

Rajiv Gandhi Career Portal (rajcareerportal.com) was launched on 6th February 2019. Since then, about 31.5 lakhs logins have been generated and about 9 lakhs students have used the portal. Out of the total logins generated for 10th, 11th, 12th currently studying, about 33% of them have used the portal once. To increase the engagement of students and strengthen the career planning process, the following initiatives will be taken for which some support is required from the state:

1. Mobile App Launch

Career Portal App will help students to easily access all the content of the career portal as a downloadable App. Students will be able to access the content in hindi and will be able to quickly get the latest information in the field of exams and scholarships. The state is requested to suggest a name and a date for the launch of the app. TOne suggestion for the name is- “Rajiv Gandhi Career App”.

2. Weekly Communication via WhatsApp

Posters/graphics/messages related to career options, entrance exams, courses, etc. will be shared on a weekly basis. Through the WhatsApp communication network of state officials, district officials, block personnel, principals, teachers, parents and students, these messages and posters can be forwarded. Aasman Foundation will share the poster/message via WhatsApp. **(Please see the attachment)**

3. Monthly Review Meetings

In order to systemize the project, a comprehensive report will be shared on the 1st of every month. It will include the usage of the portal, district wise ranking, class-wise data, average time spent by the students, initiatives taken and the recommendations. The report shall be used for all-member monthly review meetings (1st week of every month) with concerned representatives from government, UNICEF and Aasman Foundation. Similarly, a data-inductive review is requested to be done with all CDEOs.

4. Industry Connect Hub (ICH) and Alumni Connect

The upcoming feature on the career portal will enable students to connect with professionals who are role models in the state as they have achieved successful careers in various fields. The state is requested to support in inviting those professionals to complete their profile. Once the due approval has been completed, school students will be able to chat with the professional.

Alumni of the schools who have cracked exams or secured a good college will be able to interact with their juniors using the career portal interface. Support from schools is required to reach out to the Alumni to complete their profile. Once the due approval has been completed, school students will be able to chat with the Alumni.

5. Digital Career Counseling and Assessment

It is requested to prepare a strategy for providing group career counseling to 12,500 students. It can be done in 60 batches of 200 people in each batch. The selection procedure and timeline need to be discussed. It will include an online API (Aptitude, Personality, Interests) assessment and two group counseling sessions.

6. Refresher orientation for teachers and students

Due to the COVID-19 and delay in board examinations/results, some changes have been made to the portal in order to make it more dynamic. Also, teachers' training and orientation with the students were conducted in 2019. Some refresher sessions on the usage of the portal for teachers, parents and students in the month of August. The state is requested to suggest tentative dates.