

# IDEATE

**By:**

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## **Pain Point 1: Lack of Industry-Relevant Skills**

Opportunity to Improve: Integrate more practical, hands-on learning experiences like internships, workshops, or real-world projects into the curriculum. This can help students gain skills directly applicable to their chosen industries.

## **Pain Point 2: Limited Career Advancement Opportunities**

Opportunity to Improve: Implement clear career progression frameworks within the organization, including professional development programs and leadership training, to help employees map out their career growth and move up within the company.

# **Strategy of BrainStorming Session Applied:**

## **Goal:**

To generate innovative and actionable ideas for improving career development programs for students and employees.

## **Constraints:**

1. Ideas must be practical and feasible within a 6-month timeframe.
2. Budget should not exceed a specific limit (e.g., ₹5 lakh).
3. Ideas must be scalable across different educational institutions or organizations.
4. Ideas must cater to both students and employees for holistic development.
5. Proposals should focus on real-world applicability and measurable outcomes.

## **Brainstorming Guidance:**

Encourage the group to think creatively and freely. Ensure that all ideas are shared without judgment initially. After the brainstorming session, evaluate ideas based on their relevance, feasibility, and impact. Narrow down to the top five most useful ideas.

## **Ideas from Participants:**

### **Shivani's Ideas:**

1. Create an online platform for students to showcase their work and achievements, linking them to industry professionals.
2. Launch career development webinars featuring industry leaders.
3. Implement peer-to-peer mentorship programs for both students and employees.
4. Offer internships and apprenticeships during breaks to provide hands-on experience.
5. Build an AI-based career counselor tool for personalized career guidance.

## **Prashastha's Ideas:**

1. Establish a career development app for students to track their skills and progress.
2. Introduce "career fairs" that allow virtual and physical interaction between students and employers.
3. Create a network of alumni to offer career support and advice to current students.
4. Develop leadership training programs for students and young employees.
5. Set up a scholarship fund for students pursuing internships in high-demand fields.

## **Anushka's Ideas:**

1. Offer company-sponsored courses for employees to gain relevant skills.
2. Develop partnerships between universities and companies for real-world learning experiences.
3. Host career coaching sessions to help students plan their long-term career trajectory.
4. Create a feedback loop system where employees and students can evaluate career development programs.
5. Launch a mentorship database, where employees or students can select mentors based on career interests.

## **Nithesh's Ideas:**

1. Introduce gamified career skill assessments for students and employees.
2. Offer resume-building workshops and personal branding sessions.
3. Start a talent exchange program for students to work in various companies for short-term projects.
4. Encourage cross-departmental knowledge-sharing sessions within companies.
5. Provide students with soft-skill training like communication and teamwork, essential for career success.



## **Srishanth's Ideas:**

1. Establish an online portfolio tool that enables students to showcase their work to employers.
2. Implement job shadowing programs for employees to explore different career paths.
3. Create online communities for students to network with industry professionals and experts.
4. Launch a career development podcast with tips, interviews, and advice.
5. Organize hackathons or challenges for students and employees to solve industry-related problems.

## **Navaneeth's Ideas:**

1. Develop a global internship exchange program for students to work internationally.
2. Introduce skill-certification programs that employers recognize for career progression
3. Offer career mapping workshops for employees to understand growth opportunities.
4. Partner with professional organizations to offer memberships and development resources.
5. Conduct employee engagement surveys to understand career development needs and gaps.

## **Shortlisted points on pain point of student:**

1. Create an online platform for students to showcase their work and achievements, linking them to industry professionals (Shivani).
2. Establish a career development app for students to track their skills and progress (Prashastha).
3. Develop partnerships between universities and companies for real-world learning experiences (Anushka).
4. Provide students with soft-skill training like communication and teamwork, essential for career success (Nithesh).
5. Create a global internship exchange program for students to work internationally (Navaneeth).

## **Shortlisted points on pain point of student:**

1. Offer company-sponsored courses for employees to gain relevant skills (Anushka).
2. Develop partnerships between universities and companies for real-world learning experiences (Anushka).
3. Launch a mentorship database, where employees can select mentors based on career interests (Anushka).
4. Provide career coaching sessions for employees to plan their long-term career trajectory (Srishanth).
5. Offer skill-certification programs that are recognized by employers for career advancement (Navaneeth).

