

---

## INVESTIGATING THE AVAILABILITY AND PROVISION OF CAREER COUNSELLING IN PRIVATE SCHOOLS

---

**Munibha Maryam**

M.Phil. Scholar,  
Department of Education, Kinnaird College for Women, Lahore,  
Punjab, Pakistan.  
Email: [munibhamaryam100@gmail.com](mailto:munibhamaryam100@gmail.com)

**Aqsa Kabeer**

M.Phil. Scholar,  
Department of Education, Kinnaird College for Women, Lahore,  
Punjab, Pakistan.  
Email: [aqsakabeer1719@gmail.com](mailto:aqsakabeer1719@gmail.com)

---

**ABSTRACT**

*Counselling is a process that helps the students in providing guidance support them in exploring different solutions for the problem. Career counselling can also be associated with the professionals that help the individual students in need. The aim of this research study was to investigate the availability and provision of career counselling in private schools. A mixed research design was used for this research study. The data was gathered through close ended questionnaire and semi structured interviews. The quantitative data was gathered with the help of using close ended questionnaire. Total 150 questionnaires were administered through Google form to the students of secondary and Cambridge level. The data was analyzed in the form of percentages and displayed through pie charts. For this research study the purposive sampling was used to collect the data from the students and convenience sampling was used for the selection of teachers. The qualitative data was gathered from 5 principals, 5 coordinators and 3 counsellors. The qualitative data that was gathered from the interviews were analyzed through the content analysis and the main themes were derived. The main findings of this research study revealed that schools have proper availability of career counselling. Schools have separate counselling cells and counsellor have proper knowledge and enough to give the counselling sessions. Students can easily discuss the personal issues with the counsellor without any hesitation. Students found career counselling useful because after taking counselling*

---

*services they were satisfied about their field and career.*

**KEYWORDS**

*Career Counselling, Availability, Sessions, Field*

**INTRODUCTION**

Education prepares students for a variety of careers. People can make the best decisions for their future if appropriate guidance and direction is provided and they can contribute successfully as members of society. With proper career advice, students can find better opportunities that suit their interests and can make better professional decisions in the future. Counselling is a process that helps the students to clearly understand themselves, how to make right decisions regarding their career, how to use and improve their skills and abilities. It can be associated with the professionals that help the students whenever they need counselling. This professional can be anyone who can understand the personality of human, their behaviour and also knows how to give them the right decision and direction according to their thoughts and choice. Career counselling is actually a process that helps to focus and understand about one's own self, about work trends so that people can take right decisions about their career and education. Career counselling is very important especially at secondary level where students have to select and decide about the subject. At this stage career counselling helps the students to take right decision according to their skills and future goals.

Career counselling helps to understand about the career option and how to make best of these options. It also helps the students to know about their strength and weaknesses regarding their course and profession. By this means the students can be helped to comprehend the realities of a career beforehand and change their course accordingly. Choosing a career is an important task to be successful in the life but it also a problematic and challenging task. It is difficult for students to decide which major or field they choose which not only enhance their abilities but also get them job suitable for them. Career counselling is a process in which a counsellor gives suggestions and express concerns towards the counselee and brings positive change with the help of self-understanding (Sharf, 2014). It is a life time process that helps the students to understand not only about their own selves but also about the world in which they are going to work in future.

In Pakistan students face numbers of problems when they are choosing their career due to lack of availability of career counselling in their schools and colleges. Most of the

---

students often make decisions according to advice of their peers and elders which lead them towards confusion and runs counter to their interests and skills. Such decision lead students towards picking the wrong career and majority of students face complications and difficulties in the long run. Moreover, the wrong decision demotivates the students to continue their studies.

