



ALOHOMORA  
unlocking minds

# नए सपने नई उड़ान

ALOHOMORA EDUCATION FOUNDATION





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# ABOUT US

Alohomora Education Foundation is a not-for-profit organization, enabling young people from underserved communities to be on career pathways that align with their strengths and aspirations, allowing them to thrive.

We focus on enabling career exploration rather than counseling - an active learning process that truly empowers our students to start making decisions for themselves with confidence. Our program, CareerShala, is designed to make careers of choice accessible to all, by providing students with the right tools, information and opportunities to explore and build interest-aligned career pathways.





# VISION

## Alohomora envisions

- A world where all young people have the information, opportunities, and support to build thriving careers aligning with their aspirations and interests
- A wholesome and nurturing ecosystem that supports the dreams and ambitions of young adults, giving them the tools to make their OWN choices
- A society where humanised career choices are available to young adults from underserved communities, empowering them to uplift their families and communities with dignity



# MISSION

To build an ecosystem of support for 1 million young adults by 2025, that empowers them to make career choices in agreement with their own needs, strengths and aspirations

## We will do this by

- Building coalitions with diverse facilitators (volunteer mentors, professionals, teachers, NGOs) and creating customised resources
- Building capacity of the system to support students in Alohomora's way (opportunities for dignified work and study)



# THE PROBLEM

Lack of support structures to enable students to make an informed choice of post 12th education and learning, due to:

exposure gap.  
most students  
aware of only  
5-7 careers

low support  
from parents/  
educators to  
pursue  
interests

societal push  
towards  
'stable'  
careers

lack of  
relatable role  
models and  
inspiration

lack of  
agency and  
confidence to  
explore/learn

Little to no support is available to underprivileged youth (in school or outside) to choose an interest-aligned career pathway. Out of 10 million youth passing out of 12th grade each year, 90% don't have a clear plan for next steps.

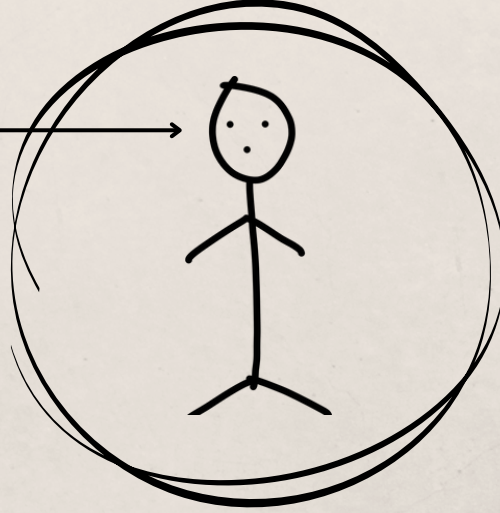
This leads to poor career decisions, resulting in attrition, confusion, frustration with work, and feelings of inadequacy, resulting in immense loss of potential. Almost 30% of India's youth are NEET (Not in Education, Employment and Training). 50% of India's youth don't feel their post secondary education has increased their chances of a job, and 40% youth want to move out of their first job.



# THE PROBLEM

## student

- studying in a government school
- from an underserved community (family earning <2 lakh p.a. in Delhi)
- first generation learner
- exposed to only 5-7 highly competitive traditional career pathways (doctor, IAS, CA)



