



# CAREER COUNSELLING FOR INDIAN YOUTH

A Comprehensive Report on impact of Career  
Counselling Sessions for Indian Youth through  
Community Radio Stations



CEMCA

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**For further information, contact:**

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# SUGGESTIONS FOR INDIAN YOUTH

“A Comprehensive Report on impact of Career Counselling Sessions for Indian Youth through Community Radio Stations”



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**SUGGESTIONS FOR INDIAN YOUTH**

**“A Comprehensive Report on impact of Career Counselling Sessions for Indian Youth through Community Radio Stations”**

# Acronyms

CEMCA: Commonwealth Educational Media Centre for Asia

COL: Commonwealth of Learning

CLP: Community Learning Programme

CRS: Community Radio Station

R & D: Research and Development

CCY: Career Counselling for Youth



## **SUGGESTIONS FOR INDIAN YOUTH**

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# Preface

In a view of the changing expectations of young people as society Members and the rapidly changing educational and professional opportunities, the field of youth career guidance and advise has changed rapidly. This article summaries student perspectives and counselling programmes offered to young people, as well as to re-develop these services to better reflect current economic, career, and social realities.

Youth is a period for identity formation and self-exploration in which people, society, education and their careers can develop their views. There can also be stress and upheaval. In light of changing expectations of youth as members of society and rapidly changing educational, professional guidance and counselling undergoes rapid change. New approaches are required to deal with the concerns of young people and young adults, and young people's voices have to be central when these approaches are developed.

Community Radios are being engaged to connect and obtain ideas from the youth community. Various question asked by the youth community in this Career Counselling programmes. Community Radios are short range channels which provide proper information to people living in a locality and influence the communities. The career counselling program was implemented in 10 CRS located in urban as well as rural areas of the country to provide proper guidance and solution to their problems.

We would like to thank every member of CEMCA for Career counselling for youth programmes. We received constant support and forbearance from them in conducting this project.

The Community Radio Stations responded to the request of CEMCA to broadcast the Programme for 6 week and collect data from the communities. It was a difficult time for them due to Covid19 and the lockdown. We are grateful for their dedication.

Lastly, Team CEMCA deserves special thanks for the support during the Project. Specially, Monica Sharma and Saurabh Mishra were there helping wherever and whenever for three months of the project. They skillfully coordinated the project efficiently to meet the target.

Hope the revelations drawn from this report would address the issue raised by the youth community and make a meaningful contribution in building up the career of the youth and collectively of the nation.





Source: <https://www.cemca.org/news>



## **SUGGESTIONS FOR INDIAN YOUTH**

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# Executive Summary

1. In the wake of the COVID-19, the Department of Science & Technology contemplated the concept of the Career Counselling for Youth to spread awareness and provide assistance across the country for young person successfully moves from school to higher education and finally becomes employees.
2. As defined by UNICEF, Career Counseling is a comprehensive and right approach to development that helps people to make and implement informed learning and work choices, which in turn contribute to their social, financial and emotional well-being.
3. Commonwealth Educational Media Centre for Asia (CEMCA) is an international organisation established by the Commonwealth of Learning (COL), Vancouver, Canada, to promote meaningful, relevant, and appropriate use of information and communication technologies to serve the educational and training needs of Commonwealth member states in Asia. CEMCA was granted diplomatic privileges and immunities by the Government of India under Section 3 of the United Nations (privileges and immunities) Act, 1947.
4. Community radio broadcasts were complemented by a feedback collection process where people recorded their messages, opinions, and questions. The aim of the community radio engagement process was creating a platform that consolidated suggestions and feedback that was truly representative in nature.
5. The Campaign adhered to the following objectives:
  - Use the medium of Community Radios to reach out to the tribal, semi-urban and Urban.
  - Aware and educate people about different career paths, opportunities, earning levels and the required timeframe.
  - Effective, meaningful and significant information has to be provided to the youth in solution of their problems.
  - Youth should learn how to scrutinize their weaknesses and then overcoming them.
  - Assist youth in making appropriate, satisfying and interesting educational choices.
6. According to the Ministry of Information & Broadcasting (MIB), There are 316 Community Radio Stations in India, out of which 10 were shortlisted for this project. The ten CRS were selected from four regions in the country: East (3), West (3), North (2) and North East (2).

7. Community radio broadcasts were accompanied by a survey. The survey collected basic details of the respondents such as their age, location, studies or occupation and other details regarding various aspects related to career goal, career guidance and suggestion if so required.
8. The research instrument used for collecting the data was Community Radio Survey.
9. Reports were received from individual radio stations and summary is presented in Table 1.

S. No.	Zone	Total Number of Community Radio Stations	Total Number of Respondents
1	East	3	450
2	West	3	450
3	North	2	300
4	North- East	2	300
	<b>Total</b>	<b>10</b>	<b>1500</b>

*Note: Data is based on the report from the CRS*

10. The demographic profile of the respondents was analysed with reference to gender, age, student/occupation, if student then in which class, clear about his/her career goal, any professional help taken for career guidance, satisfied with the career guidance provided, need for good career guidance and suggestions to make better career guidance. The major findings include:
  - Forty-eight per cent of the respondents were male and forty-seven per cent were female.
  - Seventy-nine per cent of the respondent were in the age group of 13 to 23 years. Eighteen percent of the respondent were in the age group of 24 to 30 years. Only three percent of respondents belongs to 31 to 65 years.
  - Most of the respondent were happy with the career counselling provided to them through CRS.
  - Majority of the respondent found Career counselling for youth satisfactory (78 percent). Some of the respondent were not satisfied (17 percent) as they need brief discussion in their particular field for proper clarity about their future scope.
  - Respondent have diverse Educational background. 14 percent of respondents belongs to 10<sup>th</sup> Class, 23 percent of respondents were from 12<sup>th</sup> Class, 41 percent of respondents had undergraduate's degree and 11 percent had post-graduate qualifications.
  - Maximum respondents were students (97 percent) and only 3 percent of the respondents were working person.

- 64 percent of the respondents responded that they are clear about their career goal, 30 percent are not clear about their career goal and the remaining 6 percent are still in confusion.
- Discussing about the professional help, twenty eight percent of the respondents took professional help for their career and the rest sixty-six percent never took any professional help.
- 61 percent of the respondents receive career guidance free of cost, 27 percent did not use career guidance services and the rest 12 percent paid some amount to receive career guidance services.





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# Introduction

In the last 2 years, the COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, education system and the world of work. The economic and social disruption caused by the pandemic is devastating. Millions of people are at risk of falling into extreme poverty, while the number of undernourished people, currently estimated at nearly 690 million, could increase by up to 132 million by the end of the year. This, being a new viral disease affecting humans for the first time, some vaccines are available but it is unpredictable how effective it will be to Human being as new variant is emerging one after the other. Thus, the emphasis is on taking extensive precautions such as extensive hygiene protocol (e.g., regularly washing of hands, avoidance of face to face interaction etc.), wearing of masks, and social distancing, and so on. This virus is spreading exponentially region wise. In many Countries, gatherings of people are strictly prohibited to the spread and break the exponential curve.

Millions of companies face a threat to existence. Almost half of the world's 3 billion employees are in danger of losing their livelihoods. The fact that the majority lack social protection and access to high-quality health care and have lost access to productive assets is that informal economic workers are particularly vulnerable. Without the means to earn an income during lockdowns, many are unable to feed themselves and their families. For most, no income means no food, or, at best, less food and less nutritious food.

The education sectors of India as well as world are badly affected by this pandemic. It has enforced the world wide lock down creating very bad effect on the students' life. Approximately 32 crore students stopped moving schools and all educational activities stopped in India. All school, college and university examinations, including entrance tests, were postponed. Students all over the world facing new challenges as their classroom study shifted to e-classes and e-learning. Students from very poor background are unable to attend E-Classes. It has worked as an incentive to develop educational institutions and opt for technology platforms that have not previously been used. The education industry struggled with a different perspective to survive the crises and digitalize the challenges to remove the threat of the pandemic.

The lockdown has forced many schools to cancel their schools' exams, internships, etc. and to choose the online modes. At the beginning, educators and students were confused and could not figure out how to cope with the sudden crisis which forced education to stop. But later on all realized that the lockdown has taught so many lessons to manage with the emergence of such pandemics. Thus, COVID-19 has created many challenges and opportunities for the educational institutes to strengthen their technological knowledge. The lockdown gave teachers and students a ray of hope that they could continue their education work online. The teachers assigned work to students via internet, delivered lectures video conferencing using different Apps like Zoom, Google meet, Facebook, YouTube, and Skype etc.

