

Career Guidance Helpline Vision & CAREER SAATHI PROGRAM

Vidya Helpline & Scholarship, Mentoring Program

Over all impacting 5522 students (5500+22)

Telangana | 1st April 2026- 31st March 2027

About Nirmaan Organization:

Nirmaan Organization is a registered NGO, working in the areas of Education, Skill Development & Entrepreneurship, Health and Wellbeing, Environment, Community Development and Social Leadership. In the past 21 years of our journey, we have impacted the lives of 6.0+ million beneficiaries with the support of 830+ full-time employees and 12000+ strong volunteer network, through various impact-oriented Flagship Programs & Social Leadership Initiatives benefiting Children, Women, Youth, Persons with Disabilities (PwDs), LGBTQ+ and Farmers from diverse social backgrounds across 26 States of India and union territories, while partnering with 250+ Corporate, Government and Philanthropic partners.

As part of our education initiatives we have operated the Vidya Helpline, a toll-free, technology-enabled information and guidance service covering education, skilling and career pathways, since 2010, and has to date addressed over 2.1 million student queries across India.

Program 1: Career Guidance Helpline Vision

To ensure that every student has access to authentic career guidance, financial support information, and timely mentorship, enabling them to make informed educational and career choices.

Need of the project:

- Most rural and low-income students lack access to career counsellors or reliable information.
- Many students drop out after 10th/12th grade due to unawareness of scholarships, hostels, and affordable course options.
- Existing information sources are fragmented, outdated, or unaffordable.

Program Description

The Project Vidya Helpline is a toll-free support system providing students with accurate, accessible, real-time guidance on education, skilling and career decisions. It bridges an information gap that disproportionately affects adolescents from underserved communities, who often lack reliable and timely access to information on education, skilling options, career pathways, entrance exams, scholarships and admissions.

Focus Areas and Scope of Services

For this collaboration, the helpline's support is organised around three focus areas — **Education, Skill** and **Career Path**:

Education

- Open Education /Distance Education
- Professional/Vocational courses/Careers information
- Government and private colleges/schools' information
- Admission counselling and required documentation guidance
- College selection during counselling
- Scholarship information and application process
- Hostel and accommodation information
- Important deadlines (exam fees, applications, etc.)

Skill

- Awareness and information on skilling and vocational training pathways (ITI, polytechnic, and government skill-development schemes) as an alternative or complementary track to continued academic education

Career Path

- Career guidance (e.g., how to become a doctor, engineer, etc.)
- Entrance exam information (IIT-JEE, NEET, etc.)

Sources of Information

All information provided through the Vidya Helpline is sourced from verified and credible platforms, including official government websites, recognised educational institutions, entrance exam authorities, scholarship portals, and leading national newspaper publications.

Impact

- 1st April 2026–31st March 2027 projection: ~5,500 unique students via 15,000 calls.

Budget:

