TEAM COUNSAILIA

Problem Statement: Making career choices and AI based counselling accessible to every child at secondary level along with aptitude tests and detailed career paths. Parents may also have several queries. They will access to a counsellor through an AI chatbot which helps encompassing all these issues.

Members: **Divyam Sharma** (Logo Designer and App developer), **Tushar Sharma** (App developer),

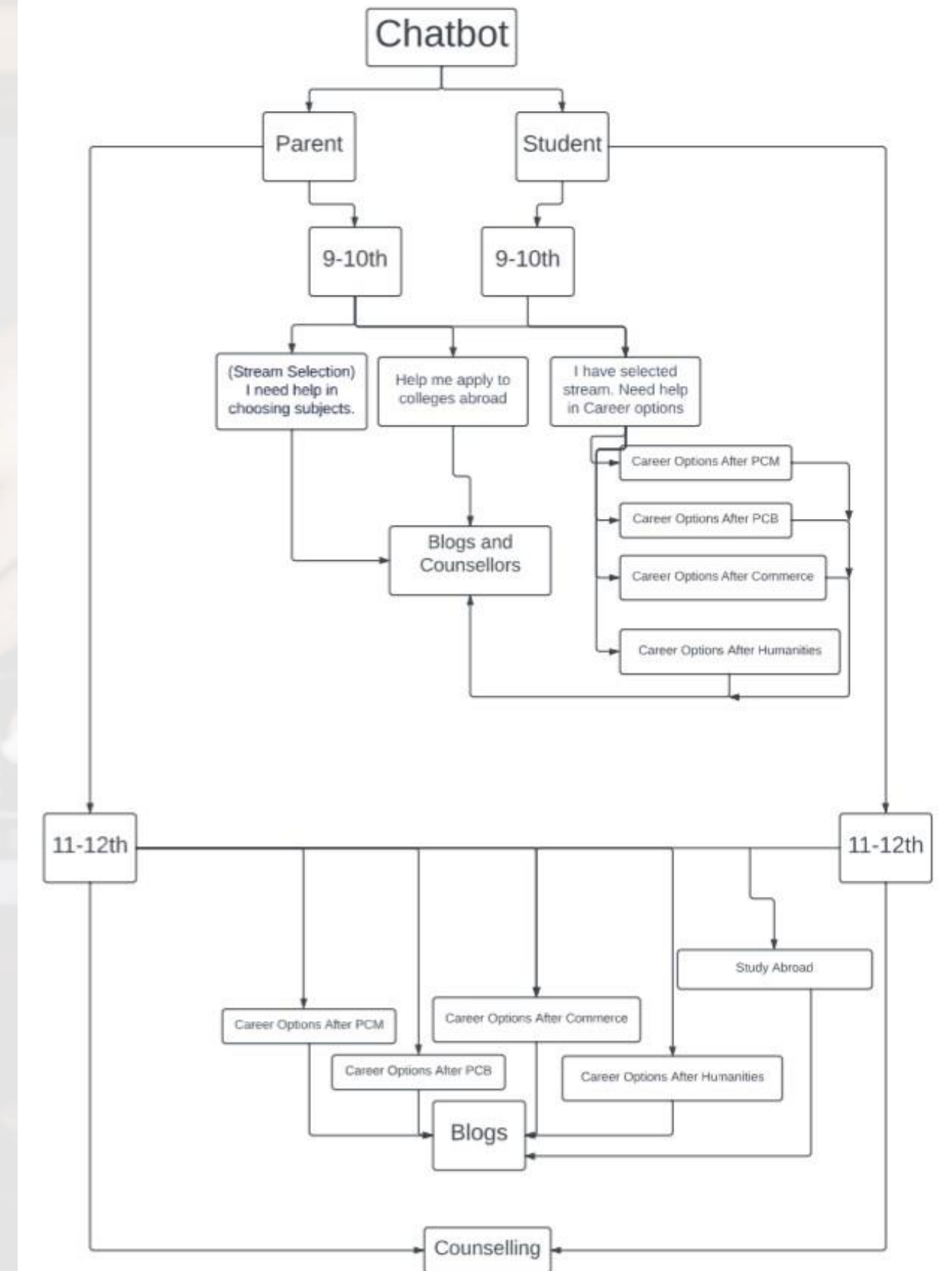**Girish Murugan** (AI/ML developer), **Nitish Ramaraj** (Web Developer),

Prathyush K (UI/UX Designer)

PROPOSED IDEA

In today's world with so many career options, its 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.
- **Self-catered test reports** - to fit each individual taking up the test.
- **Career counselling blogs** - for the aspiring young minds.
- **Rasa Framework** is used to understand the intent of Natural Language and proceed according to the options selected by user. Marin our chatbot, sets-up an interactive platform between the user and the website.
- For disabled students we have also implemented narrator in the chatbot to make it accessible to wider range of students.

