



PSYCHOMETRIC TEST SERVICES



Dr. Nivedita Srivastava
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ABOUT US

**20 YEARS OF EXPERIENCE IN
ASSESSMENTS**

**INVENTORY OF SKILLS ASSESSMENT
TOOLS**

**PSYCHOMETRIC ASSESSMENTS
SKILL FITMENT**

RECRUITMENT AND L&D FOCUSSED

CUSTOMISED TEST DEVELOPMENT



FOUNDER AND ADVISING TEAM

FOUNDER- DR. NIVEDITA SRIVASTAVA

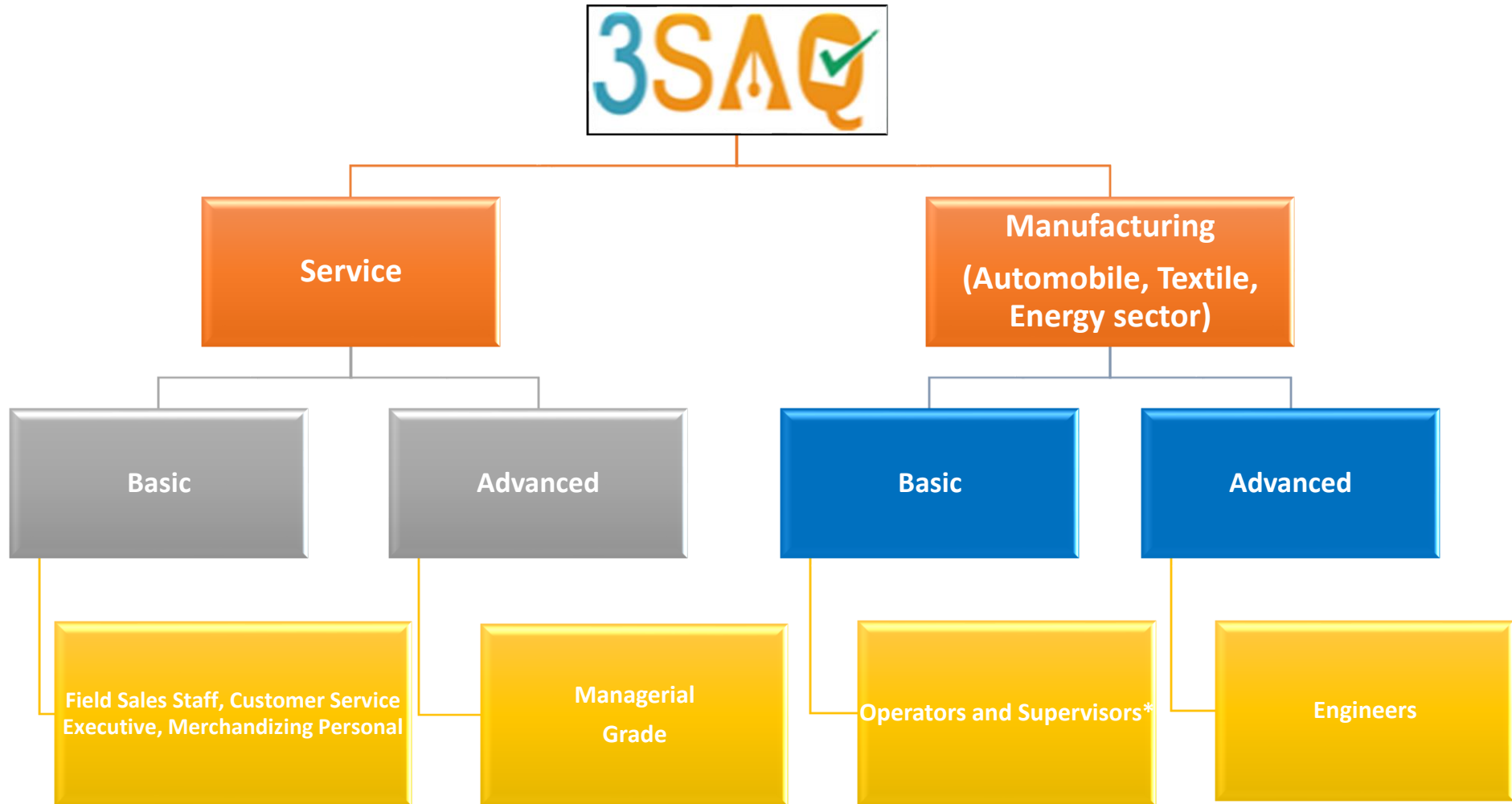
Nivedita is a fellow of NITIE (doctoral program) in organizational behaviour from NITIE, Mumbai, a leading B-school in the area of Emotional Intelligence and Managerial Innovation. She holds a Masters in Psychology from Dayalbagh University (Deemed University), Agra. A Psychometrician for 20 years certified on various psychometric tools such as 16PF, MBTI, PAPI, FIRO-B. A visiting faculty with MICA, Ahmedabad.

