



Name :ANUP KOSHY

Age :16 Years.

Parent Name :RAJALAKSHMI  
MENON

Gender :Male

School :National Public School

Class :10th

Location :Bangalore

Completion Date :Aug 10, 2018

# Using the career report

## What you want to do?

This is a descriptive profile summary of the personality profile you choose to attempt during the career assessment and planning session.

This report enumerates your strengths and personal assets, personality traits, abilities, personality factors, interests and career opportunities. Using this psychological profile (career report), we help to develop a career plan that would enable long term success .By aligning your career assets and strengths to your career goals, we make success more predictable.

The in-depth understanding about your strengths, personal assets, personality traits, abilities, interest and opportunities in the way of your career growth will go a long way to fine-tune your skills and thus saves a lot of your precious time and money as you will not get diverted or misguided in choosing a wrong career and inviting a bundle of sorrows and misfortunes.

Our focus is to help you understand the possibilities of becoming a star in your occupation. This will help you make right education choices and decisions so that education becomes worthwhile and the outcome of education becomes more fruitful.

This career report will benefit you in many ways as listed below:

- Knowing your true potential – personal strengths & assets.
- Clarity in making right career choices and decisions.
- What's planned succeeds: Clarity of career goals.
- Greater Self-motivation: Self Driven & Focused.
- Become achievement oriented & Result oriented.
- Become sharply focused towards success.



Remember, you are a mine of strengths; you hold unlimited potential. It's time you explore your strengths and put them to use. You deserve a great career and an extraordinary life.

## Contents

1 Your Personal Behavioural Strength	5 Your Personality Factors
2 Report Summary	6 Your Career Interest
3 Personal Strengths	7 Compatible Career Choices
4 Your Mental Abilities and Intelligence	8 Your career options and its description
	9 Next Steps



## our work is dedicated to building extraordinary lives

Dheya: a Sanskrit word meaning “The Goal” is a career development organization focused on career success for students. Dheya has scientifically developed psychometric assessments, career guidance and career development processes & tools.

Dheya was founded in 2005, launched in July 2008, and ever since has been serving leading schools and institutes in India. Today, Dheya boasts of an unmatched research on psychometric assessment tools, career streams, education streams, educational information and career decision tools. Dheya has developed processes that are proven and impact-full.

**[www.dheya.com](http://www.dheya.com)**





Unleashing personal potential by helping  
you understand yourself.

# Your Personality Profile

## Profile Analysis

You are intellectually very sound and tend to focus on perfection and accuracy. As a person you are passive by nature, meticulous, reserved and a systematic thinker. A perfectionist by nature, you set high standards of quality and accuracy and strive to achieve them. A process oriented individual, who prefers to design processes and set the rules and follow them too. You speak only if necessary and only when it forms a part of your core interest of expertise. You are amazingly ambitious and have high goals and you tend to use existing structures and rules to accomplish your aims. You are also extremely logical, structured and systematic in your approach towards work. ■

## How Do You Relate To Others ?

You prefer to relate to individuals on a one on one basis rather than connecting with them in a group. In unfamiliar settings, you normally find difficulty to connect to people. Though you value relationships, you generally don't display it openly. You depend on assertive and outgoing people around you to initiate the interpersonal issues rather than you taking the lead. You have sound knowledge and intellect and many a times finds yourself in a situation where your intellect is higher than the group. ■

## Your General Areas of Strengths

Your strengths can be summarized as 'diligent', perfectionist and self reliant. You are persistent in approach, having the patience and precision, you work steadily at a task until it is achieved. You don't like to be rushed in any activity or situation, and sudden unplanned change demotivates you. You are very self-reliant, with your structured way of thinking you often show your strength when it comes to organizing facts or working with precise detail or sophisticated systems. Your potential generally lies in technical work. At times due to the need to be precise and detail oriented you would be seen as slow paced, however your thoughtful nature and diligence improves the quality of decisions you make. You have a disciplined, purposeful approach, where actions are carefully planned with caution and care. ■

## What Motivates You ?

Self reliant and perfectionism is the root source of motivation in you. You are detailed oriented, and plan with extreme details; however you believe that the goal is met if the process is adhered to. You have the need for time to plan and execute your work carefully and thereby delivering high quality job gives you immense satisfaction. You prefer to get enough time to adapt to changing situations as you normally have affinity towards stable and familiar environment. You also have a subtle need to be accepted and acknowledged by people. ■

# Summary of Report and Analytics

Following is the summary of the detailed career report. Using analytical tools and certain algorithms we have arrived at the suggested line of work and education choices. Following is the overview of your choices that you could make to develop a robust career path. This is based on the strengths of your mental abilities, Personality/Behavioural factors and activity level Interest career interests.

Top 3 Ability Strength	Top 3 Behavioural Strength	Top 3 Career Interest
Memory Recall	Enthusiastic	Technical
Observation and Concept Formation	Controlled	Adventurous
Abstract Reasoning	Relaxed	Musical

Sr.No.	Occupational Category	Suitability	Sr.No.	Career Category	Suitability
1	Creativity	54.00	1	Mass Media	31.00
2	People	15.00	2	Management	15.00
3	Process	8.00	3	Production	8.00

# Suggested Education: (According to Career Category)

Career.	Line of Education	Choice of Subject at 10+2	Possible Degrees	Possible Post-Graduation	Specialization
NEWS ANALYSTS	JOURNALISM	10+2 in any stream	Bachelors in Journalism	Masters in Journalism	Journalism
NEWS ANALYSTS	MASS COMMUNICATION	10+2 in any stream	Bachelors in Mass Communication	Masters in Mass Communication	-
CINEMATOGRAPHER - FILM- TELEVISION	CINEMATOGRAPHY	10+2 Any stream	Bachelors degree in Cinematography and Film + Video Production	Masters degree in Cinematography and Film + Video Production	-
INFORMATION SYSTEMS MANAGERS	INFORMATION MANAGEMENT	10+2 or equivalent examination, with Physics, Chemistry and Mathematics.	Bachelors in Computer Administration	M.tech - Computer Science / technology	Information Management
INFORMATION SYSTEMS MANAGERS	INFORMATION SYSTEMS	10+2 Science with Physics Chemistry & Mathematics	B.E / B.Tech	M.tech Information System	Information Systems
MERCHANDISERS	FASHION MERCHANDISING	-	Any Graduation	-	-

# Your Personal Behavioural Strengths And Personality Traits

Is there a list of personal strengths and are there common virtues that could be identified? In the field of positive psychology, we believe that you have massive strengths and potential waiting to be explored.

## Traits:

influential, persuasive, friendly, verbal, communicative, positive , dependable, deliberate, kind, good listener, persistent, amiable , mobile, alert, restless, demonstrating, active , firm, stubborn, strong-willed, independent , purely work related stress

