

Career Counselling and Guidance as an Emerging Tool in Aiding Sustainable Development Goal of Education

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Introduction

"The foundation of every state is the education of its youth".

Diogenes

It is the discipline that is concerned with methods of teaching and learning in schools or school-like environments as opposed to various informal means of socialization.

Britannica definition of Education

Education is the process of learning. It imparts various types of skills, knowledge, and finally gives enlightening experience. In today's globalised world, where state of art facilities and technology is available on one hand, it is quite surprising to note a dropout rate of 2 million . National center for information studies released a report stating 2 million students across the world between 16-24 years are not completing formal schooling. For those who are Below Poverty Line, education can beget good future to earn a descent standard of living. Lack of education breeds poverty. Poverty keeps away from healthy lifestyle leading to huge hospitalization charges. This vicious cycle of illiteracy or drop out from education leading to poverty, ill health continues and hampers economic growth and development of any nation. Hence school guidance helps students not to lose hope and continue education. Guidance also equips them to face future better with good education.

On the other hand to sustain growth, human capital of country shall be well utilised. This is possible through placing right person in right job. But it occurs for everyone at some or other point of time, why am I doing this job? How can I continue? Etc. When a 9th or 10th grader is forced to take up a subject which she doesn't like or which is beyond her capacity she become helpless, hopeless. Unable to resist parent's force, lack of awareness regarding their interests and career opportunities, they are forced to take up education majors. Initially they struggle a lot, but gradually realize that they cannot cope up with subjects and syllabus. Some try to work hard but get disappointed when the Institutions tag them underachievers. Finally, many students go into depression and they become alienated with themselves.

Similarly when a person doesn't like Maths, but is forced to take up engineering and finally posted as a civil engineer. Since he cannot get himself involved with the work, the result is poor quality of roads. Daily

he thinks, this is not where i want to be. After earning for a few years, he may decide to give up and then take coaching for bank exams, etc where he is interested.

If people are made to study what they cannot and are forced to work at something they don't like it will have a malicious effect not only on their mental health but also on societal health. In such a situation to know one's own interests, abilities and careers that match to both of these, career counseling and guidance in a correct way at the correct time is the solution.

These two became important factors in Sustainable Development Goals (SDG).

SDG4 : It ensures that all girls and boys complete free primary and secondary schooling by 2030. It also aims to provide equal access to affordable vocational training, to eliminate gender and wealth disparities, and achieve universal access to a quality higher education.

Providing lifelong learning opportunities is also part of this.

Background

“ If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions of some of them which well deserve the attention of even those who have studied Plato and Kant, I should point to India”

Max Muller (author of Sacred Books of The East)

1700 years back there was a world renowned university - NALANDA university under the Gupta empire. Around 8000 students, scholars used to apply every year to study in Nalanda University. But out of them only 80 - 100 will finally study there. There is a methodical process of counseling that is followed to know the interests, skill and caliber of the candidates. Once selected he has to read Rig Veda for around 6 hours a day. If he is not interested or if he doesn't have minimum caliber or qualification he cannot perform this rigorous task. Hence career counseling used to take place, then an interview. Even after selection candidates are continuously guided. They observe their learning capacities and mental intelligence. Based on that they suggest some to get in depth into some upanishads or some into Vedas, etc. Such sort of guidance used to be there even after an education major was selected.

Hence Max Muller was right in saying ancient India flourished with right knowledge systems. Considering this rich background of India, present day educational institutions are not considering such counseling and guidance to be part of education.

Education is the process of facilitating learning and the acquisition of knowledge, skills, values, beliefs and habits. Swami Vivekananda emphasizes that education is the concentration of Mind. Education means building of character. Education is the passport to the future. for tomorrow belongs to those who prepare for it today. Keeping this in mind education system of any country must be designed and implemented in such a manner that it motivate students to think both from factual and abstract sense. In terms of ethics and also for the altruistic needs of the society. It helps the students focus on the task in hand and in the future it fosters Minds that are capable of being futuristic and productive .

The traditional educational system in India had unique characteristics and qualities which were not found in the ancient education system of any other country of the world nor even today.

Ancient Indian system has mention of chatu shasti kalalu : 64 arts these refers to 64 types of professions that can be taken. Even in the period of satavahanas (who ruled 2500 years ago) there is a mention of SRENIS or trade guilds. This belongs to a group of particular people belonging to particular profession they used to counsel future entrants into the group. Ffor example one wants to enter craftsmanship that can be in lay work or frescos or paintings on to the walls. There used to be different types of courses within that. They will counsel the incumbents basing on their interests and skills and what the role needs from them only then they will be allowed to enter that particular sreni.

Now in the present day world where many types of professions and education majors are available people are not allowed to explore them and are not allowed to take up them because of many factors.

Even in the book Oxford history of India it was mentioned that education in India was free from any other external control or any party politics. The kings ensured that learnt people pursued their studies and performed their duty of importing knowledge without interference from any source what so ever or whomsoever it may be.

Herbert Spencer said that the ideal of education in India was training for completeness of life on the molding of character of men and women for the betterment of their individual life as well as societal life.

But with the coming of the British the traditional system of Indian education collapsed. The colonial rule replaced the Indian languages with English as the medium of instruction. The course content, courses and all the subject matter which was indigeneous to India also changed.

