



Project Completion Report: 2018-19

Project Name: Career Guidance & Mentoring Program

Sponsor Name: Colt, BOSCH & HPCL

Knowledge Partner: Shikshadaan & BSDU

Locations: Jaipur & Gurgaon

Project duration: 1-Apr'18 to 30-Mar'19

Primary Beneficiaries: Student of 9th to 12th Grade

Secondary Beneficiaries: Youth looking for Employment

Report Prepared by

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PURE India Trust (NGO) has designed a unique career Guidance & Mentoring program to improve employability of youth in India. We launched this program in May'18 at Gurgaon with Colt technology company in a Govt School in Atta Barota, Gurgaon. Following companies supported us to implement this program in Govt Schools

Year	Location	Company Name	No. of School	Approx. Students covered	Remarks
2018-19	Delhi NCR	Colt Technologies	1	170	Pilot session, 20+ volunteers joined
2018-19	Jaipur	HPCL	2	550	Session conducted at 2 schools in Jaipur
2018-19	Jaipur	BOSCH	10	1450	10 Govt school covered in villages of Jaipur
2018-19	Delhi NCR	PURE India Trust	2	280	Career Seminars conducted at 2 schools
2018-19	Jaipur	PURE India Trust	4	760	Career Seminars conducted at 4 schools
Total			19	3210	

In year 2018-19, we could get financial support from two corporate however we implemented sessions in various schools across Delhi NCR & Rajasthan:

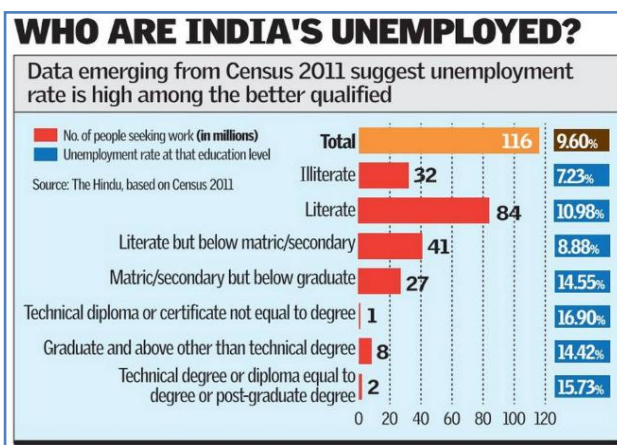
Problem Statements:

“ UNEMPLOYABILITY ”
A BIGGER PROBLEM THAN UNEMPLOYMENT

INTRIGUING FACTS:

MORE THAN **50 LAKH** STUDENTS GRADUATE PER YEAR
VERY FEW ARE FIT TO BE EMPLOYED.

MORE THAN **50 %** OF INDIAN GRADUATES LACK BASIC EMPLOYABILITY SKILLS



In our society Career planning is not considered as important as it should be. Many students make career choices based on the most picked-up career options like Engineering, Doctor, Police, and Teacher etc. Students are usually not sure what they want to become in life and what is their interest area for their career. Picking a career usually comes after picking a course. If a student doesn't pick the right course, it would eventually affect their career choice. A recent study showed that 1 in 3 students are unhappy with the course that they picked and almost 4 out of 5 working professional are not satisfied with their jobs which leads to unhappy employee or less productive human resources.

We found that most of the students and teachers are not aware about various popular career options, what are minimum qualifications, institutes, what to do after 10th & 12th and growth opportunities in each sectors etc. The root cause of this problem is lack of career awareness & availability of various careers options in easy to understandable format. At the same time our education system has not paid attention to address this issue proactively. This is increasing un-employability among literate youth and also negatively impacting productivity of our country.

PURE India Trust has worked with more than 50 schools across north India and interacted with thousands of students to assess about their career aspirations and we found that most of the students are either not sure of what they want to be in future or they have very limited choice of career option e.g. Teaching, defense, Railway, Doctor, Engineer or police etc only. Moreover they are not aware of the steps or actions to be taken to become a doctor, engineer, teacher or anything else. Hence the students keep studying and complete graduation, post graduations and more than that but still they are not sure of what career they want. Thousands of students keep spending years of time in preparing for competitive exams and only 1 out of 50 get a success.

