PROBLEM STATEMENT :

Understanding Career Aspirantions of GEN-Z

**WHO ARE MOST EFFECTED BY NOT UNDERSTANDING THE CAREER ASPIRATIONS OF GEN-Z ?**

COMPANIES : By Not Understanding the career aspirations of GEN-Z The companies may loose Young talents . so , instead of continuing with existing employees hiring Gen-Z will make their work more easier because in current scenario Gen-Z’s are more skilled focused .

ECONOMY : we predict that by the next decade a very large portion of our workforce going to be driven by Gen-Z, By understanding their desire for meaningful work and social contributions can influence new type of industries and businesses that can potentially reshape the economic landscape of any country.

Ex : Young talent of students will be missed , there was a time where I got or my talent was rejected by my parents as that work was not done by most of the people in india.

**WHAT IS HAPPENING ?**

**A LAYOFF : As seeing things is different for GEN-Z ,** **They seek work that aligns with their passions, values and professional fulfilments.** **When this criteria’s are not met most of the Gen-Z folks choose to walk out or they face mental unhappiness thus resultant loss of productivity. Hence loss of revenue and profit which ends with layoffs.**

**Ex : there was a incident where my friend went into a depression as her parents where not accepting her idead to pursue her career in that .**

**WHEN IS THIS HAPPENING ?**

**it can be assumed that these tendencies have been shaping up over the past few years, especially after the Covid-19 the biggest disaster of 21st century. This has completely changed the mindset of Gen-Z and make them more focused on their work-life balance and their way of living.**

**Ex: it lately started after they became 18 years the right age to choose their career,**

**And after covid most of the parents thought a stable job is important to survive even in covid crisis i.e stable income.**

**WHERE IS THIS HAPPENING ?**

**It is very hard to specify any particular geography that can tell you here it is happening. But we can narrow it down a little bit.** **The massive shockwave of Covid-19 pandemic also disrupted many conventional businesses which created a domino effect of less jobs, increasing inflation.** **This situations can be overcome if companies believed in Gen-Z and make them understood their mission and vision.**

**Ex : happening everywhere in the society with evry student of gen-z**

**WHY IS THAT PROBLEM ?**

**The lack of understanding of Gen-Z’s carrier aspirations can lead to several challenges:**

**Missed Opportunities: Organizations that do not adapt to Gen-Z’s career aspirations may miss out on leveraging their unique perspectives, talents, skills and vision.**

**Talent Retention and Recruitment: Companies which are fail to align their offerings with Gen-Z’s desires may struggle to retain young talents, which can lead to pen-down.**

**OBJECTIVE :**

**The objective is to educate our parents , friends , society on understanding GEN-Z career aspirations .**

**PERSONAL EXAMPLE : There is an incident happened in my friends Life where she is more interested in pursuing her career in upsc but her parents forced her to pursue her in software , which demotivated her a lot . still she wants to persue her career in UPSC , so Making understand to parents or general society is important , to live a life we love . Hence education public on gen-z career aspirations is Important .**