

## **1: INTRODUCTION**

### **1.1 About iDreamcareer:**

iDreamCareer.com (iDC) is one of India's leading EdTech companies, recognized among the world's top 200 EdTech companies by the ASU+GSV Summit in 2020 and the top 100 EdTech companies in South Asia by Holon IQ in 2020.

The platform offers a comprehensive career and college guidance solution for high school and undergraduate students. Its offerings include 1,047 hours of content on careers, colleges, exams, and scholarships, along with reliable psychometric assessment tools and personalized counseling. iDC has reached over 20 million students across India.

iDreamCareer has partnered with 16 state governments and more than 150 top private schools in India and the Middle East, including Heritage School, Sunbeam Group, VIBGYOR Group, Presidium Group, Nehru World School, Cambridge School Group, Army Schools, and Navy Children Schools.

It has also collaborated with prominent corporate CSR initiatives and philanthropies such as the Michael & Susan Dell Foundation, Hero Group, Shiv Nadar Foundation, Kotak, and Ernst & Young. In the past, iDC has been a technical partner for UNICEF and CBSE, India.

### **1.2 Sundargarh Project**

iDreamCareer (iDC) has signed a Memorandum of Understanding (MOU) with the Sundargarh District Collector, the District Education Office, and the District Mineral Foundation to provide comprehensive career counseling services across all government high schools, higher secondary schools, and government degree colleges in the Sundargarh district. This initiative will cover the entire district, including Sundargarh Subdivision, Panposh Subdivision, and Bonai Subdivision.

Under this agreement, iDC will cater to a total of 432 educational institutions in Sundargarh, which include government high schools, higher secondary schools, degree colleges, and Odisha Adarsha Vidyalayas. The career counseling program aims to equip students with the necessary guidance and tools to make informed decisions about their academic and professional futures.

By leveraging its expertise and full-stack career guidance platform, iDreamCareer will introduce students to personalized counseling, psychometric assessments, and resources related to careers, colleges, exams, and scholarships. This initiative ensures that students in Sundargarh district,

even in remote areas, have access to reliable career guidance, empowering them to explore diverse career pathways and realize their full potential.

This collaboration marks a significant step towards improving the educational ecosystem in Sundargarh district and highlights iDreamCareer's commitment to providing equitable access to career counseling for students in government schools and colleges. Through this partnership, iDreamCareer aims to contribute to the holistic development of students and support them in achieving their academic and career goals.

### **1.3 Sundargarh Subdivision**

#### **Career Counseling Coverage in Sundargarh Subdivision**

iDreamCareer (iDC) is providing career counseling services to 250 schools in the Sundargarh Subdivision of Sundargarh district. These include 205 government high schools, 27 government higher secondary schools, 8 Odisha Adarsha Vidyalayas, and 10 Degree Colleges.

## **2: Intervention Area**

### **2.1 Baseline Assessment**

#### **- Why Baseline Assessments Were Conducted**

Baseline Assessments were conducted to achieve the following:

1. **Initial Skill Evaluation:** To understand students' current life skills, academic preparedness, and career awareness, establishing a clear starting point.
2. **Customized Interventions:** To identify individual strengths and weaknesses, allowing tailored programs to address specific needs.
3. **Student Engagement:** To actively involve students in assessing their competencies and goals, fostering self-reflection and awareness.
4. **Data-Driven Insights:** To collect critical data for evaluating the effectiveness of ongoing and future initiatives.
5. **Foundation for Progress Tracking:** To set a benchmark that helps measure growth and improvements during Endline Assessments.

## Baseline Assessment Details

The Baseline Assessment (BLA), initiated on June 20 served as the first intervention in the program. A total of 43 questions were presented to the students, covering 12 key areas:

1. Time Management
2. Personality Development
3. Career Awareness
4. Critical & Creative Thinking
5. Stress Management
6. Decision Making
7. Effective Communication & Presentation Skills
8. Ethical & Moral Values
9. Leadership & Management Skills
10. Professional Skills
11. Self-Awareness
12. Self Discipline

## Baseline Assessment:



## 2.2 Career Planning Orientation and Aptitude Personality Interest

### Career Planning Orientation Overview

In the Career Planning Orientation, we provided students with essential information on:

1. **Streams Overview:** Explained the fundamentals of Science, Arts, and Commerce streams.
2. **Career Opportunities:** Highlighted various career options available in each stream.
3. **Subject Selection:** Presented the subjects required for Science (Math, Biology, Chemistry), Arts, and Commerce.
4. **Career Pathways:** Demonstrated pathways and opportunities in fields like Science (Math, Biology, Chemistry), Arts, and Commerce through detailed presentations.
5. **Scholarship:** More than 200 scholarships for eligible students.
6. **Dashboard Orientation:** Dashboard Orientation on [sundargarhdisha.com](http://sundargarhdisha.com) provides training to navigate features, track progress, and manage educational data,

This session helped students understand the importance of stream selection and the career possibilities it offers.