Indigenous educational institutes indigenou India's professions collapsed. A glorious nation was shattered into a begging nation.

Though Education was made a fundamental duty to be performed by the parents to the children there is still lot to be done in this area. Modern Indian system of education is divided into many sections like pre primary, primary, middle level, secondary level ,under graduation post graduation. First grade to 10th grade as in many systems of international education are the schooling years where most of the character of students will be shaped.

Then the 2 years after the school passout stage is called with different names under different boards of education with respect to different states or center like plus one plus two or 10th 11th or intermediate or even some students take a ITI. This is the stage where they have to decide on the education majors.

Hence passing out from 10th one has to decide whether they have to select science, commerce, humanities, math etc. The curriculum is decided by the Central Government or state boards. Students appear for common entrance exams at the end of these 2 years which decides their entry into professional courses or other branches.

Hence variety of factors play role on deciding one's education. Though people has pursued some education majors, they can take up different types of careers but once the education majors that is taken in the stage of 11th and 12th grade and entered graduatcion, it cannot be changed completely opposite to what one has taken. That is for example, if one has taken up maths physics and chemistry there is no chance that they turn back to science groups or biology. After pursuing graduation or post graduation in order to do medicine para medicine or any other related courses to that, they would have taken definitely biology in combination with physics and chemistry.

Clearly one should have alternate plans what if I don't get through the main stream which I have chosen. In order to supplement that, career counselling helps in providing in depth analysis of available courses.

Rather than focussing just on what careers fetch more money, its advisable to match it with individual interest. Customised way of personal guidance is career counseling here.

'Rites de passage', which is referred to as the rituals that are to be performed in one's life when an individual faces transition from one role to another. That is, when an individual is taking up the grihasthashram there will be a function. Even when a child was born there is a function even any small event of the life there is a function until death which is also a function. Rather to view it as a stage of new role to be celebrated. This now being applied to modern parlance, there should be a form of event when they are going through this transition from school to college. Atleast a form of understanding by themselves and by parents that they are no more kids. That they have to make choices in their life regarding their career and for which the foundation is laid through education.

Like the function that celebrates rite de passage, here career counseling and guidance celebrates the transition from school to college and undergraduate graduates to career or work life.

Present Scenario :: In the race of marks and scores, parents, teachers and the education system as a whole are forgetting the unique capabilities, varied interests and skills of students. System is exerting a lot of pressure on young minds that they are left with no choice to unleash their latent potentials.

'The Wire' in its editorial article published an alarming finding regarding this. 'According to the NCRB's Accidental Deaths and Suicides in India (ADSI) report, 2020, around 8.2% of students in the country die by suicide. The report also notes that 64,114 people under 30 years of age took their own lives in 2020.' One of the major reasons for suicide in 15 to 21 age group is mismatch between what they want to study and what they are forced to take up. This clearly shows how ALIENATION leads to depression. With wrong choice of education major, wrong career selection one will finally land in distress.

Need for the Study

"The destiny of India is being shaped in her classrooms"

Kothari commission report

Students spend most of their time in Schools. Hence educational institutions should act not only as temples of knowledge but also as powerhouses of guidance.

The character of students gets shaped in educational institutes. Hence, basing on a student's interests, skills and future roles good future road maps are to be advised. Thus Career counseling is an inherent part of knowledge and teaching systems. Right guidance considering overall social, personal conditions of students is essential for individual betterment and society at large.

Counseling services have a much wider scope and function than merely assisting students in making education and vocational choices.

Hence in a globalized world, letting students know all possible careers and courses by not constraining to certain stereotypes will make all doors open. Such an outlook is necessary while passing out from school, entering colleges, leaving as graduates, post graduates.

The complexity here is that 21st century life require innovative ways for people to navigate the world of careers and work. Current generation not only hone their skills and abilities by gathering knowledge, developing analytical skills and adopting to the Dynamics of human interaction but must also be mentally prepared to the continuous technological functional advancements in their selected domain. The present generation decisions must be futuristic. The future is always a challenge that forces individuals to stay on their cutting edge constantly, re-examine skills and keep a watch on the latest trends problems and opportunities affecting themselves and Society.

Counselling and guidance help students to be prepared for all this challenges. In modern days due to various innovations and Technology advancements in every field the functioning of the world has already undergone a drastic change. Such changes influence culture and society at large where transformation becomes inevitable. Then the people should themselves take occupations and be prepared for long term perspective.

Especially today's world believe in integrating their life and careers. The need of the current and future generation is to realise and develop internal stability in order to effectively cope with the dynamism outside the self.

Career is a function of self awareness, ability, commitment and talent of the individual supported by various other factors. United to make the right carrier choices knowing oneself, once ability, limitations and the confidence one possess to execute even under pressure is what is most significant.

Ability is one's demonstrated performance through the skill one has

Capability refers to performance at the ultimate level of ability.

So success is achieved based on a person's capability when he or she performs at 100% ability

Competition lies within a person when one's self imposed barriers to peak performance can be overcome.

