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CAREER GUIDANCE

Career Paths





What is Career?

WHAT DO WE WANT

- Respect in society
- Money
- Fame
- Satisfaction
- Security
- Happiness





CAREER PLANNING

“The three step Mantra”



CAREER MANAGEMENT

***Know
yourself***

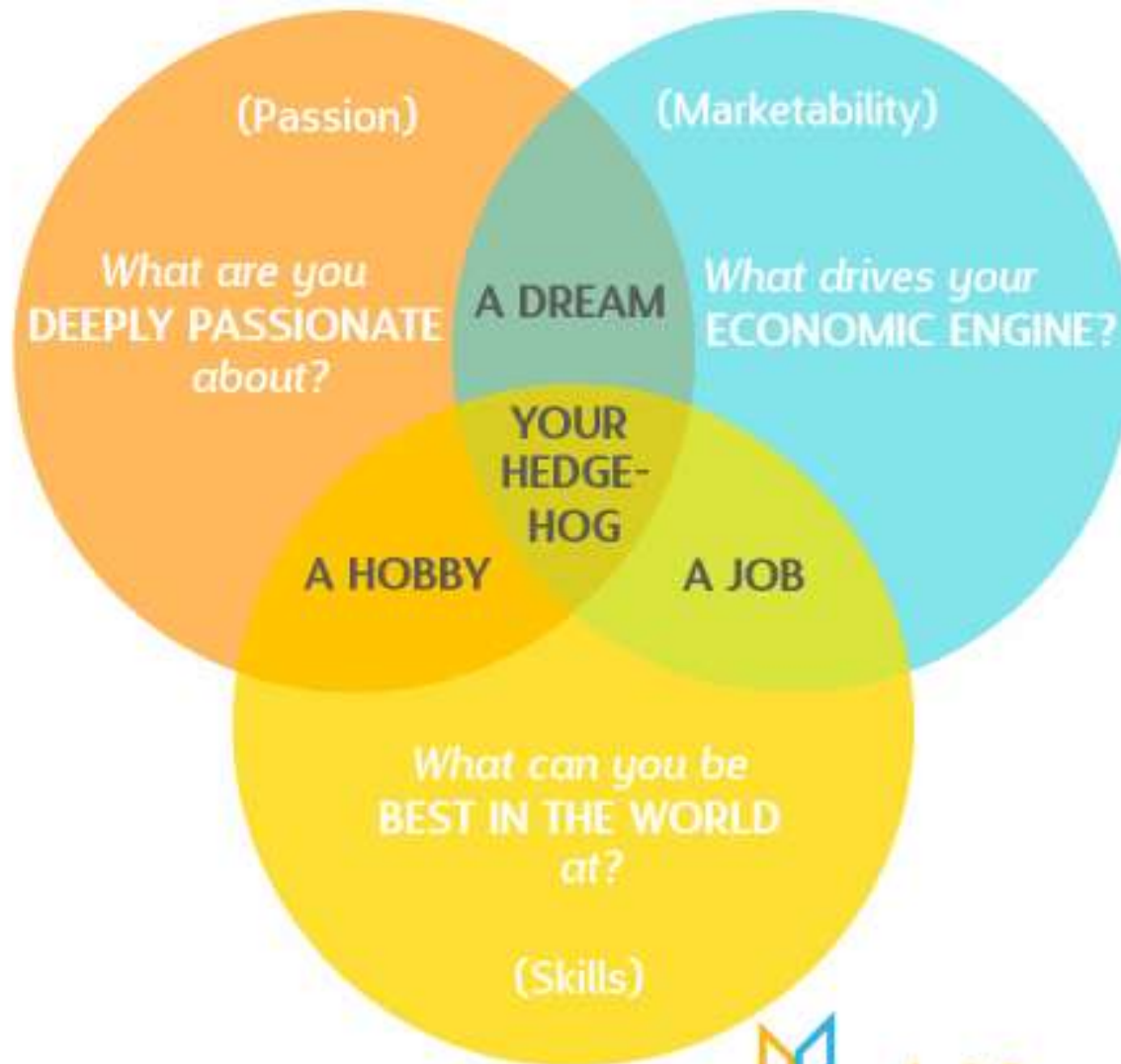


***Career
Awareness***



ACTION

HEDGEHOG PRINCIPLE