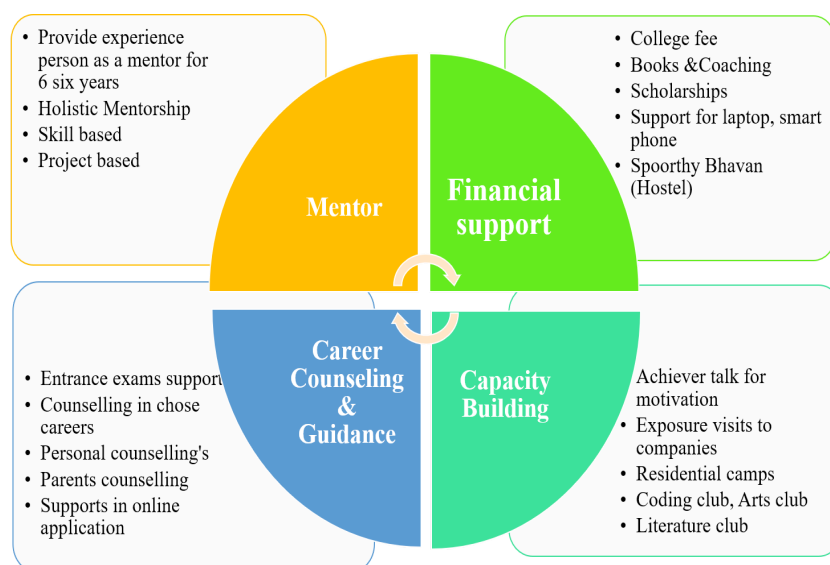
Career Guidance Helpline Proposal – 1st April 2026 - 31st March 2027					
S.No	Activity	Details	Monthly Cost	No. of Months	Amount
1	Career Guidance Centre - Technology	Renewing 1 License for call center software dedicated to desired audience and mapping to support picking the calls simultaneously and any other technology cost	One time		25,000
2	Tele counselor (Salary) April 2026 to March 2027	1 Tele counselor to pick the calls per line to counsel the students	29,150	12	349,800
3	Coordinator (Salary) - Shared	A coordinator to implement and monitor the project	15,500	12	186,000
4	Toll Free expenditure & any BSNL expenses	Each call received to the toll free number cost about Rs 1.20 per min and each call on an average lasts about 3-6 minutes. About 15,000 calls are estimated per line. Further charges for monthly rentals and abandoned calls. Overall considering as (15000 calls *Rs 1.60) + 18 % GST	10,450	12	125,400
5	Technology and Training	Training, Technology and other operational expenses involved for	3,000	12	36,000

		the team and project			
6	Admin Costs	Research, Management, finance and administrative expenditure	-		72,220
	Total per Line per Year				794,420

Program-2: Career Saathi Program:

Career Saathi is our prestigious and elaborate impact program with proven results. CSP holds on and works on the youth at the right age and directs them to build successful careers there by uplifting them and their families economically. So far we have taken 15 cohorts of students from the last 11 years and impacted more than 4000+ students with the right career choices and supported them with monetary help and guidance.

The overall idea of the project is to groom each student into a productive employable resource



Need for the project:

To understand the career needs of the underprivileged students, a need assessment survey was conducted; the results of which were as follows:

1. 67% of the students had no goals set.
2. 72% of the students were exposed to just 4 career opportunities: Doctor, teacher, lawyer, and police.
3. Only 10% of the students had guidance that could lead them to their dream goals.
4. 91% of overall parents are illiterate
5. 9% of the students' parents have a qualification of maximum 10th completed.
6. 91% of the students are first generation learners in their entire family
7. Three fourths of the parents are farmers followed by 15% daily labourers and others.
8. 97% of the families have less than 1 Lakh annual income

There are many students, who are **unable to utilize the opportunities** in government and private sector. With most of the students in rural India being the first generation learners, there

is very minimal guidance/no guidance on how to continue their education and what career opportunities are available for them to pursue. There are several opportunities for higher education and employment for people from various skills but there is **a huge exposure divide**. Further, there are several students, even from reputed institutes, who are choosing careers based on herd instinct and without careful examination of opportunities best suited for their personality.

Many students who have successfully passed their 10th and 12th class and have good ranks in common entrance examinations for graduate courses are either dropping out of studies completely or opting for lower ranking colleges, just because of financial constraints, especially the girl students. This severely impacts their future prospects in terms of quality education and subsequent career.

Majority of the Students/Youth expressed interest and expected the following interventions;

- Academic Support
- Skill enhancement Training
- Socio Emotional Support
- Economic Support
- Mentoring support

To address these gaps Nirmaan Organization has come up with its 3 years long intervention called Career Saathi Program. The details are as below.

Outreach plan :

Students pursuing STEM Education and in their first year of Intermediate will be targeted.

Implementation Plan and Processes :

Steps involved in Career Saathi Program:

*Step-1: **Selection*** of the best students through a selection conference organized between all the lists of meritorious students pooled in by various resources.

