

A Report on
Career Counselling

Paving a way for a fulfilling future



Foreword



Around the world, one of the most important topics of concern has long been education and even after efforts from several educationists, educational organisations and country governments, we have yet not achieved our targets. In fact, we have made the education system so complicated that new challenges have taken space such as mental anxiety, stress, depression and financial problems for receiving the quality education. At this time, it is important to understand what the education system is lacking and what the gaps are. As has been studied over, career counselling is an answer to the gap that has become so wide. Career counselling which is mostly considered to be taken in addition to education is required to be honoured as an essential element of school curriculum which may continue till later stages in the life of an individual.

We, at CareerGuide, have been working towards this initiative since 2011 and have worked with more than 5 lakh students across India. We realise that career counselling can enhance students' awareness towards their career goals and make them confident about how to achieve them. We have worked with more than 100 schools in different states of the country and have never met any teacher who found career counselling as a waste of time. However, there is high need of drive to be pushed within the country in order to bring career counselling a topic of major concern.

If we consider a global scenario, except for the few countries such as the United Kingdom, the United States and Denmark, not many countries have any concrete structure for the provision of career counselling. In the UK, most of the Universities have their own career counselling services and a similar model is required in all the Universities and schools across the world. This report will identify the need of career counselling for different age groups and how it can impact their livelihood. In addition, the report will prioritise key objectives laid down for career counselling and provide a broad roadmap of how career counselling can impact social life at the whole.

We would like to extend our gratitude to all those who helped in developing this report and giving their valuable inputs for devising the whole concept. We hope this report shares platform in different countries and create a revolution for career counselling.

Surabhi Dewra

**CEO, FOUNDER
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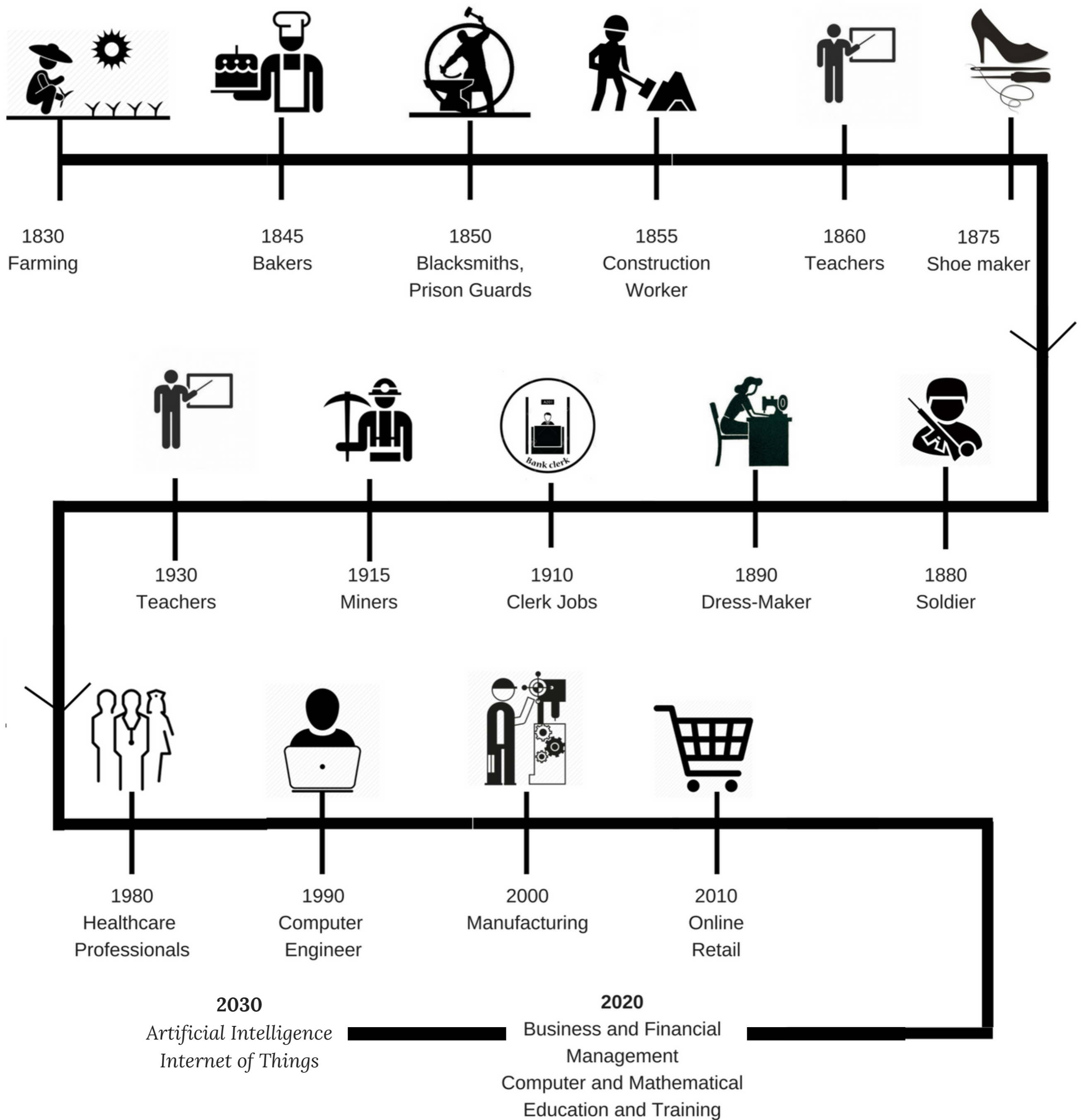
Getting to know Career-Counselling

Globally, students face a big challenge when they have to decide their career. A few students are confident of their career decision, however, many students have no reliable source of guidance and thus they fail to understand what career option will be suitable to them. A majority of students, globally, select a career option considering what their peers are selecting or what their parents suggest them to do. To top it up, economic conditions of the world have become more volatile than ever. In the lane to outshine in the world of competition, career counselling emanates at the precise time. The existence of career counselling dates back to 19th century when it was started in the United States due to changing economic conditions. Industrialisation had started in the country, while older jobs were getting vanished, several new opportunities were emerging. In addition, veterans from World War I were returning and a sincere effort was required to identify skills and then mapping citizens for the jobs.

Career counselling initially started as a support service in job finding, however, with time, it evolved and now it is considered as an essential element of the academic curriculum where a student can be guided for his talents, skills and strengths through which he/she can select an appropriate and fulfilling career. Currently, different career counselling techniques have been in use by the experts which are based on scientific theories. Some of the basic theories that provided a strong foundation for the career development process are Maslow's needs theory, John Holland's Vocational Choice Theory, Learning Theory of John Krumboltz, Career Development theory of Donald E. Super, transition theory by Nancy Schlossberg etc. Although the importance of career counselling cannot be denied, yet there are several challenges associated with the process. In the UK, which is considered to be highly advanced in terms of career services, 70% of students under 14 said in a survey that they have never taken any career-advice while 45% of students above 14 said that they had received limited advice. (Read more: https://en.wikipedia.org/wiki/Career_counseling)

It has been reported that of all the people having psychological problems, 25% have their reasons due to dissatisfaction in their career and jobs. Most of these people are under 30 of the age and this makes it highly important to highlight the importance of career counselling.

Advancement of careers



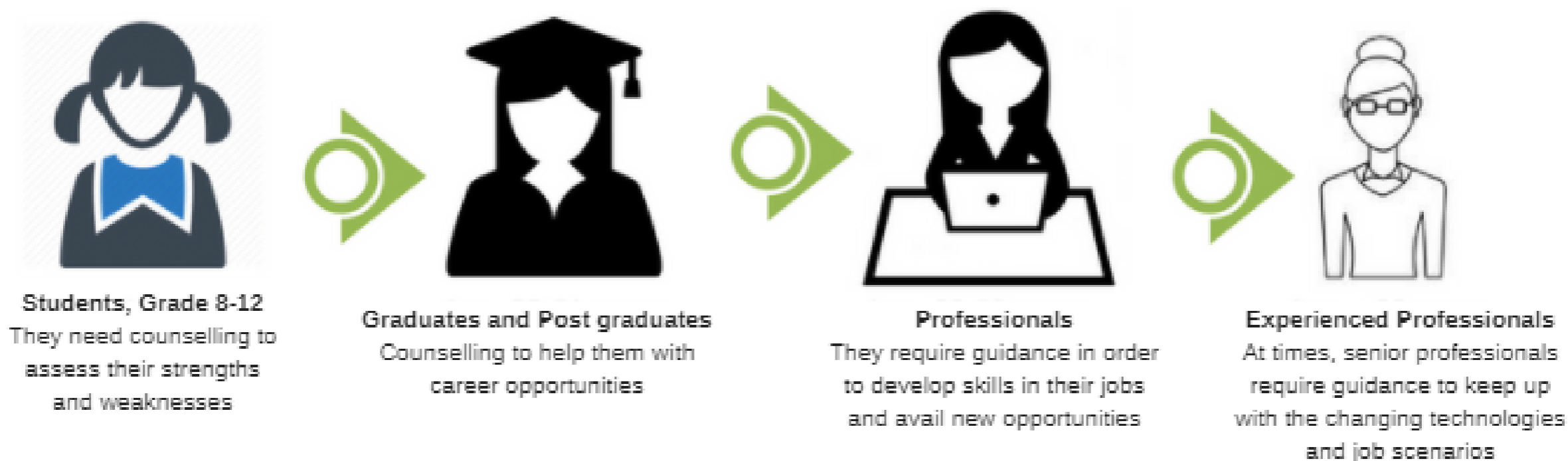
History has proved times and again how several career fields became obsolete over the years. With advanced technologies, some jobs get vanished while the new ones emerge. The one who can keep up with the trends is definite to ace the competition. As the new career options emerge, new skills are demanded in the industry and a student needs to be aware of these advancements. Career Counselling here acts as a torch bearer for the whole workforce that can be made aware of the industrial changes in advance so as to hone their skills accordingly and be prepared for the upcoming changes.

What is Career Counselling?

Career Counselling is an information processing step that is required in order to step forward in the career. A student is provided information on all aspects of his/ her career and is supported to advance and take steps to achieve the goals.

Career counselling is a scientific process that can be given ideally by trained and certified counsellors. The job of a career counsellor has even been compared to that of a doctor. He first analyses the talent and skills of the student, prepares a proper course structure for advancement in his/ her career, guides the student on how to proceed in their career and motivates them to achieve what they are aiming at.

Once a child reaches an age when he/ she is able to understand different career options that are available, career counselling is required to guide him through his own talents and select a career field accordingly.



Career Counselling can be defined essentially in four elements

Awareness - Creating awareness about different career opportunities available to the students, helping students and professionals understand how career counselling can help them proceed in their career positively.

Identification - Identification of strengths and weaknesses of a student in order to guide him/ her about suitable career fields, the skills that are required to be developed, new opportunities etc.

Information - Providing information regarding career fields, admission process, future scope, emerging trends in specific careers, amount of hard work required, opportunities

Motivation - Motivating a student to achieve his/ her career goals with a proper direction

Why Career Counselling?

The importance of career counselling lies in the prevalent career unawareness. In the majority of cases, students select their career based on what their peers are selecting or what their parents think is right for them. This often leads to dissatisfaction in career and thus jobs for the students. This has also been quoted as one of the biggest reasons behind mental anxiety, depression and increasing suicide cases among the students and professionals. Currently, 42.5% of Indian working youth is suffering from depression and have been diagnosed, the actual number could be higher (Source- WHO).

Observing the severity of the situation, it is highly important to develop a concrete platform for the students where they can get their career queries solved. In fact, increasing competitiveness demands greater efforts towards the right career guidance to the students as well as professionals. It is often observed that students take up a career perceiving the amount of money they can make after their course, however, they forget that not all students have the same talent and strengths, and they need to first assess whether they are suitable for that particular career or not.

Career counselling importance can be judged from the instability in Indian economy due to the high rate of unawareness and increasing competitiveness.

If we start with the profession of engineering, India is a big example of how one career field went into a fiasco due to lack of career counseling. In India, currently, there are 3,345 government recognized engineering colleges and they produce 1,473, 871 engineers every year. To be noted that the number of seats being offered by the colleges is increasing every year. If we go by the surveys, nearly 60% of these students are not skilled for employment, only 1% of these students participate in summer internships which are meant to enhance skilling. Another survey even stated that only 7% of the engineering graduates have the required skills. The question is how much loss it has amounted to the economy? The answer is it's a loss of 5 million-man hours daily. (Read more- <http://jobofficer.com/jeemain/total-number-of-engineering-seats-in-india-state-wise/>)



Getting insights from other career fields-



Certified Pilots: The jobs of certified pilots in the country have been under debates since long. It is said that there are thousands of pilots unemployed, but along with that, there is an acute shortage of skilled pilots. In fact, Indian Air Force has admitted that if there is more shortage they will reach a stage when they will lose any edge over neighbouring and rival countries. Currently, the country has close to 5,000 trained pilots but demand will double within the next three years. It is said that there are more aircrafts and flyers but less number of pilots.

