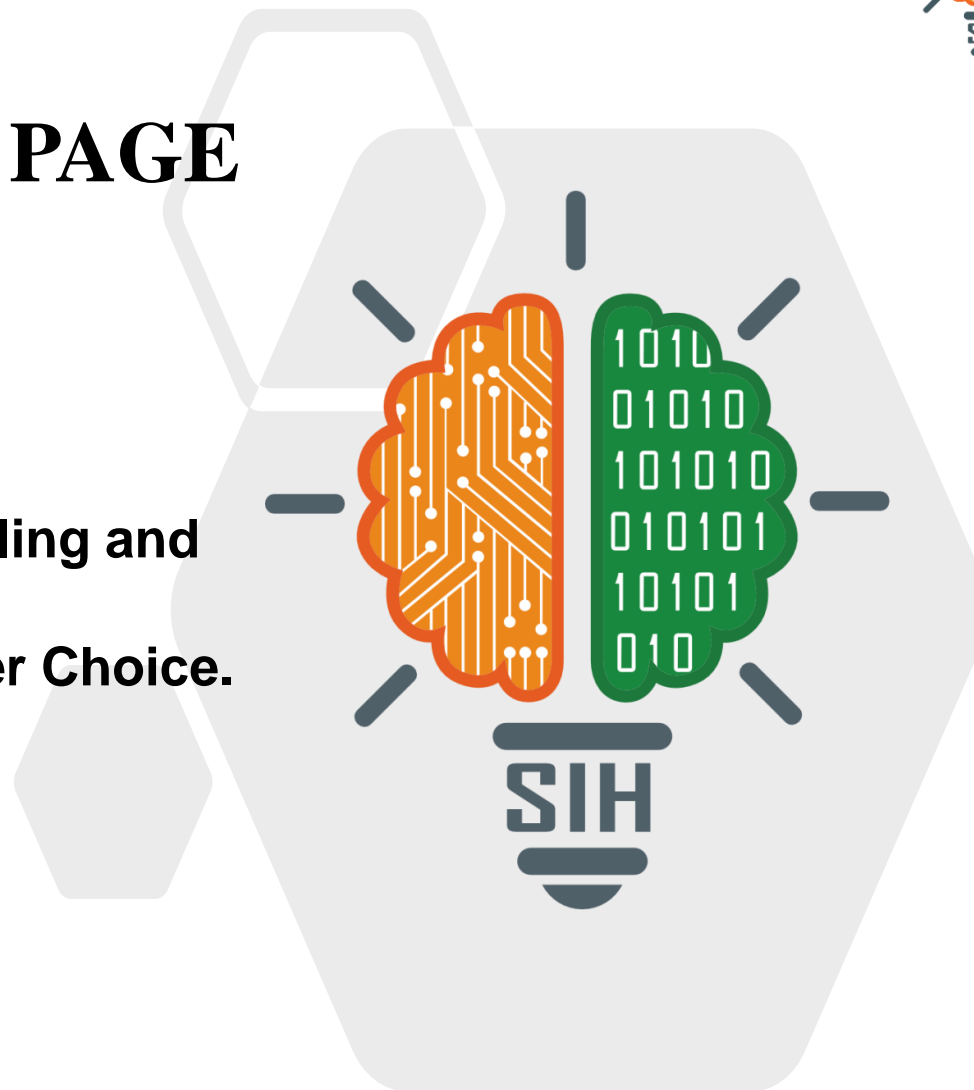# SMART INDIA HACKATHON 2024

TITLE PAGE

- **Problem Statement ID –1666**

- **Problem Statement Title-Career Counselling and Guidance Program Enhance Student Career Choice.**

- **Theme-Smart Education**

- **PS Category- Software**

- **Team ID-**

- **Team Name- TEAM FALCON**

IDEA TITLE

IDEA / SOLUTION :

Implementation of a **Career Counselling and Guidance Program** Mechanism specialized for New younger gen..

- ❖ **Student Profile Setup**
- ❖ **Creating Room for Self-Exploration** by providing Mentorship Counsellors.
- ❖ AI suggestion for career path.[For **PURSUITS**]
- ❖ Unique UID,phone number to **auto authenticate/authorize** user .
- ❖ Alternative Developing a **Therapeutic Relationship.**
- ❖ Building **Confidence and Self-Esteem** by identifying strength and there accomplishments.
- ❖ Helping Turn **Life Themes into Career Goals** By giving one to one video conference with Counselors.

Problem Resolution :

- ❖ **Brainstorm options –** Generate a list of potential solutions to the problems.
- ❖ **Integration of Technology:-** The National Education Policy (NEP) 2020 emphasizes the need for holistic education, which includes providing students with the guidance necessary to make informed career choices.

Unique Value Propositions (UVP) :

- ❖ **Tailored Guidance:-** Provide personalised career roadmap
- ❖ **Alumni Network:-** Offer access to network of Successful **Alumni.**
- ❖ **Holistic Support:-** Provide Academic Support and Technology – Enabled Platform

TECHNICAL APPROACH

Algorithm Development:
Next.js & Express.js & HTML,CSS,JS,AI(**NLP MODEL**) - Core technologies used for developing the **Mentor Matching Algorithm**.