*Step-2: **Psychometric assessment test and personal counselling:*** Career assessment test suggesting ideal career based on his aptitude, interest, ability and personality type, briefly explaining his strengths and weaknesses and helping him make career decisions.

*Step-3: **Assist in application:*** Assist in applications to various institutions, scholarships, hostels etc.

*Step-4: **Camps for soft skills and personality development:*** Camps providing orientation on different careers, Soft skills, motivation and personality

enhancement.

Step-5: CAF (Career Advancement Fund) Program: Providing a career advancement fund to meritorious but needy students that will enable him to pursue his education/career of his choice. This fund will cover the admission fees, maintenance fee and expenses for books.

Step-6: Mentors connect: Connect the students with the experts in their domains of aspirations and help them in knowing the careers, scope, and routine day of their lives, in order to provide better insights.

Step-7: Training to Mentors: Training program for the mentors on the mentoring and tracking providing mentoring, tracking.

Step-8: Looping back to the organization: The students are mentored till employment and are then looped back to the organization for sustenance that will enable more students in the same program. However, none of the students would be forced to give back but voluntarily.

Description of the Processes:

Criteria for project beneficiaries:

The CSP selection process has a rigid charter to induct students. It aims to aid students from economically weaker communities. And we will be following the same in this cohort as well, we shall induct STEM & other Students from economically weaker families.

We shortlist students into this program in lines with following criteria –

- Students pursuing STEM and other courses in first year of graduation
- Socio Economically Backward
- Meritorious

Scholarship Provision Details:

The scholarships are provided on need-based criteria, not per beneficiary basis. We analyse financial needs in the discourse of their secondary higher and higher education; then we help them with any second or specific third-party scholarships or free loans available. If the above two cases were unavailable, then we provide them with scholarships to meet college fees, devices and other education aids.

- The amount would be transferred to the students directly and in some cases to the institution / college (based on the requirement) as we will be collecting their account details during the selection process itself.
- We will be maintaining all the proofs for the track records and monitoring

Career Exposure:

- Baseline assessment
- Goal setting
- Identifying student interest (Psychometric test)
- Career exposure to various options available
- Finalized Career in their areas of interest
- Clarifying Career direction & path with alternate careers
- Supporting systems clarity (Colleges, Scholarships, Entrance exams, etc.)
- Endline assessment

Mentor Connect Planning:

Mentor connection will be done through tele calling.

Once a candidate gets selected as a mentor, the CSP team will be mapping them with the mentee (CSP student). Here CSP team mapping mentor and mentee by some guidelines those are:

- Same Gender: CSP team 80% of the times follow that mentor and mentee should be of same gender, but exempted in some rare professions like civil services, doctors etc.
- Same Streams or Goal: CSP team 90% of the times follows that mentor and mentee to be from same profession or goal that means if the mentee goal is to become a doctor, a doctor is assigned as a mentor.
- Same Location: CSP team max follows that mentor and mentee to be from the same location because of meeting each other but in most cases it's not possible because students are studying in different locations across Telangana and Maharashtra, and mentors work in different locations.

Based on above guidelines CSP team mapping the mentors to mentees, and call to new mentors inform about his mentee name and details.

As the next step, the CSP team sends a letter to the mentor to be officially confirmed as mentor to certain mentees. In this mail CSP team attached a mentee Portfolio, brief note of mentor responsibilities and mentor grid.

Eligibility criteria for the Mentors selection:

- Qualification - Graduation and more
- Experience - 2 yrs of employment experience
- Language - Local language + English
- Commitment of 1 year volunteering for the program
- Counselling / Teaching skills

We provide CSP students with three mentorship programs.

- Holistic
- Skill-based

- Project-based

Skill and Project-based mentorship will be by experts and corporate volunteers from relevant fields to help students in their course work, helping them in projects and skills to build up sustainable employment opportunities at the end. Holistic mentorship is more on personal development, one mentor to each mentee is provided, and it will be those who can relate to students. Mentorship will be done both physically and virtually. All mentors are selected through interviews and brief background checks. Additionally, Skill and Project mentors are cross-checked in the areas of expertise they want to mentor.