Now it is time for world solidarity and support, particularly in the emerging and developing countries, for the most vulnerable in our societies. Only together can we overcome the interconnected health and social and economic consequences of the pandemic and prevent their escalation into a lengthy humanitarian and food security disaster, with potential loss of developments already achieved.

### [How Career Counselling is so much required in Covid-19 situation?](#)

Career counselling goes beyond the provision of relevant information, to broader issues, such as career development, work-adjustment, work-dysfunction, and integration of life roles with other life roles that may or may not be directly related to work. Career Counseling services can be effective if you start early. It equips you with informed choices for your long-term plans. It also lessens any last-minute confusion or delays. But in present situation, Career Counselling will play a vital role in advising, guidance and counselling to students and jobseekers to achieve success in their career.

As we are well aware that due to COVID-19, all classes are going online. Students of class 10<sup>th</sup> and 12<sup>th</sup> were in great dilemma about their results, as their boards exams were cancelled. Their result were declared recently and the marks were evaluated on the basis of their previous exam performance. Other Class students are promoted to higher classes without proper exam. Some students are unable to analyze themselves and unable to decide which career field will be best to proceed.

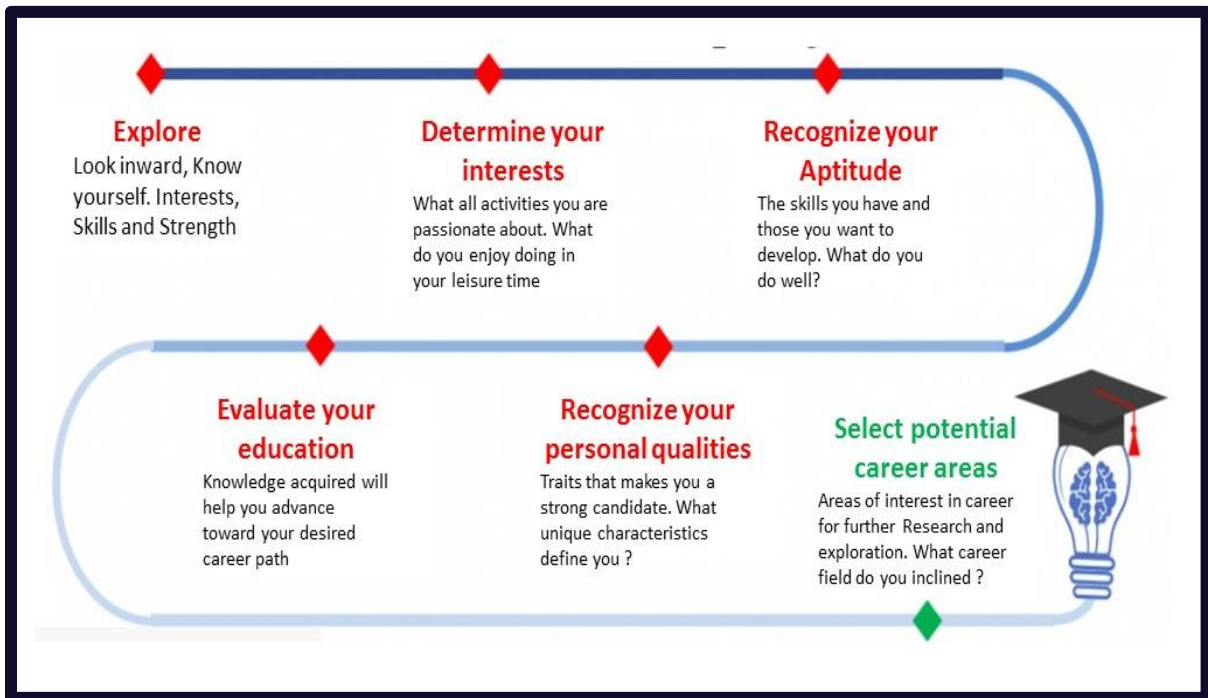
Many people lost their job, their family members in this pandemic, which created huge impact on their lives. They are facing a stressful life and got stuck in their life. It is self-introspecting time and a good counselling is needed for better career. Counsellors discover what works for them and what doesn't and suggest necessary actions accordingly. Not everyone is aware of their career options. Career counsellors hold candidate's hand and take them to the world of possibilities, they help them, understand them, their strengths and weakness, then suggest them the possible career options.



There have been many purposes of counselling stated as follows :-

1. The students should learn how to scrutinize their weaknesses and then overcome them; the role of a counsellor and a guide is to help them how to catch the fish on their own.
2. In order to solve their problems, effective, meaningful and important information must be provided.
3. Students should be guided to detect and improve their learning faults and inconsistencies in education. They should be guided to enhance their efficiency.
4. It is important to promote a sense of consciousness among students and the capacity to gain enough knowledge in terms of their studies, to focus on them and to become better and smarter.
5. Individuals must be aware of their own good points and negative points, of their basic personal requirements, abilities, assets, liabilities and potentialities.

For



more details understanding Fig 1.1 to select potential career area for youth.

Fig 1.1

## What is community Radio?

Community radio is a type of radio service that caters to the interests of a specific area. It broadcasts popular content that is relevant to a particular local audience but is often ignored by commercial broadcasters or mass media. Community radio stations are operated, owned, and influenced by the communities they serve. They are usually non-profit-oriented and provide a mechanism for people, groups and communities to speak their own stories, to share experiences and to develop and contribute to media in a media-rich world. In many parts of the world, community radio acts as a means of promoting, not only broadcasting, communal development, public service and voluntary sector objectives, civil society organizations, NGOs and partnership citizens.

During December 2002, the NDA government approved a licensing policy for establishing Community Radio Stations only for established educational institutions.

In 2006, the Government released the new Community radio policy, allowing the application by agricultural universities, schools and civil society institutions, such as NGOs, of the Community Radio License under the F.M. band 88-108 MHz.

About 40 radio stations in India belonging to education institutions and non-governmental organizations had been launched in 2008.

In past, several initiatives regarding the production and diffusion of participatory programming had already started working on local radio. In South India the Deccan Development Society collaborated in launching Sangam Radio on community programs, with groups of Dalit women. To the west of the All India Radio Station, the Kutch Mahila Vikas Sanghatan civil society group began broadcasting, and produced local development and cultural programs. In the northern part of India, Alternative has developed community programming in the Garhwa Jharkhand block.

## How community Radio differs from Commercial Radio?

The differences are related to the types of programming, sources of funding and management.

Commercial radio derives its operating budget from the sale of advertising. As commercial radio stations attract such amount on the basis of ratings, there is always a need for a large number of listeners. The station uses these ratings to demonstrate to potential advertisers that a commercial site on the station reaches many people and is a worthwhile investment. These numbers are also used to publicize prices. The more listener a station is present, the greater the amount and the more money in its operating budget advertising spots will be charged.

Non-commercial radio stations, including local affiliates of National Public Radio, are provided by community and University radio stations. While advertising on these stations is available, it is broad and not the main source of station funding. Much non-commercial stations rely on grants for their revenues, such as universities and audiences, from non-profit firms.

### Roles Of Community Radio(CR):-

- a) CR serves as a development tool which address local issue.
- b) Community radio can also assist with initiatives such as educational spread, local debate and corrupt authorities.
- c) CR is often referred to as “people's radio, For people, By people”.
- d) Usually the service is run and managed by local people and addresses local community-related questions.
- e) It has a large potential to act as a tool for rural development in India in terms of awareness creation, information dissemination and communication facilitation.
- f) It can access poor infrastructure, mainstream national and regional media.

### How can we spread Career Counselling with the help of Community Radio?

As discussed, earlier Community Radio acts as a means of promoting, broadcasting, communal development, public service and voluntary sector objectives. So here, CEMCA an international organization, was engaged to organize and coordinate activities related to Career Counselling for Youth. Community Radio was involved by CEMCA to provide survey questionnaire from youth related to Career Counselling and the best Career Counsellor, provided by CEMCA, will answer these questions and also provide necessary guidance to build a wonder career ahead. Community radios play a major role in building communities and in identifying different causes which would otherwise be unnoticed. These radios have the power to reach and engage people in niche sectors of society. Presently, there are total 289 community radio stations in India of which 10 are selected. These selected stations podcast this program where all the questionnaire asked by the candidates was answered in a very meaningful and decent way which will help the candidates to decide their career objective without any confusion.

The candidates involved in this session are the future of the country. We provide them a proper guidance and knowledge about their career and show them the right path to reach their goal. This will ultimately create a positive thought within them. They can analyze things according to their interests, skills and strengths. They can even evaluate their education and after that they can select potential career area. And this is how they can convert their dreams into Reality.

