CareerSetu: Connecting Passion to Profession

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Abstract: *CareerSetu is an AI-powered platform that helps people with career guidance, whether they are students, graduates, or professionals. It offers personalized advice and career assessments based on where someone is in their education or career. The platform provides tailored tests for school students (grades 8-12), engineering hopefuls, college graduates, and working professionals. These tests help users discover their strengths, interests, and the best career paths for them. In addition to assessments, CareerSetu offers skill-building programs, internship training, and interview preparation to help bridge the gap between education and the job market. The platform also gives advice on soft skills and practical knowledge, helping people create long-term, fulfilling career plans. Using AI, expert counseling, and real-time career trend analysis, CareerSetu gives accurate, data-driven recommendations to help individuals make informed career choices. It's a valuable tool for anyone looking to plan their career, improve their skills, and grow professionally.*

Keywords: Career Guidance, Career Counselling, Career Assessments, Skill Development

I. INTRODUCTION

In today's competitive job market, students and young professionals often face challenges in identifying suitable career paths, assessing their skills, and finding relevant job opportunities. CareerSetu is an innovative web-based platform designed to bridge this gap by providing a comprehensive career guidance system that integrates job search features, instructional materials, and assessment tools. CareerSetu aims to empower users by offering personalized career recommendations based on their interests, skills, and aspirations. Through interactive career assessments, users can evaluate their strengths and weaknesses, enabling them to make informed career decisions. Additionally, the platform provides access to curated learning resources, industry insights, and a supportive community to help users enhance their professional growth. Overall, CareerSetu serves as a one-stop solution for individuals seeking career clarity and growth, helping them navigate the ever-evolving job market with confidence and ease. Through its user-friendly interface and data-driven insights, CareerSetu is set to revolutionize the way individuals plan and advance their careers.

II. PROBLEM STATEMENT

Many students and young professionals face significant challenges in identifying the right career path due to the overwhelming and scattered nature of career-related information. The lack of centralized, clear, and accessible resources makes it difficult for individuals to make informed decisions about their future. Additionally, many people are unaware of their strengths, interests, and the wide range of career options available to them. Traditional career counselling, which could provide personalized guidance, is often expensive and not easily accessible to everyone, further widening the gap between career aspirations and informed decision-making. As a result, individuals are left confused and uncertain, which can lead to poor career choices and dissatisfaction in their professional lives.

III. LITERATURE REVIEW

CareerSetu.in is an AI-powered counselling online platform for personalized Career Guidance of students, youth, graduates and professionals. By employing AI along with expert opinions, it assesses users for suitable careers based upon their skills, interests, and aptitudes. The platform offers an AI-based career assessment giving personalized career recommendations. The other opportunity would be to book one-on-one consultations with certified career counsellors for personalized advice. CareerSetu.in also offers an extensive career library, helping users with career-related

information such as different professions, trends in industries, and educational requirements so that they can take an informed decision toward their future careers. The advent of technological developments has greatly transformed the domain of career guidance. Mostly used systems for career selection, student assessments, and course recommendations help to enhance the decision-making process. Computer-assisted career guidance (CACG) tools have occupied an eminent place in providing technology-mediated solutions assisting students in exploring career options. There is now a growing tendency toward online career counselling because virtual sessions afford greater accessibility and flexibility. Artificial Intelligence in career guidance, besides having ushered in a great deal of efficiency and cost-reduction, has also made it possible to provide highly personalized services.CareerSetu.in is among platforms that help individuals navigate their pathways to career development programs in today's ever-so-dynamic job markets. It aligns education with employment opportunities and provides users with data-based insights and expert advice in attaining successful development of their careers. CareerSetu.in provides a user-friendly interface with AI-based recommendations that empower people to make informed choices and are ready to run the race set by modern-day corporate challenges.

IV. LITERATURE GAP

Sir no	Name of Paper	Authors	Standard(s)	Limitations
1.	Career Decision-Making (1991- 2018): A Systematic Literature Review and Prospect for Future Research	I.Ms. Rachna K. Gedam Ii.Dr. Nikhil K. Mehta iii.Dr. (Ms) Hema A. Date	ISSN: 2349-3429	The research paper is academic and not very practical, while CareerSetu offersreal-time, personalized career support.
2.	An Assessment of Factors Influencing Career Choices Among University Students: A Survey of Students in The School of Business And Economics, Kisii University	i.Dr. Stella omari ii.Dr.omare mong‟are	e-ISSN: 2279-0837, p-ISSN: 2279-0845.	The study is limited in sample size, scope, and self-reported data, while Careersetu.in offers broader career guidance for Diverse users...
3.	CAREER MANAGEMENT IN ORGANIZATIONS: A LITERATURE REVIEW	i.Rimjhim Jha, Prof. ii.Devendra Kumar Pandey iii.Dr. Anil Singh Parihar Prof. iv.(Dr.) Anil Vashisht	ISSN-2349-5162	The review is limited by its focus on organizational views, lack of real-world data, and exclusion of external factors like technology and culture.
4.	Career Guidance: A Way of Life	Partha Roy	ISSN:2320-0693	The paper overly focuses on traditional career guidance, lacks empirical data, and misses diverse needs and modern digital tools.
5.	A career guidance chatbot	i.Prof. Amruta Mankawade ii.Rutuparn Kakade iii.Saamya Gupta iv.Sahil Akalwadi v.Soham Pawar	sISSN-2349-5162	The research highlights chatbot benefits but overlooks user experience challenges, privacy concerns, human intervention, and chatbot limitations.