## 2.3 Career Awareness Workshop

In the Career Awareness Workshop, we guide students on the following topics:

- **Impact of Subjects on Career Choices:** Understanding how the subjects they choose can shape their future career paths.
- **Career Planning:** Learning how to plan effectively for their careers by setting goals and exploring opportunities.
- **Choosing Subjects for Grade XI:** Providing insights on how to select subjects that align with their interests and career aspirations.
- **Career Linked to Subject Choices:** Exploring various careers associated with different subject combinations.
- **Vocational vs. Professional Education:** Understanding the difference between vocational education (practical skill-based training) and professional education (specialized academic qualifications).

## Career Awareness Workshop



## Aptitude Personality Interest

### What is Aptitude, Personality, and Interest (API)?

- **Aptitude:** Refers to a person's natural ability or talent for certain tasks or skills.
- **Personality:** Represents an individual's traits, behavior, and emotional patterns.
- **Interest:** Indicates what a person enjoys or prefers doing, reflecting their passions and inclinations.

### Why do we need an API?

1. **Career Guidance:** Helps identify suitable career paths aligned with an individual's abilities, traits, and passions.

2. **Self-Understanding:** Enables better awareness of strengths, weaknesses, and preferences.
3. **Effective Decision-Making:** Assists in choosing the right academic or professional path.
4. **Personal Growth:** Encourages development in areas of strength and interest.
5. **Improved Satisfaction:** Leads to fulfilling career and personal choices.

### API Intervention Details

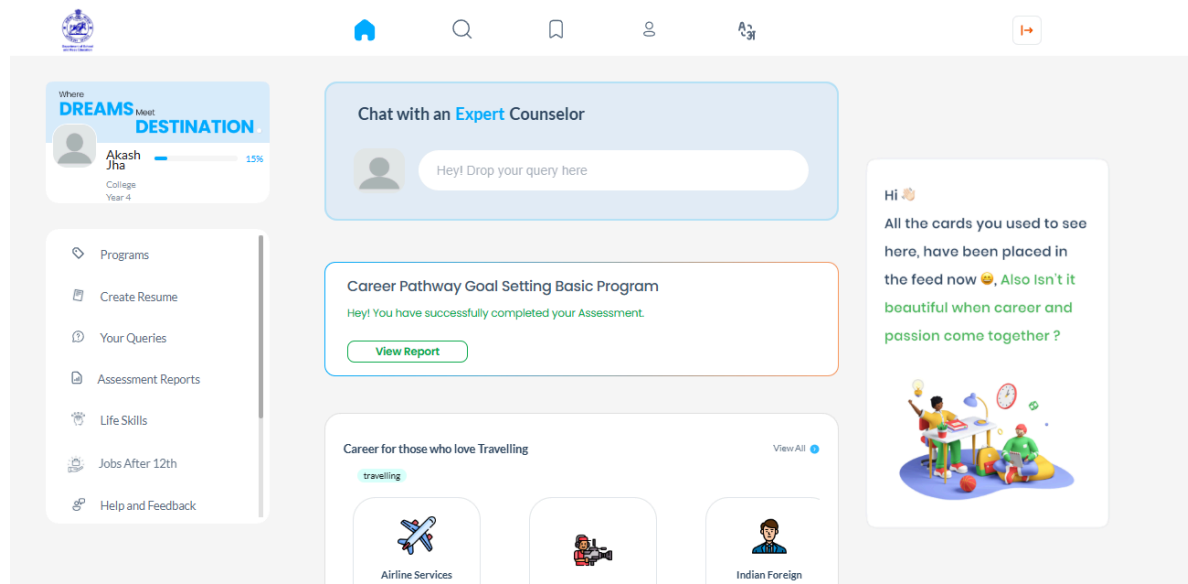
In the API (Aptitude, Personality, Interest) intervention, students were asked a total of 165 questions, divided into three sections:

1. **Interest Section**
2. **Personality Section**
3. **Aptitude Section**
  - Divided into five parts:
    - i. **Numerical Aptitude:** Tested mathematical skills and numerical reasoning.
    - ii. **Verbal Aptitude:** Assessed language and communication abilities.
    - iii. **Mechanical Aptitude:** Evaluated understanding of mechanical concepts.
    - iv. **Reasoning Aptitude:** Measured logical thinking and problem-solving skills.
    - v. **Spatial Aptitude:** Assessed spatial visualization and orientation abilities.

### API Intervention



## 2.4 DASHBOARD LOGIN CREDENTIALS



### Dashboard Login Credentials

After the API intervention in Sundargarh Division, a dashboard ID was created for all students who participated in the assessment. This personalized dashboard provides students with a wide range of resources to support their academic and career planning.

Through the dashboard, students can:

1. **Access API Reports:** View detailed reports of their Aptitude, Personality, and Interest assessments.
2. **Explore Careers:** Discover more than 580 career options across various fields.
3. **Find Scholarships:** Explore over 1,000 scholarship opportunities.
4. **Research Colleges:** Access information on more than 800 colleges.
5. **Prepare for Exams:** Learn about and prepare for over 500 competitive exams.
6. **Build a Resume:** Create a professional resume directly on the platform.

### Intervention Photos:

