

- **PROBLEM STATEMENT ID : SIH25094**
- **PROBLEM STATEMENT TITLE : ONE-STOP  
PERSONALIZED CAREER & EDUCATION ADVISOR**
- **THEME : SMART EDUCATION**
- **PS CATEGORY : SOFTWARE**
- **TEAM ID :**
- **TEAM NAME : INNOVATION IGNITION**

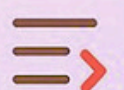
## Our Solution



**Web-based Career Advisor Platform for students**



Self-assessment quiz  
(aptitude + personality)



Personalized recommendations  
- streams, courses, local govt. colleges



Visual career roadmap:  
school → college → job/  
higher studies



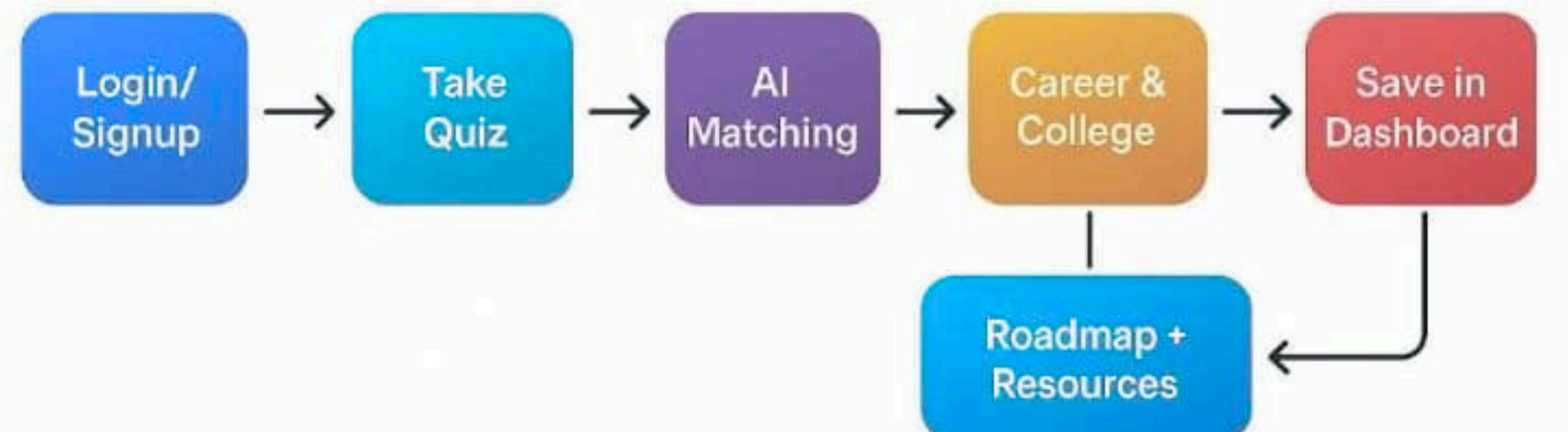
Resources hub - exam alerts,  
comparisons, outcome insights

## SOLVES PROBLEM:-

- Makes students aware about the importance of graduation
- Removes confusion about which stream to opt for
- Promotes opportunities in local govt. colleges
- Provides clear career outcome data to reduce dropouts
- Makes parents part of decision-making with simple guidance

## INNOVATION & UNIQUENESS:-

- One-stop platform – counseling + roadmap + resources
- AI-driven recommendation engine (customization)
- Localized focus – promotes nearby govt. degree colleges
- Visual roadmaps for easy understanding
- Scalable – can expand to app, multi-language, govt. integration
- AI assistant chatbox for continuous student/parent support





