



GRAAM

Grassroots Research And Advocacy Movement

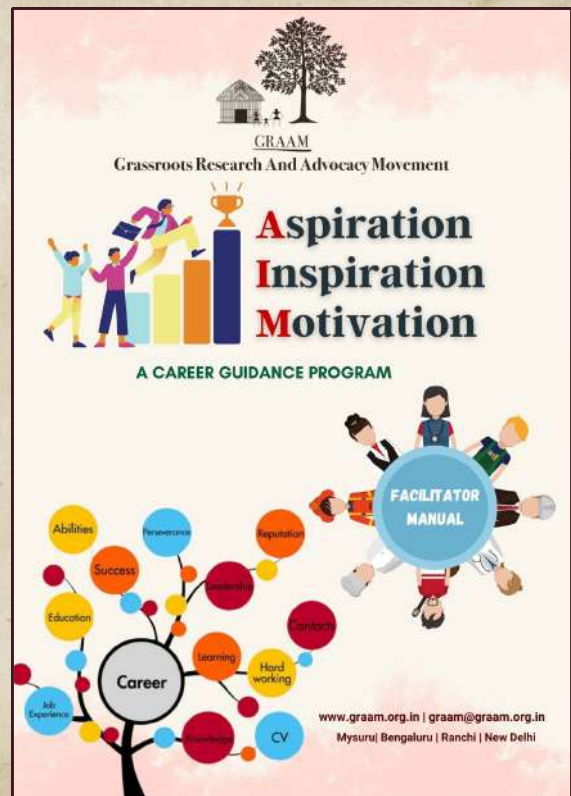
GAP IN AIM
ENHANCING
EMPLOYMENT
THROUGH
CAREER PLANNING



UNIVERSAL CAREER PLANNING
FROM GRAAM'S STUDIES

Introduction

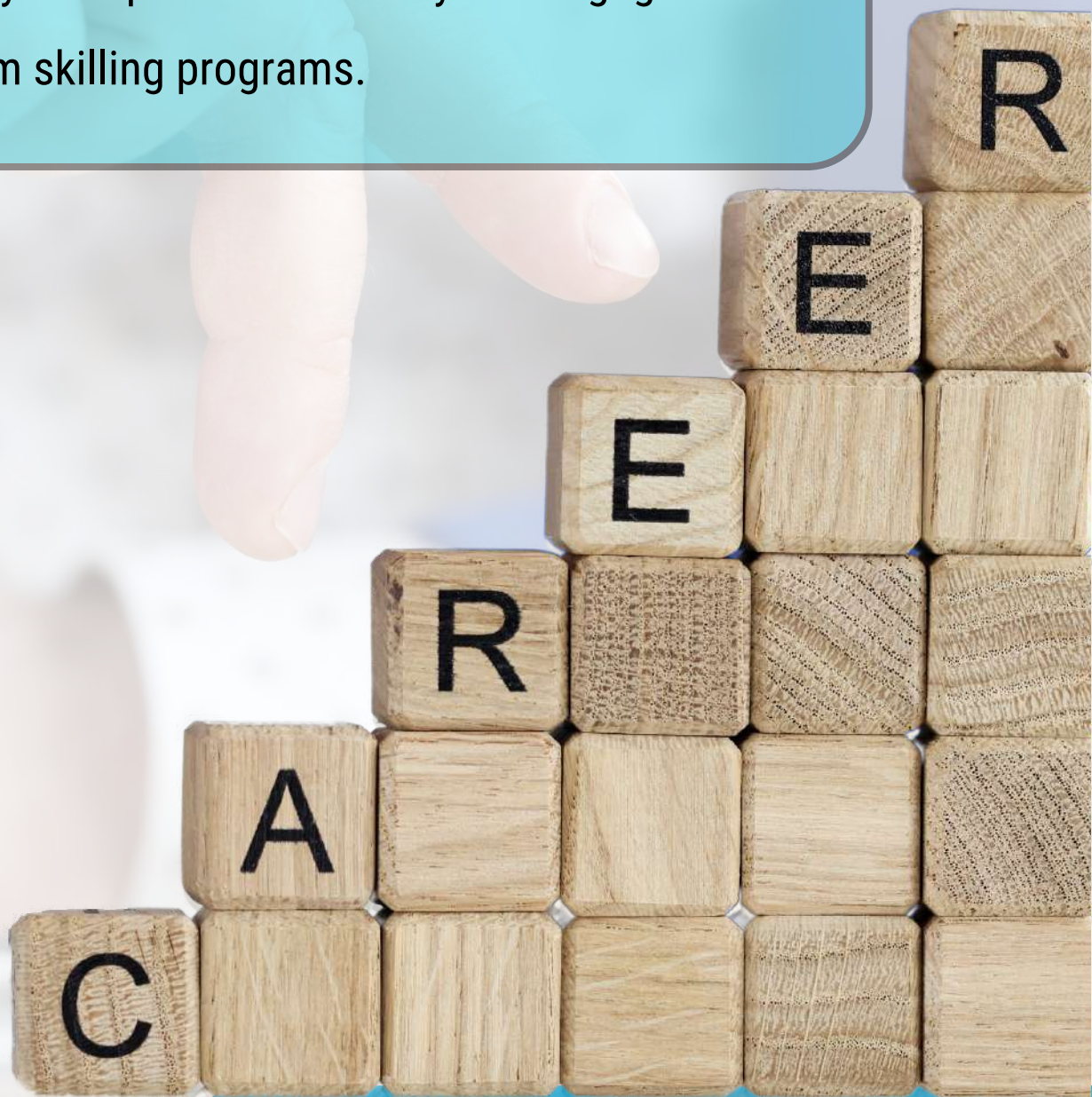
In the transition from education to employment, young individuals face significant challenges due to a gap in aspiration, inspiration, and motivation (A-I-M). This gap adversely affects their engagement in skilling programs and their subsequent employment journey. The evidence presented by studies underscores the urgent need for systematic career planning interventions, particularly during the formative adolescent years.