ADVISOR- HEMANT KUMAR JAIN

Dedicated professional with 18 years of experience in managing a full spectrum of Talent Management and Change management. In KPMG India, led several engagements around Talent Management such as competency framework formulation as well as design and conduct of Assessment Centers. A seasoned coach.

ADVISOR- SATYARTH SRIVASTAVA

Satyarth Srivastava is the Director at ADIT Microsys pvt ltd, a global IT Development and consulting firm as well as offshore services provider, with corporate business offices and development center located in Ahmedabad, India. He carries with him a diverse experience of more than 22 years.



Our Services



Employability Skill Assessment

Skill assessment is important in nurturing the lowest segment of the pyramid of the organization. Our services for skill assessment help in talent identification and development

Managerial and Leadership Skills/Entrepreneurial Assessment

We conduct assessment of managerial and leadership. The assessments are used constructively to add value to an organization in the form of coaching and development.

Developing of HR process and competency Mapping

We also expertise in developing and aligning HR systems and processes for organizations in the MSME sector

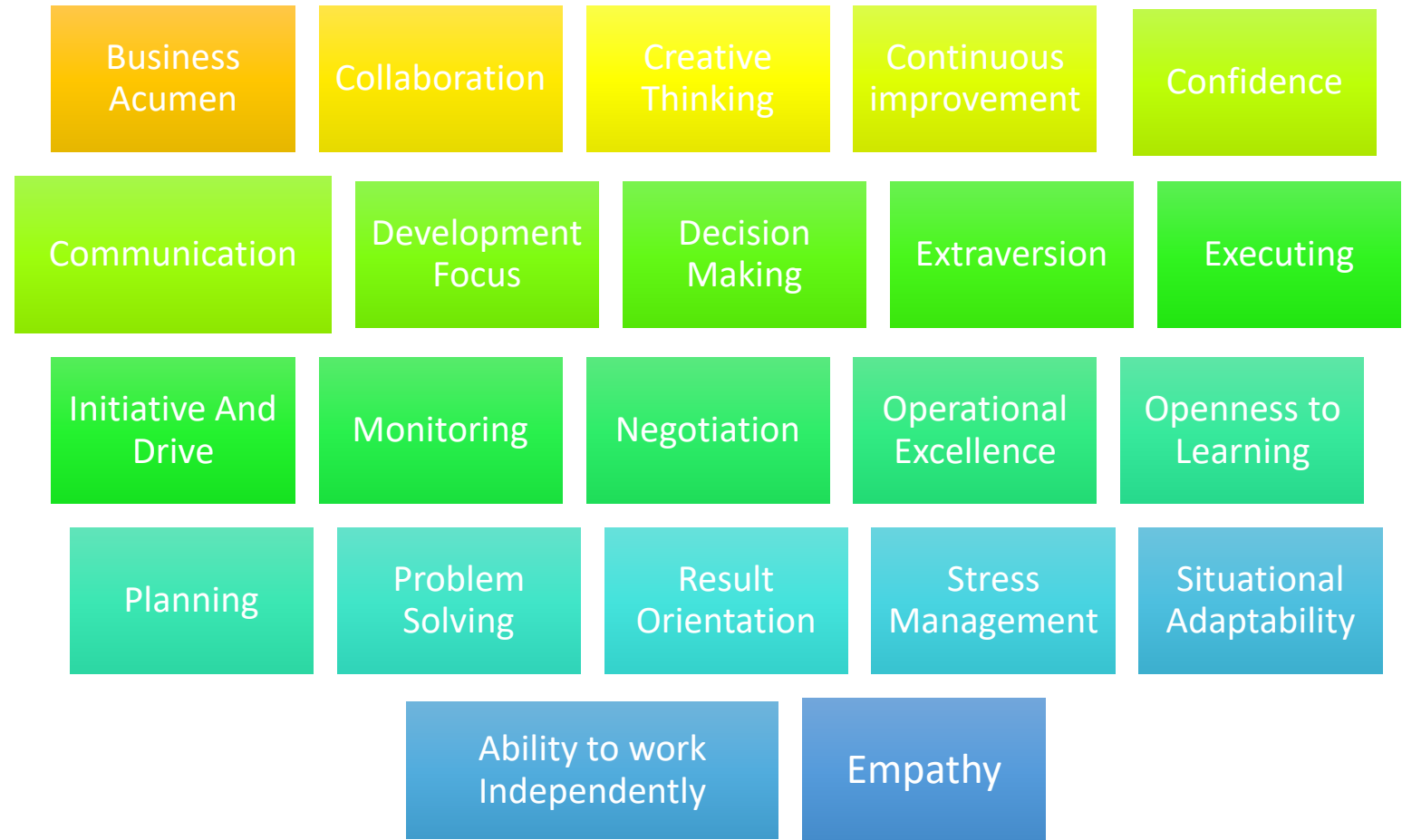
Introduction to the tool –

Objective and features of the tool:

- ✓ The tool would focus on skill gap assessment of employees through assessment of **Cognitive skills; Social & Behavioural skills; and Integrity.**

