



AASMAN FOUNDATION COMBINED REPORT Financial Year 2021-22, 2022-23, 2023-24

About Us

Aasman Foundation is a not-for-profit organization committed to democratizing access to career guidance and life skills education for school students across India. In partnership with governments, foundations, CSR bodies, and development agencies, we ensure that young people from all social and economic backgrounds can make informed academic and career decisions.

Vision

To create a world where every student can access personalized career guidance and support, regardless of their socio-economic background.

Our Approach

- **Student-Centric:** Tailored support for every learner.
- **Scalable & Sustainable:** Designed for state-wide implementation.
- **Tech-Enabled:** Leveraging digital platforms for wider access.
- **Collaborative:** Deep partnerships with government and development stakeholders.

Financials and Summary of the project

Financial Year	Funder	Fund	Project Name
F.Y.21-22	UNICEF India	2,86,30,045.00	Career Portal in 16 States in partnerships with UNICEF India
F.Y.21-22	Tata Power DDL	14,50,000.00	Career Guidance Enablement through Digital Portal in Delhi
F.Y.22-23	UNICEF India	1,69,04,768.00	State Portal Across 7 states with support from UNICEF India

F.Y.22-23	Quest Alliance Quality Education	4,00,000.00	Career Guidance for 200 students under EcosySTEM studying in government school in Bengaluru
F.Y.22-23	Indian School Finance Company	9,99,932.00	Career Guidance in Affordable Private Schools
F.Y.23-24	Ernst Young Foundation India	11,90,200.00	EY Disha Career Helpline Number

F.Y.21-22

Career Portal in 16 States in partnership with UNICEF India

Aasman Foundation Annual Impact Report (June 2021 – May 2022)

Project Supported by UNICEF India

Overview

Aasman Foundation, in collaboration with UNICEF India and various State Departments of Education, implemented a nationwide Career Guidance Programme to empower students in grades 9–12 with career awareness and planning tools. A key pillar of this initiative was the rollout of customized, state-specific online career guidance portals in 16 states, providing comprehensive educational and occupational information. These portals were designed to connect students with career domains, entrance exams, scholarships, and academic institutions aligned to their interests and regional contexts.

Key Activities and Deliverables

Activity	Description
Portal Development	Customized portals launched for each participating state, with state-specific content and logins for students in grades 9–12.
Content Curation	Information regularly updated to reflect emerging careers, scholarships, entrance exams, and vocational opportunities.
Teacher Training	Capacity-building of teachers to navigate and train students on the portal, despite staffing and technological literacy challenges.
Student Orientations	Online sessions through YouTube and Zoom conducted to orient students in states like UP, with over 14,000 students joining.

Activity	Description
Monitoring and Review	Monthly reporting and state-specific reviews conducted with UNICEF and Education Departments to monitor progress.

Impact Summary

The program successfully generated over 2.5 crore student logins across 16 states, with more than 20 lakh students actively engaging with the platform. The table below highlights key usage statistics:

State	Total Schools	Logins Generated	Active Students
Rajasthan	16,735	42,45,239	87,145
Bihar	13,126	62,05,131	8,18,273
Andhra Pradesh	6,949	13,10,770	1,95,486
Maharashtra	17,600	45,37,122	3,49,001
Odisha	6,949	12,34,207	3,04,716
Gujarat	6,958	18,60,865	2,64,601
Punjab	3,648	10,80,065	2,08,643
Madhya Pradesh	10,009	32,76,813	1,32,634
Kerala	1,714	3,43,688	20,726
Others (Jharkhand, Ladakh, Assam, J&K, Telangana, Madrasa Board)	—	—	~20,000

Challenges & Mitigation

Challenge	Description	Mitigation
Coordination	Variability in state-level engagement	Close collaboration with UNICEF state teams improved advocacy
Technical Integration	Difficulty accessing timely student data	Advocated for use of unique IDs and simplified data formats
Digital Divide	Limited access to devices/internet	Broadcast via YouTube, in-school sessions by trained teachers
Teacher Capacity	Time constraints and staff transfers	Continuous training and digital tools helped bridge gaps

Career Guidance Enablement through Digital Portal in Delhi

Funding Partner: Tata Power Delhi Distribution Limited (Tata Power-DDL)

Implementing Agency: Aasman Foundation

Partner: EVGC (Education and Vocational Guidance Cell), Delhi

Overview

The career guidance project, supported by Tata Power-DDL and implemented by Aasman Foundation in collaboration with EVGC Delhi, aimed to equip school counselors and students with structured tools and training to make informed career decisions. The initiative blended in-person and online training, a robust digital career portal, and one-on-one engagement to reach students across 1,043 schools in Delhi.

