



# **IMPACT ASSESSMENT REPORT 2025**

[www.bhavishyath.in](http://www.bhavishyath.in)



Scan for full report





## ABOUT BHAVISHYATH COUNSELLING

Bhavishyath Counselling is a nonprofit organisation focused on empowering underprivileged youth through structured and contextual career guidance. In India, where a vast number of students navigate their educational and career choices with limited information and support, Bhavishyath addresses a critical gap through a model designed for scale and long-term impact.

Over the last eight years, the organisation has developed a simple, scalable, and replicable model of career counselling that combines information access with mentorship.

This structured model not only informs students about available academic and career options but also helps

them understand their own strengths and interests, enabling them to make well-informed, confident decisions.

So far, Bhavishyath's various program interventions have reached over 25,000 students in 14 districts across Andhra Pradesh, Karnataka, and Delhi. The majority of beneficiaries come from underserved communities, often first-generation learners with limited access to professional guidance.

Bhavishyath continues to refine its model through continuous feedback from students, educators, and local stakeholders, ensuring that the programme remains adaptive, relevant, and impactful.

## NEED FOR CAREER GUIDANCE

Career guidance serves as a vital catalyst in empowering individuals to shape their futures. It enables students to deeply understand their unique strengths, interests, and aptitudes, fostering a clear vision for their academic and professional journeys. Through comprehensive exploration of diverse career pathways and their prerequisites, students are equipped to make informed decisions, ensuring their choices align with their potential. It also facilitates the development of essential skills and competencies, preparing them to confidently navigate the complexities of the modern job market and remain highly competitive.

Effective career guidance enhances social mobility for underprivileged students by providing them with the tools and knowledge to transcend socio-economic limitations. It plays a significant role in mitigating skill mismatches between academic learning and industry demands. Furthermore, it has the potential to reduce school dropout rates by fostering engagement and purpose. This intervention can also empower female students by helping dismantle societal and accessibility barriers, providing crucial role models, and ultimately narrowing the gender gap across various industries.



## ACKNOWLEDGEMENTS

### **Project**

**Impact Assessment Report for Bhavishyath  
Counselling – 2025**

### **Survey Methodology and Questionnaire**

**Ms. Dwiya Saha  
Social Development Consultant, Mumbai**

### **Data Collection Team**

- 1. Gaddam Bayapareddy**
- 2. Barrika Kulayappa**
- 3. Sake Kulayamma**
- 4. Vase Sravanthi**

### **Supervising Team for Data Collection**

**Program Operations Team,  
Bhavishyath Counselling**

### **Data Analysis, Report Text and Design**

**Dhriti Communications Private Limited  
Communication agency for nonprofits.  
Hyderabad  
[www.dhriticomms.in](http://www.dhriticomms.in)**



## THE STUDY - NEED, METHODOLOGY



Bhavishyath stands at a critical inflection point. Its career counselling model—low-cost, field-tested, and backed by a structured curriculum—has shown clear impact on young people. However, to scale meaningfully and influence public systems, it needs evidence at scale. This survey was undertaken not just to validate the programme’s effectiveness, but to provide a credible, data-driven foundation for policy advocacy, institutional growth, and deeper funding partnerships.

A sample size of 750 respondents was drawn from a database of 6,217 former participants using the Yamane formula, yielding a margin of error of  $\pm 3.5\%$ . A randomized online sampling approach ensured fairness, and survey blocks were assigned to four trained youth surveyors (two men and two women) to maintain gender balance and build rapport with respondents.

The questionnaire—focused on employment status, aspirations, income, training, job satisfaction, and impact of the Bhavishyath sessions—was designed by an experienced social impact consultant.

It was piloted with 25 respondents, revised based on feedback, and finalized for full deployment.

Data was collected over a 30-day period, with each interview lasting 30 to 40 minutes. In some cases, calls were split into multiple sessions to accommodate respondents’ availability. Survey responses were first recorded on paper and then digitised into Excel for analysis. To ensure accuracy, 10% of entries were cross-verified, and selected responses were developed into case studies to complement the quantitative insights.

The analysis and reporting were undertaken by an independent agency who synthesised the findings into a comprehensive narrative. The result is a dataset that is both statistically reliable and contextually rich, capturing not just numbers but lived experiences. This process provides Bhavishyath with the credibility and evidence needed to strengthen its model, scale its impact, and influence youth-focused policy at a national level.

