



To

The Donor

Subject: Donation proposal to implement “Career Awareness Programs” in Government schools impacting the lives of 2 Lakh (0.2 Million) children studying within the Grades VI-X in Rural India.

About SHINEEDTECH Projects Private Limited (www.shineprojects.in)

SHINEEDTECH Projects Private Limited is an education company (CIN: U80903TG2020PTC146005) that offers education products like the skill development “Courses & workshops” and “Career Awareness Programs” to students from Grade 5-Post Graduates. We have offered our Educational products and services to 800+ Private and Government Educational institutions so far with almost all of the IITs and IIMs being our noteworthy clients.

Our company is:

- An NSDC & an ISO (9001:2015) approved Education company
- DIPP Registered & UDAYAM Registered
- Rated as the Best Start up 2020 by Business Connect
- Rated as the Best Ed-tech 2021 by Prime Insights
- Only Ed-tech company in the world to have 7,300+ Google reviews with 4.7/5 Rating

Our Social Media footprint:

- 7,300+ Google reviews with 4.7/5 rating
- 28,000+ Active student follower base on LinkedIn
- 23,000+ Active follower base on FB with 200 5-Star votes
- 29,000+ Active student follower base on Instagram
- 5000+ Followers on Twitter page

Baseline Study:

We recently conducted a comprehensive baseline study involving 35,000 students enrolled in 12th grade and graduation. The study revealed that a significant 93% of these students expressed a sense of regret or uncertainty regarding their chosen academic streams, feeling that they had made incorrect choices or ended up in streams without adequate understanding. Remarkably, 99% of the surveyed students indicated that if they had access to a career awareness campaign and a career test during their 11th-grade stream selection, they would have made significantly better choices aligned with their aspirations and aptitudes. These findings underscore the pressing need for proactive career guidance and the potential impact it can have on empowering students to make informed decisions about their educational paths.

What did National Education Policy say about the Career Awareness sessions for Grades VI-X

The National Education Policy (NEP) 2020 emphasizes the importance of career awareness and guidance for students from a young age. The policy states that "career awareness and counseling should be provided to all students starting from the middle school level, and continuing through the secondary and higher secondary stages, including vocational education and training, so that they are better informed about various career choices and are able to make well-informed decisions."

The NEP 2020 also highlights the need for regular and continuous guidance and counseling for students, especially those from disadvantaged backgrounds, to help them explore and pursue their interests and strengths. It suggests that schools should establish dedicated career guidance and counseling cells, staffed by trained professionals, to provide personalized guidance and support to students.

Furthermore, the NEP 2020 recognizes the importance of developing skills and competencies that are relevant to the changing nature of work, and encourages the integration of vocational education and training programs into mainstream education. It suggests that schools should offer a variety of vocational courses and programs, and provide opportunities for students to engage in experiential learning and internships to gain practical skills and knowledge.

Overall, the NEP 2020 highlights the importance of career awareness and guidance in preparing students for the workforce, and emphasizes the need for a comprehensive and integrated approach to career education that supports the holistic development of students

Career Awareness & Financial Literacy Program from SHINE PROJECTS:™

The proposed program comprises of 5 steps:

- 1) **Career Awareness** : 200+ Career options and Education paths will be explained
- 2) **Career Test**: It's a Psychometric test (Built on AI) with Career orientation. A student who takes up this test shall get 4 Career recommendations along with MBTI & Holland psychometric reports
- 3) **Financial Literacy**: Following concepts will be taught:
 - What is money
 - How to Earn & Spend money
 - How to Save & Invest money
- 4) **Financial Literacy Assessment**: It's a test to assess if the students have duly learnt whatever concepts were taught in the classroom
- 5) **Capacity Building for teachers**: New Career options & new trends emerging in Financial markets will be taught to teachers for 1-2Hours via Zoom sessions, once in a month

Proposed Project:

SHINEEDTECH Projects Private Limited is currently proposing the implementation of "Career Awareness & Financial Literacy" Program in 318 government schools starting with Telangana region. The program aims at empowering close to 2 Lakh students with an end to end "Career Guidance & Financial awareness" that will help them get a clear Educational and career road map and to teach them the financial literacy concepts that they will remember throughout their lives.

Overall Timeline: 6 Months (15/Aug/2023 to 15/Feb/2024)

Total Number of schools: 318

Total Number of students: 2 Lakhs

Direct/Indirect Beneficiaries:

- Students (VI to X) – Will directly learn from the instructor and also get an AI powered dashboard for 1 year
- Teachers – Will also be a part of the session to learn from the instructor and also get an AI powered dashboard for 1 year
- Principals - Will also be a part of the session to learn from the instructor and also get an AI powered dashboard for 1 year
- Parents – Will indirectly learn from the student and can use the AI powered dashboard of their child to learn any aspect related to Education/Careers.

