



Report on
Career Practices and Scope of
Career Guidance in India

NPOCA
UNLOCKING POTENTIAL

2021



500+

Participating Schools

25+

Exceptional Speakers

7+

Countries

13K+

Students Benefited

ABOUT NPOCA

National Program on Career Awareness, is a social initiative to promote Career education and guidance amongst school children.

The initiative uses a multi-pronged approach for enabling K-12 schools introduce Career Education and Guidance as part of the curriculum. Currently over 500 schools in India, Middle-east and North Africa are benefitting from this program.

The key areas of work are



Advocacy

Building consensus on practices and policy around Career Education.



Career Guidance

Year long services for career selection & planning



Academic Research

Data Driven Decisions

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STUDY AT A GLANCE

Purpose of the Study

The study was conducted to understand the perspective (point of view) of Ed. Leaders for career guidance, it's adoption, acceptability, value being attached and challenges in implementing such a program at school.

Primary Objective



To assess & understand the perspective of educators on career guidance, value attached to it.



Identify the development areas and make recommendations based on best practices globally.

Secondary Objective



To understand the behavioural pattern, perspective on virtual career guidance



To understand the willingness of the educators to implement career guidance program at their schools



Develop a program which can be used as a common curriculum by all member schools.

OVERVIEW

India succeeds when its youth achieves.

India @ 75, with less than 3 years from being the world's largest and the youngest workforce; we need to do a lot more to reap the demographic benefits of this massive opportunity. High school dropout rate, rising Unemployability and Under-employment would become a predicament to our aspirations of being the skills capital of the world.

Research indicates that lack of career planning results in lower motivation and focus amongst school children. The concept of career planning has been in practice since early 19 century; with the advancements in research, advent of the technology and the resultant changes in the environment, it is largely agreed that a comprehensive approach to career education and guidance at schools is required and that it needs to be strengthened further.

This study by NPOCA is an attempt to understand the existing practices and make recommendations towards implementing some of the global best practices for schools catering to Indian students worldwide.

229 M

Youth Population living in India

1st

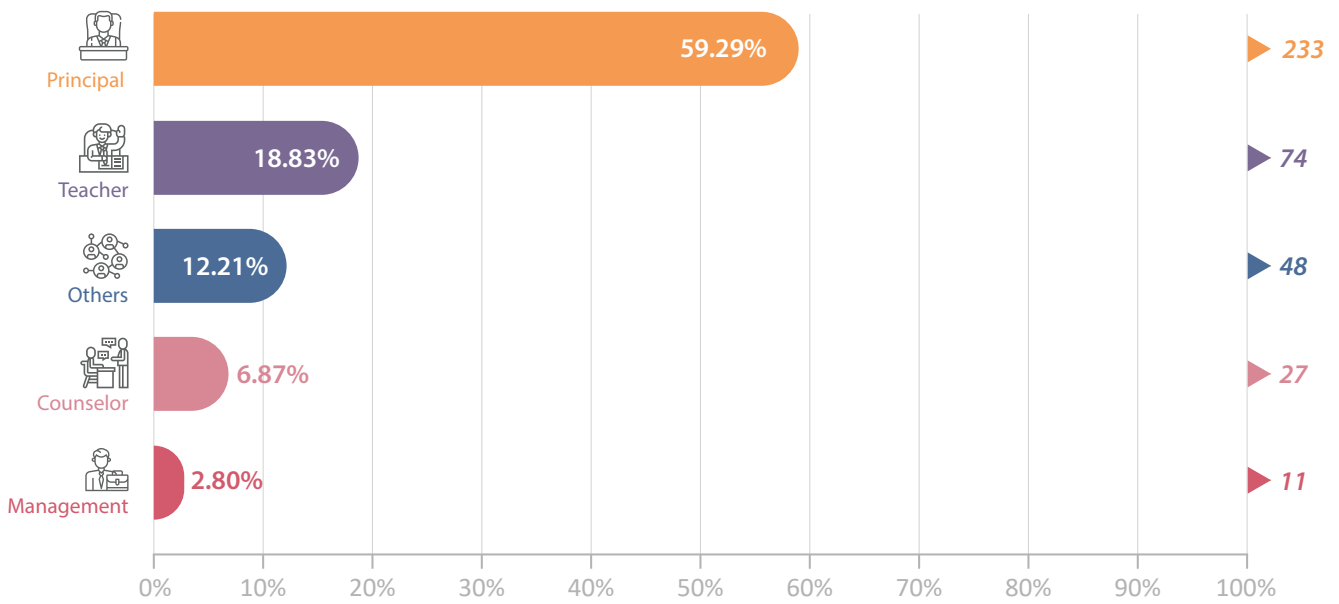
Country with largest youth population



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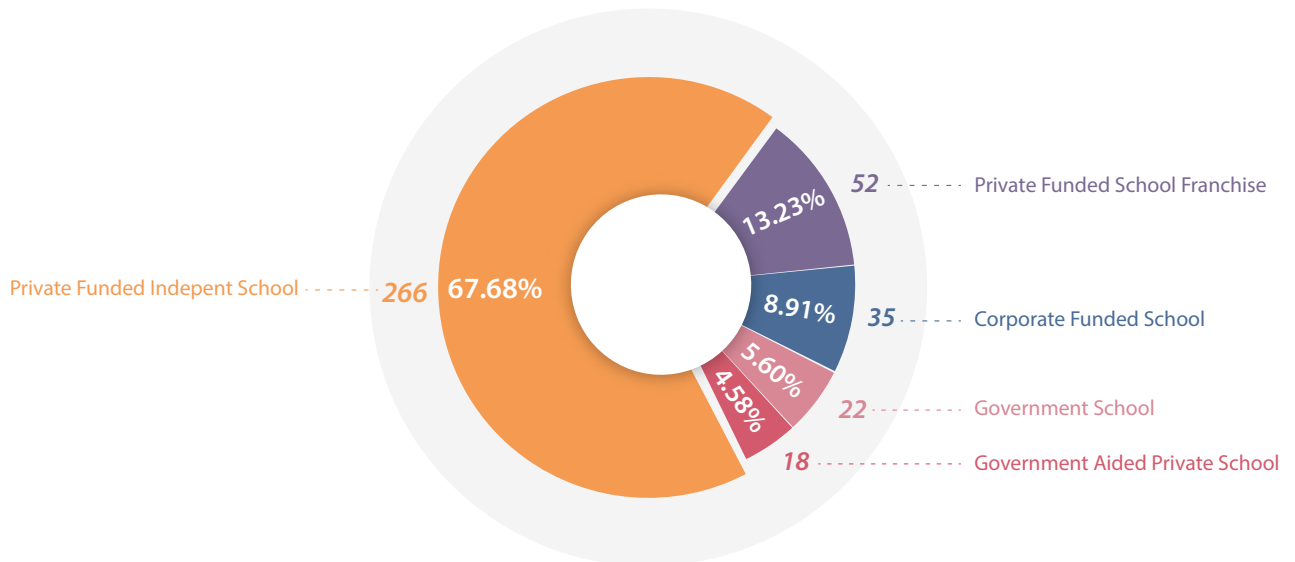
DEMOGRAPHICS

What best describe your role?



