

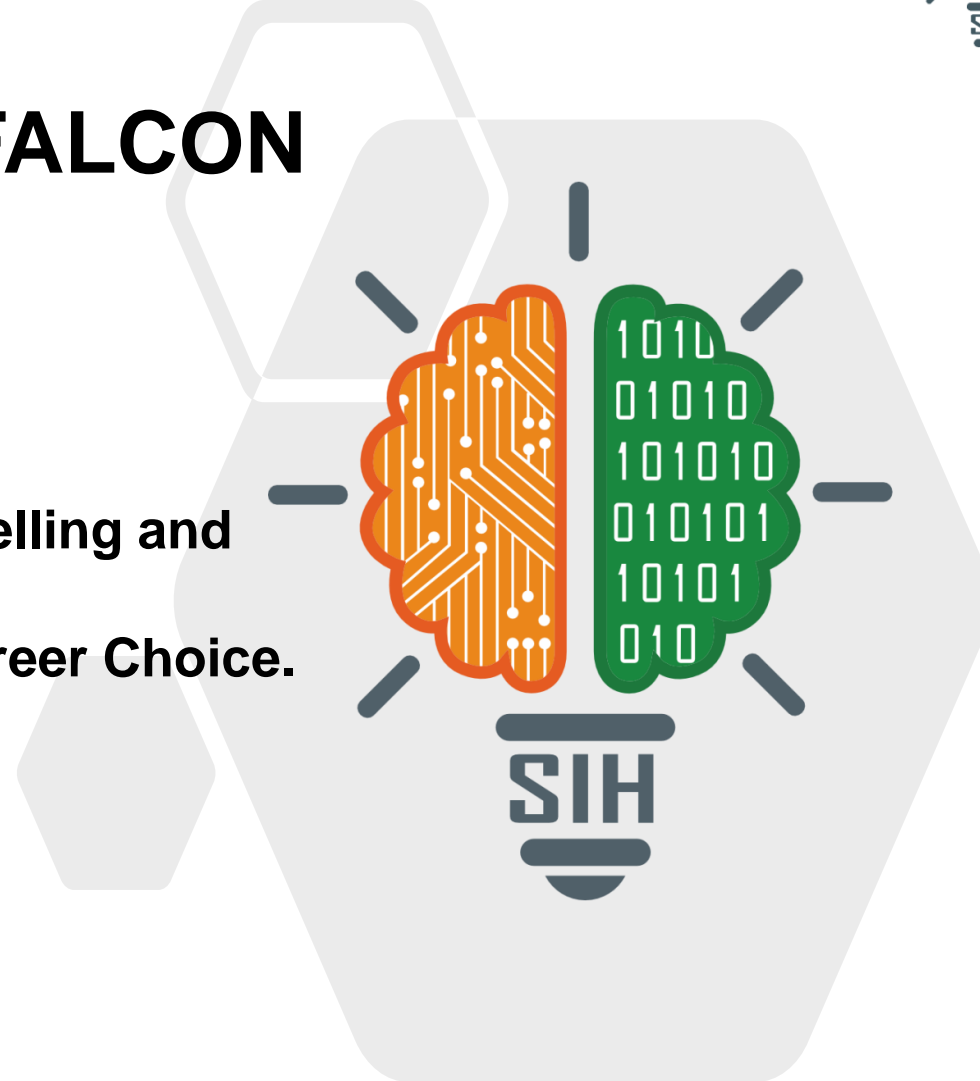
# SMART INDIA HACKATHON 2024



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HACKATHON  
2024

## TEAM FALCON

- **Problem Statement ID – SIH1666**
- **Problem Statement Title - Career Counselling and Guidance Program Enhance Student Career Choice.**
- **Theme - Smart Education**
- **PS Category - Software**
- **Team ID - 8903**



## 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 **PURSUIITS**]
- ❖ Unique UID,phone number to **auto authenticate/authorize** user .
- ❖ 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

## 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]

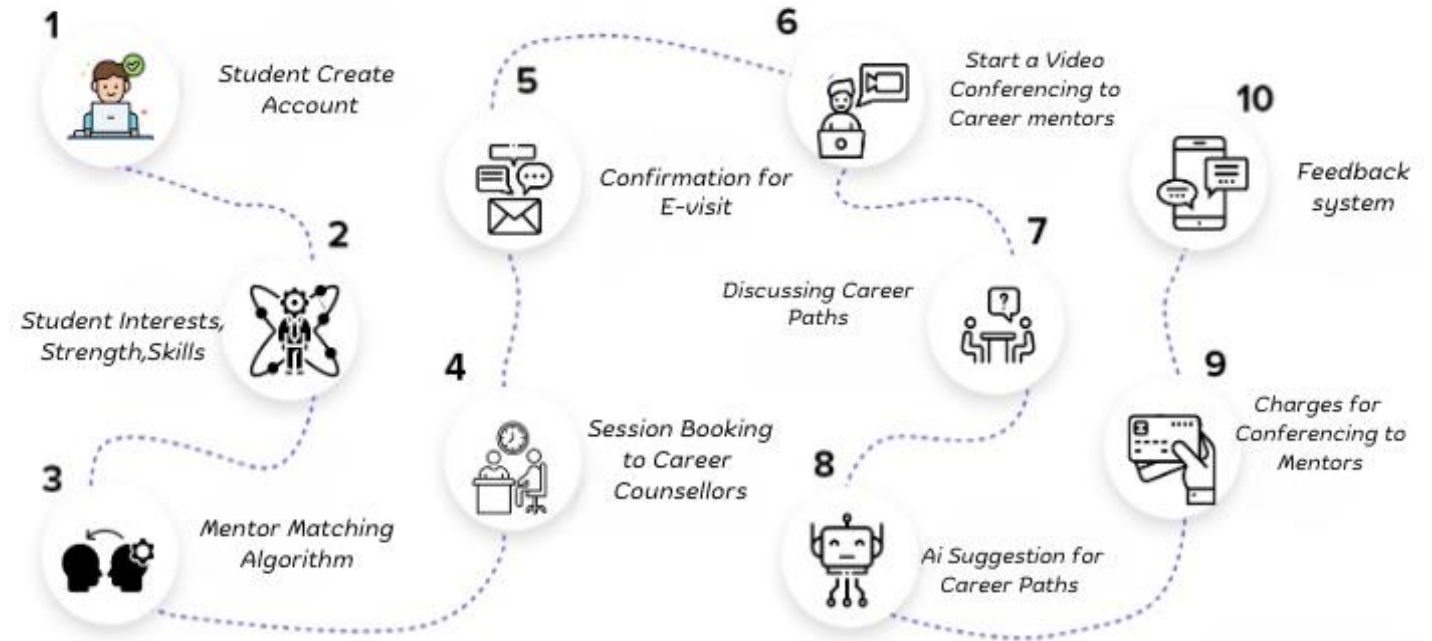
## Encryption and Security:

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



**Product Status:-** To guarantee excellent performance and quality standards, the upcoming stages will be centered on comprehensive testing and in-depth validation.

# FEASIBILITY AND VIABILITY

## 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**.

- 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.



- 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>