**The survey aimed to generate large-scale evidence of Bhavishyath’s long-term impact and guide future policy integration.**

**750 respondents were selected from a pool of 6,217 with a  $\pm 3.5\%$  error margin.**

**A social impact consultant designed and piloted the questionnaire for clarity and contextual relevance.**

**A trained, gender balanced team conducted phone interviews over 30-days.**

**The survey was analysed and written by an external agency.**

# IMPACT OF BHAVISHYATH'S SESSIONS

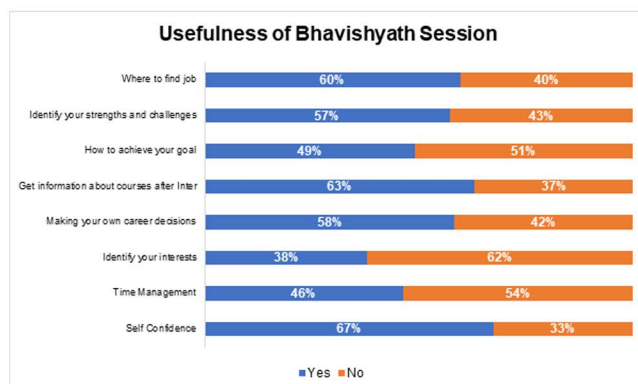


Six years after attending Bhavishyath's career counselling sessions in school, 82% of surveyed youth still recall the experience—clear evidence of the programme's long-lasting impact. Among them, 47% remembered the inspirational videos and 38% recalled the faculty presentation, indicating strong content retention.

The sessions included a dedicated helpline for follow-up support. Nearly a quarter of respondents (24%) saved the number, and 14% had used it for career-related guidance—pointing to continued engagement beyond the classroom.

In terms of outcomes, the sessions had wide-ranging impact. 60% said they learned where to search for jobs; 63% gained awareness of post-intermediate courses; 58% reported improved decision-making abilities; and 57% said the session helped them identify their strengths and challenges.

Many also credited the sessions for helping with goal-setting, time management, and building self-confidence.



However, access to such guidance remains limited. A significant 62% reported that Bhavishyath was the only career-related intervention they had ever received. Just 12% had any job search training outside of school.

This underscores a dual reality: a lack of career guidance infrastructure in rural areas, and Bhavishyath's vital role in filling that gap—often as the only available and remembered support system for young people.



**82% of participants remember our intervention**

**47% remember the messaging delivered during the sessions**

**For 62% Bhavishyath was the only source of career guidance**



## SELF RATING OF RESPONDENTS

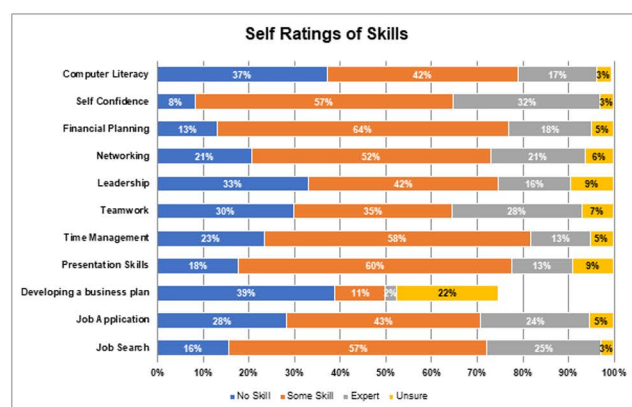


Participants were asked to rate themselves on 11 key skills relevant to employment and entrepreneurship using a four-point scale: “No Skill,” “Some Skill,” “Expert,” and “Not Sure.” These parameters offered insight into their self-perceived readiness for job search and entrepreneurial activities.

Across the board, “Some Skill” emerged as the most common rating, averaging 47% of responses. This suggests that while most participants have some confidence in their abilities, few see themselves as highly skilled. The “Expert” rating averaged 19%, showing that only one in five felt they had advanced capabilities. Conversely, “No Skill” averaged 24%, highlighting clear areas where many felt underprepared.

One notable outlier was “Developing a business plan.” This parameter had the lowest response rate, with 25% skipping it and 39% selecting “No Skill.” This signals a significant gap in entrepreneurial readiness and highlights the need for focused training in business planning.

Encouragingly, despite limited access to structured career guidance beyond Bhavishyath, many participants still identified at least a basic skill foundation. The data points to growing self-awareness, while also reinforcing the need for sustained skill-building efforts, particularly in entrepreneurship.



**47% rated themselves as having “Some Skill”**

**“Developing a business plan” had the weakest results**

**Only 19% rated themselves as “Expert” in any skill**



## THE STATUS OF LIVELIHOODS

A large number of respondents lack basic job readiness. Only 23% of males and 19% of females had short-term career goals. In contrast, 38% of females said they had none—almost double the male figure.