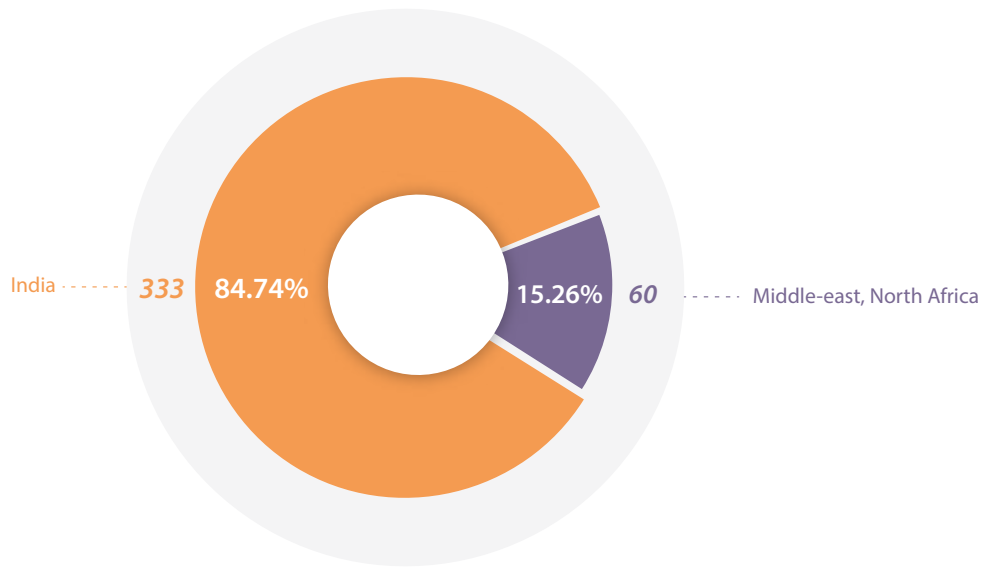
The survey respondents comprise of a heterogenous group of individuals, representing the complete school education system.

What best describes your school?



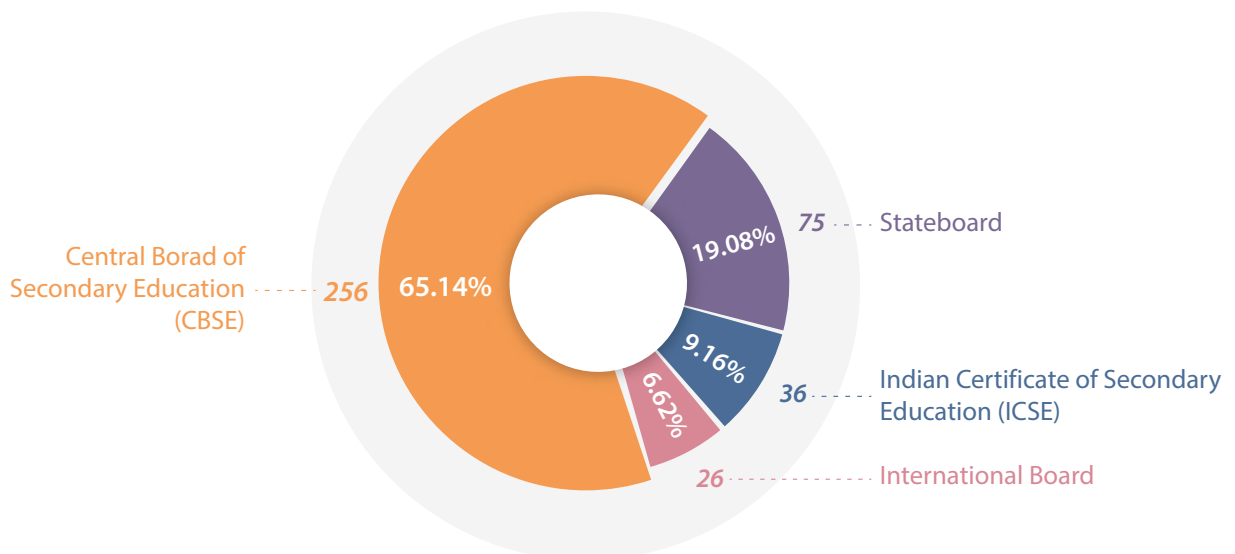
Considering that Privately funded Public schools have the maximum participation(81%) in the survey, and are the industry benchmark, the analysis is somewhat skewed towards the best-case scenario of the existing practices.

Geographical Location



Considering that 15% of the respondents are from outside India, it provides a very fair representation of the career guidance services at Indian schools across Asia.

Which Education Board are your affiliated to?

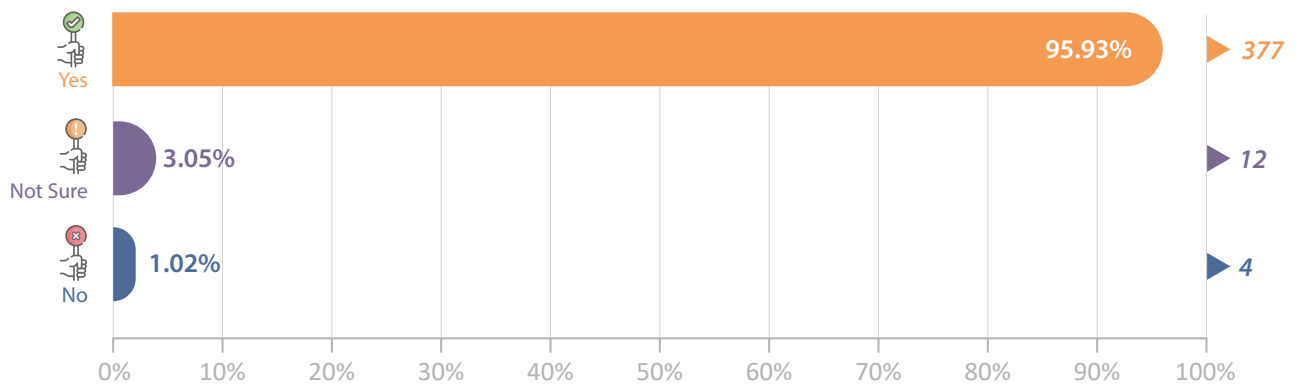




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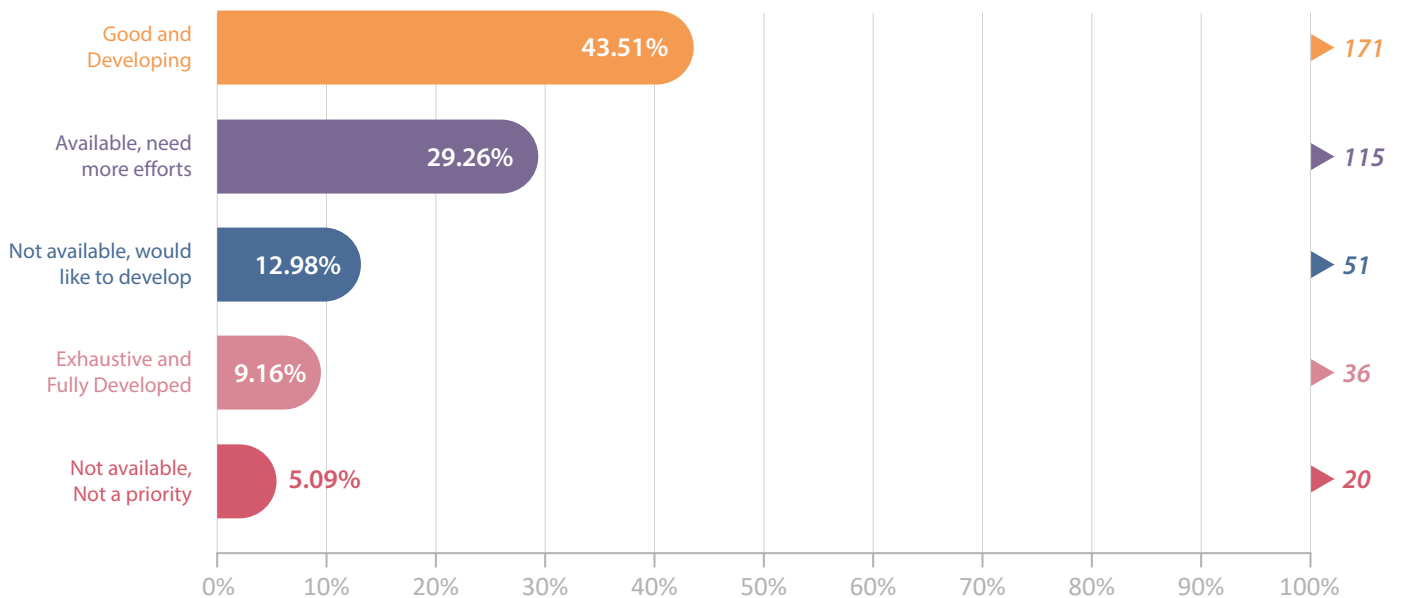
SCOPE AND PRACTISES