Career counselling develops skills, self-knowledge and develop different emotional self-acceptance that leads to personal growth (Patterson, 1998). The availability of career counselling programs in the school and colleges help in the personality development and will polish up the skills of students which are required to be successful in life. Career counselling programs will not only help students to perform better but it will also help students to achieve their life goals. Counselling is also a process that is fully developed in nature, by which an individual can accept, understand and utilizes his/her attitudes (Erteit.2012). Career counselling and guidance helps the students to have complete knowledge and understanding about the field they are choosing and to be sure about their interests, abilities and personality because choosing a carrier is vitally important in life. Career counselling is a process in which counsellor and counselee both play a dynamic role and relationships focusing on the counselee future goals in which the counsellor use different techniques to bring self-confidence making the counselee responsible for his/her own actions (Cramer, 2014). Hence, career counselling services plays an important role in empowering students to choose best option according to their abilities, interest and personality as well as long term satisfied life (Santilli et al., 2017).

### **LITERATURE REVIEW**

The career education terminology has been interpreted and applied in a variety of ways. For instance, the term 'career and employability learning' is used by Hooley, Watts, and Andrews (2015) to describe a number of programmes that help youngsters to plan about their futures, developing the skills they require and create positive changes. Careers education has been proposed as a technique of enhancing educational performance and helps to ensuring a suitably fit supply of young people to meet the job demands (Herr & Cramer, 1996; OECD, 2004; Palladino Schultheiss, 2005). Careers education may lead to a variety of favourable effects, such as favourable attitudes towards school learning, self-awareness and determination (Palladino Schultheiss, 2005). Career guidance include types of activities which focussed on to assist individuals at any stage of their life to make educational and professional choices that will enable them to eventually pursue their chosen profession (Lewin & Colley, 2011).

---

As stated above, career counselling has been around for a long time and has made numerous modifications over time. Nowadays career counselling is concerned with professional exploration, career change, and career development. Career counselling, according to Brown (2012), refers to assistance provided to prevent difficulties with work behaviour regardless of the level of education required for a particular job. Normally, career counselling takes place between a client and a counsellor. The role of a career counsellor is to assist people in resolving career-related issues. In career counselling, there are other services like: guidance, advising, and education which aim is to promote people's career development (Brown, 2012). The aim of these services is to better prepare students for the realities of the working world.

### **Importance of career counselling**

Work is an integral part of too many people's life, as a result, career counselling becomes very essential and effective for certain people. It is extremely important that students must be educated and instructed about the future route which they choose before they enter in the professional world (Schmidt, 2003). Career counselling helps a person's self-esteem grow in the appropriate manner. Individuals who seek career counselling can improve a variety of areas of their personality which includes: personal awareness, encouragement of their ideas and a clear way of thinking (Green & Keys, 2001). According to Curry (2013) perspective, work should be an exciting blend of challenge and achievements and work should fulfil the individual's personal and professional growth. In 2012 according to Brown, a person's job has a significant effect on the type of life the person leads. Career counselling aims to prevent or resolve career-related issues for individuals (Brown, 2012). Zunker, (2010) stated that career counselling has played an essential part in students' professional goal-setting and in guiding them to their future professional lives. Career and job are such an important component of person's lives, career counselling can be extremely important and beneficial for person's wellbeing as well as the solution of work-related concerns. Students must have access to appropriate guidance and counselling resources so that they can find appropriate course in which they have a greater chance of not only to graduate but also doing a better performance (Kolajo and Kolajo, 2015). According to Koech et al (2016), after committing to a career exploring career options through guidance and counselling increases future success and satisfaction.

Career counselling or guidance is a tool that enables students to become a responsible citizen and a means of reducing poverty in the country by providing students with the skills that are required for their profession. According to Nigeria's Federal Educational Policy (2009), career education is an important aspect of general education, as it

---

prepares students for job selection and effective labour market participation.

