



SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA (Co-Ed.)

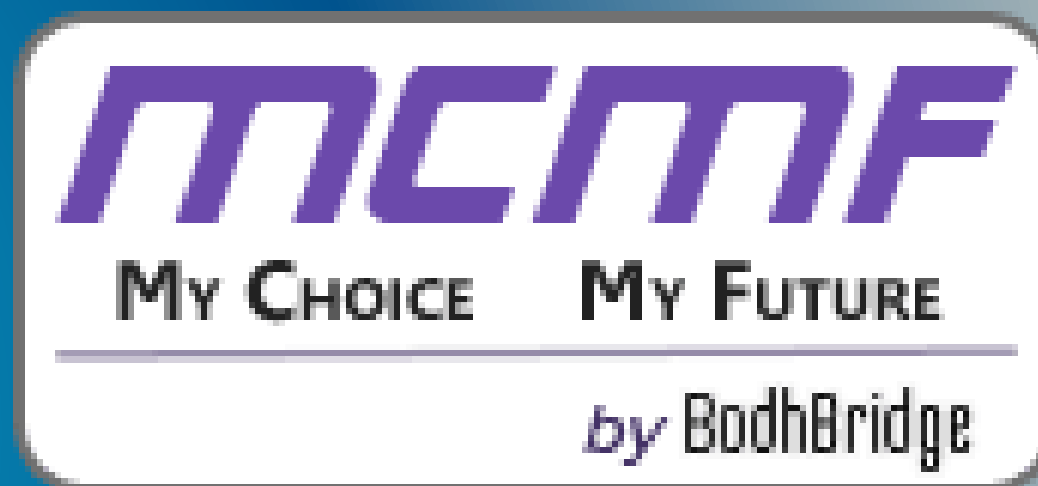
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UGC AUTONOMOUS INSTITUTION

AFFILIATED TO OSMANIA UNIVERSITY, APPROVED BY PHARMACY COUNCIL OF INDIA, NEW DELHI

NBA ACCREDITED B.PHARMACY (ISO 21001 : 2018 CERTIFIED INSTITUTE)

Accredited A+ Grade by NAAC



MCMF Carrer Counselling

Presided by
Dr. B. Prabha Shankar
Chairman, SNVPMV

Sri B. Hanumanth Rao
Hon. Secretary

VENUE

📍 IQAC Cell, SNVPMV (Co-Ed.), Tarnaka, Hyderabad

Dr. T. Mamatha
Principal

Dr. B. Haarika
Vice-Principal

Co-Ordinated By
Dr. N. Srinivas,
HoD - Regulatory Affairs & Placement Officer

Date:

20-04-2026

Time:

10:00 AM onwards

To,
Dr B. Prabha Shankar Garu,
Chairman,
Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (Co-Ed),
12-5-31/32, Vijaypuri Colony,
Tarnaka, Secunderabad,
Telangana: 500017

29/05/2026

Respected Sir,

We would like to begin by expressing our sincere gratitude for your confidence in MCMF and for approving the implementation of the project in SNVPMV. Additionally, we would like to extend our appreciation to all members of the Governing Body for their steadfast support.

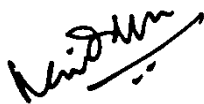
The project was successfully implemented from April 20th to April 29th, with additional details enclosed in the attached Management Report.

We would like to take this opportunity to express our appreciation for Dr N. Srinivas Garu and his esteemed team of certified faculty members. Their unwavering commitment and diligent efforts have been instrumental in facilitating a seamless rollout of the project.

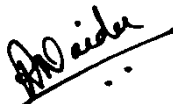
The groundwork has been laid, and we are confident that through continued commitment and diligent effort in the years ahead, this endeavour will flourish and become a remarkable entity.

Thank you once again for your support.

Warm regards,



Jai Naidu



Anupama Naidu

MANAGEMENT REPORT

ON

**PSYCHOMETRIC ASSESSMENT AND CAREER
COUNSELING PROGRAM**

FOR

**STUDENTS OF SAROJINI NAIDU VANITA PHARMACY
MAHA VIDYALAYA (Co-Ed.)**

TARNAKA, SECUNDERABAD, TELANGANA

20TH TO 29TH APRIL 2026

EXECUTIVE SUMMARY

The project aimed to evaluate students' aptitudes, interests, personality traits, and career orientations using the **MY CHOICE MY FUTURE (MCMF)** tool. This psychometric assessment was developed by **Bodhbridge Educational Services Pvt Ltd** in collaboration with **IIT-Madras**.

Out of the targeted 619 students, 507 participated in the assessment.

Ultimately, the project successfully guided students in identifying suitable career pathways while enhancing their awareness of various career options.

