CHAPTER VIII

VOCATIONAL GUIDANCE AND EMPLOYMENT COUNSELLING

MEANING: - The vocational guidance and employment counselling programmes are designed to give intensive vocational guidance to those who seek such assistance. The term vocational guidance more appropriately connotes assistance to youth, whereas employment counselling refers to the assistance given to adults. Vocational guidance is to be conducted in close collaboration with guidance services in schools under educational authorities.

At an employment exchange the programme is implemented by the vocational guidance section under the administration of the officer in charge of the exchange.

While recognising that very occasionally the requirements of the employment service as a whole may make it necessary for the officer in charge of the exchanges to utilize staff specially appointed for this programme on other duties, it should be realised that the funds available for vocational guidance and employment counselling are allocated solely for the purpose of developing this separate and distinct programme. Specialised staff appointed for this programme should therefore, be kept fully engaged in their programmes.

Collaboration with the guidance service of educational authorities is achieved through the district co-ordination committee for vocational guidance and employment counselling which consist of representatives of employment and educational departments and members of other departments as nominated by the state government.

The function of a vocational guidance section in an employment exchange are to :-
(a) Provide vocational guidance and employment counselling to youth (boys and girls) and adults (men women) in group as well as individually.

(b) Assist in the placement of youth in institutional or inplant training centres, apprenticeship or entry jobs. As regard adults, it will help them in securing retaining facilities or in placement.

(c) Follow up and review the progress of guided youth and adults.

(d) Review the records of applicants on the live register and to give them such guidance as would lead to early and suitable placement.

(e) Assist other sections of employment exchange in improving the quality of registration and submission.

(f) Assist in the collection and completion of up-to-date and accurate information on occupations, training facilities, educational courses, employment trends, and employment outlook for youth and adults, scholarship and sources of financial assistance.

(g) Disseminate locally up-to-date and accurate information on occupations, training facilities, educational courses, employment trends and employment outlook youth, teachers, parents and other groups.

(h) Maintain a regular and well equipped occupational information room for the use of applicants and the visitors seeking information.

(i) Maintain an up-to-date library on occupational literature and prospectuses of educational institutions, and technical colleges etc.
(j) Participate in programs conducted by public or private bodies on vocational guidance or such other programs for the benefit of youths, like career conferences, visits to business and industrial establishment.

(k) Educate the public by undertaking publicity measures in vocational guidance principles with a view to encourage community consciousness.

GUIDANCE PROCEDURE

The guidance procedure at an employment exchange with a vocational guidance section essentially consists of:

(a) Group guidance comprising of individual talks, group discussions and invitational talk cum group discussions according to the needs of the group.

(b) Individual guidance.

(c) Giving information individually.

GROUP GUIDANCE

INVITATIONAL TALK: All applicants whether they belong to clerical or unskilled or women section should be given a brief talk (invitational talk) announcing the existence of the guidance facilities that are available at an exchange. The talk should be given daily at the exchanges before the registration begins by the employment officer vocational guidance or any other member of the staff properly trained for the purpose. It should also be given to those persons who visit the exchanges for renewal of their registration.

In ALPARK employment exchange this programme is continued in the morning from 9.30 A.M. to 10 A.M. but this programme operates formally, but from the last two and a half year this programme is working at a better level. Because the applicants coming for registration are not aware of all these facilities of vocational guidance the employees of employment exchange seldom work according to the prescribed procedure for them.

...77/-
Cyclostyled copies of the gist of the invitational talk should be distributed to such candidates who cannot attend to invitational talk because of arriving date or some other reasons.

His programme never get the change of operational in ALLIAD employment exchange. The programme is not operating because of the shortage of financial resources.

GROUP DISCUSSION:- The discussion (which may be held as many times in a day as the situation at a particular exchange demand its use) is conducted by employment exchange officers involving detailed information on job opportunities, training facilities, educational courses, employment trend etc. Open to applicants. Announcement of the group discussions should be made in the invitational talk or by any other note all displayed within premises of the exchange announcing the existence of the guidance facilities.

Though this programme is operating from 1963, but in real terms it started working from 1965, before 65 mostly it was on paper, but now the data are in the following way. In the year 1963 as whole 2124 groups were given vocational guidance. In the next year this decreased to 2068 only due to more holidays. In 1965 this figure increased to 2198. In the next year this number again decreased by 10 discussions. But in 1967 the number of decreased by 270, in 1967 this figure was 1938. The foremost reason was strike by the employees of employment exchange.

The group discussion will be conducted in conjunction with the registration interview. Where there are more than one officer including employment officer vocational guidance applicants should be divided into small homogeneous groups in accordance with their educational levels and each group should be attended by one employment officers.
It will be the responsibility of the employment officer vocational guidance equip other employment officer with necessary occupational information sufficiently in advance. If, however group discussion are held after registration, it should be explained to the employment seekers that they can get the necessary changes made in the occupations recommended column of index card subsequently after they have given the consideration to the points raised in the group discussion.