Training plan for mentors

We have 3-day ToT session for mentors with 60 mins duration

Session-1: Mentor orientation (CSP program & process)

Session-2: Mentor Grid (Mentoring process)

Session-3: Mentee-Mentor onboarding

Looping back into the organization

Post completion of the education of the students, mentors will guide them back to the training programs of Nirmaan through which we will support them for the skill building and employment opportunities.

Implementation / Planning of Residential Camps to the CSP students

Residential camps are planned yearly twice at least 3-5 days. Residential camps help the students to enhance their skills, lack of knowledge on their career planning, confidence building, etc. Residential camp is physical residential camp. Students stay 3-5 days with separate rooms for male and female.

Session topics:

- Capacity building sessions
- Competitive preparation planning sessions
- Career guidance sessions
- Mentor & Mentee meet
- Role model interactions
- Industrial visits
- Academic plannings
- Holistic development activities, etc.

Outcomes of the residential camps:

- Increase in the interest level in the academics
- Decrease the dropouts
- Clarity on career planning
- Increase in the mental abilities and confidence building

Roles & Responsibilities of the Resource persons:

- Call backs to Mentors & Mentee (monthly calls)
- Application assistantship for higher education, academics exams, etc.

- Career counselling
- Doubts clarification
- CAF process
- Events planning
- Preparing student portfolios
- Parental counselling
- Institution visits (mentee)
- Planning virtual sessions for skill enhancement (students)

Roles and Responsibilities of Stakeholders:

Corporate:

- Overall guidance
- CSR Funding for the program
- Mentorship support

Nirmaan Organization:

- Program Design and Implementation
- Monitoring and Impact Assessment

Impact Assessment:

Key Performance Indicators:

#	KPI	Remarks
1	100% continuation of Education	From college records
2	100% complete education in STEM	Admission records
3	At least 90% secure Employment	Follow up with Students

Monitoring Documentation

#	Impact Indicator	Means of Verification
1	No. of Students Supported	Organizational Records
2	Tracking Academic Performance of Students	Child Level Tracking, College Records
3	Clarity in Careers	Psychometric Test Results

Volunteering:

There are multiple volunteering opportunities in this program:-

Mentoring: one-on-one sessions with the students:

- As a regular mentor
- As a topic-based mentor

Budget details:

Budget for 22 Students in Career Saathi Program - 1st April 2026 - 31st March 2027					
S No	Expenses	Details	1 Student	No.of units	Over all Budget
1	Residential/ Virtual Camps for soft skills & Skill Enhancement	About 2 Day residential Camps providing Soft skills, motivation, personality enhancement and many more age appropriate sessions. Support for building their technical and/ or soft skills for better placement opportunities	2,500	22	55,000
2	CAF (Career advancement fund) Program	Having a pool of career advancement funds to meritorious but needy students that will enable him to pursue his education/career of his choice. This fund will cover the admission fees, maintenance fee, hostel, Room expenses, books etc., This would be provided on a need basis.	25,000	22	550,000
3	Resource Person	Remuneration for various resource persons for organizing, counseling, implementation & monitoring.	13,200	12	158,400
4	Students Monitoring cost & any other Miscellaneous	Application assistance, Psychometric tests, Travel to office, posts to students, mobile bills for calling students, mentors etc.	500	22	11,000
5	Admin Costs	About 10% of total cost	4,120	22	77,440
	Total Funding Required for 22 students per year				851,840

Combined Budget (1st April 2026 - 31st March 2027)

S.No	Service	Beneficiaries	Duration	Estimated Budget
1	Career Guidance Helplines - 1	15,000 Calls (~5500 unique students)	1 year	794,420
2	Career Saathi Program	22 students	1 year	851,840
	Total			1,646,260