3SAQ-LEADERSHIP

LEADERSHIP SKILLS



COMPOUND LEADERSHIP SKILLS

Attention to Detail

Visualization Skills

Global Planning Skills

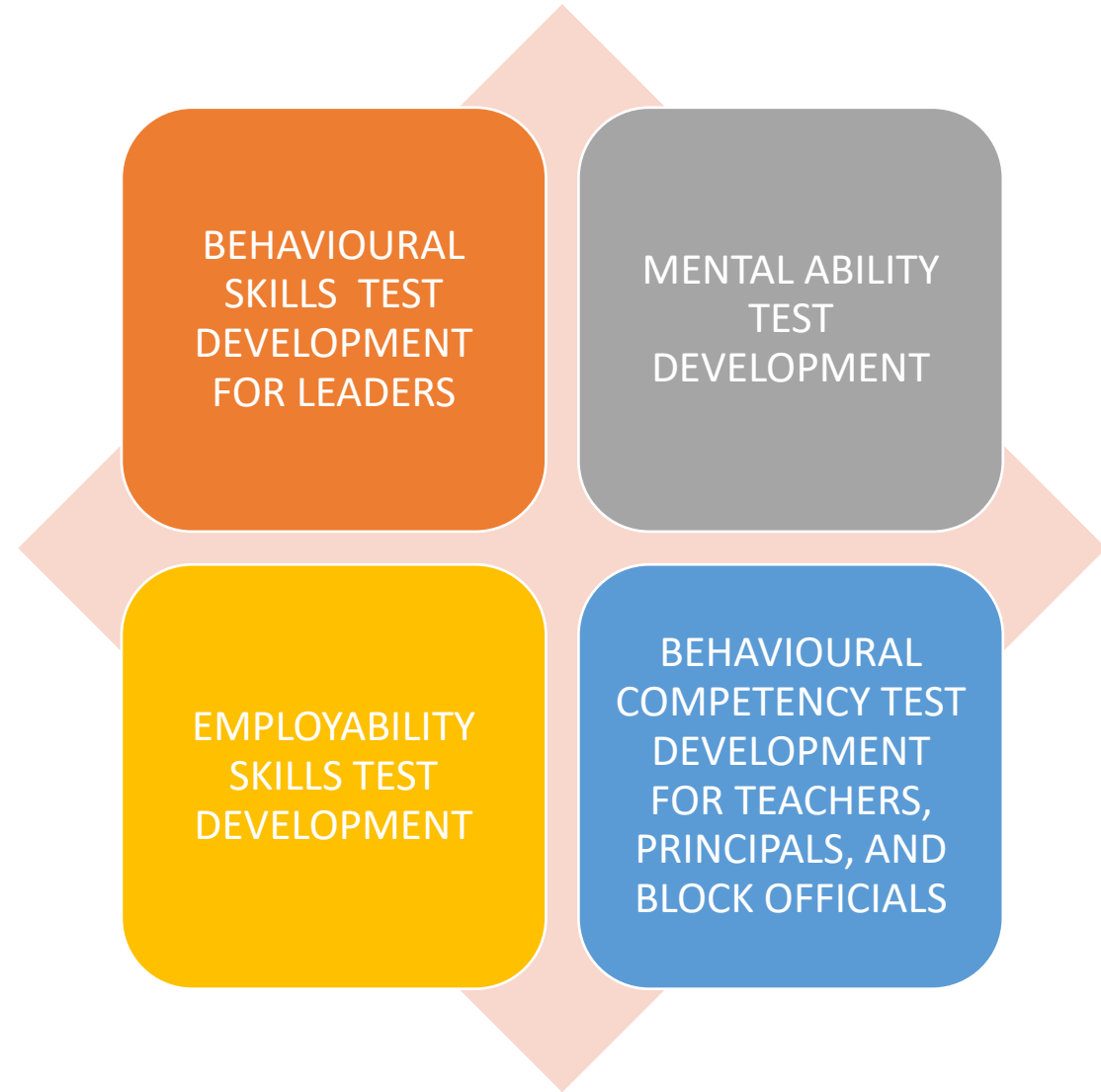
Anticipating Future
Challenges

Risk Taking Ability

Team Management

Taking Ownership

CUSTOMISED TEST DEVLEOPMENT



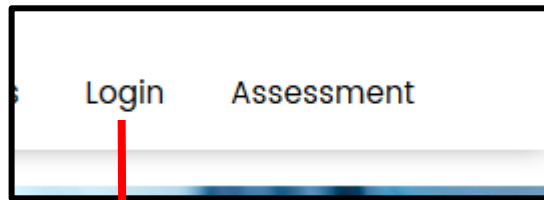
Introduction to the tool –

Cognitive Skill



Introduction to the tool –

- Multiple choice questions
- Divided into two parts
- In multiple languages
- Simply worded-easy to comprehend



The screenshot shows a login form with the following elements:

- Header: "Login" with a close button (X).
- Input fields: "9links" and a password field (masked with dots).
- Submit button: A green button with a key icon and the text "Login".
- Footer: "Request for New Login" and "Forgot password?" links.

The screenshot shows the SAQ interface with the following elements:

- Header: "9LINKS The Assessment Company" logo, "SKILL ASSESSMENT QUESTIONNAIRE (SAQ)", and "Welcome, 9links Logout".
- Navigation: "No. of Questions: 12", "Part-A" (selected), "Part-B", and a timer "Total 00:09:20".
- Question Indicator: A row of 11 numbered circles, with the first circle (1) highlighted in red.
- Question 1: "Find the same meaning of 'UNITE'" with radio button options: "Unfold", "Separate", "Combine", and "Divide".
- Modal: "Part-A Instruction" box with instructions: "Please read the instructions carefully. 1. Before starting the test, please close all chat windows, screen saver, etc and make sure that you have a stable internet connection. 2. Please read each statement carefully and choose one answer that best corresponds to your agreement or disagreement. 3. Total time for PART A is 15 mins. 4. Try to attempt all the question in PART A. 5. Click on the 'Next' button to attempt the next question. 6. Once you click 'Next' button, you will not be able to go back to the previous question. 7. Click 'Submit' once you finish the test." with a "Close" button.
- Footer: "Next >" button.