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

How our chatbot will work

IMPLEMENTATION

- **UI/UX design** is an essential part so we have used Figma, Canva, 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 React.js and a chat application to connect with the counsellors.

- Then for the **backend part** of app and website we are going to use 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.

- 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.

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
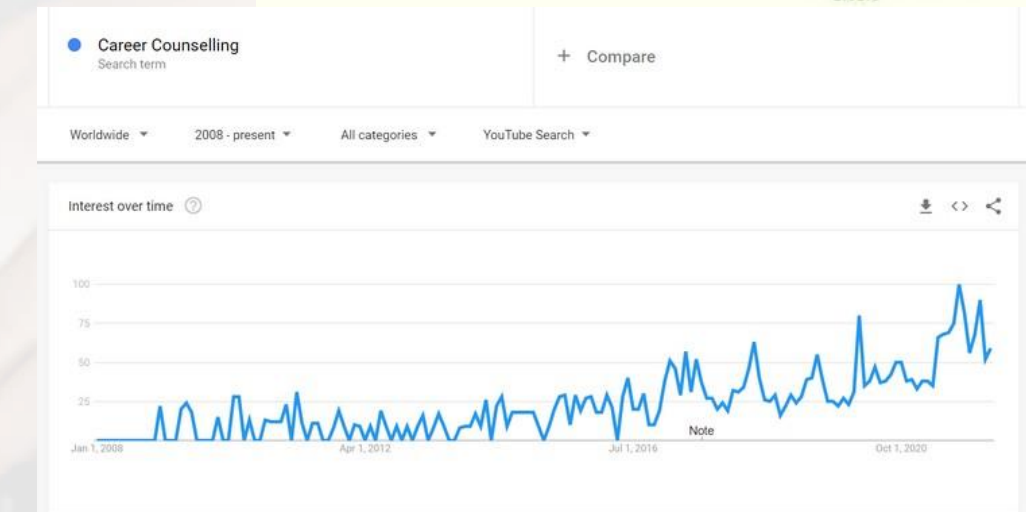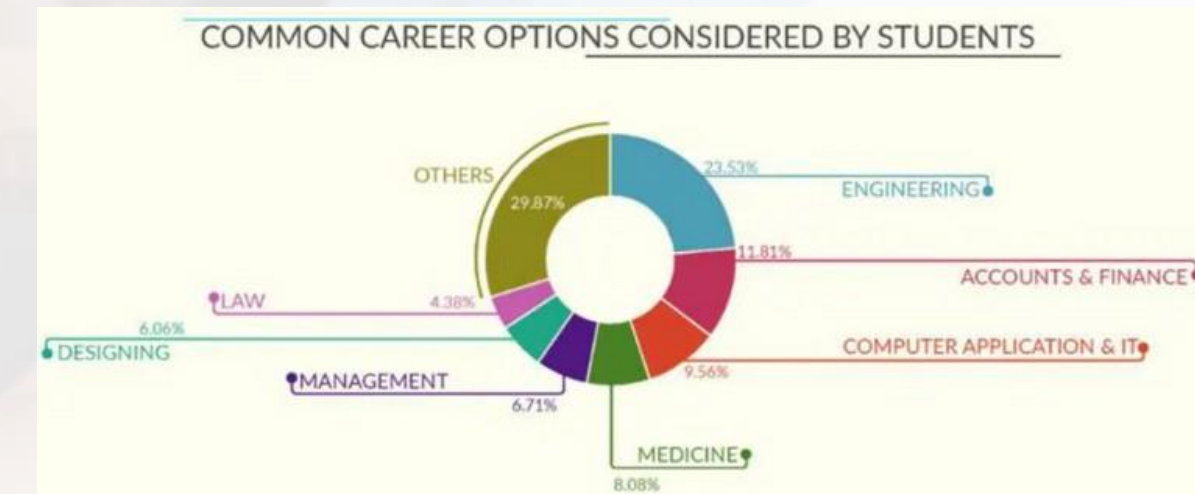- Fraction of profits made by the counsellor

Value Proposition:-

- High quality **AI based test** at a minimal cost
- Easy to access mentorship with **AI based chatbot** along with the personalized report
- We have mentors (volunteer - Degree holders, professors) and certified counsellors

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

Links of the prototype designs we made as promised

- **Website Prototype in laptop:- https://bit.ly/3u0eSma**

COMMON CAREER OPTIONS CONSIDERED BY STUDENTS

Career Counselling

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