

Students turning to Psychometric Career Tests to make their Career Choices after High School

A new trend has been spotted in India where high school students have started using scientific method for career selection with help of psychometric tests

NEW DELHI, INDIA, May 19, 2015 /EINPresswire.com/ -- India is home to youngest population in this world. The country is expected to have average age of less than 25 years by 2020. The huge student population in India is highly ambitious, aspirational and full of potential as last decade saw upliftment in standards of education in the sub-continent. To tap this huge potential – MeraCareerGuide.Com; an [online career counselling](#) start-up based in country's capital help students' in identifying their career directions with help of psychometric career tools.

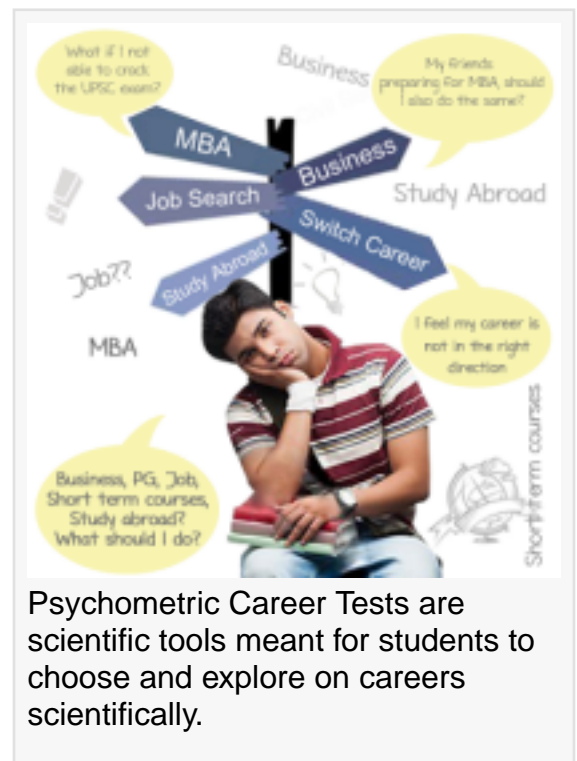
Students after their high school have increasingly adopted to the method of [psychometric career test](#) to identify their interest and aptitude and match it to a right career choice. "The method of using psychometric tests for career choice is very common in developed nation while it is very new in India. Most popular means of career selection in India is widely based on herd instinct or on basis of family traditions. But with increasing choice of career options, higher education exploding and focus on skilling of policy makers - need of more scientific tools came into picture," says Surabhi Dewra, Founder of MeraCareerGuide.Com

It takes roughly 45 minutes for a student to answer 180 questions which are based on interest, aptitude, motivators and personality. After completion of test a 12 page personalised report with their preferred career options is presented to students.

Surabhi Dewra further adds, "Think about an introvert person making a career in sales or an individual with low concentration getting into accounting. It will be a total disaster. The psychometric report actually helps in identifying that strength parameter for an individual which they should look at. MeraCareerGuide's Psychometric Career Tools also acts as a great way to engage students in career planning conversation and give them a good start to initiate their career exploration too. Parents have started appreciating the initiative and they reach out to us for the career tests to be conducted."

With 315 million student population in India the psychometric career test and [career assessment](#) is a ten billion dollar market. Multilingual career tests is other area of innovation which can be tapped into this segment.

About MeraCareerGuide:



Psychometric Career Tests are scientific tools meant for students to choose and explore on careers scientifically.

MeraCareerGuide.Com is a national award winning career counselling website. It is on a mission to help students makes informed career decisions with help of smart career tools and by providing access to career counsellors. It is backed by group of angel investors – Ronnie Screwvala (Founder UTV), Vishal Gondal (Founder Indiagames, Goqii) and Rajesh Tekriwal (Businessman, Hongkong).

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Surabhi Dewra
MeraCareerGuide.Com
8800385411
email us here

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