



CENTRE for CAREER PLANNING and COUNSELLING

**University of Kashmir**  
**(NAAC Accredited Grade A+)**

No.F (CCPC.P.B/KU/2024

Dated: - 25.01.2024

**Head/Director/Coordinators**  
**Department of .....**  
**University of Kashmir**

**Subject: Placement Brochures – Preparation and immediate uploading on the Departmental/Centre's website.**

**Dear Sir/Madam,**

In continuation of the previous letters on October 10 and 30, 2023 and subsequent reminders (in November, 2023), followed by the order from Hon'ble Vice Chancellor on the same subject of preparation of the placement brochure (PB) (communicated by email on January 12, 2024), we again request all concerned for a prompt response. Only a few departments have shared the requested information with the CCPC office, of which the Hon'ble Vice Chancellor has taken a strong note and has asked for the final reminder. Furthermore, the PB will help the DIQA Directorate to consolidate information from different centers/departments for upcoming NAAC assessments.

However, in partial modification of the earlier instructions, the PBs are not needed to be shared with CCPC; rather, each Center/Department is requested to prepare their PBs without further delay and place them on their respective Departmental/Centre's website (preferably in pdf format). The PB will be regularly updated by the Department/Centre as and when needed.

In recent interactions with various employers and recruiters, we learned that the first thing they search on the institutional or departmental website is the PB. We have huge strengths in academic or professional domains that need to be made noticeable to the recruiters in the best possible way. PB helps recruiter's shortlist or prioritize their target institutions for their time-to-time recruitment drives. This unwitting oversight of the highly sellable and employable qualities of our students and departmental achievements has resulted in a gap in our efforts to engage meaningfully with potential recruiters.

In this regard, CCPC has developed a template along with some instructions that might be useful in building the PB (attached). The template can be used in its current form or can be improved further to fit the requirement.

In addition to PB, we intend to seek the information for building a data base of the qualifications, skills and successes of students which can be shared with potential recruiters. In this connection, we are going to share a separate link of a 'google form' which is under preparation.

Directors of satellite campuses are requested to prepare PB for their campuses by consolidating information from all units/departments.

Should you have any questions or require further clarification, please do not hesitate to contact us at [contactccpc@uok.edu.in](mailto:contactccpc@uok.edu.in).

With Regards,

**Sd/-- Director**