Intervention in Delhi Project

A brief details on the intervention done by iDreamCareer in its career counseling project with Delhi government schools.
1. **Background of the Project**

Students studying at high school level are currently choosing a career basis parental, peer and societal influence. More importantly a lot of them drop out of education post class 10th as they are not provided with any guidance. Also there is a huge gap in aspiration and awareness of vocational careers among students.

Seeing these issues Delhi government launched career guidance project with an aim to help 4 lac high school students studying in class 10th, 11th & 12th in taking effective transition from school to workforce and higher education.

The project is being implemented by iDreamCareer.com (India’s largest career counseling organization) with support from UNDP, India (under their Disha project) & Central Square Foundation (a grant making policy think tank in education sector).

**Beneficiaries:** 4 lac students of class 10th, 11th, 12th studying in 1029 government schools.

2. **Intervention**

Under Delhi government there was already a presence of 175 education, vocational and guidance counselor, called as EVGC. The intervention was designed in a way to strengthen the existing cadre of EVGCs and create a self-sustainable and in-school career counseling process.

**Following interventions were implemented:**

a. Training of 175 EVG counselors – Building their capacity in the field of career counseling.

b. A portal ([www.edudelcareer.com](http://www.edudelcareer.com)) giving access to dynamic and most updated content on 435 careers, 500+ entrance exams & college admission process & 250+ scholarship & competitions information. The information on the portal is also available in Hindi language making it India’s first career portal which is available in Hindi language.

c. Psychometric career assessment test of 4,00,000 students.

- iDreamCareer’s psychometric career assessment tool consists of aptitude, personality and interest test.

- The tool assesses a total of 16 factors: 5 factors in Aptitude (Numerical, Verbal, Mechanical, Reasoning & Spatial), 5 factors in Personality (Learning, Inter-personal, Emotional, Attitudinal, Conscientiousness) & 6 factors in Interest (Realistic, Investigative, Artistic, Social, Enterprising, Conventional).
• The tool has a reliability of 0.75 in Aptitude, 0.72 in Personality & 0.82 in Interest (International Standard).

• Post-assessment test, every student has received a 16-page unique psychometric career report that gives a deep understanding of student’s strengths, weakness, and personality traits, interest areas along with scientific career recommendations.

d. Career Dashboard in the online portal for every student. Students who undertook psychometric assessment can login on the portal – www.edudelcareer.com with their school student ID & password to an online career dashboard which has following features:

   • Accessing the 16-page career report
   • Information on 435 careers (both professional & vocational careers)
   • Information on 500+ entrance exams & college admission process
   • Information on 250+ scholarships & competitions
   • Chatting facility to post queries to the counselor
   • The portal is mobile responsive and can open in any mobile phone using 2G internet connection.

e. Dashboard in the online portal for every EVG counselor. The counselor dashboard has following features:

   • Accessing the 16-page career report of all its mapped school students.
   • Information on 435 careers (both professional & vocational careers)
   • Information on 500+ entrance exams & college admission process
   • Information on 250+ scholarships & competitions
   • Creating synopsis (counseling history)
   • Chatting facility to reply to student queries
   • The portal is mobile responsive and can open in any mobile phone using 2G internet connection.

f. One-on-One counseling for all students. Currently 22,500 students one-on-one session has been completed. Every day 1500 students one-on-one counseling is being done.

Overall the intervention revolved around building the capacity of all the counselors, bringing uniformity & standardizing the process of counseling so as to maintain quality, and giving very updated information on careers to students & counselors along with personalized guidance.

The intervention has lead to providing information & aspiration led counseling to students.
3. **Impact**

a. Providing information on careers to students & counselors.

**Traction on the portal (as on Dec 12, 2017):**

- 3,500 students visiting it daily
- 50,000+ page views daily
- 6.30 minutes (avg) time spend by each student.
- A total of over 26,000 students have visited the portal in the last 30 days.

*“The above positive traction on the portal validates the fact that students have the resources (a phone & internet) to access the portal and access their report & information. Students are more aware about careers, specially vocational careers”*

b. Trained cadre of 175 EVG counselors who are now empowered to conduct career guidance for students using the assessment report & the information on the portal.

c. Personalized guidance for students helping them decide on choosing the right stream in class 11th and right course after class 12th.

d. Updated information to class 10th and 12th students on the college admission process, form filling dates, application procedure.
4. Pictures from project implementation

Counselor Training
Assessment Test of 4,00,000 students in 1029 government schools

One-on-One counseling session (1500 students session done per day)
Principal Orientation (sensitizing all 1024 school principal on career counseling)