### How Community Radio can help in Rural Education?

Community Radio enhance awareness and knowledge of solutions to community development issues in various sectors, including culture, rural development, education, sanitation and hygiene, agriculture, and rural local governance. The response from all the 10 Community Radio Station was far more than expected. The reach of community radio is very vast. It can even reach village area where students are unaware about their career prospects, job opportunities and this lack of knowledge will make them the frog of the well. Many villages in our India are yet to develop. Internet or Wi-fi connectivity is still out of reach for them but there is Community Radio.

Community Radio can play a vital role in providing information related to communal development, public service in which Rural Education is the most important topic to be discussed. Through community radio, various programs are broadcasted to make the people aware about the updated different government policies and help them to avail those benefits through that. Many villagers are regular listener of the radio community. Communal radio creates awareness among the rural mass about the various employment opportunities available for them.



## Role of CEMCA in supporting community Media

CEMCA, New Delhi is an inter-governmental organisation, which is the only regional agency of the Commonwealth of Learning (COL), implementing COL's mandate in the eight countries of Commonwealth Asia. CEMCA has been very closely associated with all aspects of the development of community radio in India like policy and advocacy, establishing community radio stations, capacity building for community engagement, station management, and local content creation.

CEMCA adopted an integrated approach for spreading non-formal learning through CRs and support in establishment and capacity development of community radio stations. CEMCA under their strategic plan 2021-27 working towards improving knowledge and skills of community radio professional to use community radio as a strategy for reaching marginalized learners. CEMCA also creating educational audio contents and promoting the objective of listeners to learners.

Under current project, CEMCA partnered with community radios across the country and created awareness about the different career scope in the different field through the best career counsellors. The career counsellors suggested the best strategies and measures to opt their career; helped the students and jobseekers by defining their goals, created room for self-exploration by making them understand about their skills and attitudes that is needed to succeed in a modern employment environment. They made them aware about the global competition that is affecting the job opportunities and specific career.

# Methodology

Career counselling is a global approach to individuals under all aspects of their personal, professional and social life. It consists in providing information, counselling and guidance services with a view to supporting each and every person in any stage of life. The career counselling for youth campaign is an endeavour to guide the students and the jobseekers in proper way so that they can select a better path to reach their goal and make their career accordingly. This initiative would surely help them to understand the pros and cons of their interested field. Various career aspect has been discussed such as Engineering, Medical, Scientist, Commerce, Arts etc. Candidates from different corners of India participated in this campaign, especially in the rural areas of the country and have proved very effective but this campaign was conducted only with 10 CRS. This can be done on bigger scale if this campaign further conducts to cover more CRS and to reach more students and jobseekers so that they will be provided proper guidance at proper time. This will ultimately make the vision of the candidates clear about their career.

In this Pandemic, many people career have been affected. Some lost their jobs and some still struggling to get a single job. Students got shifted from classroom to digital world like mobile, laptop etc. for their study. The environment for the study of the students have totally changed and the students unable to focus as they used to focus during classroom days.

The current project is consistent with the following objectives, taking these facts into account: -

- Create awareness among the youth about the different career scope in different field.
- To clarify all confusions related to career selection.
- To understand the youth situation and motivate them towards their career goal.
- Effectively use the medium of Community Radio Stations to reach out to the tribal and semi-urban.
- Identify the major focus of the youth in the career field.

Career Counselling for Youth was a broadcast of a programmes that partnered with community radios in the country. The programmes was presented in the form of a conversation to make it interesting and help people relate better. It discussed about the present scenario of careers for youth. This programmes was conducted for all youth to develop proper understanding about the different career prospects. This programmes was totally free of cost for all. The podcasts were

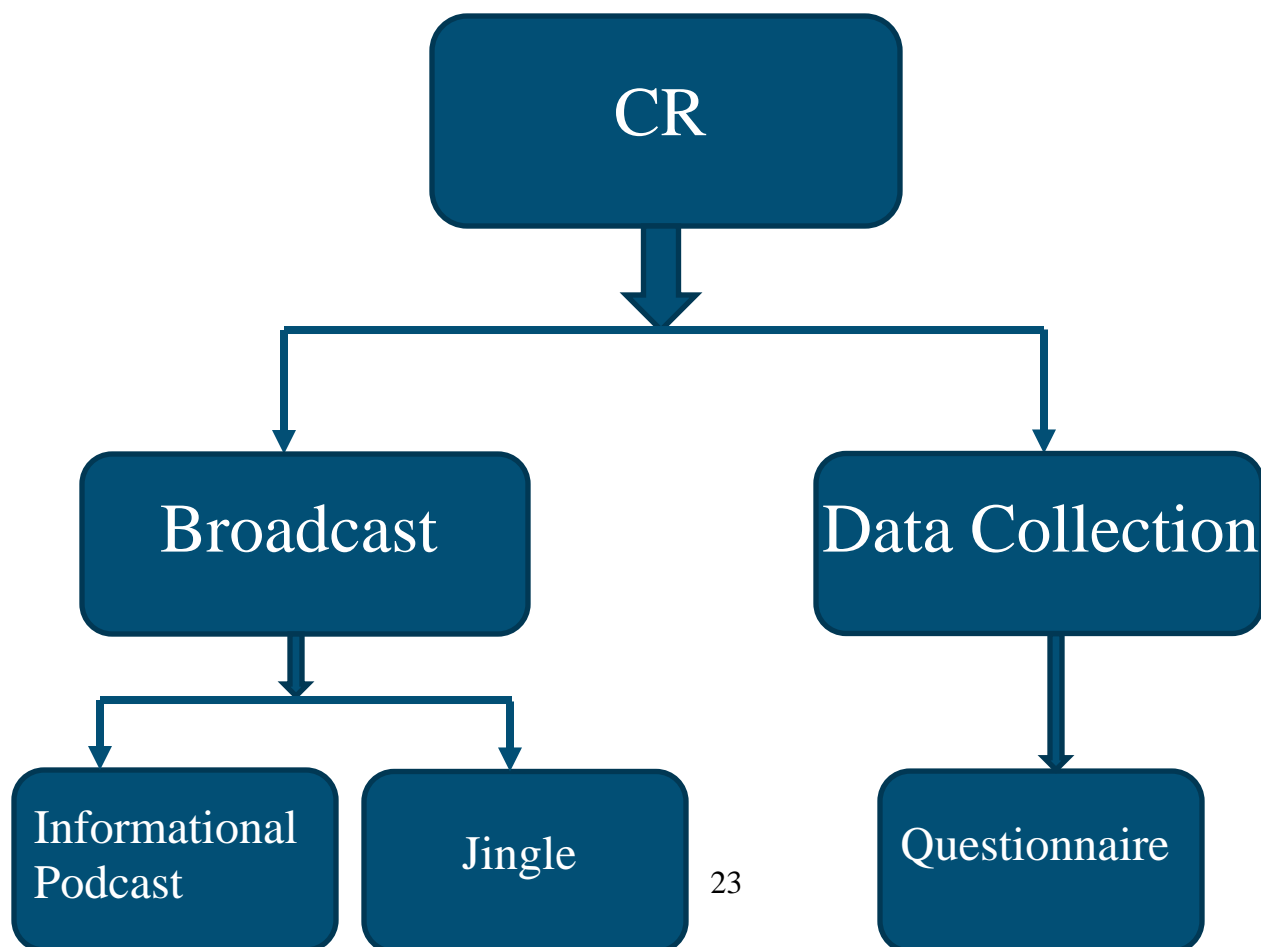
done to gather inputs from the communities through CRS. This chapter is presented in the following headings: -

- Project Framework
- Objective of the project
- Selection of Community Radio Station
- Study Instruments
- Duration of the Project
- Data Collection

### Project Framework

Surveys help in explaining educational phenomena in terms of the conditions or relationships that exist, opinions that are prevalent, effects that are evident, and trends that are developing. Within the mandate of the project, a descriptive survey method was used to collect the data.

The project adopted a comprehensive research framework. Three aspects reach, language, and listenership - were considered while selecting the community radio stations. Figure 2.1 provides the framework of the project.



*Figure 2.1: Project Framework*

### Objectives of the Project

- Organising online capacity building workshops to prepare all CRs for dissemination of the Career Counselling for Youth Campaign programme.
- Understanding the problems of youth to build better career.
- Analyzing the youth perspective for their career.
- Providing necessary suggestion to enhance the career of youth.

### Selection of Community Radio Stations

There are 316 CRS in India of which 10 were selected using a purposive sampling technique with the following criteria: -

- Active CRS which are functional
- Language diversity
- Regional representation

Using these criteria, 10 CRS were selected from 4 regions of the country for this project. All communities and community members under each CRS were included as primary stakeholders in the project. The region-wise number of CRS is given in Table 2.1. A complete list of CRS is provided below.