## non-supportive ecosystem

lack of

- awareness
- opportunities
- information
- inspiration

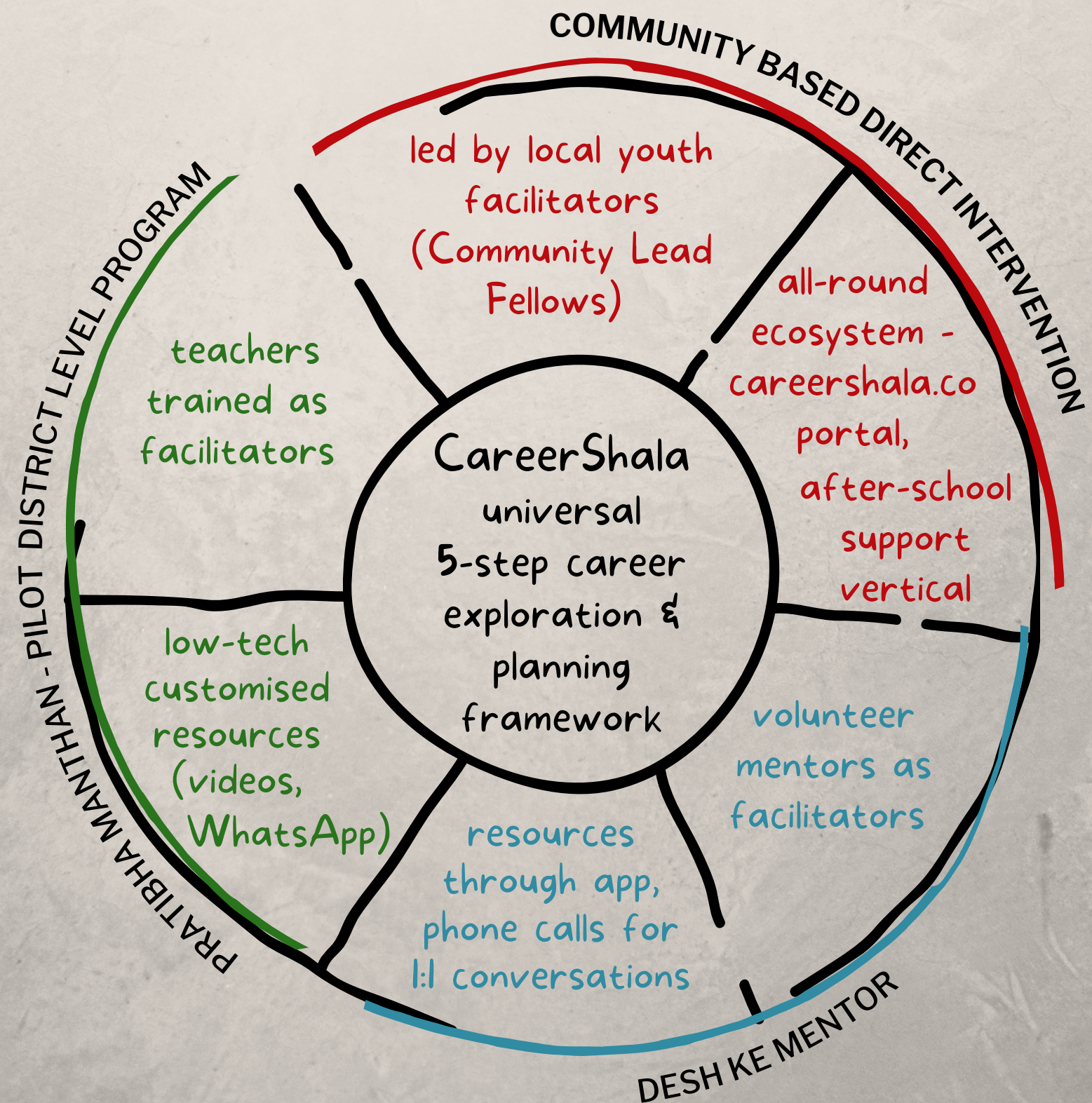


Children from low-income communities often bear the disproportionate brunt of systemic failure, as there exists little support in finding careers that allow them to grow and thrive.



# THE SOLUTION

Enabling a structured career exploration and planning program for young people everywhere, leading to exposure, agency, and confidence to make an informed choice





# THE SOLUTION

## 1 Understanding young people

Our key expertise lies in understanding young people - their contexts, their aspirations, their goals - thus, creating resources that keep **them** at the centre of their career decisions.

This is what allowed us to create a **universal career exploration framework** - something we knew **ALL** young people could relate to while exploring and planning their careers. This is also what allows us to **contextualise our content according to our target audience**. For example, to adapt the same 5-step framework for a rural/semi-urban youth group in Jhajjar, we are diversifying the pool of industries we cover to include agro-based, food processing, etc. We are also creating WhatsApp and video versions of our content to make it more accessible.



## 2 Creating facilitators

Give us a human being, and we'll give you a facilitator! Our core strength lies in creating models that make it easy and accessible for **any adult to facilitate the program with any group of young people**.

Currently, three sets of facilitators run our program - volunteer mentors (Delhi govt's Desh Ke Mentor), local community youth (Fellows) and school teachers (Jhajjar district's pilot Pratibha Manthan). All facilitators are undergoing a different training module best suited for their contexts. All our facilitators are supported by a technological backbone (Desh Ke Mentor app, careershala.co portal, and Whats App/ Video content, respectively) which allows for playbook based, easily scalable facilitation.



# THE ALOHOMORAWAY

As a team, we have spent a substantial amount of time engaging with young people (15-18 year olds in grades 11 and 12 from underserved communities), building an understanding of their needs and aspirations. We realised a lot of their needs were unmet.

We also studied other initiatives and organizations working in this field, but found most support initiatives like career counselling unscalable and inaccessible. Traditional counselling - often based on psychometric profiling through standardized tools - is not easy to comprehend and use without 1:1 support from a trainer counsellor.



We started with a vision to create something with the students at the centre - and taking ownership - of the career decision. Our experience showed that enabling them to choose, instead of simply telling them what to choose, created self-belief and confidence among students.

Our program is based on the pedagogical philosophy of empowerment, where it is students who identify the right choice for themselves, based on their own assessment of their skills and interests. We provide them with the right tools, information and opportunities to explore. Making the program tech-based enables scalability and accessibility.

Today, CareerShala.co has made expert-led career exploration available at the fingertips of any student in India completely free of charge.





# LETTERS FROM THE FOUNDERS

## Divakar's letter

This year I completed a decade in the development sector. A big personal milestone!

Over the last 10 years I have seen the sector evolve, the organization grow and my personal clarity and commitment snowball. There was a time when the whole focus for Parinita and I was to test certain hypotheses and ideas with a couple of hundred students. There was a time during covid when we had resources to survive barely for 1.5 months. And now it feels like the universe continues to conspire in our favour - as we look to dramatically scale our impact with government partnerships and systemic integration to positively impact careers of millions of young people in the years to come!

I can't help but feel proud of how far we have come, and be humbled by the opportunity of social change ahead of us.

At the heart of this transformation is our constant focus on solving a problem at scale and not just running an intervention. We have made relevant content, built student friendly tech solutions and nurtured our ability to understand and work with a diverse profile of facilitators - setting us up for rapid scaling. We enable youth from underserved communities, govt school teachers and volunteer mentors to support career choices of young people everywhere!



Another key lever has been a strong and diverse team. A substantial part of 2021 was spent in bringing the right set of people together and enabling them to lead our mission. As a small team we are always punching above our weight and my confidence also comes from our committed and mission driven team.

As we begin 2022, an immense amount of gratitude to all our donors, corporate partners, mentors, advisors and Govt stakeholders; all of you have truly enabled our team and our mission.

There is much to celebrate over the last year and I hope our Annual Report makes you feel our excitement and hope. It's because of supporters like you, that we carry on!

Love and gratitude,

*Divakar*



# Parinita's letter

Dear Alohomora Family,

2021, in many ways, has been a more tumultuous time than the onset of the pandemic in 2020 was. While 2020 was about floating with the change, 2021 has been about hoping to fly in the change, with the direction of the wind constantly shifting. Will schools open tomorrow or not? What is the risk/ return of planning a physical meeting with the students? Should we open up our office space again?

