

# AI SAARTHI

Empowering Rural Youth  
with Skill and Career Clarity

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**Hack for Social Cause – VBYLD 2026**

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# Vision

- Every rural youth deserves guidance, opportunity, and a clear path to the future.
- AI Saarthi brings personalized skill and career clarity to every village in India.

# The Problem in One Line

India does not lack talent.

India lacks guidance.

AI Saarthi bridges this gap.

# Why This Matters

Rural students complete school without knowing:

- Which skill fits their strengths
- What opportunities exist in their district
- Which government schemes they are eligible for
- How to build a career roadmap

# Presentation Structure

- Problem
- Evidence
- User Personas
- Gaps
- Solution
- Architecture
- Prototype
- Impact
- Budget
- Roadmap
- Conclusion

# Problem Statement

Rural youth complete school without a clear understanding of skills, careers, or local opportunities.

# Evidence

- NFHS data shows more than seventy percent literacy among youth.
- AISHE data shows strong enrolment numbers.
- Yet most students have low career awareness and skill mismatch.

# Digital Divide

- Most rural youth have smartphones.
- But they do not have professional counselling or personalized guidance tools.

# Consequences of the Gap

- Random career choices
- Skill mismatch
- Under employment
- Migration
- Loss of confidence

# Problem Summary

- This is not a problem of talent.
- This is a problem of guidance.
- A simple and clear solution is needed.

# Persona 1: Rural Student

- Seventeen year old student with confusion about skill choices.
- Needs simple guidance and a clear roadmap.

## **Persona 2: Rural Girl Student**

- Limited exposure beyond village boundaries.
- Needs safe, accessible, language friendly guidance.

## Persona 3: Unemployed Youth

- Needs skill based pathways and district level job visibility.

# Persona Summary

All personas need clarity, simplicity, and trustworthy guidance delivered in a format they can understand and follow.

# Current Solutions

- Generic videos
- Unstructured advice
- General government portals
- No personalized guidance

# Identified Gaps

- No personalized skill mapping
- No district wise job visibility
- No localized scheme recommendations
- No roadmap generator
- No voice based guidance

# Gap Summary

India needs a youth friendly, affordable, AI supported guidance system focused on rural realities.

# Introducing AI Saarthi

AI Saarthi is an AI powered skill mapping and career clarity platform designed specifically for rural youth.

# What AI Saarthi Does

Maps strengths

Recommends relevant skills

Shows district wise opportunities

Provides government scheme information

Generates personalized study roadmaps

# Feature 1: Skill Mapping Test

- A three minute assessment covering interest, behavior, and learning patterns.

## **Feature 2: Career Match Engine**

Matches strengths with suitable skill courses and job families.

# Feature 3: Opportunity Board

- District wise jobs
- Training centres
- Apprenticeships

## **Feature 4: Roadmap Generator**

- Plans for thirty days, ninety days, and one year based on the youth's skill direction.

# Flow Diagram

- Input Test
- AI Mapping
- Career Engine
- Opportunity Board
- Roadmap Output

# Technology Overview

- Mobile first design
- Light weight backend
- AI scoring model
- Local language support
- Voice assistance

# Data Sources

- National Career Service
- PMKVY
- District job portals
- Skill India modules

# Screens

- Home screen
- Skill test screen
- Results screen
- Opportunity board

# Full User Journey

- Open app
- Take test
- Get results
- View opportunities
- Follow roadmap

# Expected Impact

- One lakh youth skill mapped in year one
- Forty percent rise in skill course enrolment
- Ten thousand rural girls guided
- Two thousand apprenticeships filled

# Statement

- AI Saarthi converts uncertainty into clarity and potential into progress.
- A confident youth creates a confident India.