

4/18/2023

Navigating Career Paths

Reflections on Aasman Foundation

Year 2022-23



Contents

1. ABOUT	3
2. OPERATING MODEL	4
2. THEORY OF CHANGE	5
PROGRAM DESIGN FOR THEORY OF CHANGE	5
SDG COVERAGE	6
OTHER SDG LINKAGES WITH OUR WORK	8
3. IMPACT MEASUREMENT AND MANAGEMENT (IMM)	9
4. HOW WE DRIVE IMPACT	9
Career discovery:	10
Self awareness and exploration:	10
Career counselling:	10
WOMEN CAREER COUNSELORS	11
Aasman Foundation	12
Vision	12
Mission	12
AASMAN FOUNDATION MODEL OF IMPACT	13
Initiatives in Aasman Foundation	13
Career Guidance for Adolescents and Youth:	13
Students Engagement:	14
State Teachers Capacity Building	14
Dashboard for data driven decision making:	14
FunDoo App:	14
Student Engagement Activities at School Level:	15
Career Guidance Programme for States:	15
GUJARAT	16
RAJASTHAN	16
Aasman Foundation MOAT	16
Vernacular Content:	16
Low cost solution:	17
Content vetted by UNICEF gender expert:	17
Tech Enabled and scalable Solution:	17
Data Centricity for future decision making:	17
Teachers Training:	18
The 2022 – 2023 Impact Numbers:	18
Testimonies	20

Sushil Kumar : Principal Punjab Govt School	20
Media Coverage	21
New India Express : Punjab Career Portal	21
CONTACT US	22
Website	22

1. ABOUT

With the advent of technology and the emergence of new sectors, there has been an explosion of career options for students. Many lucrative careers of today did not exist 10 years ago. However, due to lack of relevant information and guidance, students often make career choices that don't suit them. In a survey conducted by an online platform, of the 10,000 students in the age group of 14-21 years, 93% (1) were aware of just 7 career options. Likewise, parents too lack awareness about options available to their children.

In India, the Gross Enrollment Ratio (GER)* for higher education (beyond 12th grade) for the 18-23 age band is only 27.3% according to the Economic Survey (2022-23) (5). This is because of a lack of awareness of opportunities, the cumbersome nature of college applications and not having the financial resources to pursue them. 93% (2) of schools in India do not have a dedicated professional counsellor and consequently, students, especially from middle and low-income households do not get the help they need.

Even those who do pursue higher education and various careers are often dissatisfied with their choices. India's decline in the 2022 Happiness Index (4) reported by the UN is partly attributed to the inability of more than 40 million youngsters in the country to secure employment opportunities that are suitable for them.

Looking ahead, between 2020 and 2030, India will add 101 million people to the working age group according to a CII report(3). A key enabler to utilize this enormous demographic dividend is industry-relevant higher education and skill development, and an effective mapping of talent to the demand.

Good career counselling not only helps students become aware of their options, but also helps them make the right choices, and helps them prepare to join suitable educational courses and programs, and become career ready. This is also a vital cog in building a better skilled and more satisfied workforce.

Founded by Ayush Bansal Aasman Foundation in a Section 8 company focused to provide education and career counselling to guides students towards their best suited careers. Unlike other career counselling providers, Aasman Foundation has a clear focus on reaching the underserved population. They actively reach out to students from low-income households, government schools, low-fees private schools and girl students.

2. OPERATING MODEL

Aasman Foundation has two operating models to reach the students - B2CSR and B2Government.

In B2CSR model is currently the most impactful model, both in terms of scale as well as reaching the underserved populations. In this model, funders (typically corporate CSR funds) who are keen on making deep impact on the education and skilling sectors sponsor our counselling programs across various underserved schools and student groups. In FY 22-23, we have worked with 21 such CSR/NGO partners.

In order to straddle effectively between a wide range of schools and CSR funders, Aasman Foundation has tailored its project offerings to cater to specific contexts. Low-touch, Medium-touch, High-touch and High-touch-plus are projects types that are designed so that based on the context such as funding, project objectives, and student segments, a certain set of activities would be performed. This gives Aasman Foundation the flexibility to tailor make their offerings to potential funders while being able to scale up in reach and depth of impact.



For B2Government Operating model, we partner with organization like UNICEF India, YuWaah at UNICEF India, and UNDP to launch career portal for the students.

For every B2B and B2CSR project, an impact report is created based on a baseline and endline survey of the students that is conducted. In this report, the impact created is assessed and the context of the students (such as household income, school fees, etc) is brought out. This process is described more in the IMM section below and essentially helps us improve reach and quality of outcomes through a constant feedback loop.

2. THEORY OF CHANGE

If students receive career guidance through our personalised curriculum, psychometric assessments and counseling, as well as need-based financial assistance, they will enroll in and complete courses that are a good fit for them. This will lead to students entering the workforce in careers that are a good fit for them, and that they are satisfied with.

PROGRAM DESIGN FOR THEORY OF CHANGE

Program /Grade wise distribution	Program Type	Program Activities	Output	Outcome	Impact
Career Exploration (9-12/UG)	Low Touch	2. Portal Access 3. Psychometric Assessment 4. Group Counseling	1. Students know about more careers 2. Students become aware of their aptitudes, personality and interests	1. Students enroll in courses/skilling program with the support of career portal.	
Stream/Vocation Selection (class 10)	Medium Touch	2. Portal Access 3. Psychometric Assessment 4. Individual Counselling (1-2 sessions)	Above 2 Output+ 3. Students have comprehensive information about the careers that are a good fit for them 4. Individual session empowers students to decide on their career track	2. Students decide on best fit stream and subject combination	Students enter the Workforce in a career that is a good fit for them (in one of their top 05 clusters) Students are satisfied with their Careers
Course & College/Voc Selection (Class 11-12/UG)	Medium Touch	2. Portal Access 3. Psychometric Assessment 4. Individual Counselling (1-2 sessions)	Above 04 Output + 5. Decision on courses and colleges	3. Students complete their undergraduate/ vocational courses	
Indian College/Voc Application (Only Class 12/UG FY)	High Touch	2. Portal Access 3. Psychometric Assessment 4. Individual Counselling (4-5 sessions)	Above 05 Output + 6. Students apply for Entrance exams and colleges.	4. Students complete their higher education	

Indian College/Voc Application & Aid (Only Class 12/UG FY)	High Touch Plus	Above 03 Activities + Financial scholarship/aid guidance	Above 06 Output + 7. Students apply for scholarships/financial aid.	5. Students receive scholarship or take loans	
--	-----------------	--	---	---	--



SDG COVERAGE



The operating model of Aasamn Foundation as described in the previous section is focused towards improving education and career outcomes of students who otherwise do not have access to counselling services. Our students are typically from low-income households and marginalized communities.

These outcomes map to SDG 4 - Quality education. In particular, towards a) equal access to affordable and quality technical, vocational, and tertiary education, including university, b) increase the number of youth and adults who have relevant technical and vocational skills, for employment, decent jobs and entrepreneurship and c) eliminate gender disparities in education and access to all levels of education and vocational training.

More than 2 million students have gone through our psychometric assessment since inception.

(i) **Low-Income Households Impact:** Though the need for more career counselling is across the board in India, being accessible to students from underserved communities is a key priority for Aasman Foundation. Through its social impact projects, Aasman Foundation focusses on reaching students from economically weaker sections. 100% of the students who attend the our programs are from low-income households with an annual income between Rs 1.4 and 3.4 lakhs per annum. 80% of the students attend schools that charge less than Rs 18k per year as fees. Students that Aasman Foundation reaches through social impact projects receive the counselling and guidance services free of cost. 98% of the students impacted are through such social impact projects wherein they don't have to pay for the counselling.

Because the target students are from such a spectrum of socio-economic backgrounds, it is ensured that the counselling guidance is relevant and accessible. For example, information on what it takes to become a plumber is available in ten regional languages apart from English. Guidance provided is personalized based on expenses, number of years of education needed, job opportunities, growth prospects and scholarship options. For students with special abilities, the guidance provided takes this factor into account and provides a suitable pathway.

Underserved Geographies Impact: Aasman Foundation works with students from 16 states and 91.43% of the students are from Indian states with Multidimensional Poverty Index score higher than 0.52 based on NITI Aayog's 2021 report.



Gender Impact:

Education and career counselling for girls is essential, especially for students from conservative or low-income backgrounds because they are more bound to stereotypical pathways than boys. To address this, Aasman Foundation has a clear focus on reaching out to girl students. 64% of the students impacted by their programs are girls. It is also ensured that the guidance and counselling material that is provided to students is gender sensitive. Its research and content team identifies and mentions at least one famous woman who pursued the career in every career pathway suggested. The entire content was vetted by UNICEF gender experts to ensure that the material is gender sensitization.

Through technological interventions, the usage of the career portal by students is captured in the project management dashboard to understand various parameters like - No of unique users, total time being spent by students on the portal, careers and college visited etc. The usage indicates the different types of careers being read by male and female students which helps the project managers/key stakeholders to identify the gender wise career aspiration for specific student demographic.

OTHER SDG LINKAGES WITH OUR WORK



SDG 8: Decent Work and Economic Growth - By providing students with career guidance and vocational training, they can acquire the necessary skills and knowledge to enter the workforce and contribute to economic growth and development.

SDG 10: Reduced Inequalities - Career guidance support can help address inequalities in education and employment opportunities by providing equal access to information and resources for all students, regardless of their socio-economic background.

SDG 17: Partnerships for the Goals - Collaboration between government, educational institutions, and private organizations is necessary to ensure that career guidance services are widely available and accessible to all students, and that they are aligned with the needs of the economy and the job market.

Overall, career guidance support can play an important role in promoting inclusive and sustainable economic growth and reducing inequalities in education and employment opportunities in India.

3. IMPACT MEASUREMENT AND MANAGEMENT (IMM)

Creating social impact is an important cornerstone for Aasman Foundation and it is inbuilt into the operating model of the company. A robust Theory of Change (ToC) framework has been put in place that help the management and investors track and improve its impact. The ToC is stated below.