For the uncertainties it threw up, we've had many uplifting moments - from revamping our program and launching our tech portal- [www.careershala.co](http://www.careershala.co), hosting the Kamyab Kaksha conference, partnering with the Delhi Government to launch the Desh Ke Mentor initiative within 6 months, to seeing our alumni take up courses much beyond the 'norms' in their community- 5 girls chose to travel out of Delhi to access high quality courses in software development and hospitality, 7 of them even cracked competitive social sector fellowships.

However, what has stayed with me are the humbling moments of enrolling 400+ students to join our virtual program and within a week the sudden decision of reopening schools putting all our 'pandemic world' plan in disarray. We saw students confused about their school schedules, and teachers attempting to catch up to more than a year of missed learning to get back to a world not unlike 'pre-pandemic' times. Our team's experiences last year made me wonder - are we trying too hard to go back to 'normal?' What will it take for us to imagine a new way of being - one that doesn't operate in the binary of 'normal' and 'abnormal,' 'pandemic' and 'pre-pandemic' world.



We have observed binaries existing in how young people think about career choices as well. A small number of careers are 'good,' rest are not. At Alohomora, we are on a mission to change this narrative so young people start seeing the world of careers with a widened perspective. And we are designing our programs with a widened perspective as well, based on our pre and post pandemic experiences.

We are integrating technology as a core aspect of our work, but keeping our interventions for students centered around human connection. By leading the program design and implementation of Desh Ke Mentor we will be enabling 10L+ students across Delhi govt's 9-12th grades to have mentorship to think through career choices. In our new project- Pratibha Manthan for 10-12th graders of 177 schools in Jhajjar district, Haryana, we will enable career support in classrooms through teachers.

To me, it feels like 2021 was a year to find our runway. I'm thrilled to share details of the work my team has done to prepare ourselves and our youth to fly in this world- pandemic or post pandemic or somewhere in between, whatever it may be :)

Taking off with much gratitude.

Parinita



# OUR JOURNEY

As we complete 5 years in 2021, looking back at some highlights!



## World Bank Youth Summit, 2016

The catalyst that transformed an idea into something tangible - our global top 6 idea made us realise our solution had the power to address a major gap in education systems the world over!

1

### Community Leads Fellowship

We bet that young people from local communities could be empowered as changemakers - and it paid off!



### Team time and stepback

Team time has always been a space to learn - from and with each other, share - everything from thoughts to tiffins, and work towards a shared vision!

3

2

4

### CoronaMeinRukoNa

Our covid response helped deepen our understanding of digital spaces, and our new learnings crystallised into a new, improved CareerShala



### Large scale programs

EMC, Desh Ke Mentor, and now Pratibha Manthan - a testament to the value we can add at the policy level

5



# 2021-2022

The year in numbers

## 600+

**STUDENT ENROLLMENTS IN ONLINE 6-WEEK CAREERSHALA PROGRAM**

## 100,000+ mentees

## 25,000+ volunteer mentors

**IN DESH KE MENTOR PROGRAM**

## 1,000+ heads of school

## 18,000+ teachers

**SUPPORTED WITH ENTREPRENEURSHIP MINDSET CURRICULUM ORIENTATIONS**





**50,000+ ideas**  
**Rs 60 cr+ seed money**  
**IN THE BUSINESS BLASTERS PROGRAM**

**300+**  
**ALUMNI SUPPORTED IN CAREER EXPLORATION**  
**JOURNEYS (SCHOLARSHIPS, INTEREST-ALIGNED**  
**PLACEMENTS, UPSKILLING OPPORTUNITIES)**

**Rs 60 lakh+ raised**  
**300 unique supporters**  
**IN OUR ANNUAL CROWDFUNDING CAMPAIGN**





# OUR **PROGRAM**



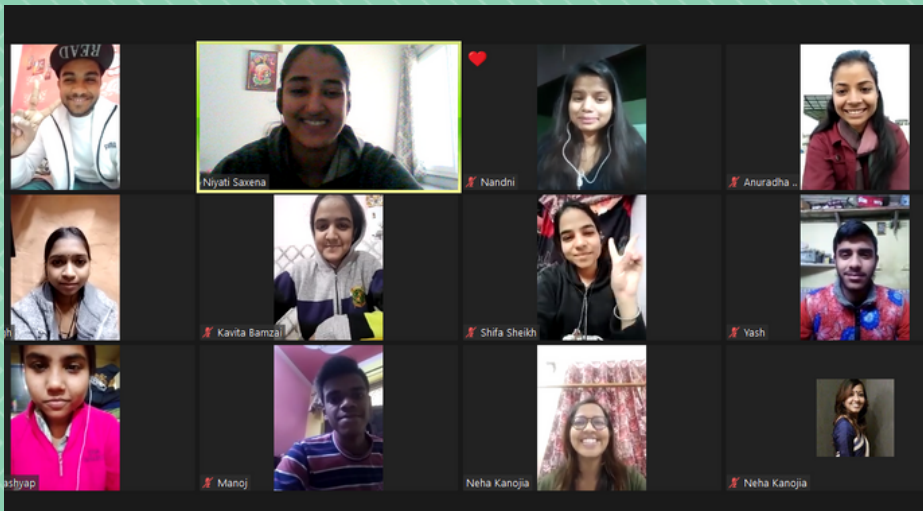
# CAREERSHALA

## Direct execution

CareerShala direct execution is carried out by our Community Lead Fellows, with careershala.co as the technological backbone and resource repository.

2021-22 was the year in which our post-covid redesigned program saw sustained execution with multiple batches of students.

We executed 3 online batches with school and college students, and one physical batch with the students of Vidya & Child, a Noida-based organisation working to create equitable access to education for underprivileged children.



