Introduction:

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.

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 JKC was established at P.V.K.N. Govt. College(A), Chittoor during the academic year 2005-06.

THE SPECIFIC OBJECTIVES OF JKC

- **To Shape students across the State and make them globally acceptable citizens.**
- **To promote College - Industry relations through training and placements.**
- **To Provide the best of the opportunities to the students who belong to weaker and marginalized sections.**

The benefits of Jawahar Knowledge Center

- ➢ **Career Awareness/ Planning Workshops**
- ➢ **250 hours training**
- ➢ **Training Practice on employable skills**
- ➢ **Training by Enabled Faculty/ Industry**
- ➢ **Co- curricular activities to enhance Communication and Soft skills**
- ➢ **Campus Placement with Major MNCs**
- ➢ **Industry Orientation COURSE OUTCOMES.**

COURSE OUTCOMES

- To gain in knowledge to stand in competition
- To impart activity based learning
- To provide an opportunity for career development
- To provide guest lecture by inviting immenent persons form skill sector
- To improve communication skills and soft skills
- To develop Analytical Skills
- To provide Technical Skills and to facilitate training to the students
- To teach general knowledge and current affairs to encounter different competitive examinations like Banks, SSC, RRBs.
- To bring awareness on employability skills with inputs to apply for jobs
- To conduct job drives, opportunities by inviting District employment, Skill Development, Private Companies and other MNCs officials.
- To accomplish employment before completing graduation.

Structure of JKC

SNO	DESIGNATION	NAME
1	JKC Chairman	Dr.P.Jeevan Jyothi (Principal)
2	JKC Coordinator	Dr.N.Babu
3	JKC Full Time Mentor	Sri NVS Narayana Rao