“If students receive career guidance using our personalized curriculum, psychometric assessments, and counselling, as well as need-based financial assistance, they will enroll in and complete courses that are a good fit for them. This will lead to students entering the workforce in careers that are a good fit for them, and that they are satisfied with.”

As mentioned in a previous section, Aasman Foundation primarily operates through social impact projects that are backed by funders who want to improve educational, skilling and employment outcomes through high-quality counselling programs across various underserved schools and student groups. Impact evaluation at Aasman Foundation is executed at each project level; not only so that project funders are made aware of their specific impact, but also so that Aasman Foundation’s management is able to assess various projects objectively and improve the impact quality over time. The sample case studies illustrated in a previous section are excerpts from some of the project evaluations done by Aasman Foundation.

Project evaluations are conducted through baselines and endlines conducted before and after the project execution. Participating students are asked to fill in a questionnaire that draws out their level of awareness about their own strengths and weaknesses, their education and career options and awareness about the important parameters of these options. A comparative evaluation is then done to understand what is the change in awareness that the students have undergone because of the project activities. The baseline also delves into the socio-economic background of the participants so that Aasman Foundation can monitor its reach into disadvantaged communities.

The company undertakes baseline and endline surveys and converts that into impact reports for each of its CSR customer.

4. HOW WE DRIVE IMPACT

Our market and product segmentation are based on the unique needs of the students at each stage.

For the 9th and 10th graders, self-awareness, awareness about subject combinations and being cognizant of career paths suitable for them are important to select the right stream.

11th and 12th graders are guided to identify the right courses, colleges and career pathways. They are also made aware of the financial requirements involved and the preparatory steps to be taken for entrance exams and the application process.

Students in under-graduate programs are counselled on post-graduation options, various career paths and stream switching. These segment-appropriate approaches are executed through a combination of the following well-researched steps.

Career discovery:

The student's awareness is enriched with a database of well-researched content on more than 570 career pathways, 25,000 colleges from 16 countries and 1175 entrance exams and 1100 scholarships. Students (and their parents) are exposed to a comprehensive array of career options that are relevant in today's evolving sectors and information on what it means to pursue these paths. The Aasman Foundation online portal has more than 1047 hours of career content.

Self awareness and exploration:

A psychometric assessment leads the student through a self-exploration process that makes them aware of their aptitude, personality type and interest areas. This makes them cognizant of their strengths and weaknesses and sets up the framework to assess various career options. A 16-page career assessment report at the end of the test lists out the top 10 career clusters that best suit the student. Since inception, more than 2.1 million students have undergone the psychometric assessment that is conducted online or offline based on the circumstances. In 2022-23 alone, more than 36 thousand school students took the assessment to start their self-exploration journey.



Our Impact in
Action

A milkman's son, Ankur, found clarity on career choices through our initiative with Raman Kant Munjal and VidyaGyan.

Given the household's financial circumstances, the family struggled to pay for Ankur's younger brother's primary education. Giving up all hope, Ankur thought he would have to give up his dream to study in an IIM. Thankfully, with the Raman Kant Munjal scholarship, he could secure up to 50% of his tuition fee.

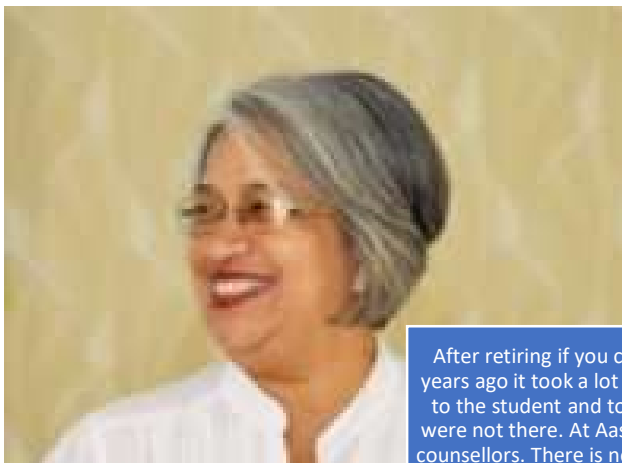
Career counselling:

One-on-one and group counselling sessions with certified career counsellors guides the student through a right career, course and college fitment process. This is a very critical component of providing career guidance. We have trained and certified more than 1750 career counsellors from 140+ districts in India. A community of more than 140 certified

counsellors are currently actively supporting us to deliver projects across India. Since 2013, more than 180 thousand students across the socio-economic spectrum have undergone the counselling program.

WOMEN CAREER COUNSELORS

90% of our counsellors are freelance women professionals and all of them have undergone a 90-hours Certification in Career Counselling (CCC) from us. Many of these women who have come back to a career after taking breaks, and they find job satisfaction, work-life balance and financial independence by becoming career counsellors.



After retiring if you come back to this, it is only because it is a passion. 18 years ago it took a lot of effort from the counsellor's side to get information to the student and to find it yourself too, because these kind of resources were not there. At Aasman Foundation there is always someone to help the counsellors. There is nothing more satisfying than a student who comes back saying - 'I followed your advice and today I am set in life!'

Varsha Rebello - Our career counsellor for more than 4 years



Because of getting married and change of place and having children, I took a sabbatical from work and now I have come back to work as a counsellor. One very good thing for the counsellors is that Aasman Foundation gives us a platform that is all ready. 75% of the work is done by Aasman Foundation on its platform"

Jasmine Singh - Aasman Foundation career counsellor for more than 2 years

Aasman Foundation

Aasman Foundation is a not-for-profit organization which aims at providing career counseling support to the students from under privileged and low-income group background. It helps students make an effective transition from school to higher education and the workforce. It works with secondary level school & undergrad level college students providing them with a full-stack career solution that comprises 1057 hours of career curriculum in 10 languages, psychometric career assessment tools, group/one-on-one counselling and application tools for colleges, vocational institutes & financing. Aasman Foundation is now India's largest unbiased career counselling venture working with a 20 million students at 73,000+ schools. It works with 17 state government (Delhi, Andhra Pradesh, Rajasthan, Karnataka, MP, Gujarat & more), various International Agencies (UNDP, UNICEF, Central Square Foundation & more)

Vision: *Connecting young students to career opportunities that they will love and help them find purpose in life eventually.*

Mission: *Enable 5 million young students by 2030 to effectively navigate from their school/college lives to the next level of education/skilling.*



AASMAN FOUNDATION MODEL OF IMPACT

Young people require knowledge and life skills to make informed educational and occupational choices. Such informed decision making helps them to enrol into better higher education avenues and yield enhanced income for their families. This overall contributes in reducing inequalities and fostering socio-economic wellbeing amongst those from marginal communities. In course of making India a self – reliant nation it is imperative to have guided curated career guidance programme for school students, which not only aware them about the available career options but also support them to navigate to the best fit for them based on their interest, skills, and aptitude.

Considering the, above scope Aasman Foundation designed and implemented **Career Portal** program which aims to enable learners to successfully transitions from schools to higher education or work and to manage their career pathway and lifelong learnings. We provide curated career portal support to students from Government Schools, where they can access the available options based on their interest, skills and aptitude. We also organize career awareness session for the students to understand the roadmap for successful career planning. The portal is a one stop website which has been enabling 9th-12th students to access information on 555+ careers, 21000+ colleges, 1150+ entrance exams and 1200+ scholarships.

Initiatives in Aasman Foundation

To address the issue identified above the key interventions we provide are:



Career Guidance for Adolescents and Youth:

Using Technology as an enabler and accelerator a customized career portal supports adolescents to access educational and occupational resources and opportunities. The said career portal was launched in 16 states i.e. Andhra Pradesh, Assam, Bihar, Gujarat, Jammu & Kashmir, Jharkhand, Kerala, Ladakh, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Telangana, Uttar Pradesh and West Bengal. The portal provides comprehensive information for students in class 9th -12th on possible career, vocational institutions, entrance examination and scholarships that are useful for students to prepare for their career after school. The portal is organized so that a learner can look up a career domain and find out the eligibility, educational requirements, colleges in different countries and states that offer the required courses, scholarship and fellowships, different entry points to that field and various career options. This is one platform that link students, teachers and the system to better improve support and use career

guidance information and avenues.

Students Engagement:

We organize career workshops to orient students on how to navigate and use the career portal. They are enabled to access the portal using their unique IDs and passwords during these orientation session. We also organize career specific or stream specific webinars streaming on Youtube, which helps them develop build clarity on career specific pathways viz a viz explore aspirations for previously unknown careers like photography, fashion designing, event management and others and break away from stereotypical career choices based on limited exposure to occupations, lack of role models and perceptions created by socio cultural biases.

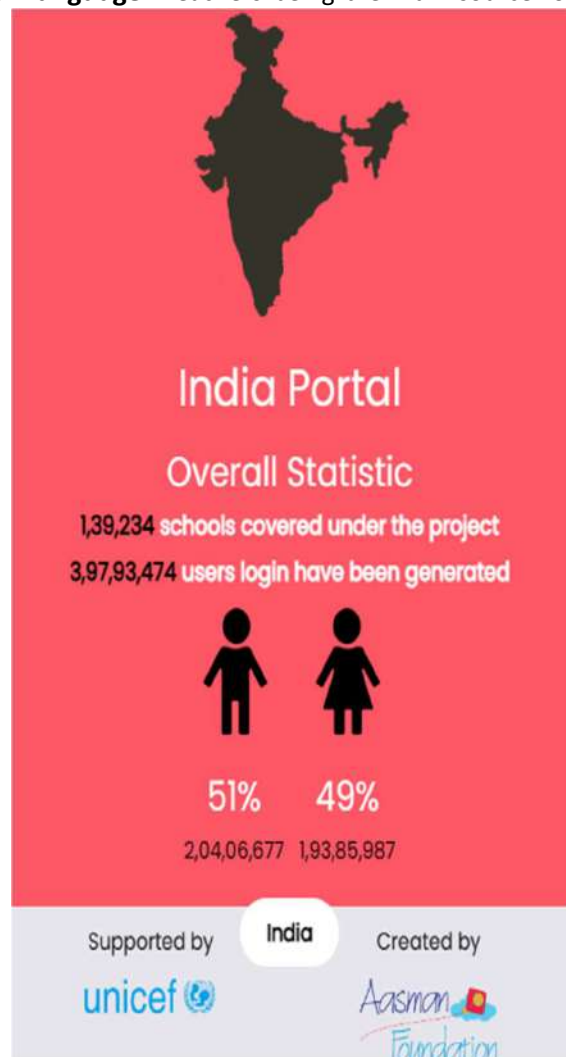
State Teachers Capacity Building

by facilitating training sessions in vernacular language: Teachers being the main source for career guidance for students, they are capacitated, both virtually and face to face, on the structure and content of the career portal so that they can facilitate their learners in accessing and exploring the porta and transacting life skills. Complete handholding and trouble shooting support is provided to the teachers who are further creating awareness amongst students on cascading mode.

