



**Presenters:** Marques, Aziel  
Student (M.Sc. in Human Development), Nirmala Niketan, College of Home Science

Nirmala, Almeida  
Associate Professor and Head, Department of Human Development, Nirmala Niketan, College of Home Science

**Contact Information:** Nirmala Niketan, College of Home Science, 49 New Marine Lines, Mumbai – 400 020, India.

**email:** azielmarques@gmail.com

**Language:** English

**Type of Presentation:** Scientific Paper

**About Presenters:**

Ms. Aziel Marques is an Executive (Curriculum Development and Delivery Systems) for a preschool segment in Mumbai. She did her post-graduation in Human Development from College of Home Science, Nirmala Niketan, Mumbai and her research topic was “Evaluation of the Quality of Career Guidance Centres in Mumbai”. In the past, she has presented posters in the areas of Multiculturalism and Innovative ways of teaching children. In the near future, she aspires to formulate and implement a career guidance programme for students preparing to embark on a voyage of identifying suitable careers for themselves.

Dr Nirmala Almeida, an Associate Professor and Head of the Department of Human Development, at the College of Home Science, Nirmala Niketan, Mumbai, graduated from St Xavier’s College, with a specialisation in Psychology. She did her postgraduation in Clinical Psychology (University of Mumbai), topping the list of candidates specialising in Psychology. She obtained her Doctoral degree in Counselling Psychology. Her research was on “Effectiveness of Rationale-Emotive Behavioural Therapy with Aggressive Children and Youth”. She has guided over 50 postgraduate and three doctoral students for their dissertations/thesis. She has to her credit, research publications, research presentations at National and International levels, awards for research papers and membership of the Board of Studies of Mumbai and SNDT Universities. She has conducted workshops with several target groups on a variety of themes (eg., REBT, Gestalt therapy, Effective Communication, Creative Parenting). Her areas of special interest are Counselling, Health Psychology and Exceptionality.

**Title of Paper:** Evaluation of the Quality of Career Guidance Centres in Mumbai

**Abstract:**

Career guidance centres are mushrooming in India in response to stressful educational demands and increase in career options. These centres have not been evaluated and served as an impetus for the current study, the objectives of which were to a) formulate guidelines representing optimal quality



career guidance centres in Mumbai, using the perspectives of experts, b) ascertain from career guidance personnel the structure and functioning of their centres, c) obtain feedback from clients who had availed of these services, d) evaluate the quality of these centres. The study involved six experts and 27 participants (eight career guidance personnel and 19 clients). Only centres (8) with consenting personnel were included. Three interview schedules were developed, one each for experts, personnel and clients. Domains included, such as physical environment, services rendered, material and technology and evaluative measures were common across the schedules. An assessment scale was developed to assign to each of the career guidance centres scores, overall and for each of the domains. The overall minimum obtainable score was 0 and the maximum was 201 (higher scores reflected a better quality). The data was analysed both qualitatively (thick description and theme extraction) and quantitatively (frequencies, means and standard deviations). The experts assigned a very high relevance rating (4 point scale) to domains, such as a sound philosophy ( $M=4.00$ ), qualified and competent personnel ( $M=4.00$ ) and centre evaluation ( $M=4.00$ ) but a lower rating to networking ( $M= 2.50$ ) and centre publicity ( $M= 2.67$ ). Quite a few of the personnel indicated that they conducted psychological testing and engaged in career planning and counselling, but few indicated that they conducted a follow -up service (3) or formulated policies for the centre (2). High ratings were assigned by the clients (4 point scale) to domains, such as promptness in giving appointments ( $M =3.53$ ) and attitude of the personnel ( $M= 3.47$ ). Low ratings were assigned to domains, such as the use of technology ( $M=1.21$ ) and follow-up services ( $M=1.00$ ). The overall scores obtained on the assessment rating scale were arbitrarily classified into five categories (very low, 0-40; low, 41-80; average, 81-120; high 121-160; very high, 161-201). One centre fell in the low quality category, six in the average quality category, and one in the high quality category. The mean quality score obtained was average ( $M =102.13$ ,  $SD= 12.46$ ). The mean scores for each domain were arbitrarily classified into three categories, low, average and high quality. Domains, such as scheduling of appointments, physical environment, and material available, obtained a high quality mean score, domains of philosophy, orientation to guidance and services rendered, an average quality mean score, and domains of technology, centre policies and evaluation, a low quality mean score. Suggestions for enhancing the functioning of the centres were provided. The study, which employed a multi-agent design to examine an issue inadequately addressed in the Indian context, contributes significantly to the existing body of knowledge.