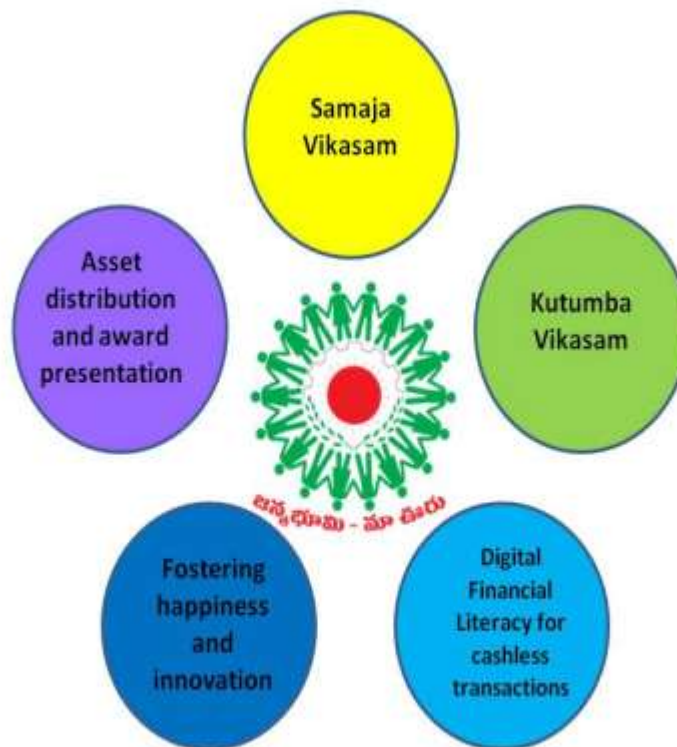


15 January 2017
2nd Issue

CAREER
GUIDANCE
CELL

CAREER CARPET

“Janmabhoomi – Swatchandhra” Special



Government College-Rajamahendravaram

An Autonomous Institution with CPE Status

Re-Accredited by NAAC with 'A' Grade

Rajamahendravaram

East Godavari Dist., Andhra Pradesh

www.gcrjy.ac.in

Principal's Message

Dear Readers,

It gives me immense pleasure to release this Special News Letter "Janmabhoomi-Swatchandhra" from Career Guidance Cell of Government College, Rajamahendravaram.

I am happy to know that the present News Letter is focusing on Career Opportunities in Agriculture, Rural Development, and allied Sectors with specific emphasis on various growth engines that make Rural India wealthier, healthier, and happier.

It is apt to bring this special News Letter during the festive season of January – with State Government's "Janmabhoomi – Maa Vooru" (2-11 Jan 2017) on one side and 'Sankranti' – the Harvest festival of Telugus on the other side – thus giving a local flavour to Career Guidance.

Happy Sankranti to all the readers of this News Letter!

Dr. Rapaka David Kumar Swamy
Principal



Principal Releasing 'Career Carpet' News Letter Online (31-12-2016)- 1st Issue

Editor's Corner

Dear Readers,

On behalf of the Career Guidance Cell, I would like to thank our Principal Dr. R. David Kumar, and other Staff Members who helped us in bringing this News Letter from Career Guidance.

The 1st Issue of the News Letter "Career Carpet" (1st Jan 2017) was released on 31st December, by our Principal, in the Madam Curie Digital Class Room, Science Block, symbolically referring to a new dawn in the process of Career Guidance to the students of Government College, Rajamahendravaram.

The present News Letter "Janmabhoomi-Swatchandhra" (2nd Issue- 15th Jan 2017) is inspired by the "Janmabhoomi – Maa Vooru" programme implemented by the Government of Andhra Pradesh, and "Sankranti Festival", the festival of harvest of Telugus. Therefore, the focus is mainly on Career Opportunities in Agriculture, Rural Development, and other sectors which can strengthen our villages and provide better career opportunities to our students, who are mainly from villages and from agriculture families.

I once again thank all the teaching & non-teaching staff and the student community for encouraging our attempt in bringing this News Letter from Career Guidance Cell.

A Happy Sankranti to all of you!

Noojilla Srinivas
Lecturer in English
Coordinator, Career Guidance Cell &
Editor- "Career Carpet" News Letter

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Career Guidance Cell, Govt. College,
Rajamahendravaram.