Dashboard for data driven decision making:

The portal usage data, disaggregated by gender and location, provides information to the system in terms of how many schools and users are using the portal, which are the career options, colleges and vocational institutes most clicked, whether scholarships and being accessed or not and other information. This data insights helps to formulated strategies in order to improve students engagements on the portal. Hence, the comprehensive state level and school level dashboard support in data centricity for future decision making. The district coordinators and state representatives from Government, UNICEF can access their respective dashboard and prepare plans for better outreach to the students at school level.

<https://careerportalreport.com/>

**FunDoo App:**

A chat-based program created in collaboration with UNICEF India and YuWaah to deliver 21st century skills at scale. FunDoo is organized as a modular library of tasks that learners can choose from and is not sequential. Each task is designed to focus on one primary skill (as outlined in the framework), besides positively impacting a host of secondary skills. The program is available on Whatsapp and

Facebook Messenger. FunDoo is for the 300 million young Indians in the age group of 14 to 24 years who do not have access to holistic, quality education. FunDoo tasks are gamified interactions that challenge learners to do progressively complex tasks, while providing guidance and real-world nudges. To complete a task, the learner engages with the chatbot and carries out an activity in the real world, earning them points.

Student Engagement Activities at School Level:

We promote engagement with the students at school level in collaboration with school - teachers by organizing basket of engagement activities like My Career My Voice Campaigns, Meri Pankh Diary, Career Week etc.

In collaboration with the schools **My Career My Voice Campaign** was successfully organized across all the states. The campaign focused on identification of students and shooting 1 -2 min video of students who can express how career portal has brought changes in their life and how far they have been able to plan for their career ahead. This exercise went successfully as it gave students a lot of confidence and provided them with opportunities to reflect deeply about their career choices.

Similarly, **Meri Pankh Diary** is an activity we promote with the students at school where they maintain career diary and record their aspirations, dreams, short term goals viz a viz immediate objectives in terms applying for relevant colleges, preparing for exams etc. to achieve their ultimate professional or education goal. Thus, it evokes a thought amongst children from Government schools to set their targets as an early starter and find right guidance to realize the same.

Moreover, other activities like organizing ***career week or career mela***, gives opportunities to the students to learn and explore about conventional as well as non – conventional career options, understanding essence of career planning and being aware about various options where they groom themselves.

Career Guidance Programme for States:

On special request from few states like Gujarat and Rajasthan, we provided career guidance support to the students through awareness sessions, assessments, and group counselling. These are virtual as well as physical sessions, based on need of the state and are done in a phased manner. In the first phase students were oriented on:

- Importance of Career Guidance
- Importance of knowing career options in the 21st century
- SWOT Analysis

In the second phase the focus was on career awareness:

- Factors to keep in mind while deciding on a career
- My Career Planning Chart
- Career Options

These sessions helped students get personalized career suggestions and empowered them in choosing the right career.

GUJARAT

Total **296** sessions were organized spanning coverage to **12, 335** students from three districts were benefitted. These sessions helped the students getting personalised career suggestion and empower them in choosing the right career. The impact of the session were:

- 93.1 % of students reported that they are more informed about different career options and 87 % are more aware of their personality and interest.
- 39% increase in students who have shortlisted their courses and colleges after the session.
- 68 % students understand SWOT analysis and 40% have completed the SWOT activity during sessions.
- 71% of students are aware of career options that fit their personality and interest and 91.4% are more confident and clear about their chosen career

RAJASTHAN

Total **603** sessions were organized spanning coverage to more than **22,000** students from three districts were benefitted. A total of **312** online sessions in Udaipur and Dungarpur were organized. Furthermore, **291** offline sessions were held in Barmer district for class 9th to 12th. These sessions helped the students getting personalised career suggestion and empower them in choosing the right career. The impact of the session were:

- 78 % of students understand SWOT analysis and 47% have completed the SWOT activity during sessions
- 81% are more confident and clearer about their chosen career
- 90 % of students are more informed about different career options and 87 % are more aware of their personality and interest
- 71% of students are aware of career options that fit their personality and interest and 81% are more confident and clear about their chosen career

Aasman Foundation MOAT

The key features that gives our initiative a competitive edge are:

Vernacular Content:

To the diverse need of the state, our content on the career portal are provided in vernacular language. It promotes inclusivity and user centricity for students/teachers from varied diverse regional background. We provide content in eight different languages including English, Hindi, Gujarati, Telugu, Assamese, Bengali, Marathi language.

Low cost solution:

Reaching to the masses has been possible only because our annual subscription costs as low as 3 Rs. Per student¹.

Cost is calculated for providing Access of Career Portal for approx. 07 Lakh Class 09th to 12th govt school students of Punjab

Content vetted by UNICEF gender expert:

To foster more gender inclusiveness and equability, we have got the content duly vetted by gender experts from UNICEF. The content available on the portal are gender neutral and does not promote any kind of gender biasness.

Tech Enabled and scalable Solution:

We believe in reaching to masses through technology, hence we have designed tech-based solutions like career portal and apps, which is not only caters the futuristic market of education and training but also scalable to large population with the help of simple gadgets like mobile phone.



Data Centricity for future decision making:

We have developed a Project management dashboard which provide data points on key activities pertaining to students engagement on the career portal. The is a dedicated project management dashboard for each state. It is a central login system to track the career-counseling program for all the schools from one login and on a real time basis for each state.

The key insights that available on dashboard are:

- Total no. student logins
- Total no. of schools
- Active students on portal
- Gender disaggregated data on total students and active students
- Login percentage
- Average number of login by student
- Total no of career read
- Total no of entrance exams read, data on clicks on each entrance exams

¹ This is based on average product cost calculated of State of Punjab, targeting *** students from class 9th to class 12th.

- Total no of scholarships/competitions/fellowships read, data on clicks on each scholarship/competitions/fellowship
- Average number of career read
- Average number of scholarships read
- Average number of entrance exam read

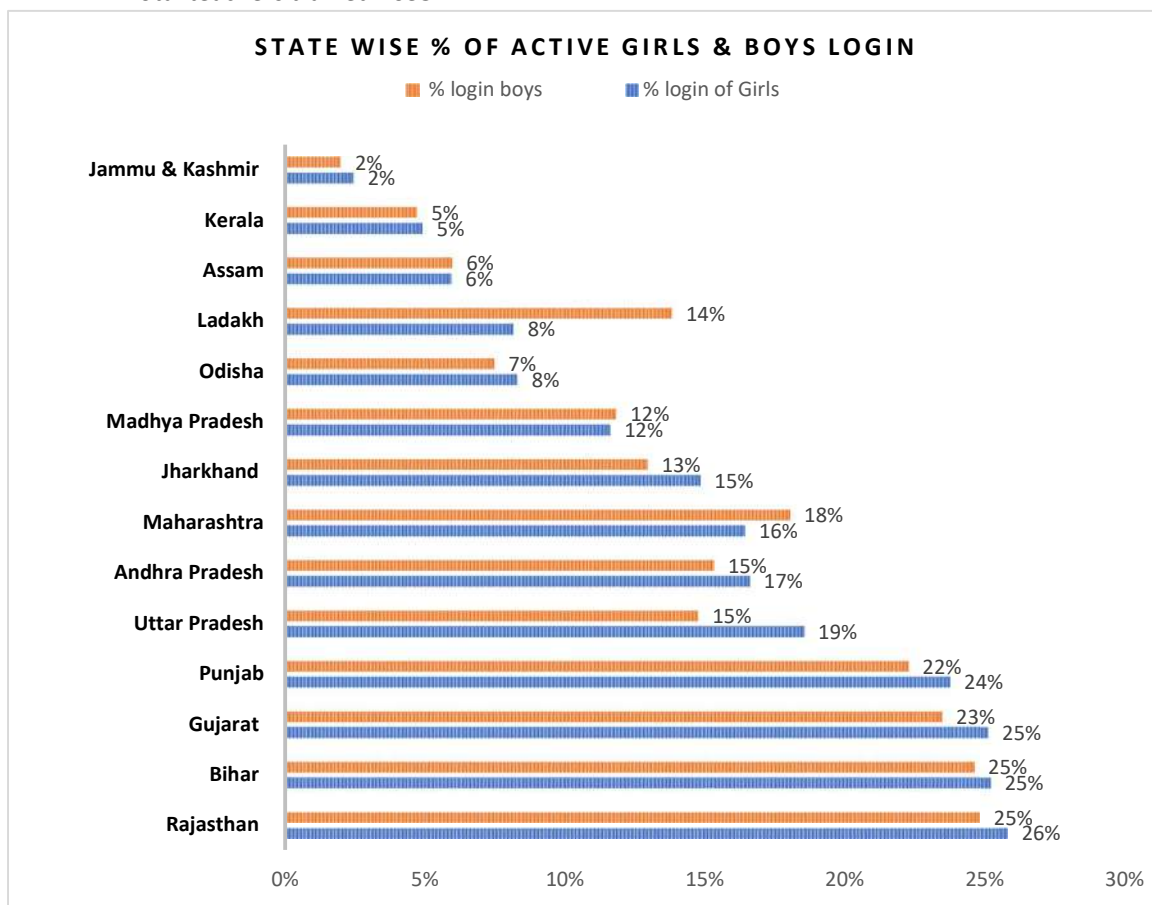
Teachers Training:

The flagbearers of the project are the teachers from the targeted government schools. They are the first respondent to the queries and concerns that students have regarding their career planning. We believe they play a vital role in shaping the future of the students. Hence our initiative to train and capacitate school teachers in cascading mode and having pool of trainers who can deeply understand the concept of career planning is an attempt to have more long term & sustainable approach towards the issue.