## What next??

### In school

- Career courses from Coursera and Internshala
- Connect to courses and internships
- Alumni meets
- Baatooni Saturdays

Baseline and endline assessments were taken for all students in all batches to help in evaluation of the program and execution.

Students across all batches consistently reported an increase in

- exposure to diverse careers
- confidence and readiness about pursuing a career of their choice
- clarity to make a career plan





“

People always say "think about your career" but no one explains what to think about career... what is career, why is it so important, how many careers do we have to think about.

But CareerShala introduced me to many careers, and now I know we have so many choices. And we can choose according to our interest and abilities!

”

“

I am very thankful to all the facilitators - especially Anuradha didi. She helped me a lot in every thing. Today, I am able to know my interest in the careers and this is all because of her and other facilitators. I will never forget these facilitators.

”



“

Main humesha logon ko dekhke aage badhti thi. Woh aise kar rahe hain, toh shayad mujhe bhi aise hi karna chahiye..., sab jaisa karte hain, main bhi waisa hi karoon. Maine kabhi apne andar dekha hi nahi, ki mere andar kya hai jisko main aur explore kar sakoon. Ab maine socha - main kyu logon ke peeche bhaag rahi hoon? Ab main apne andar dekhna chahti hoon, khud ke baare mein sochna chahti hoon. CareerShala ne mujhe khud ko jaanne mein bahut madad ki.

Kuch karna hai toh dat kar chal, duniya se hat kar chal.

Leek pe toh sabhi chalte hain, kabhi itihaas ko palat kar chal.

Bina kaam ke mukaam kaisa,  
bina mehnat ke daav kaisa.  
Jab tak na haasil ho manzil,  
toh raah mein aaram kaisa?

Arjun sa nishana rakh,  
man mein na koi bahaana rakh,  
lakshya saamne hai -  
bas ussi pe apna thikaana rakh.

”



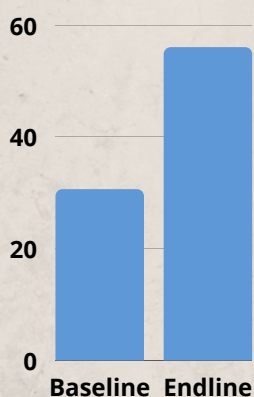
# IMPACT

Based on self-reported student responses

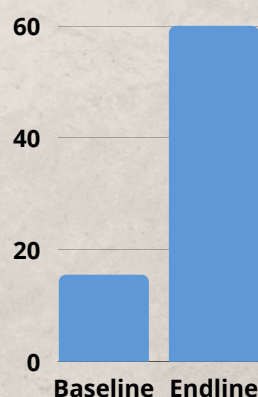
## Batch 1

302 students from 13 TFI schools  
May-June 2021

56% now know about many different careers that they are interested in



60% now have a career plan and know what skills to learn, what courses to take



90% found the career conversation with facilitator useful in getting clarity about career choice and plan of action



90% feel more confident about approaching careers after completing the program



## Student stories

Safiya is a student of Vasant Kunj.

She felt shy and nervous about the Zoom sessions and WhatsApp groups in the beginning. She always asked 'Can I share with you personally?' instead of sharing on groups. A few sessions helped her find her comfort zone, and soon she started actively participating in the group and on Zoom.

Safiya explored many industries like fitness, applied arts, and education. With exploration and career conversations, she was able to clear her confusion and has now decided she wants to become a teacher. She has also made a plan of action for the same!



## Batch 2

268 students  
August-September 2021

After exploring CareerShala.Co...

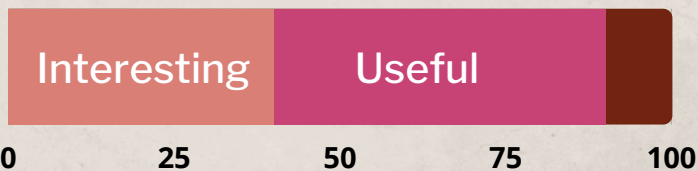


62% students could articulate their career more clearly



90% students found at least one new career they hadn't heard of before

When asked to describe our Hum Honge Kaamyab videos in one word



## Batch 3

30 students, mostly from open/regular colleges  
Jan-Feb 2022

### Outreach

Direct 1:1 outreach to 140+ students

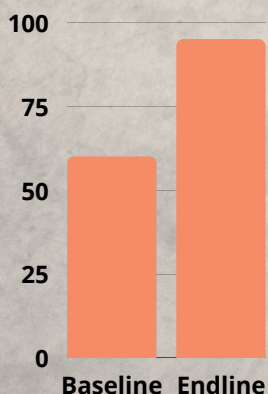
### 15 sessions

Including 4 expert-led sessions

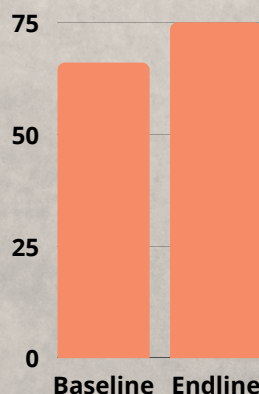
### One-on-one calls

Twice for each student - to check in and have detailed discussions during the Omicron wave

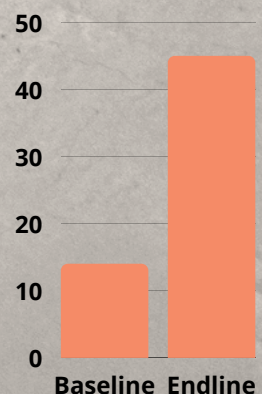
Confidence to pursue a career of choice rose to 95%



Confidence to talk to my parents about my career choice rose to 75%



45% students now have a career plan and know what skills to learn, what courses to take

