

# Turning Aspirations into Achievements

## THE UTTAR PRADESH STORY



For **Shobha Kashyap**, financial struggles didn't stop her from securing an automobile engineering apprenticeship at Tata Motors. **Sharad Kumar Patel** found clarity and upskilled with a Certificate in English Communication and IT while **Dileep**, despite financial barriers, is now pursuing Polytechnic Electrical Engineering, taking a bold step toward his dream.



Out of the 445,786 students across Uttar Pradesh who have accessed career guidance through the UP Pankh Portal, 27,000 students received personalized assessments, one-on-one counseling, industry exposure, and admission support over a two year period. As a result, a pragmatic study revealed that tertiary education enrolments after 12th standard increased by 11.52% ( via simple difference method ) in Y1, positively impacting around 3,000 students.

Read on to discover the key impact results, program highlights, and how we are shaping the future of education in Uttar Pradesh!

### KEY IMPACT RESULTS

#### Overall Impact

**11.52%**

Increase in tertiary education enrollment, validated by an independent pragmatic RCT study via simple difference method



#### Gender-Wise Impact

**12.54%**

Increase in **Female** enrollment

**13.02%**

Increase in **Male** enrollment

#### District-Wise Impact

**16.07%**

Increase in enrollment in **Lucknow**

**10.58%**

Increase in enrollment in **Varanasi**

### PROGRAM COMPONENTS & THEIR IMPACT (2024-25)

#### UP Pankh Portal

Accessed by **4,45,786 students** across Uttar Pradesh, providing personalized career guidance and improving awareness of career options

#### Assessments

**6,572** assessments conducted in Class X and **3,835** in Class XII, leading to higher self-awareness and better career alignment

#### Group Sessions

**428** sessions held, enhancing career awareness and motivating students to explore diverse career paths

#### One-on-One Counseling

Over **6,700** personalized guidance sessions, helping students identify career pathways suited to their interests and skills

#### PTMs

**73 Parent-Teacher** Meetings conducted, fostering parental involvement and support in career planning

#### Industry Exposure

**67 career fairs** with industry experts, vocational trainers, and higher education representatives, providing real-world insights and networking opportunities

#### College Admission Support

Dedicated guidance during **college application and admission processes** helped students transition smoothly, reducing dropout rates



### KEY LEARNINGS AND INSIGHTS

- State-Level Support:** Collaboration with government stakeholders and school leadership is essential to scale career guidance interventions.
- Customized Guidance:** Personalized assessments and counseling significantly improve students' confidence and clarity in choosing career paths.
- Parental Involvement:** Engaging parents through PTMs ensures sustained support and encouragement for students' educational journeys.
- Vocational Training:** Introducing vocational pathways helps students from diverse backgrounds access affordable, skill-based education.
- College Admission Support:** Structured admission assistance ensures students transition successfully during the critical phase from school to higher education.

### FUTURE VISION

To sustain and scale this success, we aim to impact an additional **27,000 students** in the upcoming academic year, targeting a **5-10% increase** in tertiary education enrollment. Your support can help us expand this proven model, empowering more students to pursue their dreams.

#### Get Involved

You can reply to this mail if you are interested to co-fund this initiative and create lasting change in the education landscape of Uttar Pradesh.



### CONNECT WITH US

For partnership opportunities, click [here](#) or reach out to **Ankit Bansal (Lead, Social Impact & Partnership)** at **9916031448**

Together, let's continue empowering students and building a brighter future for Uttar Pradesh and beyond!