## Descriptive Words:

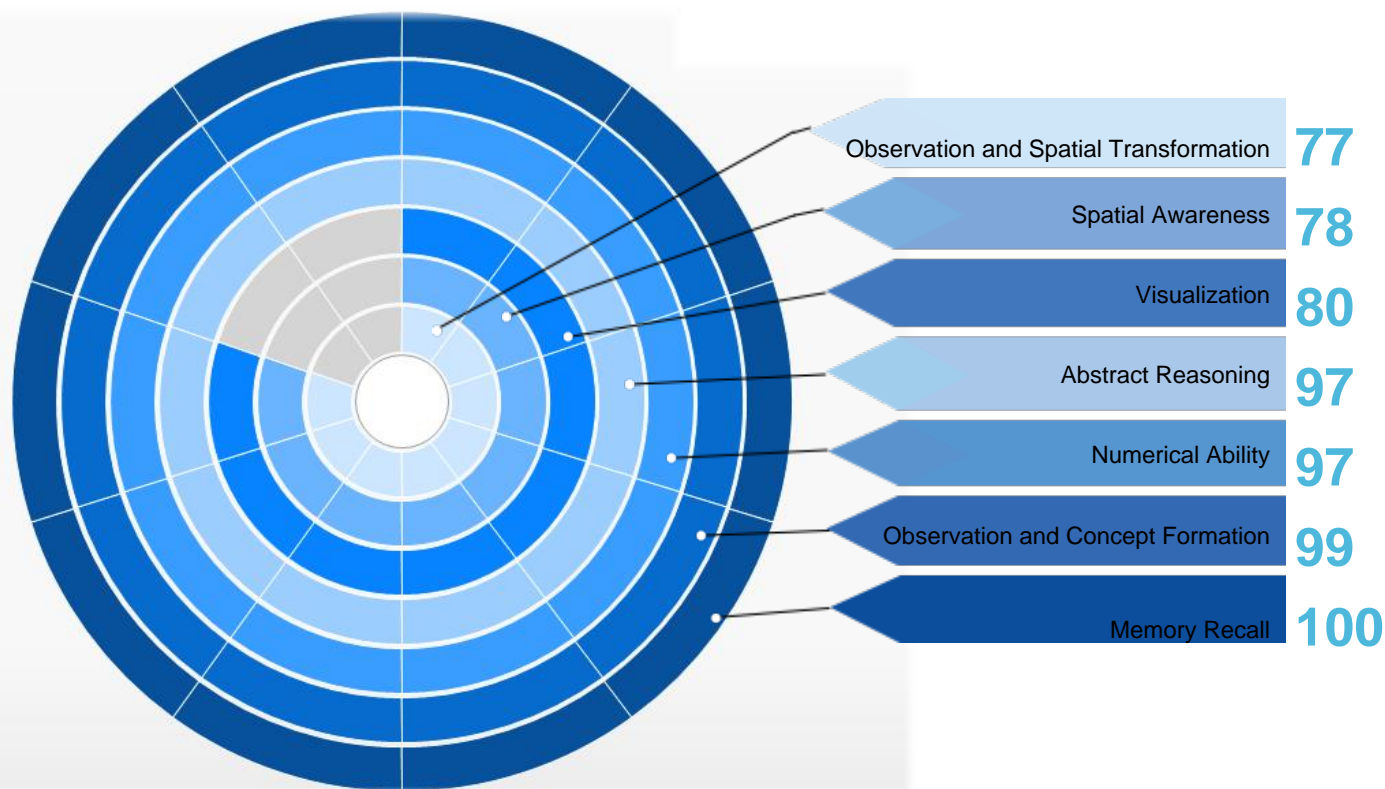
Peaceful, Conservative, Meek, Weighs pros and cons, Realistic, Self-effacing, Unassuming, Suspicious, Retiring, Controlled, Logical, Factual, Reflective, Discriminating, Amiable, Deliberate, Non-demonstrative, Relaxed, Inactive, Complacent, Possessive, Restrained, Careful, Courteous, Conventional, Systematic, Diplomatic, Fact finder

**Note:** These are not exact words which is describing your personality. Kindly go through Career Advisor's advice.

"God, our Creator, has stored within our minds and personalities, great potential strength and ability. Prayer helps us tap and develop these powers."

- Abdul Kalam





A person's abilities, define his professional skills. Professional skills may vary depending on a person's abilities to handle numbers, words, objects, people, situations, emotions, etc. The ability strength graph maps different abilities such as numerical, observational, analytical, spatial, etc., depending on a personal's individual personality. This plays an important part in deciding which career or field your abilities point to.

**SUMMARY OF YOUR ABILITY STRENGTHS** In the assessments completed, some scores may be relatively high and others relatively low, which means that your strengths lie in characteristics that define your intelligence. For example if you have a relatively high score on "Numerical ability", which in this context of the assessment is high would mean you are more skilled in using numbers while performing a task.

Ability	Rating	Percentile	Rating
Memory & Recall	<div><div></div><div></div><div></div><div></div><div></div></div>	100	Very High
Conceptual Formation	<div><div></div><div></div><div></div><div></div><div></div></div>	99	Very High
Abstract Reasoning	<div><div></div><div></div><div></div><div></div><div></div></div>	97	High
Numerical	<div><div></div><div></div><div></div><div></div><div></div></div>	97	High
Visualization	<div><div></div><div></div><div></div><div></div><div></div></div>	80	Moderate
Spatial Awareness	<div><div></div><div></div><div></div><div></div><div></div></div>	78	High
Observation	<div><div></div><div></div><div></div><div></div><div></div></div>	77	High

# Your top 3 Mental Abilities and Intelligence are:

**Memory Recall:**

You have high capacity to store encoded information and later retrieve the same vividly for future usage. You have extremely high ability to identify whatever you have memorized in the past with greater ease. You possess the skill to retrieve prior learning or experiences by images or words.

**Observation and Concept Formation:**

You are extremely capable to find commonalities among different concepts and to manipulate ideas on an abstract level. You hold a greater ability of noting a fact or occurrence for a special purpose and also respond to common features of categories of objects or events. You also possess a greater ability to form a concept on the basis of generalization or grouping by developing mental categories for an objects, events or ideas that have a common set of features.

**Abstract Reasoning:**

You have a greater skill to analyze, visualize, comprehend and express imaginative signs and shapes and have the capability to identify forms from the patterns and vice versa.

## LINE OF WORK



## FIELD OF WORK



Line Of Work

OccupationalCategory	Compatibility
Other	100.00

Field Of Work

CareerCategory	Compatibility
Other	1000.00

# YOUR ABILITIES & APTITUDES

Your Abilities are intellectual and mental abilities measured on different characteristics which are supposed to be more or less independent of each other. These abilities more or less define your aptitude and intelligence that would get utilized by you while performing a job/task/activity.

**Numerical Ability** comprises of numerical computation, numerical estimation, numerical reasoning and data interpretation. A high score on the aptitude factor of Numerical Ability would mean that you have greater understanding of numerical relationships and capacity in handling numerical concepts. This exhibits your ability to use numbers in a logical and rational way. Apart from having the ability to add, subtract, multiply and divide quickly and accurately, you are both quick and confident in your approach. It also demonstrates your ease with numbers. ■

**Abstract Reasoning** assesses your ability to understand complex concepts and assimilate new information beyond previous experience. A high score on abstract reasoning would mean that you hold greater ability to analyze information and solve problems on a complex, thought-based level. Your abilities to apply knowledge in problem-solving using theory, metaphor, or complex analogy and understanding subjects on a complex level through analysis and evaluation, along with forming theories about the nature of objects, ideas, processes, and problem solving and understanding relationships between verbal and non-verbal ideas are useful where the job or task involves a high degree of problem solving, or dealing with complex data or concepts or developing strategies and policies and performing non-routine tasks where initiative is required. ■

**Spatial Visualization Ability** refers to the ability to mentally manipulate 2-dimensional and 3-dimensional figures or in other words it is the ability to manipulate representations of visual objects mentally. This skill requires estimation of one's position in relation to a static object. A high score on spatial visualization ability would mean you have a greater ability to visualize a three dimensional object from a pattern and also to visualize an object if rotated in the space. It also means that you have a greater skill to analyze, visualize, comprehend and express imaginative signs and shapes and have the capability to identify forms from the patterns and vice versa. ■



High



High



Moderate

**Concept Formation** Concept Formation involves the recognition that some objects or events belong together while others do not. It is ability to develop abstract rules or mental constructs based on sensory experience. It entails an understanding of a phenomenon's characteristics and how they are logically linked. It is a learning process by which items are categorized and related to each other. A high score in concept formation would mean your ability to find commonalities among different concepts and to manipulate ideas on an abstract level. It shows you hold a greater ability of noting a fact or occurrence for a special purpose and also respond to common features of categories of objects or events. You also possess a greater ability to form a concept on the basis of generalization or grouping by developing mental categories for an objects, events or ideas that have a common set of features.■