Impact Highlights

1. Capacity Building of Counselors

- **372 EVGC counselors** trained through in-person sessions (27–28 Sep 2021) and an online workshop (4–7 Oct 2021).
- **100%** of counselors expressed satisfaction with the training and confidence in using the portal for effective student guidance.

2. Digital Career Portal Engagement

- **5,58,344 student logins** created:
 - Class 10: 2,13,483
 - Class 11: 1,17,223
 - Class 12: 1,67,638
- **1,09,423 students** began actively using the portal despite COVID-19 disruptions.
- **69,738 students** completed the psychometric assessment, forming a strong base for personalized counseling.

3. Counseling at Scale

- **46,692 counseling sessions** conducted by EVGC counselors.
- **30,367 career synopses** developed based on assessment results and counselor interactions.
- Counselors also resolved student queries through the portal's **chat-based support system**.

Challenges Faced

- **COVID-19 pandemic disruptions**, especially during the second and third waves, limited school operations.
- **Shift in government priorities** toward pandemic relief affected attention to non-academic programs.

Counselor Feedback

- All counselors (100%) found the platform valuable and time-saving.
- Reported high confidence in explaining psychometric results and guiding students.
- Believed the portal would significantly enhance the quality and efficiency of career guidance services.

FY 2022-23

State Portal Across states with support from UNICEF India

Key Initiatives

To ensure equitable access to career guidance and life skills for young people, Aasman Foundation implemented a set of high-impact, tech-enabled, and scalable initiatives across India. These initiatives were designed to support adolescents and youth in making informed academic and career decisions.

1. Career Guidance through State-Specific Career Portals

In collaboration with UNICEF India and 16 State Governments—including Andhra Pradesh, Assam, Bihar, Gujarat, Jammu & Kashmir, Jharkhand, Kerala, Ladakh, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Telangana, Uttar Pradesh, and West Bengal—Aasman Foundation supported the rollout and integration of customized **Career Guidance Portals** for school students.

These portals:

- Provided comprehensive information on 550+ career options, entrance exams, scholarships, vocational courses, and institutions across India and abroad.
- Offered class 9–12 students personalized career guidance using structured assessments and curated content.
- Linked students, teachers, and administrators on a single platform for better access and guidance.
- Were integrated into school curricula and adopted across 1.39 lakh+ schools.

2. Student Engagement and Workshops

We conducted in-school orientation workshops across states to familiarize students with the portal and help them:

- Access the portal using unique login credentials.

- Navigate career information relevant to their goals.
- Break free from stereotypical choices and discover aspirational careers like design, photography, sports, and social impact.

Students also participated in career-specific **YouTube webinars**, providing deeper insights into diverse professions and real-world role models.

3. Capacity Building of Teachers

Recognizing teachers as critical facilitators of career guidance, we conducted:

- **In-depth training sessions** in local languages (online and offline).
- Ongoing handholding and troubleshooting support for usage of the career portal.
- Cascading models for wider reach across government schools.

These sessions empowered educators to confidently support students in making informed decisions.

4. Data Dashboards for Decision-Making

The Career Portal generated rich, disaggregated usage data by gender, region, and school. This was made accessible via:

- State and district-level dashboards.
- Analytics to inform policy planning and outreach strategies.
- Insights on top career domains, portal engagement, and scholarship uptake.

This data-centric approach enabled departments and partners to track impact and improve program delivery.

5. Life Skills via the FunDoo App

In partnership with **UNICEF India** and **YuWaah**, Aasman Foundation rolled out the **FunDoo App**—a chatbot-based life skills program for 14–24-year-olds.

- Delivered via WhatsApp and Facebook Messenger.
- Offered gamified, real-world tasks focused on creativity, resilience, and problem-solving.
- Reached thousands of youth with engaging, self-paced 21st-century skills modules.

6. In-School Student Engagement Campaigns

We conducted several grassroots campaigns to deepen engagement:

- **My Career, My Voice Campaign:** Students recorded 1–2 minute videos sharing how the career portal shaped their aspirations, building confidence and career clarity.

- **Meri Pankh Diary:** A personal career journal where students documented their goals, milestones, and plans—nurturing early self-awareness and target setting.
- **Career Weeks and Melas:** Interactive fairs and events that exposed students to both conventional and emerging career paths, enabling informed exploration.

7. Direct Career Guidance Programs for States

In response to requests from **Gujarat and Rajasthan**, we conducted targeted programs including:

- Awareness workshops on 21st-century careers.
- Career assessments and planning sessions.
- Group counseling on topics such as SWOT analysis and decision-making frameworks.

These sessions empowered students with personalized pathways and career confidence.