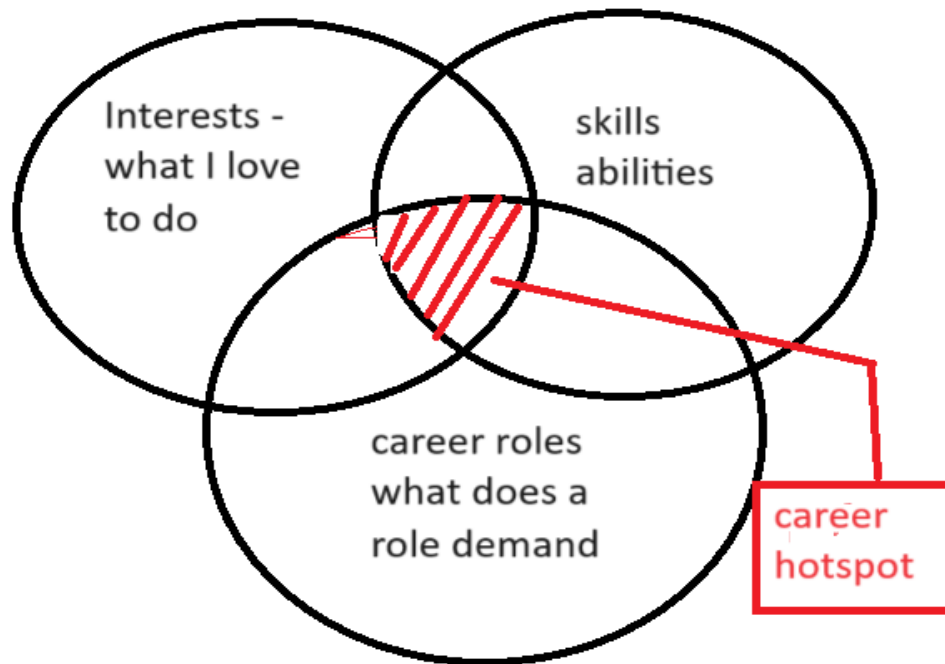
One's competencies must reach one's own peak point of capability.

Students must be groomed to compete to exceed previous Benchmarks overcoming limitations. Mental strength to manage pressures increases confidence with every milestone achieved.

In India there is no death of talented and intelligent people but there certainly seems to be a death of people who can introspect and understand their purpose in life and take decisions for themselves.

Mediocrity is seen everywhere due to wrong person at the wrong place. So careful self awareness aids in decision making

An intersection of ability interest and personality shall be taken as the basic step to determine the carrier. (as shown below)



Career

The Oxford English dictionary defines career as

an occupation undertaken for a significant period of a person's life and with opportunities for progress.

It is also defined as a person's progress or general course of action through life or through a phase of life as in some profession.

The term career is very complex

It comes on a person's progression through a series of jobs over his or her explorations over lifetime. Education and unpaired work experiences such as internships, volunteering and explorations are also included in it. Such a definition of career includes career development, career choice, career advancements and career transitions. Careers can take on many different forms. Successful carrier is only possible when one makes careful and thoughtful informed decisions based on self reflection. It depends on individual's metaphorical journey through learning work and other aspects of life.

Ideally a person must choose a career which matches his or her personality and the person should be passionate about the career he/she is pursuing. But this is not happening in reality. It can be made possible through proper career counselling and guidance.

In as scenario where universal education is sought for, still dropouts are prevalent in high school and college. To address this there is need to guide on

How to go forward?

What do I get if I study?

What to study? Where to study? What are the opportunities available?

How about financial aid?

If I can't sail through normal higher education how can I take up other career?

How will vocational guidance show up alternate paths of career?

All these can be answered by regular guidance sessions and set of career counselling workshops.

Scope of the Study

Career counseling and guidance has a very large scope from school pass out till graduation, post graduation. It also extends to select career roles, shift careers, select jobs. When an unemployee is applying for jobs, or an employee is looking for job change or growth in career, career counseling has a greater scope.

But the present study is limited to School pass out students (9th, 10th graders), undergraduates, postgraduates in some of the educational institutes of Andhra Pradesh.

Design of the Study

Only if one is an expert, one can be qualified to assess it. Similarly to study various career counseling tools and guidance methods, apart from reading literature, conducting workshops, certifications are taken up. Global career counselor certification equipped for national, international scenarios in selection of education majors, future careers gave a wider scope of understanding best practices.

Schools are selected randomly. 9th and 10th graders are given a questionnaire. Then a workshop is conducted. Various career counseling tools are administered based on need. Results are analyzed.

Similarly various career selector tools, psychometric tests are administered for graduates, post graduates. Gathered all their views on awareness they got through various tools of career counseling.

Career Counseling and Guidance

Career counseling is a systematic process that helps an individual understand one's self, as well as the world of work, to choose the right career. It is the process of helping students and professionals to analyze their strengths, interests, abilities and skills. The right career choice is often an intersection of a student's interests and abilities, and industry trends.

Counselling, in itself is an extensive term. To make it more simpler, it may be referred to as a process of offering guidance, exploring resolutions towards an issue or even offering moral support to the person in need of it.

Counselling can be broadly classified into six branches.

