

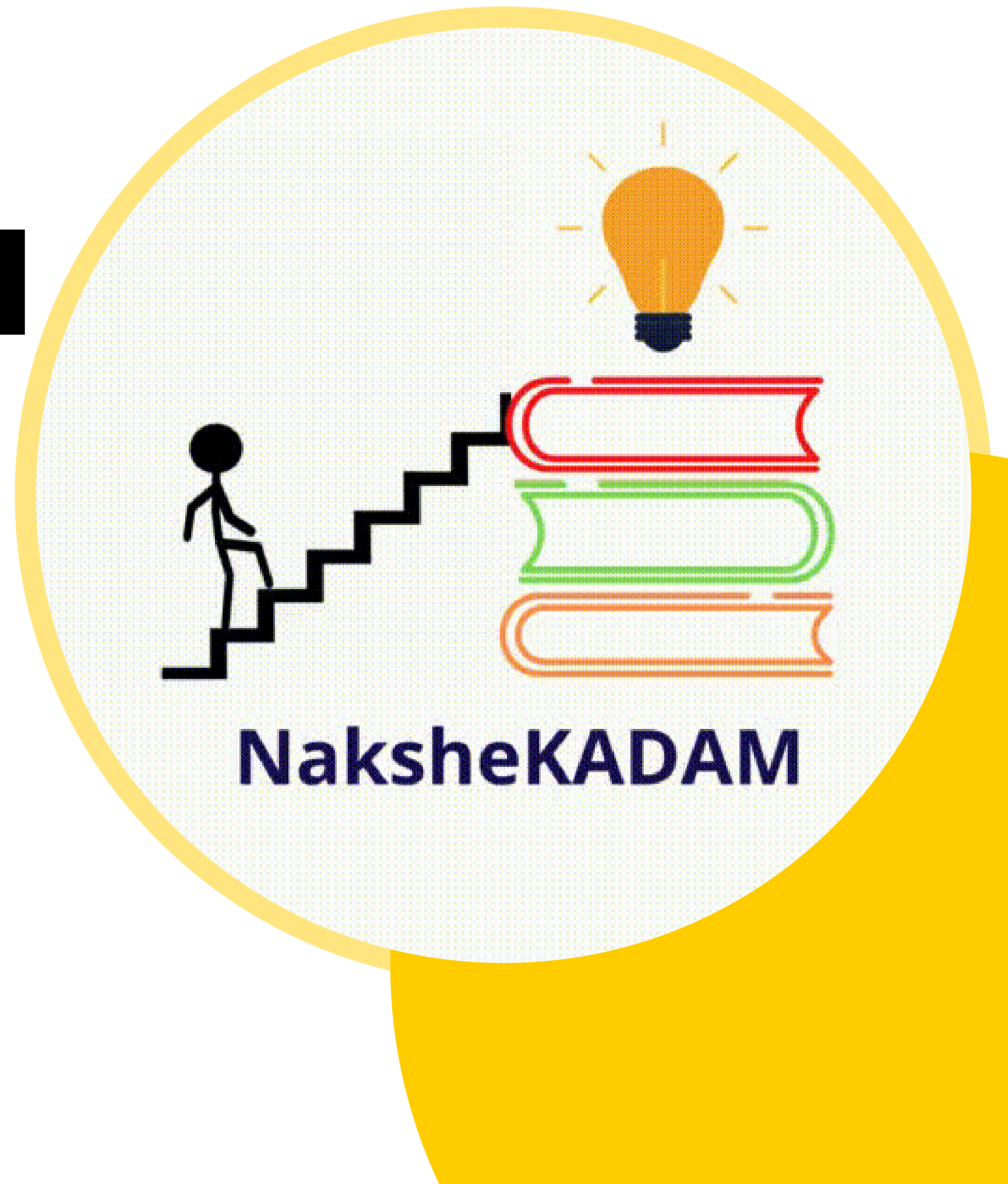
NaksheKADAM


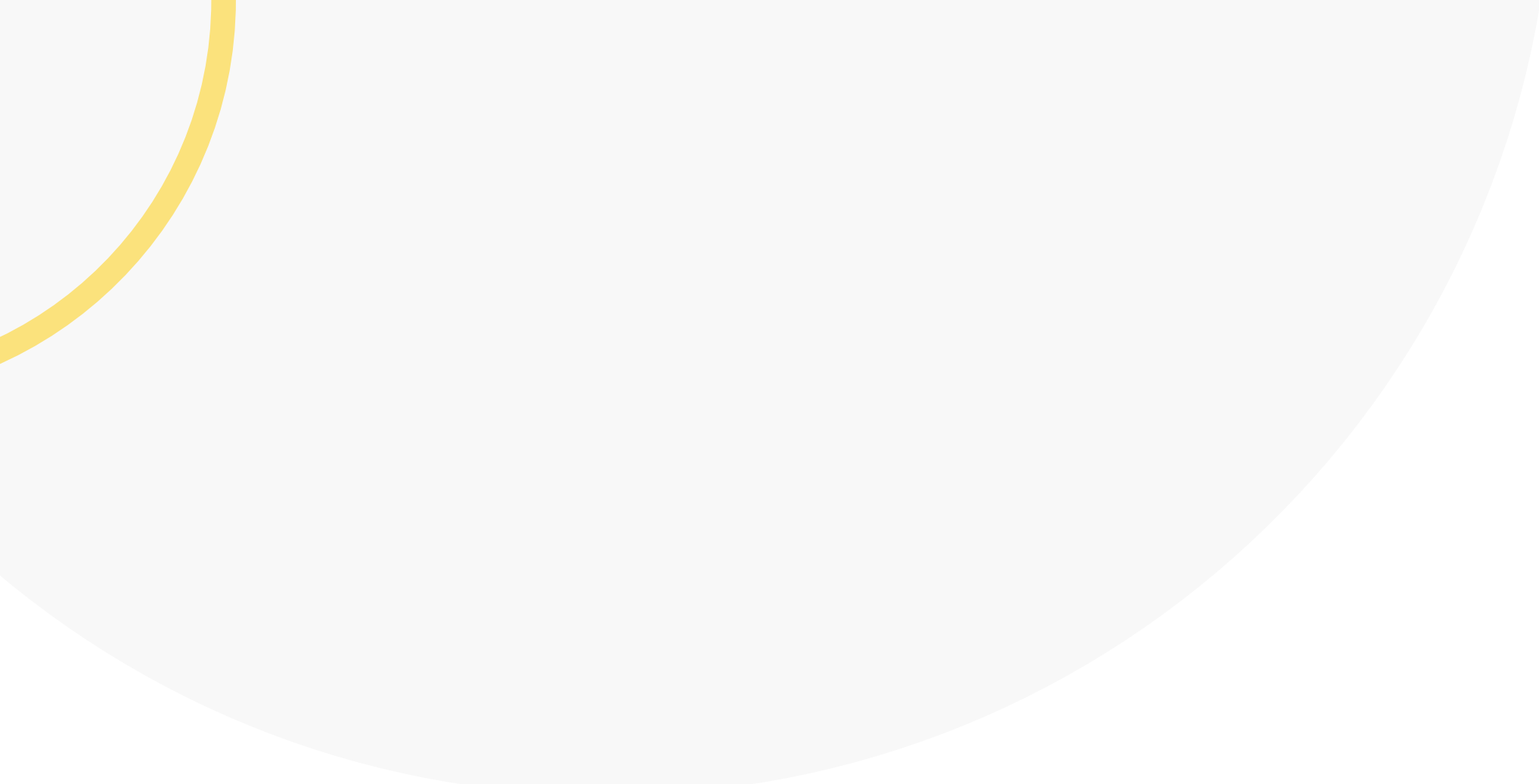
– Team Underdogs On Fire

RK788:

Making career choices and AI based counselling accessible to every child at secondary level along with aptitude tests and detailed career paths.

Department of School Education & Literacy (DoSEL), Ministry of Education





Multiple sub-problem statements

Description

"Summary: Every child at secondary level (grades 9 to 12) needs to have access to the existing choices for career to enable them to make study choices What subjects will lead to what career paths, what are the Higher Educational Institutions for study for pursuing such studies, what are the entrance exams required, what aptitude tests are available, etc, how to access them etc. are important information for making such choices Sometimes children like to chat about their fears regarding their choices. Parents may also have several queries. They will need access to a counsellor either through chatbot or any other AI-based solution An App based comprehensive solution is required encompassing all these issues."

