

Unraveling of School Students’ Career “Interests”

MapMyTalent has been conducting its highly appreciated MyTalent™ Career Assessment and Guidance program in schools and through its online portal. So far more than 1,50,000 students have benefited from MapMyTalent’s platform. Many students between Class IX and XII from various different schools have completed the MyTalent™ Assessment. This assessment, essentially maps the students’ Inherent Aptitudes, Personality and Interests and then the students are scientifically guided towards their RIGHT Career Paths. As Interest mapping is an integral part of the assessment, the following paper highlights the various different careers that the students have mentioned as their First Choice Career Interest.

Democratization of Careers

Well, the career interests of students seem to be getting truly democratized. It is not just Engineering, Medicine, CA, IAS anymore. Yes these careers do appear high up in the list but the total number of different careers opted for, exceeded 130! There were many students who clearly opted for careers as varied as “Bioinformatics”, “Genetist” and Fashion Model.

Engineering & Medicine are high up but NOT by far

Almost 21% students showed their Interest in different branches of ENGINEERING, followed by 12% who showed interest in MEDICINE. Next was ENTREPRENEURSHIP with 6.3% students opting for it. Clearly the young generation is getting influenced by the success stories of our own homegrown, first generation entrepreneurs.

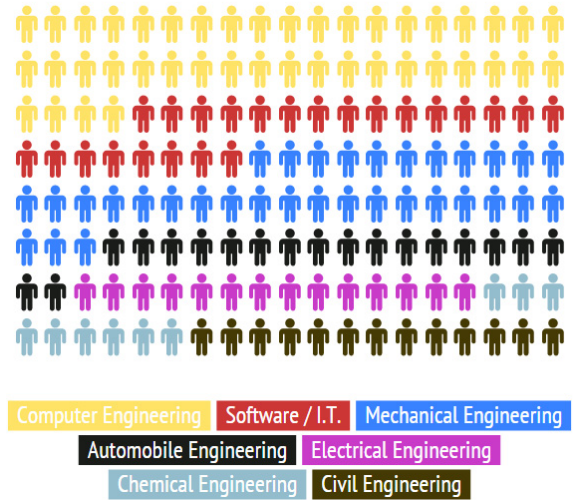
Infographic based on Actual data



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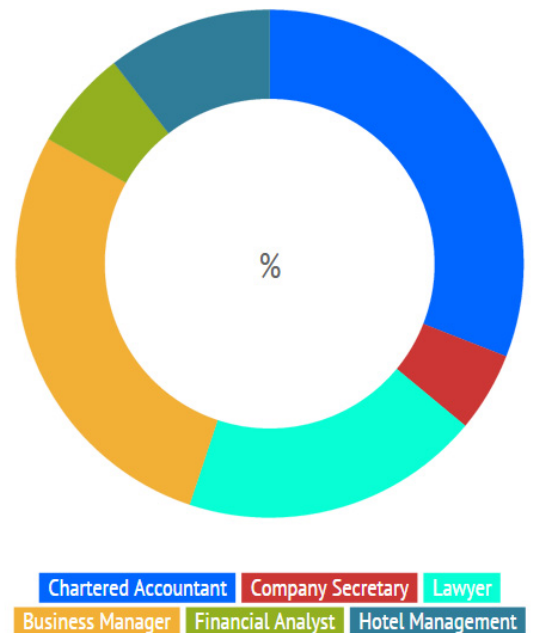
Computer Engineering beats other branches of Engineering

Computer Science as branch remains favorite amongst the engineering aspirants. Almost 27% choose computer engineering, closely followed by Mechanical Engineering (21%). Software / I.T. was chosen by 15%. The original branch of engineering, i.e., Civil Engineering was favored by almost 9% amongst the Engineering Aspirants.



C.A. is the not the only choice !

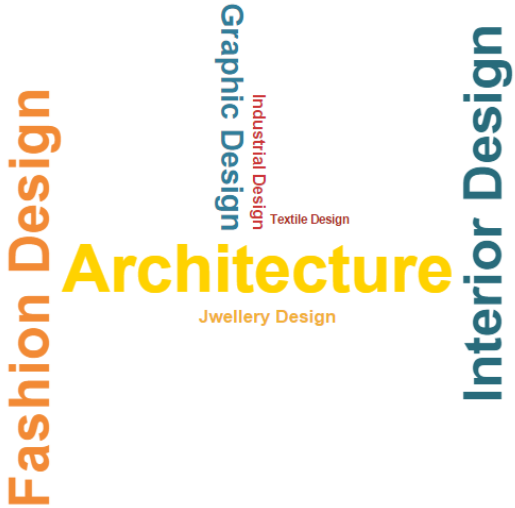
Those students who had chosen or were thinking of choosing Commerce as their Stream, were clearly thinking beyond the Chartered Account. CA was favorite of almost 30% commerce students. Business management was favored by 28%, followed by Law (19%) and Hotel management (10.5%). While there were students in commerce stream, who chose Design careers over traditional commerce careers.



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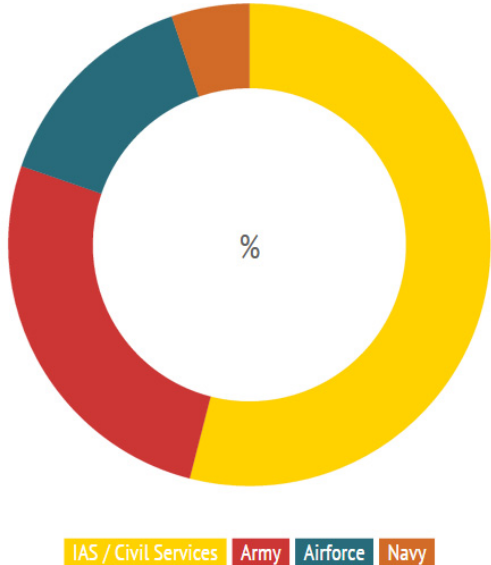
Design is gaining ground

Call it the Steve Jobs effect or anything else, Design is fast gaining ground as a career of choice for students. If we put all disciplines of Design and Architecture together, we find that almost 7% students choose these as their preferred career choice. Amongst design, Architecture was favored by 36% students, followed by Fashion design and Interior design which were favored by roughly 24% students.



Civil Services scores over Defense Services

Put together, both Civil Services and Defense services were the favored choice of almost 12% of the students. However, amongst them Civil services was favoured by 54%, while Army was favored by 26%, followed by 15% for Airforce and 5% for Navy.



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Humanities and related careers

As far as students Career Interest are concerned, humanities and related careers are clearly on the up. Together these careers accounted for as preferred choice for almost 11% of the students. Amongst these, career as a journalist or sports person was chosen roughly by similar number of students (12%), followed Psychologist, Sociologist and Film Actor. There was a long tail of Humanities based careers that were chosen as first choice, including career as a Politician, which clearly indicates that our current younger generation is more aware than their predecessors.



Conclusion

This data analysis of the Career Interests of our school students clearly reveal how our young minds look at various different fields that are available in front of them. However we must be very cautious in taking these as definitive statement of intent, because this was only about "Interests" and we at MapMyTalent believe that "Interests" in this age category is quite floating in nature. In addition, we believe that career choice should be function of a students' Inherent Aptitudes and Personality. We believe that Interests are important but far more important is students Aptitudes and Personality. Our other white papers gives us further insights as to how far these "Interests" actually match with the Inherent "Aptitudes" and "Personality" of the students.