Note: First Magazine can be accessed in Career Guidance Cell Archives

Janmabhoomi – Maa Vooru



'Janmabhoomi – Maa Vooru' is a prestigious programme initiated by the Government of Andhra Pradesh. The fourth phase of the programme was held from 2nd to 11th Jan 2017.

The Andhra Pradesh government has taken up an integrated approach towards development and welfare with the ultimate goal of creating a happy society. Accordingly, the following thrust areas have been identified for the fourth phase of Janmabhoomi:

1. **Samaja Vikasam** – With an assurance to provide 10 types of basic facilities in each village. These include – Access to Quality Education for All, Health Security, Agriculture and Allied Development, Industrial Development, Service Sector Development, 24 X 7 Power Supply, Roads and Infrastructure Development, Information and Technology, Citizen Services, Inclusive Development.
2. **Kutumba Vikasam** – With an assurance to provide each family 15 types of social and economic securities. These include Social security, Nutrition security, Insurance security, Electricity Security, Health Security, Gas Security (Deepam), Water Security, Housing Security, Sanitation Security, Education Security, Fodder Security, Employment Security, Information (Fibre net) Security, Individual Security, Livelihood (Income Security) for all.
3. **Digital Financial Literacy for cashless transactions** - to ensure that all citizens and commercial establishments including street vendors have an active bank account with access to various platforms to make digital transactions such as mobile app based wallets, Ru-Pay Cards, Aadhar Enabled Payment System (AEPS) Net Banking, Debit and Credit card based payments.

Focus is on providing awareness on digital financial transactions with an aim to declare the villages as digital financial transaction infrastructure enabled village, with the help of above mentioned modes.
4. **Fostering happiness and innovation through physical literacy and cultural programmes** – Focus is on tapping the Local talent and promoting cultural programmes such as rangoli, Kuchipudi, etc., music programs, skits etc., sports and games with emphasis on traditional and rural sports forms, food festivals and local art forms like Harikatha.
5. **Asset Distribution and Award Presentation** – Emphasis is on Distribution of assets such as pensions, SC/ST assets, Chandranna Bheema, new ration cards etc.

Presentation of awards to the winners of cultural and sports activities conducted during the campaign period.

To recognize and reward suitably the special achievements of villagers in various fields such as agricultural productivity, livestock, excellence in educational activities, social service, SHGs (Self Help Groups) etc.

Source: <http://jbmva.ap.gov.in>

Career Lessons from Janmabhoomi – Maa Vooru



Looking at the thrust areas of the 4th Phase “Janmabhoomi – Maa Vooru” Programme, the priorities of the government can be understood. Based on these priorities, the sectors in which present and future opportunities are available can also be identified.

The following are the important sectors/fields in which career options can be explored by the students mainly from rural areas

1. Education:

- Government’s decision to strengthen education system in villages provides knowledge, skills, and better opportunities to rural students
- More jobs will be created in **Teaching Field** both in Public Sector & Private Sector
- Doing courses like – **Pre-Primary Training, D.Ed., B.Ed., PG** will ensure better employment in local areas.
- Students can attend English club, JKC classes, etc., to improve their teaching and presentation skills
- Campus recruitment opportunities to organizations like ILM (Institute of Languages Management) will help the students step into a promising teaching career

2. Health:

- Improvement of general health conditions in rural areas creates a healthy society leading to knowledgeable society
- More jobs will be created in Health Sector – Hospital Management, Pharmacy field, Medical Laboratories, etc.

- Opportunities will increase in Traditional Health systems – Ayurvedic, Yoga, Naturopathy, etc.
- Students with additional certifications in Psychology, Nurse Training, Multi Purpose Health Workers training, Medical Lab Technology, Yoga, Herbal Medicine preparation, Naturopathy, etc., will have better opportunities in these sectors.

3. Agriculture and Allied Sectors:

- Focus will increase on Agriculture which is the backbone of Rural India
- Focus on the allied sectors – like Dairy Development, Poultry, Fisheries, Aqua culture, etc. will bring more opportunities
- Food Processing will gain more importance
- Students with additional knowledge on these sectors will have better career opportunities
- Students with Agriculture background can mould themselves to become employees in related sectors or to become Entrepreneurs (Establishing their own Agri Process plants/ business centers/ industries)

4. Industrial Sector:

- Focusing on Industrial development in rural sectors will provide better employment opportunities
- The local resources can be utilized for developing industries
- Migration of youth to urban areas for employment can be reduced
- Students should develop basic industry skills like – Computer Skills, Office Management Skills, Accounting Skills, Soft Skills, Communication Skills in English, along with their specialized degree courses, to have better employment opportunities in the industries that come up in their areas.