**Observation and Spatial Transformation** It is the ability to visualize spatial patterns and mentally manipulate them over a time-ordered sequence of spatial transformations. This ability is important for generating and conceptualizing solutions to multi-step problems that arise in areas such as architecture, engineering, science, mathematics, art, games, and everyday life. A high score in observation and spatial transformation would mean you hold a greater ability to assimilate information by viewing and observing an event or occurrence and responding to find out the hidden. You also possess a greater ability to identify a problem by observing and viewing.■

**Spatial Awareness** is the awareness of a fully 3 dimensional space. It is the skill to analyze, visualize, comprehend and express these imaginative signs and shapes. It demonstrates your ability to manipulate shapes in two dimensions or to visualize three-dimensional objects presented as two-dimensional pictures. A high score in this ability shows your capacity to interpret and make drawings, form mental images, and visualize movement or change in those images. You have the ability to solve critical problems in the complex real world. But more importantly, a developed spatial ability helps you to get contract letter for your dream specific job. ■

**Memory and Recall** It is the ability to recall images, sounds, or objects in memory with extreme accuracy and detail. A high score in memory and recall would mean that you can store encoded information and later retrieve the same vividly for future usage. You also can identify whatever you have memorized in the past with greater ease. You possess the skill to retrieve prior learning or experiences by images or words.■



Very High



High

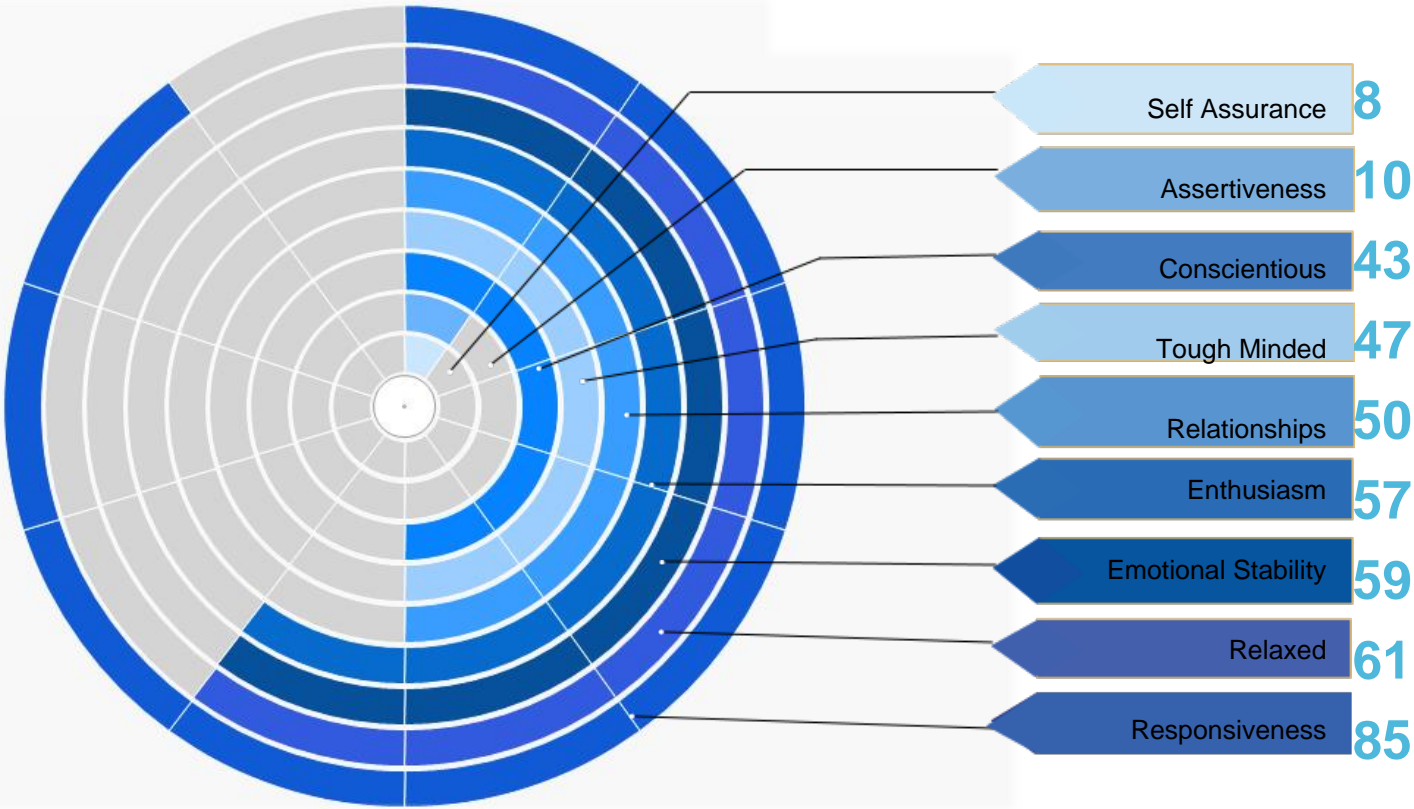


High



Very High

# PERSONALITY STRENGTHS



You are defined by your personality. Your values, upbringing, experiences, friends, family, all shape the person that you become. Your personal, physical, and emotional abilities coupled with your personality traits is what makes up your personality strengths. It is very crucial that your personality strengths be known, because that is how it can be determined as to which field you will enjoy working in the most.

**SUMMARY OF YOUR PERSONALITY STRENGTHS** Your personality from within is your identity. What you see from outside is just your behavior. However your behavior is driven by your attitude, your thinking, your values, your up-bringing etc. In the assessments we are assessing your personality based on 9 factors that define your behavior and that would make a difference on to your performance on a long term. We call this as your behavioral assets.■

Behavior	Rating	Percentile	Rating
Responsiveness	<div><div></div><div></div><div></div><div></div><div></div></div>	85	High
Relaxed	<div><div></div><div></div><div></div><div></div><div></div></div>	61	Moderate
Emotional Stability	<div><div></div><div></div><div></div><div></div><div></div></div>	59	Moderate
Enthusiasm	<div><div></div><div></div><div></div><div></div><div></div></div>	57	Moderate
Relationships	<div><div></div><div></div><div></div><div></div><div></div></div>	50	Moderate
Tough Minded	<div><div></div><div></div><div></div><div></div><div></div></div>	47	Moderate
Conscientious	<div><div></div><div></div><div></div><div></div><div></div></div>	43	Moderate
Assertiveness	<div><div></div><div></div><div></div><div></div><div></div></div>	10	Low
Self Assurance	<div><div></div><div></div><div></div><div></div><div></div></div>	8	Low

# Your Top 3 Personality factors are:

## Self-Assured:

You are generally dependent on others. You are often group oriented and prefer to work with a group. You are usually a follower than a leader. You display low levels of self-belief and confidence in matters of personal capability.

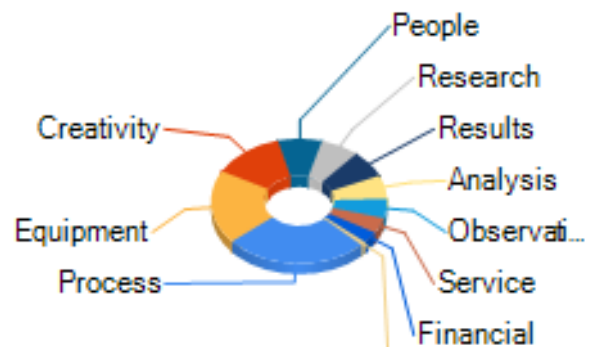
## Assertive:

You generally dislike competition. You also prefer a non demanding environment. You have a non demanding disposition and low decision needs. You mostly avoid taking an independent decision or stance on issues. You depend on others for a decision. You also find it difficult to express your feelings, thoughts and desires.