(<https://mumbaimirror.indiatimes.com/mumbai/other/more-aircraft-more-flyers-but-no-pilots/articleshow/55903085.cms>)

Architects- It has been approximated by Council of Architecture, that currently, there are 70,000 registered architects in the country. It is surprising to know that there are 71 architects who are older than 85 years of age and are still working. Though the field is not new in the country, yet it has still not achieved as much importance as of engineering. However, it has been reported that there is a demand for more than 5 lakh architects in the country and sheer lack of availability and talent gives amazing opportunities to architects from abroad to grab major projects. (Read more- <https://www.coa.gov.in/>)



Management Professionals: Every year approximately 50,000 professionals graduate and take management qualification. However, a study conducted by ASSOCHAM stated that only 7% of these graduates are actually employable. Except for the top Tier-1 business schools, only a very few colleges can provide skills that help in getting jobs by the graduates. These graduates are on an average giving a fee of 20 lakhs for their course but getting jobs that are paying as low as INR 10,000 per month and thus each of them is costing a lot to the economy.

History of Career Counselling



Career counselling, these two words together can change the perspective of an individual to look the world around him. Counselling means helping an individual so that he/she can help themselves. Career counselling further assists an individual to support themselves in order to decide the right career path to succeed in future. Unlike a normal guidance mechanism, career counselling is a long process which starts from an early stage at the time of school and may continue until the candidate is satisfied with his/ her career path.

Career counselling is known to have a history dating back to late 19th century. The United States can definitely boast of giving birth to it. Career counselling actually derived from the societal and economic upheaval that the country was facing at that time. It was considered a social measure at that time so as to direct people as per their talents to the right industries and factories. Industrialisation was taking place at a great pace and career counselling was considered to be a measure to eradicate poverty and increase the livelihood of the people living there. There were certain issues that gave rise to career counselling at that time- agriculture jobs were vanishing due to the arrival of machines, increasing urbanisation, an increased demand for workers in the industrial sector and a responsibility to settle those who returned from World War I.

It is assumed that Frank Parsons was the unintentional founder of Career Counselling who during his time started a program that could help the people get the required jobs. There were no technical methods at the time and no accepted career counselling or psychology theories, however, basic was still the same. Parsons based his career counselling service on the factors- (1) Realisation of self-talents (2) Realising the skills required (3) Mapping the skills present and skills required for the jobs. In fact, Parson was the person behind the establishment of Vocational Bureau at Civic Service House in Boston in 1908. After the formal establishment, psychological factors came into existence of career counselling which led to psychometric testing.

Starting from there, career counselling evolved into being used in schools and at education level. Jesse B. Davis has a big contribution towards it. He was the first ever career counsellor (1898) in an educational set up who helped students with their career problems. Although, it was slow work of career counselling in schools, yet it paved the way for use of career counselling in different fields. It was in the late 1960s that career counselling got channelized into an organisational and meaningful work.

Ways to do Career Counselling



Telephonic

A student can ask his/ her career related queries on phone from the career counsellor and take his advice on career matters.

Counselling over Chat



A career counselling portal has a live chat option with one of the career counsellors. A student can directly connect to the counsellor and ask him questions freely.



Group Seminar/ Workshop

In this kind of set up, students who are interested in the same career field are given guidance collectively, they can ask their queries and that can help the whole group.

Video/ Skype Counselling



This way of counselling is slowly getting popular with the increased use of technology. Students can experience a similar guidance as that in face to face.



Webinar Counselling

Several schools and colleges have started providing webinars through country experts. They can guide students regarding career trends, admission information, future scope of a career etc. in a structured manner.

Forum Based Counselling



In a forum based career counselling, a candidate can post his/ her question and can get answers from the pool of respondents who are members of that specific forum. It helps in receiving guidance from more than one counsellor.



Face to Face Counselling

This is one of the oldest ways of doing career counselling. A student can ask his career queries, challenges, concerns etc from the counsellor right on spot. It's quick and highly effective if combined with a psychometric test.

Psychometric Counselling



Psychometric tests are used to scientifically map the student's talent and skills to an appropriate career field. this helps the students to analyse his strengths and weakness without any bias.

Pros and cons of different Career Counselling Methods

	Telephonic	Chat	Group seminar	Video	Webinar	Forum	Face to face	Psychometric
<i>Easy Accessibility</i>	✓	✓	✗	✓	✓	✓	✓	✓
<i>Cost Effective</i>	✗	✓	✗	✓	✓	✓	✗	✗
<i>Easy Expression</i>	✗	✓	✗	✓	✗	✓	✓	✓
<i>Comfort Level- high</i>	✓	✓	✓	✓	✗	✓	✓	✓
<i>Internet independent</i>	✓	✗	✓	✗	✗	✗	✓	✗
<i>Learning from others</i>	✗	✗	✓	✗	✓	✓	✗	✗
<i>Personal Interaction</i>	✓	✓	✗	✓	✗	✓	✓	✓
<i>Travel free</i>	✓	✓	✗	✓	✓	✓	✗	✓
<i>Individual Questions</i>	✓	✓	✗	✓	✓	✓	✓	✓



Who are Career Counselors

Career Counsellors are experienced and knowledgeable people who guide students and professionals regarding their career and different professions. The practice of career counselling is active in several developed as well as developing nations since long, yet the importance of career counselling is not known to many. Career counsellors can be termed as professional career consultants who look into an individual's career history, skills, interests, personality, acumen, aptitude and potential to help them find the best career opportunity for him/ her. Although there are no set rules or criteria for becoming a career counsellor, in certain countries, it is essential to attain a master's degree in related fields. Some governments have mandated their certified training and diploma courses while in other countries such as India, private training are taking place with an increasing demand of career counsellors in the country,

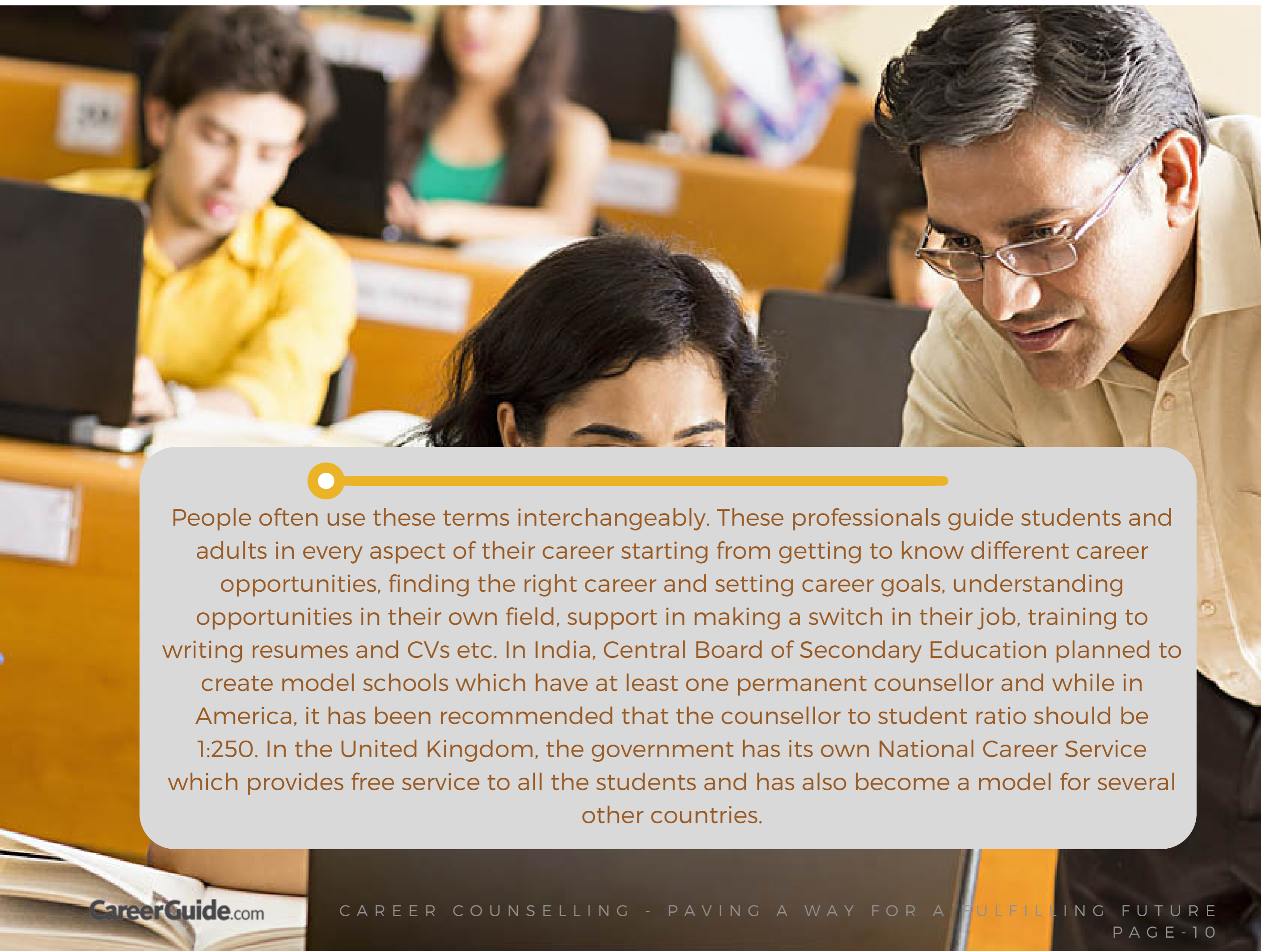
There is a great misunderstanding among people when using different terms for

counsellors. The terms are even more confusing due to cultural difference as Counselling in British English is the same as Career Guidance in American English.

Guidance Counsellors
 Student Counsellors
 Career Guide
 Career Counselor

Although different they appear, the terms are used interchangeably across the globe and not have much difference even in their implied form. In some countries, a specific term is more common, however, the functionality of the related person cannot be termed as different.

(We will use career counsellor as a common word for all the above professionals unless otherwise specified.)



People often use these terms interchangeably. These professionals guide students and adults in every aspect of their career starting from getting to know different career opportunities, finding the right career and setting career goals, understanding opportunities in their own field, support in making a switch in their job, training to writing resumes and CVs etc. In India, Central Board of Secondary Education planned to create model schools which have at least one permanent counsellor and while in America, it has been recommended that the counsellor to student ratio should be 1:250. In the United Kingdom, the government has its own National Career Service which provides free service to all the students and has also become a model for several other countries.

Role of Career Counsellors

Career Exploration

- Career Counsellors help the students in exploring different career options available in their area of interest.
- It helps the students to assess their strengths and weaknesses through psychometric tests and accordingly find a suitable career option.

Career Introduction

- After exploring the right career, the student is guided about the skills required, the future scope of the selected career field, new opportunities, emerging trends and salary expectations.

Admission Counselling

- A career counsellor helps the student in identifying the best college/ University according to the strengths and weaknesses of the said student keeping in mind the budget and other social constraints.
- He helps the student by providing information and guidance towards study abroad programs by giving information about different colleges, making a list of colleges to apply and their admission policies.
- A career counsellor may help the student in completion of their documents and forms for admission.

Motivational Counselling

- He helps the students and professionals in their stress management.
- He helps the professionals as well as students in setting their realistic goals.
- Helps the candidates in improving their work style so as to be highly effective.



Taking help from career counsellors in planning education financing

Career Counsellors often need to be a financial advisor for the students and professionals. There are many students that require financial assistance to pursue their studies. They need information regarding government and private bodies that can provide them education loan and scholarships. Working professionals may require the similar services in order to analyse whether their current salaries are comparable to industry standards or not and what else they can opt for to get increment.

Misconceptions and Malpractices

Misconceptions

Career counsellors as job hunters

It is often assumed by the graduates that they only need a well-prepared curriculum vitae (CV) and interview skills for a good job. This makes them believe that career counsellors can help them develop their interview skills and thus help them to get the required job. It has to be understood that career counsellors and job-hunters are two different entities. A career counsellor can never guarantee a job; instead, they support you in finding the right opportunity by assessing your strengths and weaknesses.

Career counselling as one time service

It is often assumed that a career counselling session taken once can work for a lifetime. However, for an appropriate guidance, a career counselling session can be extended for different purposes. A student might need it at the time of selecting his career field and then to find the right career type. Further, career counselling can be used to understand one's skills or at the time of finding the right job or career change. Counsellors usually use psychometric tests, interest inventories, one-to-one interactions and other similar techniques to analyse the candidate.

Career counselling is only for teenagers

Biggest misconception about career counselling is that it is only meant for teenagers and students. Adults often hesitate in taking psychometric tests and attending one-to-one sessions with career counsellors since they think that they can analyse their career graph themselves. However, a career counsellor has expertise in helping a person at any stage of life while assessing his strengths and weaknesses and accordingly enhancing the career growth.

Standalone Psychometric test as a complete process

It is assumed that giving a psychometric test is a complete procedure of career counselling. Many companies provide psychometric tests with career mapping; however, there are still several gaps which are needed to be filled by a career counsellor. Career counselling procedure completes only when the psychometric test is complemented with expert guidance from a career counsellor.

Career Counsellor as the God of Careers

Another misconception is that career counsellors know about all the career fields. It is quite not possible for anyone to know about hundreds of career options. However, they can help to provide the resources of information and widen the understanding of various career fields. In addition, a student can find career counsellors which have expertise in their area of interest and take benefit of their knowledge.

Malpractices

Private Tie-ups with institutes

Career counsellors are engaged in a partnership with private colleges and companies. They often suggest that educational institutions and companies for the purpose of getting a financial benefit. Counsellors often force the client to get admission in certain colleges or educational institutes.

Counsellors should not control the lives of counsees and enable them to make their own decisions based on appropriate details and information.

Confidentiality and harassment

Counselee and the counsellor relationship is built on trust. During counselling sessions, counselee shares his/her personal information with the counsellor. Relationship other than counselling relationship with the client is immoral in the profession. Dual relationships such as being a close friend, family friend or relative and sexual relationship should be strictly avoided. In case of such relationship, the counsellor should refer the client to another counsellor. Harassing of the counselee is illegal and the practice should be avoided at all levels.