*Table 2.1: Region-wise CRS*

S. No.	Zone	Number of CRS
1	East	3
2	West	3
3	North	2
4	North- East	2
	<b>Total</b>	<b>10</b>



## Research Instruments

The following research instruments were used for data collection:

- Data from primary sources of information was collected through a structured community radio survey questionnaire only.

### Structured Questionnaire

The Community Radio Survey Questionnaire CCY 2021 was prepared in English for community members. Further, the respective CRS' translated the questionnaire into their regional languages for better communication and understanding. The questionnaire was on respondents' demographic profiles.

It consisted of 12 questions which sought information on gender, age, student/occupation, if student then in which class, clear about his/her career goal, any professional help taken for career guidance, satisfied with the career guidance provided, need for good career guidance and suggestions to make better career guidance.

### Duration of the Project

Considering the importance and requirements of the CCY 2021 at the national level, the following time frame for the project was followed: -

- Pre-preparation: 18<sup>th</sup> May, 2021 to 22<sup>nd</sup> May, 2021
- Actual duration of podcast: 23<sup>rd</sup> May, 2021 to 27<sup>th</sup> June, 2021
- Post project (data tabulation, report writing etc.): 26<sup>th</sup> July, 2021 to 15<sup>th</sup> August, 2021
- Total duration: May 2021 to August 2021 (four months)

The details of the timeline for the project are given in Table 2.2.

**Table 2.2: Schedule for implementing the Activities**

Activity	May-21	Jun-21	Jul-21	Aug-21
Pre- Preparation				
Actual Broadcast				

Data Collection from the Community				
Analysis and Report Writing				

## Data Collection

Only online methods were used in the administration of the survey questionnaire. CEMCA created Google Forms for the questionnaires in English and sent them to the CRS. Some CRS reproduced the survey in their local languages to help the people understand the questions better, thus helping the accuracy of the survey. The Google Forms were circulated among the community members.

Data collection was closely monitored by the project coordinators. A detailed report was submitted by the coordinators during the different stages of the project. Activities were closely monitored by CEMCA’s project team.

The data was tabulated and analysed at CEMCA for interpretation.





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# Findings & Discussions

This part of the project provides an analysis of the socio-demographic profile of the youth community members who listened to the CCY 2021 broadcast and asked questions related to studies and jobs in different field with our counsellors. It was worth reiterating that the total number of listeners were approximately around 3 lakhs. The CRS had received an overwhelming response, in fact each week more than 35 questions were received out of which only 25 questions were selected and even after the completion of the project they are still receiving questions. This has been a real success. Total 10 CRS' were selected out of 316 CRS. The data was collected from 23<sup>rd</sup> May till 27<sup>th</sup> June 2021. The data collection instrument has two parts.

Part A of this analyses the various demographic profile of the respondents (with supporting graph and figures provided under each variable).

Part B analyses the information and the questions gathered from the youth community through open-ended questions.

The data analysis showed that approximately 1500 community members actively participated in the survey. They filled the questionnaire provided to them.

Information gathered through the community

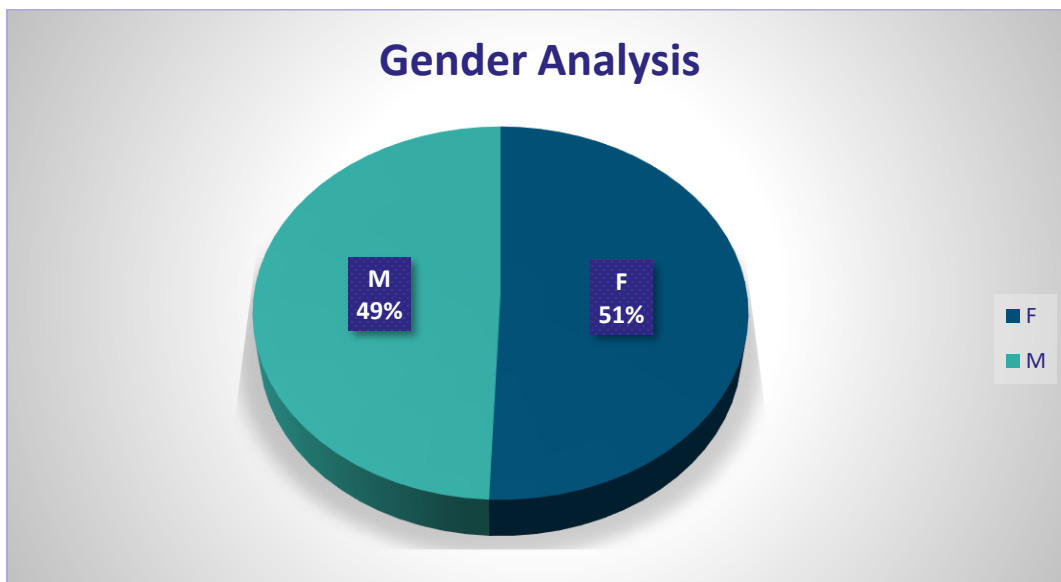
- Are you happy with your career counselling?
- Are you satisfied or not?

For this question, more than 78 per cent of the youth said that they are satisfied with the counselling, 17 per cent of the youth found this useful and rest 5 per cent of the youth said that they required more elaborating sessions or more time to discuss in their field.

## Part A: Respondents' Demographic Profile

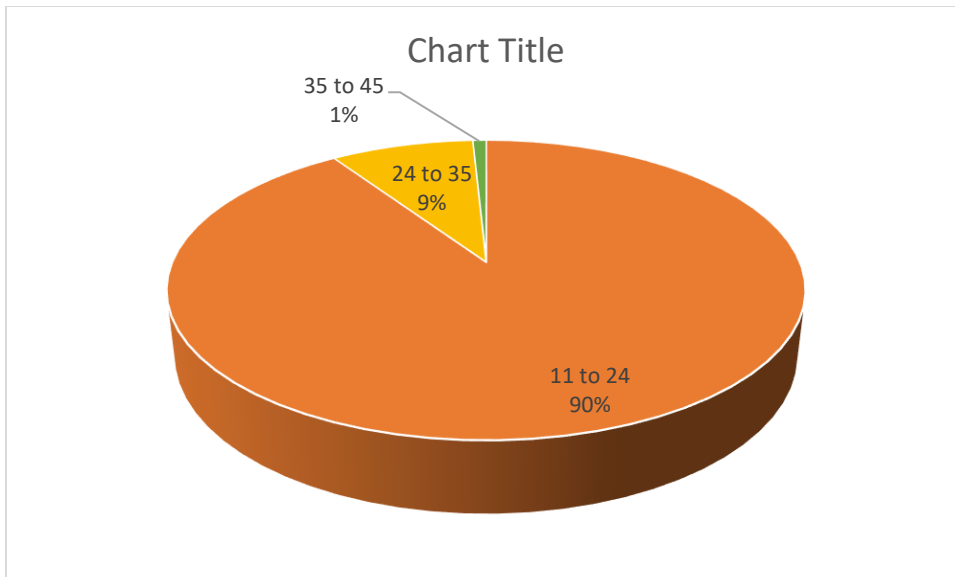
This section of the report endeavours to analyse the data collected through the survey carried out during the month of May- June. This was the time when the second wave of Covid-19 was at its peak. Many places of our Country India were in the state of lockdown. People were avoiding coming out of their home. Those who have work were maintain social distancing, wearing mask & using every precaution to protect themselves from deadly Corona Virus. Given below is a brief analysis of all the questions that were posed to the respondents.

**Gender:** The first question was asked regarding the gender. Gender Composition is important in defining the behavior of male and female respondents. The analysis of the data shows that 49% of the respondents were male and 51% of the respondents were female. More number of females were interested in listening to CR as compared to the male.



**Figure 3.1: Gender Composition of the Participants**

**Age:** The second question was asked regarding the age. Age composition of the respondents that belonged to the different age groups. Data analysis demonstrates that most of the survey respondents were youth. Listeners who belonged to 12-23 years of age group formed 90 per cent of the total respondents while 9 per cent of the respondents belonged to the age group of 24-30 years and the remaining 1 per cent belonged to the age group of 31-45 years.