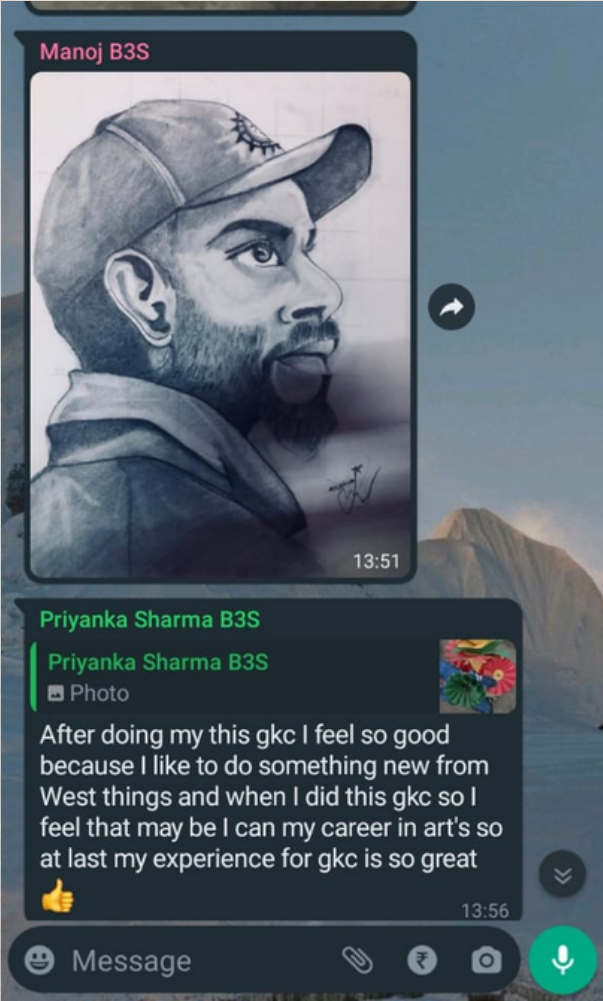




60% students showed a shift in knowing specific details about careers of their interest (e.g. IT operator instead of data entry)



90% students feel more confident about approaching careers after completing the program



### The Golden circle of communication

by SIMON SINEK

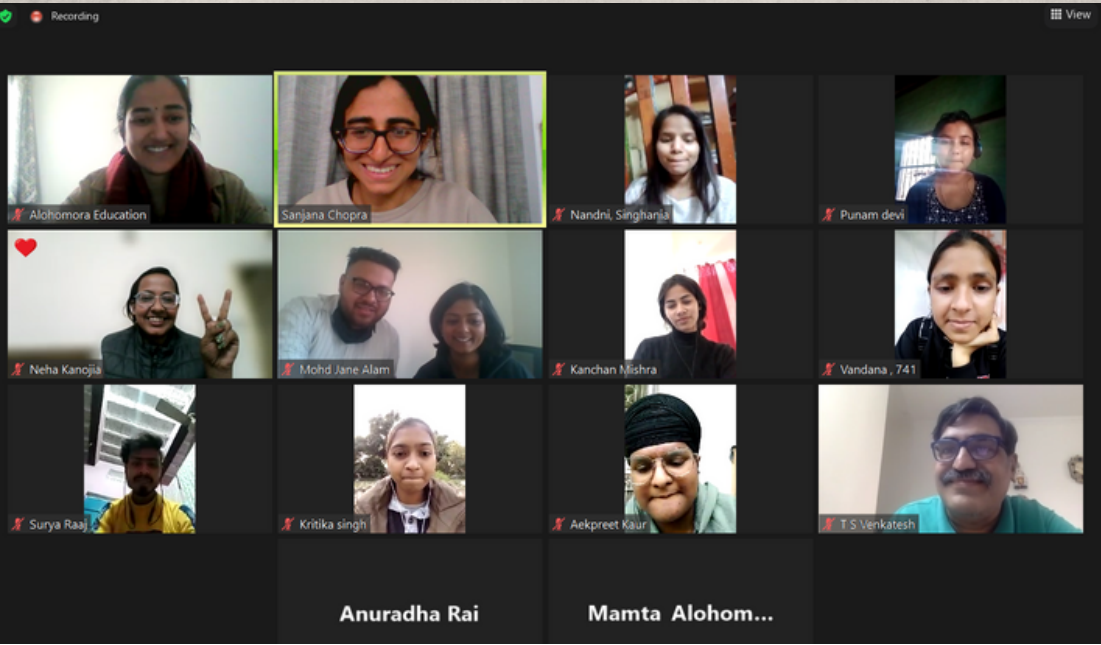
- WHY: An anecdote/ person that inspired you or a situation you want to solve
- HOW: your plan to reach there - skills, knowledge needed for you to get into the work
- WHAT: careers of your choice/ you are preparing for

**ALOHOMORA** :  
unlocking minds

### Careers are like

Careers are NOT like

**SO MANY WAYS  
HAPPINESS IN EVERY PLACE**



### Careershala calendar

NAME: \_\_\_\_\_

Week 1	Week 2
<b>5th Jan - World of careers</b> 12th Jan - Steps to choose career 18th Jan - Introduction to career choice course	<b>18th Jan - About the course</b> 26th Jan - Career choice quiz On career course & interview preparation course about 40% score
Week 3	Week 4
<b>26th Jan - Sharing</b> 27th Jan - Interview preparation course Kanchan Mishra, around 40% score in challenge	<b>1st Feb - Sharing</b> 8th Feb - Expert's and Career Expert's Kanchan Mishra, around 40% score in challenge
Week 5	Week 6
<b>8th Feb - Interview preparation</b> 15th Feb - Interview preparation course Kanchan Mishra, around 40% score in challenge	<b>15th Feb - Interview preparation</b> 17th Feb - Interview preparation course Kanchan Mishra, around 40% score in challenge



