

Best Practices

1. Academia-Industry Interface

Objectives

- ✓ To keep the students abreast with the new developments in industries so as to develop and reconcile their knowledge and skills with the current practices.
- ✓ To provide the students an opportunity to get acquainted with and explore the various employment opportunities available for them in the corporate sector.

The Context

Given the saturation in the government employment, it has become imperative for the institutions to prompt the students to look beyond the government sector and prepare themselves for the vast opportunities available in industrial and allied sectors.

The Practice

As India is rapidly growing as one of the largest economies in the world, the need for the skilled and trained workforce has become the need of the hour. Without the availability of requisite workforce the realization of the vision of Viksit Bharat-2047 is an arduous task. Consequently, preparing and providing the skilled manpower to realize the vision has become one of the primary responsibilities of higher education institutions especially in the areas of Commerce, Business and Management. However, in India it is usually witnessed that there is vast gap between what is taught in the classrooms and what is actually required for the successful development of vibrant industries. Against this backdrop, the department is engaged in the practice of Academia-Industry Interface to bridge the gap between academia knowledge and skills needed in the industry.

Evidence of Success

1. Interactive Session By Mr. Syed Shakeel Qalander On 12th April 2023 ([Commerce, University of Kashmir \(uok.edu.in\)](https://www.uok.edu.in))
2. Extension Lecture On "Industrial Potential In Jammu And Kashmir" By Mr. Mehmood Ahmad Shah(IAS) On 27th Of April 2022 ([Commerce, University of Kashmir \(uok.edu.in\)](https://www.uok.edu.in))
3. Webinar On Block Chain And Crypto-Currency On 10-03-2022 ([Commerce, University of Kashmir \(uok.edu.in\)](https://www.uok.edu.in))

Problems Encountered and Resource Required

So far the department has been successful to invite various industrial practitioners and successful entrepreneurs but there is need to invite further experts and practitioners from all over India. Moreover, there is dire requirement of conducting workshops and simulation programs, and sending the students on regular industrial visits which requires timely availability of adequate funds which needs to be mobilized in the yearly budgets.

2. Career-Counselling

Objectives

- ✓ To guide the students regarding the career opportunities in the area of Business and Commerce and other professional endeavors.
- ✓ To help the students in overcoming their mental and psychological issues.

The Context

Due to the lack of proper guidance and counseling in the formative education career, most of the students are usually unaware about their future prospect in their career path. Therefore, the department career counseling cell not only fine tune the focus of the students on the prospective careers they may adopt but also help them to build link between the students and potential employers. The cell usually work on broadening the vision of the students, try to help them to overcome their weaknesses, and nurture their strengths. Moreover, the cell also counsels students regarding their mental and psychological issues which have aggravated since the pandemic of Covid-19; in this regard, from time to time, the cell also seeks the help from psychologists and other experts.

The Practice

The purpose of Higher Education, especially at the University Level, is not only to impart the knowledge among the students but also to strive for their all-round development. The composition of the students in the department is mostly from rural areas who have comparatively less exposure about the corporate world, professional endeavors (Like, CA, CMA, CS, & MFA) and Civil Services. Consequently, without proper and timely counselling and guidance their career choices remain narrowly confined to few prominent areas, which are now witnessing saturation, and, thus, they face hardships in getting jobs and adjustments after the completion of their degrees. Moreover, the uncertainty about the future prospect also leads, sometimes, to mental and psychological issues among the students thus further hamper their growth. Therefore, to address the issue the department has established a career counselling cell which guides and counsels the students to reach to their full potential. The department has designated both the mentor and the mentee so as to make sure that the issues of both male and female students are addressed effectively. Furthermore, the cell invites various professionals and experts for the interaction with the students, and conduct seminars and workshops to enlarge their outlooks regarding their career choices.

Evidence of Success

1. Career Counselling Session By Mr. Bashir Ahmad Masoodi (CMA) [Commerce, University of Kashmir \(uok.edu.in\)](http://Commerce, University of Kashmir (uok.edu.in))
2. Career Counselling Session ([Commerce, University of Kashmir \(uok.edu.in\)](http://Commerce, University of Kashmir (uok.edu.in)))

3. In Commemoration of Golden Jubilee Celebrations of Commerce Education in Kashmir University Prof. Abdul Rashid Mattoo ([Commerce, University of Kashmir \(uok.edu.in\)](http://Commerce, University of Kashmir (uok.edu.in)))
4. Extension Lecture On Social Responsibility By Mr. Birendra Raturi, International Director With SR Asia ([Commerce, University of Kashmir \(uok.edu.in\)](http://Commerce, University of Kashmir (uok.edu.in)))

Problems Encountered and Resources Needed

Sending students on Industrial Tours and Internship Programmes to get firsthand experience are prerequisite to ripe the fruits of the above undertakings. Moreover, there is need to conduct psychological sessions with experts at large scale in order to address the problem of mental and psychological issues among the students in a reasonable manner. In this regard, the department requires timely adequate funds which needs to be mobilized in the yearly budgets.