BACKGROUND

In the current dynamic educational and professional landscape, students are often required to make significant academic and career decisions at an early stage in their lives. However, many students encounter confusion concerning their interests, abilities, personality traits, and appropriate career paths, primarily due to a lack of awareness and insufficient structured guidance. This scenario frequently leads to suboptimal career choices, diminished motivation, and decreased academic satisfaction.

Psychometric assessment has become a valuable scientific tool for comprehensively understanding students' aptitudes, interests, personality traits, emotional intelligence, and behavioural tendencies. These assessments yield objective insights into an individual's strengths and potential areas for development, thereby facilitating informed educational and career decision-making.

Career guidance and counselling are essential components in assisting students to align their personal skills and competencies with appropriate career opportunities. Educational institutions are increasingly acknowledging the significance of structured career counselling initiatives to help students develop a clear and confident approach to planning their futures.

In light of the increasing demand for career awareness among students, the current initiative on Psychometric Assessment and Career Guidance has been initiated. The objective of this project is to evaluate students using a standardised psychometric tool and to provide career guidance based on the assessment outcomes. Through this endeavour, the aim is to assist students in understanding their individual profiles, identifying suitable career pathways, and fostering confidence in their future planning.

The project also aimed to support SNVPMV stakeholders by generating comprehensive insights into students' competencies, aspirations, and developmental needs. The findings and recommendations derived from this initiative are anticipated to enhance the effectiveness of student counselling and career development programs within the institution.

INTRODUCTION

The present management report outlines the objectives, scope, activities, methodology, findings, and outcomes of the project on Psychometric Assessment and Career Guidance conducted for students.

OBJECTIVES

1. To assess students' aptitude, personality, interests and learning styles.
2. To provide scientific career guidance.
3. To make students take informed career decisions.
4. To identify students' strengths and development areas.

SCOPE OF THE PROJECT

1. **Target Group** : 619 students of SNVPMV.
2. **Classes Covered** : B. Pharm, M. Pharm, PB I and Pharm D Students
3. **Duration** : 20th April till 29th April 2026
4. **Departments involved**: All, including the IT Department.

THE TEAM

Experts

1. Mr Jai Naidu
2. Mrs Anupama Naidu

Bodhbridge & IIT-M Pravartak Certified Faculty

3. Dr N. Srinivas (Team Leader & Coordinator)
4. Dr T. Mamatha
5. Dr B.Haarika
6. Dr Venu Talla
7. Dr S.Anuradha
8. Dr Vivek Sagar
9. Dr B.Chandra Sekhar Reddy
10. Mrs. Leemol Varghese
11. Dr B.Siva Jyothi
12. Dr M. Sreekanth
13. Dr K. Vinutha

Newly inducted trainees

14. Dr Shanti Priya
15. Dr T.Sreevani

METHODOLOGY

PSYCHOMETRIC TOOL USED

My Choice My Future (MCMF), developed by Bodhbridge Educational Services Pvt Ltd, Chennai, in collaboration with IIT-Madras.

PROCESS

Awareness campaign – Student Orientation – Pre-test counselling and issuance of coupon codes- Administration of test- Report Generation and printing of reports- Scheduling of counselling sessions- One-to-one counselling by certified faculty- Referrals to experts – Feedback.

Awareness Campaign

To raise awareness among students about the significance of psychometric assessments in identifying their strengths, areas for improvement, and interests, and in helping them chart a career path, a campaign was launched on March 25th. The campaign featured informative videos presented by Jai Naidu. Every day, a video was sent to Dr N. Srinivas, who posted them on the students' WhatsApp groups. Concurrently, the team of certified faculty led by Dr N. Srinivas kept the students well informed about the scheduled psychometric assessment and counselling sessions.

Student Orientation

From April 20th to 27th, Jai Naidu and Anupama Naidu conducted four one-hour student orientation sessions in the auditorium. During these sessions, they emphasised the significance of self-assessment and the importance of mapping out a career path in today's fiercely competitive landscape. They explained the finer aspects of MCMF and the process of completing the test.

Pre-test Counselling and Issuance of Coupon Codes

After the orientation sessions, the certified faculty distributed the Pre-Test Form, Coupon Codes, and the test link to the students. They asked the students to complete the pre-test form and bring it to the counselling session. *A copy of the Pre-Test Form is attached for your perusal.*

Administration of the test

Upon receiving the instructions and coupon codes, the students took the test either on their desktops or smartphones. Any issues that arose were quickly addressed and resolved.

Report Generation and Printing of Reports

After completing the test, students received their self-assessment reports via the email they had provided prior to taking the test. Additionally, these reports were also uploaded to the master file maintained by Jai Naidu. This helped the faculty to provide the reports to the students who did not receive them in their email. The printing of the reports was facilitated by the college, hence the students did not have to go to external printing service providers.