# Vidya & Child

50 students from NIOS grades 9-10  
December-Feb 2022

## 4 expert-led sessions

And experimentative online sessions during the Omicron wave

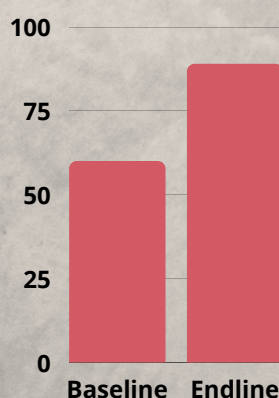


## One-on-one calls

Twice for each student - to check in and have detailed discussions during the Omicron wave



Confidence to pursue a career of choice rose to 89%



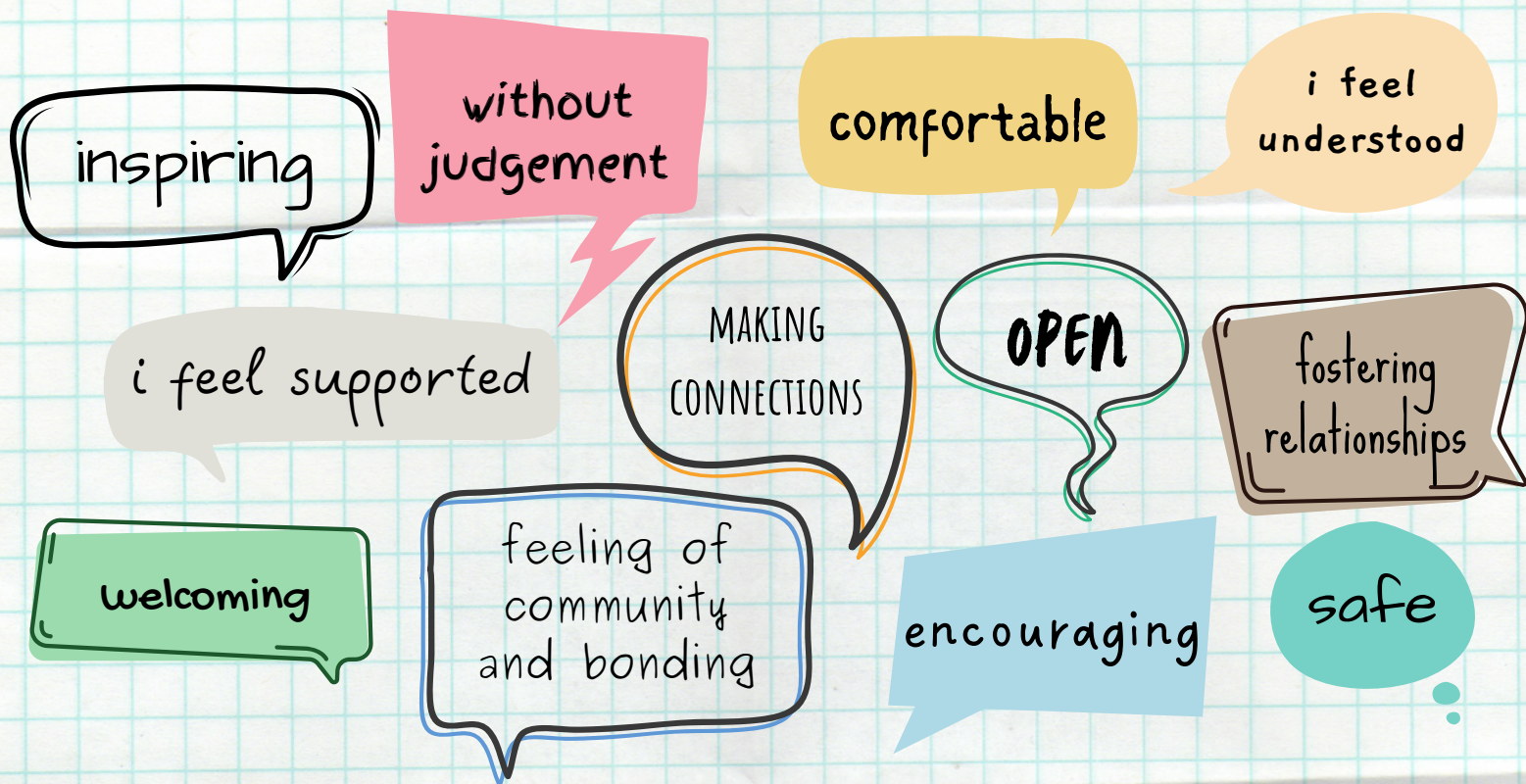
Increased career exposure in 50% students, who shared specific interest-based career options (in media and journalism, IT, art and design, hospitality) and a better understanding of the process to prepare themselves for these.