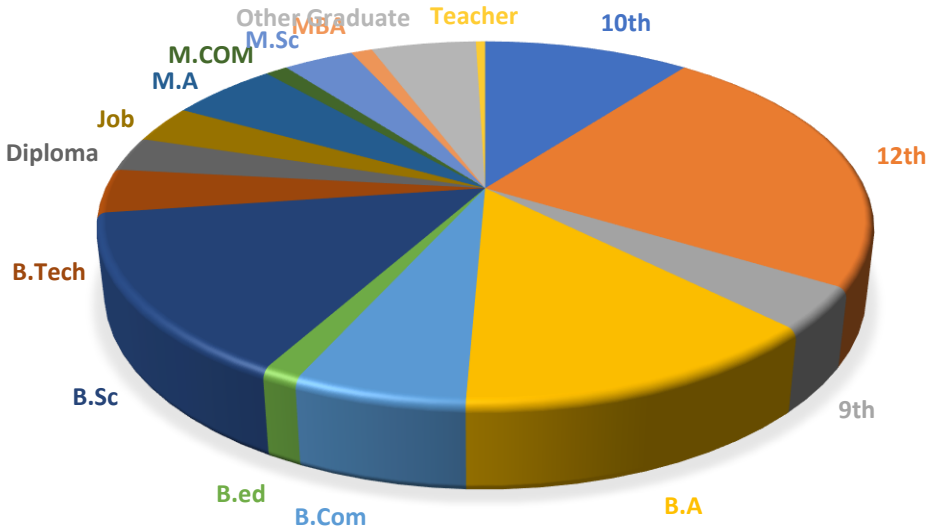


**Figure 3.2: Age Range of the Respondents**

### Part B: Information on CCY from Community

**Education:** The third question was asked regarding the educational qualifications of the respondents. Various students from various field show their interest in this program. The analysis of the data shows that the respondents were much focused towards their future carrier as the schools and colleges were closed during this pandemic. Studies were carried out online and 10<sup>th</sup> & 12<sup>th</sup> exam were cancelled. Students show their dilemma which stream or which subject would be better to proceed with. The involvement of the respondent in this program was majorly from class 12<sup>th</sup> students and Graduation. Class 12<sup>th</sup> form 23 percent of the total respondents. 15 percent of the respondents belong to Bachelor in Science. 13 percent of the respondents belongs to Bachelor in Arts. 10<sup>th</sup> class student involvement was found to be 10 percent. 6 percent of the respondent belongs to Bachelor in commerce. 5 percent of respondents belongs to Master in Arts. 4 percent of the respondent belongs to Bachelor in Technology of different branch and 9<sup>th</sup> class students and also belong to Master in Science. 3 percent of the respondent belongs to Diploma in different branch and also belong to working people. 5 percent respondent choose not to disclose their field of Graduation. The analysis also points out that the number of teachers were the least, forming just 1 percent of the total respondents. Figure 3.2 defines the composition of respondents belonging to different qualification groups.

### SUBJECT WISE REVIEW



### Subject wise percentage Review

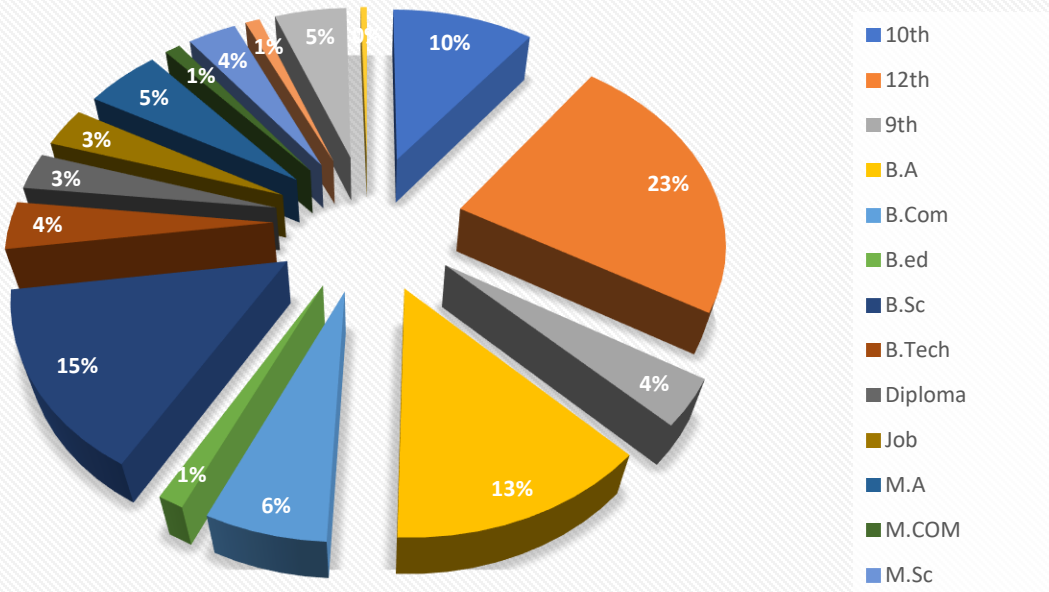
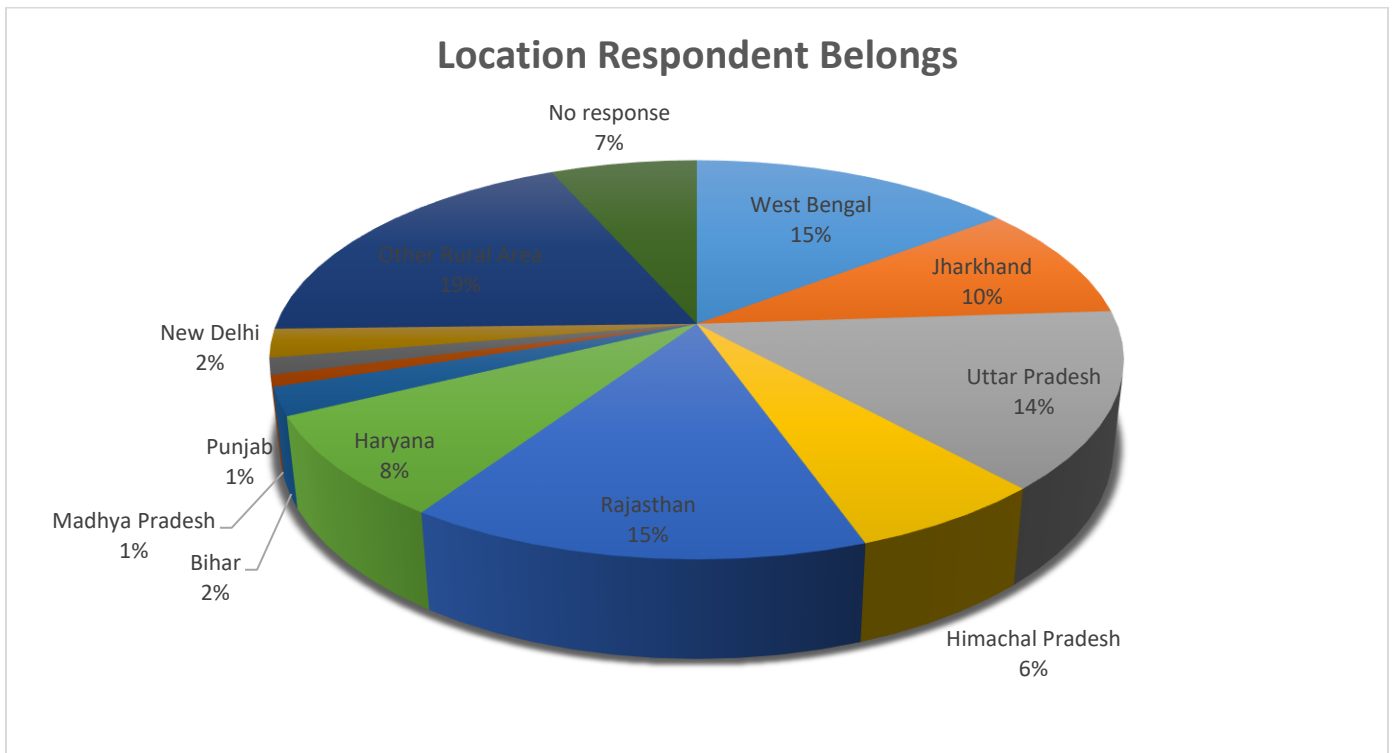


Figure 3.3: Subject wise Review of the Respondents

Location of Respondents: - The fourth question that was asked with the respondent was about their location. Our India is a diverse country. Various students and jobseekers responded from various states. West Bengal and Rajasthan having each 15 per cent of the total respondent. 14 per cent respondents belongs to Uttar Pradesh. 10 percent of respondent were from Jharkhand. 8 percent of total respondents were from Haryana. 6 percent of total respondents belongs to Himachal Pradesh. 1 and 2 percent of total respondents were from Madhya Pradesh, Punjab, New Delhi and Bihar. 17 percent of total respondents belongs to other rural areas. Last 7 percent did not respond to this question. After analyzing this Figure 3.4, it is clear that people from different states are conscious about their career and have to desire to achieve their goal with proper understanding about their field.