They can be

- Marriage and Family Counseling
- Rehabilitation Counseling
- Mental Health Counseling
- Substance Abuse counseling
- Educational counseling and
- Career and Guidance counseling

A Career Counsellor

A career counsellor requires a lot of effort, knowledge and persuasiveness. To shed some light, India has less than 5000 professionally trained career counsellors for a youth population of 400 million. **This is a huge gap which needs to be addressed.** With the increase of student population every year, the need and demand for career counselors are at an all-time high. As a career counsellor, the first duty is to make the student and parent become informed career decision makers based on probing, psychometric tests, and questionnaires etc., which are perfectly aligned with the students' career interest. This is a key challenge as there are very few professional and certified career counsellors

Required Skills

Career counselors are similar to doctors who analyse the behaviour and abilities of the candidate. Based on the observation and analysis, they guide students and professionals for the most suitable career option and provide a complete career roadmap with the execution plan. They act as a bridge between the individual (student) and a happy career. They monitor and analyze the students, and help them to choose a career that directly aligns with the personality, interest and aptitude. Career counsellor acts as a guiding light in the students'/professionals' lives.

One needs to have massive knowledge about the number of career paths, new age career paths, career options and career opportunities. International Educational Gateway

Career counsellor should also know the following key essentials:

- Understanding of psychometric theories used in career counselling and attain a authenticated certification

- Career information on new-age career options •

Query handling •

Case studies

- Understanding of human psychology
- Multiple dimensional psychometric assessments

Job Responsibilities of a Career Counsellor

Career counsellors can significantly impact the career and life choices of individuals they counsel and the responsibility is substantive. The major responsibilities associated with career counselling include:

- Providing career counselling and organizing career development sessions for candidates.
- Developing programs to help students explore and plan different career options.
- Working with the students on the requirements for career development.
- Conducting workshops, training, and other events to help students develop their employability skills.
- Developing positive working relationships with the co-workers, administration, and faculty of the schools to achieve the common goal.
- Coordinating with different academic advisors to help students choose the right career path depending on their academic majors.
- Analyzing and researching current employment trends in the different industries and educating students about them.
- Maintaining regular contact with employers and being updated about new job opportunities.
- Helping students with interview skills, resume building and professionalism.
- Conducting job search workshops and mock interviews to prepare students.
- Conducting job fairs and career awareness events. Let us now take a deep dive into the required skills to become a

Career Counsellor - Along with the educational qualifications, valid certification a career counsellor also needs to possess certain definite and penultimate skill sets which will, in a long run, help them to become successful and trusted professionals in career counselling.

These skills include –

- Empathy and Patience
- Non Judgmental Approach
- Insight
- Effective Communication
- Reasoning and Problem Solving Skills
- Flexibility and Tolerance
- Self Management Skills
- People Management Skills

Deep Dive into Career Assessment Tools

Using career assessment tools is a great way to help a student to begin their career exploration process. There are various theories which are available which focus on different areas like:

- Interest
- Personality
- Skills

Each type of assessment provides insights about options which a student may or may not have considered. Major career assessment tools considered here are :

- MBTI
- Holland Codes
- Strong Interest Inventory
- 16 PF

MBTI –

The Myers–Briggs Type Indicator (MBTI) is an introspective self-report questionnaire. The purpose of this test is to identify an individual's personality. The MBTI does not indicate specific career paths. However, the results can be used to identify possible career options.

Origin - The MBTI was constructed by Katharine Cook Briggs and her daughter Isabel Briggs Myers. It is based on the conceptual theory proposed by Carl Jung, who had speculated that humans experience the world using four principal psychological functions – sensation, intuition, feeling, and thinking – and that one of these four functions is dominant for a person most of the time.

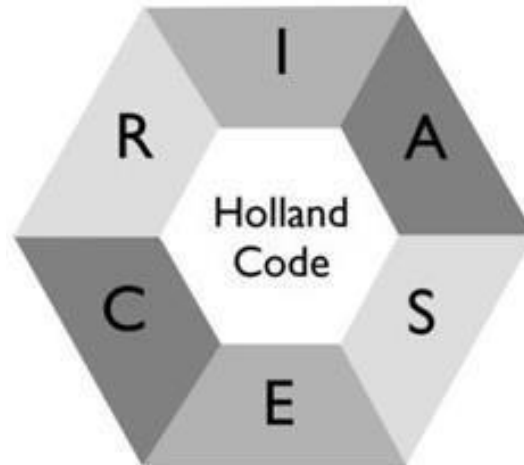
Briggs and Myers began creating the indicator during World War II in the belief that knowledge of personality preferences would help women who were entering the industrial workforce for the first time to identify the sort of war-time jobs that would be most comfortable and effective for them

Personality Type - The Myers-Briggs Type Indicator is based on Carl Jung's theory of psychological type. It indicates an individual's personality preferences in four dimensions:

1. Where you focus your attention – Extraversion (E) or Introversion (I)
2. The way you take in information – Sensing (S) or Intuition (N)
3. How you make decisions – Thinking (T) or Feeling (F)
4. How you deal with the world – Judging (J) or Perceiving (P)

The four letters that make up the personality type can help a counselor to understand the student and the student's interactions with others. The MBTI personality indicator has a total of 16 personality types namely

<p>ISTJ</p> <p>Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.</p>	<p>ISFJ</p> <p>Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.</p>	<p>INFJ</p> <p>Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.</p>	<p>INTJ</p> <p>Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.</p>
<p>ISTP</p> <p>Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.</p>	<p>ISFP</p> <p>Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.</p>	<p>INFP</p> <p>Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.</p>	<p>INTP</p> <p>Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.</p>
<p>ESTP</p> <p>Outgoing, realistic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators.</p>	<p>ESFP</p> <p>Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways.</p>	<p>ENFP</p> <p>Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others.</p>	<p>ENTP</p> <p>Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.</p>
<p>ESTJ</p> <p>Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion.</p>	<p>ESFJ</p> <p>Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others, enjoy being active and productive.</p>	<p>ENFJ</p> <p>Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people.</p>	<p>ENTJ</p> <p>Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners.</p>



