



PASSION UP

*“Passion First for
Soulful Career”*



www.passionup.in



About Us

Passion Up is a proprietary firm dedicated to transform the way students and young professionals approach their careers. More than a conventional career counselling service, Passion Up is a movement.... a call to align passion with profession and make career choices that are heart-driven, not pressure-driven.

We go beyond aptitude tests and trending jobs. We help individuals discover their true potential, interests, and inner calling. Our philosophy is simple yet powerful: "Passion First, for a Soulful Career."

Why Scientific Career Counselling Is the Need of the Hour

- Are you choosing careers based on peer pressure or family expectations?
- Are you aware of the vast and emerging career paths beyond medicine, engineering, or commerce and yet they are lucrative and respectable?
- Do they know what skills and qualifications are actually required to thrive in today's dynamic job market?

In today's fast-evolving world, making career decisions based solely on marks or trends is outdated and risky. That's where scientific career counselling comes in. It uses psychometric tools, personality profiling, interest mapping, and future job-market insights to:

- Identify each student's strengths, values, aptitudes, and preferences
- Recommend careers that are meaningful and sustainable
- Provide clarity and confidence to students and parents alike



Our Specialities – Why Passion Up is Unique

- **Holistic Career Mapping:** We combine psychological, emotional, and practical factors to guide students.
- **AI-Powered, Standardised Assessments:** Our tests are designed with advanced algorithms and validated frameworks.
- **Overseas Study Readiness:** We assess and guide students looking to explore education abroad.
- **Post-College Pathway Planning:** For college students confused about what's next.
- **Wellness-Based Career Approach:** We believe a meaningful career contributes to overall well-being.



Our Core Team



Dr. Madhuri Kulkarni

Academician & Career Strategist
With over three decades of mentoring and counselling experience and believes that every student has a unique blueprint.



Mr. Pravin Paritkar

Senior Human Resources Professional with over three decades of experience in corporate training and people development. He firmly believes in enhancing employability skills to make students job ready.



Prof. Poonam Tare

Academician and Career Strategist with over two decades of experience in navigating students through their careers and she firmly believes that right time intervention while choosing career path is the need of the time.

Our Career Solutions

1. Career Explorer – Stream Selection (Class 8th–10th)

Helps students explore and choose the right academic streams aligned with their personality, interests, and aptitudes. Ideal for those unsure whether to opt for science, commerce, humanities, or a blend.

2. Career Explorer – Higher Secondary (11th–12th Students)

Designed for students in their critical pre-university years. Identifies most suitable careers, guides students on whether to stay or switch streams, and outlines potential college education paths.

3. DISHA – For Undergraduate Students

Perfect for students in their 1st or 2nd year of college. This program clarifies future options, be it job readiness, higher studies, or entrepreneurship. Also includes a skill development roadmap.

4. Overseas Companion – Study Abroad Planning

A comprehensive roadmap for students considering international education. It matches country and course preferences, evaluates readiness, and outlines essential preparation without charging the student.



5. Job Readiness Assessment – Final Year / Freshers / Working Youth

This assessment prepares students and young professionals for the real-world workplace. It identifies upskilling needs, career fit, and boosts confidence through personalized coaching.

Optional Add-Ons

- Additional Counselling Sessions as and when required
- Parent-Student Joint Guidance Sessions
- Follow-up Clarification Calls
- Roadmap to Top Colleges in India and Abroad

Institutional & Bulk Offerings

We also offer customized solutions for schools and colleges. These include:

- Career workshops and interactive seminars
- Large-scale assessments at discounted rates
- Post-assessment review sessions for groups or parents



Ready to Align Passion with Profession?

Let Passion Up be your partner in building purposeful futures. From school to college and beyond, we ensure every step is well-guided, heart-led, and future-ready.

Contact Us:

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