According to you, should career guidance be a part of the school curriculum?



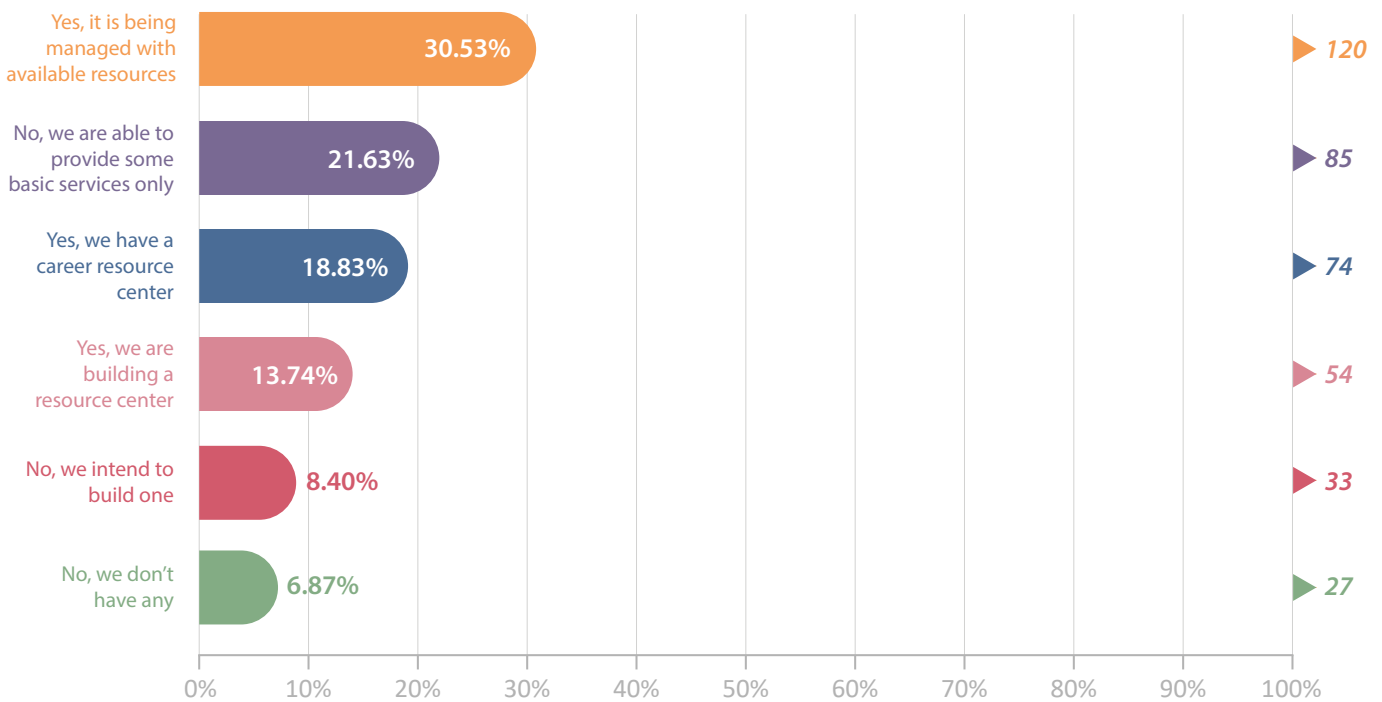
With ~96% of the respondents identifying the need to include Career Education and Guidance (CEG) in the school curriculum. It's utility and relevance as part of the school curriculum is well established.

How would you grade the career guidance services at your school?

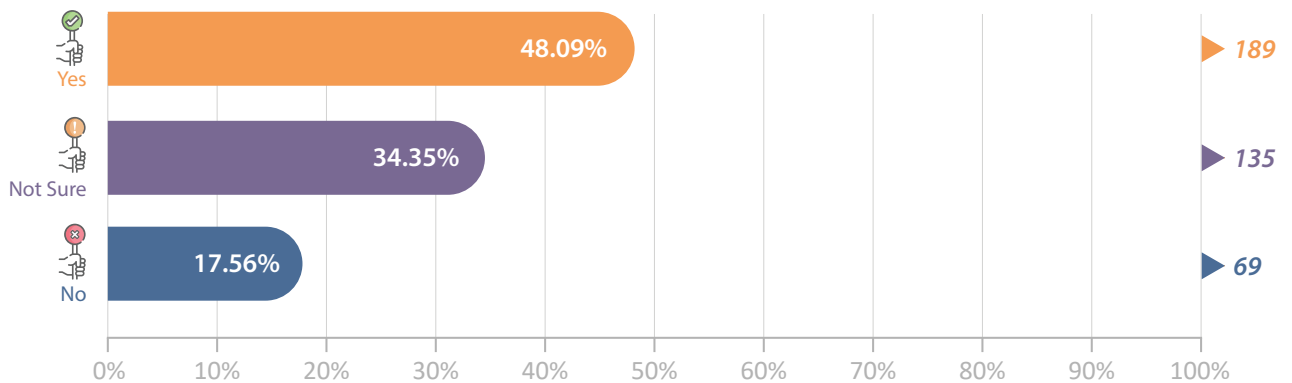


However, given that only 10% provide an exhaustive CEG services at their schools, it does not seem to be the priority at most education institutions. It is worthwhile to note that 85% of the schools have shown clear intend to improve the CEG services at their schools.

Is your school fully equipped to cater for students requirement of Career Guidance?



According to you, does your education board provide the necessary support for offering career guidance services at your school?