Career Counselling in Different Countries

Career counselling service is referred by different names in different countries. Some of them are 'vocational guidance' and 'academic guidance'. European Nation and World Bank have defined career counselling in a broader sense which encompasses concepts of career information, career guidance along with the counselling. The aim of doing this is to provide the seeker career management skills for making sound career decisions. Career guidance as has been discussed in the above two chapters emphasises on in-depth information about the selected career stream for a student. This makes them aware of the challenges and opportunities in their career field. Career counselling is not a new concept, some countries have been following some element of it for several years while other countries are taking strong steps to bring it into the academic curriculum of the students. Different countries have different rules and regulations for career counselling and the counsellors. In some of the developed nations, career counselling is being provided by the government and Universities. For example, United Kingdom has National Career Service which provides free counselling to the students and professionals for their career queries. Developing nations such as India have adopted a similar model in the country however, they are yet to implement it at a wider scale.

This won't be wrong to accept the fact that career counselling is being adopted widely at a global level and governments, as well as private bodies, are making efforts to ensure that each and every child receives career counselling considering the fact that it can strengthen the country's youth and thus the economy.

United States

General

The United States has a history of being the forerunner in introducing career counselling as an essential element of academic and professional services. Certain organizations such as The National Career Development Association are working towards the betterment of services across the nation.

Academic and Certification

In the USA, career counselling is being used since years and more than qualifications, experience counts for them. Certain accreditation bodies such as CACREP (www.cacrep.org/) and the National Career Development Association (NCDA: <https://www.ncda.org/>) provide certificates to the working career counsellors in the country.

In the USA, someone who has devoted a number of years in the field of career counselling can get a Master Career Counsellor Credential.

Government Policies

- US Department of Education has also implemented Perkins Act (Carl D. Perkins Vocational and Applied Technology Education Act) to highlight career counseling and guidance programs. Through the act, not only career counseling is promoted, but it is also ensured that enough funds are released by the government for the ensured effectiveness of the program. (Read more: <https://fas.org/sgp/crs/misc/R42863.pdf>)
- Career counselors are also provided training through this act. In addition, the government has made efforts to provide career counseling to service members, veterans and those who are dependent so that they draw their career graphs with guidance. It has been predicted that for next 3 years, there will be an annual

Increase in career counsellor demand by 8%. In the US, job training and career counselling is expected to be a USD 14 billion market with more than 21,000 private businesses in the industry (IBISWorld).

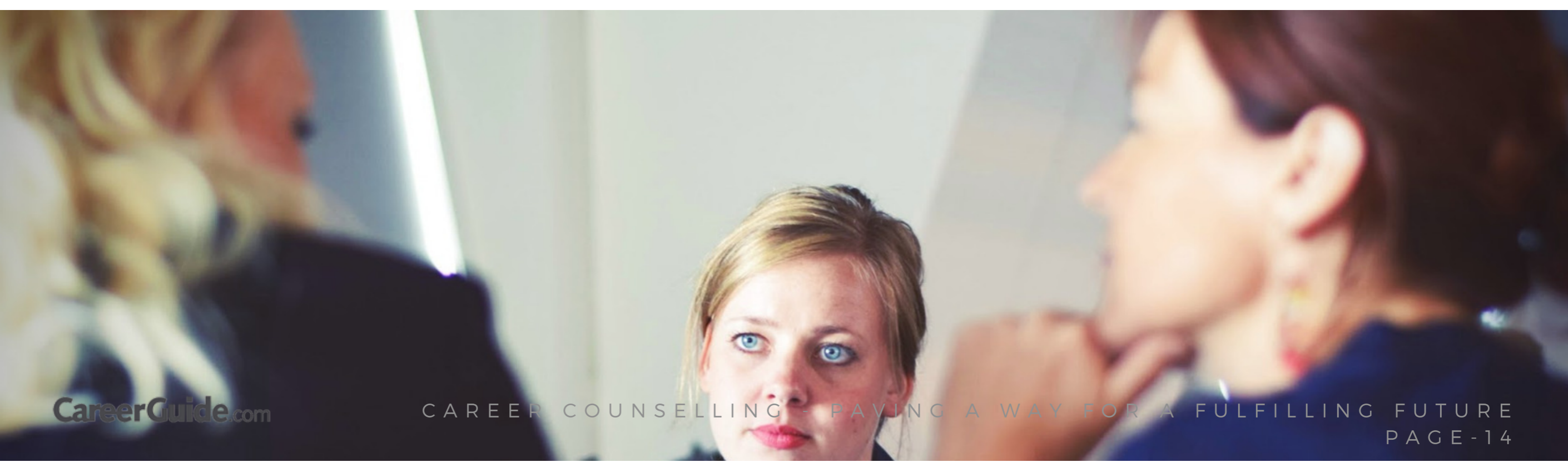
- U.S Department of State (CTC) provides training, counselling, job lead and other assistance to U.S. citizen employees. Various seminars on Job search, retirement planning, financial planning, early to the midlife career change or career retirement are organised by U.S. Department of State for U.S citizens. (Read at- <https://www.state.gov/m/fsi/tc/c6958.htm>)
- U.S. government also train career counsellors or provide information to career counsellors to make employment projections, understanding the industry trend to guide their client to make precise decisions.

Mode of Counselling

Many career counsellors provide career counselling over series of telephonic conversation by fixing face-to-face counselling session and even online guidance over the clicks using some tests and by asking questions.

Universities' initiatives

Career counselling, counselling in psychology master courses are offered in few U.S. Universities. Career counselling facilities are available in most of the educational institutes in U.S. Career counsellors guide students in admission and enrollment practices. American Education Bodies recommend 1:250 as counsellor to student ratio but it is currently 1:491 in the U.S. (Read more: <https://wvde.state.wv.us/counselors/documents/WhatistherequiredcounselortostudentratioinWestVirginia.pdf>)



Government Policies

- Indian Government has launched National Career Service in 2015 which has been supported by Ministry of Labour and Employment. It has a focus on skill development, vocational training, and career counselling and employment generation. It is one of the modular systems that have been placed in the ecosystem to reach out to the masses in need of career counselling. (Read more- <https://www.ncs.gov.in/>)
- Although the system is in place since 2015, it is yet to reach all the students and professionals. The major challenge is a population which comprises of 315 million students and double the professionals. In contrast, there are very few career counsellors available in the country which renders all the efforts useless.
- Central Board of Secondary Education (CBSE) launched its first career counselling centre in 2013 which has an aim to reach rural population of students as well. It is provided in telephonic form twice a year. (Read more at- <http://cbse.nic.in/prunit/Counselling.htm>)
- In addition, there are 978 Employment Exchanges and University Employment Guidance Information Bureaus in the country which are further expected to be converted to Centre of Excellence by the government for focussed guidance.

Academics and Certification

Several private career counselors are practicing in the country from as early as the 1980s. However, there are still no certified

training programs for the career counselors. In fact, this has resulted in unreliable guidance being provided to the students specifically in the rural regions where there is no access to private counseling centers.

Availability of Counselling

Private practice of career counselling is more readily available in the country, however, the ratio of availability of career counsellor to the number of students is shockingly less i.e. 1:20,000 which is nowhere close to the global standard. Also, the availability is there in Tier-1 and Tier-2 cities only.

Universities' Initiatives

- Various universities offer diploma and postgraduate courses in guidance and counselling in India. National Council of Education Research and Training (NCERT) also offer courses in guidance and counselling. The courses, however, are yet not given much importance since expertise of a career counsellor is more established by his/ her experience.
- Career counselling courses vary from graduate courses to doctorate level in India. As per the recent recommendations, every educational institute must have at least one career counsellor but this is a big challenge due to unavailability of career counsellors. In the real scenario, some hundreds of career counsellors are available for 1.5 million students.



United Kingdom



The United Kingdom has quite advanced and in place systems for career counselling. Students, graduates as well as others seeking the services can easily avail quality services. National Career Services is a government effort to provide free services to all the students and professionals. (Read more- nationalcareersservice.direct.gov.uk/)

Government Initiatives

Most of the career counsellors have a membership of British Association of Counselling and Psychotherapy, UK Council of Psychotherapy and The National Counselling Society.

The government provides advanced Career Advisory Services to its residents for multiple purposes including finding employment, changing career, getting a promotion, developing skills and career counselling. The professionals employed under this service have qualifications from institutes such as CIPD, ICF and BPS.

The Career Advisory Service is known as National Career Service which is an online portal through which students can receive documented information about different career options, CV and Resume making, personality development, skill development etc.

(Read more- nationalcareersservice.direct.gov.uk/)

National Career Service in the United Kingdom is provided by the government. To make a decision in deciding courses, training and seeking jobs

guidance is provided by the expert and qualified career counsellors.

The UK government established Department for Work and Pension to help or guide people above 50 years of age to get back into work.

Mode of counseling

In educational institutes, a student can approach career counsellors by visiting the career counselling centre. Face-to face interaction is usually preferred for career counselling in the UK. A sequence of telephonic sessions is also used in some cases by career counsellors.

Universities' Initiatives

Universities have their own career centers which provide dedicated services for career development of University students. The top Universities providing best career services are: University of Bath, Durham University, University of Manchester, Aston University and University of Strathclyde

Canada

- Canada is a wonderful country to gain knowledge. Software development, telecommunication, aerospace engineering, biotechnology and mining technology courses are some of well recognized around the world from Canadian universities.

- Canada is well resourced with an enormous number of career counsellors working in the country. 6% of global career counsellors are working in Canada. This number is in comparison to people working professionally in the domain of career counselling around the world.

Government Initiatives

- Career counselling in Canada is largely unregulated. Alberta, British Columbia, New Brunswick, and Nova Scotia are the only states in Canada where career counselling is regulated. Other Canadian states are also making provisions of regulating career counselling.
- Certified Career Development Practitioner (CCDP) was the first move in Canada by the authority of Alberta in 2005 in direction of regulating and certification of career counsellors. Career Development Practitioners (CDPs) are well recognized in Canada for their skills and competencies. (www.cccda.org)
- For assessment of CDPs, Canadian standards and guidelines are the scales of reference. Certification and regulation of career counsellors in Canada mean they have to

update their skills according to the market trend regularly to maintain certification. Certified professionals work according to the code of ethics, a proper and predefined standard procedure and are experienced professionals.

Mode of Career counselling

Face-to-face and telephonic sessions are commonly used in career counselling. In Canada, a new concept is used to provide career counselling. Webinar series is used by many private career counsellors.

Universities' initiatives:

Canada had made a significant contribution in theories used in career counselling. In Canada, students have access to career counselling and job shadowing programs free of cost. Though no career counselling services are provided by government access to private career counsellors is easy in every city and educational institutions.

Europe

Academics and Certification

- Europeans training and certification cover all the European nations. European Association for counselling (EAC) works towards promoting best practices in counselling. (Read at- www.eac.eu.com/)
- Norms around career counselling are different in different European countries, EAC bound them together to provide a formative career counselling structure to the students. With experience, career counsellors can receive the European Certificate of Counsellor Accreditation.
- The counsellors working in most of the European nations have a master's degree in psychology. In fact, Sigmund Freud, the father of Psychoanalysis, whose theories are widely used in career counselling also was born in Czech Region (EU).
- In Czech Republic, Ministry of Labour and Social affairs and the Ministry of Education, Youth and Sports regulate counselling of youth while Czech Ministry of Labour and Social Affairs regulate the career counselling.
- In Germany, career counselling is considered a legal task by Federal Employment Agency. It serves around 2 million students and school leavers and 7 million unemployed. In Italy,

career services are broadly provided by academic institutions and funding in some cases is provided by the government.

Government initiatives

eGovernment and eGuidance services are available in education guidance and vocational career training. European Youth Portal- an electronic portal by government across Europe opens up the opportunity for career counselling to young people. Career Guidance and career counselling services can be accessed by youth to get information about career related issues and employment. European population also have access to personalised career coaching, personalised entrepreneurs coaching and personalised retirement coaching. (Read more- <https://ec.europa.eu/digital-single-market/en/news/egovernment-action-plan-2016-2020-guidance-support-implementation>)

Universities' initiatives

Full-time, part time, on-campus and distance learning courses in the field of career counselling are offered by many universities. Courses range from graduate level to doctorate level. Many universities also provide career counselling to their students. Career counselling ranges from abroad exchange program, getting jobs, clearing interviews and many more.

Japan

Government initiatives

- The beginning of the industry started when the Japanese government reviewed career counselling in the US and took inspiration from it to introduce a new system for helping students, adults and older workers all together.
- Japan Career Development Association has worked with the government to certify the career counsellors and provide the best services to its residents. There are more than 40,000 career counsellors in Japan and 7 approved certification providers. One of the largest career counselling training provider is Nippon Manpower (Read at- www.asiapacificcda.org/Japan)

- Japan government is working to strengthen the profession of career counselling by providing advanced training to career counsellors. Government will soon introduce the national qualification for career counsellors.