### **Career counselling in a school setting**

Career counselling is quite helpful in a school setting. Schools are important areas for students to start looking into different career options. At this point it is necessary that learners must recognize their talent, interests, job market prospects and link between professional and academic life (Pelgrum & Anderson, 2009). Schools must have a variety of curricula and educational opportunities to ensure students' future career success. According to Curry (2013), providing a diversified curriculum and educational opportunities to the learners, allows them to having a variety of opportunities that help them in building skills for the workplaces.

It is the responsibility of the organisation to administer various tests, evaluate performance, and identify the student interests, talents, and intentions in order to place them in the appropriate career path (Allen, 2009). It is highly essential to provide appropriate skills to the students to enable them to make reasonable and satisfying decisions (Hellmann, 2014). Career counselling in schools aimed to conduct one-on-one or group interviews which focusing on different and unique vocational difficulties which was faced by person.

### **The role of a school counsellor**

School counsellors assist students in a planning process. School counsellors positively affect students, as it is often a part of their job. Research shows that counsellors have a positive impact on student's aspirations, plans, enrolment and knowledge (McDonough, 2006). The career counsellor is an integral aspect of the career counselling process. Sink (2005) stated that a career counsellor must be able of recognising and mentally appraising a student's hidden and obvious abilities and interests. School counsellors provide information about secondary opportunities, assist students through application process and arrange meetings with recruiters ("Counselling", 2008). In the career counselling process counsellor plays an important role. According to (Roberts, 2004) psychology and sociology has a strong relation with the development of career. The psychology of a person has a significant impact on a person's career choice. As a result, there is a strong link between theory and practise in psychology (Saka & Gati, 2007). To be an effective counsellor, one must be well versed with the psychological and sociological principles (Avery, 2008). Although school counsellors are in a great position to help students, Bangser (2008) claims that students' experiences do not always adequately prepare them for post-secondary education and the world of work.

---

**Importance of information and training**

It is important for school counsellors to be well-informed and qualified in order to be successful in assisting and helping students but most of the school counsellors often lack information and training. Although school counsellors are expected to encourage students and concentrate on post-secondary readiness, many counsellors need additional training and mentoring in order to feel confident and knowledgeable throughout in the process (Lieber, 2009). According to Bangser (2008), Counsellors can help with college expenses, financial aid, course requirements, and college admissions. Counsellors must be aware of and knowledgeable about the different resources and services available in order to assist students. In order to help and assist students, school counsellors must understand the importance of cooperation and consult with teachers, administration, and other community members ("Academic", n.d.). School counsellors must consider and be able to support students who face external learning challenges, and being knowledgeable about post-secondary preparation options. Where required, a school counsellor must be able to refer students and their families to appropriate community agencies ("Academic", n.d.). Overall it is necessary for school counsellors to be aware of different opportunities and agencies that could be beneficial for students. It is also necessary for school counsellors to have proper training in order to deliver accurate information to students as well as to be confident and capable while helping or guiding students.

**Lack of training**

Although school counsellors are in a position to help, educate, and positively influence students' post-secondary plans, they are unable to do so due to a high student to counsellor ratio, a high load of work, lack of knowledge and training and a scarcity of resources. Institutions must provide resources and time to counsellors which help them to focus and understand students and guide the individual with the academic and life goals. Lack of career counselling for diverse demographic groups (Bernes, Bardick & Orr, 2007; Du Toit, 2005), lack of academic provision (Van Schalkwyk, 2007), and lack of career counselling in schools have described as problems that hinder development of skills and thus economic growth (Dabula & Makura, 2013).

**Availability of career counselling in Pakistan**

According to President All Private Schools and College Owners' Association (APSCOA), they calculated that about 710 private schools in Islamabad and over 2,100 private schools in Rawalpindi are operating. Most of these schools do not provide career counselling to the students. Due to lack of this facility at schools, many children are forced to depend on their parents, friends and cousins choice which helps them to

---

pursue their goals and ambitions. In Pakistan, public schools account for 60% of all schools, and unfortunately, none of them are aware of the term "career counselling." The government should take steps to improve the dearth of career counselling services at different levels in Pakistan's educational programs.