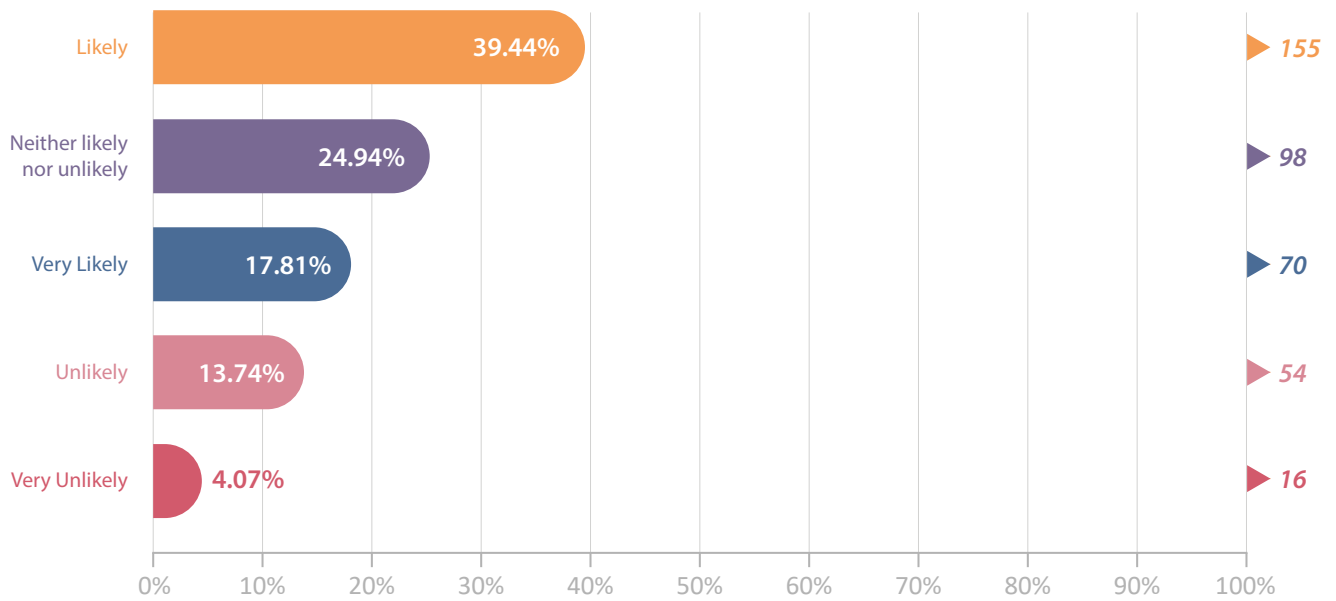
A possible reason for low priority for CEG at schools is lack of direction and active support from the respective boards. More than 50% of respondents felt that either their affiliation body needed to do more, or they were unsure of the role that the board needs to play, indicating guideline to be missing.



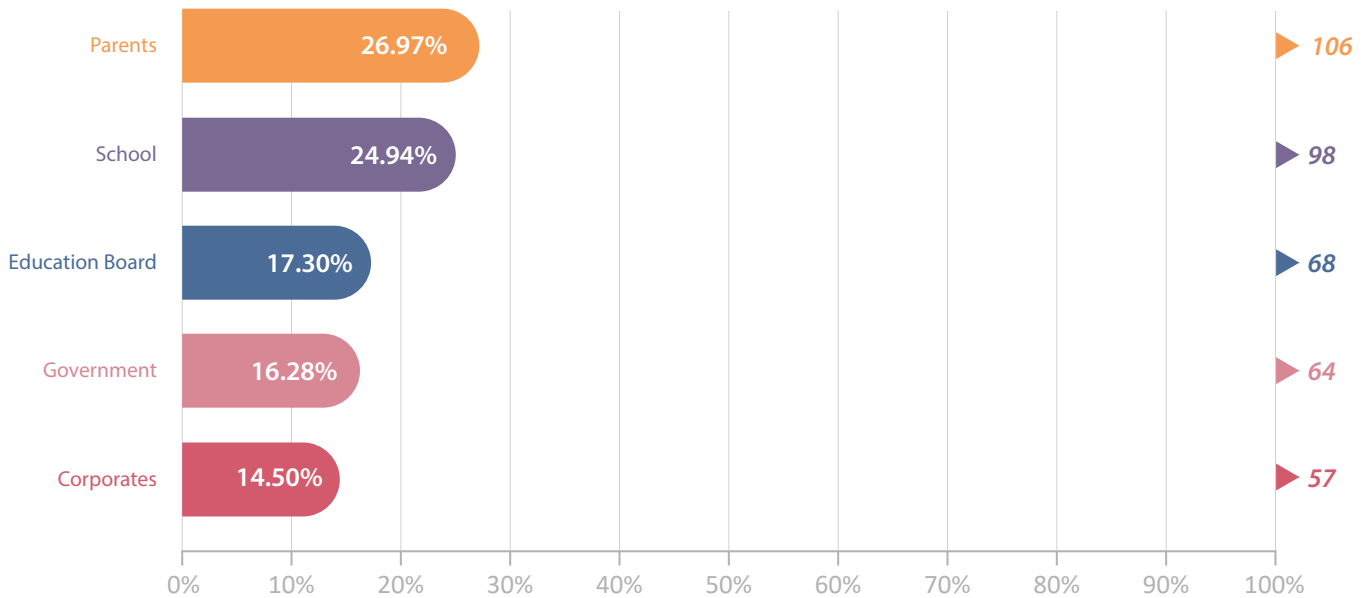
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COSTS AND INVESTMENT

What is the likelihood that the school management will allocate more resources and funds for further developing school's career guidance programme?



According to you, who should bear the cost of career counseling?



There is no consensus on who should bear the cost the CEG. There are varying views on whether the cost should be transferred to the parents as additional fee or it should be included in the current academic services.

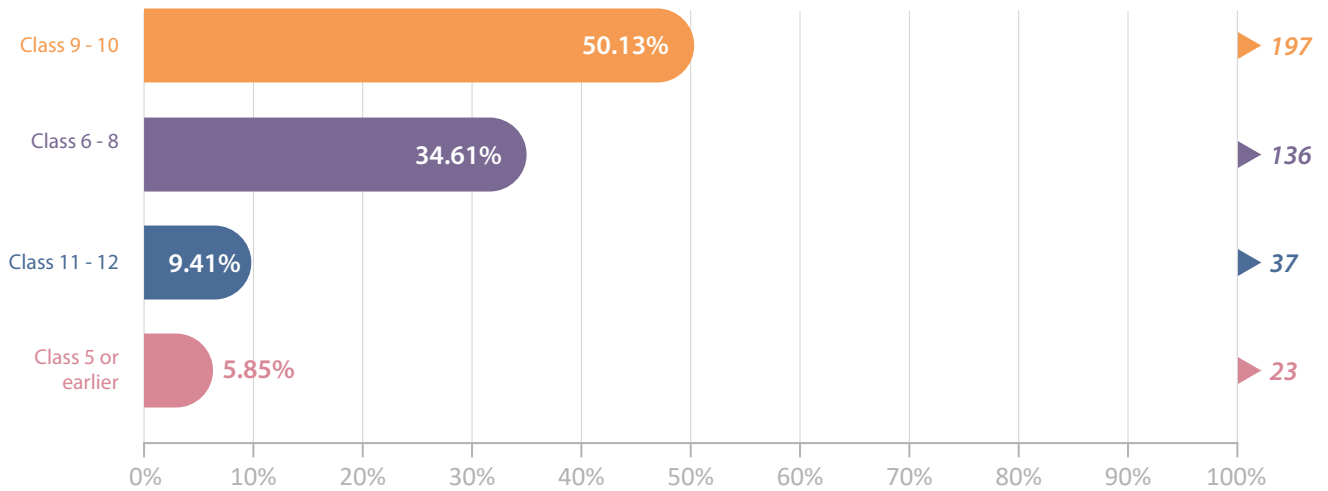
Some of the respondents believe that the Respective boards, Government and or Corporate organisations need to take the cost.



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RELEVANCE

What according to you, is the most appropriate grade/class where students should be introduced to career counseling?



CEG should be introduced in middle school, ~85% concur to this thought.