Cumulative Impact (as of March 2023)

 **Portal Logins Generated:** 4.27+ Crore

 **Schools Covered:** 1,39,234

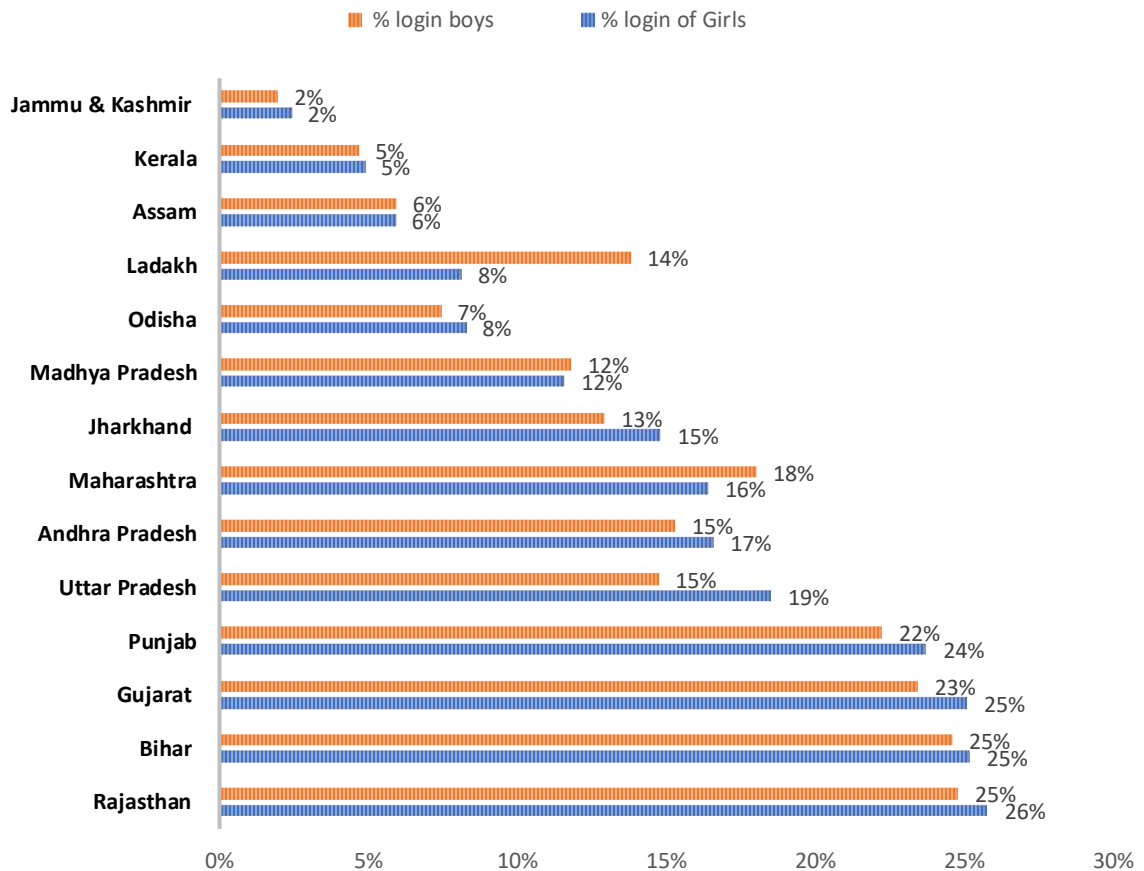
 **Total Active Users:** 65.2+ Lakh

 **Active Users in 2022–23:** 14.97+ Lakh

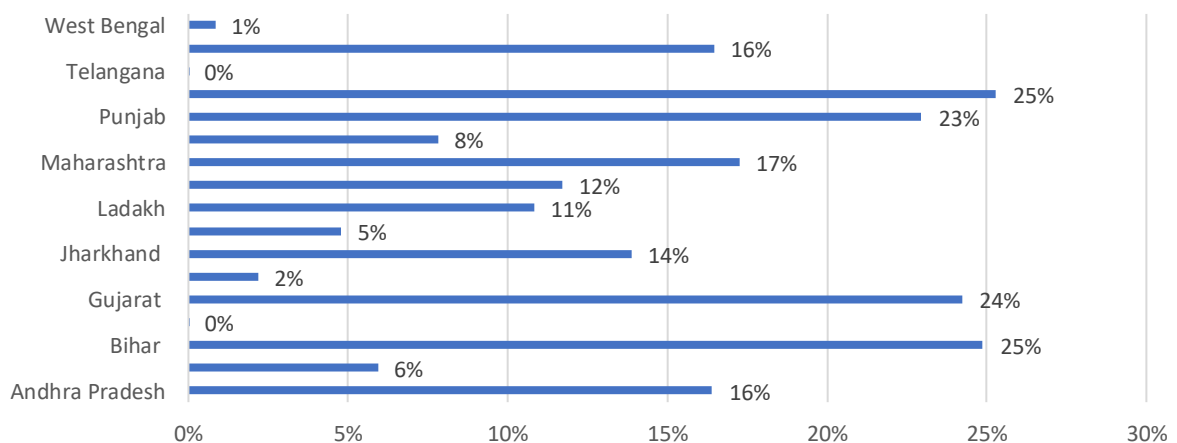
 **Girls Engaged:** 31.92+ Lakh

 **Boys Engaged:** 33.22+ Lakh

STATE WISE % OF ACTIVE GIRLS & BOYS LOGIN



AVERAGE LOGIN % ON CAREER PORTAL STATE WISE (TOTAL STUDENTS V/S ACTIVE STUDENT)