### **RESEARCH OBJECTIVES**

1. To determine the availability of career counselling in private schools.
2. To determine to what extent of students find the career counselling services useful in their schools.

### **RESEARCH QUESTIONS**

1. To what extent career counselling is available in private schools?
2. To what extent do students find the career counselling services useful in their schools?

### **RESEARCH METHODOLOGY**

This chapter explains the research design, data collection tools, population, sample size, data collection procedure and data analysis.

#### **Research Design**

The research design was mixed-method research. It will include both quantitative and qualitative research. A mixed method research design is basically a procedure useful for analysing, interpreting, mixing and collecting both quantitative and qualitative research to investigate and understand the research problem in a single study. In this research data will be collected and gathered with the help of using questionnaire and interviews.

#### **Instruments**

For data collection two research tools were used for the research study:

#### **Interviews**

In this research the semi structured interviews were conducted to gather data from the school administration including (5 principals, 5 counsellors and 3 coordinators) of the private schools in Lahore. Semi structured interviews is a method that is used to conduct qualitative research. In this type of interview the researcher ask predetermined questions from the respondents. Semi structured interviews help the respondents to freely express their ideas, thoughts and opinions. The interviews were conducted physically. The questions of interviews were based on awareness about career

---

counselling, seminars for student's guidance, relationship of counsellor, availability of career counselling, feedback, process of career counselling.

### **Questionnaire**

To determine the usefulness of career counselling in private schools, a close ended questionnaire was prepared with the help of using Google form containing with 16 statements. The questionnaire was based on Likert scale and was first checked by supervisor tested with few students to see if more changes are required or not. The statements in the questionnaire were based on the availability of counselling seminars and conferences, knowledge of counsellors, strengths and weaknesses of the counsellor, availability of counsellor and the communication skills of the counsellor.

### **Population**

The population includes the principal, counsellor, coordinators and students of private schools in Lahore.

### **Sample size**

A sample of 5 principals, 5 counsellors and 3 coordinators was selected from 5 private schools. 150 questionnaires were administered through Google form to the students of only secondary and Cambridge level.

### **Sample strategy**

In this research study Purposive sampling was used to conduct interviews from the teachers. Qualitative data was collected with the help of using purposive sampling. We selected principals, coordinators and counsellors based on the objectives of the research. A purposive sampling is a non-probability sampling in which we select the sample based on characteristics and according to the objective of the research.

Convenience sampling was used to collect quantitative data from the private schools of Lahore. We selected 150 samples that were easily accessible and available. It is a type of a non-probability sampling in which the population should meet the accessibility and criteria and it is best to use when researcher want to select the population according to his or her choice that is easily accessible and available.

### **Procedure**

#### **Interview**

5 principals, 5 counsellors and 3 coordinators who had knowledge and experience of career counselling were interviewed. The face to face conduction of interview was

made. The researcher only interviewed those who had knowledge about the career counselling and involved in the career counselling services. The interviews for this research were basically transcribed by the researchers and later shared with the research participants to check whether the information is valid or not.

### **Questionnaire**

Five private schools of Lahore were selected for this research study. First of all the permission was taken from the HOD regarding allowing the researcher to conduct interviews from the administrative staff and administer questionnaire form to the students. Due to this pandemic we are not allowed to administer the questionnaire physically then a link was generated of Google form. The link was shared with the class teachers and they were asked to share this link in the whatsapp group of secondary level students. Students were requested to carefully fill the questionnaire according to the given instruction written on it. It was also assured to the students that all the information will be kept confidential. The collected data from the questionnaire was analyzed in the form of pie charts that were actually the percentage of each student's responses and was filled through Google forms. The percentages of pie charts were automatically calculated at the end of the question. The data that was gathered from the interviews was analyzed in the form of themes. The coding was done by breaking out the themes from the each response.