In ALTA employment exchange though there are affix two officers, one employment officer vocational guidance and other employment officer incharge, but the work of vocational guidance (group discussion) was never devided with them only, vocational guidance office deals with all the groups. "To this time no applicant change his recommended occupation, after getting vocational guidance.

For the benefit of applicants registered by post cyclostyled material containing current information regarding job and opportunities as well as guidance facilities available at the exchange should be enclosed with X-26 issued to him.

Not a single cyclostyled copy of the information was sent to any applicant from ALTA employment exchange from the last seven years.

Special group guidance programme should also be organised by employment officer vocational guidance in which responsible persons connected with employment training in the area of the exchange, such as personnel officer of a large industrial concerned or the principal of training institution or a well known employer of the area may be invited to address the employment seekers on job and training facilities in their respective institution. Notice in advance should be given of such addresses and efforts should be made to have the attendance of the maximum number of guidance seekers whether registered with the exchange or not.
The records of ALTAH employment exchange are full of such visits, but this seems not to be true, these visits are on papers only, not practically.

**INDIVIDUAL GUIDANCE:** Individual guidance consists of one or more interviews with the individual who seeks employment or guidance, in which the employment officer vocational guidance discusses the training and the occupational opportunities in relation to the applicants level of intelligence, education abilities, aptitude, interests, personality traits, physical conditions, family circumstances etc, the registration and vacancy position at the exchanges and training and job opportunities available to him. The interviews should "result" in vocational plans involving suitable job or training and the sources for obtaining them.

Though in ALTAH employment exchange this programme is operating from 1963, but until 1964 it was on paper only, from 1965 it is operating in real sense. Though the data is available for the last five years but only three years data is reliable, anyhow the data is in the following way:--

<table>
<thead>
<tr>
<th>Years</th>
<th>Individual vocational guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ave</td>
</tr>
<tr>
<td>1963</td>
<td>13</td>
</tr>
<tr>
<td>1964</td>
<td>42</td>
</tr>
<tr>
<td>1965</td>
<td>92</td>
</tr>
<tr>
<td>1966</td>
<td>86</td>
</tr>
<tr>
<td>1967</td>
<td>83</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>310</td>
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</tbody>
</table>
BAR DIAGRAM SHOWING THE NO. OF INDIVIDUAL VOCATIONAL GUIDANCE RENDERED IN THE EXCHANGE FROM 1963-1967

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1963</td>
<td>15</td>
</tr>
<tr>
<td>1964</td>
<td>46</td>
</tr>
<tr>
<td>1965</td>
<td>100</td>
</tr>
<tr>
<td>1966</td>
<td>86</td>
</tr>
<tr>
<td>1967</td>
<td>88</td>
</tr>
</tbody>
</table>
The above mention data is not reliable. In the year 1964 there was no individual guidance, neither to women nor to men. But on the register 42 men and 4 women were given vocational guidance. The data for women in the year 1963 is also not reliable, because it is only on the register. But from 1965 it is reliable to some extent.

REGISTRATION GUIDANCE: - Attempts should also be made to give guidance during the registration interview to educate applicants. Guidance at this stage generally takes the form of appraising the applicant of chances of obtaining employment sought for by him suggesting alternative employment, training courses etc. When preceded by group discussion in which the various jobs and training opportunities are presented to the applicants, this programme is known as Registration Guidance.

For this purpose Aligarh Employment Exchange gives guidance daily.

INDIVIDUAL GUIDANCE: - Enquiries about training facilities or job opportunities etc. arising from invitational talks or group discussion, made after these programmes, should be answered either by employment organisation vocational guidance section who is fully acquainted with the information. Similar enquiries made by post should also be attended to by the staff of the vocational Guidance section.

Aligarh employment exchange vocational Guidance section deals such type of cases when need arises, when any letter, about enquiry is received the vocational guidance officer replies it
having in mind all the topics enquired.

If during the process of answering the queries, it is felt that the applicant needs detailed investigation and guidance, he should be requested to come for individual guidance.

The data of Aligarh employment exchange vocational guidance is following. In the year 1963, 5 such candidates were found at the time of queries, which were in need of individual vocational guidance. In 1964 though not a single applicant was provided with this guidance, but on register 3 applicants were given this guidance, in the year 1965, 66 and 67 - 4, 9, and 8 persons were provided this guidance respectively.