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%

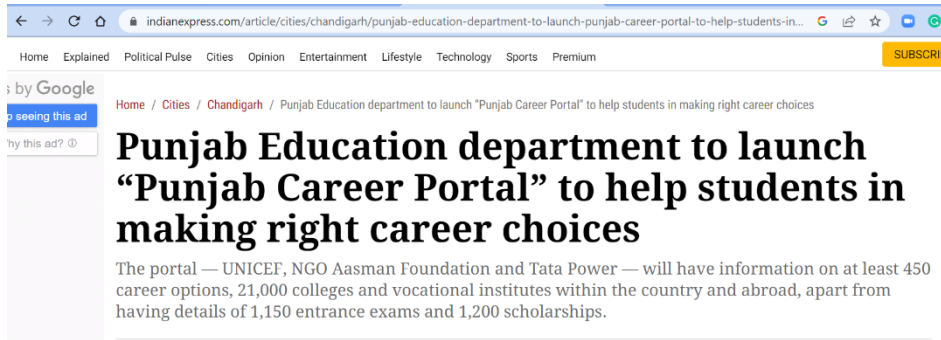
Testimonies

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



Career Guidance for 200 students under EcosySTEM studying in government school in Bengaluru

Deliverables: Promised vs. Achieved

Activity	Promised	Achieved	Status
Certification in Career Counseling	Online training for 5 teachers via iDreamCareer, facilitated by Aasman Foundation	All recommended teachers participated	✓ Completed
Psychometric Assessments	200 student assessments @ ₹354 each	200 assessments conducted	✓ Completed
Dashboard Access	Access for students on dishaidc.com @ ₹236 per access	Granted to all relevant students	✓ Completed
Report Access	Free downloadable reports from portal	Enabled and used by students	✓ Completed
Group Counseling (Parents)	6 sessions across 6 schools in Kannada	All sessions conducted	✓ Completed
Group Counseling (Students)	2 sessions per school (pre- and post-assessment)	All sessions conducted as planned	✓ Completed
One-on-One Counseling	200 students, 40-min sessions, career plans developed in English	All sessions completed with career plans	✓ Completed

Impact Created

- **200 students** from underserved communities received personalized career guidance through structured psychometric assessments and one-on-one counseling.
- **6 parent engagement sessions** helped create alignment between students' aspirations and family expectations, especially in local language (Kannada).
- **Increased career clarity** and actionable plans were developed for each student.
- Teachers underwent certification training, fostering sustainability and local capacity-building.
- **Localized delivery** in Kannada ensured inclusivity and comprehension.
- Students and parents reported higher awareness about career pathways, entrance exams, and vocational routes.

Career Guidance in Affordable Private Schools

Executive Summary

In Jaipur, Rajasthan, an extensive Career Orientation Program unfolded, encompassing a year-long Career Guidance Dashboard access and a Career Awareness Workshop across 19 schools, engaging over 4300 students.

The initiative kicked off with a Career Planning Orientation featuring assessments, where 9th to 12th-grade students engaged in SWOT analysis to align their aspirations with strengths. Counselor talks shed light on crucial considerations for identifying the ideal career fit.

Following this, an ongoing Career Awareness Workshop offers students insightful visualizations of courses, guiding them on stream and college choices, entrance exams, and potential career pathways. This immersive experience empowers students to make informed decisions about their academic and vocational journeys.

Within a supportive and interactive environment, counselors address students' doubts and concerns, facilitating discussions on career options and the necessary steps to pursue their chosen paths.

Project Scope

Under the Corporate Social Responsibility of Indian School and Finance Company, Aasman Foundation was mandated to provide career guidance to students of Affordable Private Schools across Jaipur and Hyderabad.

Under the program it was proposed that Aasman Foundation shall provide career guidance to 4237 students.