Innovation

Unique Dashboard Access

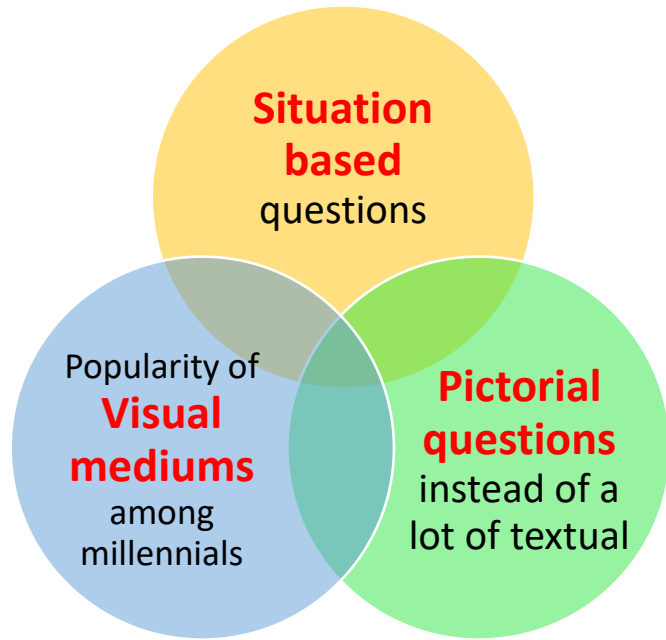
9Links Assessment users

Data Sheet Search

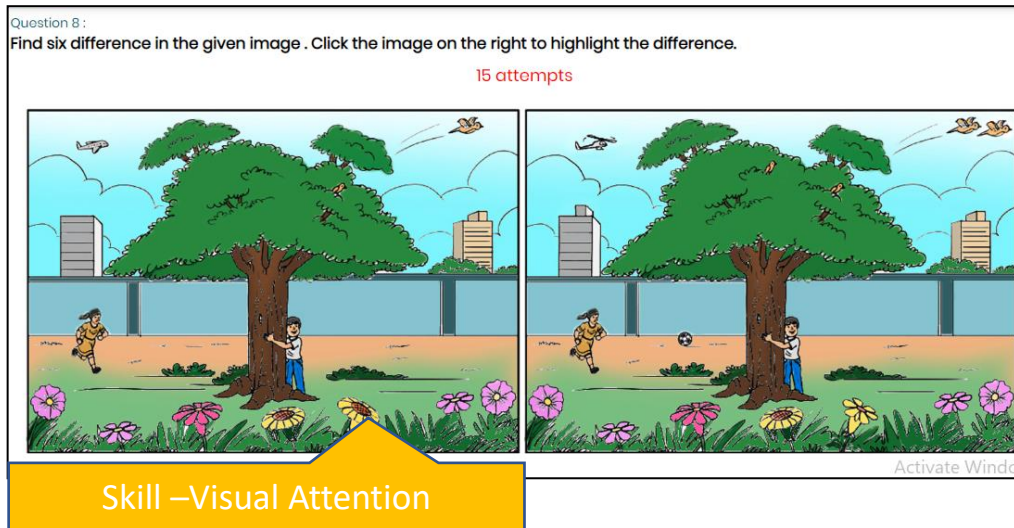
Show entries

Sr No.	Submitted Date	Test Name	Company Name	Name	Username	Password	Contact Number	Email	City	State	Action	Report
1	18-04-2022	HDB	HDBFS	TINA HUNDRAJ WADHWA	SAQHDBFS89	30FVYKB	917057483669	Tinawadhwa07@gmail.com	Ambemath	Maharashtra	Test Appeared	
2	12-04-2022	HDB	HDBFS	Rahul Hussainappa Jillapur	SAQHDBFS96	CNE5JZU	917900149702	Rahuljillapur6448@gmail.com	Mumbai	Maharashtra	Test Appeared	
3	11-04-2022	HDB	HDBFS	Tejasvini Rajesh Mundekar	SAQHDBFS110	K6LYRRB	918097104694	Tejumundekar966@gmail.com	Mumbai	Maharashtra	Test Appeared	
4	11-04-2022	HDB	HDBFS	Sanket Kargutkar	SAQHDBFS102	92KZLPM	919768256533	Kargutkarsanket007@gmail.com	Mumbai	Maharashtra	Test Appeared	
5	11-04-2022	HDB	HDBFS	Saira	SAQHDBFS4	XVZZWV1	918097292989	Suhaanshaikh38@gmail.com	Mumbai	Maharashtra	Test Appeared	
6	08-04-2022	HDB	HDBFS	Jaya	SAQHDBFS68	K4TIAJE	918928860928	Jayasingh099999@gmail.com	Mumbai	Maharashtra	Test Appeared	
7	08-04-2022	HDB	HDBFS	Kaustubh Manjrekar	SAQHDBFS62	7QQ6RF6	918369744375	Kaustubhmanjrekar598@gmail.com	Mumbai	Maharashtra	Test Appeared	
8	08-04-2022	HDB	HDBFS	Chhaya Mishra	SAQHDBFS85	YGXNSF	91977374989	Chhaya.mishra@gmail.com	Mumbai	Maharashtra	Test Appeared	
9	08-04-2022	HDB	HDBFS	pooja jaiswar	SAQHDBFS80	4VQARXV	91+80972304	pooja.jaiswar@gmail.com	Mumbai	Maharashtra	Test Appeared	
10	08-04-2022	HDB	HDBFS	SMITA	SAQHDBFS84	WBRX3KD	918452800754	Mohitesmita722@gmail.com	Pune	Maharashtra	Test Appeared	