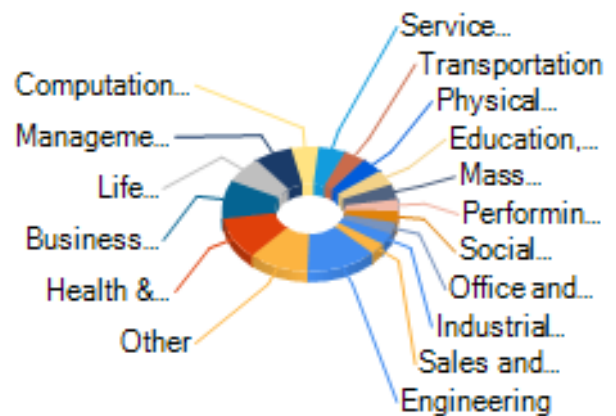
## Controlled:

You generally consider yourself free from social constraints, norms and conventions. You may not respect customs or even question them. By nature, you are open minded and open by attitude and generally follow your own urges. You rarely persist with boring tasks.

## LINE OF WORK



## FIELD OF WORK



## Line Of Work

OccupationalCategory	Compatibility
Process	26.00
Equipment	19.00
Creativity	13.00
People	8.00
Research	7.00
Results	7.00
Analysis	6.00
Observation & Analysis	5.00
Service	4.00

## Field Of Work

CareerCategory	Compatibility
Engineering	13.00
Other	11.00
Health & Medicine	11.00
Business and Commercial Operations	10.00
Life Science	7.00
Management	7.00
Computational	5.00
Service Engineering	5.00
Transportation	4.00



Financial	3.00
Other	1.00

Physical Science	4.00
Education, Training, and Library	4.00
Mass Media	4.00
Performing Arts	3.00
Social Science	3.00
Office and Administrative Support	3.00
Industrial Arts	3.00
Sales and Marketing	3.00

# YOUR PERSONALITY

Personality is made up of the characteristic pattern of thoughts, feelings and behavior which makes you a unique person. Personality normally develops at the adolescent age and remains fairly consistent throughout life.

## Relationship Orientation

**HIGH** High scores indicate that the person has a positive outlook towards people, the team and the society. Also this person is cooperative, participative and outgoing. Extreme high scores indicate an easy-going temperament. ■

**LOW** Low scores indicate that this person is likely to be impersonal, aloof and not too friendly. This person prefers to remain isolated from the society/group. Also this person is cool, distant and reserved. Also a hesitant and overly formal behaviour is expected. ■

## Emotionally Stable

**HIGH** High scores indicate that this person is in good control of personal emotions. This person has a greater tolerance to handle frustration and face reality calmly. This person doesn't get stressed or anxious under pressure. This person tries to maintain poise and maturity most of the times. This person doesn't worry and get disturbed over petty inconvenience. ■

**LOW** Low scores indicate that this person is likely to have problems controlling emotions. This person also is likely to over-react to situations. He or she tends to become disorganized under pressure. There exists a tendency to get frustrated too fast. This person gets irritated, tensed, restless & impatient by his/her own feelings/ emotions too often. This person finds it difficult to cope effectively with stress. ■

## Assertive

**HIGH** High scores indicate that this person loves competition is competitive by nature. This person is likely to be freeminded and independent. This person can express feelings and thoughts with greater ease. This person knows his/her rights and tends to control others and helps them know their rights. This person has good control over his/her anger and manages to express his/her displeasure in a logical way. ■



Moderate



Moderate



Low

**LOW** Low scores indicate that this person is likely to have problems controlling emotions. This person also is likely to over-react to situations. He or she tends to become disorganized under pressure. There exists a tendency to get frustrated too fast. This person gets irritated, tensed, restless & impatient by his/her own feelings/ emotions too often. This person finds it difficult to cope effectively with stress. ■

#### Enthusiasm and Energy

**HIGH** High scores indicate that this person would always be ready to take up and accept new and greater responsibilities. This person would like to take new challenges & handle critical situations with great alacrity. This person also displays high energy and willingness to experience new and unknown experience or situations. Also this person would willingly deal adequately with difficult conditions. This person displays a tendency to take lead in new varied activities and love adventures (exploring uncharted territories). Also this person is known as insightful and imaginative. ■

**LOW** Low scores indicate that this person is likely to have problems controlling emotions. This person also is likely to over-react to situations. He or she tends to become disorganized under pressure. There exists a tendency to get frustrated too fast. This person gets irritated, tensed, restless & impatient by his/her own feelings/ emotions too often. This person finds it difficult to cope effectively with stress. ■

#### Responsibility and Conscientiousness

**HIGH** Person with high scores shows diligence, drive and domination by a sense of his/her duty. The person has a great regard for moral standards and ethics. You can expect honesty and sincerity towards his/her work. This person also displays strong sense of responsibility and orderliness. ■

**LOW** Person with low scores show low levels of persistence, drive & domination by a sense of his/her duty. Also this person may lack complete commitment towards the given task/work. ■

#### Social Responsiveness

**HIGH** The person with high scores is socially precise. This person displays greater self-discipline and respects customs, social protocol, and also would have good manners. This person has a firm code of right and wrong, good and bad. Also, the person shows a strong sense of identity, awareness of "self". This person also maintains a positive social reputation in the society. ■

**LOW** Person with low scores considers himself/herself free from social constraints, norms and conventions. This person may not respect customs or even question them. By nature, this person is open minded and open by attitude and follows his/her own urges. He/she doesn't persist with boring tasks. ■



Moderate



Moderate



High

### **Tough Minded**

**HIGH** The person with high scores is cool, emotionally detached and controlled. This person is capable of making rapid decisions when necessary. This person would be able to adjust quickly under pressure of time. Also this person by nature is alert and analytical with new information. This person is disciplined and intellectual in nature and rejects illusions. This person has a greater resilience and can take rejection or disapproval in a positive manner. ■

**LOW** Person with low scores is emotionally connected, involved and open. This person finds it difficult to take firm and independent decisions. This person displays an emotionally connected thinking and is driven more by emotions than practicality. ■

### **Self-Assured**

**HIGH** By nature the person with high scores in self assured behaviour is placid, secured, satisfied, confident and untroubled. This person is independent and can operate autonomously. This person prefers to take his/her own decisions and is capable and confident of facing any particular situation. This person has greater levels of self belief and higher confidence in his/her capabilities. ■

**LOW** By nature this person is dependent on others. This person is more group oriented and always prefers to work with a group. This person is more of a follower than a leader. This person is likely to display low levels of self-belief and confidence in matters of personal capability. ■

### **Relaxed**

**HIGH** The person with high scores in relaxed behaviour is cool, calm & relaxed by nature. This person doesn't get frustrated or tensed even in the critical situations. This person is calm and displays thoughtfulness. This person on extreme levels tends to resist actions and changes. This person prefers a non-changing and constant/routine environment. ■

**LOW** This person gets anxious very soon. This person is restless, mobile and alert. This person displays impatience to complex issues or problems. This person is high paced and a sharp thinker. This person cannot work calmly and needs action and changing environment/work as a stimulant. ■