Accessing existing career choices in the most informed possible way
(career paths, aptitude tests, how to access them, etc)

01

AI chatbot for QnA and analysing career needs & sentiments

02

Addressing one's
fears and concerns

03

05 Counsellors

04

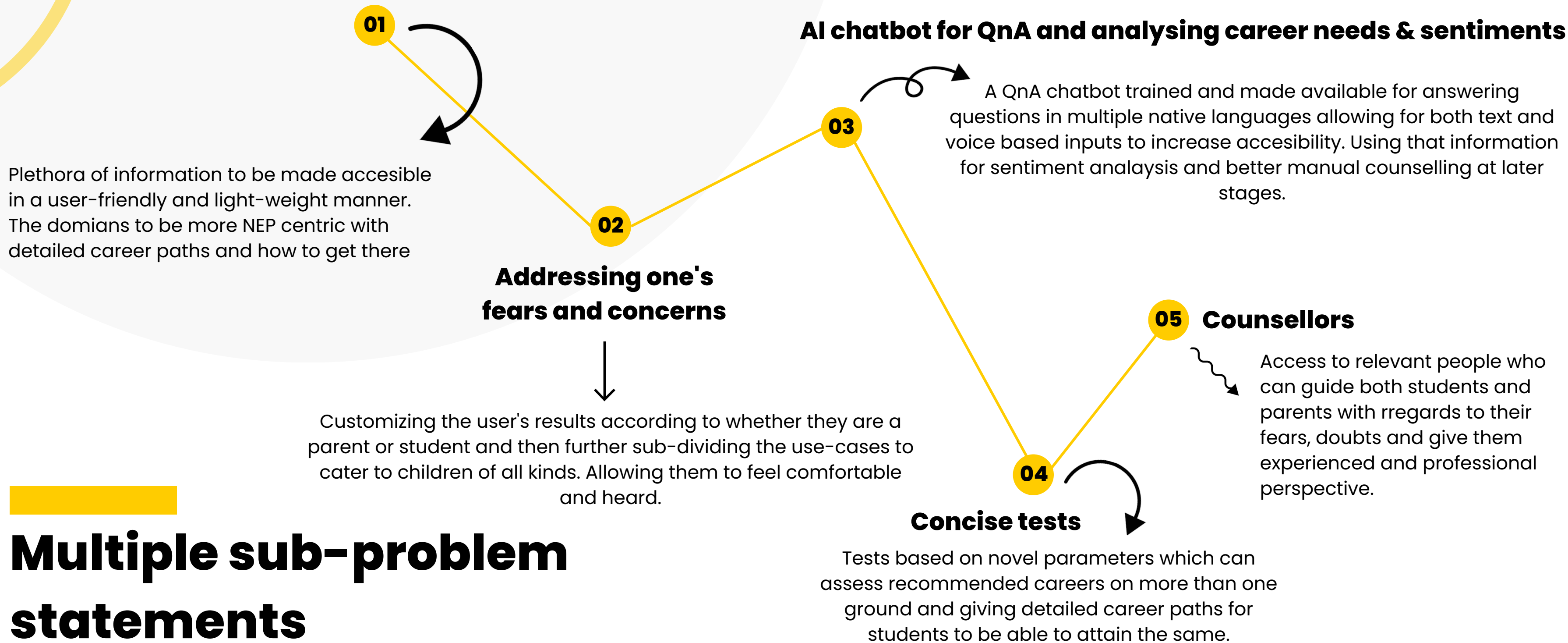
Concise tests



Multiple sub-problem statements

Description	"Summary: Every child at secondary level (grades 9 to 12) needs to have access to the existing choices for career to enable them to make study choices What subjects will lead to what career paths, what are the Higher Educational Institutions for study for pursuing such studies, what are the entrance exams required, what aptitude tests are available, etc, how to access them etc. are important information for making such choices Sometimes children like to chat about their fears regarding their choices. Parents may also have several queries. They will need access to a counsellor either through chatbot or any other AI-based solution An App based comprehensive solution is required encompassing all these issues."
-------------	--

