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## **AN ANALYTICAL STUDY OF COUNSELING PRACTICES IN THE UNIVERSITIES OF PAKISTAN AND DEVELOPING A MODEL STRATEGY FOR FUTURE**

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### **ABSTRACT**

The aim of present study was to analyze the existing counseling practices available in the universities of Pakistan, on the basis of opinions of such stakeholders as teachers and students of the university so as to suggest a model counseling strategy for the future. The objectives of the study were: (a) to examine the views of students and teachers of the universities for assessment of counseling needs and their utilization in these institutions of higher learning (c) to analyze the counseling practices in universities of Pakistan (d) to develop a model counseling strategy to be used in the universities of Pakistan in future. The hypotheses of the study were that there was significant trend of opinion among the university students about counseling practices in their universities and there was significant trend of opinion among the university teachers about counseling practices in their universities. For quantitative part, the sample of study consisted of 550 students, 110 teachers. Cluster sampling technique was used for the study. The data was collected by using three self developed questionnaires (Likert Scale). The quantitative data were analyzed by applying Chi-square. On the basis of the findings of quantitative and qualitative data, the main conclusions of the study were drawn i.e. according to the students, the counseling services are essential and beneficial at university level, because this is the right time where students are looking for proper guideline for their career their career opportunities/career selection. The result of this study indicated that teachers of university departments were in agreement with the opinion of students. They highlighted that unspecialized persons were providing the counseling services in universities instead of professionally qualified counselors, whose services were much required. According to university students, they did not have adequate counseling services due to nonexistence of the post of counselor in their university. Instead, the front desk helpers, teachers and administrators provided the requisite information about programs and subjects to them. The key recommendations of the study include that the appointment of counselors in the educational institutions will assist students to achieve the goals of personal, social and academic competency and become capable to be employed in the jobs they have been prepared for. The study has proposed a model counseling strategy to be adopted in the universities of Pakistan, comprising of five components: Organizing, Planning, Designing and Implementation and evaluating. It is envisaged that policy makers, government officials, researchers, counselors, students and other stakeholders will be benefited from this study in planning, reviewing and implementing the counseling services and resultantly making this process result oriented and cost-effective.