Timeline per school:

- Career Awareness : Half day
- Career Test: 40Min Duration(can be done via Mobile/Desktop/any device any day)
- Financial Literacy: Half day
- Financial Literacy Assessment: 20Min(can be done via Mobile/Desktop/any device any day)

Apart from the above 1 day activity in the school premises, a 1-2 hour training session (monthly once) will be uploaded into the student & the teacher dashboards for them to be updated with the latest trends and patterns in “Careers”

The student will learn/attain:

- Knowledge on various career options available
- Financial Literacy
- A certificate(with respective school’s logo) for passing financial literacy test
- A Career report containing 4 best suited careers
- An **online dashboard** with a 1 year access to:
 - “Ask me about Anything” chatbot built on AI-** Student can type any education/career related query to get answers in a micro second.
 - Career library-** Information about all the careers available
 - University library-** All universities listed rank wise
 - 1-2 Hours with training module** once a month to stay abreast

Each school will attain:

- Student & Parent satisfaction
- A consolidated summary of psychometric & Career report of all the students
- A school level certificate which details the program availed from us
- A memento(Award of excellence) for the initiative taken
- A listing in our collaboration tab that has a viewership footprint of 1500+students a day

Donors shall attain:

- Career Test worth ₹2,599 + GST as a free of cost
- Satisfaction for donating for a good cause
- Donor name/any business name of theirs will be announced + any banners/Logo of donor if given will be put during the project execution
- Donation receipt shall be given & the donor will be tagged on LinkedIn for his/her contribution (This is optional & only if the donor is ok with the activity)
- Thank you note will be given from the school principals to the donor
- Recorded HD testimonial videos of underprivileged children thanking the donor (on their name & their business name if any)

Financials: Total Project cost: 40 Crores

Out of the total project cost, we are seeking for a funding for 25% of the cost. This amounts to 10 Crore for all the 318 schools. This covers the costs of the instructor’s fee, travel, food & accommodation expenses. Additionally it will also cover the certificate & memento cost along with Financial Literacy test cost. **The cost comes to Rs.500 per child.**

75% of the project cost will be borne by SHINEEDTECH Projects Private Limited. This amounts to 30 Crore for all the schools. This covers the cost of Career Assessment, AI powered dashboard for 1 year for their future reference and monthly virtual training videos for students and teachers.

Cost break up for the funds we are seeking from you:

Sl.No	Item	# of units	Unit Cost	INR
1	Instructor Fee	318	100000	26800000
2	Instructor travel	318	15000	4020000
3	Instructor accommodation	318	5000	1340000
4	Memento	318	500	134000
5	Certificate(color print & lamination)	318	50	13400
6	Financial Literacy Assessment	200000	338.463	67692600
	Total funds needed			100000000

Cost break up for SHINE PROJECTS:

Sl.No	Item	# of units	Unit Cost	INR
1	Operations/Backend expenses	N/A	N/A	2000000
2	Career Assessment	200000	1484	296800000
3	Follow on training modules-1 per month	N/A	N/A	1200000
	Total cost for SHINE PROJECTS			300000000

Annexure:

Our “Career Awareness program” was organized for 10th Grade students of 40 private schools in March 2023 in Amberpet Mandal, for which our Director was felicitated by MLA Mr.Kaleru Venkatesh



Our “Career Awareness program” project is running successfully in Ashray Akruthi foundation, an NGO for 50,000 + hearing impaired students.



One example of our “Career Awareness program” being organized in a standalone school in March 2023. These photos are from Pragati Vidyaniketan school Owned by Mr.Madhusudan Reddy, TRESMA’s Secretary and NGO NISA’s Vice president.



Our “Career Awareness program” proposal is being seriously considered by TRESMA, the association of 10,000 budget private schools in Telangana. We have given our proposal presentation in Feb 2023.



Overall, we have offered our education products and services to 800+ schools & colleges in India & abroad with IITs and IIMs being our noteworthy clients.

Our Collaborations with Colleges



IIT Delhi

Webinar Date: 14/June/2021



IIT Roorkee

Webinar Date: 05/June/2021



IIM Sirmaur
KNOWLEDGE . LEADERSHIP

Webinar Date: 05/June/2021



Indian Institute of Technology
Kanpur

Webinar Date: 31/May/2021



Indian Institute of Technology
Hyderabad



Indian Institute of Technology
Guwahati



Indian Institute of Technology
Kharagpur



Indian Institute of Technology
(BHU) Varanasi

Conclusion:

After NEP 2020 emphasized the importance of schools having to offer Career Awareness programs to students from Grades VI-X, premium CBSE schools have immediately set up a “Career Cell” within their school premises. Almost all the budget CBSE schools have outsourced this requirement to Education companies. The respective state board schools are also taking Career Awareness programs very seriously and collaborating with Ed-Techs to fulfil their requirements. The only students that don’t have an access to the Career Guidance & Career Tests till date are the underprivileged students, hence we are sincerely making efforts to organize our program in the government schools, because we believe that “education is the birth right of every child”