The 2022 – 2023 Impact Numbers:

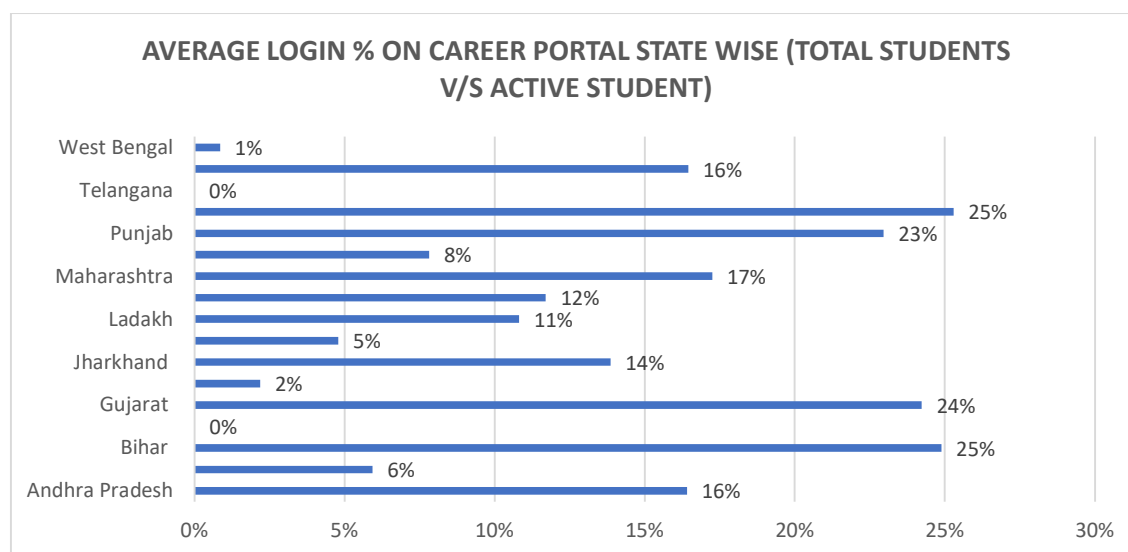
- So far, we have generated **42708467** logins for our portal.
- Total no. of schools covered under the project is **139, 234**.
- The total no. of active users is **6520801**, which is approximately **15%** of total students enrolled.
- Total active user in last one year is **1497902**.
- The total active user girls are **3192800**.
- Total active user boys are **3322334**.

- Total teachers trained **163571**.



- Total views on YouTube session are **2168488**.

The over all participation from girls are higher in our intervention across states. It encourages girls from the school to engage with our portal and other activities and thus foster equity amongst them.



State wise performance on the portal:

State	Total Schools	Total Login Generated/Total Student Count Dec	Active Student on Portal - Dec	% login All as	Total Login (Girls) - Dec	Active Login portal (Girls) Dec	% login girls as on	Total Login Boys Dec	Active Students on Portal Dec (Boys)	% login boys as
Andhra Pradesh	6949	1310770	215004	16%	670541	111180	17%	639951	97873	15%
Assam	4373	809306	48012	6%	442920	26213	6%	366386	21799	6%
Bihar	13126	6191985	1540655	25%	3064202	771564	25%	3127783	769091	25%
Bihar Madrasa	3030	180069	23	0%	113257	12	0%	66812	11	0%
Gujarat	6958	1860744	450763	24%	880821	221025	25%	979923	229738	23%
Jammu & Kashmir	5987	484618	10616	2%	232439	5643	2%	252179	4973	2%
Jharkhand	7358	1255837	174118	14%	638164	94574	15%	617673	79828	13%
Kerala	1714	700055	33581	5%	360859	17650	5%	339196	15931	5%
Ladakh	222	14496	1568	11%	7633	621	8%	6863	947	14%
Madhya Pradesh	10009	3276813	383327	12%	1643570	190443	12%	1633243	192884	12%
Maharashtra	17600	7680143	1324382	17%	3669894	601818	16%	4010249	722564	18%
Odisha	16656	4064360	317785	8%	1780777	147647	8%	2283583	170138	7%
Punjab	3648	1080284	247985	23%	515239	122283	24%	565045	125702	22%
Rajasthan	16735	4245180	1073358	25%	2093616	539934	26%	2151536	533424	25%
Telangana	5500	620000	13	0%	310000	8	0%	310000	5	0%
Uttar Pradesh	27895	3997684	657649	16%	18,12,281	335585	19%	21,85,403	3,22,064	15%
West Bengal	8871	4936123	41962	1%	2636996	6600	0%	2299127	35362	2%
Total	156631	42708467	6520801	15%	20873209	3192800	15%	21834952	3322334	15%

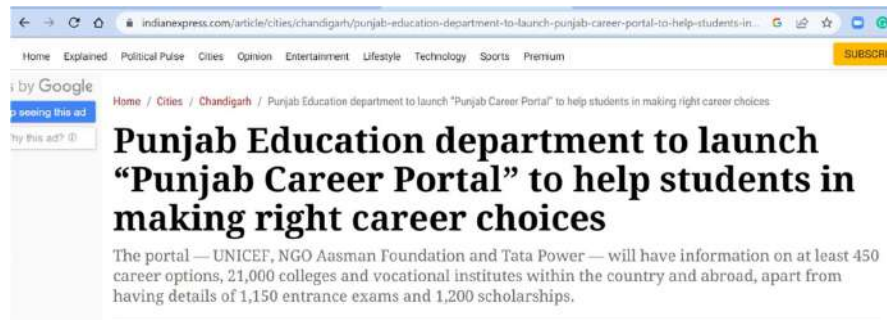
Testimonies

Sushil Kumar : Principal Punjab Govt School

This session is very wonderful and great efforts by Aasman foundation. Because some students are not aware about their future. this portal will help students for future job career.

Media Coverage

New India Express : Punjab Career Portal



CONTACT US

Website

<https://aasmanfoundation.org/>

Name	Designation	Contact Details
Ayush Bansal	Founder and CEO	ayush@aasmanfoundation.org 9899780597
Sqn Ldr N Praveen Kumar(Retd)	COO	praveen@aasmanfoundation.org 9901501274





**Navigating Career Paths Reflections on Aasman
Foundation Year 2021-22**

Contents

Annual Report 2020– 2021 of Aasman Foundation	3
Career Guidance Programme	3
1. Introduction	3
2. How We Drive Impact	4
2.1 Portal Maintenance and Development	4
2.2 Content Development:	4
2.3 Portal Launch with Department of Education:	4
2.4 Students Orientation on Career Guidance Portal:	5
2.5 Maintenance of PM Dashboard for data driven decision making:	6
2.6 Review and Monitoring for Project Management:	7
3. Challenges	7
3.1. Coordination and Collaboration:	7
3.2 Technical Integration:	8
3.3 Addressing the digital Divide:	8
3.4 Training and Capacity building:	8
3.5 Customisation for State Specific Content:	9
3.6 Change Management:	9
4. Case Study	9
Maharashtra Career Portal	9
5. Way Forward:	15
Contact Us:	16
Website:	16

Annual Report 2020– 2021 of Aasman Foundation

Career Guidance Programme

Period of June 2021 – May 2022

1. Introduction

Using Technology as an enabler and accelerator a customised career portal supports adolescents to access educational and occupational resources and opportunities. The said career portal was launched in 16 states i.e. [Andhra Pradesh](#), [Assam](#), [Bihar](#), [Gujarat](#), [Jammu & Kashmir](#), [Jharkhand](#), [Ladakh](#), [Madhya Pradesh](#), [Maharashtra](#), [Odisha](#), [Rajasthan](#), [Telangana](#), The portal provides comprehensive information for students in class 9th -12th on possible career, vocational institutions, entrance examination and scholarships that are useful for students to prepare for their career after school. The portal is organised so that a learner can look up a career domain and find out the eligibility, educational requirements, colleges in different countries and states that offer the required courses, scholarship and fellowships, different entry points to that field and various career options. This is one platform that links students, teachers and the system to better improve support and use career guidance information and avenues.

This annual report provides a comprehensive overview of the activities undertaken during June 2021 to May 2022 by Aasman Foundation in collaboration with UNICEF and Department of Education for the Career Guidance Program across states. Throughout the year, our focus was on launching the portal, providing teachers training on how to effectively use the portal as well as facilitating statewide student orientations. Our advocacy reports with the state team centred on encouraging students to utilise the portal, producing and updating pertinent information, hosting webinars on careers, and overseeing meetings to ensure project management.

The details of each activity are provided below:

2. How We Drive Impact

2.1 Portal Maintenance and Development

In the year of 2021, our primary emphasis revolved around the initiation and development of the career exploration portal, coupled with efforts to raise awareness about its functionalities and benefits. The foundational steps involved the meticulous creation of individual logins for students spanning the 9th to 12th grades, a crucial aspect in facilitating seamless access to the comprehensive resources housed within the career portal. Notably, the design incorporated a state-specific approach, with each region boasting its own dedicated portal tailored to cater to the unique needs and opportunities available within that state. This strategic customization ensured that students across various states could engage with the platform in a manner specifically relevant to their local career landscape.

2.2 Content Development:

Rigorous research and review were taken to upgrade the information available on the state career guidance portal, new feeds on contemporary career opportunities, scholarships, exams trends, non-conventional profession opportunities etc. were studied and added to the portal for students. Extensive efforts were made to create high-quality content for the career guidance portal. Our team collaborated with subject matter experts, career counsellors, and educational institutions to curate relevant information on available colleges, entrance exams, scholarships and careers. The content covered a wide range of topics, including career exploration based on interest, understanding the pathways of various new age careers, risk associated with the career opted, average earnings expected etc. The content is regularly updated for the existing portals, and for new states like UP the content is curated based on the state's requirement and understanding students' profiles.

2.3 Portal Launch with Department of Education:

A significant milestone was achieved with the successful launch of the career guidance portal in collaboration with UNICEF and the Department of Education in Uttar Pradesh. Multiple rounds of discussions were held between Aasman Foundation

and UNICEF to understand their need and curate the design of the portal accordingly. The impact of launching a portal to all the states can be understood by the table below, which shows active users from each state between.