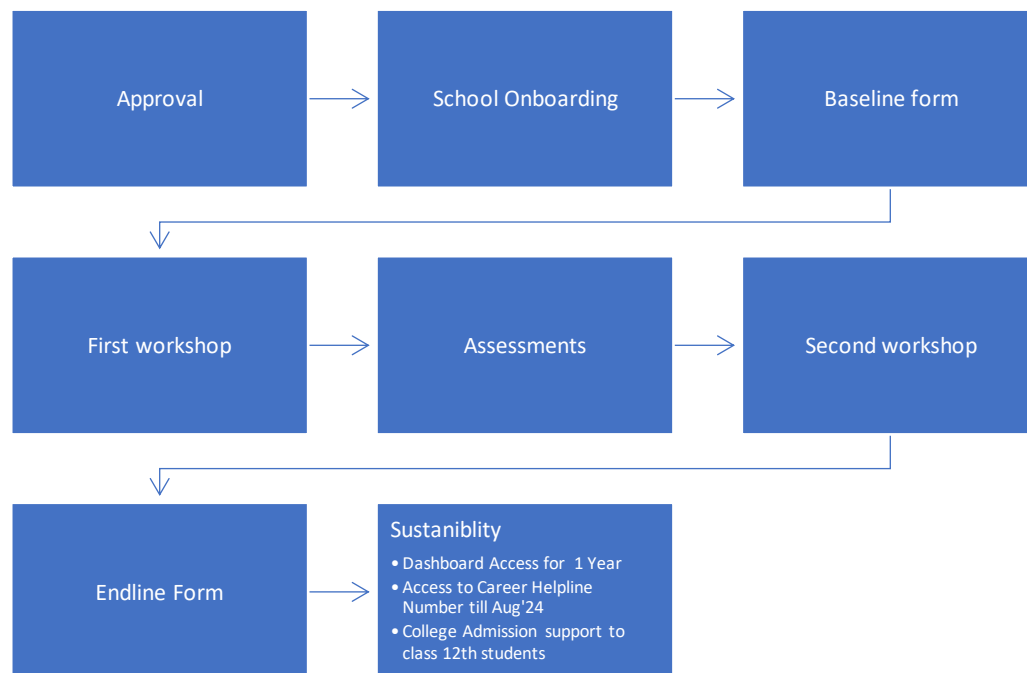
1. Launching career exploration program for students in affordable private schools for 4237 students across Grade 09th to 12th
2. As a part of the activity each student will be provided with

- a. Two offline group level counseling workshops
 - b. Online/offline access to psychometric assessment
 - c. Login access to dishaidc.com for 1 year from the start date of the intervention
3. Monitoring and Evaluation for 30% of the target students to understand the impact of the intervention.
4. The career guidance intervention will run in ISFC partner affordable schools in below locations:
 - a. Jaipur
 - b. Hyderabad

Initial Proposed Flow of The Project

1. ISFC team to nominate the affordable private schools in Jaipur and Hyderabad
2. Aasman Foundation to implement the program in the nominated schools.

Program Flow

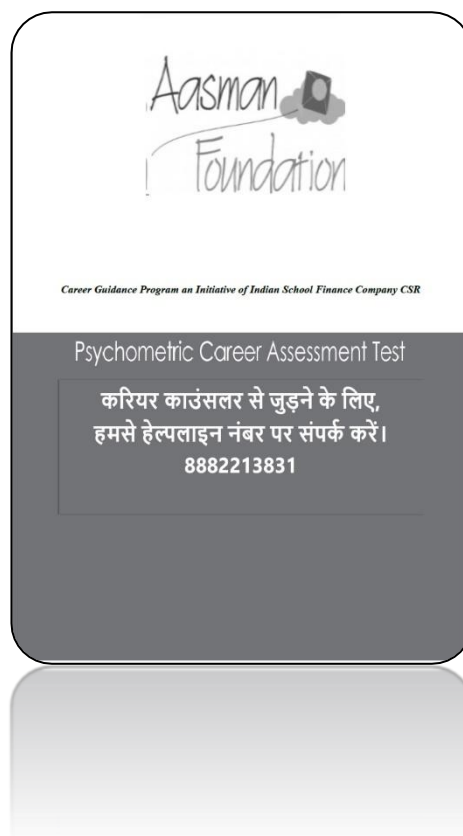


Beyond Scope

In our outreach efforts, we exceeded the original scope to deliver quality and timely intervention.

School Outreach – We initially plan was that ISFC to nominate the schools. However, the program couldn't be launched in the nominated schools. Aasman Foundation through its network created outreach in **44 affordable** private schools across Jaipur region.

Schools Onboarded – Aasman Foundation onboarded 20 affordable private schools and impacted 4371 students of class 9th to 12th.



This outreach initiative underscores our commitment to extending our reach beyond the initially outlined parameters, ensuring that a broader spectrum of students, particularly from affordable private schools, can benefit from our comprehensive career guidance programs.