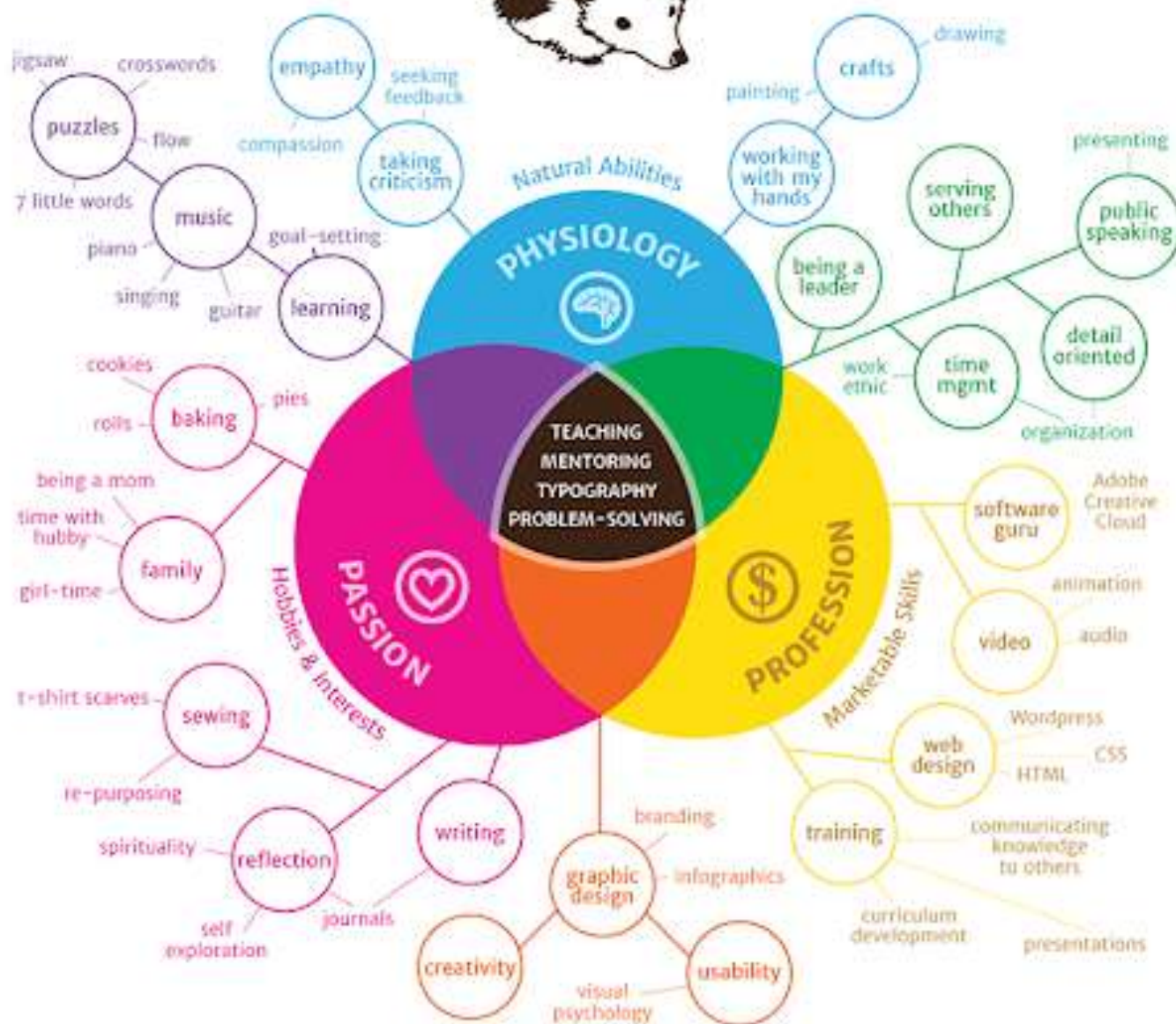


HEDGEHOG PRINCIPLE



My Personal Hedgehog

Based on Jim Collins' "Hedgehog Concept"



Why Career Guidance ?

Students....

- Don't plan for their future.
- Follow the crowd.
- Choose by influence of others.
- Accept the parent's verdict by force.
- Get tempted by current trends/ Influenced by media.
- Select a career in dejection.

