



Pehchaan

CAREERS

Aapki Pehchaan, aapki raah.

A 30-minute honest conversation about your career



Let me ask you something honest.

- After 10th — did anyone actually explain what subject choice means for your career?
- Did anyone tell you the real difference between Maths, Bio, and Commerce?
- Did anyone explain what other jobs exist in markets and cities like in Bangalore, Pune, Noida?
- Did anyone tell you how much they pay — and how to get there from here?

If the answer is NO — that is not your fault. Nobody was supposed to tell you. Today, we fix that.



The Govt Job Reality Nobody Talks About

35 Lakh

applicants for SSC CGL 2024

Just one exam

8,000

total vacancies available

That's 0.02% selection

190:1

applicants per vacancy

SSC MTS ratio 2024

Real example: 23 Lakh people applied for 368 'peon' posts in UP. That is 62,500 people competing for one seat.

For most students, waiting for a government job means waiting for a life that may never arrive.

Source: SSC CGL 2024 official data | FEE.org India Labour Research



The gap between where we are and where the jobs are

Chhattisgarh — the ground reality

21%

Urban youth unemployment

*15–29 age group,
CG urban areas*

67%

Workforce in agriculture

Limited private sector exposure

10.2%

Graduate unemployment

India average — highest among educated

Higher-level private jobs in CG are filled by talent from other states — because local youth are not prepared for them.

Private sector — open jobs right now

Bangalore

IT & business services

44,000+ open roles

NCR

Operations, finance, sales

30,000+ open roles

Pune

IT, manufacturing, analytics

18,000+ open roles

Chennai

IT, BPO, engineering services

12,000+ open roles

The jobs exist. What is missing is the bridge — the skills, the guidance, and the confidence to cross over. That is what Pehchaan builds.

Sources: CMIE 2024 | PLFS 2023-24 | Foundit.in job listings April 2025 | Medium – Unemployment in Chhattisgarh 2024



What the market actually wants from you

Whether your path is corporate, creative, govt, MBA or abroad — these 9 skills determine how far you go.

Communication 1

Explain yourself clearly. In person, on paper, on a call.

Digital Literacy 2

Excel, email, Google tools, basic social — every job needs this.

Data Thinking 3

Look at numbers. Understand what they mean. Suggest what to do.

English Comfort 4

Not fluency. Willingness to speak up. That alone sets you apart.

Self-Presentation 5

How you show up — in interviews, meetings, and online profiles.

Teamwork 6

Every path — corporate, arts, govt — involves working with people.

Problem Solving 7

Don't just report the problem. Come with a possible solution.

Reliability 8

Do what you said. When you said. This is rarer than any degree.

Adaptability 9

The market changes fast. Those who adjust quickly always win.

None of these need a 90% in boards. All of them are learnable. Pehchaan teaches every one.

Foundation

Communication

Mindset



Two ways to reach the same destination

Whether you chose Science, Commerce or Arts — the real question is: do you have a plan for what comes after?

The Legacy Way

- Study hard, score marks — no one explains why
- Pick stream based on what parents or friends say
- Finish degree with no idea what job it leads to
- Prepare for govt exams for years, just in case
- Wait and hope something works out
- End up in a job you never planned for

The Pehchaan Way

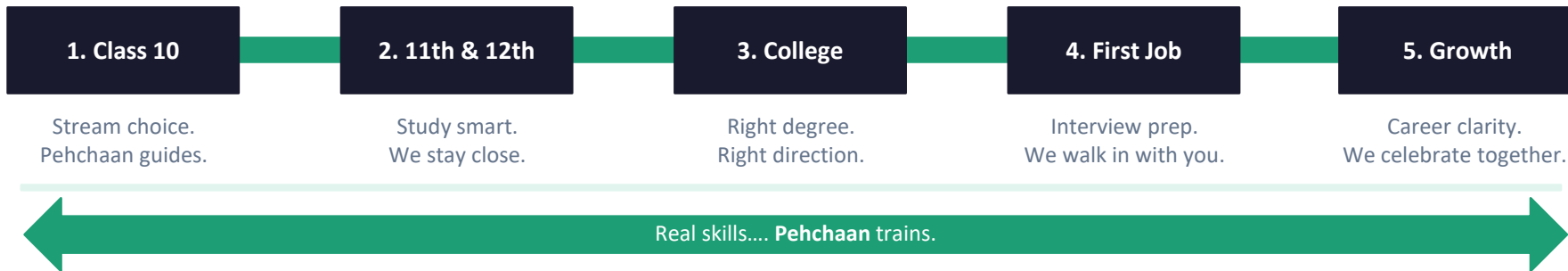
- Understand what each stream leads to — before choosing
- Know which corporate jobs suit your strengths
- Build real skills alongside your degree
- Learn how to enter market confidently
- Get guided — step by step — by someone who's been there
- Arrive at your first job prepared, not lost

Science, Commerce, Arts — every stream has a path to a good career. Pehchaan helps you find yours.



We are with you. Every single step.

From the day you choose your stream — to the day you get your first salary — and beyond.



beyond →

And then — you become part of us.

When you get your first job, your first raise, your first promotion — you come back. Not as a student. As a guide. You help the next batch of students who are sitting exactly where you sat today.

This is bigger than me.

Pehchaan can only grow if you all grow with it. Every student we guide becomes a partner who guides the next one. This is not a business. This is a community built on one honest promise — nobody gets left behind for lack of guidance.



Who Is Pehchaan?



Not a classroom. Not a coaching centre. It's a Commuuuuunity.

Pehchaan is built by someone who spent **16 years** in corporate India.

We have seen what companies hire. We know what skills get people promoted. We have seen who gets left behind — and why.

We came back to tell you the things nobody told us.

What Pehchaan offers:

- Understand your passion — before choosing a path
- Guidance for corporate, arts, music, marketing & more
- Experts from every field — not just one industry
- Higher studies abroad or MBA in India — we guide that too
- Government / Traditional job path — when it genuinely makes sense
- Informed choices for students and parents together



Pehchaan is not a placement agency.

We are not here to push you into a job. We are here to help you find your path — whatever that looks like.

Corporate career

MNC, startup, BPO, analytics, operations, HR, finance

Arts & creativity

Design, music, film, content — real career paths exist

Marketing & sales

One of India's fastest-growing skill-based tracks

Government jobs / Politics

When it genuinely fits you — we help you plan it right

Higher studies abroad

Scholarships, universities, application prep — step by step

MBA in India

Which college, which stream, when to go — real guidance

We have partners and experts from every one of these fields. **Your path. Your choice. Our guidance.**

I figured it out the hard way. You don't have to...

I am one of you.



- Average student in school. Got through 10th. Wanted to take Commerce — ended up in Maths somehow.
- finished 12th — and nobody told me what to actually do next... Joined BSc.
- Left after 4 months. Joined BE. Completed engineering. Could not make it to campus placements.
- Travelled to Delhi because my friends were going. Attended 30+ interviews... Started at HCL BPO.
- No plan. No roadmap. Just figuring it out — one step at a time, through every hurdle.
- **Today, 15 years later... I think, I am doing well... And I keep thinking — what if someone had shown me the path earlier?**

That is why Pehchaan exists.

So, you don't have to figure it all out alone.



Your Next Step

Three things you can do today:

1

Talk to us on WhatsApp

Message us your question — any question. We reply honestly.

2

Share this with one friend

Someone you know needs to hear this. Send them to [Pehchaancareers.in](https://pehchaancareers.in)

3

Follow us on Instagram

@Pehchaancareers — real guidance, no drama, no false promises.