Training and Certification

Career Counselling in Japan is also known as Career Psychotherapy. The government has also introduced a position for Career Consultant while General Career Development Facilitator Programme provides training to those in the profession and it is in practice since 1997. (Read-http://hkier.fed.cuhk.edu.hk/journal/wp-content/uploads/2010/04/ajc_v16n2_171-191.pdf)

Global Education attainment and performance scoring

Countries	Education Attainment (%)	Average Performance score (High score means better performance)
United States	92	497
India	35	NA
United Kingdom	94	498
Canada	86	527
Europe	36.2	495
Japan	76	516
Malaysia	18	440
Bangladesh	23	NA
Singapore	57	535
Vietnam	55	525
Korea	98	517
China	NA	523
Australia	88	503
New Zealand	81	509
Germany	87	509
Italy	83	481

Education attainment is the percentage of the population with age 25-64 having high school degree and average performance score is the score of students studying in science, mathematics, reading, problem solving and financial learning. The performance scoring is provided by Programme for International Student Assessment (PISA). (Read at- <https://www.oecd.org/pisa/pisa-2015-results-in-focus.pdf>). Education attainment is definitely high in developed nations United States and the United Kingdom, however, the case of Korea provides data for analysis which will be discussed in the next chapter. In Majority of Asian countries, the numbers are not promising and it clearly indicates the extent of career counselling programmes in the countries. It is worth mentioning that most of these countries have a literacy rate of more than 80% and yet their performance is not appreciable. The study indicates that the countries with strong career counselling structure have a promising performance. Asian countries to be specific, need to take the matter seriously and consider the importance of career counselling.

Career Counselling in Asia

Career counselling is one of the most talked and concerning topic for the educationists around the world, yet the concept has not been widely adopted in Asian countries. Even though thousands of school infrastructures are built up, millions of donations for education takes place, yet career counselling is something that is not easily accessible to the studying students and in some of the Asian countries, this is a concept which has no place in the education curriculum. However, there are some countries, which have been practising career counselling since long.

The government of Korea has been running Korea Job World through which Koreans from all the age groups can explore hundred of different career occupations and it has been reported that more than 3400 people are visiting the portal on a daily basis. The services are being provided by the government funding since 1980s and now, the schools also have computer aided career counselling services by the name of CareerNet. The government centres also provide career development services to the citizens. As per the government records, active efforts towards career counselling have resulted in intense competition for professional jobs and a great pool of skilled workers. (Read more- <https://koreajobworld.or.kr/>)

In Japan, there are more than 40,000 certified career advisors across the country. The population is highly educated and there is an upward trend of continuing education and higher degrees. Career counsellors in Japan follow US theories for practice and the theories have mostly been adopted as per the Japanese culture and education system.

While in Hong Kong, the concept of career counselling is skewed at a major level. Career counselling is being run by a group of college students that intends to send students from Hong Kong to Mainland China for job and internships. However, it has yet not been given importance how career counselling can help the students at the time of selecting their career.

Apart from these countries, career counselling in other Asian countries have not received much attention. Vietnam first found career counselling in 1987 but it has not yet achieved the desired results. The government has recognised the need of career counselling and is in process of implementing the concept in all the lower and secondary level schools. The country has its own online portal through which teachers, parents, managers and students can gain information regarding career options.

In India, career counselling is being discussed for more than 5 years now and the government has set up an online portal under National Career Service so as to help the students connect with career counsellors across the country. Apart from this, many start-ups and small companies have ventured into providing career counselling to the students across the country and they have even reached the rural schools. However, the education experts are still demanding a collective effort by the government so as create a channel of access for the students even in the remotest regions.

Malaysia and Bangladesh have an extremely low PISA score which undermines all the efforts that the respective government has taken for educational growth. On searching career counselling efforts in both the countries, there is not much credential information and it is evident how lightly the matter of career counselling has been taken in these countries. Traditional occupations are pursued by the students and there are little measures to attain guidance.



Career Counselling division by age-group

Career Counselling is a life-long process which an individual can avail until he/ she is satisfied with their career. Different age groups can benefit from career counselling in different ways. The age groups can be divided into five different categories:

- Students (Grade 8-12)
- Graduates and post graduates (18-34yr old)
- Working professional (22-30 and 30-50)
- Professionals after sabbatical (26-50)
- Senior citizen (55+) seeking

Students

How to avail Career Counselling

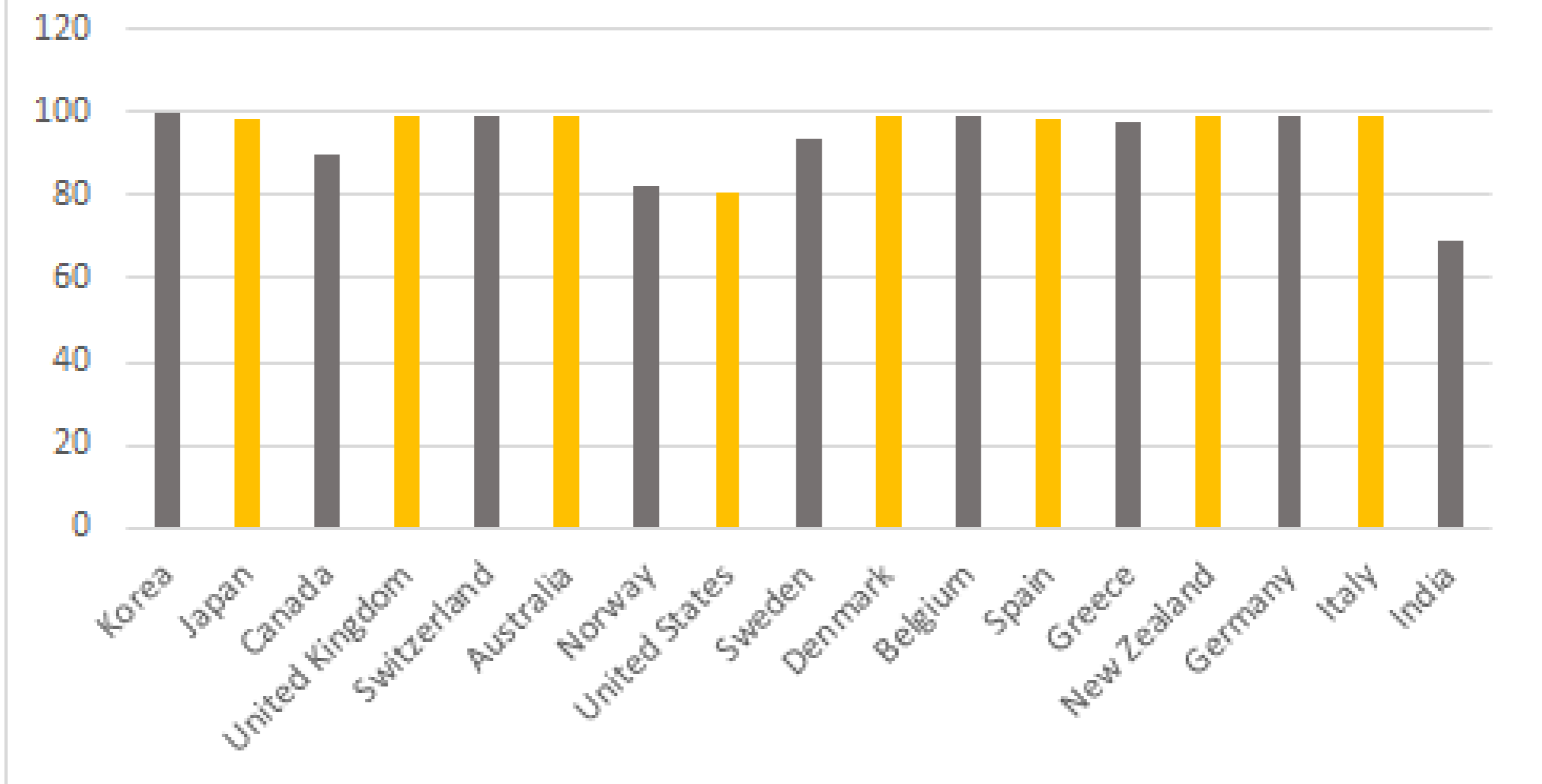
For the students of class 8-12, it is necessary to have an access to career counselling. At this age, it helps the students to understand different career opportunities that are available to them. Students can be advised to take a psychometric test after they are aware of the career options. The psychometric test can help to assess their strengths, weaknesses, aptitude, personality type, reasoning capability and potential in order to map their skills to the right career opportunity. Further, career goals are set for the students and they can take help in their University/ college admission process. In the perspective of school going students, career counsellors have a greater role to play which is a combination of - 'academic activities'

'supporter', 'social development' and 'career development'. In addition to that, career counselors have a significant role to play in overcoming social issues related to low enrollment in several countries. Career counseling can be a substantial tool for education system at the school level in different ways.

Needs of a student

A school going student can make career counseling highly beneficial for his/ her career. For example, a student at a school level may understand that he wants to become a mechanical engineer, but he cannot be sure what subjects can help him achieve his goals. A career counselor can help and support him in understanding the skills that are required, future potential of the selected field and the emerging trends which can be important for the student.

Student Literacy Rate

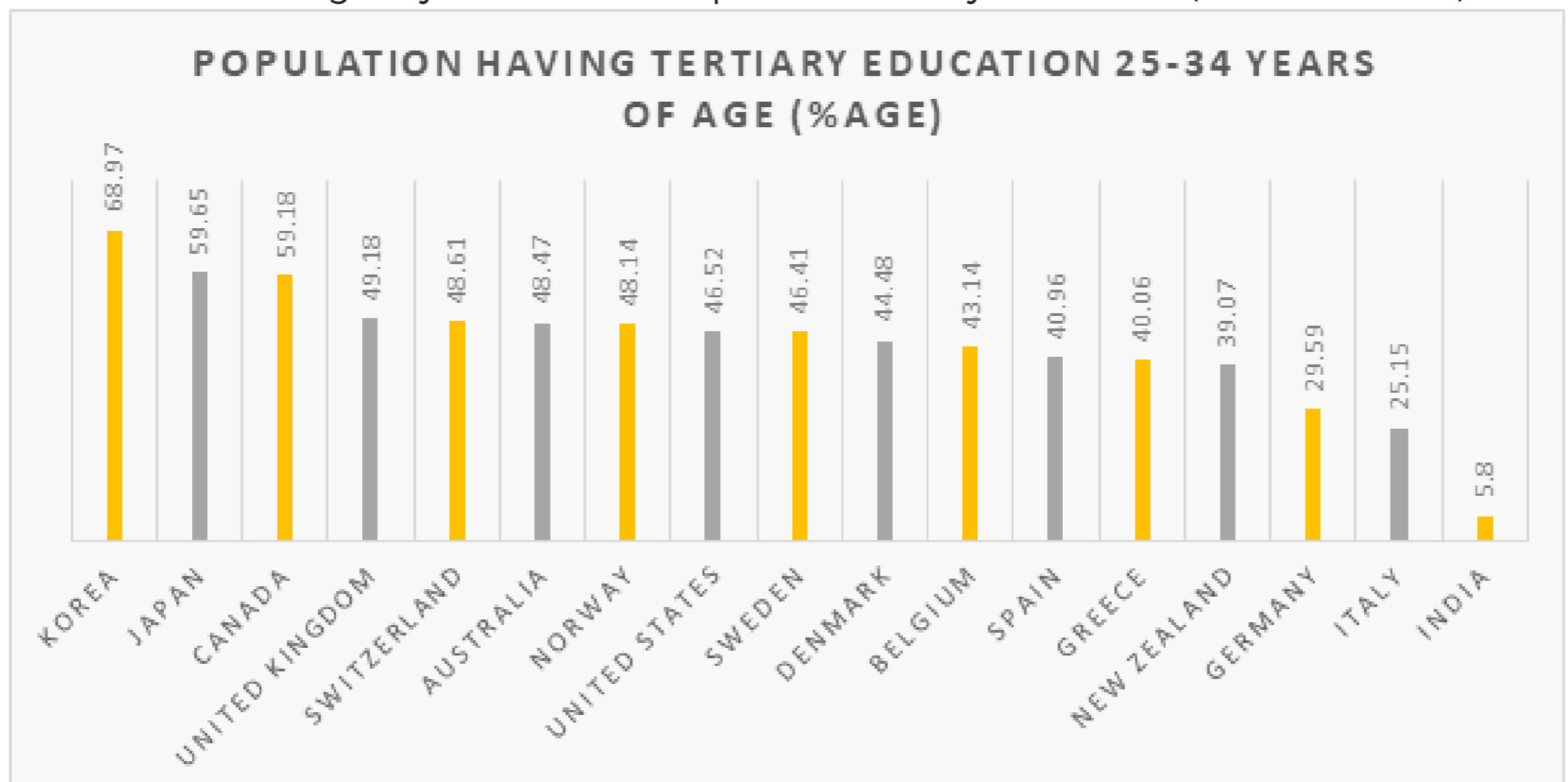


It is surprising to see that student literacy rate in India is as low as 69% while other countries have the rate above 80%. Such low literacy rate demands serious efforts from the government of the country. Providing schools and educational facilities is not enough in such grave situations. It is necessary that awareness is created among the parents and leaders in urban as well as rural areas of the country. Career Counselling can prove to be highly effective in such a situation by motivating students and their parents to pursue education and set career goals. Strikingly, there is a similar situation in other developing nations. These countries are facing several social challenges that impact student literacy rate, however, opting for a model similar to those in developed countries can bring out positive results. (Source- OECD)

It has been estimated through studies that career counseling can improve drop-out rate at school level by at least 62% in a developing nation and by 35% in a developed nation.

Graduates and Post-graduates

Career counseling for youth and its impact on tertiary education (Source- OECD)



Tertiary education level signifies an educational degree which is above school level. World Bank states that all the colleges, Universities and specialised institutions come under the umbrella of tertiary education. It is also known as 'Continuing Education' in some of the countries. Career Counselling has been regarded highly important for those seeking tertiary education.