◆ Opportunity Perception

Opportunity perceptions

“This is a growing field, many opportunities”

“This will ensure a good job”

“I have read that it is a very good career”

◆ Parental influence

Parental Influence

“My Dad is an engineer”

“My brother is also an engineer and I also want to do it”

“My sister has done biotechnology and she has told me about it ”



- ◆ **Peer pressure**

Peer Pressure

“My friends would go for this”

“All of my friends will prepare for MBBS”

- ◆ **Lack of knowledge or information**

- ◆ **Parental pressure**

Parental pressures

“My Parents say I should go for MBBS”

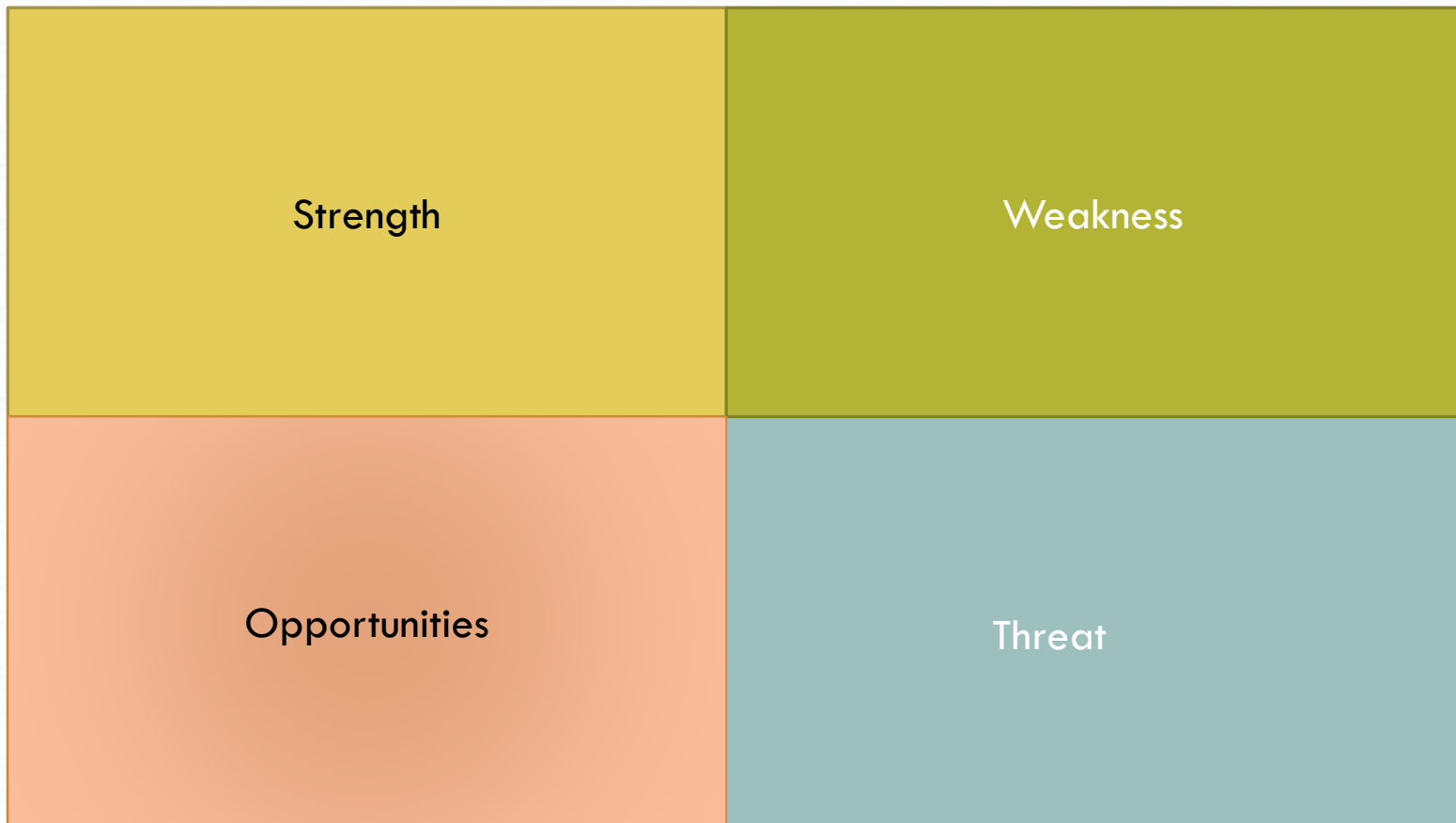
“My Parents want me to take care of the business”

- ◆ **Lack of resources**

WHAT LEADS TO CAREER SUCCESS?

- ▶ Career matches with one's interest
- ▶ Career matches with one's potential
- ▶ Career matches with one's personality

SWOT ANALYSIS





THE NEED OF THE HOUR

LET SEE THE VARIOUS GOVT. PLATFORM AVAILABLE FOR CAREER COUNSELING

- ❖ Ministry of Labour & Employment, Govt. of India
- ❖ Ministry of Social Justice and Empowerment, Govt. of India
- ❖ Ministry of Human Resource Development, Govt. of India
- ❖ Ministry of Foreign Affairs, Govt. of India.
- ❖ Different State Government projects and Platforms

HOW...