**Figure 3.4: Location of Respondents**



### Approximate number of listeners: -

It is difficult to ascertain a near precise number of listeners for a community radio station, but the station incharges have come up with an approximate number based on the population and the range of the respective community radio stations. The number of listeners are given in Table 3.1.

*Table 3.1: Approximate number of listeners*

<b>Name of CRS</b>	<b>No. of Listeners</b>
Dayal Foundation	1,800
Gunjan Organisation for Community Development	6,500
Salesian College	1,400
Mirza Ahsanullah Beg Educational and Social Welfare Society	20,000
Institute of Management Studies	100,000
Kamalvani CR	25,000
FM 24 Bhiwadi	4,000
Ranchi University EDU AK Chaudhary	60,000
Manav Rachna University	50,000
Radio Mant	12,000
<b>Total</b>	<b>280,700</b>

Respondents vision about career goal: - The fifth question that was asked was “Are respondents clear about their career goals?”

The response from the respondents was quite good. 64 per cent of the total respondents were clear about their career goal. 30 per cent of the total respondents were not clear about it. 4 per cent of the total respondents need expert guidance. The rest 2 per cent of the total respondents are still confused on their opinion.

Analyzing this, it can be stated that some more Youth Programme like this should be given importance so that our youth community will be clear about their steps in the career field.

### Are students clear about their career Goal?

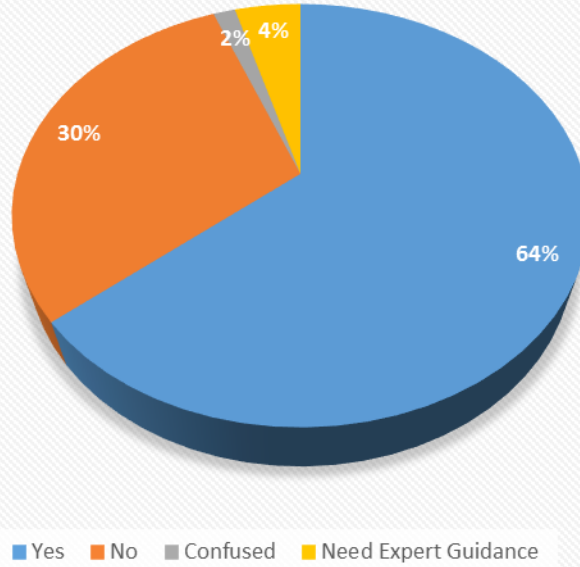


Figure 3.5: respondent view about their career goal

Respondents ever taken professional help: - The sixth question was whether the respondent ever taken any professional help for their career guidance. 71 per cent of the total respondents said that they didn't any professional help till now. Only 29 per cent of the respondent said that they have taken help with counselors, teachers, elders in their family etc. Figure 3.6 clear all data collected from CRS.

### Have you ever taken any professional help?

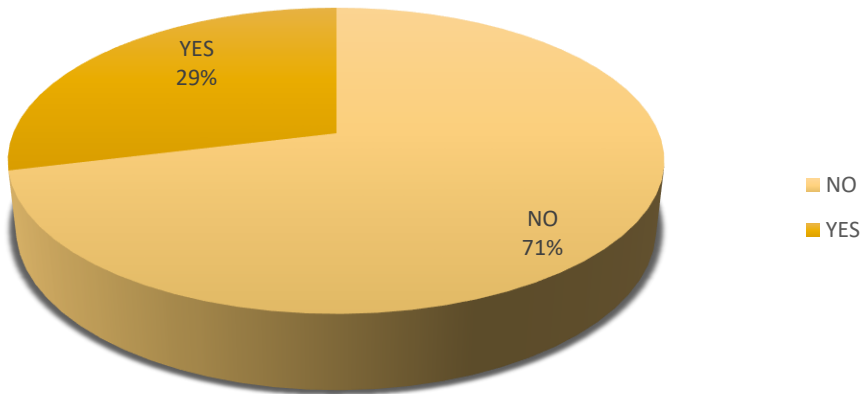


Figure 3.6: Whether professional taken by respondents

Respondents satisfied or not with career counselling through CRS: -

The next question was that the respondents were satisfied with the career counselling or not. 78 per cent of the respondent were satisfied with this career counselling for youth programmes. This is one of the big achievement. Apart from that only 5 per cent of the respondent were not satisfied as they need more descriptive answer and more time to discuss on it. 17 per cent of the total respondent didn't responded.

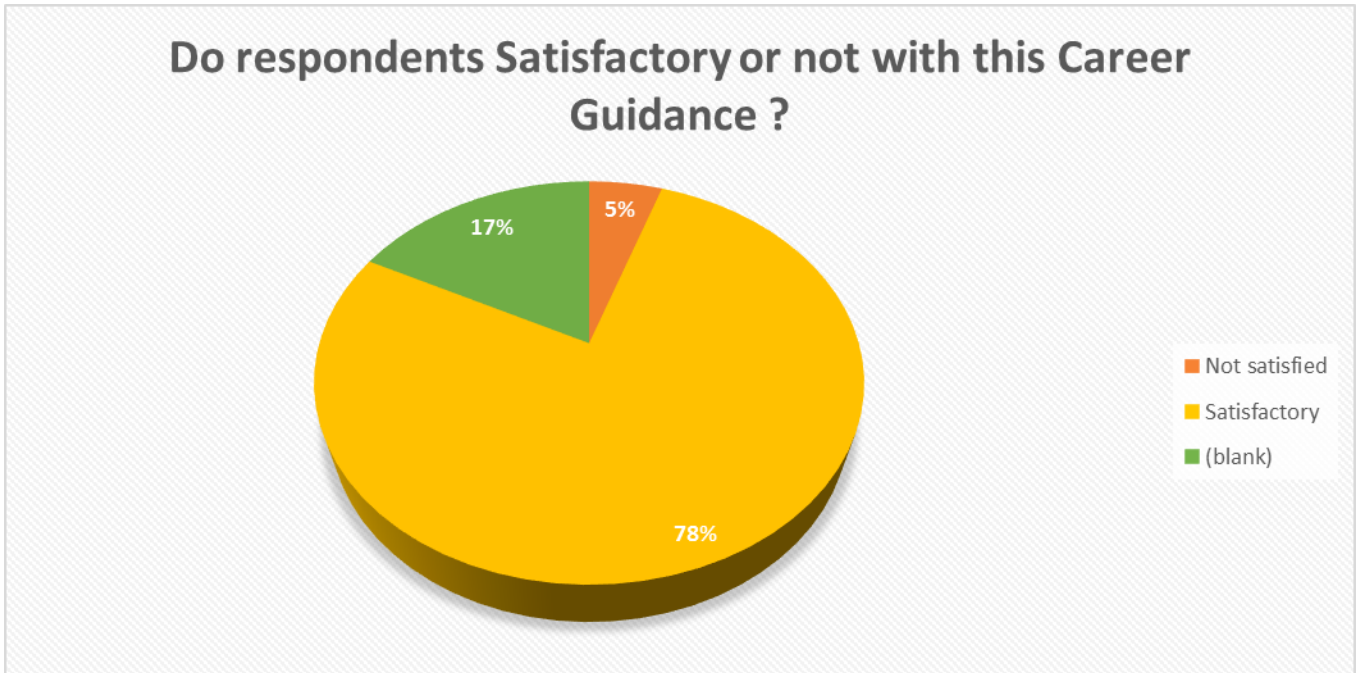


Figure 3.7: Respondent satisfied or not with career counselling

Money spent on career counselling present/past by respondents: -

The very next question asked was on money they have spent on career counselling in present/past. Maximum response was that they have attended free of cost and their percentage was 61 per cent. 27 per cent of the total respondent did not use career guidance services. The respondents who invested amount more than ₹1000 are 2 per cent. 4 per cent of the respondent invested amount in between ₹500 to ₹1000 and rest 6 per cent of total respondent invested amount below ₹500.