Mobile Application Development:
Flutter - Framework used for building the mobile application, ensuring cross-platform compatibility.[React Native,Swift and Kotlin]
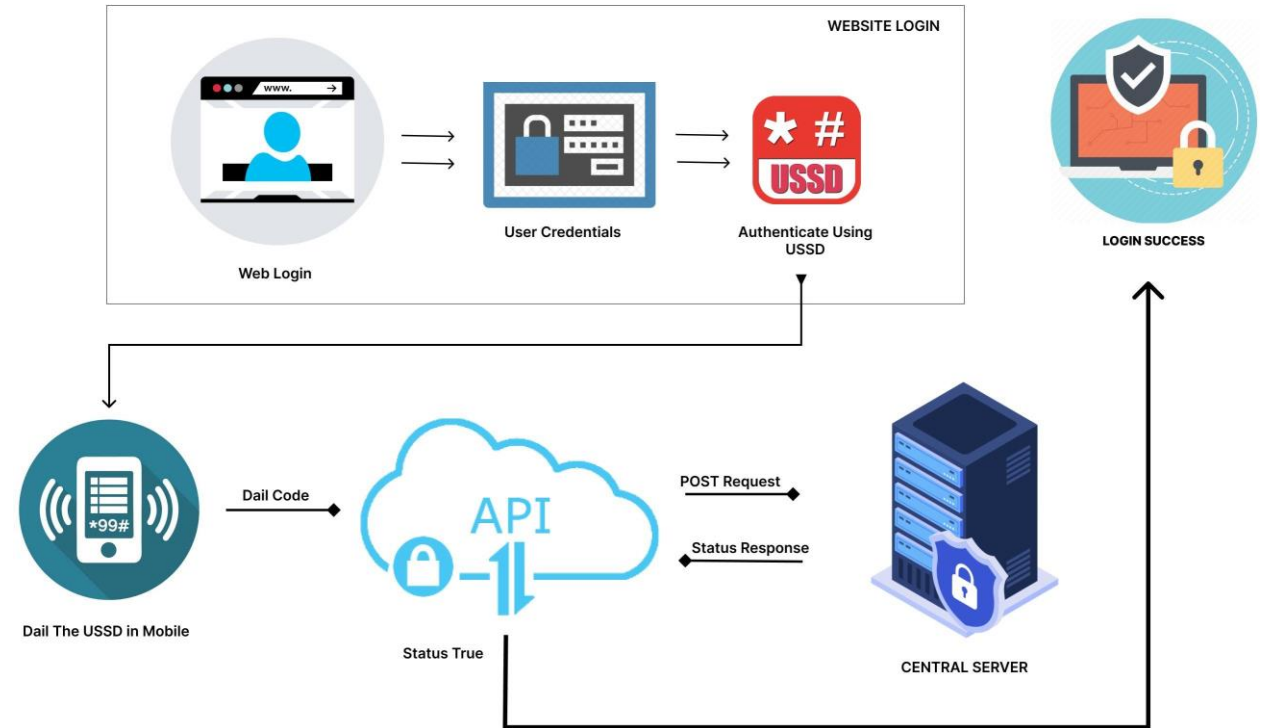
Encryption and Security:
Custom encryption algorithm powered by 8 layer octa 512 bit encryption for secure data transmission and authentication.

Cloud Services:
MySQL - Relational database management
PHP - High responsive Rest APIs

PROCESS FLOW ARCHITECTURE

WEBSITE LOGIN

Web Login — User Credentials — Authenticate Using USSD — LOGIN SUCCESS

Dail The USSD in Mobile — Dail Code — API — POST Request — CENTRAL SERVER
Status Response — Status True

Product Status: 60% product built completed and further build is on progress. Testing and validation process are next to be undergone

FEASIBILITY AND VIABILITY

TEAM FALCON

SMART INDIA HACKATHON 2024

Feasibility of the idea

- Technical Feasibility:-**Mobile App** Development & **Ai – Powered** Career Coaching.
- Market Feasibility:- **Market** Demand & **Competitive** Landscape.
- Financial Feasibility:-Development Costs & **Revenue Streams** & Break – Even Analysis.

Potential challenges and risks

- Technical Risks:-Includes the **Complexity of AI** – powered career coaching and personalized career.
- Market Risks:-Includes **Competition** , **market demand** and ability to differentiate the program.
- Financial Risk:-Development **Costs** , the ability to achieve **profitability**.

Strategies for overcoming these challenges

- Mitigation Strategy:-Conduct **market research** to better understand Target Market.
- Contingency Plan:-Develop a flexible **marketing strategy** that can be based on **market feedback**.

@SIH Idea submission- Template

IMPACT AND BENEFITS

- ## Potential impact on the target audience

  - ➤ Positive- Improvement in **Career Clarity** , Enhanced **Career Development** , New Opportunities with better **Career Choices**, social benefits with Improved **Mental Health** and **Well-Being.**

  - ➤ Negative- Cost, Technology **Adoption** Issues, **Overreliance** on Technology, **Bias** in **AI Decision** – Making.

- ## Benefits of the solution

  - ➤ Social - Improved Access, **Empowerment**, Reduction, Increased **Diversity** and **Inclusion**.
  - ➤ Economic – Productivity, Cost, Market , Increased **Innovation** , Enhanced **Competitiveness**, Reduce **Skill** Gap.
  - ➤ ENV – Energy, Reduction, Waste, **Empowering Sustainable** Careers.

RESEARCH AND REFERENCES

- Details / Links of the reference and research work

  ✓ https://www.nrtec.in/career-guidance/

  ✓ https://www.indiamart.com/proddetail/career-planning 7004443112.html

  ✓ https://www.quora.com/How-important-is-career-guidance-in-helping-students-make-informed-decisions-about-their-future