

PROPOSED FRAMEWORK FOR SETTING UP ONLINE CAREER GUIDANCE PORTAL



Prepared by:

Manit Jain, Chairman, FICCI ARISE

Prof. Rajeev Gupta, Chairman (Admissions) & Dean, Students Welfare, University of Delhi

Context & Background



- India's working age population will continue to increase through 2041, rising by 96.5 million during 2021-31 and by 41.5 million during 2031-41.
- 'One size fits all' approach to education, i.e., assuming all students learn in the same manner, will not work in the present scenario.
- The accelerating pace of technological, demographic and socio-economic disruption post Covid-19 is transforming industries and business models.
- In addition to pursuing mainstream education, youngsters will have to focus on amassing 'new-age' skills to enhance their appeal for potential employers, hence there is a need for cohesive approach towards 'Career Development'.
- NEP 2020: Calls for a scientifically designed career guidance program

Broad Objectives



Establish a one stop **ONLINE PORTAL** for School Students and Drop-outs to make informed Education and Career choices and empower them for lifelong learning.

Through the portal establish a strong institutional support for capacity building and periodic scale-up of career guides, career coaches or career mentors.

Establish linkages and embed vocational programmes for extending exposure and internships opportunities to the students at the school level.

Approach

CREATE

Continuously develops and supplies career guidance-related examination tools that ensure feasibility and reliability

COLLABORATE

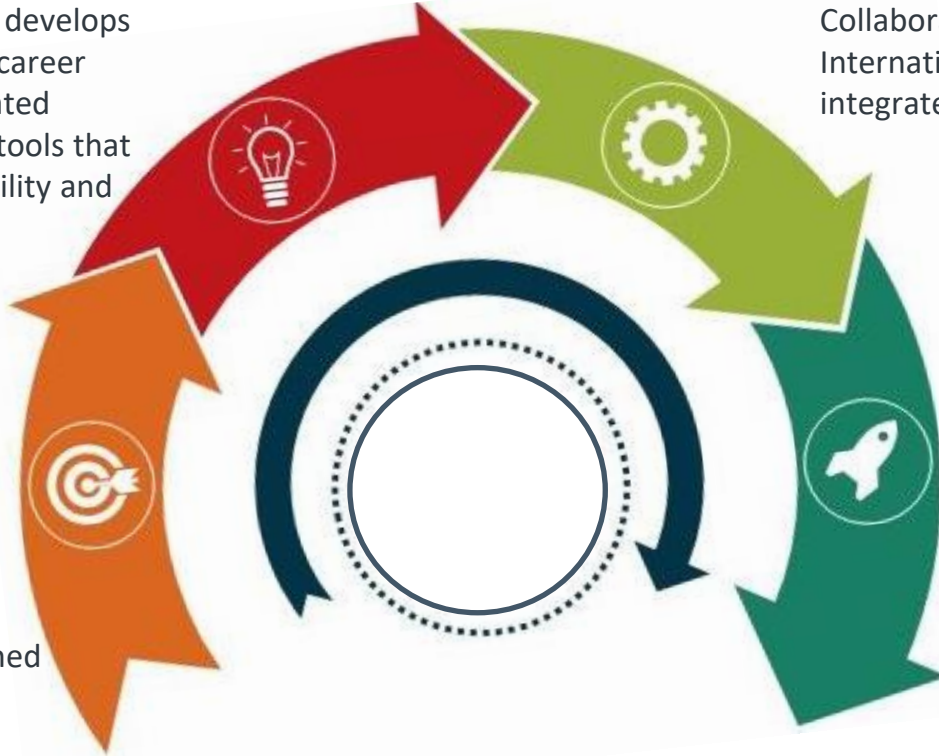
Collaborate with National & International organisations to integrate 'best practices'

CAPTURE

Capture, collate and update all the relevant information on various education pathways aligned with industry insights