Post-school training participation is also low. Just 6% of males and 5% of females had enrolled in any formal training. Over half the females (51%) reported no such experience, highlighting a major preparedness gap.

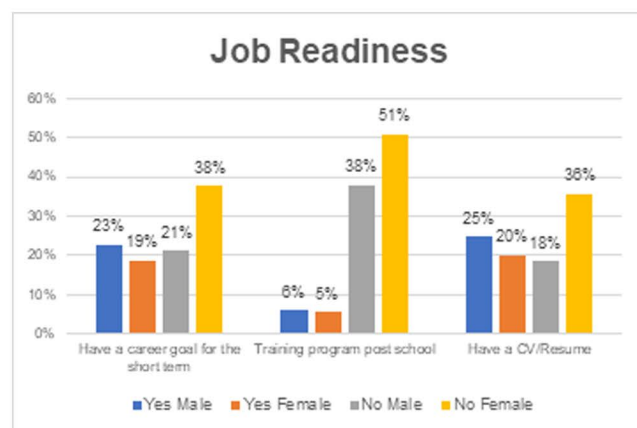
Resume ownership is limited. Only 25% of males and 20% of females had a CV. Meanwhile, 36% of women admitted they didn't have one—again underscoring the gender gap.

Government jobs are the top career aspiration (39%), followed by private jobs

(28%). However, 17% were unsure of their future path. Among women, 13% said they want to be homemakers.

Of 215 married female respondents, 84% were neither working nor studying. Only 36% of these had even considered work-from-home options.

This points to a troubling pattern—nearly one-third of the sample, mostly women, are outside the workforce with limited aspirations or opportunities. Skill gaps, societal expectations, and lack of awareness remain major barriers to economic participation.



**84% of married women neither work nor study**

**50% of respondents have completed undergrad studies**

**39% aspired for govt jobs, 28% for private**



# CURRENT WORK CONDITIONS



Of the 114 respondents currently employed, 82% work in the private sector and 15% are self-employed. Only four hold government jobs, highlighting a gap between aspiration and reality.

Most found jobs through personal networks—41% cited family or acquaintances, while only 20% used formal channels like job portals or recruiters.

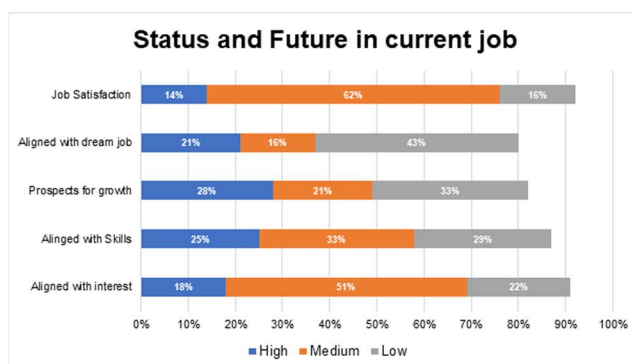
Earnings remain modest. Just two respondents earn above ₹25,000 per month. Most (51%) earn between ₹15,000–₹20,000, and 30% earn less than ₹15,000.

Employment benefits are scarce. Only 40% have job contracts, and just 45% reported receiving medical insurance. HRA, bonuses, and allowances are available to less than a third of respondents.

Job satisfaction is moderate: 62% rated it “medium,” while only 14% said “high.”

However, alignment with interests, skills, and career goals is low. Only 21% feel aligned with their dream job.

The data reveals underpaid, insecure jobs with limited growth, despite some satisfaction. Broader access to formal employment, guidance, and skill-building is essential.



**16% were employed at the time of the survey**

**Of those employed most work in the private sector**

**For 43% - “current job did not align with long term goals”**

# PERCEPTIONS ABOUT JOB MARKET

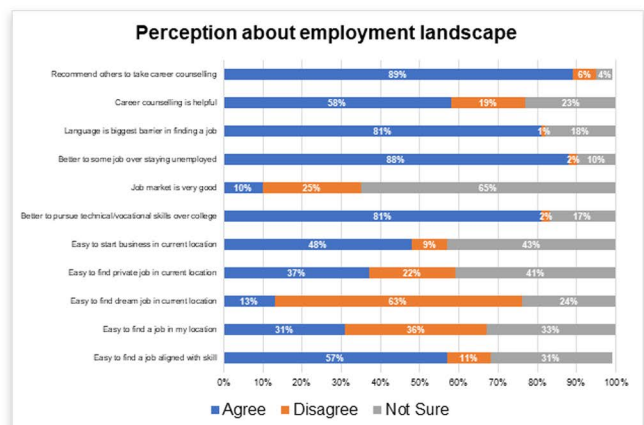
The data reveals a complex picture of how young people perceive their employment landscape. While 57% of respondents believe it is relatively easy to find a job aligned with their skills, only 31% feel that such jobs are available in their local area. A mere 13% think they can find their dream job where they currently live, indicating a clear gap between aspiration and opportunity.