**OCCUPATIONAL INFORMATION ROOM:** The employment officer vocational Guidance with other appropriate authorities should maintain an occupational information room as an adjunct to guidance work in the exchange. Literature on occupational, training and educational facilities should be displayed in this room. Maps and charts showing details about local training institutes and industries should also be displayed. Group discussions should normally be held in this room. Applicants should be encouraged to take full advantage of this facility. An occupational information room should be set up also at those employment exchanges where there is no vocational guidance section. If a separate room cannot be separated, a part or a corner of a room or varanda should be utilised for this purpose.

According to the programme an occupational information room should be set up, but in Aligarh employment exchange there is
a pigeon house, that room is the dirtiest room of the whole building, there are four charts and about 40 booklets of three or four pages each, publish in 1954 or 55, those books are of 5 Paisa each. Will this room influence the applicants, it will rather produce a feeling of hatered towards employment exchange. According to an information, books worth of rupees 50 or sometimes 100 are bought for this room, but God better knows where this literature goes.

TOOLS FOR GUIDANCE: - There are certain tools which can be helpful and will guide employment officer vocational guidance. The most important is occupational information. It contains details of educational training courses, information about job opportunities, employment trend, particulars of Scholarships etc.

The other most important tool is Guidance to careers, issued by the directorate general of employment and training, give information on the employment out look, duties involved and working conditions of many jobs.

Occupational field reviews which are published in booklet forms deal with a cluster of occupations of allied nature in a particular field.

Handbooks on training facilities in India give sufficient detailed information for counselling and guidance purposes on institutional and implant training facilities available in the country. These tools are available easily in Aligarh employment exchange, because these, reviews, hand books and booklets are published and issued by the directorate general of employment and training.
SCHOOL REPORTS: - In case of youth coming from schools where educational and vocational guidance programme are in operation, the employment officer vocational guidance may be able, or should, if possible obtain confidential educational and school reports from such schools in his area.

There are no such reports with Aligarh employment exchange vocational Guidance section.

PLACEMENT AND ADMISSION ACTIVITIES: - The vocational guidance section should be closely associated with placement of youth and adults in training institutions and apprenticeships. He should forward applications for training courses and apprenticeships of those candidates whom he had guided individually, with a recommendation, if he is confident that the applicant is suitable for the above.

Under the apprenticeship act every I.T.I. pass candidate is required to undergo a training for 6 months in any industrial establishment. After the completion of this training the candidate becomes eligible to be submitted as a candidate against a clear vacancy of craftsmen notified to the employment exchange by the industrial establishments from time to time. Following is the submission and placement made by Aligarh employment exchange from 1963 to 1967.

<table>
<thead>
<tr>
<th>Year</th>
<th>Submission</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1963</td>
<td>115</td>
<td>12</td>
</tr>
<tr>
<td>1964</td>
<td>125</td>
<td>13</td>
</tr>
<tr>
<td>1965</td>
<td>150</td>
<td>11</td>
</tr>
<tr>
<td>1966</td>
<td>106</td>
<td>14</td>
</tr>
<tr>
<td>1967</td>
<td>105</td>
<td>15</td>
</tr>
</tbody>
</table>
The employment exchange vocational guidance section conducts aptitude tests for Admissions in I.T.I. Aligarh vocational guidance section has conducted 895 tests in 1965, 1302 in 1966 and 953 in 1967.

RENEW OF OLD REGISTRATIONS: This programme started from 1967 in Aligarh vocational guidance section. Under this programme three types of old registered applicants are called at the exchange for vocational guidance:

1. Educated applicants who have been on the live register for more than two years. These applicants are called upon the exchange and vocational guidance is rendered to them.

2. Educated applicants who were submitted for three times and were not selected.

3. Applicants in short "category", who have been on the live register for more than 6 months.

Several candidates were called upon but only 57 in the year 1967 reached an employment exchange, and vocational guidance was rendered to them.

FUNCTIONS OUTSIDE THE EXCHANGE: The employment officer vocational guidance should contact schools and colleges with a view to ensuring that the career pamphlets, posters and other guidance literature distributed in these institutions are properly displayed and utilised. The employment officer vocation guidance should visit school and colleges to give talks about educational and training facilities and job
opportunities in the area and emphasize the importance of vocational planning. Guidance facilities available at the exchange should be explained vocational guidance officer should also visit girls schools in their programme of career talks in schools. Career talks in girls schools should be carefully prepared with the needs and opportunities of girl students in view. The vocational guidance officer should give all possible assistance to educational authorities and principals of schools and colleges in organising career conferences, career exhibitions parents meeting and other guidance programme.