## METHODOLOGY & PROCESS FOR IMPLEMENTATION

### Phase 1 – Prototype (MVP):

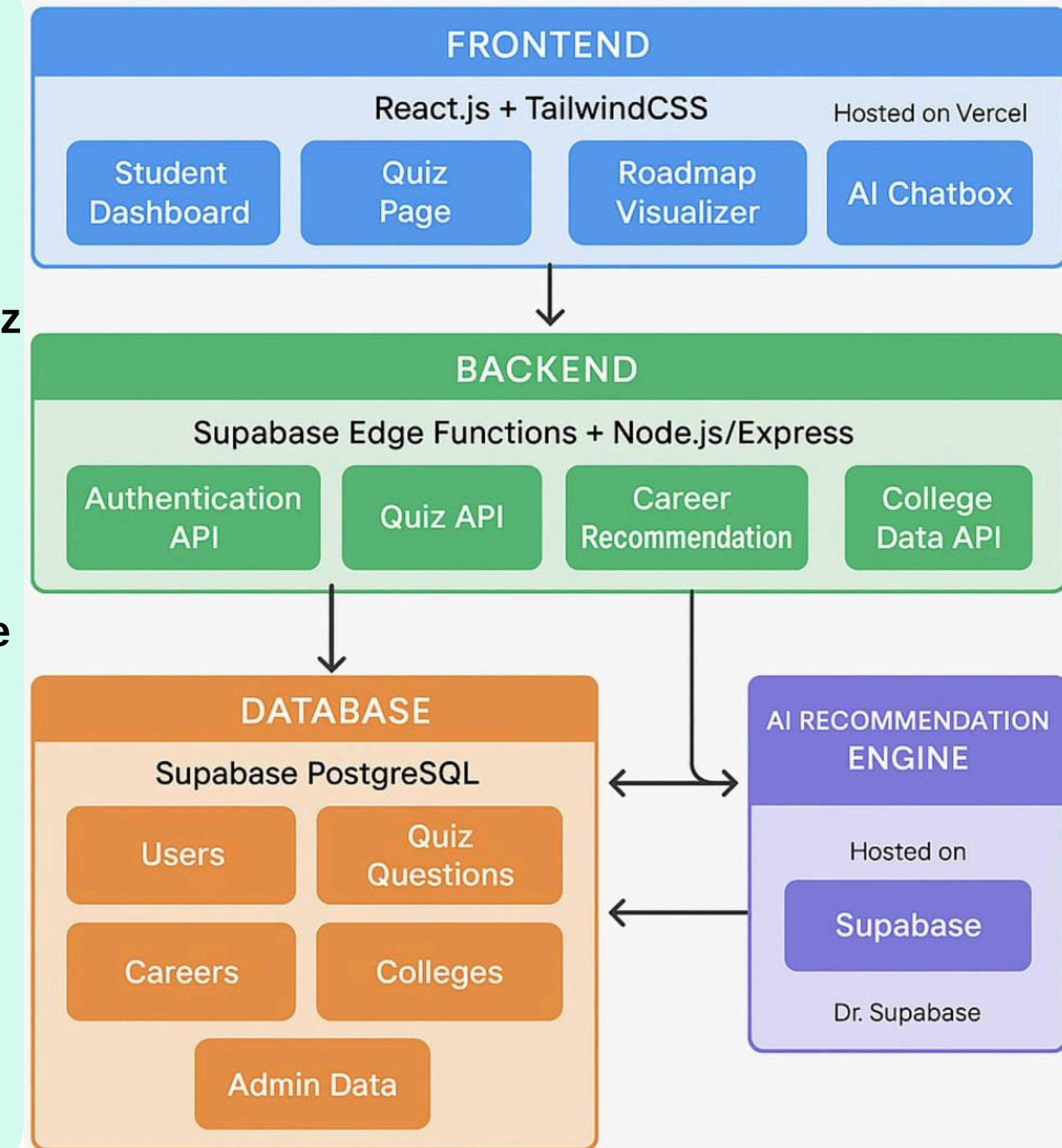
- User signs up (email/social login)
- Takes aptitude & personality quiz
- Gets career/college recommendations
- Saves results in dashboard

### Phase 2 – Expansion:

- Course-to-career path mapping
- Entrance exam alerts & resource hub

### Phase 3 – Scaling:

- Multi-language support (Hindi/regional)
- Partnership with govt. colleges, NGOs, counsellors etc.
- Partnering with EdTech developers and Mobile app release.





# FEASIBILITY AND VIABILITY

## Technical Feasibility.

- Scalable cloud infrastructure → easy to expand for more users
- AI APIs readily available for recommendations & chatbot

## Operational Feasibility.

- Self-service platform → minimal manpower needed
- Students & parents already familiar with using websites → low adoption barrier