Accessing existing career choices in the most informed possible way
(career paths, aptitude tests, how to access them, etc)

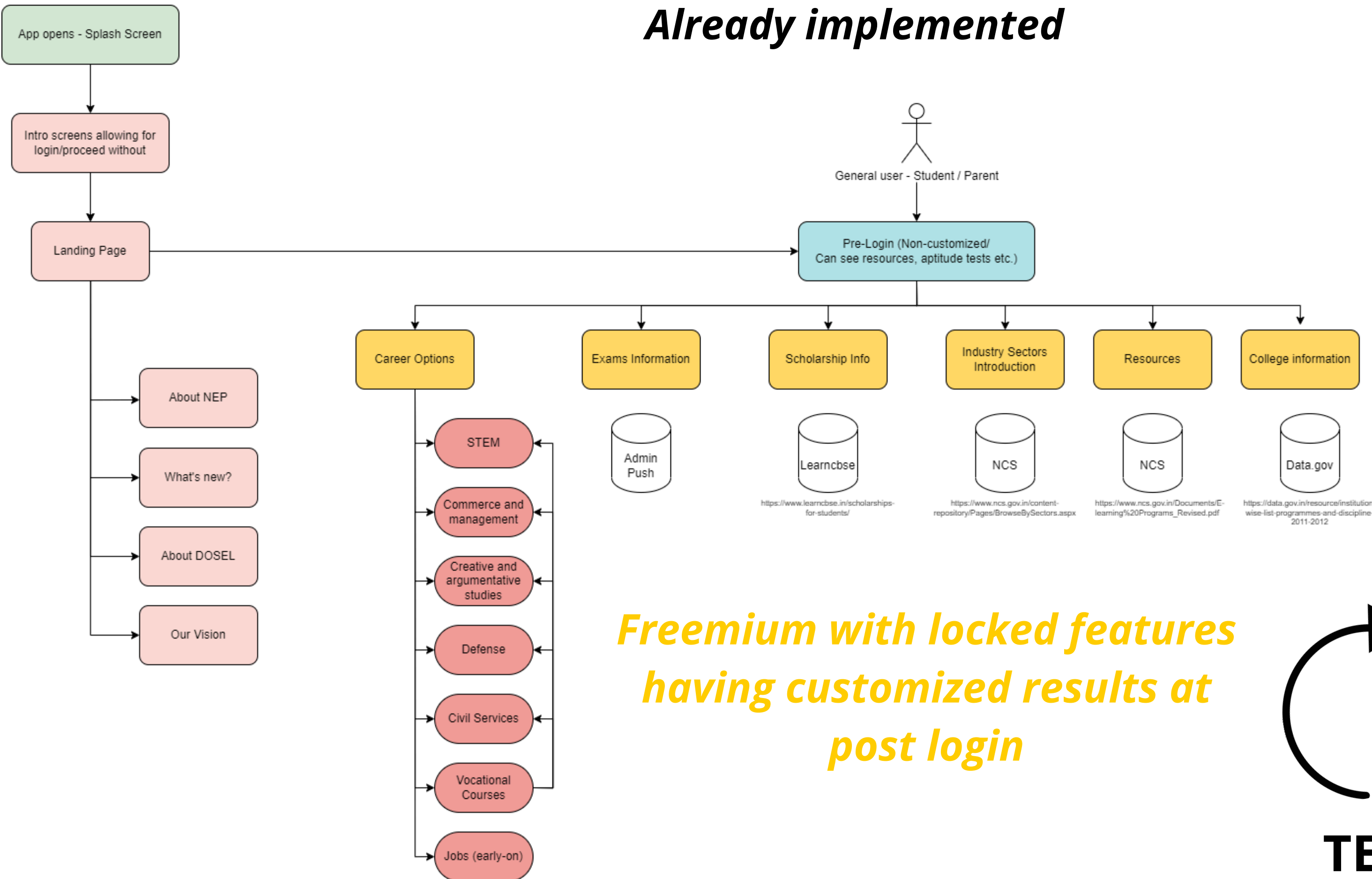


Multiple sub-problem statements

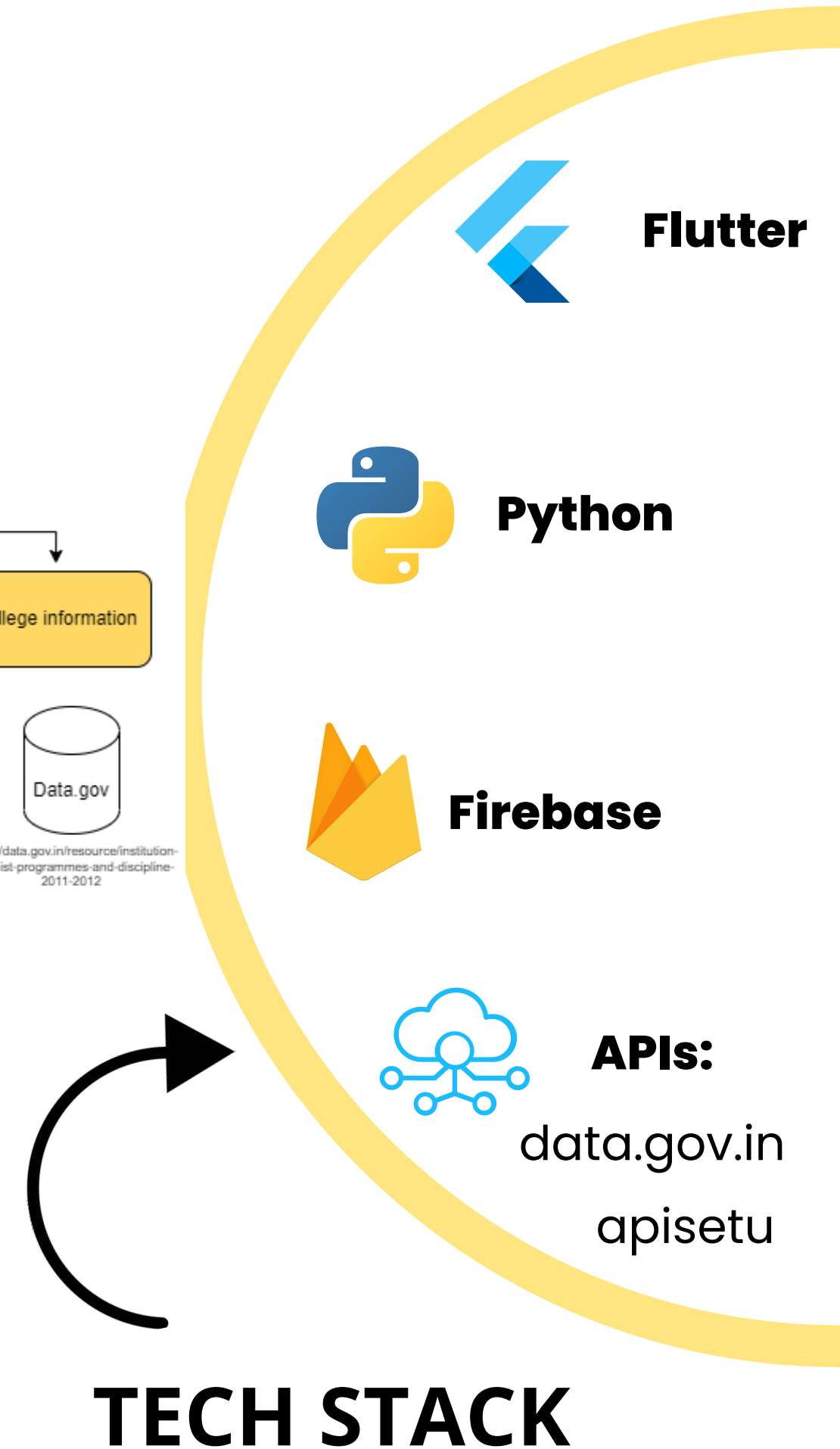
Description	"Summary: Every child at secondary level (grades 9 to 12) needs to have access to the existing choices for career to enable them to make study choices What subjects will lead to what career paths, what are the Higher Educational Institutions for study for pursuing such studies, what are the entrance exams required, what aptitude tests are available, etc, how to access them etc. are important information for making such choices Sometimes children like to chat about their fears regarding their choices. Parents may also have several queries. They will need access to a counsellor either through chatbot or any other AI-based solution An App based comprehensive solution is required encompassing all these issues."
-------------	--