Solutions offered

To solve this issue of Un-employability we have designed unique career guidance & mentoring program using specially designed charts of 100 most popular careers to create awareness about careers opportunities among students of 8th grade and above, Teachers & Parents. With this program, we inspire students to start thinking about their careers in the class 8th so that they can decide right career goal based on their interest & capability. Our program is combination offline career guidance and use of ICT to enable students to decide their career in most simple manner. We are using Following are the key elements of the comprehensive career mentoring programs:

Steps for implementation / Methodology

1. Paste Student Career Guidance Chart of 100 most popular careers on the school wall
2. Career Seminar to create awareness about careers among students, teachers & parents
3. Conduct one-to-one Career guidance session for grade 8th & above students.
4. 24X7 Student Career Helpline number for domain specific mentoring
5. Follow up session with students at different intervals after conducting the career seminar

6. Scholarship for underprivileged talented students for Higher education



Glimpse of the program conducted at different schools





Following are other key activities which we do along with the above 5 points:

1. Capturing student's career related knowledge pre and post seminar to measure impact of the seminar conducted
2. Data entry of all the students for future follow up and selection for Scholarships
3. Creating a question bank / FAQ for the mentor's help to answers queries of students
4. Career Booklet for students, Parents & teachers for parents about 100 career options
5. Created a Web portal where 100 career's basic details is given on line

List of schools we have covered in year 2018-19

SN	School Name	District	# Students Approx.	Date of Session
1	PURE India Trust NGO, Asola	Delhi	60	10-Jun-18
2	Govt Sr Sec School, Didawta	Jaipur	220	18-Jul-18
3	Dhanuka Keshav Vidya Peeth, Jamdoli	Jaipur	260	19-Jul-18
4	Daalmiya Vidya Peeth School, Jamdoli	Jaipur	280	19-Jul-18
5	Shri R Girls Sr Sec School , Jamdoli	Jaipur	320	19-Jul-18
6	Govt Girls Sr Sec School, Vatika	Jaipur	140	21-Jan-19
7	Govt Sr Sec School, Vatika	Jaipur	170	23-Jan-19
8	Govt Sr Sec School, Shivdaspura	Jaipur	250	25-Jan-19
9	Govt Girls Sr Sec School, Goner	Jaipur	180	27-Jan-19
10	Govt Sr Sec School, Luniyawas	Jaipur	220	29-Jan-19
11	Govt Sr Sec School, Vidhani	Jaipur	90	31-Jan-19
12	Govt Sr Sec School, Shyopur	Jaipur	120	2-Feb-19
13	Govt Girls Sr Sec School, Shivdaspura	Jaipur	120	4-Feb-19
14	Govt Sr Sec School, Mohanpura	Jaipur	160	6-Feb-19
15	Govt Sec School, Sadarthana	Jaipur	120	8-Feb-19
16	Govt Sr Sec School, Atta Barota	Delhi	130	27-Jun-18
17	Govt Sr Sec School (Boys), Asola Beri,	Delhi	260	19-Jul-18
18	Govt Girls Sr Sec School, Malviya Nagar	Jaipur	250	11-Jul-18
19	Govt Sr Sec School, Devri Gopalpura	Jaipur	190	27-Jul-18

Knowledge Partners: Shikshadaan Foundations

Shikshadaan Foundation has been a guiding force & a mentor for us to support with an expertise about career guidance & mentoring in different part of the country. Shikshadaan foundation is a non-profit organization working with corporate to provide scholarships across India to underprivileged and meritorious students for higher Education. Hence Shikshadaan is also providing scholarships to our students as per the need.

Skill Development Partner: Bharatiya Skill Development University (BSDU)

BSDU – Bharatiya Skill development University has been playing a key role to join us at schools to share about various Skill training they have been providing at their University and at School also near Jaipur.

BSDU has been incorporated as a Rajasthan State Private University. It is the first University in the country offering only Skills programs. It offers Skill Certificate, Diploma, Advance Diploma, Bachelor of Vocation (B.Voc), Master of Vocation (M.Voc) and Ph.D in various skill areas.

BSDU programs are in compliance with UGC Instructions for Vocational Programs, National Skills Qualifications Framework (NSQF), AICTE Instruction for Vocational Programs, NSQF RPL (Recognition of Previous Learning) Guidelines, Guidelines of respective Sector Skill Councils (SSC), National Occupational Standards (NOS), Skills Qualification Packs.