2.4 Students Orientation on Career Guidance Portal:

In order to ensure that students fully utilised the career guidance portal, online orientation sessions were conducted in schools through youtube channel broadcast and zoom sessions for states where the new portal was launched like Uttar Pradesh . In November, 2022 online orientation session was organised where more than fourteen thousand students participated online and rest joined in common access from their classrooms to understand the UP Pankh Career Portal. These sessions introduced students to the portal's features and demonstrated how to navigate and access the wealth of information available. Students were encouraged to explore different career options, set goals, and make informed decisions about their future.

State	Data received for classes	Total Schools	Total Login Generated	Active Student on portal June 2021- May 2022
Rajasthan	9th to 12th	16735	4245239	87145
Jharkhand	10th,12th	3572	810484	281
Bihar	10th to 12th	13126	6205131	818273
Bihar Madrasa	Only 10th and 12th	3030	180069	111
Andhra Pradesh	9th and 10th	6949	1310770	195486
Gujarat	9th to 12th	6958	1860865	264601
Madhya Pradesh	9th to 12th	10009	3276813	132634
Jammu & Kashmir	9th, 11th and 12th	3942	399832	2469
Assam	9th to 12th	4373	809305	14991
Maharashtra	10th to 12th	17600	4537122	349001
Ladakh	10th to 12th	117	9080	4440
Odisha	10th to 12th	6949	1234207	304716
Telangana	9th to 12th	5500	620000	0
Punjab	9th to 12th	3648	1080065	208643
Kerala	Only 12th	1714	343688	20726

West Bengal	9th to 12th	8871	3916544	9153
--------------------	--------------------	-------------	----------------	-------------

The impact of online career webinars for government school students has been transformative, opening doors to knowledge, inspiration, and opportunities that were previously inaccessible. These webinars have provided students with the chance to hear directly from industry experts, successful professionals, and entrepreneurs, who share their experiences, insights, and advice on various career paths. By participating in these webinars, students gain valuable exposure to different fields, helping them broaden their horizons and consider career options beyond their immediate surroundings.

The webinars have sparked curiosity, ignited passion, and motivated students to dream big, empowering them to explore their interests, set ambitious goals, and pursue their desired careers with newfound confidence. Moreover, the online format of these webinars has ensured easy accessibility for government school students, breaking down barriers of distance and resources, and enabling them to benefit from the knowledge and expertise of experts from diverse backgrounds.

The impact of these webinars extends beyond mere information-sharing; they serve as a catalyst for empowerment, providing students with the inspiration and guidance they need to make informed decisions and embark on a path towards a successful and fulfilling future.

2.5 Maintenance of PM Dashboard for data driven decision making:

Throughout the year, the PM Dashboard was maintained and updated regularly for effective monitoring of the project by Aasman Foundation. To understand the effectiveness of project outcome, it was essential to manage, use and report the required data from the comprehensive data management system for all the states. The portal usage data, disaggregated by gender and location, provides information to the system in terms of how many schools and users are using the portal, which are the career options, colleges and vocational institutes most clicked, whether scholarships are being accessed or not and other information. This data insights helps to formulate strategies in order to improve students' engagements on the portal. Hence, the comprehensive state level and school level dashboard support has been constantly

maintained by Aasman and relevant data points or need based reports were made to various states for promoting data centric decision making. The district coordinators and state representatives from Government UNICEF were regularly accessed the dashboard and prepared plans for better outreach to the students at school level.

2.6 Review and Monitoring for Project Management:

Monthly reports were shared with the UNICEF Head Office and State Offices, for review of progress made in a month through various activities. Regular review and monitoring meetings were held to evaluate the progress of the Career Guidance Program. These meetings brought together stakeholders, including representatives from Aasman Foundation, UNICEF and the Department of Education. The discussions focused on assessing the program's effectiveness, identifying areas for improvement, and aligning strategies to achieve the desired outcomes.

3. Challenges

Some of the key challenges faced to manage the project with multiple stakeholders are listed below:

3.1. Coordination and Collaboration:

Coordinating and collaborating with multiple state teams and departments of education was complex due to differences in policies, procedures, and priorities. Ensuring effective communication and alignment of project goals across various stakeholders is crucial to ensure a unified approach. Some of the states like UP, Bihar were very actively involved in prioritising the Career Guidance Program in their state, whereas other states like Kerala, Karnataka, Jammu & Kashmir etc. did show much progress in terms of activities and outcomes.

- Mitigation measures: Involving the State team of UNICEF helped in better coordination with the State government and advocating for the career guidance program.

3.2 Technical Integration:

Integrating the portal into existing educational systems and infrastructure across different states posed technical challenges. Getting relevant updated student class wise data from all the states was one of the biggest challenges to address. Only a few active states like Bihar, shared the latest student data for generating student's login. Compatibility issues, data synchronisation, and connectivity limitations need to be addressed to ensure seamless functionality and accessibility for students and educators.

- Mitigation measures: For each state some unique ID number was identified and then advocated with the state government to share the data in the required format. Most of the states were able to identify a unique identifier for this purpose

3.3 Addressing the digital Divide:

Bridging the digital divide is a significant challenge when implementing an online portal for government students. Ensuring equitable access to technology, internet connectivity, and necessary devices in remote areas or economically disadvantaged communities requires strategic planning and resource allocation. This was one challenge which limited the access of students to the solution of career guidance and could be taken up in further action planning.

Mitigation measures: Though this was one issue which was not able to be mitigated, however, the effort was made to do online YT sessions which was telecasted in school itself. Further training of teachers who conducted in-school sessions also helped bridge the digital divide.

3.4 Training and Capacity building:

Providing comprehensive training programs for teachers across different states is essential to ensure they are equipped with the skills and knowledge to actively utilise the career guidance portal. However, due to lack of available time with the teachers, frequent transfers, variations in teachers' technological literacy levels were some of the challenges faced for better execution.

Mitigation measures: A fully online teacher training program has been created and uploaded on UniLearn portal now. This has ensured that teachers at their own time can go through the online training and get certification as well.

3.5 Customisation for State Specific Content:

Each state may have unique educational requirements, curriculum frameworks, and local career opportunities. Customising the portal to cater to state-specific needs while maintaining a standardised approach across different regions can be a challenging task.

Mitigation measures: State specific content contextualisation including translation of content was done.

3.6 Change Management:

Implementing an online career guidance portal requires managing change at various levels, including administrative staff, teachers, students, and parents.

Overcoming resistance to change, addressing concerns and fostering buy-in from stakeholders can be challenging but crucial for successful implementation.

Addressing these challenges requires a comprehensive project management approach, effective communication strategies, stakeholder engagement, and flexibility to adapt to the specific needs of each state. By proactively addressing these challenges, the online career guidance portal can effectively serve government students across multiple states, empowering them with the necessary resources and support to make informed decisions about their future careers.

Mitigation measures: Strategies like monthly DEO reporting meetings helped in pushing the engagement of career portals in some states.

4. Case Study

Maharashtra Career Portal

1. Different programmes under Aasman Foundation from low touch to high touch impact points

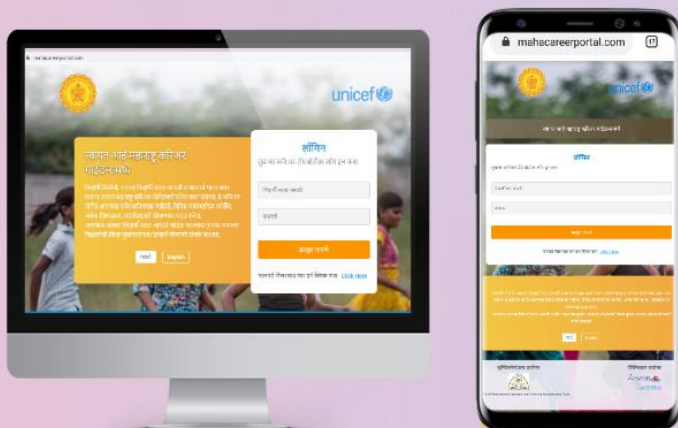
Maha Career Portal is a low touch project with an objective to increase only "Career Awareness" of the students

	Group Counseling Session	Portal Access	Assessment	One on One Interaction	Mobility from School to HED	Mobility from School to HED on Scholarship
Low Touch	Yes	Yes	No	No	No	No
Medium Touch	Yes	Yes	Yes	Yes	No	No
High Touch	Yes	Yes	Yes	Yes	Yes	No
High Touch Plus	No	Yes	Yes	Yes	Yes	Yes

*Scholarship

- The student were already on the scholarship during the intervention
- The student got the scholarship when after the intervention

Maharashtra Career Portal : Homepage



2. Project Reach

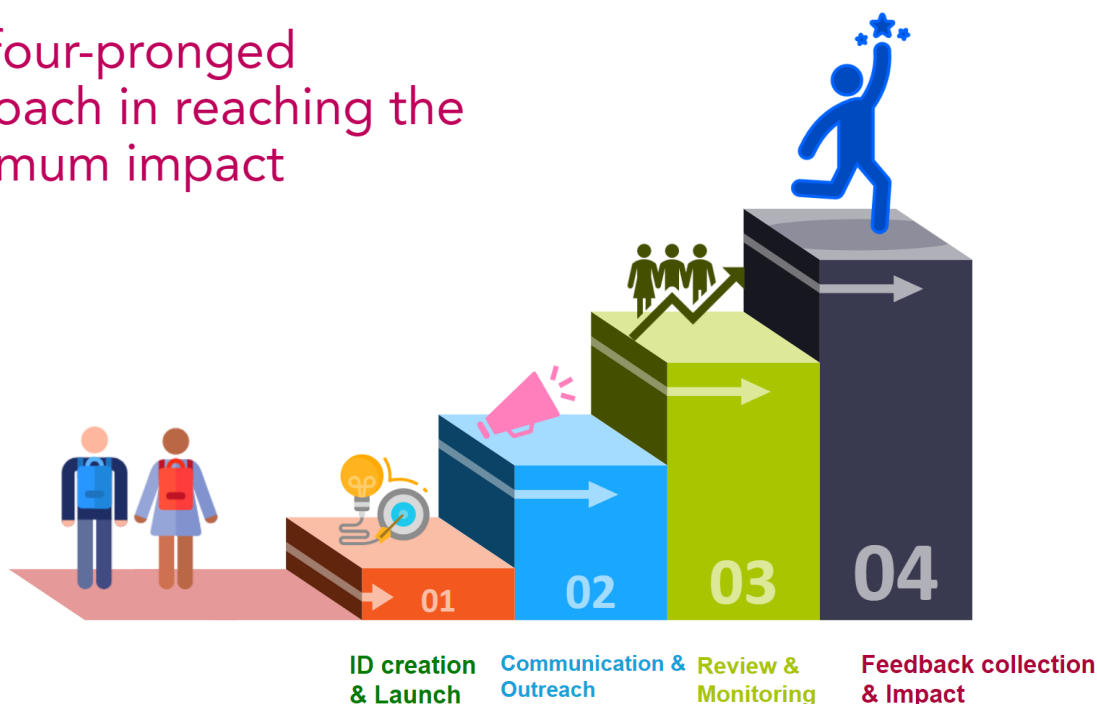
Access to career guidance content portal- www.mahacareerportal.com and an android mobile application.