Scheduling of Counselling Sessions

After taking into account the academic classes, exams, and various events during that period, along with the priorities set by the Principal, Vice Principal, and Heads of Departments, Dr N. Srinivas and his team of certified faculty organised the timetable for the counselling sessions. They then communicated the schedule to Jai and Anupama Naidu.

One-to-one Counselling Sessions

After reviewing the student's Pre-Test Form, a certified faculty member conducted a one-on-one counselling session that lasted at least 30 minutes at the scheduled time. During this session, they provided a thorough review of the report and discussed the students' chosen career paths. For those whose choices fell into the medium or low suitability categories, the faculty clearly explained the reasons for these evaluations and highlighted areas for improvement. They also recommended several career paths with a high suitability rating.

While the one-on-one counselling sessions were taking place, Jai and Anupama Naidu observed how the certified counsellors were conducting these meetings. Based on their observations, they offered constructive feedback to enhance the effectiveness of the counselling sessions. To ensure their recommendations were implemented, they conducted random follow-up observations of the subsequent counselling sessions conducted by the faculty members.

Referral to Experts

Following the counselling session, the Pre-Test Form and the Test Report were signed by both the student and the counsellor. The students were then referred to Jai and Anupama Naidu for an expert review. This review was more in-depth than the previous counselling session, as the experts encouraged the students to explore their thought processes and presented various career paths that they had not previously considered. The experts challenged conventional thinking and inspired the students to think outside the box. The Pre-Test Form and Report were endorsed by Jai Naidu and Anupama Naidu.

Feedback

After the counselling sessions concluded, certified faculty and experts gathered feedback from students through both written responses and video recordings. All students were invited to provide written feedback, while video recordings were captured from a randomly selected group of students.

In addition, feedback was also sought from the certified faculty. *(Some of the feedback from students and faculty are enclosed for your perusal).*

FINDINGS AND ANALYSIS

The MCMF report identifies the **Basic Personality traits** and the **Career-Oriented Personality Traits** of individuals, which helps map their career interests onto suitability scales of Very High, High, Medium, and Low. Areas of deficiency are identified on the Medium and Low suitability scales.

To help you have a clear understanding of the traits measured, please find the following.

Basic Personality Traits

1. Discipline
2. Independence
3. Reliability/Responsibility
4. Determination/Focus

Career-Oriented Personality Traits

1. Expressive/Communicative
2. Generosity/Compassion
3. Analytical
4. Extrovert
5. Versatility/Adaptability
6. Risk-taking
7. Hands-on
8. Imaginative/Creativity

ANALYSIS

Basic Personality Traits

The result of the 507 reports generated is as follows:

1. **Discipline:** 426 students out of 507 showed positive trends, whereas 81 students were found to be lacking, though the degree of indiscipline varied in each student.
2. **Reliability/ Responsibility:** All the 507 students showed positive trends, though the degree in each was varying. None of the students was found deficient in this personality trait.
3. **Determination/Focus:** 497 students out of 507 showed a positive trend, whereas 10 students lacked determination and focus in their chosen career paths.

4. **Independence:** 426 students out of 507 showed positive trends, whereas 81 students were found to be lacking, though the degree of independence varied in each student.

The above analysis indicates that **Discipline** and **Independence** are the two Basic Personality Traits to focus on.

Career-Oriented Personality Traits

The result of the 507 reports generated is as follows:

1. **Expressive/ Communicative:** 335 students out of 507 were found to be expressive and communicative. 172 students were found to be weak in or lacking the ability to express themselves and communicate.
2. **Generosity/Compassion:** 335 students out of 507 were found to be generous and compassionate. 172 students do not show this trait, particularly the male students. Female students, particularly those from rural areas and farming family backgrounds, and those from economically disadvantaged backgrounds, displayed a high degree of generosity and compassion.
3. **Analytical:** Only 101 students out of the 507 showed analytical abilities. 406 students lacked critical skills or traits, and that is the area to be worked on.
4. **Extrovert:** Only 162 students out of 507 were found to be extroverted. The rest, 345 students, showed introverted tendencies. This was more with students from rural areas.
5. **Versatility/Adaptability:** 274 students demonstrated positive versatility and adaptability traits, while 233 did not bring it out as their dominant personality trait. Students who planned to travel abroad and were seeking sales and marketing roles demonstrated strong adaptability.
6. **Risk-taking:** Only 71 students out of the 507 showed risk-taking abilities. Most of these people wanted to start their own business or do something on their own. The other 436 students were averse to taking risks. Such students were looking for secure careers in government jobs or other employment offering a fair amount of stability and long-term prospects.
7. **Hands-on:** Only 122 students out of 507 had hands-on as their dominant trait. The others, totaling 385, chose career paths that did not require hands-on experience.
8. **Imaginative/ Creativity:** A total of 294 students were found to be creative and imaginative. The others, 213 in number, lacked this personality trait.

