

## JC CAT launched in North East



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In recent times management education has taken the education spectrum by storm. Joining an MBA course has not only become promising but has also become a fad. There is no doubt that with the growth of industrialisation and corporatisation, there is been a growing need of more and more management professionals to propel the unending hunger of corporate growth. This has resulted in the establishment of business management institutes all over the country. For students, joining an MBA course becomes a passport to sure jobs in the industry.

The fashion of joining an MBA course has become so rampant that students these days do not even think whether they are mentally and emotionally suited for a management course or not. As a result many candidates end up on the wrong side of the career. Also, many unscrupulous management institutes admit students without any screening test just for the sake of minting money. In all such cases the careers of innocent students are at stake.

JC CAT has emerged out of this need and crisis faced by aspiring management students. It is a National Level written admission test (recognised by UGC, AICTE and DEC) for admission into leading Management Institutes. Keeping in mind the aspirations of the younger generation and the need for standardized tests in the country; JC CAT fulfill the much needed gap and is ably providing a strong option for entry into New-Age B-Schools. It was launched in the year 2007 at Delhi with active public-private partnership. It conducts the test 4 times in a year (November, February, April and August) in over 40 cities across India.

In view of the vast student population in the north eastern region of the country and to address the issue of correct guidance to management aspirants, JC CAT has today launched its North East operation in active collaboration with Career CliniQ, the regions most popular career guidance unit. The launch was made through a formal press conference organised at Press Club, Guwahati. The event saw participation from the various top business management institutes and MBA coaching centres of the region. Speaking on the occasion, Mr.Gulshan Sehgal , General Manager – Marketing, stressed on the importance of screening of candidates so that right candidates get the right jobs. He was very skeptical about the mushroom type management institutes which admit students without any qualifying test. Mr.Ranjan K Baruah, renowned social activist echoed the same and highlighted the fact that progressive management institutes should encourage the concept of proper screening of candidates before the enrol any student. Ms.Navmita Bhattacharjee, GM – Marketing (North East) and Career Doctor of Career CliniQ, promised to promote the entrance test in the remote areas of the region too where students are still not much aware of management education and its benefits. She also reiterated that the JC CAT test would be promoted in the other remote north eastern states as well apart from Assam and Meghalaya.

This is indeed a positive step towards ensuring quality students and quality education in the ever growing field of management. We hope that the students would avail of this opportunity and ensuring that the make the right career move.



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