In above mentioned 17 countries, on an average, 46.1% of total population in the age group of 25-34 has received tertiary education. Tertiary education is third level or post-secondary education i.e pursuing any academy after high school. Korea has highest number of population with tertiary education of age group 25-34 with 68.97% followed by Japan with 59.65%, Canada 59.18% and United Kingdom 49.18%. India, Italy and Germany have the lowest population with tertiary education in the age group of 25-34

Challenge in India: The main reason behind low tertiary rate in India is that many urban and rural private education institutes offer degrees without affiliation or recognition and this leads to no recognition of educational qualification of a major share of population in this age. To save tax, many institutions are not approved by authorities like UGC and AICTE. Due to unawareness, many young students get trapped in such institutes.

Solution: At this stage, career counselling can play a major role for the students and others who want to pursue tertiary education. It is safe to say that tertiary education can provide better job prospects and salaries to the students and thus can lead to a better lifestyle. However, many students, due to lack of proper guidance end up leaving their studies. Career counselling at this stage can help the students to understand what career can be suitable for them and how they can gain expertise in their selected career options. In addition, career counsellors and guide the students about how much efforts their selected career stream will demand, the kind of life style they can expect, the scope of career growth and most importantly the financial aid that is available for particular courses.

Asian Country Challenges

The dropout rate of students from colleges are decreasing for sure but it is still on a higher side. A remarkable change has been observed in dropout rate from 2000-2015. The global dropout rate in 2000 was over 12% and in 2016 dropout rate comes out to be close to 5%.

Korean Case Analysis

Analysing the whole situation, Korea is among the top scorers who have highest percentage of people (25-34 years) having tertiary education. One of the reasons behind this is an active career counselling law which was first introduced in 1998. The program is focused on building personal skills, creating life-long careers and a satisfying job. At the time of rapid growth of the country before 1998, there was an increased interest of the youth towards high-paying jobs and that created an imbalance in the economy. This created an urgent need of aptitude based career counselling. Since then, Korea has evolved career counselling in a way that it can benefit the whole working and student population of the country. This has highly impacted the education and awareness level in the country.

The significant drop can be related to the rise of career counselling and increased awareness in developing nations. Graduating is not an easy task considering the amount of course work along with personal life and societal expectations. When a student has to select the right college, certain challenges come in front of him and he has to sort them out at the earliest so that there is no delay in applying for the college. After secondary education, selecting the right career field for graduation is the first step for a student. In many Asian countries such as India and China, this step is highly neglected and a majority of students opt for the career streams – engineering, medical science and commerce. There is little understanding of career fields beyond these and this is one of the reasons that these students often end up doing double graduation or a post-graduation in a field non-similar to the one they did their graduation in.

Another challenge that comes up is that of financial aid. A large number of students leave their studies after secondary school considering that education is a costly affair. However, they fail to approach different government bodies and private organizations which sponsor the education of poor children. Many students have the misconception about the finances that are required for graduation.

Another set of students simply have no interest in their graduation and they opt for a low skill job which can earn them some money. These students are mostly demotivated about their life choices and they need high motivation in order to pursue further studies.

Most students face increased difficulties in deciding the right college and career field. Proper guidance by career counselors can provide information about various colleges, in-depth knowledge about different career fields and culture so that students can decide the right college and won't face any difficulty after admission. Career counseling for selection of the college is firstly based student's interest and motivation towards a certain field and secondly his skills and aptitude in that field.

Career counselors have knowledge about various career fields which opens up the choice of career for students. With career counseling and proper guidance, students are given insights about their strengths and thus they can enroll themselves in the right field of study and not in the field that their peers have selected. The usual trend is getting into medical or engineering colleges but many other options are available where a particular student can succeed with unexpected results. This further brings out the balance among different fields of study.

Financial Advise to Graduates and Post-Grads

Most student face financial issues during college and they start opting for part-time or full-time jobs to pay their bills. Eventually, they start missing classes and start showing lesser interest in pursuing their studies. As a matter of fact, they drop out from college. All things considered, a career counselor can explore more options for a student to cope up with such situations and can guide them to continue their studies with various financial aid policies. Financial aid policies and easy part-time work options may help the students to complete his/her degree/graduation.

Career Counselling at Doctorate level

"The Chronicle of Higher Education", took a survey of people who completed their postgraduate degree on the factors due to which people dropout during doctorate. 80% doctorates assumed that most people dropout from PhD due to lack of financial support and 65% doctorates believed that there is a lack of mentoring and advising which results into dropping out from PhD. It was observed that very few career counsellors provide counselling to doctorate students. Doctorate students usually think that they will be paid a handsome amount while pursuing the degree. Information regarding the financial conditions should be provided by career counsellors before the enrolment. Admission fee, tuition fee, perks and stipend related information should be provided in advance before admission. One of the reasons of high dropout rate of doctorate student is lack of funds. Financial aids and education loans can help students to complete their doctorate degree.

Working Professionals

Mid-life career crisis can occur at any age for a working profession between one's thirties or sixties. For some people, this crisis is an invitation to frustration, anxiety and depression. This is often due to dissatisfaction from the job and the unfulfilled expectations from one's career. At this time, it becomes an issue of high importance to guide the person regarding his own skills, the areas which he can explore professionally and the opportunities that he/ she can grab.

Career counselling for job change

Midlife career change:

It is a challenging task including financial concerns, fear of failure, the requirement of new or additional skills etc. Professionals often feel nervous while having career counselling services, they believe that career counselling is only for students. In fact, the trend is changing now, midlife career change or career change around the age of 40 is a new concept and many career counsellors are offering their services online.

Instability at work

Many professionals expect to settle down after certain years of their work experience. Instability at work may result in dissatisfaction from the job and thus may prompt the person to change the job. This is quite a complex situation for the one who seeks stability in his job. Office politics, work burden and anxiety are some of the common reasons faced by professionals which make them look for a career change. A career counsellor can help them understand their current situation and the scope that they have in the industry as per their experience and skills.

Hopes from higher studies

Many of the career counsellors find their clients wanting to do an MBA or other higher study program to make the midlife career change or to deal with the midlife career crisis. In many of the cases, career counselling is enough instead of doing MBA for a year or two.

Many working professionals find themselves exhausted with their jobs and want to change the career field. It is not necessary that the person does not like his job in the first place but it could be due to prolonged monotony in one's life which is not suitable for some people. At this stage, career counsellors can guide them to enhance their skills for better opportunities at the job, find a new job, or if they can start a business or do something that they like and are talented at. Sometimes doing an MBA or any other additional course can also be beneficial in the midlife career change.

Why midlife career change? It's not a tough question to answer for anyone but it's actually very tough to do in real life. A simple reply to above question is that a large number of people are dragged to pursue a particular degree in order to fulfil expectations of their parents.

Nowadays, it is common to see experienced people pursuing a higher degree in order to get a better job, status and salary or one can state job satisfaction. Having a dissatisfactory job may turn out to be complicated after few years when he/she has to invest at least 8-9 hours daily at work. The situation for the midlife career change is not only at the age of 40, it can happen at any age be it 30 or 55 years of age. Developing a blueprint and assessment of your financial situation before midlife career change can make the transition easy and smooth.

Career Counselling be used as a tool to enroll in Vocational Studies

Selecting the right course

Vocational education is a skill-based education in certain fields which allows students to gain non-academic but the real skill set allied to a specific field. In many countries, vocational studies do not include a degree but this could be a diploma course. It is an important decision for a student to select a particular vocational course. Many students select it based on the analysis given by their parents, friends, and relatives. However, they miss out analyzing their own skills. Career counselors can understand the case of every individual as every individual possess different skills and talents. A career counselor can help a student interested in pursuing a vocational course by informing him about his strengths and thus an appropriate course for him, suitable colleges, basic requirements, trends in the industry to make it easy for an individual to select their career path.

Vocational course for people with special needs

Vocational education for people with disabilities proved to be thriving for guaranteeing jobs to people with special needs. U.S. Bureau of Labour Statistics stated that 19.2% people with disabilities are employed in the US. All this is possible because of proper guidance and enrollment in appropriate vocational courses best suitable to them.

Vocational course as skill enhancement tool

Career counselors have a vital role in analyzing the skills a person or an individual is lacking which can act as a restriction to the growth of the individual in future. Career counselor identifies a vocational course that can fulfill this gap and advises on how to pursue it.

Working Professionals after Sabbatical

It is considered quite difficult for any individual to resume work after years of sabbatical. Such people are often considered unfit for the current technologies and job scenario. Also, it is a fact that since technologies keep on changing rapidly, once a person takes a break for more than 4 years, he/she loses the skill set they possessed. One, they tend to forget their knowledge, second, they are not up to the industry marks at the time. Considering the gravity and need of support for such people, several initiatives have been taken by some companies to help the people resume work or get training after years of leave due to genuine reasons. In the majority of cases, it is a woman who has taken maternity leave or left the job in order to support her husband. This is the reason why most of the efforts in this field are directed towards supporting women and not the men.

Sabbatical leaves may be for different reasons. Among women, sabbatical leaves are common during pregnancy. Different organisations have different policies for the sabbatical. Some organisations offer full-pay, partial-pay or no-pay during sabbatical leave. An online survey by Tuck School of Business states that only 20% of companies or employers offer unpaid sabbatical leaves. Sabbatical leave is gaining popularity among professionals as 68% women and 58% men consider sabbatical as extended leave from work.

Apart from personal reasons, there are reasons such as career dissatisfaction, increased stress, lack of professional skills and higher studies are primary reasons behind sabbatical leaves. Career counsellors are helpful in order to inform the individuals about the policies that can be helpful to them in order to regain employment. Sabbatical leaves can prove to be beneficial if an individual plan it efficiently. In case of career dissatisfaction, career counsellors counsel them about other career options and benefits of existing career field, future scope and can help the individual to find the satisfactory path. Career counsellors also help the professionals with a sabbatical to find the best courses that an individual can pursue during sabbatical leave.

Women resuming work after long sabbatical leaves

Sabbatical leaves are more common among women as compared to men. Marriage, pregnancy, taking care of a newborn child and shifting to a different location with the spouse are primary reasons of sabbatical among women. Accepted duration of sabbatical leaves in most of the government and private organization is 1 month to 1 year, however, several women end up leaving work until their children are grown-ups and their life has again become stable.

- Women contribute around 29% of workforce globally. Come back after a sabbatical is challenging for women. According to a survey by London Business School, 70% of women are concerned about sabbatical impacts on their career.
- Career counselor guides women with a sabbatical in developing or refreshing their skills. Career counselors have a great role in helping them understand the gaps in their skills after the sabbatical, right companies for them to apply and helping them with their CVs and interviews.
- It is to be understood that women (or any professional) with more than 4 years of work gap is ideally unsuitable for the same job profile since technology and industry trends keep on changing. At this stage, career counsellors can help them with understanding their inherent skills and talents and guiding them on how to improve them so as to enter the workforce again. This long sabbatical is quite complicated since, in most of the cases, the early knowledge of the individual becomes redundant due to advancements in the technology.

28% of women across the world leave their career midway in order to fulfill their family responsibilities while they contribute 37% to the global average GDP. This percentage (28%) is as high as 45% in some of the developing and restricted nations. An estimate by Craft Driven says that career counselling helps decrease this career abortion rate by at least 5 percentage points in one year.