Impact

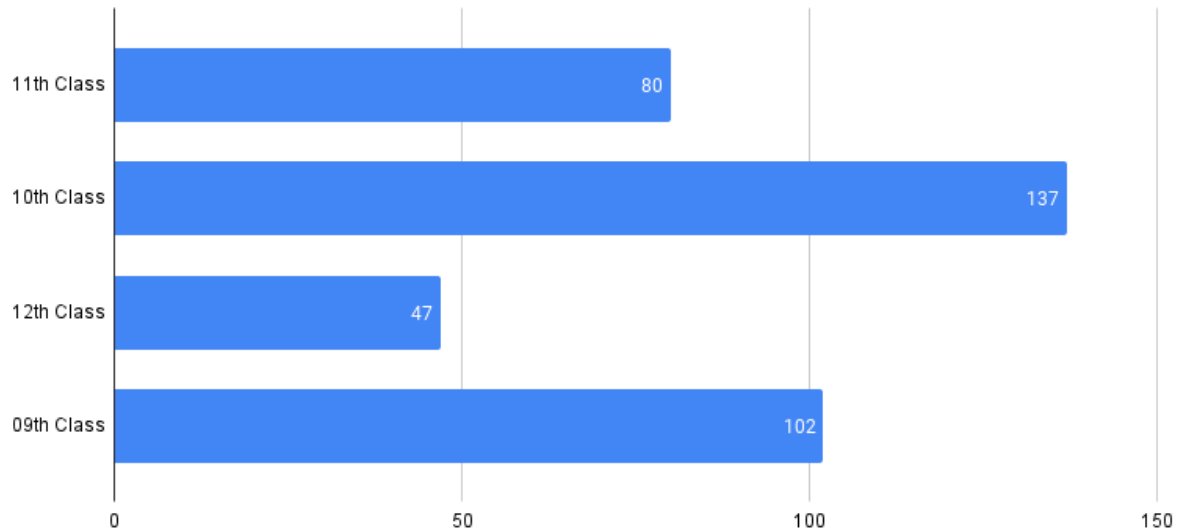
- Successfully reached 20 schools
- Influenced 4,371 students
- The average time spent by students on the dashboard is 34 minutes, resulting in a cumulative access of 148,614 minutes of career content.
- Student Distribution Gender and Classwise

Class	Female	Male	Grand Total
10 th	449	606	1055
11 th	666	578	1244
12 th	494	500	994
9 th	452	626	1078
Grand Total	2061	2310	4371

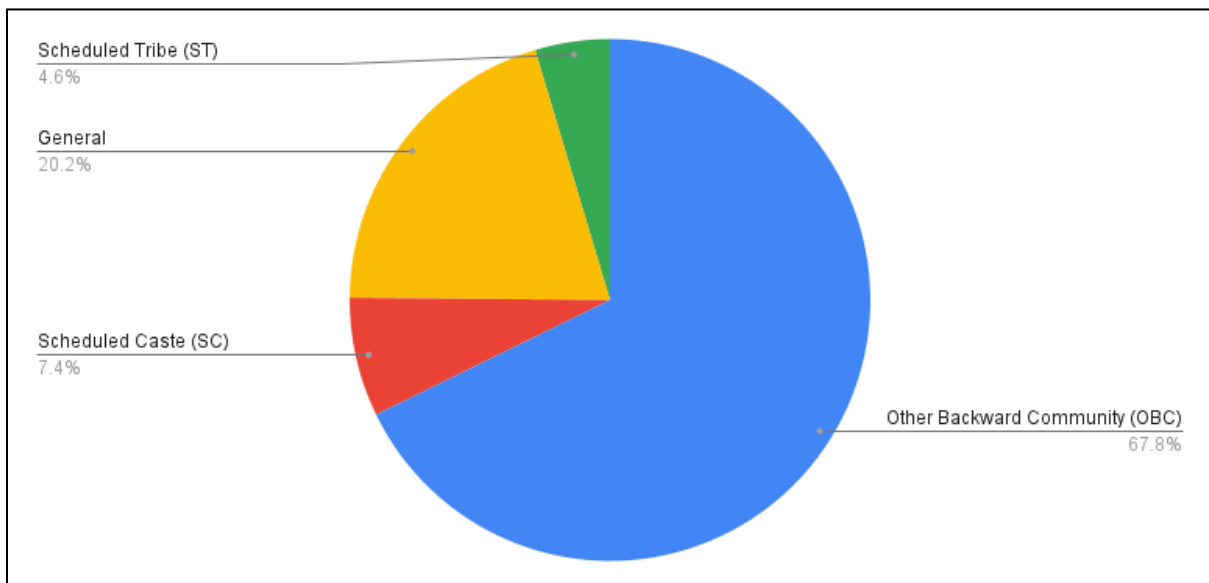
- **Access to career counseling**

Merely 2.46% of the respondents have gone through any professional career counseling before the intervention

Baseline Responses received: 366 (44% female responses)



- Categories-wise segregation of the students
 - Students belonging to Scheduled Tribes (ST) constitute 4.6% of those impacted.
 - Students from Scheduled Castes make up 7.4% of the impacted population.
 - A majority of the impacted students, 67.8%, are from the Other Backward Community.
 - Students from the General category account for 20.8% of those impacted.