## **FINDINGS**

### **Seminars on guidance**

The counsellor A said that they have a policy counselling department who organizes seminar and annual conferences. In seminar the school invites different universities at national and international level where they give and introduce their counselling policy and procedure to the students. The counsellor B said that once in a month the school organizes a session in a conference hall where the counsellor and advisor introduce the different educational program to the students. According to the counsellor C and D the school organizes an annual conference and it is compulsory for all the students to attend the conference where counsellor from different universities come and give different sessions to the students regarding counselling. According to the counsellor E when students needs career counselling so depend on the number of the students they call counsellor and advisor from different universities and arrange a seminar with principal where they guide the students.

### **Process of career counselling**

The principal A and B said that at the time of orientation the counsellor give brief

---

introduction regarding counsellor advisor, provide details how students can contact to the counsellor. The counsellor shares the email id with the class teacher so that they can share in WhatsApp group. According to the principal C and D the class head share the details and the email address of the counsellor with the students so that students can easily contact and directly set appointments with the counsellor. The counsellor E said that when the school begins a new session the counsellor visits the classrooms and give a small pamphlet based on contact details and some important information regarding career counselling.

### **Provision of career counselling services**

The counsellor A and C said that they provide counselling in form of groups because most of the students come with their friends and in groups to get counselling. Counsellor mostly meets students in groups where all the students come from same issue. This group meetings help the students to share their feelings easily and also help the students to learn coping skills.

According to counsellor D they provide counselling both in groups and individually more he said it depends on the nature of the students how they are comfortable some time students do not want to share the details and issue with their friend so they visit counsellor individually. According to the counsellor E they visit the school on every Tuesday and they organize a session in which only those students are invited who wants career counselling but it only happen when all the students want to apply in the same university so in this case they arrange a session so that they can provide counselling to all the students at the same time.

### **Relationship of counsellor with the students**

The principal A and B reported that students have a good bonding and a positive relationship with the counsellor. According to the principal C students can easily share their thoughts and issues without any hesitation. A good and positive relationship allows the students to share their concerns freely and easily to the counsellor. The principal D said that it is very important to provide a positive and friendly environment to the students because without any friendly relationship students cannot express their thoughts and issues to the counsellor and in this case they cannot get good career counselling. The principal E said that almost 85% of students at secondary or Cambridge level get counselling just because of the friendly relationship.

### **Feedback on progress & challenges**

The coordinator A and C said that the teacher first shares the report and problem of the

---

---

students with the principle then coordinator arrange a meeting where counsellor, teacher, coordinator and principal discuss the matter of the students. The counsellor gives suggestions and recommendation to the teacher in what ways they can assist the students. According to the coordinator B once in a week the schools arrange a meeting of counsellor advisor and teachers where they discuss the problems faced by the students regarding subject matter or choosing a right field.

The coordinator F said that the class teacher and a counsellor both make a student report based on a progress or issues. The main reason to keep or maintain this report is that in case if teacher want to discuss the issues, matter and the progress of the students directly with the counsellor so they both can use that report of a student and can easily discuss the student concerns.

#### **Gather feedback on the career counselling**

The coordinator A, B and C said that every month the school management makes an online questionnaire based on the progress and improvement of students. The school management shares the questionnaire on the official website of the school where all students call easily access and fill the questionnaire. Students fill the questionnaire and the counsellor and the teacher can easily get to know about the result of the feedback. According to the coordinator D said that once in week counsellor and teacher conduct a meeting with the students. Students attend the meeting and provide the feedback of the counselling they get from the counsellor. The coordinator F said that the teachers share the progress report with the counsellor in this way the counsellor can get to know about to know to what extent the counselling was affected by the students and how much and at what point there is a need to give more counselling.