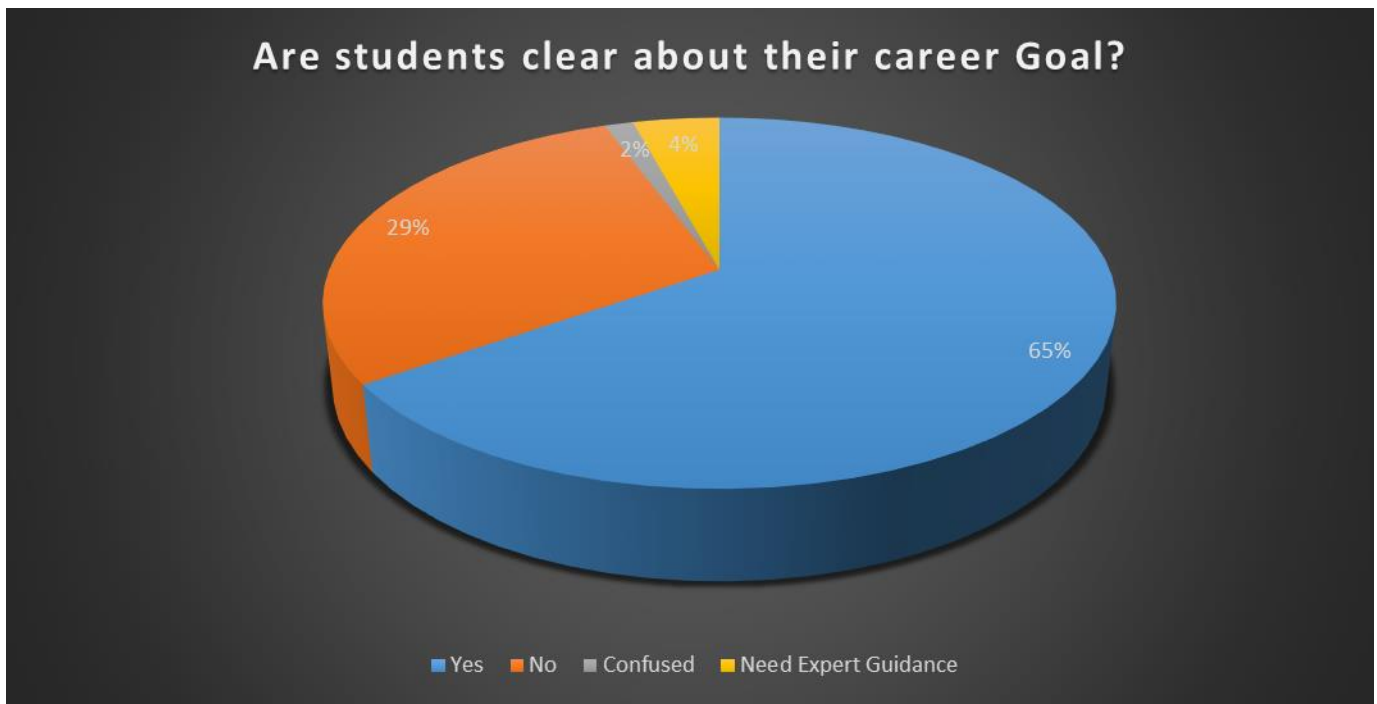


Figure 3.8: Respondent pay for present/past Career Counselling

Most common questions asked during Career Counselling: -

- A. What is the career prospect after 12<sup>th</sup> from different streams like arts, science and commerce?
- B. Which stream should be chosen after 10<sup>th</sup>, which would produce maximum job opportunities?
- C. Best strategies to crack different competitive examinations after 10<sup>th</sup>, 12<sup>th</sup> & graduation with or without coaching.
- D. Which online course or learning is good for boosting students' profile, that would help students to get better job opportunities?
- E. Due to pandemic many lost their jobs, so they asked for suggestion for a stable & secure job.
- F. Which are the best colleges or universities to opt for after completing 10<sup>th</sup> and 12<sup>th</sup> for their future studies?
- G. How to become an Entrepreneur? Which business will be suitable & better to start so that profit is also higher with small or big investment?
- H. How to stay positive and consistent during the preparation journey as many of the exam have either been postponed or cancelled? Suggestion for the anxiety and stress management techniques that would help oneself to overcome them.
- I. How to improve one's weakness, that may be in the form of lack of confidence and create nervousness?
- J. How to make oneself mentally strong enough to learn and memorize concepts?
- K. How to apply for foreign jobs? How to get scholarship for studying in abroad?
- L. Can we get more career counselling like this to have clear idea about certain field?

Questions asked by community related to :-

A lot of questions were asked by students during Career Counselling for Youth (CCY) 2021. In that only 1500 questions were selected with 150 question each from 10 CRS. Out of 1500

questions 870 questions were related to job and rest 630 questions were related to studies and stress management. While going through lots of questions, it was found that lots of youth are focused about their career, their goals but all they need a proper career guidance. Some youth are preparing for so many years for government jobs and unable to achieve it. This situation makes huge impact on them.

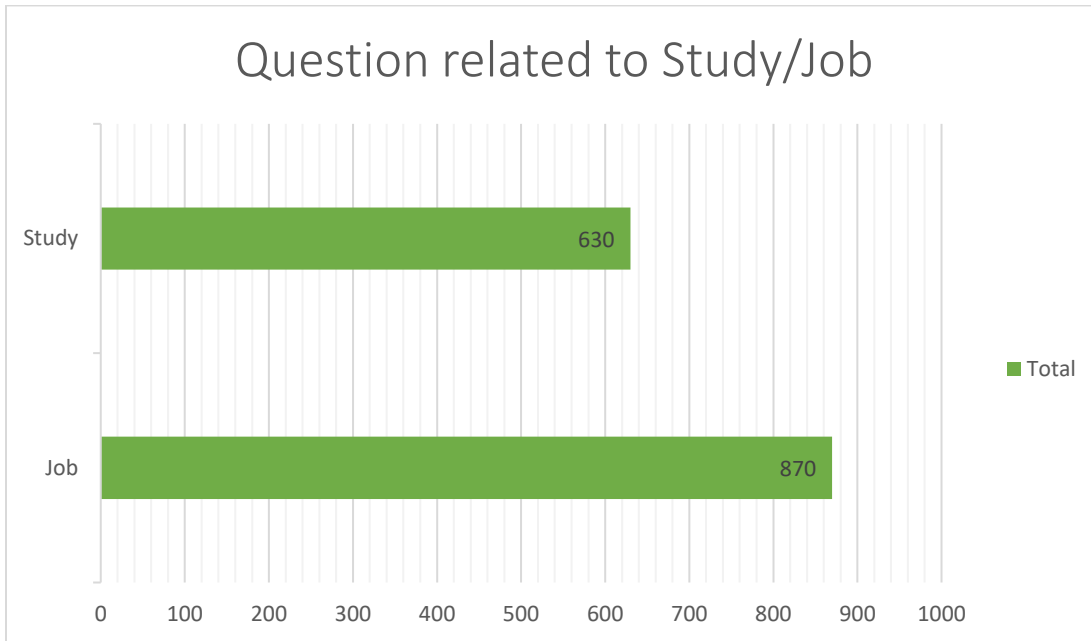


Figure 3.9: Graph related to Study/ Job



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## **SUGGESTIONS FOR INDIAN YOUTH**

A Comprehensive Report on impact of Career Counselling Sessions for Indian Youth through Community Radio Stations

# Conclusion & Recommendations

Data analysis shows that there is the big gap between what students wanted to do, what they did and what all they could have done. Career counselling bridged this gap and have provided all the listeners as well as the respondents, who raised their questions, with the information required to navigate through the plethora of options that are available. The assessments done on the students in this regard helped the counsellors to provide proper career recommendations. The data analysed explains the various external factors that play an important role in what a student chooses as a career path. The parental pressure, peer pressure, financial status of the family, economic situation of the country, political environment throughout the country, sudden arise in the interest of a particular subject and other miscellaneous factors. Career counsellors with the right approach helped the students in their quest for embarking on the desired journey. Community Radio Station (CRS) acted as an aid in helping the career counsellors to read and understand the minds of the students and other respondents and provide proper guidance accordingly.

Data analysed is the soul of the career counselling, thus reducing the chances of poor decision making. The selection of the career paths for students after any education level is an attention requiring concern. Students need counselling for their future jobs and sometimes their future studies and goals. Here in this analysis, the career counsellors came across many students who were not able to decide their future studies and career and asked to throw some light on those. Students were confused on choosing the path that would prove right for them. Because of such confusion, many fell into depression and mental health problems. Mental health can create problems not only for students but for the country as a whole, thus causing a sounding alert that the students of the country are undergoing through a lot of stress, thinking about their future. A student's academic performance, skills and potential formed the base of the survey done on career counselling as the students are often unaware of what may suit these attributes perfectly. The overall goal of the career counselling is to extort information from a data-set and transform it into rational structure for further use.

Therefore, it is recommended that the best thing students can do for themselves is to take it easy – 10<sup>th</sup>,12<sup>th</sup> and graduation are just another stepping stone in life. Be proud of themselves and understand that you are capable of great things simply because you were persistent enough to attain an academic degree.

Take your time and explore your options – there is an endless plethora of possibilities in front of you when it comes to career development. At the end of the day, if you don't like a particular career path, you can easily change your direction and try something new. Your dream job is waiting for you, so do not give up on it or settle for anything less than you are worth. There are lots of experts online and offline available to help you but the thing is that you have to find them. If students are not able to achieve government job, identify your ability and make change in your decision accordingly. Keep yourself self-motivated and proceed forward with positive thoughts towards your goal.