Holland Codes

The Holland Codes or the Holland Occupational Themes (RIASEC) refers to a theory of careers and vocational choice (based upon personality types) that was initially developed by American psychologist John L. Holland. Origin Holland Codes is based on Dr. John Holland's theory that people and work environments can be loosely classified into six different groups. Different people's personalities may find different environments more to their liking. Most people are some combination of two or three of the Holland interest areas. These two or three areas become a person's "Holland Code". Holland's theory also mentions that any two letters in the code have a stronger link when they are next to each other in a hexagon formed by the word RIASEC

Holland's theory also mentions that any two letters in the code have a stronger link when they are next to each other in a hexagon formed by the word RIASEC.

Holland has label the six personality types as:

Realistic (Doers)

Investigative (Thinkers)

Artistic (Creators)

Social (Helpers)

Enterprising (Persuaders)

Conventional (Organizers)

There are more than 70 combinations possible like RIA, SEC, ECR etc. The abbreviation RIASEC refers to –

Realistic		
Are you?	Can you?	Like to?
practical straightforward/frank mechanically inclined stable concrete reserved self-controlled independent ambitious systematic	fix electrical things solve electrical problems pitch a tent play a sport read a blueprint plant a garden operate tools and machine	tinker with machines/vehicles work outdoors be physically active use your hands build things tend/train animals work on electronic equipment
Career Possibilities		
Air Traffic Controller (SER) Archaeologist (IRE) Athletic Trainer (SRE) Cartographer (IRE) Commercial Airline Pilot (RIE) Commercial Drafter (IRE) Forester (RIS) Geodetic Surveyor (IRE) Industrial Arts Teacher (IER)	Laboratory Technician (RIE) Landscape Architect (AIR) Mechanical Engineer (RIS) Optician (REI) Petroleum Geologist (RIE) Police Officer (SER) Practical Nurse (SER) Floral Designer (RAE) Fish and Game Warden (RES)	Property Manager (ESR) Recreation Manager (SER) Service Manager (ERS) Software Technician (RCI) Ultrasound Technologist (RSI) Vocational Rehabilitation Consultant (ESR) Corrections Officer (SER) Dental Technician (REI) Farm Manager (ESR)

Artistic		
Are you?	Can you?	Like to?
creative imaginative innovative unconventional emotional independent Expressive original introspective impulsive sensitive courageous complicated idealistic nonconforming	sketch, draw, paint play a musical instrument write stories, poetry, music sing, act, dance design fashions or interiors	attend concerts, theatre, art exhibits read fiction, plays, and poetry work on crafts take photography express yourself creatively deal with ambiguous ideas
Career Possibilities		
Actor (AES) Advertising Art Director (AES) Advertising Manager (ASE) Architect (AIR) Art Teacher (ASE) Artist (ASI) Copy Writer (ASI) Dance Instructor (AER)	Drama Coach (ASE) English Teacher (ASE) Entertainer/Performer (AES) Fashion Illustrator (ASR) Interior Designer (AES) Intelligence Research Specialist (AEI) Journalist/Reporter (ASE)	Librarian (SAI) Medical Illustrator (AIE) Museum Curator (AES) Music Teacher (ASI) Photographer (AES) Writer (ASI) Graphic Designer (AES) Landscape Architect (AIR)

Social		
Are you?	Can you?	Like to?
friendly helpful idealistic insightful outgoing understanding cooperative generous responsible forgiving patient kind	teach/train others express yourself clearly lead a group discussion mediate disputes plan and supervise an activity cooperate well with others	work in groups help people with problems do volunteer work work with young people serve others
Career Possibilities		
City Manager (SEC) Clinical Dietitian (SIE) College/University Faculty (SEI) Community Org. Director (SEA) Consumer Affairs Director (SER)Counselor/Therapist (SAE) Historian (SEI) Hospital Administrator (SER) Psychologist (SEI)	Insurance Claims Examiner (SIE) Librarian (SAI) Medical Assistant (SCR) Minister/Priest/Rabbi (SAI) Paralegal (SCE) Park Naturalist (SEI) Physical Therapist (SIE) Police Officer (SER)	Probation and Parole Officer (SEC) Real Estate Appraiser (SCE) Recreation Director (SER) Registered Nurse (SIA) Teacher (SAE) Social Worker (SEA) Speech Pathologist (SAI) Vocational-Rehab. Counselor (SEC) Volunteer Services Director (SEC)

Enterprising		
Are you?	Can you?	Like to?
self-confident assertive persuasive energetic adventurous popular ambitious agreeable talkative extroverted spontaneous optimistic	initiate projects convince people to do things your way sell things give talks or speeches organize activities lead a group persuade others	make decisions be elected to office start your own business campaign politically meet important people have power or status
Career Possibilities		
Advertising Executive (ESA) Advertising Sales Rep (ESR) Banker/Financial Planner (ESR) Branch Manager (ESA) Business Manager (ESC) Buyer (ESA) Chamber of Commerce Exec (ESA) Credit Analyst (EAS) Customer Service Manager (ESA)	Education & Training Manager (EIS) Emergency Medical Technician (ESI) Entrepreneur (ESA) Foreign Service Officer (ESA) Funeral Director (ESR) Insurance Manager (ESC) Interpreter (ESA) Lawyer/Attorney (ESA) Lobbyist (ESA)	Office Manager (ESR) Personnel Recruiter (ESR) Politician (ESA) Public Relations Rep (EAS) Retail Store Manager (ESR) Sales Manager (ESA) Sales Representative (ERS) Social Service Director (ESA) Stockbroker (ESI) Tax Accountant (ECS)

