

# HACKATHON – Soft Skills Solution

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## Problem Statement

Young people from low-income families often miss out on essential hygiene and interpersonal skills, which affects their employability in the corporate sector. Many struggle with basic communication skills in their own language (not to mention their desire to learn English), lack confidence, and may not take good care of their appearance. This makes it hard for them to secure a corporate job with decent pay even if they have enough subject knowledge.

## Opportunity

Create a technology-based solution (similar to a Youth Co-Pilot) that can be expanded and can teach this segment basic soft skills at an affordable cost, with the anticipated outcome that the solution will assist them in securing a corporate job so they can prosper in their lives.

## Key Benefits of the solution:

- Help underprivileged youth segment improve basic communication skills.
- Coach the youth segment to do well in job interviews.
- Prepare them for future roles (such as retail assistant, customer service representative, call center assistant and so on) in which customer interaction is important and key to success.
- Easily accessible to a broad cross section of youth via smartphones.

## Basic Persona

1. These kids are part of a low or low-middle-class segment with family income around 20-40 K Rs per month (or around 250-500 USD per month).
2. Kids live with parents and at times with their extended family in small spaces (one-two bedroom dwellings).
3. Youth may not have their own smart phone and may use their parents' smart phone for entertainment and learning purposes.
4. It is very likely that in this segment they will not have a PC.
5. These kids may be attending government Indian schools with limited resources and facilities as they are more affordable.

Name: Rohan Kumar

### *Background:*

Rohan Kumar comes from a low-income family residing in a rural area of India. Growing up in a community where job opportunities are scarce, Rohan has faced numerous challenges in his quest for stable employment. Despite these obstacles, Rohan remains determined to improve his circumstances and secure a job that will provide financial stability for himself and his family.

### *Technology Experience:*

Despite living in a rural area, Rohan is quite familiar with technology. He owns a smartphone and uses it to stay connected with friends and family. Rohan is comfortable navigating websites and occasionally uses social media platforms to gather information. He prefers visual content like videos and reels for learning purposes.

### *Education:*

Rohan has completed his high school education with average grades. However, due to resource constraints and limited access to quality educational resources in his rural community, Rohan's educational opportunities have been limited.

### *Goals:*

Rohan's primary goal is to identify job opportunities that align with his skills, interests, and location preferences. He hopes to leverage online platforms to explore available job openings and secure employment that will provide financial stability for himself and his family.

### *Scenario:*

Rohan, eager to find employment opportunities suited to his skills and interests, accesses the Youth Co-Pilot platform. He inputs his skills, interests, and location preferences into the platform's job matching feature. The system analyzes Rohan's profile and suggests relevant job openings in his area that align with his qualifications and preferences.

As Rohan explores the suggested job openings, he finds several opportunities that pique his interest. He carefully reviews the job descriptions, considering factors such as job responsibilities, qualifications, and salary. With the guidance of the platform, Rohan feels confident in applying for positions that align with his skill set and career aspirations.

Along with the job opportunities, the platform also comes up with various suggestions for Rohan to help him prepare for the interviews, improve his basic communication skills, help him improve his body language. Rohan finds it very interesting as the tool not only shows him the opportunities relevant to him, but also helps him prepare for them.

### *Outcome:*

Through the Youth Co-Pilot platform, Rohan discovers job opportunities that he may not have found otherwise. The platform's job matching feature increases Rohan's chances of securing employment that suits his skill set and interests, ultimately contributing to his economic empowerment and improving his family's financial situation.

The soft-skills section of the platform also helps Rohan become a more confident person in how he talks with others, how he comes across in interviews, and how he presents himself. Rohan finds these skills life changing as they will not only help him perform well in his interview but will also help him in doing well on the job.

### *Problems Rohan is facing:*

- The instructional video to use the website is in English, it needs to be localized.
- Rohan would love to do some practice video interviews, which are not yet enabled by the platform.

Name: Riya Singh

*Background:*

Riya Singh comes from a low-middle-class family facing financial challenges. Growing up, Riya developed a keen interest in fashion and sewing, often helping her family with tailoring tasks. Despite the obstacles she faces, Riya is determined to turn her passion for tailoring into a viable career option that will provide financial stability for her family.

