



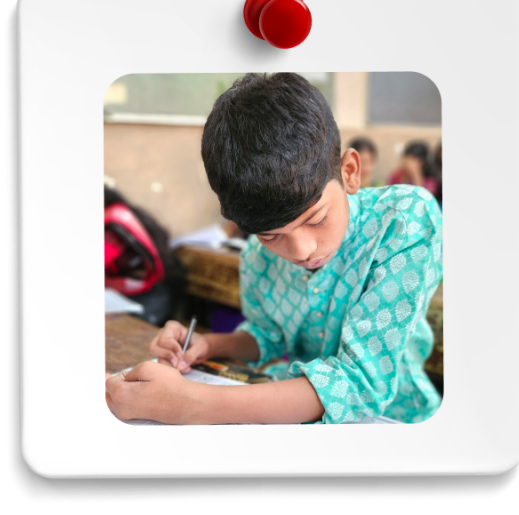
42,000 Students, 4 States: Building Career Clarity with Publicis Groupe India

A Visionary Partnership across Maharashtra, Telangana, Delhi-NCR & Uttar Pradesh



“The engaging sessions and the career dashboard helped me understand my strengths and explore suitable career options.”
- Manoj, Grade 9, Madhavrao Rokde Mahavidyalaya

“The career guidance program provided the much-needed clarity during a crucial phase of my academic journey. It introduced me to diverse career options and helped me choose the right stream after 10th grade.”
- Shravan, Grade 10, Bal Vikas Mandir Marathi Medium School



Manoj and Shravan's journeys began with a question they'd rarely been asked in school before: "What's your plan, and why?" And then, they got the tools to shape it.

But this isn't just about two students. This is about **42,000+ journeys**, made possible by a shared vision between Publicis Groupe India and iDreamCareer, to democratize career guidance and help students navigate the future with confidence.

WHAT WE DID Publicis' Commitment to Career Equity

We helped Publicis Groupe India implement a career guidance program that spanned 220 government schools across Maharashtra, Telangana, Delhi-NCR, and Uttar Pradesh, reaching underserved students from Grades 9 to 12.

This initiative directly supports Publicis' broader vision of creating equitable opportunities through education, ensuring every student, regardless of background, has access to scientific, personalized career guidance.

HERE'S HOW PUBLICIS ENABLED DEEP, MEANINGFUL, & SCIENTIFIC CAREER DISCOVERY

1

Psychometric Assessments

Students, in their first experience with a structured career evaluation, explored their aptitude, interests, and personality and received a **17-page personalized career report** that decoded where they could truly thrive.

2

Interactive Group Workshops

Workshops weren't just informative, they were transformative. Students were introduced to **career planning frameworks**.

Exercises on self-reflection and decision-making helped them map out "Plan A" and "Plan B" career paths. They also explored the future of work, emerging industries, and the relevance of **interdisciplinary skills**. These sessions helped students look inward and then, look ahead.

3

1-on-1 Counseling

Over **8,000 12th graders** received personalized sessions, helping them make informed choices about colleges, courses, and even backup plans.

4

Helpline for College Admissions

We also enabled an **on-call helpline**, a trusted touchpoint for students navigating admissions.

From understanding application processes to comparing fee structures, this line became a lifeline. In the long run, this builds a sustainable support system beyond the classroom.

5

Always-On Career Portal Access

Every student received a login to **dishaidc.com—a full-stack portal with 1047+ hours of curated content** on careers, exams, scholarships, and college options.

WHAT CHANGED?

When students begin to understand themselves, something shifts. They start asking better questions. Planning instead of guessing. Acting with purpose.

After the sessions, here's what we noticed:

- Students became 11% more aware of what college would actually cost and how to plan for it. For many, this was the first time financial planning felt doable.
- With a 6% rise in understanding the effort required for their career paths, students no longer chose goals blindly, they chose with their calendars open.
- A 2% increase in self-awareness might seem small, but in every school we visited, we saw what that 2% looked like: raised hands, follow-up questions, and plans forming on paper.

While the delta changes in specific parameters varied, here's what we consistently saw:

- Students engaged actively in the reflection process
- Many built their first career plan with multiple options
- Grade 12 students made better-informed college choices
- Career conversations began: at school, and at home

**Sometimes, the true shift is qualitative.
Confidence. Curiosity. Clarity.**

LOOKING AHEAD

This wasn't just a program. It was a shift. From guesswork to guided planning. From uncertainty to clarity. From questions to action.

Thank you, **Publicis Groupe India**, for helping us light up 42,000 career journeys & counting.

Let's keep showing students that their future isn't a mystery. It's a map, and they have the compass.

Get Involved

If you're a changemaker in education, CSR, or youth development: Let's collaborate to bring career clarity to more students.

Reach out at contact@idreamcareer.com

Curious to see our impact in action?
Book your spot for an exciting field visit today!

Check out our website