#### **Key challenges in provision of career counselling**

Most of the counsellor reported that the main challenge is to build a trust. Students will share their issues and concerns when they will fully trust on the counsellor. Sometimes students are very sensitive regarding their matters that they do not want to discuss it with their friends and teachers so in a first meeting they tell the counsellor to keep their matter confidential so at this point it become difficult for the counsellor to give a proper trust to the students so that they can share their thoughts without any gap. According to the counsellors sometimes it becomes very difficult for the counsellor to assure the students that they are on right track and will get true counselling. Counsellors need to keep up-to-date according to the current trends and policies in education. Students only come to the counsellor when they get true information with references. The other main challenge according to the counsellor is to convince the students. Sometime students

---

want to choose a field that is not suitable for them according to their mental level and skills so at this point counsellor need to convince the students for choosing a right career according to their skills and abilities.

## **DISCUSSION**

The first research question was to determine to what extent career counselling is available in private schools. After collecting the data the findings showed that most of the school which provides career counselling has proper counselling service available for the students. They have proper channel like they organize seminars and counselling conferences where they introduce counselling policy and procedure to the students and they also organize individual sessions where students can share their issues with the counsellor. In one school the email id of counsellor is shared with the students so that students can easily contact and set appointment with the counsellor and they can also share their issues and problems through email and counsellor is always available for the students whenever guidance is required. The research conducted by (McDonough, 2006) shows that counsellors have a significant effect on students' goals, plans, engagement, and abilities. The findings reported that students have a good bonding and a positive relationship with the counsellor. A positive relationship with the counsellor allows the students to share their concerns freely and without hesitation and in this way they can get good career counselling. Almost 85% of students at secondary or Cambridge level get counselling just because of the friendly relationship of the counsellor. The purpose of counselling program is to promote the maximal growth and self-realization of human potential for the benefit of and society as a whole. The school counsellor is concerned with assisting students in reaching their full potential. Counselling program is designed to help learners to improve their cognitive talents, build a healthy personality, and become a whole person academically, spiritually, ethically, and socially. The aim of this program is to assist students in harmonizing their strengths and interests and allowing them to reach their maximum potential.

Koech et al (2016) stated that after committing to a career exploring career options through guidance and counselling increases future success and satisfaction. According to our findings due to career counselling most of the students are clear in the selection of their field in future. They came to know about which profession is suitable for them according to their interest and skills. They are also focused on their future professional life. Guidance and counselling, according to Akinade (2012), is a process of assisting an individual in becoming completely aware of himself and the manner in which he is responding to the influences of his surroundings. It also helps him to find a personal meaning for his actions and to create and categorise a set of goals and objectives for

---

future.

It is also important for school counsellors to have proper training in order to deliver knowledge to the students and to be self-assured while helping and guiding learners. In our finding we noted that counsellors are trained enough to help the students. They understand the students concerns and provide them satisfied response. They are trained enough to analyze the strengths and weaknesses of the students and guide them in the selection of profession. Counsellor must be aware of different opportunities and agencies that could be beneficial for students so that in future the students become successful. It is very important for the counsellor to provide enough time during the counselling. In the findings it can be observed that students were agreed that counsellor provide enough time to the students so that they can easily discuss their matters and issues with the counsellor easily. If the counsellor does not provide enough time to the students so they cannot discuss their issues and always there will be a gap between their communications.

In second research question we have to determine to what extent students find the career counselling services in their schools useful. With the help of our findings we conclude that career counselling helps the students to clearly understand their future options. Mostly students do not know which profession is suitable for them and what are the recent trends in professional life, counselling helps the students to recognize their skills and to know about the worlds demand. Zunker, (2010) also stated that career counselling has played a vital role in students' professional goal-setting that directs them toward their future professional lives. This research of Zunker matches with our findings.