*Technology Experience:*

Riya is quite proficient in using technology, particularly her smartphone. She frequently accesses social media platforms like Instagram and youtube for entertainment and information. While her focus has been on traditional tailoring techniques, Riya is open to exploring digital platforms for learning and job opportunities in the fashion industry.

*Education:*

Riya has completed her basic high school education with determination, despite limited access to quality educational resources. Her interest in tailoring has driven her to seek informal training and apprenticeships in local tailoring shops, where she has honed her skills.

*Goals:*

Riya's primary goal is to find employment opportunities in the tailoring and fashion industry. She hopes to leverage her passion for tailoring and her growing skills to secure a stable job that will provide financial stability for herself and her family. Riya dreams of establishing her own tailoring business one day and contributing to her community's economic growth.

*Scenario:*

Riya, eager to find job opportunities in the tailoring industry, turns to the Youth Co-Pilot platform for guidance. She expresses her interest in tailoring and her desire to explore career opportunities in the fashion sector. The platform's job matching feature recommends relevant job openings in local tailoring shops, fashion boutiques, and garment manufacturing companies based on Riya's skills and location preferences.

With the platform's guidance, Riya begins her search for job opportunities in the tailoring industry. She carefully reviews job descriptions, considering factors such as job responsibilities, required skills, and workplace environment. With the support of the platform, Riya feels confident in applying for positions that align with her passion and skill set.

Along with the job opportunities, the platform also comes up with various suggestions for Riya to help her prepare for the interviews, improve her basic communication skills, and help her improve his body language. Riya finds it very interesting as the tool not only shows her the opportunities relevant to her, but also helps her prepare for them.

*Outcome:*

Through her dedication and the support of the Youth Co-Pilot platform, Riya discovers job opportunities in the tailoring industry that she may not have found otherwise. The platform's job matching feature increases Riya's chances of securing employment suited to her passion for tailoring, ultimately contributing to her economic empowerment and the realization of her

career aspirations in the fashion sector. Riya's journey towards finding a job in tailoring empowers her to pursue her dreams and build a brighter future for herself and her family.

With the platform's guidance, Riya begins her journey of skill enhancement. She enrolls in fashion design courses that cover topics ranging from basic tailoring to certification opportunities. The platform provides progress tracking tools that allow Riya to monitor her learning journey and stay motivated as she progresses through the courses.

The soft-skills section of the platform also helps Riya become a more confident person in how she talks with others, how she comes across in interviews, and how she presents himself. Riya finds these skills life changing as they will not only help her perform well in her interview but will also help her do well on the job.

## Scope for this hackathon

In this particular hackathon, our aim is to help the young segment enhance their soft skills to confidently present themselves in interviews and other encounters with potential employers. Hackathon participants could either focus on just one soft skill and go in-depth or choose several and go wide.

For instance, some hackathon participants may decide to focus on improving interviewing skills for the young and go deep in finding solutions. The solutions may include teaching the young how to communicate before, during and after an interview.

Some others may decide to focus on confident body language and focus on facial expressions, hand gestures, posture, eye contact and head movement. Here the idea would be to teach young people how to display confident body language during possible interactions with employers.

Some others may decide to focus on helping students develop essential business etiquette/manners - how to make a positive first impression, how to work well with others, how to

Our aim is to provide some guidelines, supporting data and focus areas to the hack teams while still leaving a lot of room for creativity. We want the hack teams to understand the job seekers while developing these solutions as they have grown up in very different situations and may not be aware of the basic things that we assume.

## Target Outcomes

We want the hacks to drive towards any of these 3 different outcomes for any of these categories.

Soft Skill Category	Skills Needed (not exhaustive)	Links for inspiration
<b>Interview Preparation</b>	<ol style="list-style-type: none"><li>1. Resume Preparation</li><li>2. Answering interview questions confidently</li><li>3. Following up post interviews</li></ol>	<a href="#">Interviewing Skills: Definition and Examples   Indeed.com India</a> <a href="#">How To Prepare for a Job Interview   Indeed.com India</a> <a href="#">Top Soft Skills Needed in 2023: Definitions and Examples   Indeed.com India</a>
<b>Confident Body Language</b>	Coming across as confident and self assured	<a href="#">12 Ways to Have More Confident Body Language (verywellmind.com)</a> <a href="#">21 Ways to Get a Confident Body Language (With Examples) (socialself.com)</a>
<b>Business Etiquette</b>	Learning how to act professionally in a work environment	<a href="#">What Is Business Etiquette? (With Types And How To Improve)   Indeed.com India</a> <a href="#">16 Business Etiquette Tips for Every Professional [2024] • Asana</a>

## Features for Youth Co-Pilot:

**Interactive Soft-Skills Assessment:** Youth Co-Pilot should feature an interactive soft-skills assessment tool that assesses student's soft skills, and should identify what the student must focus on to do well in interviews and in-person discussions.

