

Aikyam Team of Bapatla College of Pharmacy (BCOP) Proposes Strategic Initiative Related to Youth Unemployment

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Aikyam team of **Bapatla College of Pharmacy (BCOP)** embarked on a strategic initiative related to **Unemployment**, which focuses on reducing youth unemployment through skill development, technology, and effective job placement.

Core Objectives and Problem Analysis

The project aims to analyze the root causes of unemployment by exploring the **gap between current education and industry requirements**. Key reasons identified for unemployment include:

- A **lack of skill-based education** and practical exposure.
- A mismatch between educational degrees and available job roles.
- **Poor communication skills** and a lack of self-confidence among graduates.
- An overdependence on government jobs and a general lack of awareness regarding modern job trends.

Proposed Solutions and Training

The project advocates for a shift toward **skill-based learning** and continuous improvement to bridge the employability gap. To achieve this, it emphasizes several training and awareness components:

- **Developmental Training:** Focusing on soft skills, technical expertise, personality development, and thorough interview preparation.

- **Awareness Programs:** Conducting seminars on job market trends, resume-building workshops, and group discussions to improve student participation.
- **Strategic Suggestions:** Encouraging the provision of **internships**, fostering **entrepreneurship**, and improving professional career guidance.

Key Findings and Conclusion

The project's findings highlight that while jobs exist, students often report a **lack of opportunities** due to poor guidance and difficulty navigating the interview process. The team concludes that unemployment is not necessarily caused by an absence of jobs, but rather by the **absence of the right skills and awareness** among the youth. Therefore, promoting continuous skill development is presented as the essential solution to overcoming this issue.

Links

[Project presentation](#)

[Project video](#)

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