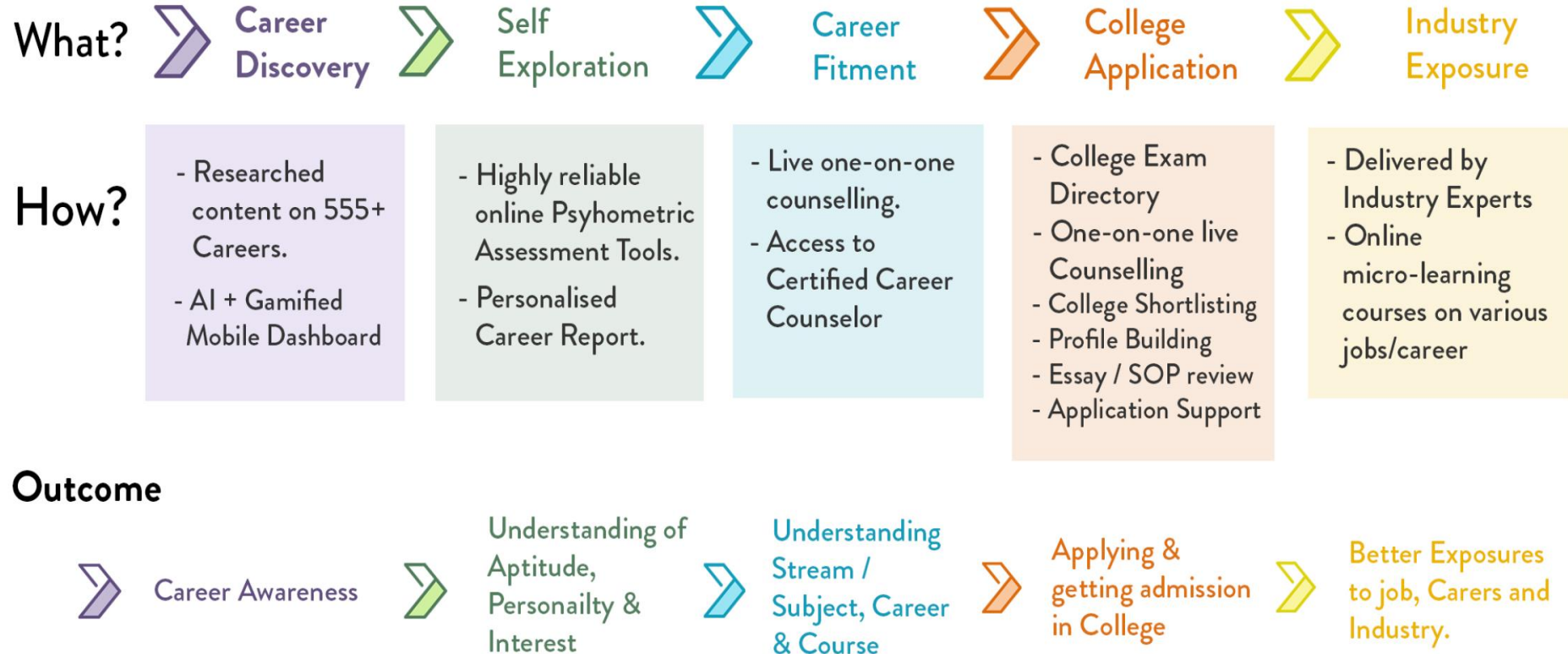
CONCEPTUALIZE

Conceptualize & facilitate the development and training of career guidance-related experts



Career Portal (Mobile/Web Portal + Mobile App)

Key Aspects of Proposed Online Portal



Key Features for Students in the Portal



Self Discovery

- Career Quest – A series of interactive quizzes and games for students to find out more about the World of Work
- Know Yourself Profiling Tools – A series of profiling tools for students to find out more about career interests, learning styles, etc.

Navigate Pathways

- Education Guide – An interactive Education pathway map that allows students to explore the various educational opportunities in India and abroad.
- World of Work – A virtual National and International landscape of the different industries and emerging market trends.

Learning Content

- My Reflections and Feedback – Students can reflect on their learning and discovery of the various education and career pathways.
- My ePortfolio – Students to record experiences and achievements, including hobbies and activities they are involved in.

