**Importance of Career Counselling:**

Career counselling is the most important for the youth as its absence could result in the selection of the wrong career and an uncertain future. It was seen as significant as it enables students to fully explore a career in terms of the following:

1. **Pros and cons of different career choices**
2. **Settled life with timely investments of effort**
3. **Cost of training or education**
4. **Future job opportunities.**

**Implementation:**

In the implementation phase of NAVTTC programs, Hope Vocational Training INSTITUTE will always try to project the programs in a way to reach out to the maximum numbers of prospect youth. Therefore, we will initiate the following interventions for the enrolment of youth.

1. **Advertisements**

Apart from the advertisement placed by NAVTTC nationwide, to highlight its PMYSDP; HOPE VOCATIONAL TRAINING INSTITUTE will place billboards, flyers and banners to reach at the masses and ensure participation of maximum number of youths.

1. **Telling local stories.**

Through publication of special supplements in local newspapers highlighting importance of different courses offered at HOPE VOCATIONAL TRAINING INSTITUTE and avenues of employment after successful completion of these courses.

1. **NAVTTC awareness for school students**.

Study visits to various enterprises, and to NAVTTC institutions, could be arranged for students to give them a better understanding of the labour market and of the pathways to work.

**Career counselling and guidance:**

1. **School based services**.

The establishment of student service centres in schools to provide guidance and counselling to high school students is urgently needed to assist students in their choice of further education after school. Such services should be available not only to senior school students, but also to local young people who dropped out of school but could be interested in NAVTTC.

1. **Institution based services**.

Students in NAVTTC institutions have already made their basic choice of course, but guidance can help them with further directions and can help them with job placement services.

**Staff at HOPE VOCATIONAL TRAINING INSTITUTE**

Following staff along with management of institute are always welcoming the potential youth of area:

1. **USMAN IFTIKHAR Principal/ Owner M.Phil**
2. **SAITH ALI Campus Manager BA**
3. **ZEESHAN CH. Front Desk Officer BS (A&F)**