

B/45785/CC/AWES

28 Aug 2024

List 'A'

CAREER COUNSELLING FOR STUDENTS OF ARMY PUBLIC SCHOOLS

1. **Career counselling is indispensable for students navigating today's competitive landscape.** Expert guidance empowers informed decision-making by aligning interests, skills, and values with suitable career paths. This structured approach counteracts external pressures, fostering independent choices and unlocking students' potential for academic and professional success.
2. A growing need for professional guidance has been identified to support students in making informed decisions about subject choices and subsequent career paths. The importance of this need was emphasized at the BOG meeting during April 2024, where it was proposed that Army Public Schools implement a structured career counselling program.
3. A comprehensive assessment identified a critical shortage of qualified academic counsellors, especially in underserved regions and smaller cities. This shortage poses a significant challenge to providing students with the necessary guidance.
4. To bridge this gap, we collaborated with multiple career counselling agencies to develop customized solutions tailored to our needs.
5. An assessment was conducted to determine the viability of employing academic counsellors. These agencies submitted proposals outlining strategies to address the counsellor shortage and effectively support our students.
6. **Six career** counseling firms expressed interest in partnering with Army Public Schools.
7. Based on detailed assessments of the presentations and financial standing among the **six career** counseling firms that expressed interest in partnering with Army Public Schools, **four were** deemed suitable by **HQ AWES**. The remaining two were considered average.
8. These shortlisted firms demonstrated exceptional capabilities in meeting the project's specific requirements. The deliverables mentioned for these four firms are the basis for recommending these companies for further consideration :-
 - (a) **i Dream.**
 - (b) **Viosa.**
 - (c) **Mentoria.**
 - (d) **Team Iris.**
9. Given NEP's directives, it is imperative to engage these professional domain experts to address the challenges and opportunities within this domain effectively.
10. Army Public Schools should be empowered to select within their clusters **any of these four approved** firms autonomously, leveraging a rigorous assessment of their expertise and market standing. Student enrollment in these services would be **strictly voluntary**.
11. Army Public Schools also have the flexibility to explore **other reputable career counseling services** available in their local area to ensure the best possible support for their students.
12. The detailed proposals for these four companies are attached.


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for MD AWES

Encls : As above.