**Guidance and Next Steps:** Youth Co-Pilot should offer guidance to users by providing step-by-step instructions on how to be confident, how to prepare for interviews, and how to develop exemplary business etiquettes to be successful.

**Scalability:** Youth Co-Pilot should be designed to scale effectively, ensuring accessibility to a large number of users across different regions. It should be optimized for use on smartphones, making it accessible to individuals with limited access to desktop computers or internet connectivity.

**User-Friendly Interface:** Youth Co-Pilot should feature a user-friendly interface with intuitive navigation and visually engaging content. The platform will leverage multimedia elements such as videos, infographics, and interactive quizzes to enhance user engagement.

**Data source:** Youth Co-Pilot could use web sites mentioned above as an inspiration for data source and build interactive solution on it.

## Judging Criteria/Guidelines

Scoring should be based on innovation, usability, scalability, impact potential, technical implementation, and presentation quality.

**Solution Alignment:** Ensure that submitted projects directly address the stated problem statement of improving the usability and effectiveness of existing soft skilling solutions for underprivileged youth in India.

**Prototype Development:** Require participants to submit a working prototype or solution concept that enhances the user experience, accessibility, and functionality of the existing soft skilling solutions.

**Usability Testing:** Assess the usability and effectiveness of the proposed solution through user testing or feedback sessions with underprivileged youth, focusing on ease of navigation, information accessibility, and relevance to their needs. (we may need to provide solutions to test users)

**Technical Implementation:** Evaluate the technical implementation of the solution, including data integration, platform compatibility, and scalability.

**Impact Potential:** Consider the potential impact of the proposed solution on improving employment opportunities and soft skill development for underprivileged youth in India, as well as its feasibility for implementation and adoption.

**Presentation Quality:** Evaluate the clarity, effectiveness, and professionalism of presentations or demos, including communication of the problem, solution approach, and anticipated impact.

## Success Metrics and Measures for Pilot

Success for the Youth Co-Pilot initiative can be defined through various metrics and indicators that reflect its effectiveness in achieving its objectives and delivering key benefits.

**User Engagement and Adoption:** Measure the number of underprivileged youth actively using the platform on a regular basis. Success would be indicated by high user engagement, including frequent visits, interaction with features, and completion of guided career assessments.

**Impact on Informed Decision-Making:** Evaluate the extent to which users report feeling empowered to make informed decisions about their career paths after using the platform. Success would be demonstrated by positive feedback indicating that users feel more confident and knowledgeable about their career options.

**Alignment with Career Trajectories:** Assess the degree to which the platform's recommendations align with users' skills, interests, and career aspirations. Success would be indicated by a high rate of satisfaction among users who find the suggested career paths relevant and appealing.

**Bridge between Skills and Job Opportunities:** Measure the effectiveness of the platform in connecting users with viable job opportunities that match their skills and interests. Success would be demonstrated by an increase in the number of users successfully securing employment or pursuing further education in fields recommended by the platform.

**Accessibility and Inclusivity:** Evaluate the accessibility of the platform, particularly for underprivileged youth who may have limited access to traditional career guidance resources. Success would be reflected in widespread adoption among the target demographic, including those with limited access to technology or internet connectivity.

**Community Engagement and Support:** Measure the platform's ability to foster community engagement and support networks among underprivileged youth. Success would be indicated by active participation in forums, mentorship programs, or peer support groups facilitated by the platform.

**Long-Term Impact on Economic Empowerment:** Assess the long-term impact of the platform on the economic empowerment of underprivileged communities. Success would be demonstrated by positive outcomes such as increased income levels, higher rates of employment, and improved socioeconomic mobility among users.

**Scalability and Sustainability:** Evaluate the platform's scalability and sustainability in reaching a larger audience of underprivileged youth across different regions and communities. Success would be indicated by the platform's ability to expand its reach and impact over time, supported by sustainable funding models and ongoing support from stakeholders.