- 36 districts, 400 blocks/ULBs
- 16000+ govt. & govt. aided schools
- 4.6 million (46 lakh) students covered
- 1.2 million (12 lakh) students registered
- 9th-12th standard students from academic years 2019-20, 2020-21 and 2021-22

3. Project Activities

- ToT- Training for state coordinators, district officials, counselors, coordinators and master teachers
- Webinars- Career guidance webinars on YouTube Channel for teachers and all students by career counselors
- Review meetings- Data-backed monthly reviews (online)
- Career classes- school level program (offline)
- Career Saarthi of the month- appreciation to best performing schools/districts using a digital certificate
- Career of the week- WhatsApp based outreach with the help weekly posters about a new career every week to nudge students to use the portal and increase their career awareness
- My Career My Voice- students share feedback on the portal via their selfie video

The four-pronged approach in reaching the maximum impact



5. The four-pronged strategy was achieved through following activities

Timeline	Activity/Inputs	Output	Outcome
April 2021 onwards	Student's career video- My Career My Voice (MCMV) campaign to collect students' feedback on how career portal has helped them get a right direction in life	<u><i>These short videos are being collected</i></u> and upload to our YouTube channel	Initially started with an idea of only collecting videos for social media publication has become a movement on ground to empower students to become more aware about career information via the career portal
May 2021	Exam preparedness and stress management session during the time of board examination and results	Our trained counsellors started taking webinars on topics related to other life skills which are important in overall development of the students	A healthy mind takes better career decisions. Based on good feedback, department organised more such sessions on its own
July 2021 and Dec 2021	Refresher teachers' training, refresher orientations	Time to time, it is required to orient the stakeholders on the importance of career planning and how to use career portal	Refresher orientations help keep the momentum as career planning is a very naïve subject for them
Dec 2021- Jan 2022	Maha portal 2.0 version launch and maha career new app	With every new development, it is important to keep the stakeholders informed and oriented on	The new version is a game-changer in keeping the students engaged. Communication strategy around new features will help in reaching out to more students

6. Output Indicator 1- About 12 Lakh students have registered (logged in) on the career portal


- Percentage of active users (students who log in to the portal at least one time) increased from 1 % to 26 % in 1.5 years
- The increase has been constant every month due to consistent efforts by the government

Quarter	Quarter	Total Students	Active Users	% login (active users out of total students)
Q1	June'20-Aug'20	3795550	30103	1%
Q2	Sep'20-Nov'20	3795550	134714	4%
Q3	Dec'20-Feb'21	4188109	345315	8%
Q4	March'21-May'21	4537122	680300	15%
Q5	June'21-Aug'21	4537122	882615	19%
Q6	Sep'21-Nov'21	4537122	1192824	26%

7. Output Indicator 2- About 7 lakh views on YouTube webinars on 8 sessions

Apart from the 8 sessions organized by aasman foundation, Govt. of Maharashtra also organized 10+ sessions themselves with support from their pool of counselors.

Youtube Webinar	Title	Number of Viewers
Session 1	Maharashtra students' orientation	128524
Session 2	Vocational/Diploma Oriented Careers	38299
Session 3	Career Options in Education and teaching	56497
Session 4	Arts/science/commerce/neutral/offbeat careers	59155
Session 5	Careers in Biology apart from Doctor	20817
Session 6	Refresher webinar for teachers and students	288506
Session 7	What after 10th and 12th board exams?	62371
Session 8	Training on how to use portal	54871
Total 8 sessions		709040



YOUTUBER

चाहते हैं **name & fame** के साथ
अच्छी **income** भी?

तो बन जाइये यूट्यूबर.
लॉगिन करें **www.mahacareerportal.com** पर और जानिये
कैसे बनाये यूट्यूब (**Youtube**) में करियर

सप्ताह के करियर - सप्लाई चेन मैनेजर/ लॉजिस्टिक प्रबंधक

सप्लाई चेन मैनेजर व्यापार विशेषज्ञ होते हैं जो स्रोत से कंपनी तक कच्चे माल को पहुंचाने और उसके बाद अंतिम उत्पाद को कंपनी से उपभोक्ता तक पहुंचाने के काम को मैनेज करते हैं

- रसद प्रबंधक (Logistics)
- सामग्री प्रबंधक (Materials)
- आपूर्ति श्रृंखला विश्लेषक (Supply chain)

- सूची प्रबंधक (Inventory)
- कार्गो प्रबंधक (Cargo)
- क्रय प्रबंधक (Purchase)

अधिक जानकारी के लिए लॉग इन करें
<https://mahacareerportal.com/>

Student ID -
 10th से 12th तक के सभी विद्यार्थी अपने स्कूल की
 SARAL आईडी का उपयोग करें
 Password - 123456



5. Way Forward:

The past year has been an eventful and productive one for the Aasman and UNICEF Career Guidance Program. The successful development and launch of the career guidance portal, along with the various activities conducted, have made a significant impact on students' career readiness and aspirations. We remain committed to continuing our efforts in providing valuable career guidance to students, empowering them to make informed decisions and pursue fulfilling careers. We express our gratitude to all the stakeholders, partners, and participants who have contributed to the success of the program.

Contact Us:

Website

<https://aasmanfoundation.org/>

Name	Designation	Contact Details
Ayush Bansal	Director	ayush@aasmanfoundation.org 9899780597
Sqn Ldr N Praveen Kumar(Retd)	Director	praveen@aasmanfoundation.org 9901501274





Navigating Career Paths Reflections on
Aasman Foundation
Year 2020-21

Contents

Annual Report 2020– 2021 Career Guidance Programme	3
1. Introduction	3
2. Portal Maintenance and Development.....	4
3. Content Development:.....	4
4. Portal Launch with Department of Education:	4
5. Teacher's Orientation and Training on Portal:	6
6. Students Orientation on Career Guidance Portal:	7
7. Maintenance of PM Dashboard for data driven decision making:	8
8. Review and Monitoring for Project Management:.....	8
9. Career Classes with YuWaah Generation Unlimited India	9
FUTURE PLANS	12
10. Challenges.....	12
11. Way Forward:	15

Annual Report 2020– 2021 Career Guidance Programme

Period of June 2020 – May 2021

1. Introduction

Using Technology as an enabler and accelerator a customised career portal supports adolescents to access educational and occupational resources and opportunities. The said career portal was launched in 16 states i.e. [Andhra Pradesh](#), [Assam](#), [Bihar](#), [Gujarat](#), [Jammu & Kashmir](#), [Jharkhand](#), [Ladakh](#), [Madhya Pradesh](#), [Maharashtra](#), [Odisha](#), [Rajasthan](#), [Telangana](#), The portal provides comprehensive information for students in class 9th -12th on possible career, vocational institutions, entrance examination and scholarships that are useful for students to prepare for their career after school. The portal is organised so that a learner can look up a career domain and find out the eligibility, educational requirements, colleges in different countries and states that offer the required courses, scholarship and fellowships, different entry points to that field and various career options. This is one platform that links students, teachers and the system to better improve support and use career guidance information and avenues.

This annual report provides a comprehensive overview of the activities undertaken during June 2020 to May 2021 by Aasman Foundation in collaboration with UNICEF and Department of Education for the Career Guidance Program across states. Throughout the year, our focus was on launching the portal, providing teachers training on how to effectively use the portal as well as facilitating statewide student orientations. Our advocacy reports with the state team centred on encouraging students to utilise the portal, producing and updating pertinent information, hosting webinars on careers, and overseeing meetings to ensure project management.

2. Portal Maintenance and Development

In the year of 2020, our primary emphasis revolved around the initiation and development of the career exploration portal, coupled with efforts to raise awareness about its functionalities and benefits. The foundational steps involved the meticulous creation of individual logins for students spanning the 9th to 12th grades, a crucial aspect in facilitating seamless access to the comprehensive resources housed within the career portal. Notably, the design incorporated a state-specific approach, with each region boasting its own dedicated portal tailored to cater to the unique needs and opportunities available within that state. This strategic customization ensured that students across various states could engage with the platform in a manner specifically relevant to their local career landscape.

3. Content Development:

Rigorous research and review were taken to upgrade the information available on the state career guidance portal, new feeds on contemporary career opportunities, scholarships, exams trends, non-conventional profession opportunities etc. were studied and added to the portal for students. Extensive efforts were made to create high-quality content for the career guidance portal. Our team collaborated with subject matter experts, career counsellors, and educational institutions to curate relevant information on available colleges, entrance exams, scholarships and careers. The content covered a wide range of topics, including career exploration based on interest, understanding the pathways of various new age careers, risk associated with the career opted, average earnings expected etc. The content is regularly updated for the existing portals, and for new states like UP the content is curated based on the state's requirement and understanding students' profiles.

4. Portal Launch with Department of Education:

A significant milestone was achieved with the successful launch of the career guidance portal in collaboration with UNICEF and the Department of Education in Uttar Pradesh. Multiple rounds of discussions were held between Aasman Foundation and UNICEF to understand their need and curate the design of the portal accordingly. The impact of launching a portal to all the states can be understood by the table below, which shows active users from each state between.