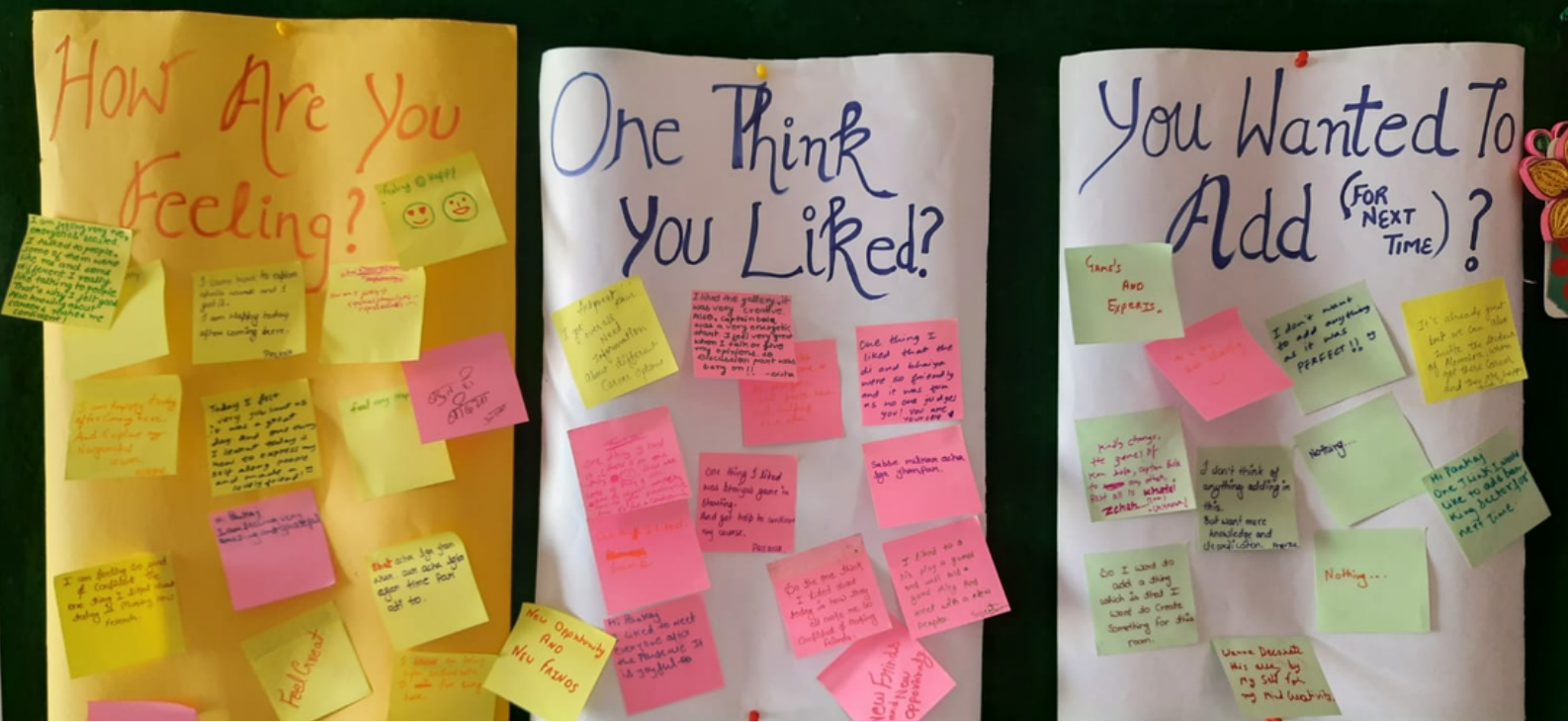
# The CareerShala Environment

Safe, open and engaging spaces



Students at Vidya & Child shared how the session environment was conducive in helping them feel comfortable to reflect over their thoughts and choices.

Students also shared that this was the first time they felt a part of an open community where they can express without inhibition, and many expressed their hope to stay connected even after the program.





# OUTREACH

## *Glimpses of targeted community outreach for CareerShala*

December saw Team Alohomora visiting local communities and schools in South Delhi, interacting with young people, learning about their aspirations and career plans, and encouraging them to join the upcoming CareerShala batch.






# TECH PORTAL

CareerShala.co, our unique tech portal, is a repository of resources for any young career explorer, introducing students to wide-ranging career options and structured career courses.


Built around our 5 step career exploration process, it brings together videos of professionals talking about their journeys and home based projects as reflection cum planning tools, allowing students an insight into different careers to enable them to make a choice which fits their strengths and interests.




Welcome to Careershala
Let's begin the career journey
Career Courses
About Alohomora
Search
Login
Register

### Are you ready to start thinking about your career?


Start by watching this exciting video ↓



Step 1 - Sochna Shuru Karo
Watch later
Share

Watch on

YouTube


### Student experiences



**Abhay Shukla, 11th grade student**

I got a chance to explore various careers like Media, Education, Fashion, IT and I found Media and Journalism interesting.

I now have a plan of career I want to pursue and steps that I would need to reach there.




**Nikita, 12th pass student**

I explored IT careers and when I did projects, I felt I was gaining new knowledge and didi/bhaiya also supported me.

I decided to pursue my interest in IT sector. I have been selected for Software Coding course at Navgurukul Organisation.

### How to learn on Careershala website?



### Tell us how you think about careers now!

Fill the baseline assessment form

Let's begin the career journey!



# INSIDE CAREERSHALA.CO

Detailed video explainers for more than

50  
careers across

12  
diverse industries



## Webinars with experts

sharing their journeys and answering students' questions about the career

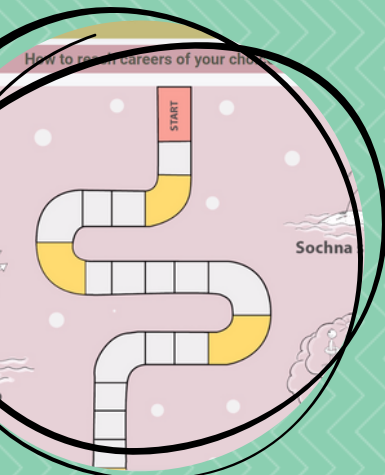
## Ghar Ka Challenge

for each career - a practical, low resource-intensive task developed in consultation with career experts



## Quizzes

after every step - a self-assessment tool allowing the student to check their understanding



## Career Map

for every career - with details of expected career trajectory, earning potential, opportunities for upskilling, etc



# UPCOMING: PRATIBHA MANTHAN

Pratibha Manthan is our upcoming program with the District Administration of Jhajjar (Haryana), slated to launch in May 2022. We will be taking our unique career exploration program to 170+ district schools in Jhajjar. 10,000 students will get an opportunity to embark on a journey of empowerment and informed decision making around their careers.

Piloting and extensive field visits to Jhajjar are underway as we understand the context of Jhajjar, its people and its industries. We are working to make a customised program that incorporates Jhajjar's local industries (agriculture, food processing) as well as newer industries (graphic design, coding) in our career exploration framework.