Considering the above, the **Dominant Career Oriented Personality Traits** of students of SNVPMV, in descending order, are:

1. Expressive/ Communicative (66%)
2. Generosity/ Compassion (66%)
3. Imaginative/Creativity (58%)
4. Versatility/Adaptability (54%)

The Passive or Supportive Career-Oriented Personality Traits are:

1. Extroversion (32%)
2. Hands-on (24%)
3. Analytical (20%)
4. Risk-taking (14%)

Comments: Since SNVPMV is a women's college, with the first few male admissions and its subsequent co-ed status, the dominant career-oriented personality traits that emerged from the assessment are typically female-oriented. Also, it reflects the career choices made by the majority of students.

Passive or supportive, career-oriented personality traits reflect career choices, with a small number of students choosing sales, marketing, production, and entrepreneurship.

However, **developing the Analytical skills and abilities** of all the students is of prime importance.

CAREER INTEREST OF STUDENTS

Though the choice of careers and interest levels varied across students studying in different classes, the following were the most common among students in

B.Pharm I to IV:

1. Govt jobs
2. Drug inspector
3. Pharmacists
4. Health care
5. Social services

While 80% of students mentioned the above, 20% of students were unsure of which career path to choose.

While 90% of **M.Pharm** students were clear about their career paths, the rest were unsure and needed guidance. The common career choices were:

1. Research
2. Marketing
3. MBA in Pharmaceutical Management.
4. Entrepreneurship
5. Pharmacovigilance
6. Govt jobs

Most of the **Pharm D** students admitted that they are pursuing the course because they could not clear the NEET exams. They said they are fulfilling their/their parent's desire of becoming a doctor. Many students also mentioned their plans to go abroad to pursue higher education.

SKILL GAPS IDENTIFIED

All across the students, irrespective of the class they are studying in, the following career-oriented skill gaps were identified:

1. Analytical ability
2. Risk-taking ability
3. Communication skills
4. Self-confidence
5. Independence- ability to make decisions.

CONCLUSION

The MCMF psychometric assessment and career counselling pilot project, conducted from April 20 to April 29, 2026, at SNVPMV, was successfully completed. Of the initial target of 619 participants, 507 took part in the assessments and counselling sessions led by your in-house certified faculty, alongside external experts.

The project successfully supported students in understanding their abilities, interests and suitable career pathways.

The project helped in understanding the students' strengths and areas for improvement.

The project demonstrated the importance of scientific career guidance in educational institutions.

RECOMMENDATIONS

Continue incorporating MCMF assessments and career guidance as essential components of the college's diverse student development initiatives.

Hold career awareness sessions regularly to help students stay abreast of the latest recruitment trends and explore various career options.

Implement career workshops that focus on emerging industries.

Schedule follow-up counselling sessions every six months for students who have undergone testing and counselling.

Administer the MCMF test to the new batch of students seeking admission in the 2026-27 academic year.

The MCMF test will be given to students every two years to track their progress in their career paths.

The assessment reports are to be shared with companies that come to campus for recruitment. This will assist them in selecting students for specific job roles.

Set up a career guidance and counselling centre at the college. A detailed proposal will be sent to you by September.

Please Note

1. The 50 reports out of 507 were randomly selected.
2. The margin of error will be +/-12% to +/- 13%. For example, if the sample shows 100% in Reliability and Responsibility, the true value in all 507 reports could reasonably be around 87% to 88%. If Adaptability and Versatility are observed at 54% in the sample, the true value across all 507 reports could reasonably be between 44% and 66%.
3. For strong statistical reliability, 217 – 225 reports will be required to be examined.

The current sample of 50 is acceptable for

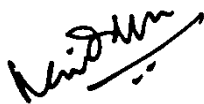
1. Exploratory Analysis
2. For identifying trends and patterns
3. Pilot study

“The random sample of 50 reports from a total population of 507 was selected for preliminary analysis. The findings provide indicative trends and insights, though the limited sample size may affect statistical precision”.

“ A 95% confidence level was adopted to ensure reasonable statistical reliability of the sample finding”.

It is professionally acceptable for:

1. Educational research
2. Management Reports
3. Psychometric trend analysis
4. Student career guidance studies.



Jai Naidu



Anupama Naidu

ANNEXURES

1. Basic and Career-Oriented Personality Traits Analysis
2. Summary of tests administered and counselling conducted by faculty
3. Pre-test Feedback Form
4. Feedback from Students and Faculty
5. MCMF Sample report
6. Photographs of the event

Photographs Of The Event