[Link opened in a browser.](#)
 Details of User id and password is given



Skill - Communication



Skill - Visual Memory

Value Addition by 9 LINKS range of tests



Clients



Clients



We understand your world



Your Mobility & Livelihood Partner

Clients



Clients



Clients



Natarajan Education Society

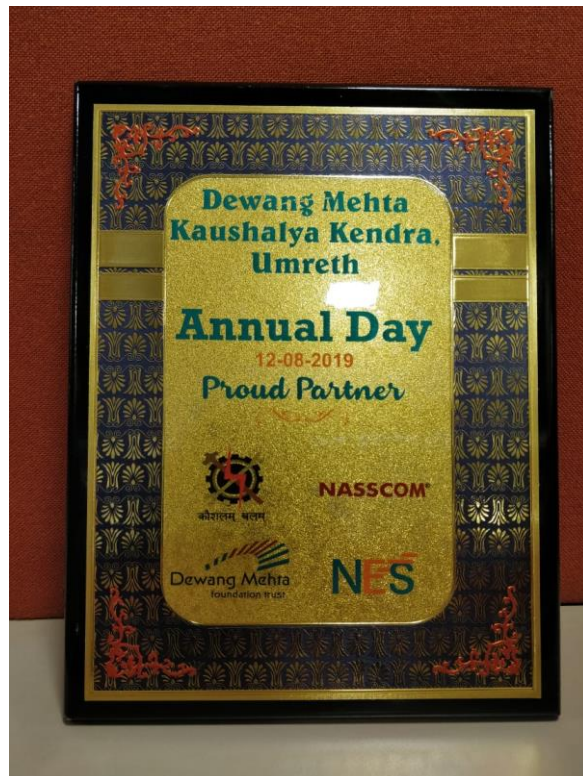


SKILL DEVELOPMENT INSTITUTE
BHUBANESHWAR



AWARDS AND RECOGNITION

NATRAJAN EDUCATION SERVICES, PUNE



FORUM FOR EMOTIONAL INTELLIGENCES LEARNING



MEDIA COVERAGE

LIVE 92.7 MONDAY 9 PM **SHOW LOVE YOU ZINDAGI**

CATCH DR. NIVEDITA SRIVASTAVA

SPEAK ON

PSYCHOMETRIC ASSESSMENTS AND ITS ADVANTAGES

WITH RJ DILIP

92.7 BIG FM

dhun badal ke toh dekho

9INKS
The Assessment Company

glam-sham Madhuri's plans **matinee** Disha to be the next PC?

mumbai THE AGE SUNDAY | 16 FEBRUARY 2020

19 >> **24 >>**

It's all in the mind

Corporate companies are using psychometric tests to fine-tune their hiring process and evaluate a candidate's character

enough work experience, then taking a test doesn't make sense. And as far as team management and solving issues are concerned, there is always help available in the process," opines the manager.

Desai agrees to some extent, adding that companies should not completely rely on psychometric testing either. "Companies should not fully rely on these tests and neglect the person because that will make their observations about the person in consideration," she suggests.