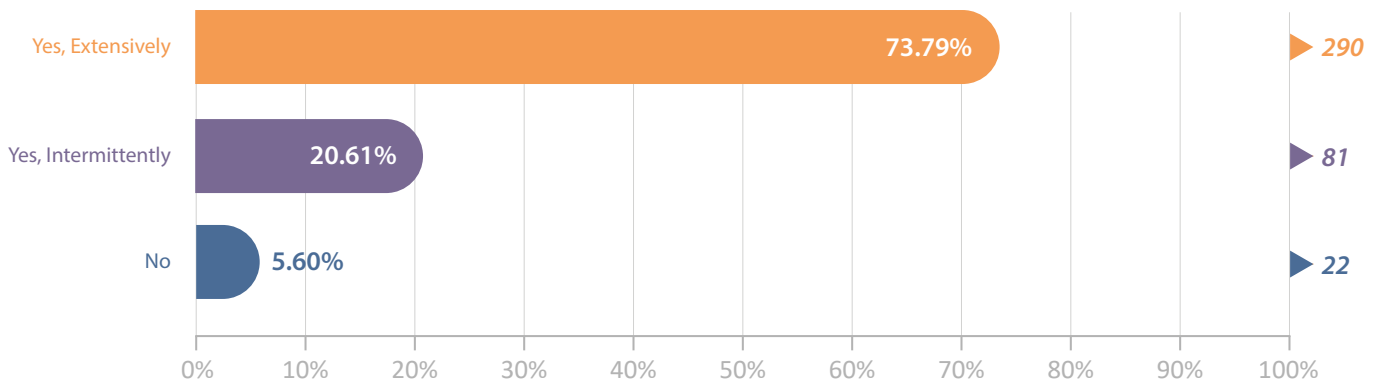
Introduction of CEG in middle school, provides the necessary focus and motivation to students. Further there is evidence of CEG helping in reducing school dropouts.



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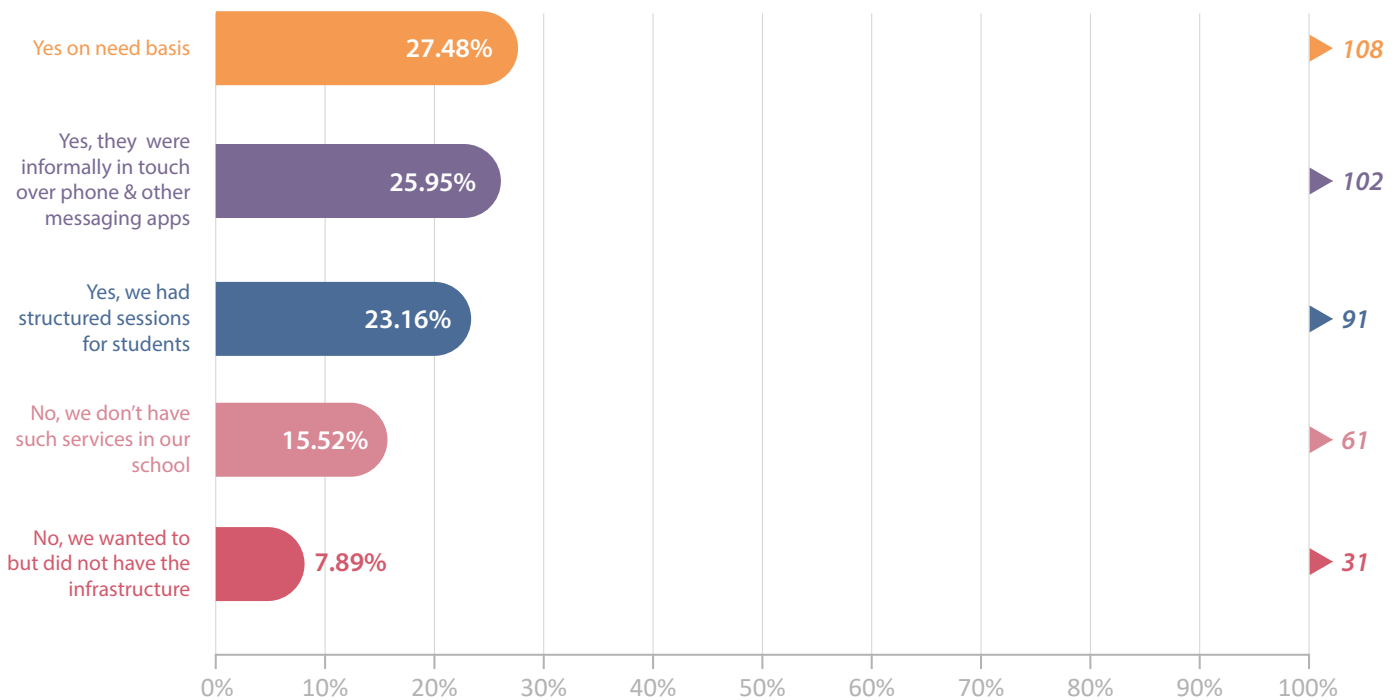
REACH AND DIGITALISATION

Did your school offer online classes to its students during the Covid-19 pandemic?



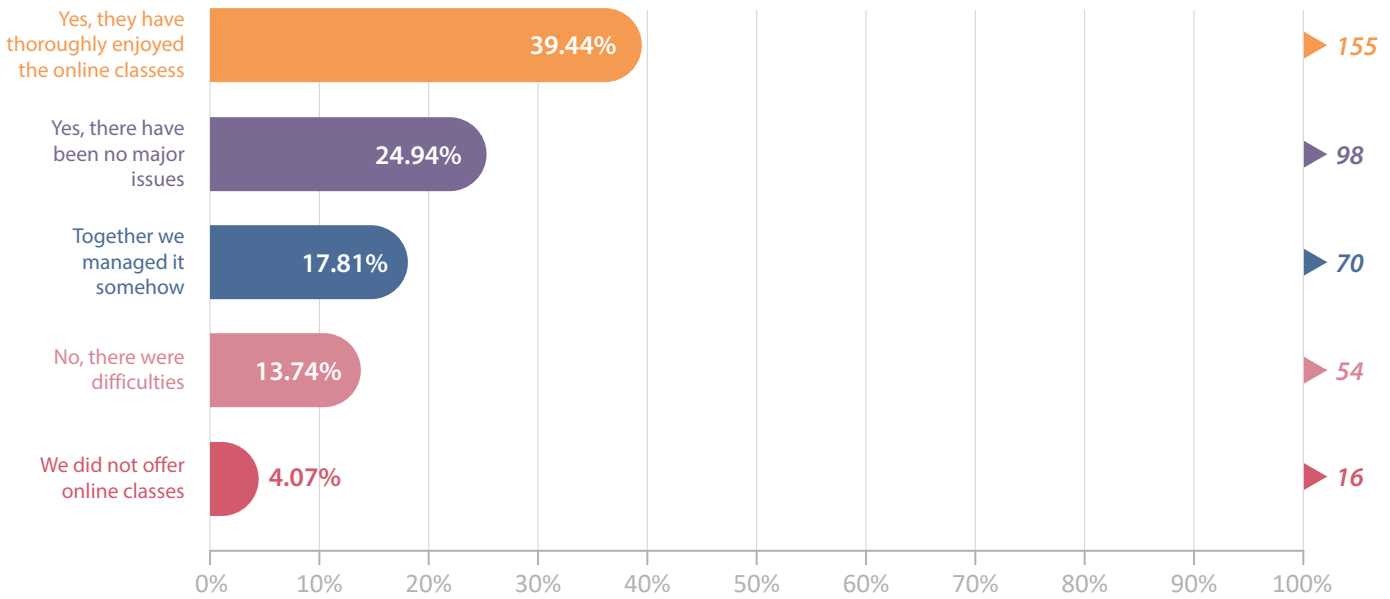
94% of schools offered remote classes during the pandemic. This confirms the internet penetration and adaptability of institutions for change.