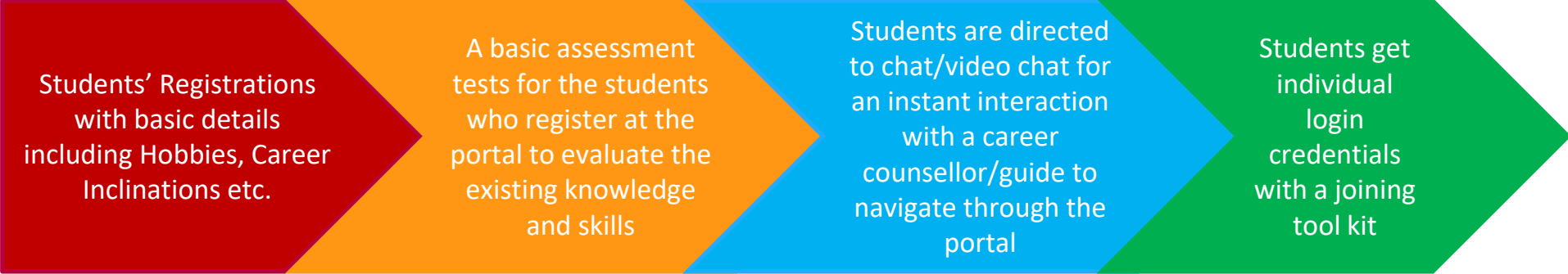
Prepare for Work

- Prepare for Work – Equip students with skills to write resumes and cover letters, and handle interviews.
- Gain access to digital services such as industry insights and knowledge papers.

Suggested Steps for Registrations



4 Easy Steps



Students' Registrations with basic details including Hobbies, Career Inclinations etc.

A basic assessment tests for the students who register at the portal to evaluate the existing knowledge and skills

Students are directed to chat/video chat for an instant interaction with a career counsellor/guide to navigate through the portal

Students get individual login credentials with a joining tool kit

Quality Assurance

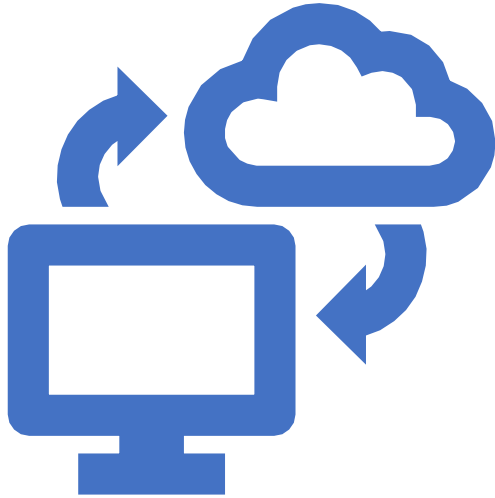


A Quality Assurance Board could be formed with the following representation:

- Industry Expert(s) who could give an industry insight and market/job trends
- Experienced Counsellor(s) and/or Counselling Organization(s) who could give perspective on implementation methodology and facilitation strategy
- Concerned Ministries - MoE (for mainstream education), MSDE (for Skill and vocational Training and Entrepreneurship related Education), MoLE (for employment, market and job demand-type information), MEiTY (for developing integrated technical innovation) etc.
- Student Representative(s) to get a bottom-up perspective as end user
- Academicians who could give technical advice as they have the relevant subject information needed for counselling and guidance
- Sector Skill Councils (SSCs) to bring-in sector-specific knowledge as they have affiliations with industry and line ministries

Potential Technical
Partner:
iDreamCareer
(Mobile/Web
Portal + Mobile
App)

- Well **researched content on 555+ careers**: The most comprehensive career content for young students to explore careers
- **Directory of 24,000+ colleges** covering 2.8 lakh courses from India & 15 other countries
- **Directory of 1150+ Entrance Exams** – covering the minute by minute update on entrance exams application process, dates
- **Directory of 1200+ scholarships** and school level competitions – covering both India & International.
- Content available in English, Hindi & 7 regional languages.



Portal working at scale

- With UNICEF support the portal is currently being launched for 14 states covering 2 Crore students.
- The portal technology has scalability capability.
- Integrated platform: Students <> Counselor (Teachers)
- Teacher/Counselors trained on the portal to access content and guide students.

Thanks!