Advantages

- Personalized Guidance:
- Comprehensive Career Info:
- Affordable Counseling:
- Skill Development:
- Career Assessments:
- Job Market Trends:
- Mentorship Access:
- Goal-Oriented Roadmap:
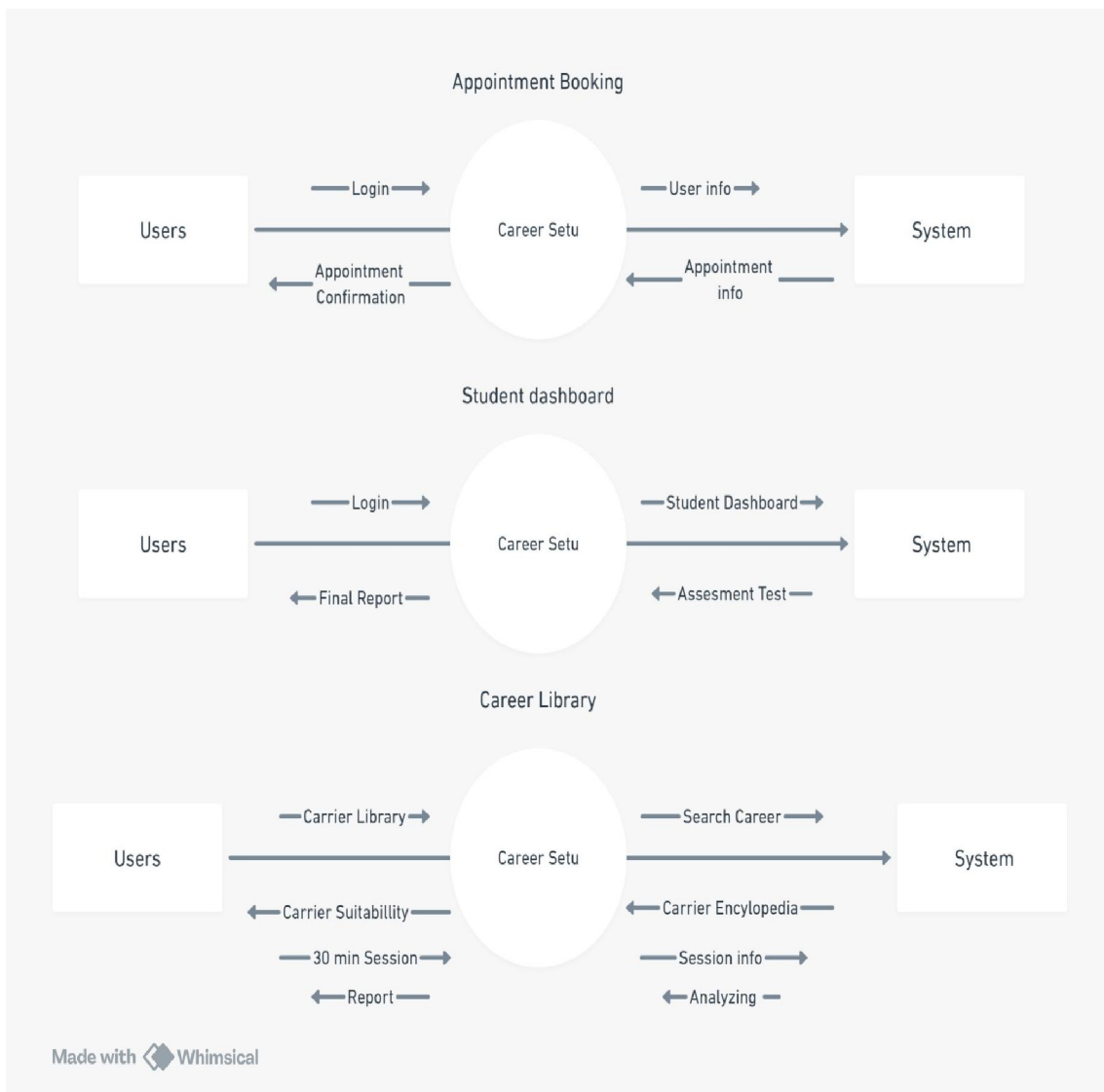- User-Friendly Interface:

V. DATA FLOW DIAGRAM

Fig. Data flow diagram

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VI. METHODOLOGY

- Goal: Assess how well CareerSetu works for users in areas like career guidance, skill development, and job search help.
- Audience: School students (8th–12th grade), college grads, and working professionals who've used CareerSetu.
- Survey Design: Mix of multiple-choice and open-ended questions to get both measurable data and detailed feedback.
- Sampling: Randomly select users from CareerSetu to get a variety of people from different education levels and career stages.
- Distribution: Send the survey through email and provide links on CareerSetu for easy access.
- Timing: The survey will be open for at least two weeks.
- Analysis: Use stats to find patterns and assess user satisfaction and career decision-making improvement.
- Feedback: Look at open-ended responses for suggestions on how to improve the platform.
- Outcome: Use results to improve CareerSetu and make it more effective for users.

VII. CONCLUSION

The proposed survey will provide valuable insights into the effectiveness of CareerSetu in helping users make informed career decisions, develop essential skills, and navigate job opportunities. By gathering feedback from a diverse user base, the survey will assess the platform's personalized career recommendations, skill development resources, and job search tools. Analyzing both quantitative and qualitative data will highlight areas of strength and potential improvements, ensuring that CareerSetu remains responsive to the evolving needs of students, graduates, and professionals. Ultimately, the survey findings will support the refinement of the platform's features and user experience, reinforcing CareerSetu's role in bridging the gap between education and industry and helping individuals achieve their career goals more effectively.

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