Senior Citizens

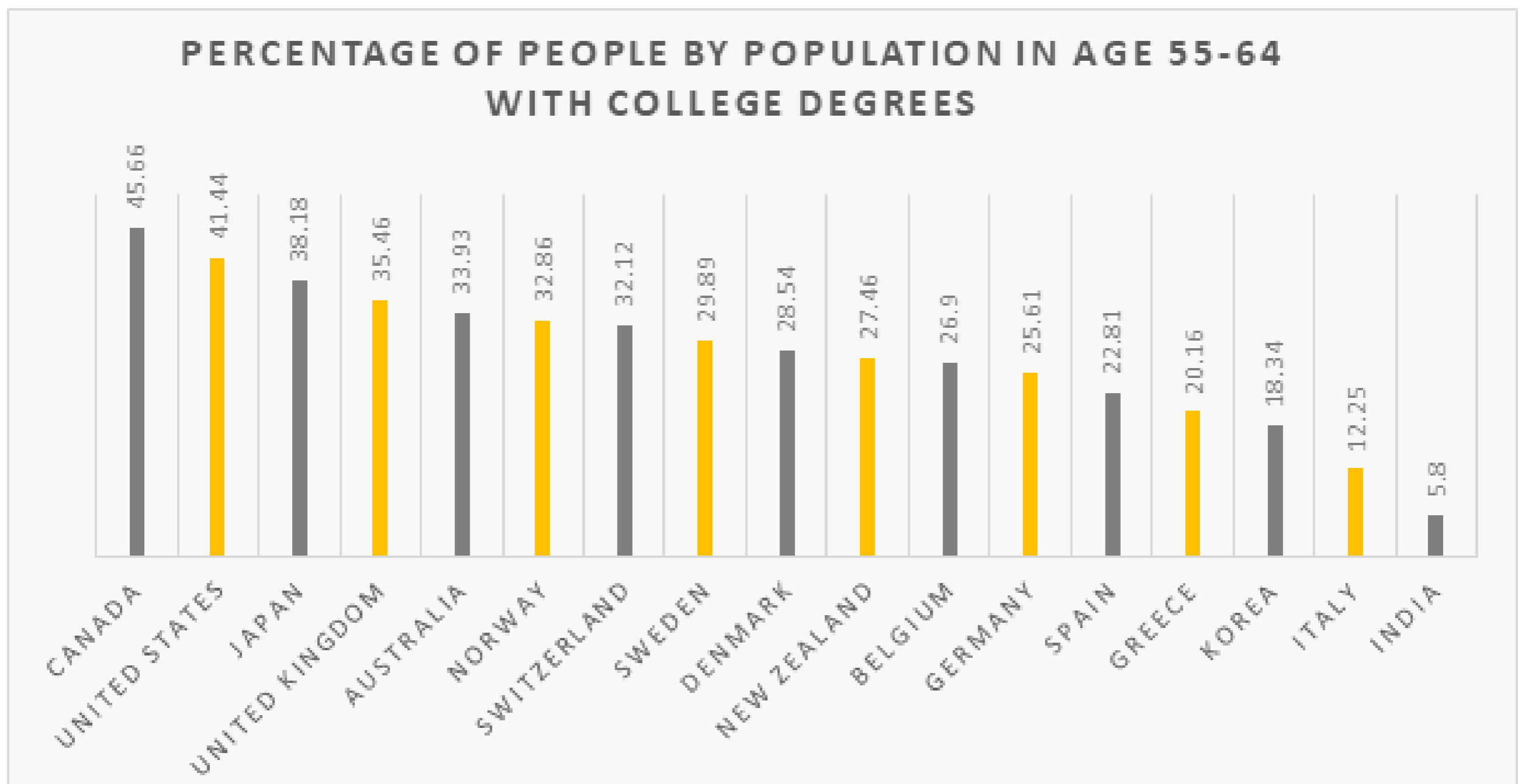
Career Counselling for older people

A large population which is at the age of 55 or older might have seen more than one job in their lifetime. At times, it is due to changing interests and at others, it is due to volatile economic conditions of the countries. Corporate structure often forces people over the age of 55 to take forced retirement since they are considered unfit for stressful jobs and may take more leaves as compared to the younger generation. Another factor is that the older generation has a limited exposure to higher education level and now is not the time for them to develop new skills. This impacts their employability and working conditions severely. Also, a large number of retired people want to explore new areas for their career at this age and they don't want to invest themselves in stress based jobs.

Despite the need, many career counselors do not interact with this age group. It can be highly uncomfortable for the career

counselors to interact with this population since people in this age group have greater demands and requirements while having certain limitations and fewer flexibilities that does not make them fit for an open career counseling. However, the situation is not as grave as it seems. A large number of fields require someone of an older age for their professionalism and rich experience. Important here is to understand how their experience and skills can be reframed to prove to be useful in the current job scenario.

For appropriate career opportunities for senior people, it is important to consider their education level in the country and depending upon that a suitable counselling can be provided to them. In the countries with well-educated senior population, consulting related jobs can be suitable to them where their experience and their field knowledge can be utilised. However, in the countries with less percentage of this population with education, it becomes tricky to provide them suitable options for the career.



With the increasing age, the pattern changes but not drastically. For this age group, top positions are still maintained by Korea, Japan, Canada and the United Kingdom and lowest by Italy and Germany. There is almost no effect of changing the age groups in India, Italy and Germany but the United States has a number of population with tertiary education who have age above 45 compared to the age group of people with age less than 45. Korea comes surprisingly on the lower side with the population having the tertiary education of higher age. This is supposedly due to the reason that career counseling efforts were mobilized only after 1998 in the country. In the United States, fewer younger ones are getting a tertiary education than their parents. Canada and Japan have occupied top positions irrespective of the age of people. The percentage of the population with tertiary education in Canada and Japan is more in age group 25-34 than 55-64. Definitely, the younger generation has more opportunities and awareness in Canada and Japan.

A successful model of career counseling in any country is reflected by the education level of its people. Involvement of people in more of education related activities defines greater awareness. However, there are different other factors that play a greater role. If in a country, graduates are spread across different educational fields, it represents a healthy economy and also ensures greater opportunities to the people as per their skills and capabilities, however, concentration in one specific field often reflects lesser awareness and disproportionate educational economy. Definitely, if majority graduates go to one particular stream, there will be greater competition in that specific field and lesser availability of talent in the other fields. A balanced educational economy can be built with the help of career counseling. Here, career counseling performs two different tasks-

- Awareness towards attaining education
- Awareness towards the 'right education'

Right education here means involvement in educational activities that are in correspondence with one's strengths and interest rather than pursuing education in order to attain money and fame. Career Counselling is much related to the level of education in a country. A high percentage of people enrolled in education relates to greater awareness or one can say greater acceptance and understanding of career counseling. Focusing on the eligible population for education level greater than high school, Canada tops the list with 55% of people having attained an education level beyond school level. Other top countries in the list came out to be Japan (49.75%), Korea (45%), USA (44.6%), UK (43.3%) and Australia (42%). Without any doubt, these countries represent the best educational system with easy access to career counseling services to all the students. However, the situation is quite grave in several developing and under-developed countries that includes India, Malaysia, Bangladesh, China and other Asian countries.



CSR and Career Counselling

Corporate Social Responsibility (CSR) is often considered as one of the biggest contributors to economic development in a country. CSR is a globally recognised funding that is done by corporates within a country towards the development of the country. Different countries have different laws regarding CSR funding, some countries have made it mandatory for the corporates and others have given tax rebates to the companies doing CSR work. Globally, the education sector is the biggest sector in which CSR funding takes place. According to the reports of Craft Driven Market Research, only 1.3% of total CSR funding in education sector actually goes to career counselling (In India). This marks a great negligence towards career counselling by the corporates and also a lack of understanding on how career counselling can impact country's development.

It is required to be understood by the companies on how they can invest in promoting career counselling and whether their efforts towards the initiative brings them under the umbrella of career counselling. Some of the countries have no rules and regulations towards CSR funding and thus to

get CSR funding in career counselling in such countries is possible only through awareness of the corporates. In countries with properly laid out rules and regulations, corporates are required to be intimated on the measures they can take to invest in career counselling and how it will impact.

Corporates mostly consider the two factors while investing in a cause:

- Measurable Impact
- Rate of return to the beneficiaries.

Considering these two points, investing CSR funding in career counselling is a complicated process. When contacted with NGOs doing career counselling on behalf of corporates, it was revealed that corporates are reluctant to spend in career counselling due to the reason that the results are unquantifiable and they are not able to show the results. The impact is not clearly known and this leads to an aversion from this initiative.

According to Harvard Business School, CSR is not a philanthropic activity rather it is a tool to create sustainability within an economy. With CSR investment in career counselling, education system can be improved drastically and the gap of education can be bridged.

Facts About Career Counselling and CSR

- Country's economic growth greatly depends on education. A lot of companies are spending in education but CSR fund in education is used in providing books, education loans, libraries, and scholarships. With no doubt, career counselling is as important as books to any student.
- India and Canada are the only countries with laws for CSR spending. Education is the highest CSR spending segment but

- only 1.3% of CSR spend in education is used for career counselling.
- Globally, major components of education spending are infrastructure development, education loans, scholarships, laboratories, and libraries, vocational training, hostel building, career counselling, special education, stationary distribution and educational tours.

CSR in different Countries – Government initiatives

Corporate social responsibility amount can be used in social and environmental development. Education is one of the most important aspects of social development. A corporate decides its CSR spending itself and it is totally voluntary how it wants to spend a mandatory section of CSR in accordance with its business strategy and market pressures. The government provides support to corporates in CSR through tax exemptions, endorsements, award schemes, corporate training, and certification system, thus increasing corporates' market competitiveness. Studies also show that investing in CSR also increases company's market valuation and thus leads to indirect benefits.

Corporate social responsibility is not a new concept for corporate business around the world. CSR changed the prospective of doing business in the society. Companies should give back to the society which has helped them to earn a profit. Under CSR, companies can contribute to social and environmental causes. Many companies have applied the concept of CSR into their business.

CSR Laws and Career Counselling

India

India is the only country where it is compulsory for companies with net profit of Rs.5 crore, minimum net worth of Rs.500 crores and Rs.1000 crore turnover has to contribute 2% of their profit in CSR. Within section VII under companies Act 2013, The CSR spending highlighted community development instead of corporate building. Regarding career counselling, CSR Laws do not explicitly mention career counselling, however, some companies have started investing in programs for career counselling. In India, only 1.3 % of CSR goes into career counseling and 17% of companies eligible for CSR actually spend in Career counseling.

United Kingdom

As per the government documents, there is no part of UK Corporate Governance Law that is specifically related to CSR, however, there is a recognition where the companies' duties extend beyond shareholder value. The companies Act 2006 of the country, however, expect the company directors to regard their duties towards the community and the environment. Companies in the UK spend only 0.5-1% of their pre-taxed profit in CSR. 50% companies in the UK agrees to spend the amount in social development and 25% agrees on environmental development. Although, not very clear in the laws but it is worth mentioning that several corporates have taken CSR measures such as helping candidates with their professional profiles, helping them to connect with recruiters etc.

Canada

The Canadian government has no laws on spending of CSR by companies. Canadian government enhanced the CSR strategy for Canadian companies in November 2014. According to Canadian

government laws, companies have to spend in CSR in the host country they are operating in along with the home country. There is a penalty on the companies that do not participate in CSR activities or misuse the policy. The Canadian government has simply put forward that any activity that supports community building comes under CSR. However, Canadian companies are aware of CSR activities and are giving good contributions towards the measure.

Europe

European countries are highly active in CSR activities. Germany and Denmark are the most active European countries in CSR spending. Though most of the amount goes in business promotion and the very little amount goes to education and career counseling. In fact, Germany and India have collaborated on this and have made a 3-year program to promote CSR funding in skill development and career counseling. Similarly, in 2009 Denmark mandated CSR reporting by all the companies with total assets of more than 19 million Euros or revenue of more than 38 million or having more than 250 employees. There is not much information about the companies investing their funds for career counselling but the government has set up a CSR Centre of excellence which is supposedly one of its kind in the world.

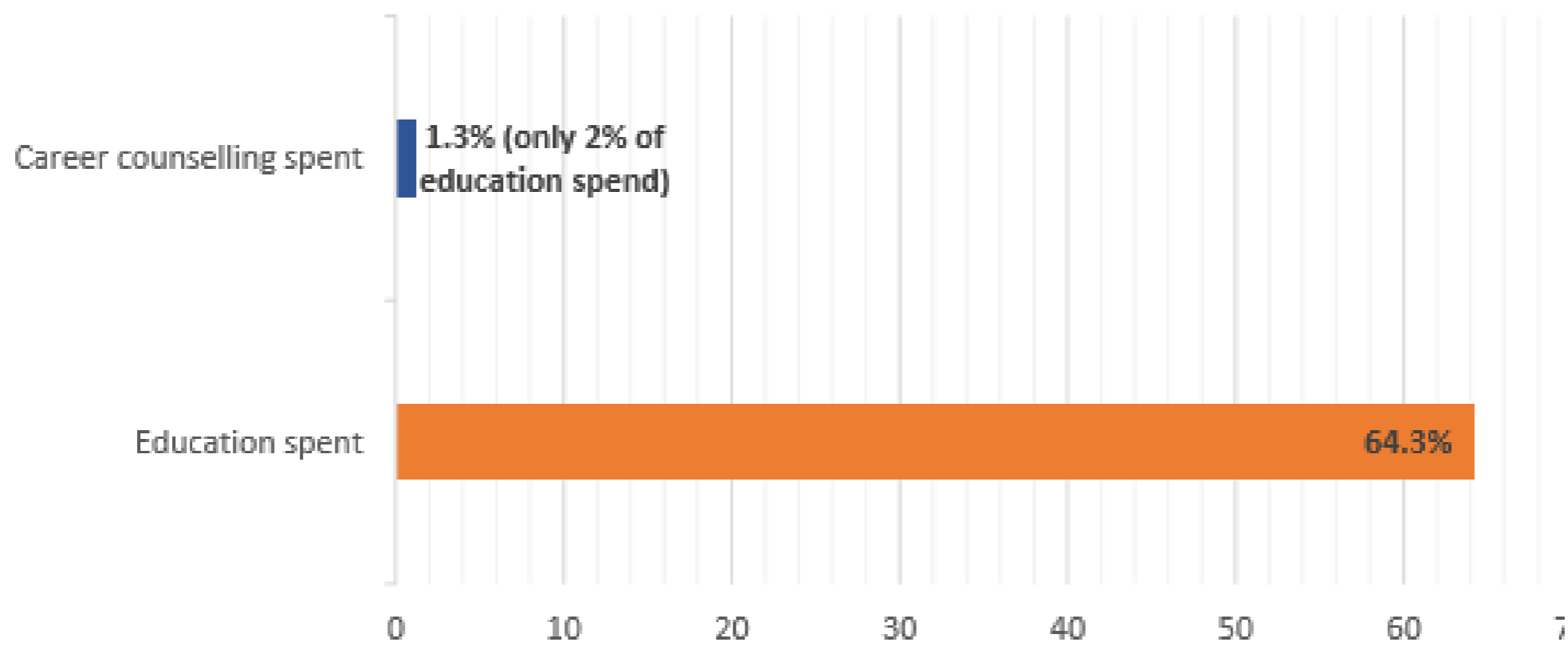
Components of CSR spending in Education

Infrastructure Development
Education Loan
Scholarships to needy students
Laboratories
Libraries
Vocational Training
Career Counselling
Special Education
Education for differently abled
Education Material
Education tours
Hostel Building
Mid-day meal

In a study conducted in 2016 among Indian companies, striking revelations were found out regarding spend of CSR money to career counselling. The study was conducted over 250 BSE listed companies. India has mandated the spend on CSR for a particular set of companies and this makes them liable to invest in several social areas. Education is the sector that receives the highest funding from the country-wide CSR investment. However, it is disappointing to know that not much out of it goes to career counselling. Some of the reasons relate to less visibility of results, less awareness and less understanding of how it takes place. Although several companies provide funds for infrastructure, yet the basic necessity of career counselling gets neglected by the corporate as well.