Career Lessons from Janmabhoomi – Maa Vooru



5. Service Sector:

In recent days, Service sector has been contributing higher share to the GDP (Gross Domestic Product) of India, compared to Agriculture and Industrial sectors. This sector is providing more job opportunities also. Therefore, the service sector needs to grow in rural areas also for providing more employment opportunities to the local youth.

The growth of service sector will bring more job opportunities in Trade, Transport, Hotels, Restaurants, Communication, Information Technology, IT Enabled Services (ITES), Financial Services - Banking Insurance, Real estate, construction, Public services, etc.

The students need to be well-trained in Skills required for the service sector – which include Communication Skills, Computer - Software & Hardware Skills, Soft Skills, Transportation management, Hospitality services, sales, marketing, construction, carpentry, painting, etc.

Besides regular degree courses, students should acquire some skills and certifications in areas such as – Welding, Carpentry, Painting, Computer, DTP, Networking, IT Security, Citizen Services, Insurance, Banking, Sales, Marketing, etc.

6. Infrastructure:

As part of “Janmabhoomi – Maa Vooru” programme, the state government is focusing upon developing infrastructure facilities in the villages.

Drinking water supply, Housing, Roads, Power supply, Fuel (Gas) supply, etc. are to be ensured to make the villages self-reliant.

Employment opportunities will increase in these areas – with emphasis on Safe Water Supply plants, Gas stations, Housing Construction, Road construction, and related sectors.

The students who have interest or experience in these fields may find better opportunities if they possess some specialized knowledge and skills in these areas, besides regular degrees.

7. Nutrition/ Food Processing & Preservation:

To ensure a healthy society, the Government is concentrating on providing nutritious food to the villagers. To support the agriculture sector also, the Government is encouraging the establishment of Food processing & Preservation units.

The rural areas may witness the emergence of new industries and business houses in the food related areas – Rice mills, Food Processing units, etc.

Students with certification in Food Processing & Preservation, Nutrition, Home Science, etc. Will have an advantage in tapping the employment opportunities in these fields.

Career Lessons from Janmabhoomi – Maa Vooru



8. Inclusive Development – Social Service Sector/ NGOs:

Andhra Pradesh Government is striving to achieve inclusive development. That is, the focus is not merely on growth, but on distributing the results of growth to all sections of people.

According to the Centre for Economic Social Studies (CESS), the important elements of Inclusive growth are agricultural growth, employment generation, poverty reduction, social sector (health and education) and reduction in regional and other disparities.

Therefore, if the internal elements are properly taken care of by ensuring equal participation of the neglected and downtrodden communities of the society, then it leads to inclusive development.

There are ample career opportunities both in government and in Non-Governmental Organisations (NGOs) – to work in the social service sector. That is, Service as a career is possible these days. This gives both career and satisfaction to the individual.

Doing advanced courses in Social Work (MA – Social Work, etc.), Rural Development (in Institutions like National Institute of Rural Development), Cooperative system, Community Health, Education, etc., will give better career opportunities.

9. Swacha Andhra Pradesh – Sanitation/ Cleanliness:

The Government of Andhra Pradesh has been taking up several activities reflecting the spirit of Swachabharat – Such as ‘Domalapai Dandayatra’, encouraging ‘Open Defecation-Free’ villages by giving awards, etc.

Clean and green, sanitation and health are the pre-requisites for a progressive society. In villages, the unhygienic environment is causing many deadly diseases. So, campaigning and working against unhygienic practices, and propagating healthy practices among villagers is very important.

This environmental challenge provides employment opportunities too. Garbage collection, processing of garbage, recycling of plastic, Generation of electricity out of garbage, etc., create employment opportunities in the villages.

10. Folk Art forms/ Culture/Festivals/ Tourism:

As part of “Janmabhoomi- Swatchandhra” Programme, the Government of Andhra Pradesh has announced to foster happiness and innovation through physical literacy and cultural programs.

Cultural programmes such as Rangoli, Kuchipudi and other forms of dance, musical performances, skits and other programs were encouraged. Happy Sunday programme is announced encouraging people to take part in programmes that foster happiness in their lives.