**Create an outline  
platform for students  
to showcase their  
work achievements**

**Establish a career  
development app  
for students to  
track their skills  
and progress**

**Develop partnerships  
between universities  
and companies for  
real-world learning  
experiences**

**Provide soft-skill  
training for  
students**

**Create a global  
internship exchange  
program for students**

**Lack of  
Industries  
relevant  
skills**

**Improving career  
development for  
students and  
employees**

**Limited career  
advancement  
opportunities**

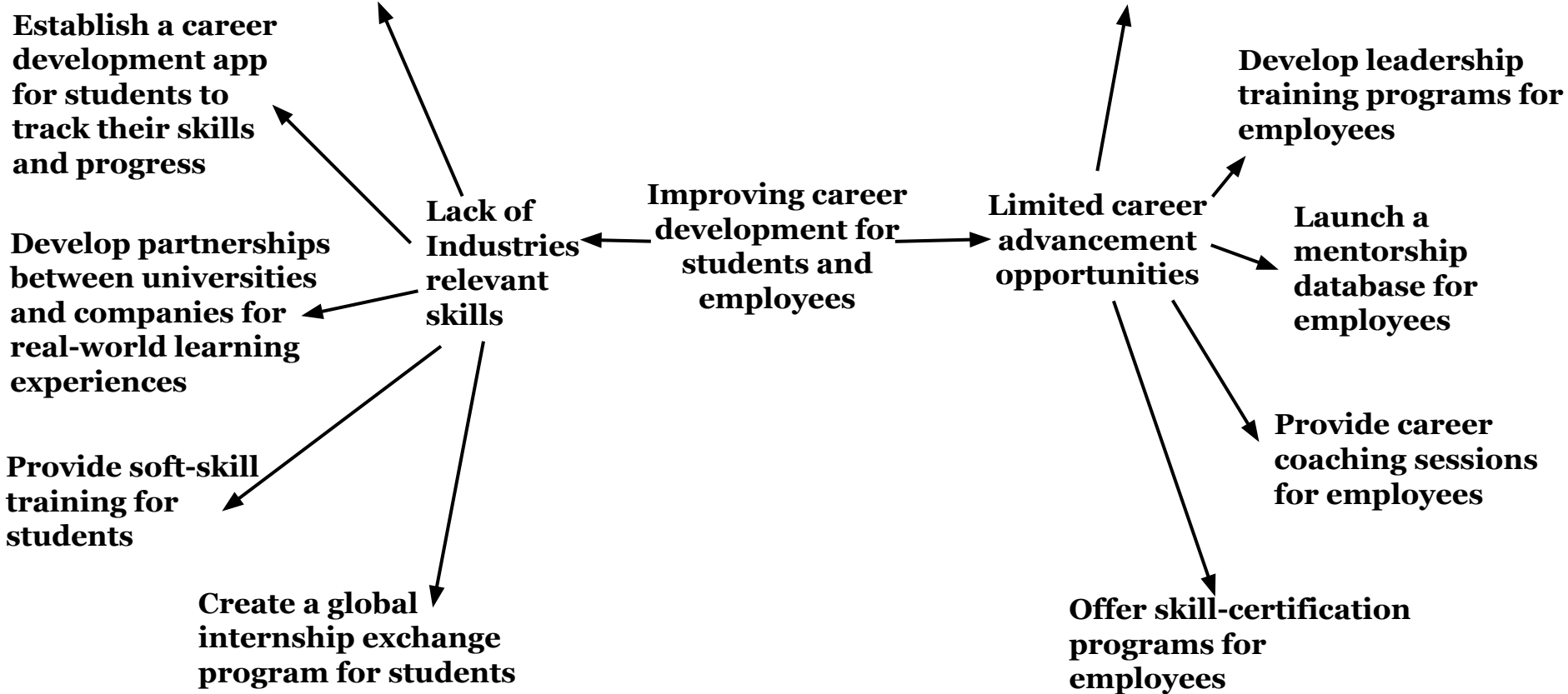
**Offer  
company-sponsored  
courses for employees  
to gain relevant skills**

**Develop leadership  
training programs for  
employees**

**Launch a  
mentorship  
database for  
employees**

**Provide career  
coaching sessions  
for employees**

**Offer skill-certification  
programs for  
employees**



# **Description of prototype**

- **Chart based presentation.**
- **Digitaliased.**