academia, and industry, alumni engagement
Policy Advocacy and Influence	Advocacy for policy reforms



# Challenges

- Not a PUBLIC issue yest
- Lack of qualified and trained faculty
- Limited scope of passed out students in government sector
- Career guidance not yet a subject in National or Provincial Eligibility Tests for Lectureship



# Final thoughts

- *If One Can, Why Not Yours?*
- *Visionary Leadership Drives Change*
- *Resources Are There—We Just Need to Act*
- *Press the Right Levers for Impact*

*“The true challenge is not what we have,  
but what we choose to do with it.”*

- “எண்ணிய முடிதல் வேண்டும்,  
நல்லவே எண்ணல் வேண்டும்;  
திண்ணிய நெஞ்சம் வேண்டும்,  
தெளிந்தநல் லறிவு வேண்டும்;”

- - மகாகவி சி. சுப்பிரமணிய பாரதி

“Let my thoughts bloom into action;

Let me think only noble thoughts;

Let me have valiant heart;

Let me have a clear wisdom;”

- - Mahakavi C. Subramania Bharathiar