Conventional		
Are you?	Can you?	Like to?
well-organized accurate numerically inclined methodical conscientious efficient conforming practical thrifty systematic structured polite ambitious obedient persistent	work well within a system do a lot of paper work in a short time keep accurate records use a computer terminal write effective business letters	follow clearly defined procedures use data processing equipment work with numbers type or take shorthand be responsible for details collect or organize things
Career Possibilities		
Abstractor (CSI) Accountant (CSE) Administrative Assistant (ESC) Budget Analyst (CER) Business Manager (ESC) Business Programmer (CRI) Business Teacher (CSE) Catalog Librarian (CSE) Claims Adjuster (SEC) Computer Operator (CSR)	Congressional-District Aide (CES) Cost Accountant (CES) Court Reporter (CSE) Credit Manager (ESC) Customs Inspector (CEI) Editorial Assistant (CSI) Elementary School Teacher (SEC) Financial Analyst (CSI) Insurance Manager (ESC) Insurance Underwriter (CSE)	Internal Auditor (ICR) Kindergarten Teacher (ESC) Medical Records Technician (CSE) Museum Registrar (CSE) Paralegal (SCE) Safety Inspector (RCS) Tax Accountant (ECS) Tax Consultant (CES) Travel Agent (ECS)

Strong Interest Inventory

The Strong Interest Inventory is designed for high school students, college students, and adults. This assessment is designed to give an insight into a person's interests, so that they may have less difficulty in deciding on an appropriate career choice for themselves. It is also frequently used for

educational guidance. It connects a student's interests with possible career options and categorizes their interests based on four different scales: General Occupational Themes, Basic Interest Scales, Occupational Scales, and Personal Style Scales

Origin

This test was developed in 1927 by psychologist Edward Kellogg Strong, Jr. to help people exiting the military find suitable jobs. The Strong Interest Inventory is based on John Holland's theory of occupational themes. The inventory has been revised six times over the years to reflect continued development in the field.

Strong Jr. had developed several scales that contrasted groups of people, based on their answers. This method of scaling has been very influential and has been used in several different questionnaires, including the Minnesota Multiphasic Personality Inventory (MMPI).

The Strong Interest Inventory is high in both predictive and concurrent validity.

Strong Interest Inventory Report Analysis

In this sample report, you can see that each theme has a score that is allotted depending on how the student has answered the questions. The three themes where a student scores the highest then forms their code.

The report generated after completion of SII follows the Holland Code (RIASEC).



THEME	CODE	STANDARD SCORE & INTEREST LEVEL					STD SCORE
		< 30	40	50	60	70 >	
Artistic	A	VERY HIGH					71
Investigative	I	MODERATE					56
Social	S	MODERATE					51
Enterprising	E	MODERATE					48
Conventional	C	MODERATE					43
Realistic	R	LITTLE					37

The fourth career assessment tool is 16 Personality Factor Questionnaires.

16 PF

The Sixteen Personality Factor Questionnaire (16PF) is a self-report personality test developed over several decades of empirical research by Raymond B. Cattell, Maurice Tatsuoka and Herbert Eber.

The most recent edition of the Sixteen Personality Factor Questionnaire (16PF) was released in 1993 and is the fifth edition (16PF5e) of the original instrument.

Research Methodology

“A method is the means or manner of determining whether a theoretical construct or proposition is true or false. Each of the specific discipline has developed criteria and conventions about what constitute legitimate tests of theory and what lines of development researchers are to follow as they move from data to knowledge claims. Methodology has as much to do with reasoning as it do with data. There are rules for testing knowledge, and it is the set of rules that define methodology in a discipline”.

-Rychlak (1968)

Research methodology means to investigate a research issue in a methodical procedure. It involves various measures such as the conduct of study in a systematic method. It's imperative to identify the problem, state the goals, and hypotheses obviously. The study design stipulates the details regarding what, where, when, how much what method, regarding a question, the strategy and process spell from the description of the sample, the steps used and the actions involved carrying out the analysis. A

thorough description of the sample is necessary for the reader to evaluate the generalizability of study findings. The people from which the sample has been drawn ought to be defined clearly and also a comprehensive description has to be supplied in the process for choosing the sample.

“The larger group of subjects to whom researchers wish to apply their results constitutes the population, which is a group of individuals or objects having at least one characteristic that distinguishes them from other groups” (Hittleman & Simon, 1997, p. 136).

The usual purpose of academic study would be to find out something about a large set of individuals by analyzing a considerably smaller group of individuals. The bigger group we need to know about is known as a people whereas smaller team we really research is known as a sample (Walter R., Borg and Meredith, Damien Gall, 1979).

