

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

Organization/Agency name: Department of School Education & Literacy (DoSEL), Ministry of Education.

Team Name: Team **Counsailia**

Members: **Divyam Sharma** (UI/UX Designer and App developer), **Tushar Sharma** (Web developer), **Girish Murugan** (AI/ML developer)

Institute Name: **Vellore Institute of Technology, Vellore**

PROPOSED IDEA

In today's world with so many career options, it's common for students to feel overwhelmed by the career options. Which is why **Counsailia** team has made a platform with the following features:-

- Our platforms have integrated **AI chatbot** to ease the circumventing task of career selection.
- Our AI- based detection has a **90% accuracy** with data from over **20k students** for class 12 and a **personality and skill-based test** for evaluation of the right stream for the students of class 10 at nominal and affordable prices.
- Our tests are unlike others our AI chooses questions based on students responses from a **pool of over 200 questions** ranging from fields like Management, Designing, Defense, Baking, Sales, Logistics, Engineering and many more
- **Self-catered test reports** - to fit each individual taking up the test.
- **Mentor allocation** - based on the report analysis.
- **Career counselling blogs** - for the aspiring young minds.

We the team **Coun-sail**-ia want our **coun**selling to be the **wind** students need to smooth **sail** in their career.



IMPLEMENTATION



- **UI/UX design** is an essential part so we have used Figma, Canva, Protopie, Photoshop to design the app and website also Adobe Illustrator is used to design the **logo**. We have already made the designs and **added links of prototypes** at the end of the PPT.
- We will make the **front end** part of the **website** using HTML, CSS, SASS, JavaScript and frameworks such as React.js , Next.js along with a **template engine** pug.
- For **app** we will use JAVA, XML. We are implementing **exam platform** using PHP and a chat application to connect with the counsellors.
- Then for the **backend part** of app and website we are using Node.js, Express.js and **databases** MySQL, MongoDB and Firebase. **API testing** using Postman. For **payments gateway** we are using Stripe.
- The **AI/ML chatbot** is built using RASA and NLU Frameworks. Chatbot will be integrated in website through **Flask**, a web-based python framework. The test platform will be using **dynamic question allocation** which will be implemented using RASA.
- A personalized self-catered report using **fpdf** library from Python. Analysis of the report will be done through ML using a data set we have collected and final analysis by counsellor.



Protopie



NLU

OUTCOME OF THE PROPOSED IDEA

Opportunities:-

- Recently **India today** conducted a survey among **10,000 students** which showed **93% Indian students aware of just seven career options**, even though there are **250 career options** that can be pursued in India -- most new and in-demand.
- The globally accepted counsellor to student ratio is **1:250**, while in India, it is **1:3,000**, which denotes a **huge shortfall** (Source: India Today)
- Our **customers will be parents** worried about their child's career and **students confused** by the vast variety of career options available.

Revenue Sources:-

- **3 tiers of membership** options to suit the student's needs
- Fraction of profits made by the counsellor

Value Proposition:-

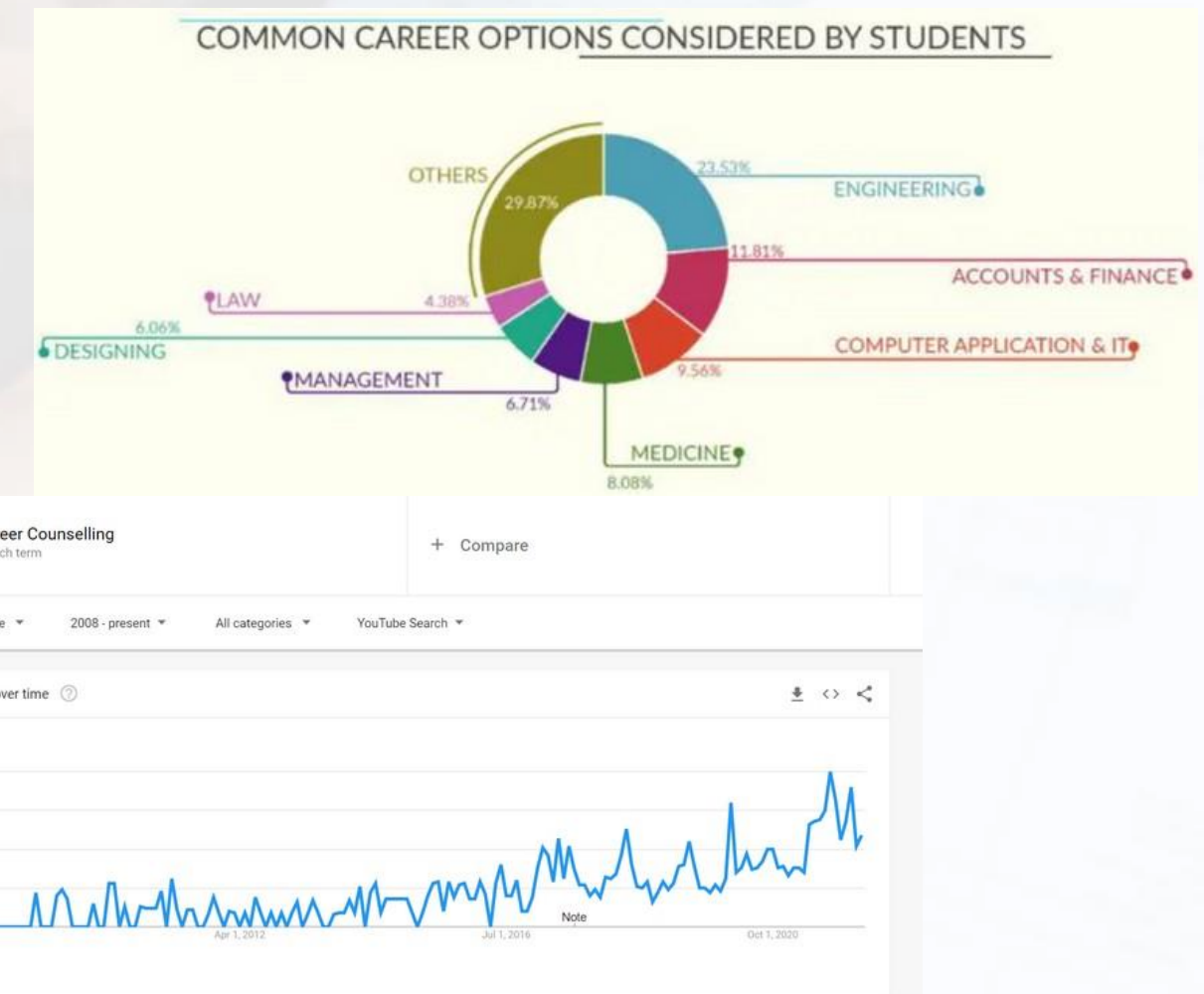
- High quality **AI based test** at a minimal cost
- Easy to access mentorship with **AI based chatbot** along with the personalized report

Costs we will need to pay:-

- **Web and App hosting** and **cyber-security** services.
- Membership of various platforms like Adobe Creative Cloud, Canvas, Figma, MongoDB, Stripe charges

Website link: bit.ly/CounsailiaTeam

-
-



A growing market

19%

employment rate predicted from 2010-2020 for school and career counsellors (BLS)

500+

Career Counsellors in India against 1.5 lakhs+ schools in India

Increased Competition for College Admissions