Few are key highlights:

Rajasthan			Gujarat		
Timeline	Activities	Outputs	Timeline	Activities	Outputs
Feb 2019 - Dec 2019	Career Portal Launch	Access to the portal to 42 lakhs students of class 9th -12th across all 33 Districts	Nov 2019- Dec 2019	Career Portal Launch	Access to the portal to 18 lakhs students of class 9th - 12th across all 33 Districts
	Face to Face Teacher Training	# teachers			
	Career day & student orientation state wide	10 lakhs Students Accessed the Portal for career awareness			
	Hero career assessment (7k) assessment started (Jaipur & Udaipur)	7k Students took the assessment and are aware of their aptitude, personality & interests			
Jan 2020 - Dec 2020	Principal Orientation, Hero project on assessment (17 principal)	17 Principals	Jan 2020 - Dec 2020	Master Teacher Training	
	Raj YT Channel Created 5 YT sessions on portal and YUWAAH Career Classes	# Students have comprehensive information about 5 careers		5 YT session on portal	#Students have comprehensive information about 5 careers
	Refresher training for teachers - YT	# teachers were made aware about the portal and its usage		District Nodal orientation	
	CDEOs and BEOs orientation cum review	Developed ownership among officials		Teachers' training and Students' orientation	

5. Teacher's Orientation and Training on Portal:

One of the strongest pillars of the program was to train the teachers on Career Portal. In order to maximise the program's impact, a series of teacher's orientation and training sessions were conducted. The impact of teacher training on the career guidance portal has been instrumental in equipping educators with the necessary tools and knowledge to effectively guide and support students in their career exploration journey.

First and foremost, teacher training has enhanced educators' ability to integrate career guidance seamlessly into their curriculum. By understanding the full potential of the portal, teachers could incorporate relevant career-oriented activities like my aim chart, my career my voice session, meri pankh diary, weekly career guidance period, assignments, and discussions into their lessons. This integration ensures that career guidance becomes an integral part of students' overall educational experience, rather than an isolated component. As a result, students receive consistent exposure to career-related information, allowing them to make informed decisions and develop essential skills for their future endeavours.

Furthermore, teacher training has amplified the impact of the career guidance portal by enabling educators to provide personalised guidance and mentoring to their students. Armed with in-depth knowledge of the portal's resources, teachers can now address individual student needs, aspirations, and challenges. They can help students explore various career paths, set realistic goals, and provide guidance on the educational and skill-building requirements for specific professions. This personalised approach fosters a stronger teacher-student relationship and instils confidence in students as they navigate the complex world of career choices.

In conclusion, teacher training on the career guidance portal has had a profound impact on the educational landscape by equipping educators with the necessary skills, resources, and confidence to guide students effectively. By integrating career guidance into their curriculum, providing personalised mentoring, and staying updated with the latest information, teachers play a pivotal role in shaping students' career aspirations and helping them make informed decisions. The impact of teacher training extends far beyond the classroom, empowering students to explore diverse career paths, develop essential skills, and embark on a journey of lifelong learning and success.

6. Students Orientation on Career Guidance Portal:

In order to ensure that students fully utilised the career guidance portal, online orientation sessions were conducted in schools through youtube channel broadcast and zoom sessions for states where the new portal was launched like Uttar Pradesh . In November, 2022 online orientation session was organised where more than fourteen thousand students participated online and rest joined in common access from their classrooms to understand the UP Pankh Career Portal. These sessions introduced students to the portal's features and demonstrated how to navigate and access the wealth of information available. Students were encouraged to explore different career options, set goals, and make informed decisions about their future.

Month	Total active users till date	Month-wise increase in active users
Jan-20	1275306	
Feb-20	1333418	58112
Mar-20	1345456	12038
Apr-20	1347337	1881
May-20	1347950	613
Jun-20	1356074	8124
Jul-20	1400111	44037
Aug-20	1522224	122113
Sep-20	1571075	48851
Oct-20	1612846	41771
Nov-20	1667744	54898
Dec-20	1930773	263029
Jan-21	2137651	206878
Feb-21	2457720	320069
Mar-21	2620781	163061
Apr-21	2743947	123166
May-21	2992705	248758
Jun-21	3288034	295329

The impact of online career webinars for government school students has been transformative, opening doors to knowledge, inspiration, and opportunities that were previously inaccessible. These webinars have provided students with the chance to hear directly from industry experts, successful professionals, and entrepreneurs, who share their experiences, insights, and advice on various career

paths. By participating in these webinars, students gain valuable exposure to different fields, helping them broaden their horizons and consider career options beyond their immediate surroundings. The webinars have sparked curiosity, ignited passion, and motivated students to dream big, empowering them to explore their interests, set ambitious goals, and pursue their desired careers with newfound confidence. Moreover, the online format of these webinars has ensured easy accessibility for government school students, breaking down barriers of distance and resources, and enabling them to benefit from the knowledge and expertise of experts from diverse backgrounds. The impact of these webinars extends beyond mere information-sharing; they serve as a catalyst for empowerment, providing students with the inspiration and guidance they need to make informed decisions and embark on a path towards a successful and fulfilling future.

7. Maintenance of PM Dashboard for data driven decision making:

Throughout the year, the PM Dashboard was maintained and updated regularly for effective monitoring of the project by Aasman Foundation. To understand the effectiveness of project outcome, it was essential to manage, use and report the required data from the comprehensive data management system for all the states. The portal usage data, disaggregated by gender and location, provides information to the system in terms of how many schools and users are using the portal, which are the career options, colleges and vocational institutes most clicked, whether scholarships are being accessed or not and other information. This data insights helps to formulate strategies in order to improve students' engagements on the portal. Hence, the comprehensive state level and school level dashboard support has been constantly maintained by Aasman and relevant data points or need based reports were made to various states for promoting data centric decision making. The district coordinators and state representatives from Government UNICEF were regularly accessed the dashboard and prepared plans for better outreach to the students at school level.

8. Review and Monitoring for Project Management:

Monthly reports were shared with the UNICEF Head Office and State Offices, for review of progress made in a month through various activities. Regular review and

monitoring meetings were held to evaluate the progress of the Career Guidance Program. These meetings brought together stakeholders, including representatives from Aasman Foundation, UNICEF and the Department of Education. The discussions focused on assessing the program's effectiveness, identifying areas for improvement, and aligning strategies to achieve the desired outcomes.

9. Career Classes with YuWaah Generation Unlimited India

With the vision to enable India's youth from every state, connecting them to aspirational socio-economic opportunities, and engaging them as active changemakers an initiative was launched.

This initiative is the brainchild of YuWaah-Generation Unlimited India, UNICEF India and Aasman Foundation as a response to COVID-19.

Due to the COVID-19 crisis, the world of careers & jobs of tomorrow will change in the near-term. It is now essential for students to get guidance.

Under this initiative we have designed the sessions and are delivering it through YouTube Channel Career Class.

The initiative is addressing the needs of young people whose learning, training and employment opportunities are being impacted by COVID-19 by providing the 4 important support:

1. Career insights by Expert Celebrity speakers every Monday at 5 pm on YouTube Career Class channel.
2. Job Readiness session by expert speakers, to help the youth get job ready, every Wednesday at 5 pm YouTube Career Class channel.
3. Self-Exploration sessions by expert psychologist, to help the youth deal with different sociopsychological points, every Friday at 5 pm YouTube Career Class channel.
4. A dedicated counselling helpline number, where the youth can get personalized one to one free of cost counselling support.

INITIATIVE 1: ONLINE CAREER CLASS SESSION BY CELEBRITY EXPERTS

Due to the COVID-19 crisis, the world of careers & jobs of tomorrow will change in the near term.

It is now essential for students to get guidance from Industry Experts to understand impact on future careers and about potential careers pathways that they can pursue. With this objective, expert celebrity counsellors will conduct online career class session to talk about their profession and possibilities to pursue it in future. Arjuna Awardee Nisha Millet, India's most influential fashion stylist, Bollywood Singer Shibani Kashyap, and many such celebrity speakers are taking sessions in this initiative.

INITIATIVE 2: JOB READINESS SKILLING CLASS BY EXPERTS -Sakshamta Ki Aur!

These sessions will provide basic employability skills via online YouTube live sessions to help students focus on core job skills like:

- Writing their Curriculum Vitae (CVs)
- Starting a venture on your own (Entrepreneurship) and the government schemes to take
- funds/loans.
- Taking interviews (telephonically and face to face)
- Managing group discussions
- Finding jobs and internships through digital job portals

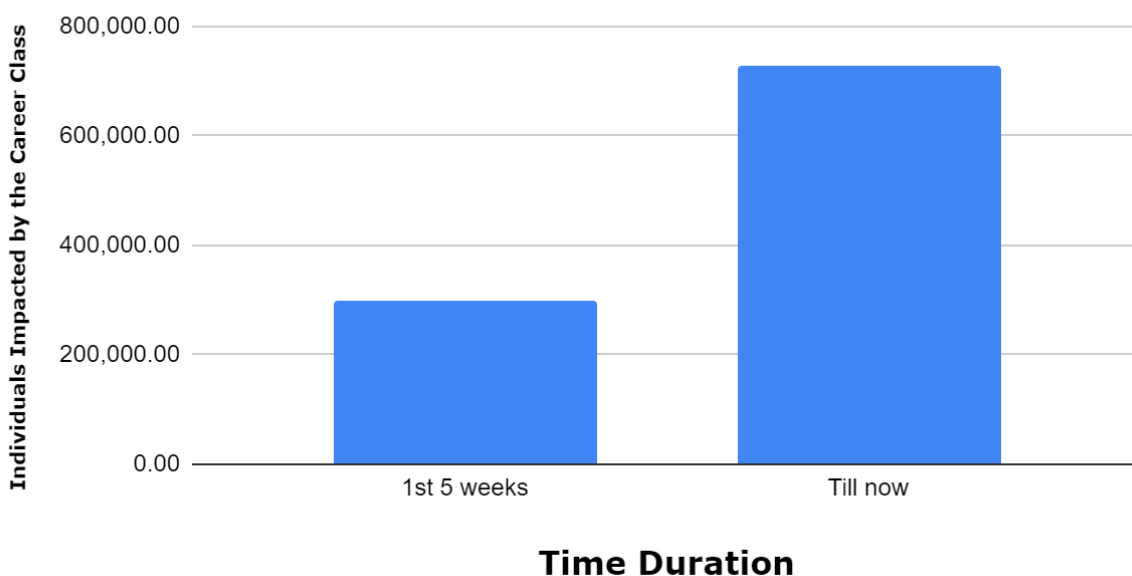
INITIATIVE 3: SOCIO-PSYCHOLOGICAL GUIDANCE TO YOUTH YouTube Live Sessions on Dil Ki Baat!