The main purpose of counselling is to clear the misconception of the students for that counsellor must provide enough time during the session. In one school they organize a counselling session once in a week in which only those students are invited who wants career counselling. Counselling, according to Oviogbodu (2015), is a set of methods aimed at supporting an individual in resolving his difficulties. Counselling is more emotionally involved in the affective domain of individualised learning, which includes emotions, sentiments, values, and attitudes. Counselling is a two-way or multi-way interaction or relationship between two or more people, the client-counsellor relationship of trust. (Oviogbodu, 2015; Geshinde, 1991; Adebowale, 2012; quoted in Oviogbodu, 2015). Most of the students visit the counsellor and share their thoughts because they trust the counsellor and they know that he or she will keep their secret. Professional career counsellors are always needed by students to help them to

---

develop self-identity in terms of self-interest, abilities, understanding, strengths and shortcomings, as well as to identify job opportunities like as employment trends, field expertise and job descriptions. Students always need professional career counsellors which guide them to develop self-awareness in terms of personal interests, skills, knowledge, strengths, weaknesses and to identify occupational opportunities such as employment trends, field competencies, job requirement and description (Kok & Low, 2017). According to our research 50 percent of students are agreed that their counsellor is knowledgeable and they help the students to make right career choices. Counsellor also plays an important role in developing self-awareness among the students.

Counselling is a person-to-person procedure in which one person assists another in learning, discovering, and solving their difficulties. It may occasionally involve a group of two or more people. Through interview we came to know that counsellor meet with the students in both ways individually and group meeting depending upon the need of the students. Students who don't want to share their issues with their friends they visit individually and the students who have same problem and visit counsellor in group counsellor assist them group meeting

The current research study has used a mixed method research in which it was investigated that to what extent the career counselling is available in private schools and to what extent students finds the career counselling services in their schools useful. Quantitative data was collected through questionnaire and the qualitative data was gathered through semi structured interviews. The results from the questionnaire can be concluded that schools have proper career counselling services. Students can share their concerns with the counsellor. Schools organize seminars and annual sessions, meetings based on career counselling. Career counselling services have increased the confidence level of the students. Career counselling is a technique that helps the student to improve their performance and helps to fit in a new environment (Amundson, 2014). Career counselling helps the student to analyze their strengths and weaknesses. It can be concluded from the findings that counsellors were well trained and enough to clear the issues of the students. Counsellor should be well prepared, trained and knowledgeable in their professions (Brown et al, 2012). Students visit the counsellor because they are sure that the counsellor will guide them correctly. The main reason why most of the students went for counselling is that they have trust in counsellor that they will keep their secrets.

Coordinator reported that the teachers make student report based on issue and progress of the students on regular basis. The basic purpose of this report is to check to what

---

extent students are improving after taking career counselling. Career counselling plays a vital role in professional life of students (Keys, 2010). Teacher shares this report with the counsellor and discusses the matter. Feedback helps the counsellor to give better suggestions and make interpretative (Gati & Austin, 2011). Most of the students were clear about their future goals after attending career counselling because they were satisfied with the knowledge and experience of counsellor. Career counselling helps the student to set their future goals and guide them to choose the right career (Brown, 2013).

It can be concluded from the qualitative data that was collected through interviews. According to the principal the school organizes seminars for the students in which the counsellor gives brief introduction about the importance and need of career counselling. School counsellor provides information, which helps students to choose the right career and arrange meeting with the coordinator (Bernes, 2007). The schools share the details of counsellor on websites so that students can easily contact with the counsellor. Students can easily set appointment with the counsellor through an email. The school management shares the questionnaire on the official website of the school where all students call easily access and fill the questionnaire this helps the counsellor and the teachers to gather feedback regarding services they provide Most of the counsellor reported that the main challenge is to build a trust. Students will share their issues and concern only when they would fully trust in counsellor.

This research study was limited to the private school management of Lahore. Due to the Covid it was very difficult to take permissions from the school management to conduct the interviews with the teachers. Due to this pandemic situation the questionnaire was conducted through Google form. It was not possible to provide face to face guidance to the students regarding to fill the questionnaire because we were not allowed to visit the classrooms.