Srivastava avers that while there is no one process that should be relied on for hiring a candidate, psychometric testing helps discover good candidates as well as candidates who have lied about their skills. "It is not difficult to fake CVs, and every candidate appears prepared for the interview, so while psychometric testing is not a silver bullet, it is a little thing that helps the candidate stand out. It is not to be hired or not, it at least helps in understanding the candidate's actual traits and capabilities," she says.

Being natural is the key. Some people might prefer jobs by pretending that they are good for the position, but they ultimately prove to be the wrong choice. But according to experts, candidates cannot get away with fake responses on psychometric tests. "I have been through this test quite a few times and couldn't cheat. You would never know where you missed out because it checks your natural personality," says Agrawal and adds that the tests have similar questions with different situations. "You just respond impulsively to all the questions which are connected to each other and twined with different situations and there you are gone," says the senior manager.

Srivastava too adds that there is no key to clearing the test except being authentic. "You can clear the verbal language and logical reasoning tests with practice, but when it comes to personality and social behavioural skills, there is nothing that you need to be yourself," she suggests.

"It is a scientific thing and there is no technique to clear the test," she clarifies before signing off.

Bollywood actor Tara Sutarra walks on the ramp for designer Punit Balana at the Lakme Fashion Week Summer/Resort 2020

Psychometric tests are definitely crucial for the success of any recruitment process because you are getting the right candidate for the job profile.

—PYUSH AGRAWAL, SENIOR MANAGER, OPERATIONS

PRIYANKA CHANDANI

In today's time of economic instability, winning and surviving for the companies in the market is possible through the competent manpower among other things. Therefore, while many are still going by the tried and tested method of college placements and face-to-face interviews, others are diving deeper into their potential employees by using psychometric tests to evaluate their experience. This method provides employers with a comprehensive understanding of a candidate's personality and ability, which can help decide if they fit into the company.

Although psychometric testing has been used abroad for several years, India is yet to apply it outside big multinational companies. So far, 20 percent of Indian companies such as Credit Suisse, Macquarie Group, IndCo, Accenture, and Asian Paints among others use psychometric testing in their candidate assessment process, and many employers believe that it helps in hiring quality talent.

"Psychometric tests are definitely crucial for the success of any recruitment process because you are getting the right candidate for the job profile," says Pyush Agrawal, Senior Manager, Operations at 9INKS.

Assessing the behavioural traits and personality of a candidate can be much more difficult than the other factual facts such as education, skills, logical reasoning and verbal communication. And while psychometric testing makes the recruitment process sharper and smoother, it also helps analyse results that are statistically in favour of the organisation. This way a company can also eliminate the candidates who don't meet the basic criteria. "When you are hiring in bulk, you can filter out the candidates. Instead of interviewing all the applicants, the company needs to go on further hiring rounds only with those meeting the basic criteria," explains Dr. Nivedita Srivastava, the founder of 9INKS, a psychometric assessment company in Gujarat.

Similarly, clinical psychologist Shyamoli Desai notes that "the tests help companies to

because you are getting the right candidate for the job profile," says Pyush Agrawal, Senior Manager, Operations in a corporate firm. He adds that the test is important in hiring a candidate for a higher role. "Fresher and middle management candidates can be recruited with a regular hiring process."

check a specific personality trait that they are looking in a candidate for a particular role. "There are several tests, and every test would help get the most suitable person for the role. If there are many people applying for the same job, then it is easy to choose the right one from them through the test," she adds.

Difference of opinions

However, not everyone is sold on the value of psychometric testing in the hiring process. While it is true that it is a scientific way of analysing skills, some also believe that there is a bonafide risk that psychometric testing puts entrants into cubby holes.

"By revealing the type of character a candidate has, you are making your process rigid. It is a substandard exercise and there is no point in having this in the hiring process," says Amit Kumar, operations manager at a Gurugram based corporate company.