Lack of Career Goals Among Youth

A study in Ramanagara district, Karnataka, by GRAAM revealed that a substantial portion of the youth, both out of college (53%) and in college (50%), lack clear career-related goals. This absence of direction significantly hampers their ability to engage in and benefit from skilling programs.



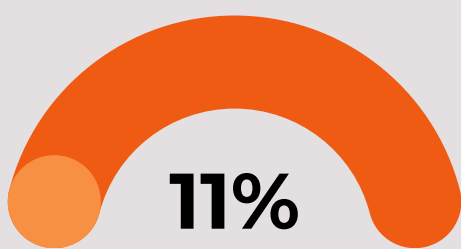


Importance of Interest and Relevance in Skill Courses

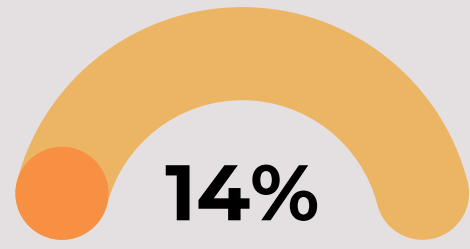
A noted reason for dropout from the DDU-GKY program was the perceived irrelevance or lack of interest in the skill development courses. In GRAAM's evaluation of the skill development schemes Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Chief Minister's Kaushalya Karnataka Yojane (CMKKY) in Karnataka.

“Not finding the course interesting”

CMKKY Beneficiaries



PMKVY Beneficiaries



as the reason for drop-out from the training course. This indicates a critical need for aligning skill development opportunities with the individual's interests and career goals to ensure engagement and completion.

Career Planning and Employment Retention

DDU-GKY's employment attrition data in Karnataka shows a decline from 73.63% of beneficiaries receiving job placements to only 42% remaining in employment after one year. This trend suggests that enhancing A-I-M through career planning could significantly improve employment retention rates.