Did your students have access to counselors during Covid -19 lockdown?



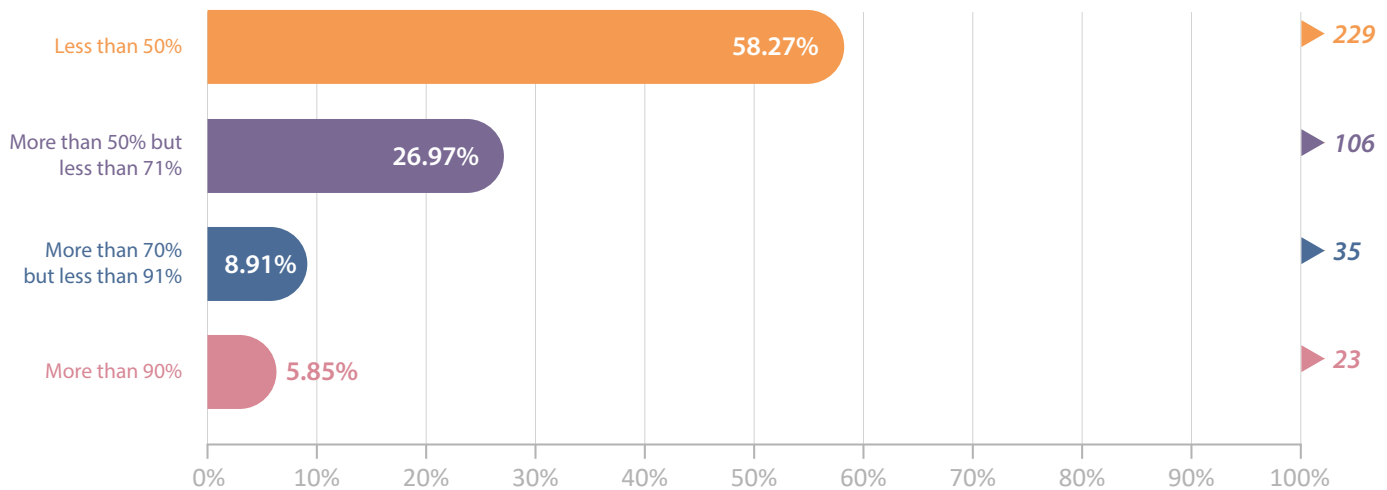
Low percentage of counselor access, during the pandemic points at our ignorance for mental health and its impact on young children. Only 27% availed the counselors services available to them.

Have your students been able to cope with online learning?

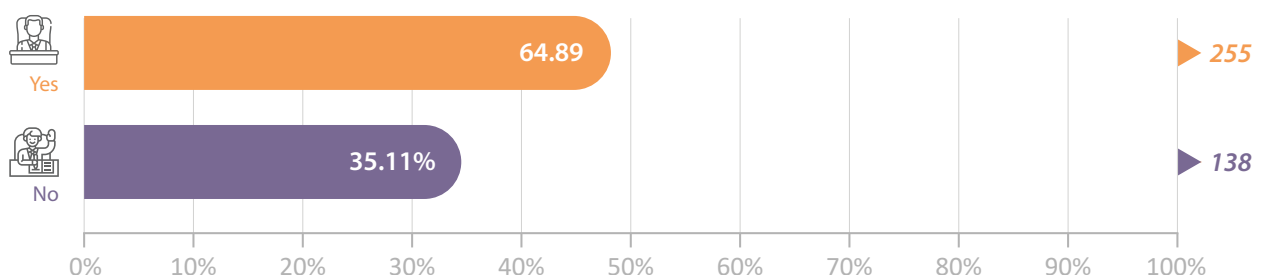


1 in 3 schools were satisfied with their remote teaching and believed that their student had an engaging learning experience.

What percentage of your students have contacted the school counselor for career guidance?



Contributions of the Respective Boards (Affiliation)