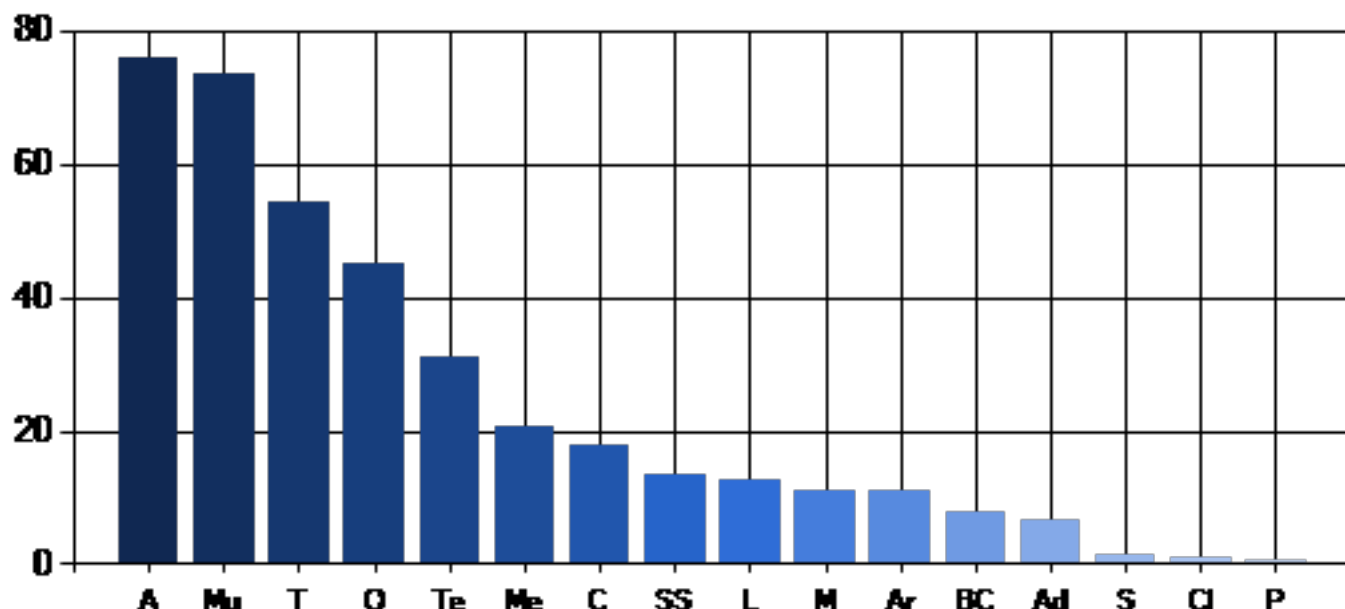
**Moderate**



**Low**



**Moderate**



Your likes and dislikes, tastes, preferences, for certain elements, activities, people, etc. is what defines your set of interests. This section maps out the areas which you enjoy so much, that give your heart and soul during an activity in that area. Your ability strengths and personality strengths will be aligned with your interests to narrow down to the career we think are the most suitable for you.

**SUMMARY OF YOUR PERSONALITY INTERESTS** Your Interests define your likes or dislikes for certain kind of activities. In the activities of your interests, this section captures the areas where you perform whole heartedly and also enjoy the most. In the interest inventory we have made an effort to keep into your interests and have linked them into a set of careers.■

Interest	Rating	Percentile	Rating
Adventurous	■■■■■	76	Very High
Musical	■■■■■	74	Very High
Technical	■■■■■	55	High
Outdoor	■■■■■	46	High
Teaching	■■■■■	31	High
Mechanical	■■■■■	21	Moderate
Computational	■■■■■	18	Moderate
Social Services	■■■■■	14	Moderate

Interest	Rating	Percentile	Rating
Literary	■■■■■	13	Moderate
Management	■■■■■	12	Moderate
Artistic	■■■■■	12	Moderate
Business	■■■■■	8	Moderate
Administrative	■■■■■	7	Moderate
Scientific	■■■■■	2	Low
Clerical	■■■■■	1	Low
Persuasive	■■■■■	1	Low

# Your Top 3 Interest are :

## Adventurous:

Adventure is described as an undertaking, which involves danger. If the venture is exciting, an experience that would not likely to be forgotten quickly. You have an interest in this field means you like such activities where some risky, dangerous part comes. Like: playing thrilling games, participate in breathtaking/awe-inspiring activities like scuba diving, Para-sailing etc.

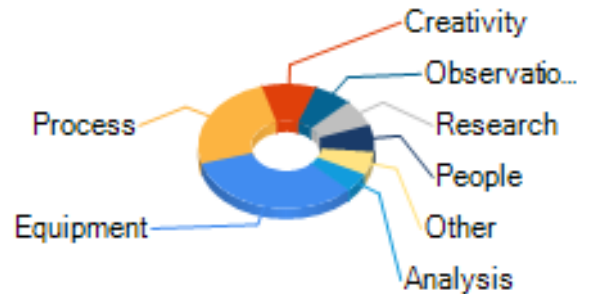
## Musical:

Musical is basically pertaining to music; having the qualities of music; or the power of producing music; or devoted to music. Music is the art of arranging and synchronizing sounds to produce a continuous, combined, and evocative composition through melody, harmony, rhythm, and quality. It is the science and the art of tones, or musical sounds. It is an artistic form of auditory communication incorporating instrumental or vocal tones in a structured and continuous manner. You have an interest in this field means you like the activities which are related to music. Like: attend musical programs, participate in musical competitions, play some musical instrument, be a member of music club etc.

## Technical:

Technology is associated with innovation, the transformation of ideas into new and useful products or processes. It is a specific set of skills or specific process to be followed in performing an activity in which some technology is involved. You have an interest in technical field means you like the activities where some technology is involved. Like: assembling parts, working with computers, testing equipment and its operations, operate electronic instruments etc.

## LINE OF WORK



## FIELD OF WORK



## Line Of Work

OccupationalCategory	Compatibility
Equipment	33.00
Process	25.00
Creativity	10.00
Observation & Analysis	7.00
Research	7.00
People	7.00
Other	6.00
Analysis	5.00

## Field Of Work

CareerCategory	Compatibility
Other	39.00
Engineering	21.00
Health & Medicine	14.00
Life Science	9.00
Service Engineering	9.00
Computational	7.00



# YOUR INTERESTS

Your Interests define your likes or dislikes for certain kind of activities. In the activities of your interests, this section captures the areas where you perform whole heartedly and also enjoy the most. In the interest inventory we have made an effort to keep into your interests and have linked them into a set of careers.

**Management** Management is the process of getting activities completed and effectively with and through other people. It is the managerial process of forming a strategic vision, setting objectives, crafting a strategy and then implementing and executing the plan. You have an interest in management field means you like the activities where some management is needed. Like- managing deals, organize such events or activities, make plans for the growth, manage people & their activities etc. ■

**Technical** Technology is associated with innovation, the transformation of ideas into new and useful products or processes. It is a specific set of skills or specific process to be followed in performing an activity in which some technology is involved. You have an interest in technical field means you like the activities where some technology is involved. Like: assembling parts, working with computers, testing equipments and its operations, operate electronic instruments etc. ■

**Computational** Computation is the procedure of calculating; determining something by mathematical or logical methods. It is a process of calculation (usually of numbers) performed by means of an algorithm. It involves numerical & mathematical problem solving. You have an interest in computational field means you like the activities where numbers, calculations are involved. Like: working with numbers, analyzing some data, keeping accounts, study statistics & use it for research purpose etc. ■

**Business and Commercial** Business is an activity which, in general, is carried out in competition with the private sector. Which has a trade, occupation or other commercial activity engaged in or gain, profit for which a corporation can be organized. You have an interest in business & commercial field mean you like the activities which are related to business. Like: direct or coordinate a business, study economical reports & evaluate performance of company, study share market or take decision for the growth of company etc. ■



Moderate



High



Moderate



Moderate

**Science** Science is the method of principles and procedures for the systematic pursuit of knowledge involving the recognition and formulation of a problem, the collection of data through observation and experiment, and the formulation and testing of hypotheses. It works for inventions & innovations. You have an interest in scientific field means if you like such activities where some research, invention or innovation is needed, you have an interest in the field of science. For example, study about metals, alloys & elements, do researches related to physics, chemistry or biology, inspect the quality of product, experiment to increase the productivity of the product etc. ■

