

30 March 2011

<u>Message</u>

I am delighted to know that a bi-monthly magazine titled **Choice of Education** is being launched with a view to provide regular information to the youth about the career opportunities available to them in various sectors of the economy. I am sure that the magazine will focus its attention both to urban and rural India.

The aim of the magazine should be to highlight opportunities both in the rural and urban sector, so that there could be reverse migration from large cities to our rural India. In addition, it will be beneficial to the youth, if they are provided with guidance on receiving employable skills through well structured bridge courses. Ideally, magazine should also concentrate on making the youth employment generators rather than employment seekers.

My best wishes to the editorial team of Choice of Education success in the mission of designing, developing and disseminating valuable career orientation information to the youth.

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