# Appendix

## List of Community Radio Station (CRS)

S NO	PARTICULARS	ADDRESS
1	Dayal Foundation	Kisanvani Deeg Deeg Rajasthan
2	Gunjan Organisation for Community Development	Tapovan Road, Sidhbari Dharamshala Distt Kangra
3	Salesian College	Po Sonada Dist Darjeeling West Bengal Pincode - 734219
4	Mirza Ahsanullah Beg Educational and Social Welfare Society	Dist Azamgarh Uttar Pradesh/ CRS address: M.A. Beg Girls Degree College Anjan Shaheed, Tehsil Sagri, Distt. Azamgarh276125
5	Institute of Management Studies	Institute Of Management Studies, A-8B, Block C, Ims Campus, Sector 62, Noida-District GB Nagar, 201303 Uttar Pradesh
6	Kamalvani CR	Jhunjhunu Rajasthan
7	FM 24 Bhiwadi	Dist Alwar, Rajasthan Titu Tower Market Sohna Tauru Road Bhiwadi Alwar Rajasthan
8	Ranchi University EDU AK Chaudhary	Director, Community Radio Station, Ranchi University, Near Shaheed Chowk, Morabadi, Ranchi, Jharkhand 834001 Ranchi 834001 Jharkhand
9	Manav Rachna University	Faridabad
10	Radio Mant	Nityananda Janavani Village and Post Laulara Disrtict- Purulia West Bengal

## List of Counsellors

S. No.	Counsellor Name	Qualification	Experience
1	Smriti Saini	Post Graduate Diploma in Counselling Psychology	Worked as SPS Consulting in <b>Wipro Ltd.</b> prepare Key research areas, develop interview questions and be part of the performance appraisal process. Problem management skills & provided timely solutions.
2	Sangeeta Raghav	MBA in Human Resource	12+years of rich experience in the genre of various roles in HR, with strong exposure in fields of HRBP, Talent Acquisition,



			Induction & Orientation, Training & Career Counseling, Campus Relations.
3	Dr. Neharshi Srivastava	Post graduate Diploma in Rehabilitation Psychology & Ph.D and M. Phil.in Psychology	11+ years of Experience in Psychological Counselling & Assessments. Counselling and diagnosis for different types of mental patients. Presently Master Trainer in National institute of social defense & Assistant Professor in Amity University, Jaipur.
4	HS Raghav	M Phil from CIEFL & Certificate and Diploma Course in Career Counseling	Worked in Education Field for 12+ Years. Worked as Center Head of BASE Educational Services Pvt Ltd, Bangalore (managing a Profit Center responsible for Academic activities, Counseling, Mentoring, and Career Counseling of the Students). Mentoring and Career Counseling at 200+ Schools counseling. Worked with Indian Air Force for 16 years.

### Time schedule of broadcasting

#### CAREER GUIDANCE CAMPAIGN RADIO GUNJAN BROADCAST SCHEDULE

EPISODE	MAIN BROADCAST	MAIN BROADCAST SCHEDULE	REPEAT BROADCAST	REPEAT BROADCAST SCHEDULE
1	SUNDAY	2-4PM	WEDNESDAY & FRIDAY	2-4PM
2	SUNDAY	2-4PM	WEDNESDAY & FRIDAY	2-4PM
3	SUNDAY	3-5PM	WEDNESDAY & FRIDAY	2-4PM
4	SUNDAY	3-5PM	WEDNESDAY & FRIDAY	2-4PM
5	SUNDAY	3-5PM	WEDNESDAY & FRIDAY	2-4 PM
6	SUNDAY	3-5PM	WEDNESDAY & FRIDAY	2-4PM

#### CAREER GUIDANCE CAMPAIGN RADIO SALESIAN 90.8 FM BROADCAST SCHEDULE

EPISODE	MAIN BROADCAST	MAIN BROADCAST SCHEDULE	REPEAT BROADCAST	REPEAT BROADCAST SCHEDULE
1	SUNDAY	12-2PM	TUESDAY & FRIDAY	2-4PM

2	SUNDAY	12-2PM	TUESDAY &FRIDAY	2-4PM
3	SUNDAY	12-2PM	TUESDAY& FRIDAY	2-4PM
4	SUNDAY	12-2PM	TUESDAY& FRIDAY	2-4PM
5	SUNDAY	12-2PM	TUESDAY 7FRIDAY	2-4 PM
6	SUNDAY	12-2PM	TUESDAY & FRIDAY	2-4PM

CAREER GUIDANCE CAMPAIGN RADIO KAMALVANI CR BROADCAST SCHEDULE
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EPISODE	MAIN BROADCAST	MAIN BROADCAST SCHEDULE	REPEAT BROADCAST	REPEAT BROADCAST SCHEDULE
1	SATURDAY	4-6PM	TUESDAY &FRIDAY	3-5PM
2	SATURDAY	4-6PM	TUESDAY &FRIDAY	2-4PM
3	SATURDAY	4-6PM	TUESDAY& FRIDAY	3-5PM
4	SATURDAY	4-6PM	TUESDAY& FRIDAY	3-5PM
5	SATURDAY	4-6PM	TUESDAY 7FRIDAY	3-5PM
6	SATURDAY	4-6PM	TUESDAY & FRIDAY	3-5PM

# Survey Questionnaires

## CAREER COUNSELLING SURVEY FORM

Respondent Number			
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### PART A: Respondent Demographic Profile

Name of the Respondent:

Address:

Schooling/Occupation:

Gender: Male  
FEMALE

Female

Transgender

2. Age:

### Part B

1. In which class are you studying now?

10<sup>th</sup>

12<sup>th</sup>

Others please Specify

2. Location of your school/ college/ institute

3. Are you clear about your career goals?

Yes

No

4. Have you ever taken any professional help for career guidance?

Yes

No

5. If yes, what was the source of help?

Online

Offline/ Career Counsellor

School

N/A (Not applicable)

6. Are you happy with your career counselling?

Yes

No

7. Please share what you did not/do not find satisfactory with your career guidance options.

8. What are you looking for in a good career guidance service?

9. How much do/did you pay for current/past career guidance services?

<Rs 500

Rs 500- Rs 1000

Rs 1000-Rs 2000

>Rs 2000

Free of Cost

NA/ Did not use career guidance services

10. Would you like to your suggestions to make better the career guidance procedure that meets your needs?

Yes

No

# Media Coverage

रेडियो खांची से डेढ़ महीने तक करियर काउंसलिंग फॉर यूथ का होगा प्रसारण, विद्यार्थी ऐसे उठाएं लाभ Ranchi News



*Radio Khanchi Jharkhand News रांची विश्वविद्यालय के रेडियो खांची 90.4 एफएम को छात्रों की करियर गाइडेंस के लिए एक नया प्रोजेक्ट मिला है। प्रोजेक्ट के मिलने के उपरांत रांची विश्वविद्यालय की कुलपति प्रोफेसर कामिनी कुमार ने प्रसन्नता व्यक्त की है।*

रांची, जासं। Radio Khanchi, Jharkhand News रेडियो खांची 90.4 एफएम को छात्रों के करियर काउंसलिंग के लिए एक नया प्रोजेक्ट मिला है, जो कॉमनवेलथ एजुकेशनल सेंटर फॉर एशिया (सिमका) नई दिल्ली द्वारा प्रायोजित है। इसने पूरे देश में 10 सामुदायिक रेडियो स्टेशनों का इस कार्य के लिए चयन किया है। इस प्रोजेक्ट के अंतर्गत रेडियो खांची विद्यार्थियों के लिए देश के जाने माने करियर काउंसलर डॉ. एचएस राघव डेढ़ महीने तक उनके पूछे हुए सवालों का जवाब देंगे। इससे कि सुनने वाले सभी श्रोताओं को उनके करियर गाइडेंस में मदद मिलेगी।

इस प्रोजेक्ट का जो मौलिक कांसेप्ट है, वह यह है कि कोविड-19 महामारी के समय विद्यार्थियों को घर में ही रह कर पढ़ाई लिखाई तथा अपने करियर की तैयारी करनी पड़ रही है। ऐसे में उनका बाहर के परिवेश से संबंध नहीं स्थापित हो पा रहा है। अतः कई बार उनमें निराशा का भाव भी देखा जा रहा है। इसी समस्या के समाधान के लिए यह प्रोजेक्ट, जिसका टाइटल है, करियर काउंसलिंग फॉर यूथ का आयोजन किया जा रहा है। इसका प्रसारण सोमवार 17 मई से प्रातः 10:30 बजे तथा रात्रि में 8:30 बजे किया जाएगा।