### **RECOMMENDATIONS**

Counsellor should set regular meetings for a while with the students.

Counsellor should not only deal with the educations issues and concerns of the students but should also deal with the personal matter of the students.

Counsellor should provide solid arguments and true references to the students so that students can trust the counsellor fully.

Counsellor should always available for the students because whenever students need guidance they can visit the counsellor anytime.

Government must be set counsellor departments for public schools so that they can

---

also provide counselling to the students of public schools. The counsellors should adopt different ways and new strategies in developing students' interest regarding the field they want to apply. The schools should give information about the counsellor on schools handbooks and official website.

## REFERENCES

- Ahmad, H. M. (2021, January 24). Importance of career counseling in life. *The News International*.
- Amoah, S. A., Kwofie, I., & Kwofie, F. A. (2015). The School Counsellor and Students' Career Choice High School: The Assessor's perspective in a Ghanaian Case. *Journal of Education and Practice*, 6(23), 57-65.
- Arulmani, G. (2004). Career counselling. *Australian Journal of Career Development*, 19(1), 7-12.
- Babatunde, J. O. (2017). Effects of Career Guidance and Career Counselling Techniques on Students Vocational Maturity. *European Journal of Education Studies*
- Borgen, W., & Hiebert, B. (2006). Career guidance and counselling for youth: What adolescents and young adults are telling us. *International Journal for the Advancement of Counselling*, 28(4), 389-400.
- Canary, A. (2019, October 10). How to Analyze Interview Transcripts in Qualitativ Research. *Rev.*
- Hilling, E. (2017). The Importance of Career Counselling and Post Secondary Readiness for High School Students Readiness for High School Students. 1-29.
- Herr, E. L. (1997). Career counselling: A process in process. *British Journal of Guidance andn Counselling*, 25(1), 81-93.
- Lavrakas, P. J. (2008). Purposive Sample. In P. J. Lavrakas, *Encyclopedia of Survey Research Methods*. Thousand Oaks: SAGE Publications, Inc.
- Moote, J., & Archer, L. (2016). Failing to deliver? Exploring the current status of career education provision in England. *Research Papers in Education*, 33(2), 187-215.
- Mortensen, D. H. (2020, June 5). How to Do a Thematic Analysis of User Interviews. *Interaction Design Foundation*.
- Mcmahon, M., & Patton, W. (2002). Using qualitative assessment in career counselling. *International Journal for Educational and Vocational Guidance*, 2(1), 51-66.
- Maree, J. G. (2009). Career counselling in the 21st century: South African institutions of higher education at the crossroads. *South African Journal of Higher Education*, 23(3), 436-458
- Nathan, R., & Hill, L. (2005). *Career counselling*. Sage.
- Newa, E. O., Kathungu, B., & Wasanga, C. (2021). Factors influencing uptake of

- 
- career counselling services among university students in Nairobi City County, Kenya. *African Social Science and Humanities Journal*, 2(1), 47-61.
- Davin.C. (2018, March 22). Purposive Sampling..*Alchemer*.
- Stoodnt. F. (2018, July 3). 6 Advantages of Career Guidance. *Medium*.
- Singh, Y. K. (2007). *Guidance and career counselling*. APH Publishing.
- Wasif, S. (2010, June 2). Inadequate career counselling in schools. *The Express Tribune*.
- Walker, K., Alloway, N., Dalley-Trim, L., & Patterson, A. (2006). Counsellor practices and student perspectives: Perceptions of career counselling in Australian secondary schools. *Australian Journal of Career Development*, 15(1), 37-45.
- Lanne,J. (2010, August 11). What is carrer counselling.*Boise State University*. Yaqoob, U., Arif, F., Samad, M., & Iqbal, A. (2017). Career counselling and its knowledge among high school. *International Journal of Community Medicine and Public Health*, 4(7), 2261-2268.