



# JAWAHAR KNOWLEDGE CENTRE

Creating Opportunities Developing Skills Unleashing Potential



## OBJECTIVES

- ✚ To conduct Job Fairs & Campus Recruitment drives and to facilitate the placement of students trained in JKC.
- ✚ To ensure empowerment of girl students by providing job skills.
- ✚ To help students realize their potential and aim high in life and to motivate students to be creative, independent and self reliant.
- ✚ To provide latest technologies to the students from poor and marginalized sections of the society and to encourage them to compete with their urban counterparts.

## Why JKCs?

The ever increasing prominence of India on the global map has lead to a growing demand for hard working and talented students good with computer skills, communication skills and industry related skills. The doors of global job market are opened to students who can speak fluently, compute quickly, write legibly and analyze logically. The conventional curriculum offered through B.A., B.Com and B.Sc., courses does not impart requisite skills relevant for dynamic job market especially that of emerging industries like Software and BPO. The Department felt the need to offer training to bridge the skill deficit of students and to enable them seize employment opportunities in job market.



## **INITIATIVE**

Jawahar Knowledge Centres (JKCs), the excellent Finishing Schools instituted in 2005 by the Government of Andhra Pradesh with a mission to enhance employment opportunities of students in Government Degree Colleges of the State have made a difference in the lives of a large number of students. The increasing prominence of India on the global map and the explosion of IT opportunities have created the need for placement assistance cells that would improve the career prospects of our students. The JKCs with a dedicated focus on transforming the existing unemployable talent pool in Government Degree Colleges into an industry friendly one is striving with commitment and sincerity of purpose.

The Department strongly believes that there is definitely no dearth of talent and intelligence in our students but there is a severe want of confidence and communication skills. With an intention of bridging the gap between academics and industry and train our students in the weak areas, the JKCs in Government Degree Colleges have evolved into a useful training platform. Mentors, who have been specially trained by language experts from US state department, give training to all the students in Soft Skills and Communication Skills. Technical specialists along with the Language mentors offer training in Technical Skills, Analytical Skills, Management tools, Computer usage and Personality development. They inculcate confidence in the young learners and help them to effectively and boldly face the needs and challenges of a rapidly changing global business environment