- Students' level of career awareness evaluated across 7 parameters using baseline survey responses.

Career Awareness Parameters	Percentage of students demonstrating awareness based on the specified parameters prior to start of the intervention
Self-awareness- understanding about SWOT analysis	7.65%
Course awareness - Knowledge about the courses based on their career choices	36.61%
At least 1 career pathways - Knowledge about at least one pathway based on their career choices	39.62%
No of Years required to pursue the course	39.07%
Expenditure planning	31.97%
Backup Career plan	22.13%

Testimonies

- **Principal** - <https://drive.google.com/drive/folders/1BNvqwz3z2uJuwB2JNjTaS3pH-HYCwaQM>
- **Students** - https://drive.google.com/drive/folders/15mX02gXf6DB7St6R5h5HeR9soOZ_1rP4?usp=sharing

Project Management Logins for the central team

Portal: <https://dishaidc.com/>

User ID: isfc23-24@idreamcareer.com

Password: 123456 (some reports are to be generated by Feb 1, 2024)



On ground implementation pictures



Drive Link for Pictures:

1. https://drive.google.com/drive/folders/1FoD6ZN1XtwJzvm2kaGjHQnsvFyllbAe2?usp=drive_link
2. <https://drive.google.com/drive/folders/1UkkfhmeyxlukMJzAGtc0Lum1JwPDy-QU?usp=sharing>

F.Y.23-24

Disha Career Helpline Number Supported by EY Foundation India

The Disha Career Helpline Number represents an initiative by the Aasman Foundation, supported by the EY Foundation India. A significant challenge is faced by students nationwide, as they often lack access to qualified career counselors. According to the Bharat Career Aspiration Report 2023, only 13% of respondents have received career guidance from trained professionals.

The absence of professional career guidance or reliance on untrained and biased channels, devoid of any scientific or rational approach, contributes to future career dissatisfaction.

Recognizing this issue, there is a crucial need to establish a comprehensive career guidance system at various levels across the nation. This system aims to prompt students, raise awareness, and train more counselors, addressing a critical yet overlooked problem.

To address this issue, we started Helpline Number in Aug 2024.

Key Features

1. Minimal Technology Intervention
2. Tailored Counseling
3. Outbound Calling Capability
4. Access to Certified and Trained Counselors
5. Webinar support to the students (from different sources)
6. Unlimited call for the students

Year 1 of Disha Career Helpline Number

Technology

We have assigned a dedicated helpline number, 888-221-3821, for students to use. This cloud-based helpline ensures that students can receive assistance even if they call during odd hours.

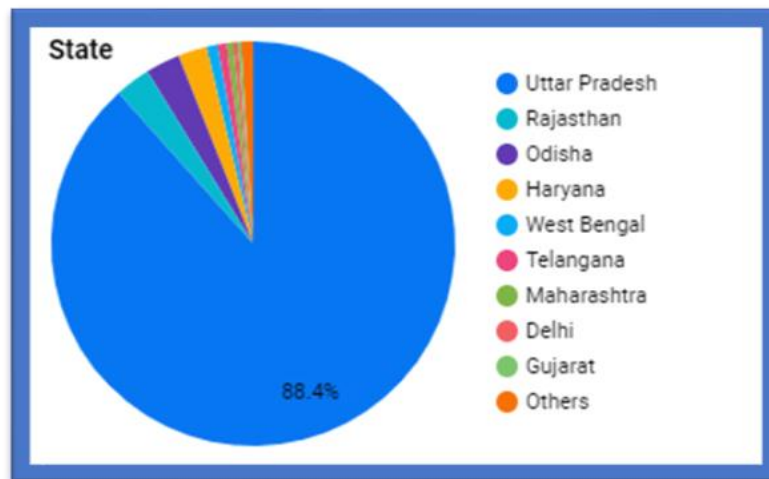
Distribution Network

The career helpline number was accessible to the students of EY Foundation India supported programs like DishaEY Scholars, students of PPES, HimJyoti.

Additionally, the helpline number was made available for the students of the existing iDC interventions and state partnerships.

The number was further promoted with organisations like Save the Children India, Plan India where these organisations don't have the budget to avail and subscribe to effective career counsellors. The career helpline number proved to be a bone to their guidance initiative.

Till now we have reached students over 10 states with Uttar Pradesh being the top contributor of the same.



As a result of diligent outreach we can surpassed over committed number of 40,000 calls, and have touched the number of 42,194 calls in a span of 11 months.