**Mechanical** Mechanical field encompasses the designing, analyzing, testing and manufacturing of product. It involves the work which is related to machinery. Like: doing experiments with mechanical instruments, design mechanical machinery, invent mechanical parts or supervise constructions, oiling & servicing etc. ■

**Persuasive** Persuasive means capable of convincing someone or having the power to induce action or belief. You have an interest in this field means you like activities where some convincing is involved. Like: to convince someone, canvass for social activities, bargain in sales, collecting funds or contributions etc. ■

**Adventurous** Adventure is described as an undertaking, which involves danger. If the venture is exciting, an experience that would not likely to be forgotten quickly. You have an interest in this field means you like such activities where some risky, dangerous part comes. Like: playing thrilling games, participate in breathtaking/awe-inspiring activities like scuba diving, Para-sailing etc. ■

**Outdoor** Outdoor means going out in to the natural environment, learning about and respecting the environment or/and being a part of social activities. You have an interest in this area means you like the outdoor activities like: trekking, traveling, gardening, participating in social functions etc ■

**Social services** Social work concerned with social problems, their causes, their solutions and their human impacts. It committed to the pursuit of social justice to the enhancement of the quality of life, and to the development of the full potential of each individual, group and community in society. You have an interest in this field mean you like to work for the society. Like: social work, work for rehabilitation, provide public recreation services, work for people etc. ■

**Teaching** Teachers are those who help students or pupils to learn. Where teacher teaches, takes practical skill, including learning and thinking skills. You are having interest in this field means you like to teach others. Like: Teach specific work to others; teach to students, working in educational field, sharing knowledge with others etc. ■



Low



Moderate



Low



Very High



High



Moderate



High

**Artistic** An art is a habit of thinking, doing, or making that demonstrates systematic discipline based on principles. It is a habit done often and often unconsciously. You have an interest in this area means you like the artistic activities. Like: drawing, painting, photography, designing, acting, cooking etc. ■

**Administrative** Administration involve the exercise of analytical ability, judgment, discretion, personal responsibility, and the application of a strong body of knowledge of principles, concepts, and practices applicable to one or more fields of administration or management. You have interest in this area mean you like such activities where administration part comes. Like: organize meetings, make reports, select candidates, manage public relations etc. ■

**Clerical** Clerical work involves structured work in support of office, business, field, or monetary operations. Duties are performed in accordance with established policies and require training, experience, or working knowledge related to the tasks to be performed. You have interest in this area means you like the activities where some clerical work is needed. Like: keeping records, receiving & issue things, checking bills etc. ■

**Literary** Literary is concerned with books or academics. Literature describes written or spoken material. It also describes anything from creative writing to more technical or scientific works. The term mostly refers to works of the creative imagination, including works of poetry, drama, fiction, and nonfiction. You have an interest in this area means you like the activities where literature plays an important role. Like: write or edit stories, study literature, publish journals, give a talk on a specific topic etc. ■

**Musical** Musical is basically pertaining to music; having the qualities of music; or the power of producing music; or devoted to music. Music is the art of arranging and synchronizing sounds to produce a continuous, combined, and evocative composition through melody, harmony, rhythm, and quality. It is the science and the art of tones, or musical sounds. It is an artistic form of auditory communication incorporating instrumental or vocal tones in a structured and continuous manner. You have an interest in this field means you like the activities which are related to music. Like: attend musical programs, participate in musical competitions, play some musical instrument, be a member of music club etc. ■



Moderate



Moderate



Low



Moderate



Very High

# Your Career Assets

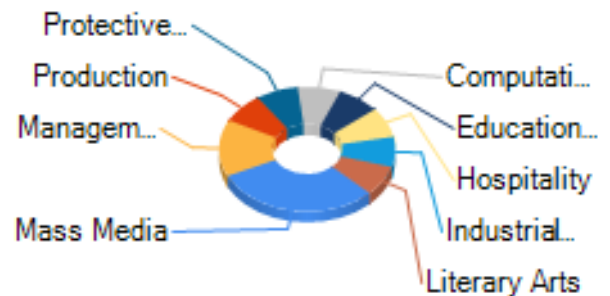
## Your Best Career : CREATIVE DIRECTOR

Creative Directors are the creative leads at advertising and marketing companies, working with designers, artists, copywriters, sales teams and marketers to create a vision for products sold. Creative directors work in various fields such as in films, music, entertainment/media, fashion, and advertising and in web development and software development firms. The job entails overseeing the design of branding and advertising for a client and ensuring that the new branding and advertising fits in with the client's requirements and the image they wish to promote for their company or product. Its very much a people-oriented job, involving development of high-level concepts for design projects. It also involves working with internal and external clients, pitching designs, and understanding client needs. At times they are responsible for recruiting and managing third party design firms as well as internal design resources. They may manage a team of graphic designers, flash developers and web developers to design and produce custom creative solutions for various brands of an organisation. A creative director is ultimately responsible for the quality of the final creative work. In video game industries, game designers are often referred as Creative Directors where they are responsible for designing a huge range of products or games that are visual and motion graphic driven.

## LINE OF WORK



## FIELD OF WORK



### Line Of Work

OccupationalCategory	Compatibility
Creativity	54.00
People	15.00
Process	8.00
Research	8.00
Results	8.00
Equipment	8.00

### Field Of Work

CareerCategory	Compatibility
Mass Media	31.00
Management	15.00
Production	8.00
Protective Service	8.00
Computational	8.00
Education, Training, and Library	8.00
Hospitality	8.00
Industrial Arts	8.00
Literary Arts	8.00

# Line of Education

Serial No.	Career	Line Of Education	Choice of Subject at 10+2	Possible Degrees	Possible Post-Graduation	Specialization
1	Creative Director	Mass Communication	10+2 In Any Stream	Bachelors in Mass Communication	Masters In Mass Communication	-
2	Audio And Video Equipment Technicians	Audiography	Xii Science With Physics	B.Sc	-	Audiography
3	Audio And Video Equipment Technicians	Audiography And Tv Engineering	10+2	B.Sc	-	Physics
4	Broadcast Technicians	Audiography And Tv Engineering	10+2	B.Sc	-	Physics
5	Cinematographer - Film- Television	Cinematography	10+2 Any Stream	Bachelors degree in Cinematography and Film + Video Production	Masters Degree In Cinematography And Film + Video Production	-
6	Copy Writers	Mass Communication	10+2 In Any Stream	Bachelors in Mass Communication	Masters In Mass Communication	-
7	Copy Writers	Journalism	10+2 In Any Stream	Bachelors in Journalism	Masters In Journalism	Journalism
8	Editors	Journalism	10+2 In Any Stream	Bachelors in Journalism	Masters In Journalism	Journalism
9	Editors	Mass Communication	10+2 In Any Stream	Bachelors in Mass Communication	Masters In Mass Communication	-
10	Journalist - Electronic Media	Electronic Journalism	10+2	Bachelor degree in journalism.	Masters Degree In Journalism	Electronic Journalism

11	Journalist - Electronic Media	Knowledge Management	10+2 In Any Stream	Any Graduation	Ca, Mba,Engineers,	-
12	Media And Communication Equipment Specialist	Electronics & Telecommunications Engineering	10 + 2 In The Science Stream	B.E / B.Tech	M.E/M.Tech	Communication And Control Systems, Computers, Micro Electronics, Radar And Television Engineering And Micro Wave Communication.
13	Media And Communication Specialist	Mass Communication	10+2 In Any Stream	Bachelors in Mass Communication	Masters In Mass Communication	-
14	Producers - Television	Any Graduation	10+2 In Any Stream	Any Graduation	Any Post Graduation	Any Specialisation
15	Producers And Directors - Film	Direction	10+2 Any Stream	Any Graduation	-	-



