

# GenY Veers Off the Regular Trail, OPTS FOR NEW-AGE CAREERS

At least 75% students prefer to go in for new-age career options over traditional careers, a CareerGuide.com survey to map career trends among students in metros and smaller cities has revealed.

The survey, shared exclusively with ET, was conducted with 5,000 students in the 15-21 age group across 75 different cities, towns and rural areas to check on trend awareness on various career options and popular choices and aspirations of Indian youth.

Excerpts from the findings:

## SOME NEW-AGE CAREERS POPULAR AMONG STUDENTS

Content writer



Psychologist

Travel & tourism



Biotechnology



Digital marketer



Graphic designer



Among students from metros, careers such as social work and non-profits are emerging as popular segments

Though engineering and medicine have been mainstream in metros and Tier-2 and Tier-3 cities, courses like BBA and mass communication are getting popular. Students from metros were more aware about job-oriented courses than their non-metro counterparts

In Tier-2 and Tier-3 cities, BCom and BA courses are popular, whereas in cities and industrial centres, students opt for industry-specific courses

Students in metros are more inclined to go up to the post-graduate level as compared to those in non-metro locations



## POPULARITY OF CAREER COURSES AMONG URBAN VS RURAL STUDENTS

■ RURAL ■ URBAN