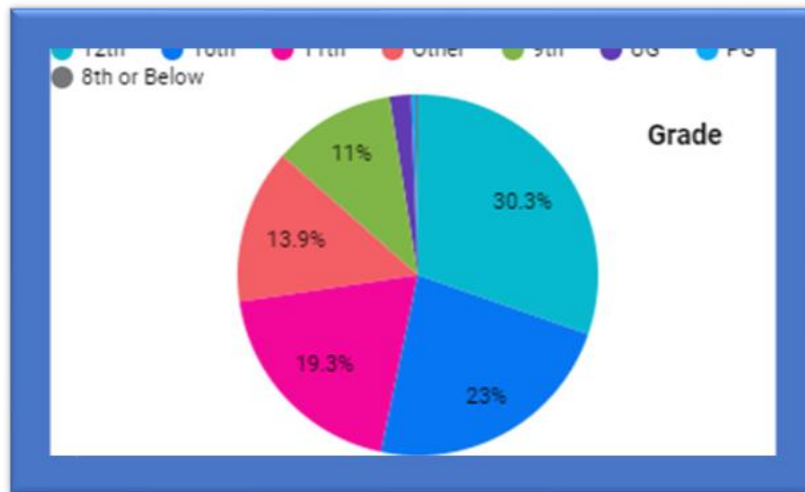
Media and Physical Events

We also leveraged print and digital media to raise awareness on the helpline number

[Link](#) to the article published in Financial Express.

Diverse Needs and Diverse Audience

We have received queries from a diverse group of stakeholders, including parents, students, and teachers. Students from grades 8 to 12, as well as undergraduates, have sought personalized support from counselors. **This highlights the essential role of initiatives like the Disha Career Helpline**



Counsellors Deployment

As committed, we have onboard two amazing career counsellors, dedicatedly working on the helpline number to ensure that all the students can get the support towards the helpline number.

In addition to these we have also onboarded 2 counsellors on short term assignments to ensure that these we can complete our target number.

Testimonial

Priya Das

Hello, my name is Priya Das, and I live in Mathura. I passed my twelfth grade this year, and since then, I have been very stressed about my career, unsure about what I should or should not do. To address these concerns, I reached out to the Career Helpline, where I spoke with Parinika Ma'am. She took all my details and then advised me on how to grow in my career.

First, she discussed my hobbies and subjects with me. Then, she called me to explain how I could proceed with my subjects. Since I have a hobby in drawing and want to pursue a career in it, I told her that I wanted to become a drawing teacher. I had no idea how to start preparing for this or which field would be best for me. She provided all the details and suggested some excellent colleges in my city, like Kishori Raman and RCA College. I chose one of these colleges, and I am about to take admission in RCA College in a few days. I am very happy.

Parinika Ma'am also told me that besides my dream, I should have some other fit options and backup plans. I discuss these with her, and she explains to me over calls how I should grow in these areas as well. Along with pursuing my studies in drawing, I am also



considering other backup options, for which I had no idea I could progress so much. Ma'am has been very helpful.

Thank you so much, Ma'am, for your help and for showing me the path to achieve my clear vision. I am very happy and hope to do well in the future with the guidance you have given me.

Bhavana Verma

Mumbai

Percentage in 12th- 92.50%

College- Jai Hind College, Mumbai

Admission status- Confirmed

Course Name- Bachelor of Media and Mass Communication

Students of DishaEY



I had the opportunity to utilize IDC's career counseling services, and it has been an incredibly enlightening experience. The API assessment was particularly beneficial as it provided a comprehensive analysis of my skills, strengths, weaknesses, and abilities. This in-depth understanding was crucial in helping me identify my areas of improvement and the fields where I could excel.

The one-on-one session with the counselor was invaluable. It provided a deeper insight into the courses I was considering and helped me assess whether they aligned with my career goals and aspirations. The counselor's guidance was instrumental in clarifying my doubts and gave me the confidence to make informed decisions about my future. Additionally, IDC's helpline service was a great support, offering quick and helpful responses to any questions I had during the process.

Anjan

Delhi

Student of DishaEY

Grade 11th

Anjan shared that he was overwhelmed and confused about his career choices, unsure of which colleges to apply to or which courses to pursue. **The helpline's counseling sessions had a profound impact on his journey.**

He discovered his true potential, gaining insights into his strengths, interests, and areas for improvement. The counselors were exceptionally friendly and understanding, creating a comfortable environment for open discussion.

They guided Anjan in making well-informed decisions about his future, eliminating his confusion. The personalized dashboard he received expanded his horizons, allowing him to explore a broader range of career options. The experience was truly transformative for Anjan, and the helpline's ongoing support ensures he can seek further guidance whenever needed.



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