# Your career options and its description

## Following are Careers You Can Choose

### CREATIVE DIRECTOR:

Creative Directors are the creative leads at advertising and marketing companies, working with designers, artists, copywriters, sales teams and marketers to create a vision for products sold. Creative directors work in various fields such as in films, music, entertainment/media, fashion, and advertising and in web development and software development firms. The job entails overseeing the design of branding and advertising for a client and ensuring that the new branding and advertising fits in with the client's requirements and the image they wish to promote for their company or product. Its very much a people-oriented job, involving development of high-level concepts for design projects. It also involves working with internal and external clients, pitching designs, and understanding client needs. At times they are responsible for recruiting and managing third party design firms as well as internal design resources. They may manage a team of graphic designers, flash developers and web developers to design and produce custom creative solutions for various brands of an organisation. A creative director is ultimately responsible for the quality of the final creative work. In video game industries, game designers are often referred as Creative Directors where they are responsible for designing a huge range of products or games that are visual and motion graphic driven.

### AUDIO AND VIDEO EQUIPMENT TECHNICIANS:

Audio and Video Equipment technicians set up, operate, and maintain the electrical equipment for radio and television broadcasts, concerts, sound recordings, and movies and in office and school buildings. They are generally responsible for setting up audio video set up, including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for various events including concerts, sports events, meetings and conventions, presentations, and news conferences. Sometimes they are also responsible for arranging & managing all programs, events and conferences. They are responsible for interacting and follow up with vendors providing services such as PRI lines, phone lines, CUG connections and ensuring the up-time of the services. They are also responsible for graphic designing image and video editing, webpage designing, content creation for web publicity, content updating at website and intranet as per customer requirements. Audio and video equipment technicians may also set up and operate custom lighting systems. They frequently work directly with clients and must listen to, understand, and provide solutions to problems in a simple and clear manner.

### AUDIO AND VIDEO EQUIPMENT TECHNICIANS:

Audio and Video Equipment technicians set up, operate, and maintain the electrical equipment for radio and television broadcasts, concerts, sound recordings, and movies and in office and school buildings. They are generally responsible for setting up audio video set up, including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for various events including concerts, sports events, meetings and conventions, presentations, and news conferences. Sometimes they are also responsible for arranging & managing all programs, events and conferences. They are responsible for interacting and follow up with vendors providing services such as PRI lines, phone lines, CUG connections and ensuring the up-

time of the services. They are also responsible for graphic designing image and video editing, webpage designing, content creation for web publicity, content updating at website and intranet as per customer requirements. Audio and video equipment technicians may also set up and operate custom lighting systems. They frequently work directly with clients and must listen to, understand, and provide solutions to problems in a simple and clear manner.

## **BROADCAST TECHNICIANS:**

A broadcast technician is responsible for the strength and clarity of the images we see on television and the sounds we hear on radio. They set up, operate, and maintain the electronic equipment used to transmit radio and television programs. They control audio equipment to regulate volume level and quality of sound during radio and television broadcasts. They operate radio transmitter to broadcast radio and television programs. Broadcast technicians for a TV station have a wide-ranging set of job tasks. One minute they could be calibrating a video switcher used for the evening news, and the next, swapping out a hard drive for an editing bay. In a smaller market, a broadcast technician may even accompany reporters out in the field on an electronic news-gathering shoot. They are also responsible for working in teams and with content providers to assure clips/webcasts are delivered on time, objectives are met, and the finished article is professional and in line with organizational standards. An analytical mind, as well as a strong background in computer science, is required to become a successful broadcast TV technician. Because of the digital switchover in broadcasting in the 2000s, knowledge of computers and networking is becoming more of a prerequisite than it has been in the past.

## **CINEMATOGRAPHER - FILM- TELEVISION:**

The cinematographer is also known as the Director of Photography. The term cinematography is generally understood as the art and process of recording visual images for the cinema (with a camera) and later developing those images in a laboratory. Thus, it has as much to do with lighting and photography as it does with film. Cinematographers operate the cameras used to film movies. Includes all aspect of camera-work i.e., camera shots, angles, movement, filters, lighting, film stock, composition etc. They may specialize in areas such as special effects or cartoons, or simply manage the multi-camera rigs required to film entire motion pictures. They are responsible for managing camera crews and lighting crews. The work of a cinematographer involves highly technical skills combined with familiarity with the artistic practices of film-making and personal creativity. They oversee the selection and manipulation of technical equipment to create striking images on screen. The visual impact of a film is driven by the creative choices a cinematographer makes. Although the director determines the action and blocking of a given scene, it is the Cinematographer who looks through the camera to catch the moment on film. The director gives his/her vision of a particular shot to the Cinematographer who then translates that into how the camera will capture it. Cinematographers need good eyesight and a talent for visual composition. Because film making is a collaborative art, bringing many people together in the production process, a cinematographer needs the ability to get along and work with everyone.

## **COPY WRITERS:**

Copywriters are responsible for creating texts for promotional brochures, advertisements, sales letters, postcards, billboards, catalogs, white papers, or other public relations outlets. They are responsible for taking a clients advertising brief and generating original copy ideas that grab

the attention of the target audience. They work with the client and other creative members of the staff in order to generate new ideas for campaigns. Copywriters also work with media planners/buyers and the production department to fully develop the advertising campaign. Sometimes these professionals write press releases for different types of organizations and stories for magazines and newspapers. Creative copywriters are employed by agencies both permanently and on a freelance basis to develop advertising concepts. They mainly deliver the words and verbal content that accompanies the visual elements. Agency copywriters usually work in close partnership with art directors and have lots of input to the visual elements. Many advertising agencies appoint them as a creative team. The types of projects and clients vary widely, although some copywriters may specialize in an industry sector. They may also specialize in producing copy for above the line advertising, which uses mass media like TV, cinema, interactive media, posters and radio scripts to promote brands and also below the line advertising, which uses less conventional methods that focus on direct means of communication, like brochures, leaflets, press advertisements and direct mail.

## COPY WRITERS:

Copywriters are responsible for creating texts for promotional brochures, advertisements, sales letters, postcards, billboards, catalogs, white papers, or other public relations outlets. They are responsible for taking a clients advertising brief and generating original copy ideas that grab the attention of the target audience. They work with the client and other creative members of the staff in order to generate new ideas for campaigns. Copywriters also work with media planners/buyers and the production department to fully develop the advertising campaign. Sometimes these professionals write press releases for different types of organizations and stories for magazines and newspapers. Creative copywriters are employed by agencies both permanently and on a freelance basis to develop advertising concepts. They mainly deliver the words and verbal content that accompanies the visual elements. Agency copywriters usually work in close partnership with art directors and have lots of input to the visual elements. Many advertising agencies appoint them as a creative team. The types of projects and clients vary widely, although some copywriters may specialize in an industry sector. They may also specialize in producing copy for above the line advertising, which uses mass media like TV, cinema, interactive media, posters and radio scripts to promote brands and also below the line advertising, which uses less conventional methods that focus on direct means of communication, like brochures, leaflets, press advertisements and direct mail.