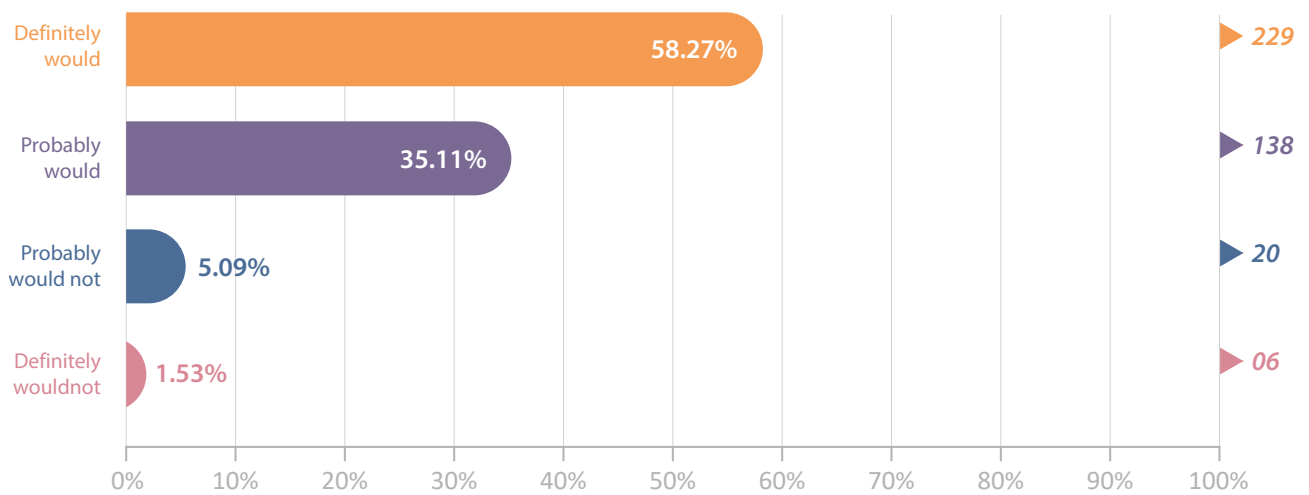


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PERCEPTIONS POST PANDEMIC

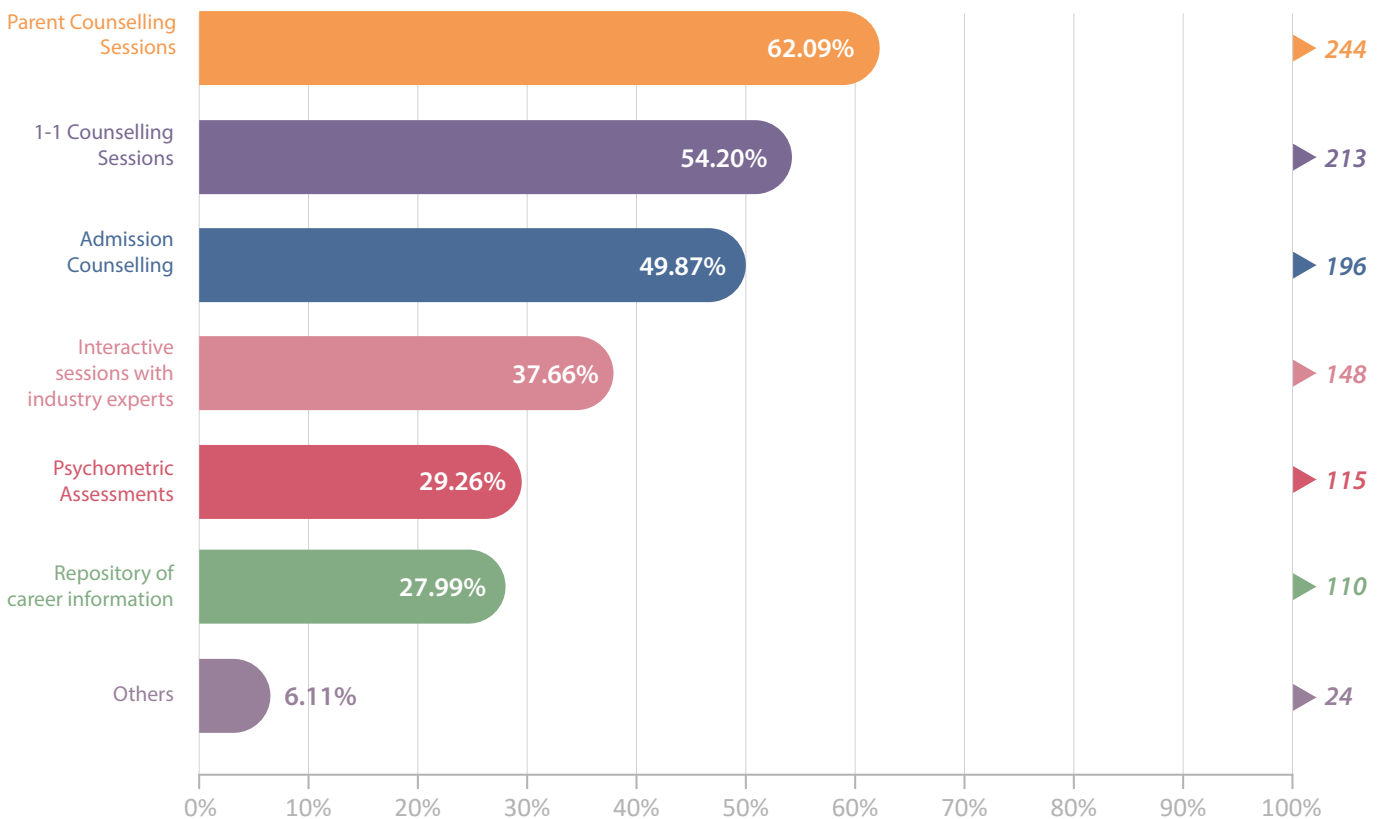


Do you see any change in the need of career services post this pandemic?



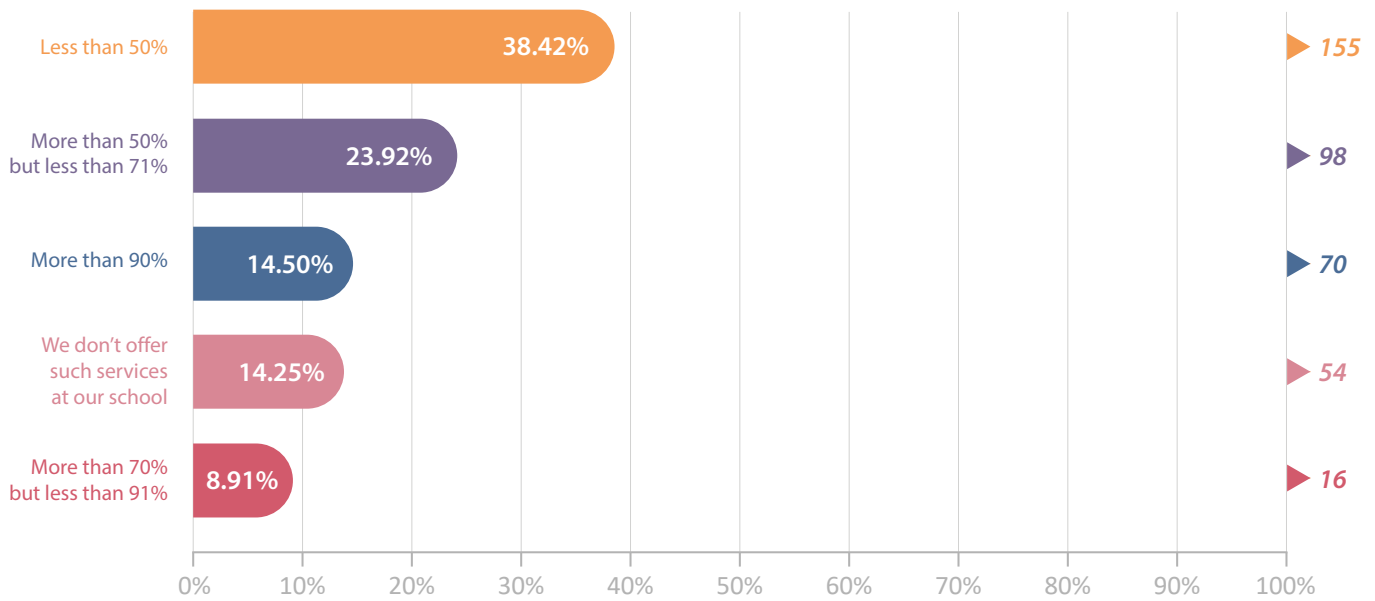
Post Covid, 94% of the respondents feel that the schools would need a change in approach for career guidance at schools. *This provides an opportunity for career guidance professionals and organisations to provide a more holistic solution.*

Is your school fully equipped to cater for students requirement of Career Guidance?



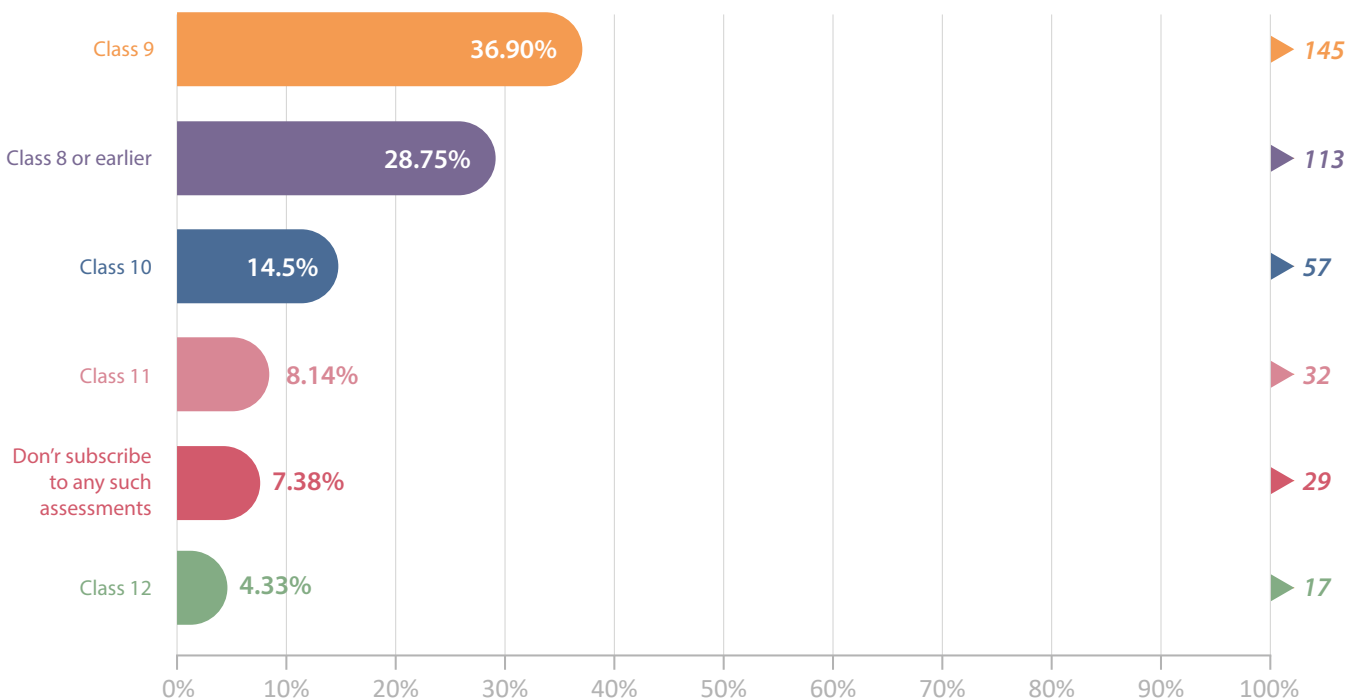
Schools offering career guidance provide a range services, with 1-1 counseling (54%), Parental counseling (62%) and Admission consulting (50%) being the most prominent.