## Economic Feasibility.

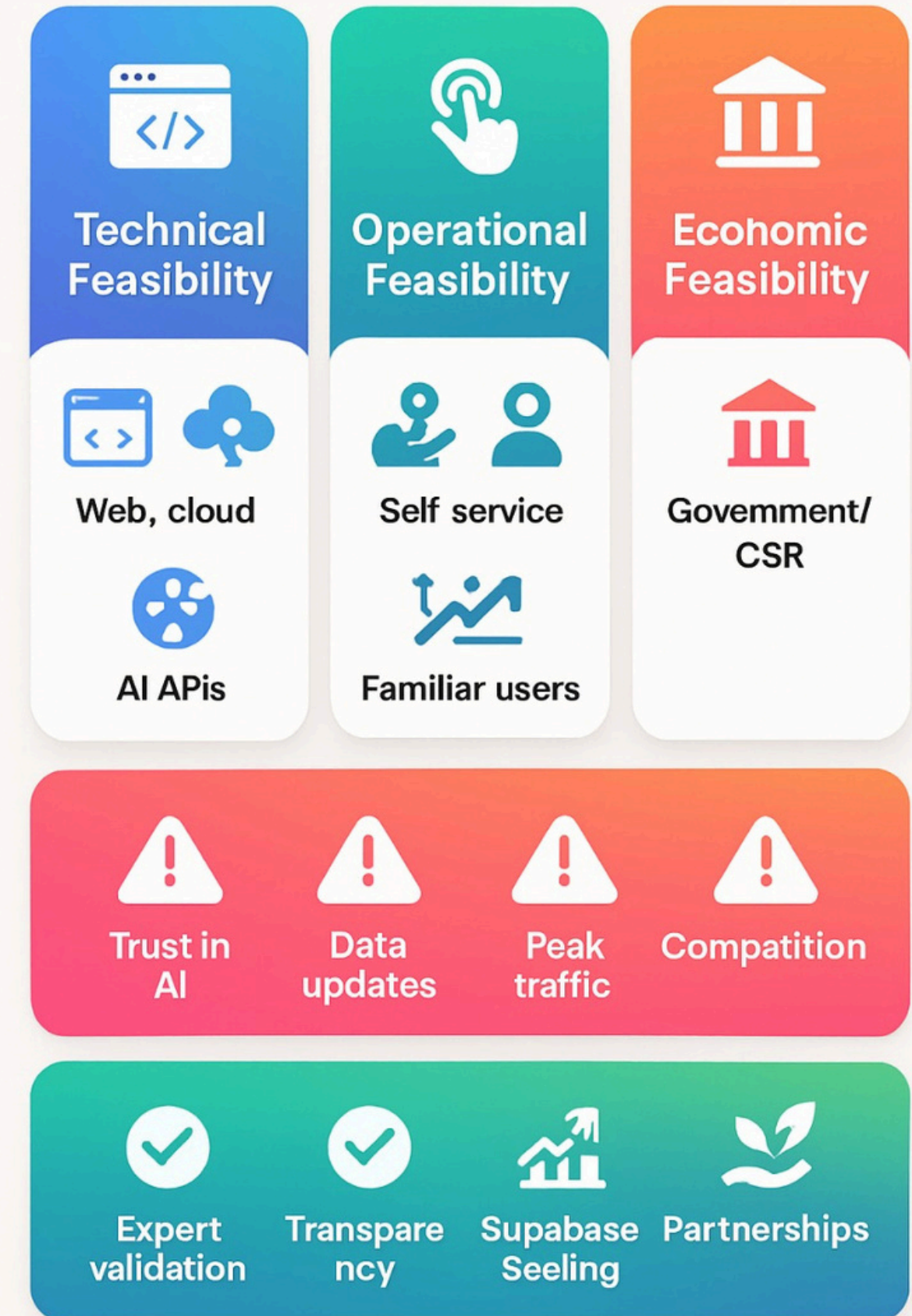
- Sustainable with government/CSR partnerships in future

## Challenges We Anticipate:

- Building trust in AI recommendations
- Keeping career data updated
- Handling peak student traffic during admissions
- Facing competition from private apps

## Our Smart Strategies:

- Admin validation + feedback → ensure accuracy
- “Why this career?” transparency → build trust
- Supabase scaling + modular design → future-ready
- Govt. + board partnerships → verified updates



## IMPACTS

- **Empowering Students in J&K especially from rural and underserved areas**, access career guidance that was previously unavailable.
- **Reduces dependency on private costly coaching/consultancy services.**
- Many students are unaware of streams, government colleges, or scholarships but **MargDarshani provides structured, reliable, and localized information.**
- Students can use aptitude, interest, and Ikigai quizzes to align their education with personal strengths that **promotes informed stream and career selection.**
- **English–Kashmiri language toggle ensures accessibility for students from different backgrounds.**
- **Complements the J&K Government's Higher Education Department's mission** by digitizing admission timelines, college databases, and scholarship details.

## BENEFITS

- **Personalized Career Guidance** : Suggests best-fit courses, streams, and colleges based on quizzes & aptitude tests & Ikigai. Reduces confusion among students during career choices.
- **Centralized Education Hub** : One-stop portal for college details, eligibility, admission dates, and scholarships. Students no longer need to browse multiple unreliable sources.
- **Visual Insights** : Graphs and charts make career recommendations more understandable and engaging.
- **Transparency & Accountability** : Admin panel ensures only verified college data is added/updated.
- **Future Readiness** : By integrating career planning tools (like Ikigai), GyanPath prepares students not just for degrees but for meaningful careers.
- **Scalability** : Though focused on J&K initially, the model can expand to other states in India.



## RESOURCES FOR QUIZ

<https://www.princetonreview.com/quiz/career-quiz>  
<https://www.truity.com/test/career-personality-profiler-test>  
<https://www.coursera.org/resources/career-quiz>  
<https://www.theforage.com/blog/basics/personality-career-quiz>  
<https://www.careerizma.com/apps/career-aptitude-test/>

## RESOURCES FOR IDEA

<https://blogs.psico-smart.com/blog-what-are-the-psychological-implications-of-using-aptitude-tests-for-career-guidance-184835>

<https://www.byteplus.com/en/topic/418141?title=navigating-your-career-path-how-careers-quizzes-can-transform-your-professional-journey>  
[Yourparahttps://www.jkhighereducation.nic.in/colleges.html](https://www.jkhighereducation.nic.in/colleges.html)  
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