Aligarh Employment Exchange vocational guidance officer visited different times in different educational institutions for the purpose of giving vocational guidance talks in the last five years. It is as follows:

<table>
<thead>
<tr>
<th>Years</th>
<th>Visits of Schools and Colleges</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Boys schools</td>
<td>Girls schools</td>
</tr>
<tr>
<td>1963</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>1964</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>1965</td>
<td>44</td>
<td>4</td>
</tr>
<tr>
<td>1966</td>
<td>43</td>
<td>3</td>
</tr>
<tr>
<td>1967</td>
<td>30</td>
<td>1</td>
</tr>
</tbody>
</table>

In the above mentioned information, in 1964, actually there was not a single visit but in records there is the entry of 15 visits again in 1967 there were only 5 visits but in the register they have mentioned 31 visits. These types of
activites are really anti-national activities, only filling the register will not serve the duty which is designed to them, they are befooling themselves and also the persons who rely on their informations. They guide the youths of the Nation, if they befool the young chaps what will be the condition of the nation.

VISITS AND CONTACTS WITH INDUSTRIAL ESTABLISHMENTS:

The employment officer vocational guidance is also responsible for maintaining relation with different industrial establishments. He should also visit different industrial establishments for the purpose of seeking informations about job opportunities and training facilities in their establishments. To keep contact with employers is very useful for the employment exchange.

In Aligarh employment exchange register, there are also different visits and contacts with different employers in five different years which is as follows:

<table>
<thead>
<tr>
<th>Years</th>
<th>Visits to establishments</th>
<th>Contacts with employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1963</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>1964</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>1965</td>
<td>15</td>
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<td>1966</td>
<td>20</td>
<td>11</td>
</tr>
<tr>
<td>1967</td>
<td>17</td>
<td>16</td>
</tr>
</tbody>
</table>

... 87.
The data given above about the visits and contacts with different industrial establishments are all false, they are only on registers. The reason of giving this false data hear in this thesis is that we should come to know that how the employees of employment exchange are befooling the public and their own officers. It is really surprising that why the higher authorities are keeping quite on these cheating activities, it is also possible that they may be quite unknown about these activities.

OPEN EVENING PROGRAMME: This programme was started from 1965 in Aligarh employment exchange. The essence of this programme is to give guidance to the guardians, servicemen and all those persons who do not find time in the office hours to enjoy the benifits which are rendered by the employment exchanges.

It is fact that the programme was started for a very beneficial purpose. But in Aligarh this programme was totally failure, not a single men came for vocational guidance. Though the vocational guidance officer took several publicity measure for this programme but all in vain. The reason for this failure was that public is not aware about the importance of employment exchanges. So, the need is to make the public realise about the importance of employment exchanges first, and not these types of programmes.

PUBLICITY MEASURES: The other important function which vocational guidance section performs is to take different publicity measures about the importance of guidance. First of these is to distribute to the educational institutions, the facilities and opportunities available in employment exchange,
and the importance of vocational guidance, it should paste different types of pamphelates about vocational guidance and employment counselling programme.

Aligarh employment exchange pastes different types of pamphelates within the forwalls of employment exchange, put some important notices to the notice board, hangs pamphelates, posters and charts in the employment market information room. But there is not more benffit in doing all these activities within the boundryof exchange, these measure should be given practical shape at mostly gathered areas of the district, so as, the public may think over it. Aligarh exchange seldom distributes reports and guidance booklets to instituions.

After discussing the works of Aligarh vocational guidance section this result can be carried out that this exchange is not operating the work as it should. There are several inclivencies in the work. No satisfactory work has been done in the last fives years, so as to fulfill the purpose of establishing the section. Corrective measure should soon be taken into consideration.

**VOCATIONAL GUIDANCE AT THE UNIVERSITY EMPLOYMENT INFORMATION GUIDANCE BUREAUSE:**

Vocational guidance is a major function of the "University Employment Information Guidance Bureause". Although registration for employment is restricted to certain categories of applicants, vocational guidance service of the bureause is open to all students and alumini of the University
and its affiliated colleges. The objective of the service is to render such assistance involved is choice of jobs and careers.

The service is rendered on both individual and group-basis. The guidance programme is conducted according to the instructions by D.G.E. and T.

**ANNOUNCEMENT OF THE PROGRAMME:** An announcement is displayed on notice boards at different places in the University campus that the following facilities are available to all the students of the University.

(a) Occupational information room.
(b) Personal enquiries about occupational information.
(c) Discussions of the problems of vocational choice or choice of optional subjects man individual basis.
(d) Registration for jobs of specified categories of individuals.

**MAINTENANCE OF OCCUPATIONAL INFORMATION ROOM:** It should be well equipped with all the up-to-date information useful for university students, and if possible classified according to broad fields of occupations or groups of qualifications. A visitors register may be maintained to keep a record of those who use the room.

. Aligarh University employment information and guidance bureaux is working in a good position, it renders vocational guidance to all that seeks that and also has a good and well organised information room.

'The End'