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

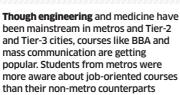
At least 75% students prefer to go in for new-age career options over traditional careers, a CareerGuide.com survey to map career trends among students in metros and smaller cities has revealed.

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 Travel & tourism Digital marketer





25%

**Biotechnology** 

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

**Graphic designer** 

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











# Economics 14



40

### Tourism & travel



## Among students from metros, careers such as social work and non-profits are

popular segments

emerging as