

## **Skill India introduces a New Career Counselling cum Mobilization Program**

*NSDC collaborates with iDreamCareer.com to build capacity of training providers, facilitate career counselling and enhance enrolments*

**New Delhi, 27 July 2018** – Envisaging growing importance of career counselling in skilling ecosystem, National Skill Development Corporation (NSDC), under the aegis of Ministry of Skill Development and Entrepreneurship, Government of India, has announced collaboration with iDreamCareer.com, one of the largest career counseling social enterprises in the country. The agreement between NSDC and iDreamCareer will offer scientific and informed career guidance to students and youth, which would lead to more informed enrolments for the vocational courses.

In a pilot project, iDreamCareer will implement a hybrid model of engagement and get the students to enroll basis their psychometric assessment results and one-on-one career guidance. iDreamCareer is creating an online enrolment application system via which counseled students will be able to apply to any vocational courses offered by any training partner from one single platform. The enrolment management system will use big data intelligence to recommend students the courses and institutes that are a right fit for them basis their psychometric and counseling data points. The system will ensure in mobilizing right-fit students for respective courses.

**Commenting on the collaboration, Manish Kumar, MD & CEO, NSDC said,** ““Emerging technologies and digital penetration have opened up new career avenues for the youth in India. Career counselling could enable youth to make the most of these opportunities and further help in aligning their aspirations with their skill aptitude. An administered career guidance-cum-counselling program, that combines cognitive and psychometric assessment, will empower youth to achieve their career goals effectively.”

**Sq. Leader N Praveen Kumar, Chief Business Officer, iDreamCareer, said,** “Our partnership with NSDC will create a bridge from school to vocational course. Our portal will now aggregate all vocational institutes at one place and allow students to apply for its courses basis career fitment. This will tremendously help students from low-income families who tend to dropout post class 10<sup>th</sup> and 12<sup>th</sup> in schools. Also career counseling led mobilization for vocational institutes will reduce the dropout rate in skilling courses. We look forward to working together with NSDC and vocational training partners across the country”

### **About National Skill Development Corporation (NSDC)**

NSDC is one of its kind public-private-partnership organisation that aims to promote skill development by catalyzing creation of large, quality and for-profit vocational institutions. The organisation provides funding to build scalable and profitable vocational training initiatives. Its mandate is also to enable support system which focuses on quality assurance, information systems and train the trainer academies either directly or through partnerships. Till date, NSDC has approved 350+ training providers and 39 Sector Skill Councils, with a geographical spread of 7,000+ training centres in 600+ districts across the country. NSDC has trained more than 1.4 crore people across sectors.

**About iDreamCareer.com**

iDreamCareer.com (a brand owned by Medhavi Professional Services Pvt Ltd) is a Delhi-based education technology company, offering products and services in the field of career information, career counseling, career assessment tools etc. The company has partnered with various state governments (Delhi, Haryana), Indian Navy, International Agencies etc to provide career guidance to students. It currently provides career guidance to 1 million+ students every year.

**Contact Details –** [praveen@idreamcareer.com](mailto:praveen@idreamcareer.com) | +91 9901501274 | [www.iDreamCareer.com](http://www.iDreamCareer.com)

**For more information on Skill Development, please follow the links below:**

Facebook: [www.facebook.com/SkillIndiaOfficial/](https://www.facebook.com/SkillIndiaOfficial/); Twitter: @MSDESkillIndia

Facebook: [www.facebook.com/NSDCIndiaOfficial/](https://www.facebook.com/NSDCIndiaOfficial/); Twitter: @NSDCIndia

Facebook: [www.facebook.com/IndiaSkills/](https://www.facebook.com/IndiaSkills/); Twitter: @WorldSkillsInd

**For more details, contact:**

Ruchika Tandon

Head – Communication & Stakeholder Interaction

National Skill Development Corporation

T: 98102 02457/ E: [Ruchika.tandon@nsdcindia.org](mailto:Ruchika.tandon@nsdcindia.org)