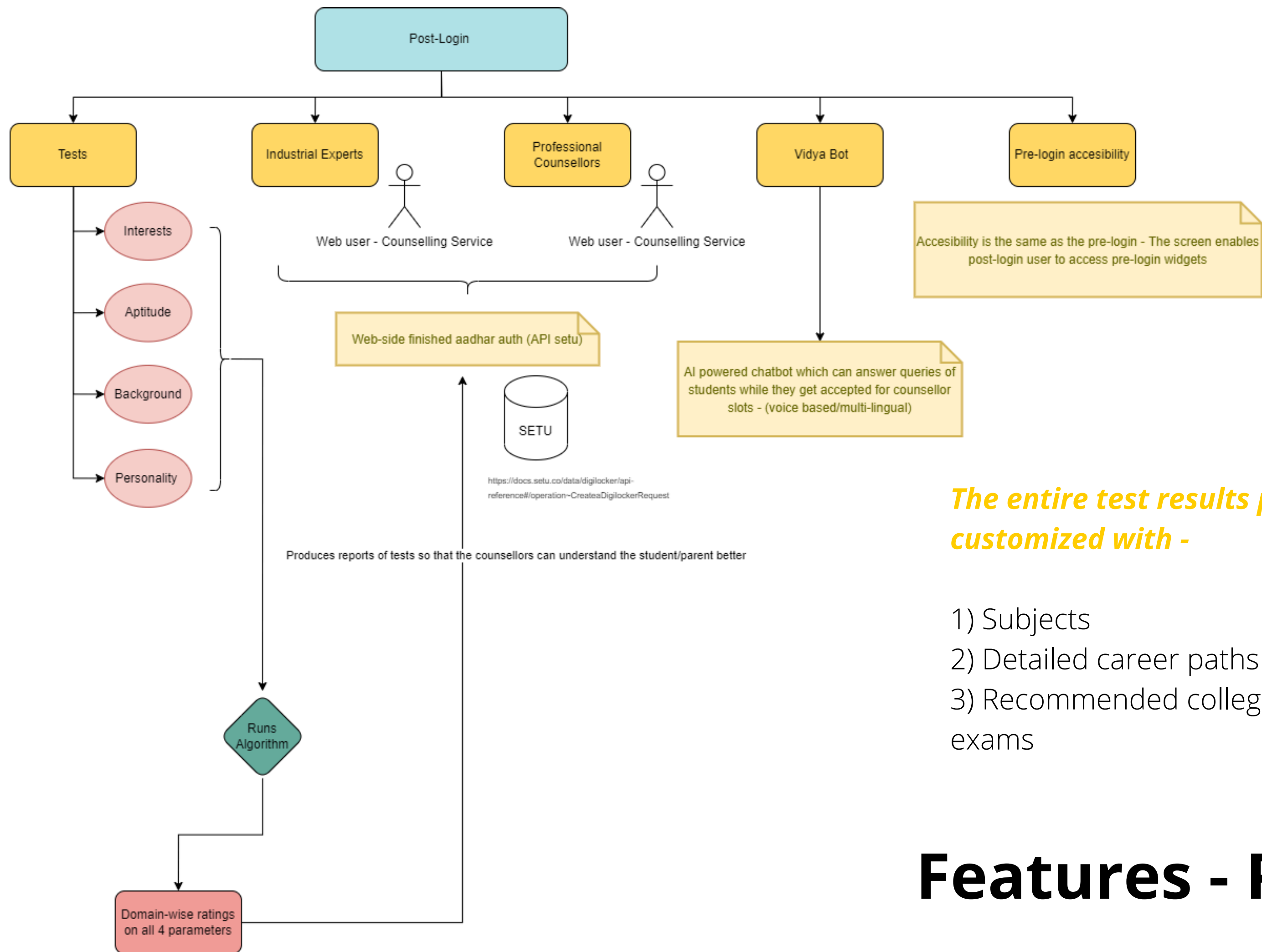
Feature Flow - Pre Login

Already implemented



*Freemium with locked features
having customized results at
post login*





The entire test results page gets customized with -

- 1) Subjects
- 2) Detailed career paths
- 3) Recommended colleges and exams

Features - Post Login

WHY US?