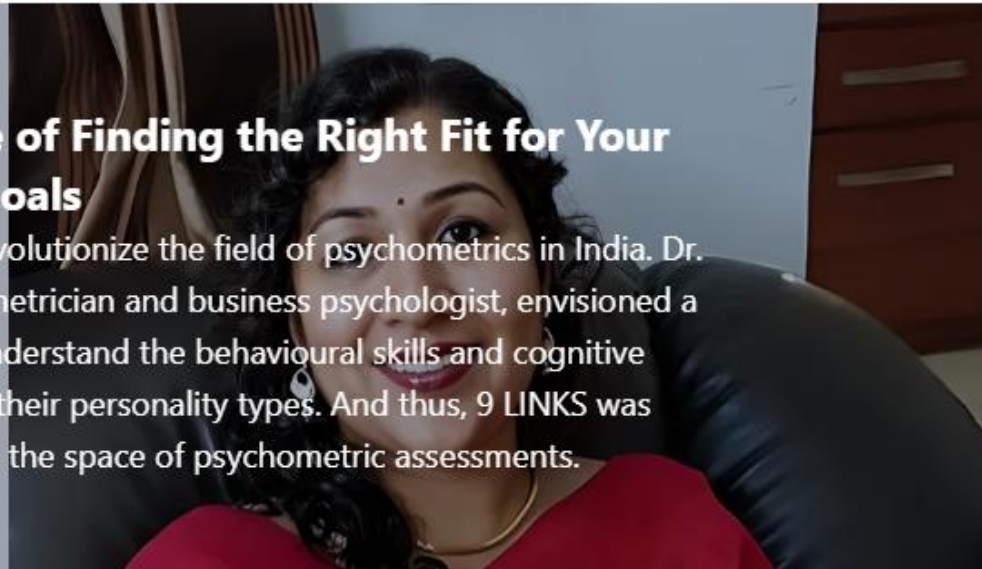
He further adds that candidates' work experience matters the most. "If a candidate comes with

MEDIA COVERAGE

9 LINKS: The Art and Science of Finding the Right Fit for Your Organization's Culture and Goals

It all started with a dream, a dream to revolutionize the field of psychometrics in India. Dr. Nivedita Srivastava, a renowned psychometrician and business psychologist, envisioned a world where organizations could truly understand the behavioural and cognitive abilities of their employees, beyond just their personality types. And thus, 9 LINKS was born - an organization that specializes in the space of psychometric assessments.

3 minutes to read



INTERNATIONAL PUBLICATIONS

A MODEL OF ASSESSMENT OF SKILLS OF BLUE-COLLAR EMPLOYEES IN INDIA

NOV 24, 2016, FORE INTERNATIONAL OB & HR CONFERENCE 2016 (FIOHC)

In the modern-day corporate sector, India has been focusing immensely on the development of its employees across sectors as an effect of globalisation. A major focus has been on the growth of the high wage employee sector. However, recently in the last few years, the country has also been focussing on the development of the skilled labourer. With the advent of National Skill Development Corporation and Skill Development Mission, the government has been paying a lot of attention on development of vocational skills across all sectors of the industry. Technical skills have been studied to play a major role in the recruitment of skilled labourers. It is also imperative to focus on the retention of such task force. The current paper attempts to highlight the importance of cognitive skills; social and behavioural skills; and integrity among employees in recruitment and retention of blue-collar workforce. The paper intends to highlight the importance of a tool which assesses the blue-collar workforce as pre-employment screening as well as for developmental purposes.

THE NEW AGE EMPLOYABILITY INDEX-IQ AND EQ

NOV 16, 2020, EMOTIONAL INTELLIGENCE COMPENDIUM OF 2020 PAPER PRESENTATIONS WITH SUMMIT & AWARD COVERAGE OF MOST ADMIRABLE LEADERS, SPEAKERS AND PANEL DISCUSSIONS

While the global unemployment rate is estimated to be 5.0 percent in 2018, the unemployment rate in India has been studied to be 8.5 percent in 2019. A lot of importance has been given to upskilling of various functional skills in India as a part of the skill development mission, there is still a lack of critical employability skills. These employability skills have been identified as more relevant by recruiters in comparison to technical or functional skills. The current paper aims to project the results of a study conducted on a sample of 3006 entry-level workforce and job aspirants using a scale, 3 Skill Assessment questionnaire developed and standardised by 9 LINKS. The results signify the findings that social and behavioural skills are far below the expected standards. While the values are relatively high along with some cognitive skills, the Indian skill development organisations and mission need to focus strongly on the behavioural or soft skills which are demanded by recruiters across sector.

www.9links.in

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