To provide Socio-Psychological guidance that will help students to gain:

- Greater awareness of self in terms of their strengths and the areas that require improvement
- Effective emotional management & self-regulation
- Understand and implement ways to enhance their interpersonal relationships
- Generate ideas for staying focused and productive
- Gain knowledge to make informed choices and effective decisions
- Learn strategies for intrapersonal and interpersonal conflict resolution

Individuals Impacted by the Career Class Intervention

Within 5 weeks of implementation Career Class videos impacted 3 lakhs plus individuals.



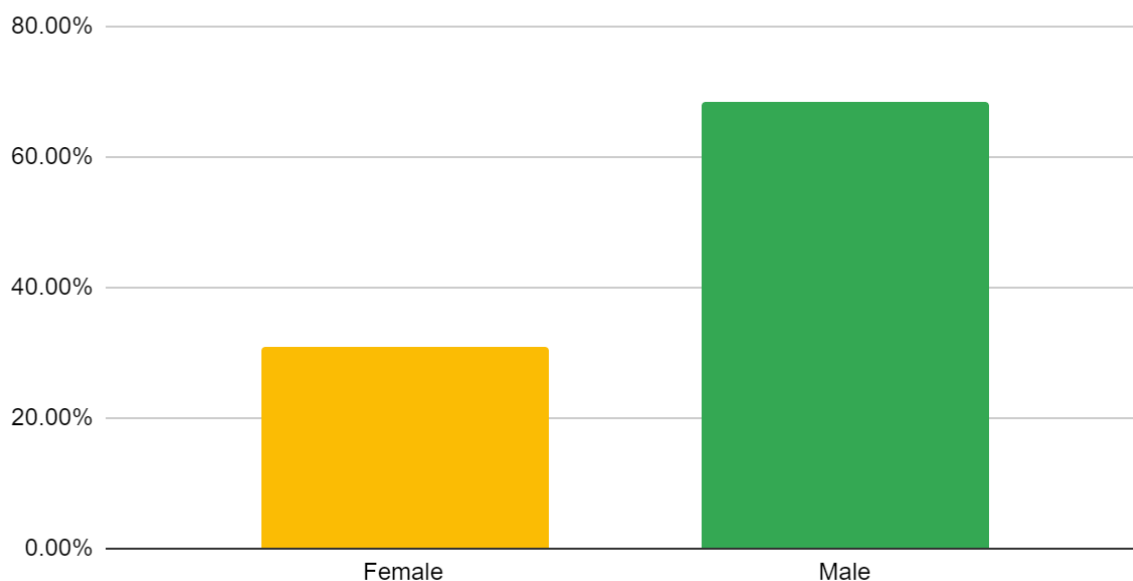
INITIATIVE 4: ONE DEDICATED HELPLINE NUMBER FOR MENTAL HEALTH COUNSELLING

A dedicated helpline number 011-4084 5167 is set up for the students. A dedicated team of 5 psychologist has been appointed to tele counsel the students.

The psychologists are providing psychological first aid to the youth in an emergency by employing the RAPID model: Reflective listening, Assessment of needs Prioritization, Intervention, and Disposition. RAPID model provides perspectives on injuries and trauma that are beyond those physical in nature.

% of Girls Impacted Tele Counseling

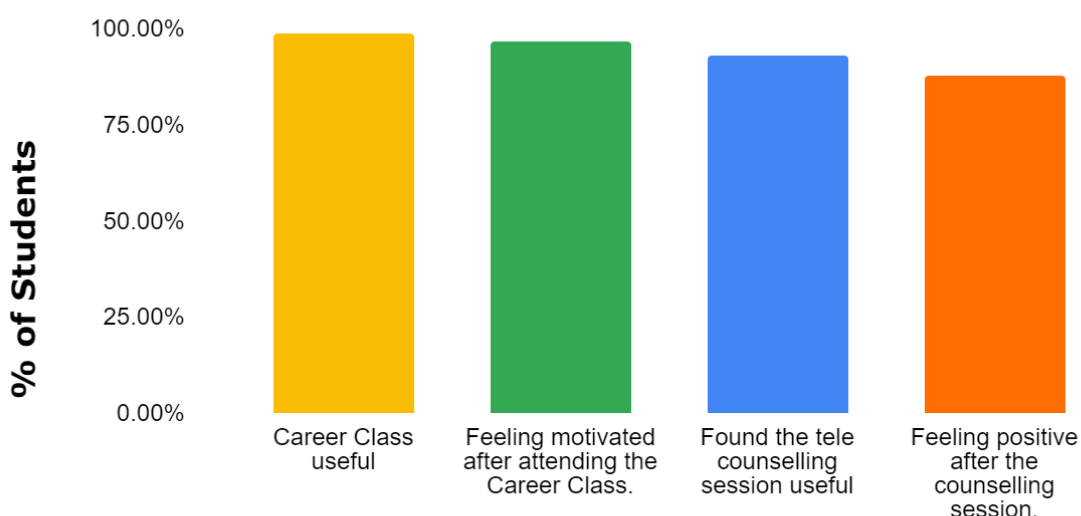
*This % is only represents the number of girls filled the feedback form. The actual number is more



IMPACT

1. Within a span of 5 weeks of implementation the YouTube Career Class videos has been watched by more than 3 lakhs individuals.
2. 99% of the participants have responded that they find the Career Class useful
3. 97% of the participants have responded that they are feeling motivated after attending the Career Class.
4. 93% of the students have responded that they found the counselling session useful
5. 88% of the students have responded that they are now feeling positive after the counselling session.

Impact on Youth from iDC's COVID 19 Response



Sentiments of the youth

FUTURE PLANS

These videos will be made available on a dedicate portal for the students. They can then watch these knowledge videos on-demand and leverage these videos to create a better future for themselves.

10. Challenges

Some of the key challenges faced to manage the project with multiple stakeholders are listed below:

Coordination and Collaboration: Coordinating and collaborating with multiple state teams and departments of education was complex due to differences in policies, procedures, and priorities. Ensuring effective communication and alignment of project goals across various stakeholders is crucial to ensure a unified approach. Some of the states like UP, Bihar were very actively involved in prioritising the Career Guidance Program in their state, whereas other states like Kerala, Karnataka, Jammu & Kashmir etc. did show much progress in terms of activities and outcomes.

- Mitigation measures: Involving the State team of UNICEF helped in better coordination with the State government and advocating for the career guidance program.

Technical Integration: Integrating the portal into existing educational systems and infrastructure across different states posed technical challenges. Getting relevant updated student class wise data from all the states was one of the biggest challenges to address. Only a few active states like Bihar, shared the latest student data for generating student's login. Compatibility issues, data synchronisation, and connectivity limitations need to be addressed to ensure seamless functionality and accessibility for students and educators.

Mitigation measures: For each state some unique ID number was identified and then advocated with the state government to share the data in the required format. Most of the states were able to identify a unique identifier for this purpose.

Addressing the digital Divide: Bridging the digital divide is a significant challenge when implementing an online portal for government students. Ensuring equitable access to technology, internet connectivity, and necessary devices in remote areas or economically disadvantaged communities requires strategic planning and resource allocation. This was one challenge which limited the access of students to the solution of career guidance and could be taken up in further action planning.

Mitigation measures: Though this was one issue which was not able to be mitigated, however, the effort was made to do online YT sessions which was telecasted in school itself. Further training of teachers who conducted in-school sessions also helped bridge the digital divide.

Training and Capacity building: Providing comprehensive training programs for teachers across different states is essential to ensure they are equipped with the skills and knowledge to actively utilise the career guidance portal. However, due to lack of available time with the teachers, frequent transfers, variations in teachers' technological literacy levels were some of the challenges faced for better execution.

Mitigation measures: A fully online teacher training program has been created and uploaded on UniLearn portal now. This has ensured that teachers at their own time can go through the online training and get certification as well.

Customisation for State Specific Content: Each state may have unique educational requirements, curriculum frameworks, and local career opportunities. Customising the portal to cater to state-specific needs while maintaining a standardised approach across different regions can be a challenging task.

Mitigation measures: State specific content contextualisation including translation of content was done.

Change Management: Implementing an online career guidance portal requires managing change at various levels, including administrative staff, teachers, students, and parents. Overcoming resistance to change, addressing concerns and fostering buy-in from stakeholders can be challenging but crucial for successful implementation.

Addressing these challenges requires a comprehensive project management approach, effective communication strategies, stakeholder engagement, and flexibility to adapt to the specific needs of each state. By proactively addressing these challenges, the online career guidance portal can effectively serve government students across multiple states, empowering them with the necessary resources and support to make informed decisions about their future careers.

Mitigation measures: Strategies like monthly DEO reporting meetings helped in pushing the engagement of career portals in some states.

11. Way Forward:

The past year has been an eventful and productive one for the Aasman and UNICEF Career Guidance Program. The successful development and launch of the career guidance portal, along with the various activities conducted, have made a significant impact on students' career readiness and aspirations. We remain committed to continuing our efforts in providing valuable career guidance to students, empowering them to make informed decisions and pursue fulfilling careers. We express our gratitude to all the stakeholders, partners, and participants who have contributed to the success of the program.

Contact Us:

Website

<https://aasmanfoundation.org/>

Name	Designation	Contact Details
Ayush Bansal	Director	ayush@aasmanfoundation.org 9899780597
Sqn Ldr N Praveen Kumar(Retd)	Director	praveen@aasmanfoundation.org 9901501274