It is highly important to bring in the notice of corporates the importance of career counselling since greater funds can support the basic foundation of career counselling in the country.

Percentage of money spent on Career counselling out of total CSR spend



As per the research was done by craft Driven on Indian companies participating in CSR rule, more than 64% of the funds were spent on education. A big percentage of this fund is dedicated to infrastructure, tutoring, study material etc. and only 2% of this fund actually goes to career counselling.



Career Counselling and social issues

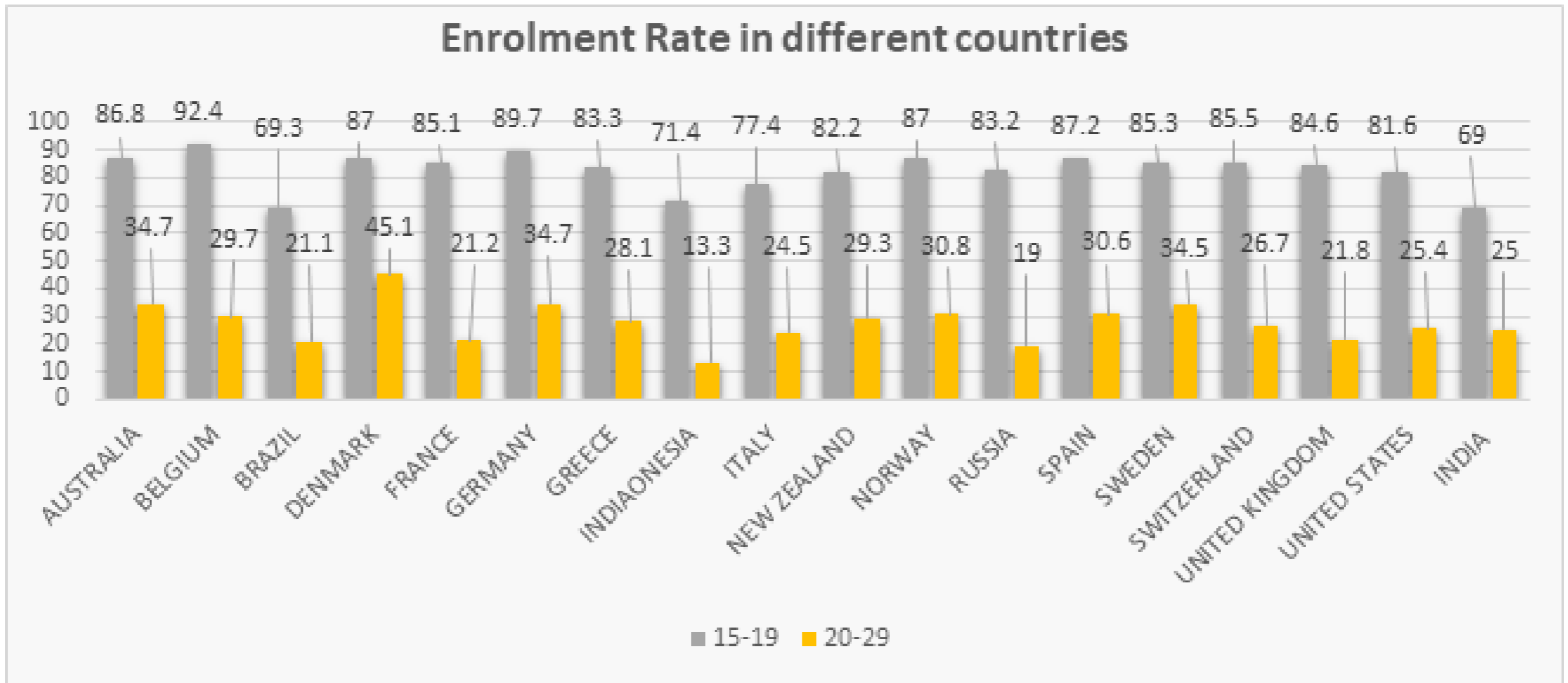
Can career counselling be used as a tool to increase enrollment rate?

It has been recommended by American School Counsellor Association that the student to counsellor ratio should be 250:1 for ideal education economy. However, this condition is met by very few states across the world. Even in the USA, which is a developed nation, has an average country wise ratio of 491:1. In many countries, it is a common education issue that students do not understand the areas and career fields where they can excel. Students are negligent towards their own strengths and weaknesses and they take up a career based on what their peers are selecting, what their

parents suggest them to do and at many times according to the potential salary they can get in a specific career. They often end up in unsuitable career fields which decrease their motivation to complete their education. Many students drop out of their schools and colleges due to the reasons similar to the above stated. However, a proper career counseling session combined with psychometric assessment can help the students to understand their skills and talents and use them in a specified career field to ensure success.

Career counseling in Denmark

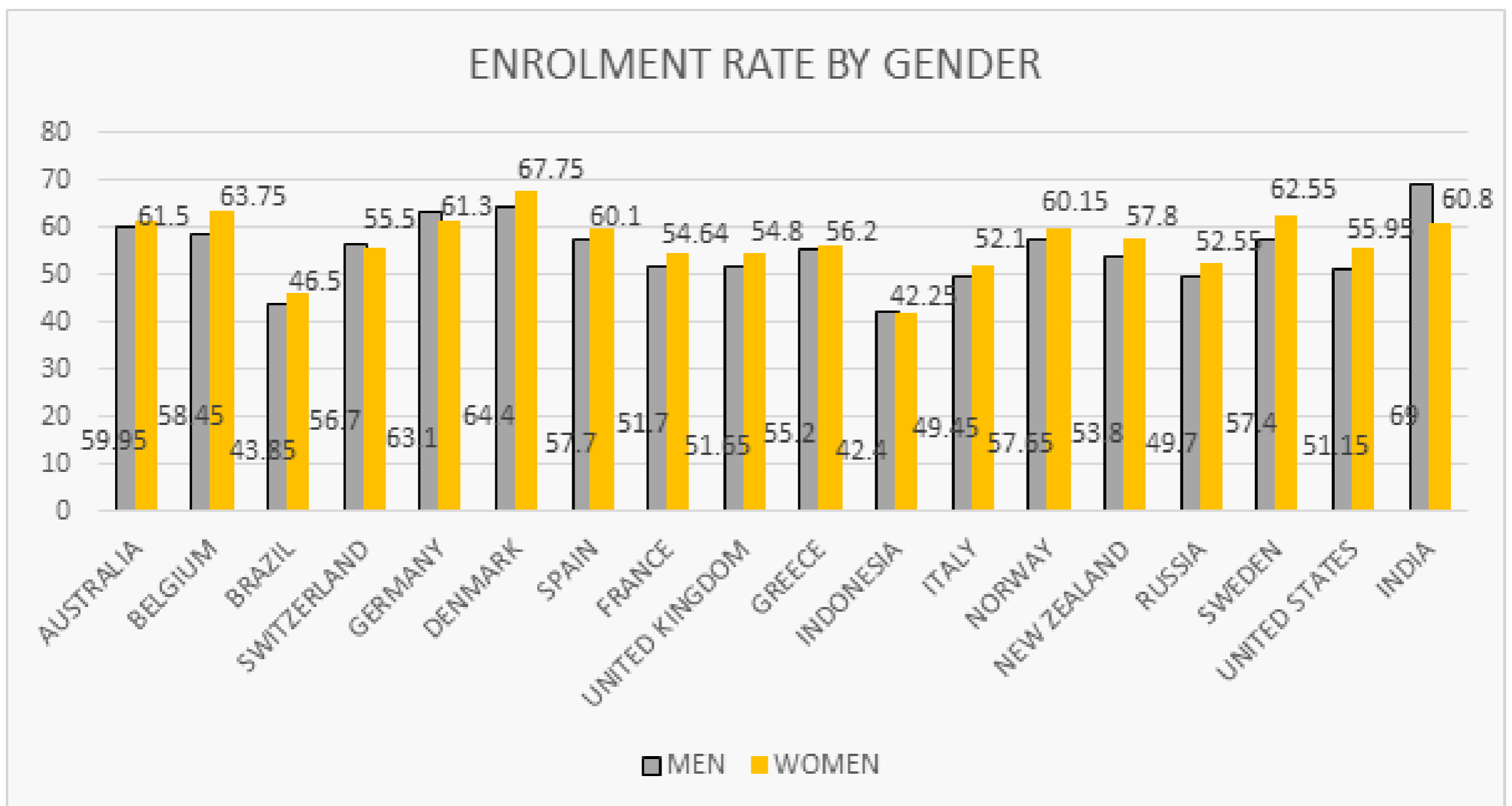
It is a matter of great consideration that educational and vocational guidance is one of the highest priority in Denmark. There is a Danish Act on career guidance which ensures an easy and free access to all the residents of the country to a quality career guidance program. The government has introduced three kinds of access to the people of Denmark- Youth Guidance Centres, Regional Guidance Centres and eGuidance Centres. In addition, adult education is given a good share of importance since the government believes that learning is a life-long process and it is required to keep improving the skills for employment. Thus, not surprisingly, the results are evident in enrolment ratio as well.



Considering the enrolment rate of above mentioned 17 countries, it is clear that enrollment rate of the age group 15-19 is much more when compared to the age group of 20-29. The difference in enrolment rate of age group 15-19 and 20-29 is highest in Indonesia and the least in Denmark. The difference is not surprising as the population of 20-29 constitutes the working or labor force in any country and 15-19 is more inclined towards education. However, the surprising fact is that older population in Denmark is highly focused towards higher education as compared to other countries in the analysis. (Source- OECD)

Career counselling is estimated to increase enrolment ratio in any country by at least 5 percentage points

Removing gender disparity through career counselling



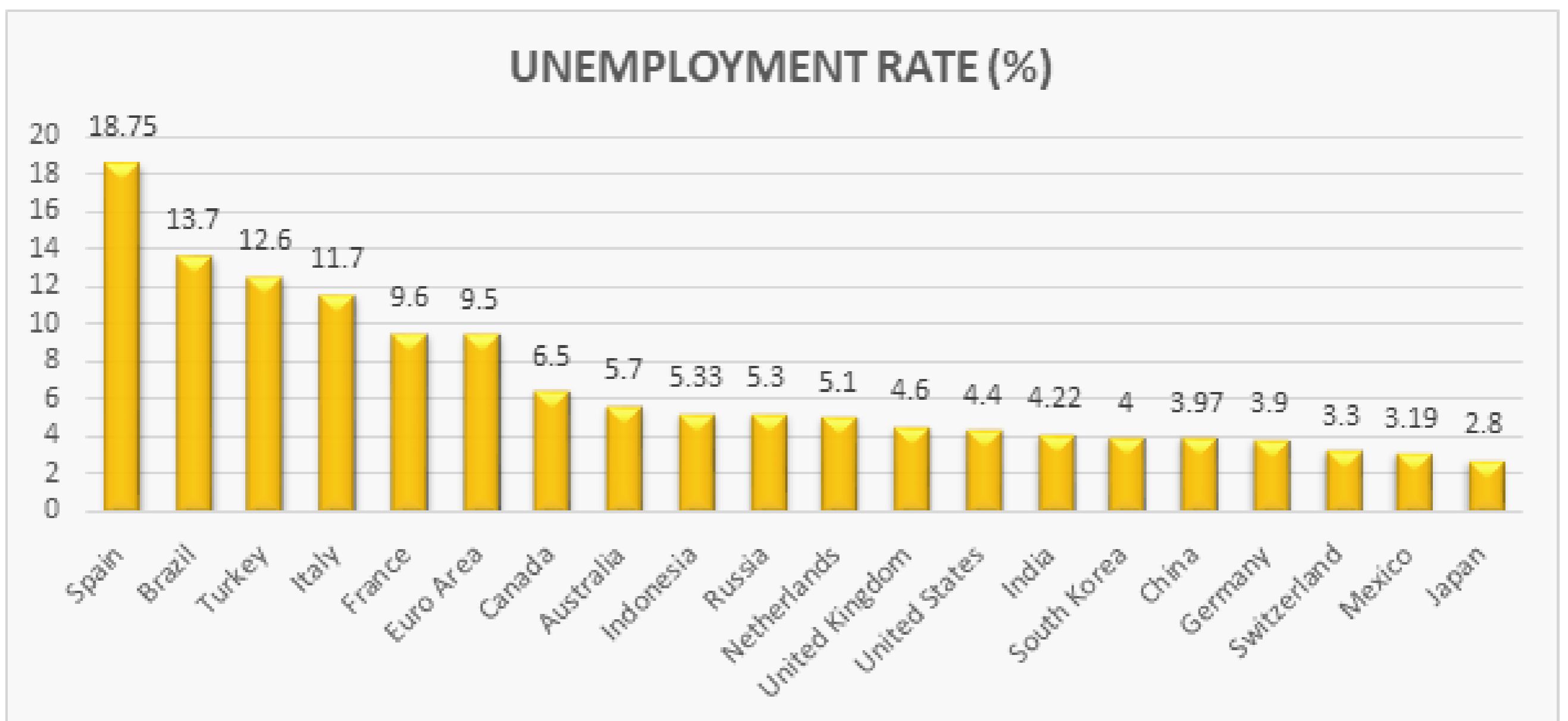
Education access to girls has always remained a big concern for several educationists. In fact, certain troubled nations consider providing education to the girl child as a sin and against their religion. Amidst such situations, it becomes paramount that career counseling is provided to not only the children but also to their parents, teachers

and the people involved in making rules for the society. Career is generally considered as a second preference for the women and this also defines the disparity since men are traditionally expected to pursue their career strongly and provide for their families. According to UNICEF, globally

there are more than 121 million students who are out of school and out of them, 54% are girls. The situation is quite grave in sub-Saharan African countries which have more than 80% of the girls from the above-mentioned statistic. Whilst the whole world is taking measures to improve gender parity, there are some countries such as Mongolia, Lesotho, Nicaragua, Philippines, Namibia, Trinidad and Tobago and Guyana where disparity actually favors women. From the Enrolment Rate of men and women of age 15-29 in 17 noted countries, it is clearly visible that there is no or very little gender discrimination in education. In most of the countries,

enrollment rate of women is more compared to men but the difference is not much. Germany, Switzerland, Indonesia, and India are the countries where male enrolment rate is more compared to female. The difference in enrolment rate of male and female in Germany, Switzerland, and Indonesia is marginal and can be neglected. But in India difference is 8.2%, which is due to gender disparity in the country, however, it can be a soothing fact to observe that the difference is becoming narrower year after year indicating an increased awareness towards girls' education.