Culture provides rich career opportunities for the youth who are interested in fields like art, music, dance, drama, etc. Each of these programs have specialised courses such as Theatre Arts, Diploma in Carnatic Music, Kuchipudi classical dance, etc. Interested students can aim at joining in these courses.

Career Lessons from Janmabhoomi – Maa Vooru



Sri Potti Sree Ramulu Telugu University is offering Degree/ PG/ Diploma courses in Fine Arts. Many State and Central Universities offer the higher learning courses in Fine Arts, Dance, Music, Theatre Arts, etc.

Some institutions like Sarvaraya Harikatha Nilayam, Kapileswara puram, are training youth in Harikatha performance.

Very good career opportunities are there for the talented and qualified youth in Music, Art, Dance, Drama, in TV & Film fields, and as individual performers too. Public Sector organisations like Indian Railways recruit artists exclusively.

Similarly many career opportunities are available in Tourism & Hospitality fields as the hotels, restaurants, tourist spots, and holiday spots increase.

11. Sports & Games:

A society which is physically healthy only can be peaceful and enjoy mental health. Therefore, the Govt. of Andhra Pradesh has given equal importance to sports and games along with other fields.

The importance of Sports and Games for better career opportunities is well known. Many Public sector organizations and private organizations encourage sportsmen by offering them special recruitment opportunities.

The students who get certificates in State level, National level, and International level in various sports and games have fair chances in higher studies and employment opportunities. However,

a planned approach is required to be successful in sports. Equal importance to be given to the regular subjects also as possessing a Degree is minimum qualification for any job these days.

The students who are interested in Physical Education can pursue B.P.Ed. after degree. They can do Diploma/ Certificate courses in Yoga also. More opportunities for Physical Education teachers are there in Government and Private Educational institutions.

12. Digital Financial Literacy

To mitigate the problems after the Demonetization, and to encourage digital financial transactions, the Government of Andhra Pradesh has taken several steps as part of the “Janmabhoomi- Maa Vouru” Programme

All citizens and commercial establishments including street vendors must have an active bank account with access to various platforms to make digital transactions such as mobile app based wallets, Ru-pay cards, Aadhaar Enabled Payment System (AEPS), Net Banking, Debit and Credit card based payments.

The objective is 100% inclusion in the aforementioned modes for declaration of villages as digital financial transaction infrastructure enabled village.

The above steps change the way the business is done in villages. Therefore, it provides immense opportunities for the youth who have computer literacy and financial literacy. They can act as employees/ agents/ advisors in implementing the cashless transactions. Opportunities are also available in Online Marts, PayTM and other such firms.

NOOJILLA SRINIVAS

Coordinator, Career Guidance Cell

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Certificate Courses in Job-oriented Fields

The Government College, Rajamahendravaram is offering Certificate courses under different departments. These courses impart job-oriented knowledge and skills which will be helpful for employment in the fields concerned. Hence, the students can join in any course of their choice based on their future career interest.

DETAILS OF THE CERTIFICATE COURSES OFFERED BY GOVERNMENT COLLEGE - RAJAMAHENDRAVARAM

S No	Name of the Department	Certificate Course
1	Physics	Mobile phone repairing & Maintenance
2	Mathematics	Basic Mathematics
3	Economics	Farm Management
4	History	Traditions & Culture of Andhra Pradesh
5	Botany	Plant Propagation and Nursery Management
6	Chemistry	Chemical Lab Technician
7	Hindi	Hindi Translation
8	Zoology	Clinical Lab Technology
9	Political Science & Public. Admn	Human Rights
10	English	Communicative English
11	Sanskrit	Functional Sanskrit
12	Telugu	DTP & Telugu Journalism
13	Commerce	Retail Marketing.
14		Insurance
15		Certificate course in Computer Practical Accounting

NOTE: The students are requested to approach the Departments concerned for further details.