A.The population of the present study comprises of pupils studying in class IX, X, graduates and undergraduates of Andhra Pradesh

Initial Sample: “A sample is a small proportion of a population selected for analysis. By observing the same, certain inferences may be made about the population” (Best, 1977, P-288)

The sample of present study is divided into two groups

School passing out students (9th, 10th graders) in 3 schools in Tirupati city of Andhra Pradesh.

Undergraduates, Post graduates in Sri Sathya Sai University of Higher learning, Anantapur, Andhra Pradesh

To assess performance of any process or system one should be expert in that field. In that process, to conduct career counseling, researcher pursued Global career counseling Certification from UCLA University of California Los Angeles. This enabled researcher to implement many tools, assessments, conduct workshops.

Hence in this case, researcher herself conducted counseling and guidance workshops. Then psycho metric assessments have been administered. Career counselling session is conducted. A detailed presentation on various skills, careers, opportunities is given. Then, psychometric tests are conducted.

What is a Psychometric Assessment?





As show above Psychometric assessment tests indicates learning style, intelligence levels, skills aptitudes, personality types

Tests conducted for School leaving kids (9th, 10th graders)

Learning Style assessment Test

Multiple Intelligence Test

Stream selector Test

Career selector Test

MBTI

Note : Holland Codes Test as described in the above paragraphs is being implemented as Stream Selector Test and Career Selector Test.

Tests conducted for Undergraduates, Postgraduates

MBTI personality test

Holland Codes

Career Selector Test

Stream Selector Test

16personality factor test

Multiple Intelligence Test

Learning Style Test

Then the results of tests are noted, again structured forms are circulated. Now scores are tabulated.

Thus exploratory research is conducted to study and determine the nature of the problem to get a better understanding of the problem on these and not intended to provide a conclusive evidence.

Exploratory Research Design is flexible and adaptable to change and lays the groundwork for further research

In this method of conducting research, insight stimulating examples are considered. This method consists of indepth study of selected examples of the phenomenon under study and some instances are analysed. Study of relationship between different factors of this case is very important. Attitude and intensity of the investigator, ability of the researcher to draw diverse information into unified interpretation are the features which make this method suitable. In order to achieve the research objective which is to investigate the impact of various career counselling Tools and techniques in guiding students, the analysis of insight stimulating examples has been made into cases and case study based workshops conducted.

Mixed method research

This type of methodology for conducting research involves collecting analysing and integrating quantitative as well as qualitative data

Since the current topic relates to a social scenario where many aspects play an important role in a collective society like India and since career choice is very crucial decision for adolescence and adults.

The combination of quantitative and qualitative research methods contributes to the profundity and lucidity of understanding social phenomena effectively. By mixing both qualitative quantitative research data the researcher gains broad indepth understanding while offsetting the weaknesses inherent to using each approach by itself

Hence multiple case studies have been used to understand and categoried

In this research diverse type of data has been collected to provide an understanding of the research problem

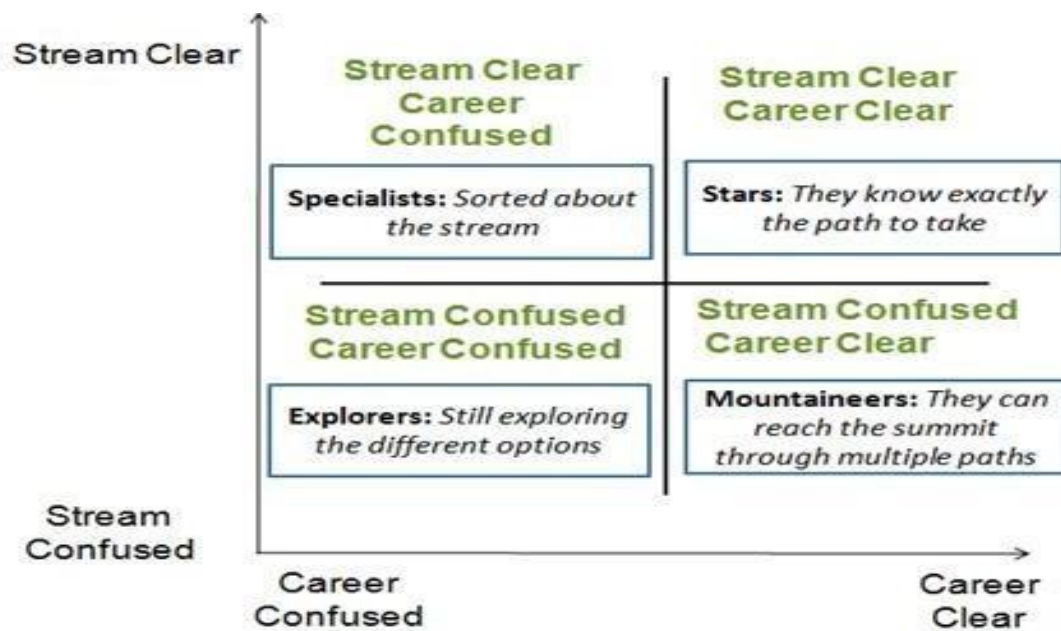
study begins with multiple case study approach then categorizing the students

