

HackVyuha 2025 - 2.0 INNOVASCAPE LLP

Problem Statement 9

Empowering the Aspirations of Rural Youth

The Context:

In regions like North Karnataka, thousands of talented youth from Tier 3 towns and small villages complete high school, ITI, or PUC every year, yet remain unemployed or underemployed. Many are unaware of the wide variety of skilling programs, apprenticeships, job roles, government schemes, or scholarships available to them.

The challenge isn't just access—it's personalization, guidance, and motivation. There's no intelligent system today that understands a rural youth's background, interests, local context, and language—and navigates them through the ecosystem of skilling and career opportunities.

Your Challenge:

Design a smart, adaptive platform that helps rural youth:

Identify their career interests and strengths

Access personalized skill development opportunities

Discover career pathways based on their background and location

Connect to the right government schemes, exams, or job roles

This platform must go beyond listing information—it should act like a virtual career mentor, guiding each user in their local language, at their pace, through the fog of uncertainty toward tangible goals.

Your Solution Must:

1. Profile and Assess Users:

Capture education level, language, basic digital literacy

Conduct a short interest/aptitude-based profiling (creative, technical, service-oriented, etc.)

Detect underserved segments (e.g., women, school dropouts, aspirants from agriculture families)

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2. Provide Personalized Navigation:

Match profiles with skilling programs (state/national/private)

Recommend specific job roles with expected salaries and future demand

Suggest short-term courses, certification paths, or exam prep guidance

3. Enable Discovery and Action:

Show locally accessible opportunities (training centers, ITIs, apprenticeships, SHG-linked jobs)

Offer application steps, contact info, and deadlines

Include offline accessibility and low-bandwidth adaptability

4. Incorporate Learning & Motivation:

Showcase success stories from nearby villages or similar profiles

Track goals and learning progress (optional)

Nudge users to apply for at least one opportunity

Constraints & Considerations:

The platform should be accessible to first-time internet users, ideally supporting a voice-based or visual UX.

Design thinking should account for language barriers, motivation gaps, gender disparity, and digital poverty.

Systems must be able to scale across districts, adapting to regional datasets and policies.

Open format: Participants may choose any design, architecture, or format—app, bot, assistant, tool, or platform.