JANMABHOOMI – SWATCHANDHRA ACTIVITIES (2nd to 11th Jan 2017)

Awareness on Cashless Transactions



Rally on Cashless Transactions



Awareness campaign on Cashless Transactions in Adopted Village by NSS Teams (Kolamuru)



Awareness class on Cashless Transactions for students in Adopted Village by NSS Teams (Gadala)

Swachabharat & 'Open Defecation Free' Village Campaigns



Swachabharat Program in Adopted Village (Kateru) by NSS Teams

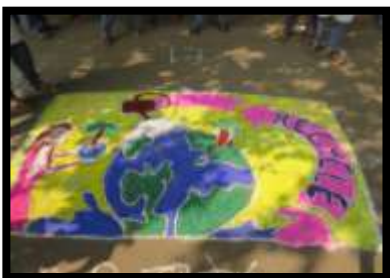


Swachabharat Program in Adopted Village (Kateru) by NSS Teams



Awareness on Open Defecation Free Village Program by NSS Teams in Adopted Village (Kateru)

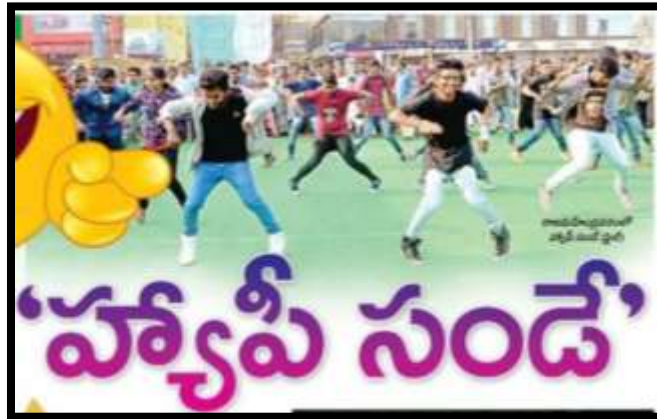
Rangoli Competitions



Kite Flying Competitions



Cultural Programs & Competitions



Students of Government College – Rajamahendravaram
Performing Flash Mob during Happy Sunday Program

**National Youth Day (Swamy Vivekananda Jayanthi) Celebrations
By NSS & NCC Units**



OUR FUTURE STARS



**PSP Ratna Manjusha – 1st BA (HPEng)
MANA TV-Student as Teacher Presenter
(17-12-2016)**



**G. Laxman Kumar – 3rd BA (ESComp)
MANA TV-Student as Teacher Presenter
(17-12-2016)**



**JKC Students selected in
ILM Campus Drive**











**JKC Students selected in
Infosys-BPO Campus Drive**



**Winners All the Way: Students of Government College - Rajamahendravaram who won Prizes in
Competitions held in Ramakrishna Matt, on the occasion of National Youth Day
(Swamy Vivekananda Jayanthi) (12-01-2017)**

CAREER GUIDANCE CELL

Students can contact the Members of the Career Guidance Cell for any counselling or guidance for their career planning. They can also send a mail to the Coordinator or members.

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	<p>Dr. M.R. GOUTHAM Lecturer in Geology Member, CGC M: 9441654840 Email: gouthamr@gmail.com</p>
	<p>Dr. K. RAVEENDRA BABU Lecturer in Chemistry Member, CGC M: 9492916941 Email: kraveendrababu@gmail.com</p>
	<p>Smt. D. JAYASREE Lecturer in Microbiology Member, CGC M: 8121000338 Email: jsm8hcu@gmail.com</p>
	<p>Sri P. Vara Prasad Lecturer in Commerce Member, CGC M: 9441919997 Email: pvprasad997@gmail.com</p>
	<p>Sri P. BABJEE Lecturer in Political Science Member, CGC M: 9542163068 Email: babjeep@gmail.com</p>

7 Rules to apply to any Challenge

- 1. Decide upon your goal – then launch**
- Get started, do something, move ahead
- 2. Never consider the possibility of failure**
Always Forward, Never Backward
- 3. The only Time you have is NOW**
If you live every day, every hour, the best if you can, the rest will take care of itself
- 4. Watch out for the Naysayers (Who always express negative or pessimistic views)**
Be around the positive people
- 5. Welcome obstacles and difficulties as valuable and inevitable steps on the ladder of success.**
Remember that difficulties are not to obstruct but to instruct
- 6. Be clear on your goals. Keep your mind open.**
If you are willing to change, be flexible. Keep your mind open, fluid, and flexible.
Remember, it is not what you have, but what you do with what you have separates winners from losers.
- 7. Nobody does it alone.**
Move along with others. Show kindness and generosity.
Don't be afraid to ask for help from others – it's a mark of strength, courage, and character.

And don't be reluctant to give yourself to others generously – a mark of caring, compassion, and personal greatness

BRIAN TRACY
Motivational Speaker 