



Every individual has the right to make informed career choices, without language posing a barrier.



# My Choice My Future

A self-assessment of personality to help individuals choose the right career paths.

## Indian Language Editions

Hindi, Bengali, Kannada, Malayalam, Tamil, Telugu

My Choice My Future (MCMF) is a scientific, online career guidance solution to help individuals identify the right career path in the Indian context, by assessing their personality in relation to career interests and choices.

With MCMF Indian Language Editions, students and professionals can self-assess their personality in six major Indian languages, besides English. Following the publication of My Choice My Future in English, these additional language editions will empower millions of students and professionals make more informed career decisions. MCMF Indian language editions fill a long-felt gap in career guidance tools that cater to non-English speaking populations in India.

## KEY FEATURES:



Online assessment, developed in India to cater to career paths and occupations in the Indian context.



Automatic generation of a comprehensive and personalized Personality Report.



Statistically tested and validated on a large representative sample in India.



Personalized career counselling by certified MCMF counsellors, based on the personality report



Editions available:  
English, Hindi, Bengali, Kannada,  
Malayalam, Tamil, Telugu.

## USE MCMF FOR:

### Personality-career mapping

Maps an individual's dominant personality traits to suitable career clusters.

### Fitment between personality and career aspirations

Helps an individual understand if their personality traits are suited to their career aspirations, in order to consider alternate career choices.

### Career development

Provides objective data for a student in school or an individual at any stage of career, to enhance self-awareness and obtain an in-depth understanding of personality strengths and blind spots related to career domains.

### Personality development

Helps a young individual understand their behavioral or personality strengths and work on their areas of improvement in relation to preferred career clusters

### Identifying preferred work environments

Helps a student or professional determine their preferred work environments, based on their personality traits.

### Achieving job satisfaction

Helps align an individual's career path with their personality for greater job satisfaction and professional success in current or future roles.

## WHEN AN INDIVIDUAL TAKES THE MCMF ASSESSMENT, THEY OBTAIN:

Insights into who they are with reference to the twelve personality traits assessed



Information on their top three or four dominant personality traits and strengths



Information on career paths that match the individual's personality and strengths



## BENEFITS OF MCMF:

Language options capture a test taker's career interests and personality variables more accurately for those who are not adequately exposed to the English language



Students from schools with vernacular medium of instruction can receive the right career guidance during important academic milestones



Government-supported skill development and education programs can expand their reach into the youth population that lives beyond urban areas



Indian language editions for this online assessment contribute to the Government of India's Digital India initiatives



## WHO CAN TAKE AN MCMF ASSESSMENT?



- Secondary and higher secondary school students
- Undergraduate and postgraduate students
- Working professionals and those who wish to change to more suitable careers

MCMF was developed and tested by BodhBridge, an educational services company, in collaboration with senior professors and researchers at the Department of Management Studies, Indian Institute of Technology, Madras.

MCMF is available through a network of Pearson Academy India partners around the country. Visit [www.pearsonclinical.in/pai](http://www.pearsonclinical.in/pai) to contact the PAI nearest to you or email [pai@pearsonclinical.in](mailto:pai@pearsonclinical.in)

For more information on MCMF, visit <http://pearsonclinical.in/my-choice-my-future>

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