

Nirmaan Vidya Helpline & Career Saathi Program

About Nirmaan Organization

Founded in 2005 by alumni of BITS Pilani, Nirmaan Organization is a non-profit working across 24 states of India to empower underprivileged communities through education, skilling, women empowerment, health, and community development.

Over 20 years, Nirmaan has impacted 5 million+ beneficiaries through social innovations such as school adoption programs, digital labs, scholarships, career helplines, and skilling initiatives, health initiatives, sustainability programs and so on. Recognized by corporates, governments, and international organizations, Nirmaan's vision is to create an equitable society by enabling education and livelihoods for all.

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.

The Need

- Most rural and low-income students lack access to career counselors 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- Existing information sources are fragmented, outdated, or unaffordable.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

Launched in 2010, Vidya Helpline is a flagship project of Nirmaan that provides free, authentic, and accessible career guidance.

Key Interventions:

1. **Toll-Free Tele-Counseling** – Guidance on careers, scholarships, training institutes, admissions, and loans. Over 10,49,183 calls handled to date.
2. **Career Workshops** – Conducted in government schools; each student receives a Career Book.

3. **Career Book & Career Charts** – Multilingual digest of scholarships, colleges, and courses displayed in schools.
4. **Psychometric Assessments** – Scientific tool generating a 12-page report on interest, personality, and aptitude.
5. **Sahi Kadam Counseling** – Helping students and parents choose the right course/college post 10th.
6. **Personal Counseling** – One-on-one support at Nirmaan offices.
7. **Motivational Workshops** – Sessions with the book “Naa Spoorthy ki”.
8. **Train the Trainer (TTT)** – Training teachers to counsel students within their schools.
9. **Career Help Desks** – Village-level support for walk-in guidance.
10. **Parent Workshops & Books** – Building parental awareness and support.
11. **Career Advancement Portal & Mobile App** – (www.cap.vidyahelpline.org) with updated scholarships, colleges, hostels.
12. **Career Alerts (WhatsApp/SMS)** – Updates on exams and scholarships.
13. **Mobile Career Lab (MCL)** – Reaching students in remote rural areas.

Impact

- Supported 15.5 lakh+ students across Telangana, AP, Karnataka, Assam, Odisha, Tamil Nadu & J&K.
- Conducted 11,256+ career workshops in government schools, reaching nearly 9.9 lakh students.
- National & international recognition from IBM, Vodafone, NASSCOM Foundation, US Consulate.
- 2025–26 projection: ~4,500 unique students via 13,500 calls.

Budget (2025–26)

Career Guidance Helpline Proposal – 2025–26					
S.No	Activity	Details	Unit Cost	No. of Months	Total cost
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	25,000	Lump Sum	25,000
2	Tele counselor (Salary) April 2025 to March 2026	1 Tele counselor to pick the calls per line to counsel the students	26,500	12	318,000
4	Coordinator (Salary) - Shared	A coordinator to implement and monitor the project	12,000	12	144,000

5	Toll Free expenditure & any BSNL expenses	Each call received to toll free number cost about Rs 1.20 per min and each call on an average lasts about 3-6 minutes. About 13,000 calls are estimated per line. Further charges for monthly rentals and abandoned calls. Overall considering as (13,000 calls *Rs 1.60) + 18 % GST	9,000	12	108,000
6	Technology and Training	Training, Technology and other operational expenses involved for the team and project	3,000	12	36,000
	Sub - Total				631,000
7	Admin Costs	Research, Management, finance and administrative expenditure	-		63,100
	Grand Total				694,100

Volunteering Opportunities

- Support tele-counseling operations (virtually).
- Conduct workshops or motivational sessions in schools.
- Create/translate career books and resource material.
- Mentor students through follow-up counseling.

Program 2: Career Saathi Program (CSP)

Vision

To handhold meritorious but economically disadvantaged students for 3–6 years, enabling them to pursue higher education and achieve sustainable employment through a combination of financial aid, mentoring, and skill-building.

The Need

- Bright students drop out after school due to tuition, hostel, or book expenses.
- Lack of exposure, confidence, and soft skills keeps many from reaching their true potential.
- Families in poverty often pressure children into earning early instead of continuing education.

Program Description

Launched in 2015, CSP provides end-to-end support:

Key Components:

- **Financial Aid** – Scholarships and Career Advancement Fund (CAF) to cover admission fees, maintenance, hostel, books.
- **One-on-One Mentorship** – Pairing each student with a professional mentor.
- **Psychometric Assessments & Counseling** – Helping students choose the right career track.
- **Capacity Building Camps** – Residential/virtual camps for motivation, communication, and personality development.
- **Skill Enhancement** – Soft skills and technical skill training.
- **Exposure Visits** – Connecting students with professionals and institutions.
- **Parental Engagement** – Orientation sessions to align parents with their child's aspirations.
- **Looping Back Alumni** – Encouraging graduates to give back voluntarily.

Selection Process:

- **Level 1:** Pooling “Bright 5” students from school workshops.
- **Level 2:** Selection conference with interviews, group discussions, SOP writing, and family background checks.
- Family backgrounds giving preferences to Orphan and semi-orphan students.

Impact

- CSP has groomed students into doctors, engineers, teachers, and public servants.
- Alumni now support their families and mentor younger batches.
- 2025–26 projection: 15 students supported (avg. ₹43,000/student).

Budget (2025–26)

Snapshot of Proposal for 15 Students in Career Saathi Program					
S No	Expenses	Details	1 Student	No.of units	Over all Budget
1	Residential/ Virtual Camps for soft skills & Skill Enhancement	About 3 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	15	37,500

2	CAF (Career advancement fund) Program	Having a pool of career advancement fund to meritorious but needy student 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.	15,000	15	225,000
3	Resource Person	Remuneration for various resource people for organizing, counseling, implementation & monitoring.	12,000	12	144,000
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	15	7,500
5	Admin Costs	About 10% of total cost	3,000	15	41,400
Total Funding Required for 15 students per year					455,400

Volunteering Opportunities

- **Mentorship:** Long-term virtual mentoring for CSP students.
- **Capacity Building:** Facilitate sessions during camps on leadership, communication, or career skills.
- **Academic Support:** Assist with SOP writing, scholarship applications, or mock interviews.
- **Exposure Networking:** Introduce students to professionals in their desired fields.

Combined Budget (2025–26)

Project	No. of Beneficiaries	Duration	Estimated Budget
Career Guidance Helplines - 1	13,000 Calls (~4500 unique students)	1 year	694,100
Career Saathi Program	15 students	1 year	455,400
Admin cost			79,922
Total			1,229,422