Set of 4 all-encompassing novel parameters covering Aptitude, Interests, Background and Personality in the most concise set of questions

NEP based 7 domain bifurcations with detailed career paths (Uptill jobs for each)

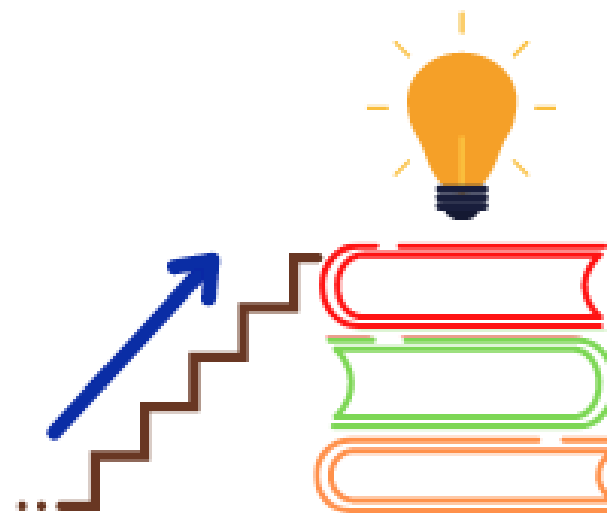
Customized reports accounting for the user's choice to see their domain recommendation cumulatives and giving them subsequently customized exams, colleges, scholarships and paths as results

WHATS NEW?

Sentiment flags along with detailed reports of every student pre-provided to both: counsellors and industry experts for their ease of use

Vidya chatbot's backend is hosted seperately while parsing values to student profiles for sentiment analysis powering the product with increased accesibility

ONE-STOP SOLUTION



NaksheKADAM

USP: Novel features

Additionally...



Animated splash screen



Admin based notis (Type specific)



Verified security with aadhar



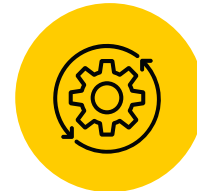
Seamless child friendly UI



Downloadable reports



Multi-lingual + voice based queues



Optimized size



Chat-request and messaging

SWOT ANALYSIS

S

- One stop solution for 9-12th graders and their parents seeking career guidance.
- Customizable cumulative recommended streams for various test bits.
- Novel test and AI based counsellor prerequisites.

W

- Fairly limited dataset at the backend of Vidya chatbot.
- Locally hosted servers
- Heavy usage of external APIs and service based dependancies.

O

- Collaboration with various institutions and organizations like schools and tutoring classes. White-labelling allowing for the customization of the application to store and maintain an alumni network.

T

- Existing career counselling applications acting as competition in the market.
- Training the model and sourcing data takes excessive amount of time.



Bussiness model & 5-year plan

Inititally we plan to acquire our college support to release this amongst students, faculties and alums from their assosciated school to garner a user-base network within one specific (our) college itself. In-house projects that can inculcate a sense of diversity in domain choices across our university which is why this project would be revoulutionary.

Apart from that, this will help retain the whole alumni network on-to one college-base from where they can stay conencted with each other, their possible mentees (providing expert guidance) and retain their assosication.

Bussiness model & 5-year plan

The application can also be white-labelled for other colleges with its USPs and novelties intact while focusing on guiding their students and retaining their alum network in the most counducive way possible. All schools and universities looking to promote diversity within their organization would be eager to take this up.

Furthermore, we could opt in for companies and other sources of in-app revenue as and when needed. These may include subscriptions and running ads.



Future Scope

The current deployment stands as a prototype of the ideated "NaksheKADAM". Future scope will include, but is not limited to the following:



Admin-based panel

Allowing for an admin interface to control common notifications. exam notifications, etc.



Profile-based customizations

Allowing for the users to bookmark, store files and perform profile based leverages.



Premium features

One on one mentorship sessions with top-rated counsellors locking some features like customizable test results. Could customize the application notifications and other help according to the specifics



Organization specific customizations

White-labelled applications can be customized as per the needs of each specific vendor organization planning to employ this ecosystem.



Thank You

Team Underdogs On Fire

Final Evaluations