Decreasing unemployment rate with career counseling



Career Counselling is also about managing and organising human resources in the country and employment becomes an indicator to reflect these efforts. In last one decade, governments of various countries are taking up the efforts to enhance their labour market policies in order to help the youth to attain employment, retain their jobs and as a result reduce government funding towards unemployed youth. Some of the policies include job and career counselling to the youth so that they are able to identify suitable jobs for themselves. Many countries have started National Career Services which serve as a national platform for career counselling. The success of these policies can definitely increase the rate at which unemployed can find the jobs. Although, there are no proven

sources which can ensure the impact of career counselling on re-employment, yet employment issues have been solved in many countries through career counselling.

The high unemployment rate is the biggest threat to any country. One of the main factors for unemployment is individual academic, mechanical and skills deficits. Here comes the role of career counsellors to lower the unemployment rate by guiding the population in a precise way depending upon the individual talents and skills. Career counsellors play a vital role in decreasing unemployment rate in a country. Unemployment is mostly caused by two factors- adverse economic situation within the country and lack of required skills among the country's population. (Source- OECD)

The Economic situation is beyond the control of career counsellors however, skill deficit can be effectively solved by them. Career counsellors analyse the industry trends and have a foresight for the upcoming skill requirements within the economy. They can guide the students about how to enter into the work field, hone their skills and make themselves more employable. Career counsellors guide the people in pre-transition and post-transition of a job. They provide them information about work culture, work environment, skills required for particular task, lifestyle and job

requirement etc.

Among the G20 countries, the average unemployment rate is 6.9% as of March 2017. Spain, Brazil, Turkey, Italy, France and Euro region contributes to the higher unemployment rate. Although, economic condition within the Euro region is also responsible for the fact, yet, lower education standards and lack of proper procedures cannot be neglected. Career counseling is much required in these countries to improve the job scenario and thus the economy.





Challenges faced by career counsellors

- Clients that are facing high mental pressure prove to be challenging. Parents' high expectations from students, changing the mindset during post-secondary education, student forced to pursue a career of his/her dislike can lead to a lower self-esteem of the student and the situation becomes, even more, worst when the student fails to figure out a right path or fails to meet the expectations of surroundings.
- Students don't know what exactly career counselling is. Career counsellors' first step is to convince them on how it will be beneficial, what their work is and what all to expect from career counselling. This is quite challenging for career counsellors as it consumes a lot of time and efforts.
- In several countries, there are certain restrictions from the Education departments on who can provide career counselling and who cannot. This is mainly based on the degree, however, there are numerous career counsellors who are working for several years but without a license. For better assessment of someone's life, they have to go through advanced psychological and sociological training.
- Counsellors often face difficulties with communication when parents are not ready or are too caring for the child. Counsellors can act as secondary parents with whom ward can share anything and trust them.
- Bullying in school is most common at the elementary level. Counsellors help the child to eliminate the fear of going school and feeling of being alone. Counselors converse with child suggesting techniques and ways to cope up and motivates them.
- Counsellors guide to decide the best path for the career. When a student is at the stage of deciding career path, the peer pressure of parents and student's interest makes the situation complex. Counsellor role is to open the path and guide parents as well as the student about all the fields and helping the students to decide the best path in terms of educational, social and individual lives.
- Many counsellors don't analyse all the points like family financial condition, family support, student determination etc.
- High counsellor to student ratio. In India, it has been suggested that one counsellor per school should be present whereas, in the USA, ideal ratio is 250:1. However, the ideal ratio has yet not been achieved.
- Most of the students are confused about their passion and interest. They just want to take admission in college but have no idea about the field for their career.
- In India, career counselling starts three months before the end of the 10th standard. 3 months is a very less time for making decisions that can change the life. In fact, career counselling should start in 9th standard since there is no option of changing field available in the middle of 11th standard.

Impacts of lack of Career Counselling

No career counselling to the students can lead to several possibilities that can impact education economy of the world. In fact, many results are already visible in the wake of lack of proper career counselling. In the current age, researchers have stated that students are now more sensitive as compared to the older generation. The advent of technology and quick results have increased their ambitions, their expectations from themselves and the curiosity that they have about the new things happening around the world. Some of the ill-impacts of not providing career counselling to the students are:

Emotional imbalance:

Due to rising competitiveness, students put themselves through a series of hard work and when their expectations do not meet the reality, they often end up getting trapped in psychological problems such as depression, anxiety and stress. It has been stated by some organisations that almost one third of students across the world are suffering from depression and many are suffering without proper diagnose. The average age of onset of mental problems is 18-24 years that may lead to decisions such as suicide. A large number of students' deaths are reported every year which have reasons such as career failures. A proper career counselling can definitely help these students to enhance their skill set where they are lacking and find their own strengths. Career counselling not only impart education regarding career but also plays a great role in enhancing a student's moral boost-up.

Health problems

Nearly 10-30% of the youth suffer from health problems that impact their normal life. Obesity, under nutrition, lack of fitness, hormonal imbalance, and nutritional disorders are some of the health problems which arise due to excessive involvement in stress related activities. At this stage, students need proper career counseling that can ease their stress related to academics and future jobs. Students can, in fact, perform well if they are confident of their career and are relieved of the stress related to academics.

Drug usage

It has been researched and observed several times how career stress and pressure leads young students towards drug abuse. Some students use it as a weapon to fight their stress and others use it just as an adventure ride. However, career counselling and guidance can definitely stop the students from taking steps and in fact motivate them for a better future.

Change in the economy is often linked by people that education is more important in a way that everyone should attend the school. Still many professions like wildlife photography, photography, dancing, singing, motor racing etc. require education but in their own respective way. Also, lack of career guidance in schools and universities lead students to blame their parents for influencing career choice and start cursing themselves for not following their passion which leads them to be socially unconnected with the real world. Every profession is different from each other and requires a different way of teaching. When students are forced to get the education or get admission in a college, it leads to stress and depression. Instead, it is required to understand the calibre of the student and guide him to pursue a career which is most comfortable to him.

Lack of concern towards proper guidance to the students has resulted in high drop-out rate. In the US, the dropout rate is so high that the generation of parents has more education as compared to children. Also, India is in top five nationally with most children not in school. India has 42% high school completion rate with 90% primary enrolment rate.

Career counselling for economic upliftment

Less Drop-out rate

Various programs and policies have been introduced in schools and colleges to control the dropout rate. These programs and policies include mentorship opportunities to each student, real-world learning opportunities etc. Overpowering the fear of disconnection by career counsellor can result in significant reduction in dropout rate. Nation needs the economic and social contribution of young generation for the development of nation. High dropout rate is a threatening signal for any nation. Career counselling should be an essential element in education system and every child must get a career counselling for the development of nation.

Unemployment

Career counselling has evolved so much that it directly affects the industrial sector from vocational training to human resources. Career counselling significantly decreases the unemployment. Primary reason behind unemployment is inadequate skills and unmatched jobs. Career counselling can increase the awareness of career options available and enhances the individual skills. People having the jobs matching their skills and academics tends to change fewer jobs. Large workforce in any nation increases the GDP of the nation.

Skill Development

Through career counselling, an individual gets guidance for appropriate courses he/she should pursue based on his/her skills, talent and personality. Greater use of career counselling services and likely to increase the skills of an individual. A person with higher skills tends to contribute more in workforce of country. Higher workforce of any country definitely has faster growth.



PEST Analysis

POLITICAL

Politically, different governments are trying to emphasise on career counselling owing to take the responsibility of global reports on mental pressure and depression. Career counselling has lately become a political issue where not only the governments from developed nations such as USA and UK are spending but the developing nations such as India, Israel, Philippines, Malaysia all are investing a lot

Average public expenditure on education worldwide as a percentage of GDP is 5.7%. some countries such as Canada spend greater than the global average and the result is quite clear in the graphs that have been shown above.

In Israel, career counselling is an essential element of education, in the USA, target career counselor to student ratio is 250:1, in India education board, has passed a law for at least one career counselor in every school.

ECONOMIC

Career counselling in some economies is considered as a basic necessity just like education while in others, it is considered as a luxury that only well-off students can avail. It definitely requires government efforts and funding.

An efficient career counseling can definitely prove to be a wonderful stroke for the economy of a country. When the youth is well directed and motivated, they can contribute to economy building.

Career counselling is linked with lowering the dropout rate in colleges and organizations, increases the economy. With an appropriate career counselling, students can perform well with clear goals, employees in companies can give their best and it can result in an economic output.

SOCIAL

Career Counselling has a great social impact. Students can perform well in the area of their interest and thus drop-out rate decreases, enrolment ratio increases, gender disparity also narrows down.

Career guidance has therapeutic effects and thus leads to positive engagement and involvement in work and education which further enhance social well-being factor.

TECHNOLOGY

New technologies are emerging which can make it easy for counsellors to know the client better. Now career counsellors are using the proven scientific theories to develop psychometric tests used in career counselling and providing online solutions to the students.

Technology has made it easier for students from the remotest areas of the world to pursue career counselling from expert and certified counsellors.

CONCLUSION

This report focused on a variety of aspects of career counseling and how it can be impacted by combined efforts of private and government sectors. A career counselor plays an important role in a student's life. He/ she supports students while they are making a career decision for a brighter future. Career counseling is definitely not a new concept yet it has not yet reached the masses especially in the developing nations such as India. Career counseling can be done through telephonic, chat, group workshop/ seminar, video call, webinar, forum based, face to face and psychometric testing. They ideally perform the role in career exploration, introduction, admission counseling and motivation counseling.

Despite several efforts, developing nation India has not achieved the right goals in this field. One of the reasons behind this is a large population which makes it difficult to implement the program. Other countries such as United Kingdom, USA, Canada and the countries of Europe have robust programs to ensure that career counseling reaches every student and professional and can be availed whenever they require it. Country governments have also made efforts to provide career services for free.

Challenges in developing nations

The report has highlighted the challenges that are hindering the growth and free access of career counselling in developing nations. Compiling the challenges from the complete report, we have the following as the major sectors which need immediate action

- Career Guidance and public policy: In a majority of developing nations, a public policy has not been issued regarding career counseling implementation. Unless some mandatory rules are not applied to schools and educational institutes, the adoption and acceptance of the process as an essential academic process is difficult to achieve.
- Lack of funds: Several studies have indicated that education institutes are mostly reluctant to spend over career counseling of the students. The process does not provide immediate results which can be shown in any report and the success rate is also not possible immediately.
- Little understanding by parents: In developing nations, there is a major generation gap between the parents and the current students due to the immediate advent of technology in the 1990s. Parents have little knowledge of all the new career options that are emerging and they still believe in the traditional career options.
- Malpractices in the field: In developing nations, it is common to see education consultants directing students towards specific schools/ colleges/ Universities. Instead of guiding the students without any bias, they sell the seats to the students. Considering the existence of such practices, many students are themselves hesitant of availing career counseling from private providers.

Is there actually a need to discuss career counselling?

There have been many debates and arguments that are holding since years in the field of career counselling. In countries such as the USA, the UK, Denmark and Korea, career counselling has been regarded as one of the basic elements of education and professional services. School students, graduates, working professionals or even homemakers can get career advice quite easily and many are able to give a major boost to their career with the help of the right advice. For example, in the USA, every school has a full-time career counsellor who looks for a proper career growth of each and every student of the school. In the UK, the majority of the Universities provide career services free of cost which can help them with their career queries. As per the American standards, it has been recommended that the ideal career counsellor to student ratio should be 1:250, but the question arises is whether it is near to any developing nations' current situation.

As the map below suggests, the largest population of students actually reside in the Asian countries, still, the career counselling services are strikingly poorly available in this region. At the current time, in order to give a boost to the education efforts that these countries are taking to remain at par with the developed nations, it is necessary to spend over career counselling and provide a right path to the youth and working professionals. Right guidance for the career can help the students to waste their precious time on the wrong choices and set their career goals well in advance.



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