What percentage of your students are provided with career planning assistance?



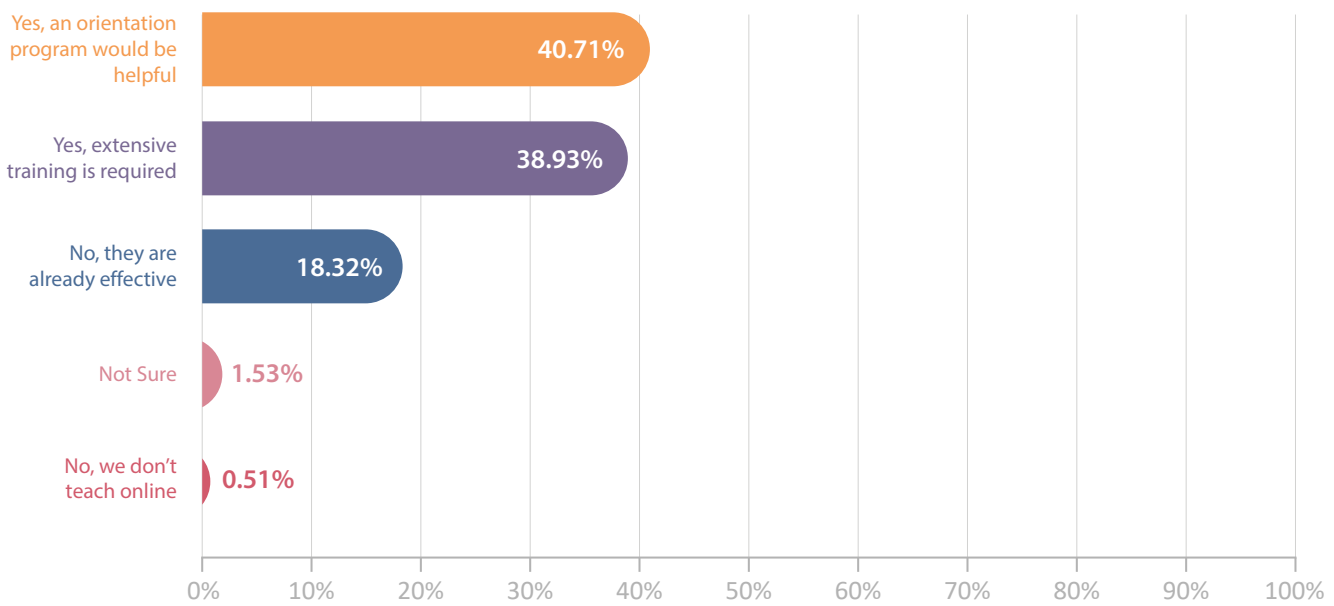
Only 1 in 6 schools provide an exhaustive CEG to all its students. This is essentially elite private schools. 1 in 2 schools either do not offer any CEG at its school or it is accessible to a limited number of students on case to case basis

Which grade should the school offer psychometric assessment for career selection?



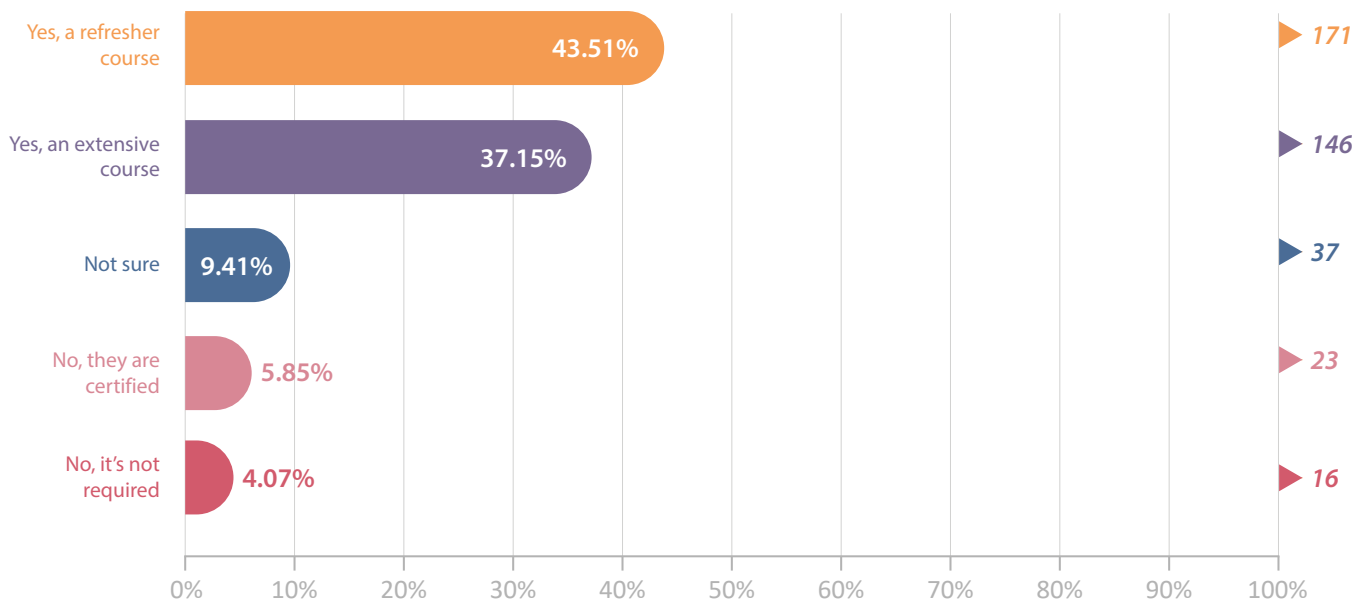
Around 8% of the institutional leaders don't believe in the efficacy and utility of psychometric assessment for career selection. Most respondents feel that the psychometric assessments needs to be administered to students in class 9 or earlier (65%)

Do you think teachers need training to be more effective for teaching online?



There exists a strong demand for teachers training, with over 80% of the schools looking for help in making their teachers effective in online teaching. Covid-19 has advanced technology usage in classrooms. Educators will need to be trained on embracing technology as an aid for effective classroom delivery.

Do you think teachers need training to be more effective for teaching online?



With only 6% of the counselors having gone through some certification, there is a need to focus on a standardised counselors training program.



National Programme on Career Awareness