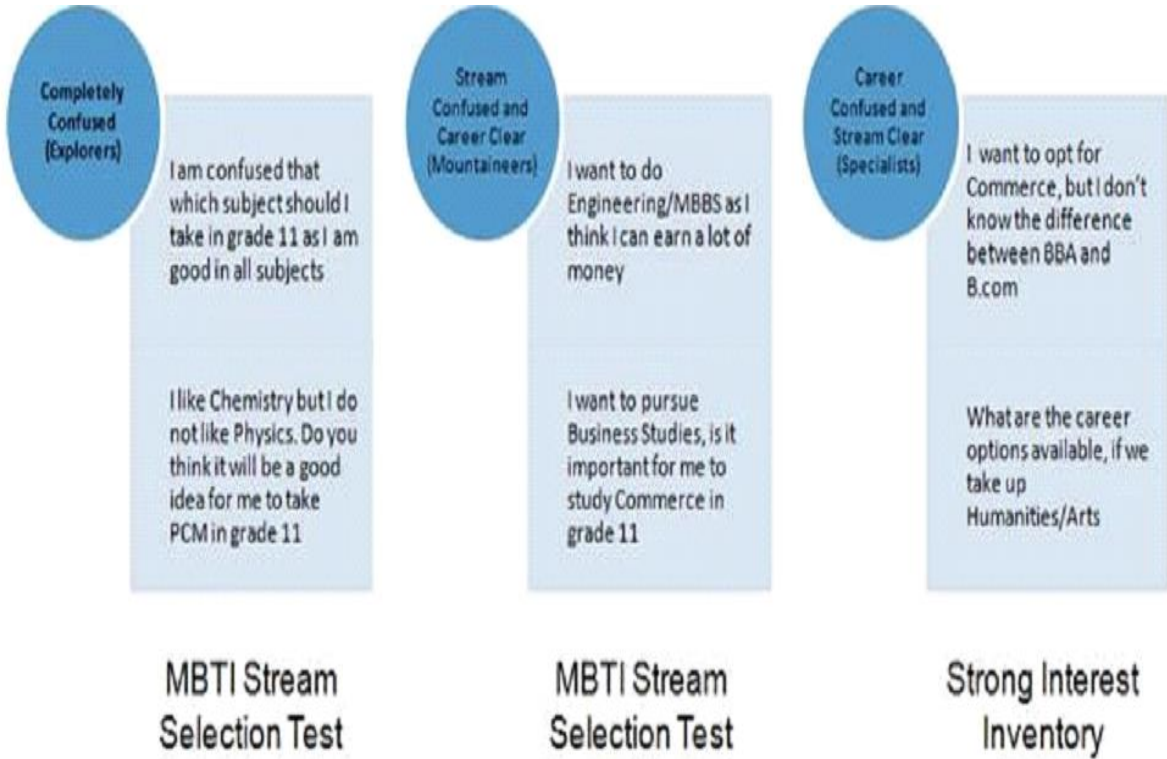
Basing on whether they are clear about career are there interests are there skills, then the results are generalized and compared through a survey.

After conducting psychometric assessment test, then again data has been taken. Then both the results are validated.

Finally T test has been used. T test for the same sample pretest and post test. Paired t test method is used to interpret the data.

Special study on school dropouts was taken up, their problems at home were analysed.





Holland Codes/SII

Basing on the above four cases, psychometric tests are performed .
Before administering test they are asked to rate themselves about their career clarity, self awareness, etc.
Then the test is administered and results noted. Now form is given again. Then , Interpretation of Results

For the present study paired T test on same sample is used. Before and after test values are noted. Then T test is performed.

Below are the results from excel solver. t-Test: Paired Two Sample for Means

	pre test	post test
Mean	24.6	61.4
Variance	149.8	124.8
Observations	54	54
Pearson Correlation	0.877277625	
Hypothesized Mean Difference	0	
df	4	
t Stat	-13.96908897	
P(T<=t) one-tail	7.6165E-05	
t Critical one-tail	2.131846786	
P(T<=t) two-tail	0.00015233	
t Critical two-tail	2.776445105	

Since P is less than 0.05, null hypothesis is being rejected.

{ Null hypothesis : H0 career counselling will not have any impact on guiding the students

H1 : Career counselling, its tools and techniques have positive impact. }

Hence null hypothesis is rejected. Thus, it is established beyond doubt that career counselling tools guide students in choosing right education majors and careers.

Summary and Suggestions

All the case studies reveal the indecisiveness that exists among students in transitional phases. Students in 10th grade in school pass out stage have lot confusion over education majors, careers, etc. Students in final year of undergraduates will have to make choice between further education or immediate job, Even in that they have to decide how to , where to? Final year post graduates will have lot of questions regarding career – what type of career to choose? What opportunities are there for their background? Whether their personality matches for roles that they desire, etc Answer for all the above questions is career counseling and guidance.

As per Dunsmoor and Miller the core of student counselling is to help the student to help himself or herself.

When a tourist goes to a particular place to visit, there will be a guide. He explains about that particular place. Similarly, guidance helps how to go forward after a particular route is chosen. One student joined a school or college. Teacher guides him how to study hat he chose.

Observing dropout data revealed that unable to sustain daily needs, few parents BPL who have 3 or more children don't send elder ones to school to take care of younger ones. But on counselling they are ready to send to schools which provide employment to their kids or education which can earn a livelihood rather a degree. Hence in many cases they were made aware of vocational education, ITI, etc.

equal access to all levels of education and vocational training for the vulnerable: This target of SDG4 is also achievable in above method.

Thus, it meets SDG4 of inclusive growth through education.