Interest in entrepreneurship and the private sector exists—48% believe it's feasible to start a business locally, and 37% feel private jobs are accessible. However, high “Not Sure” responses (43% and 41%, respectively) point to a lack of exposure or confidence in these pathways.

A notable 81% shared that technical training and vocational skills are better than

a college degree, signalling a somewhat practical outlook. The majority (88%) also said taking up any job is better than staying unemployed—indicating resilience and a willingness to work despite limited options.

Career counselling was widely appreciated—58% found it helpful, and 89% would recommend it. Women showed slightly higher positivity across several questions, but also greater caution, with more “Not Sure” responses and higher concern about language limitations.



**Only 13% believe their dream job is accessible locally**

**81% prefer technical or vocational training over college**

**41% got a job through their network**



## CONCLUSION

The data reveals a clear story: young people have aspirations but lack pathways. Bhavishyath's career counselling sparked early awareness. Most remembered the session—even six years later. It helped students understand options, strengths, and make better choices.

Yet awareness hasn't guaranteed employment. Only 16% are working. Most jobs are low-paid, lack benefits, and don't match skills or interests. Job satisfaction is middling. Higher education hasn't bridged the gap.

Gender gaps are sharp. Married women are the most excluded—84% neither study nor work. Many women are unprepared,

under-confident, and lack support to pursue jobs or training.

Perceptions reflect this: jobs feel out of reach, especially locally. Still, youth are pragmatic. They value vocational skills over degrees. They prefer work to unemployment.

Bhavishyath's model works—but one session isn't enough. Sustained support is needed. Skills training, employer links, women-focused outreach, and ongoing mentorship can close the gap between hope and opportunity. The potential is there. It's time to scale impact.



## RECOMMENDATIONS

The findings of this survey confirm the strong and lasting influence of Bhavishyath's career counselling sessions on young people aged 14 to 20. Many respondents vividly recall the intervention and credit it with shaping key career decisions. To deepen this impact, the report writing team is making a few recommendations, a gist of which is as follows:

- Increase the Frequency of Sessions
- Broaden the Focus of Sessions
- Strengthen Ongoing Engagement and Preparedness
- Create Women-Centric Support Mechanisms
- Bridge the Perception-Preparedness Gap
- Promote Awareness of Work-from-Home and Local Opportunities
- Integrate Skill Development with Counselling

This is an abridged version of Bhavishyath's Impact Assessment Report produced for ease of reading. The full report is available to access on [www.bhavishyath.in](http://www.bhavishyath.in).



## STORIES OF CHANGE



### **Harikrishna – Sathya Sai District, Andhra Pradesh**

Harikrishna was struggling in the BiPC stream during Intermediate, unsure of his path. Bhavishyath's counselling helped him understand his strengths and shift to a Bachelor of Arts program. He performed well and set a clear goal: to become a Group 1 officer. With support from his family and ongoing guidance from Bhavishyath, he moved to Hyderabad for coaching. Today, he is focused, motivated, and confident of clearing the exams and securing a government job.

### **C. Srilakshmi – Tadipatri, Andhra Pradesh**

Coming from a low-income family, Srilakshmi lacked direction until she attended a Bhavishyath counselling session. She learned about career options and set her sights on becoming a PET teacher. After completing B.Com, she consulted Bhavishyath again and secured admission into a B.P.Ed. program at Mahila University, Tirupati. Her confidence grew, and with her family's encouragement, she's now in her second year, determined to get a government job and break the cycle of financial struggle.



### **Afrin Taj – Anantapur, Andhra Pradesh**

Afrin, daughter of a car driver, discovered goal-setting through Bhavishyath's career counselling. She completed B.Com (Computers), pursued additional tech skills like Python and Java, and cleared ISET to enter an MBA program at JNTU College, Anantapur. Now in her second year, she has received job offers from MNCs and is confident about starting a career in software. Afrin credits Bhavishyath for helping her find direction and inspiring her to aim higher than she thought possible.



Bhavishyath Counselling is registered as a public trust.

**Registered Office:**

R408 Purva Park Apartments,  
Jeevanahalli Main Road,  
Coxtown, Bangalore - 560005

[bhavishyath.counselling@gmail.com](mailto:bhavishyath.counselling@gmail.com)

For Partnerships : +91 77958 30546

99639 15177 (Career Helpline)