## EDITORS:

Editors plan and revise content that's published in magazines, books, newspapers, websites, and other publications. Editors are normally among the most experienced members of a publishing organization. Because of their experience, they are able to suggest stories and headlines that they know will resonate with their publications audience. Since the quality of content is what often determines the success of a publication, editors play a crucial role in the success of the company they work for. In most organizations, editors regularly meet with the writers to develop content ideas. Though many people have input into the content development process, the editor is the one who ultimately decides which ideas should be pursued. As part of the editorial process, editors have to check their writers' stories for accuracy. They also look for grammar, spelling, and punctuation errors, and suggest ways that each piece could be improved. Editors take many different roles in publishing and broadcasting. They may be copy editors or acquisitions editors in a book publishing company, news editors at a television or radio station, or features editor at a magazine or newspaper or film/video editors or even content editors for websites. They may also work in academic

publishing dealing with conference papers or contributions to journals. Whatever their role, editors share many of the same duties and responsibilities. Being an editor can be very stressful. Deadlines can bring a lot of pressure, and with today's 24 hours news cycle, editors may be called to work at any moment to help with a story. In the case of breaking news, editors work under a lot of pressure to fact check and correct a story so it can be published as quickly as possible. Most employers prefer to hire candidates who have a bachelor's degree in English, journalism, or journalism, but editors come from many other academic backgrounds as well. This is not an entry-level occupation, and most employers require significant work experience before they will consider you for an editor position. Many editors start their careers as writers or reporters, and slowly work their way up to an editor position as their careers progress.

## **EDITORS:**

Editors plan and revise content that's published in magazines, books, newspapers, websites, and other publications. Editors are normally among the most experienced members of a publishing organization. Because of their experience, they are able to suggest stories and headlines that they know will resonate with their publication's audience. Since the quality of content is what often determines the success of a publication, editors play a crucial role in the success of the company they work for. In most organizations, editors regularly meet with the writers to develop content ideas. Though many people have input into the content development process, the editor is the one who ultimately decides which ideas should be pursued. As part of the editorial process, editors have to check their writers' stories for accuracy. They also look for grammar, spelling, and punctuation errors, and suggest ways that each piece could be improved. Editors take many different roles in publishing and broadcasting. They may be copy editors or acquisitions editors in a book publishing company, news editors at a television or radio station, or features editor at a magazine or newspaper or film/video editors or even content editors for websites. They may also work in academic publishing dealing with conference papers or contributions to journals. Whatever their role, editors share many of the same duties and responsibilities. Being an editor can be very stressful. Deadlines can bring a lot of pressure, and with today's 24 hours news cycle, editors may be called to work at any moment to help with a story. In the case of breaking news, editors work under a lot of pressure to fact check and correct a story so it can be published as quickly as possible. Most employers prefer to hire candidates who have a bachelor's degree in English, journalism, or journalism, but editors come from many other academic backgrounds as well. This is not an entry-level occupation, and most employers require significant work experience before they will consider you for an editor position. Many editors start their careers as writers or reporters, and slowly work their way up to an editor position as their careers progress.

## **JOURNALIST - ELECTRONIC MEDIA:**

Report and write news stories for publication or broadcast, describing the background and details of events.

## **JOURNALIST - ELECTRONIC MEDIA:**

Report and write news stories for publication or broadcast, describing the background and details of events.

## **MEDIA AND COMMUNICATION EQUIPMENT SPECIALIST:**

Install, maintain, test, and repair communication cables and equipment.

## **MEDIA AND COMMUNICATION SPECIALIST:**

Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

## **PRODUCERS - TELEVISION:**

Plan and co-ordinate various aspects of radio, television, stage , or motion picture production , such as selecting script , coordinating writing , directing and editing , and arranging finance.

## **PRODUCERS AND DIRECTORS - FILM:**

The Producer is responsible for all the business side of making a film, raising the money, preparing budgets and schedules; hiring and firing; plus all the day -to-day management of the preparation, the shoot and the edit. The Director is responsible for all the creative decisions, casting, design, cinematography; editing ( all of these involve working with the respective heads of department in each area ) , plus directing the actors in rehearsal and in front of the camera .

# WE HELP TO BUILD A SUCCESSFUL CAREER

## Next Steps : Choosing a Career Path To Success

There are three major components for building career success. The major effort goes in understanding the three factors namely, your individuality, the occupations and the aspirations you hold. Aligning the three is the most critical part of the career guidance and planning process. Once these factors get aligned there is a strong motivational effect and clarity of purpose for each activity you do. It is not just about choosing an education course; it is about choosing an occupation that suits you and aligning academic efforts towards that.

Career Planning is about making career choices and decisions and planning the future considering the challenges and opportunities. It concerns the career management tasks of individuals such as decision-making, life-stage transitions, dealing with stress etc. It is also about taking control of one's personal development in order to maintain and enhance one's employability. It involves guidance and counseling for setting a timeline based fail-proof career plan.

Though the report has been worded in easy understandable terms, however, we suggest you to take the help of a trained professional to understand the report in a better way. Using this report, through Dheya's Career Planning and Career Guidance Program, we would help you unleash your potential, plan your career and build personal competence and life skills to succeed in life and thus maximize your chances of finding true success and prosperity, which will make your life truly meaningful, successful, enjoyable and satisfying.

Dheya's Career Development Facilitator (CDF), with suitable psychometric test and aptitude test enables students and professionals learn about their hidden talents and creative skills, which if pursued will give a lifelong satisfaction, and also open the doors to prosperity and success. Thus Dheya's CDF will not only motivate you to pursue your specific goal but also will channelize your energy and passion to realize the goal of a dream career. The CDF would guide you suitably with tips on personality development, which will improve your chance of employability and will thus help you land a suitable job.



Dheya: a Sanskrit word meaning, “The Goal”, is a career development organization focused on career success for students. Dheya has scientifically developed psychometric assessments, career guidance and career development processes and tools.

Dheya was founded in 2005 and launched in July 2008 and ever since has been serving leading schools and institutes in India and has currently helped over 12,000 individuals plan their careers. With an unmatched research on career streams, education stream, educational information and career decision tools, Dheya has developed processes that are proven and impactful. Dheya has extensive and detailed study of more than 600 career streams, over 250 education streams and a complete detailed information base of institutes, entrance exams, degrees, specializations etc.

Our primary Services can be divided into four main categories, Our Success Programs:

## Career Guidance & Career Planning:

Benefits:

*Clarity of Career Direction & Decisions, Focused & Achievement Oriented, Choosing streams & subjects, increased seriousness about academics (studies).*

## Thinking Skills & Learning to Think:

Benefits:

*Clarity of Thought, Achievement Oriented Behaviour, Positive Thought orientation, Increased Focus, Long term thinking, Creative Thinking.*

## Study Skills & Learning to Learn:

Benefits:

*Academic Attainment, Improved Study Skills, Increased understanding of academic subjects, organised approach to studies and Great Scores!*

## Success Skills & Learning to Live:

Benefits:

Self-Motivation, Goal Oriented Behaviour, Understanding of business and work, Positive life habits.

*Note: The basis of all the above products are our own designed Psychometric assessment tools which help the students build greater self-awareness and realizing true potential.*



©2017 Dheya Career Mentors(India)Pvt. Ltd. All rights reserved. You have chosen to attempt this career assessment program This descriptive summary of your profile is developed using Scientific algorithms. We will be using this report during the career guidance and career planning sessions. Please note that your factors of personality, behaviour, abilities, interest and competence are not limited to the descriptors in this report. You are an individual with enormous capabilities, competence and unlimited potential waiting to be unleashed. Though the report has been worded in easy understandable terms, it is advisable to take the help of a Dheya trained professional(Career advisor)to understand the report in a better way and make right career decisions. Our career advisors will help you systematically and scientifically build a robust career plan to SUCCEED IN LIFE



Unleashing Potential, Building Careers!

### **DHEYA CAREER MENTORS (INDIA) PVT. LTD.**

"DEW DROP VILLA", Building-A, Flat No.1, Opp. Canara Bank, Bibwewadi, Pune- 411 037, Maharashtra

Phone: +91 9923 400555 | Land: 020-24223655 / 65007555

Email: [care@dheya.com](mailto:care@dheya.com) | Web:[www.dheya.com](http://www.dheya.com)