We're grateful to the District Administration of Jhajjar and Tanya Jain from the Chief Minister's Good Governance Associates Programme team for supporting us through the making of this program, and are very excited to work collaboratively to create an ecosystem that supports and nurtures students in building thriving, interest-aligned careers in Jhajjar!





# IN THE PIPELINE

Exciting new partnerships to look forward to in 2022-2023 - working together to empower young people!

## *Inclusion Economics India Centre (IEIC) - Univeristy of Konstanze*

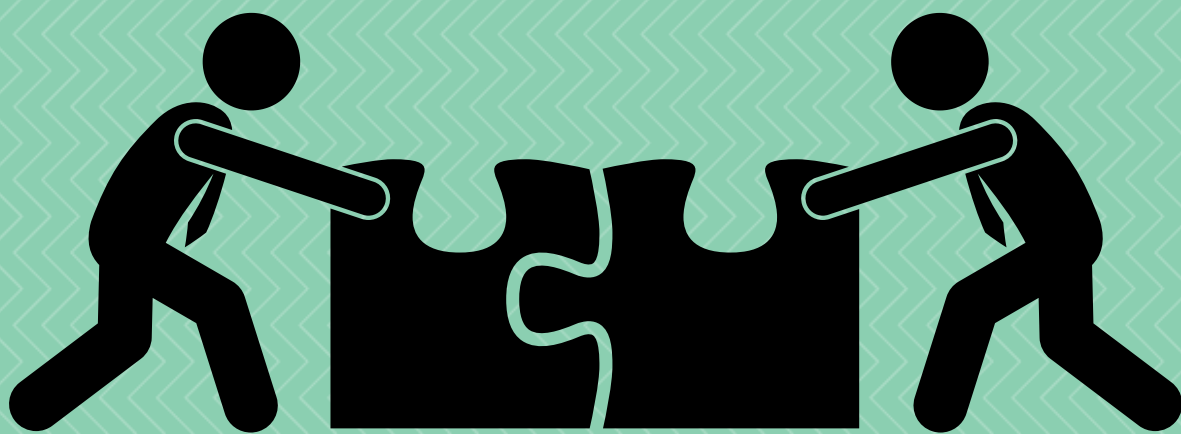
We have an exciting research-based partnership with two scholars from the University of Konstanze, Germany, and Inclusion Economics India Centre (part of IFMR Society with strategic oversight from Krea University), which will involve field research about the career choices of girls, potentially exploring CareerShala as an intervention to support informed career decision making.

## *TFI Delhi*

Teach For India Delhi has identified our content and pedagogy as a useful resource for senior classes. We are working with TFI Delhi to transition TFI student alumni passing out of 10th grade and support them in their career decision making process.

## *Protsahan*

We have an upcoming partnership with Protsahan - an NGO working to nurture and bring a sustainable future to vulnerable adolescent girls. CareerShala will serve as a platform for 200 adolescent girls to explore their interests and build a thriving career that aligns with their aspirations. We will also be training their facilitators over a one year period.





# AFTER SCHOOL **SUPPORT**



Alohomora's dedicated After School Support vertical works round the year to ensure that our alumni get opportunities to pursue courses and careers of their interest.

22

ALUMNI PLACED AT INTEREST-  
ALIGNED ORGANISATIONS TO  
WORK/STUDY

3

ALUMNI SUPPORTED WITH  
SCHOLARSHIPS TO PURSUE  
INTEREST-ALIGNED COURSES

100

NEW ALUMNI ENROLLED IN  
COURSERA TO UPSKILL  
THEMSELVES

450+

TOTAL ENROLLMENTS TO  
VARIOUS COURSERA COURSES  
THIS YEAR, BY ALL ALUMNI



# THE BIG NUMBERS

280+

ALUMNI REACHED OUT TO  
IN LATEST CALLING DRIVE

200+

INSTITUTES RESEARCHED  
FOR REVIEWS

31

BAATOONI SESSIONS WITH...

750+

ATTENDEES



## Prestigious Placements

5

TEACH FOR INDIA  
FELLOWSHIP

11

NAVGURUKUL  
(SOFTWARE / PROGRAMMING)

3

SAATHIYA  
(HOSPITALITY)



# SCHOLARSHIPS

CareerShala program is a symbol of the importance of right guidance, skill sets and opportunities for equipping the youth to move towards achieving their goals. The CareerShala Scholarship Program was launched last year as an attempt to expand and deepen the impact of our cause.

The scholarship acts as a catapult which will enable our students to pursue interest-aligned professional courses offered by private institutes which are often out of reach due to high tuition fees. This not only opens doors to opportunities for the scholarship recipients, but also positions them as role models in their communities, inspiring other students to work towards their goals.

This year the CareerShala Scholarship was awarded to 3 students to pursue their interest-aligned careers. They are:

**Samreen** - pursuing MLT course from Tech Mahindra

**Jenny** - learning beauty/makeup from International Women Polytechnic, Lajpat Nagar

**Sneha** - pursuing cosmetology from International Women Polytechnic, Lajpat Nagar

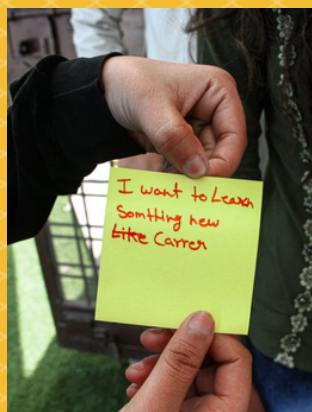




# OPPORTUNITY MELA

We organised 'Opportunity Mela' on 5 March 2022 - an alumni meet-up which was a space to explore diversity in careers, industries and vocations. We discussed at length about a variety of industries and the career options within them.

15 alumni joined us to celebrate the multitudes of opportunities there are, and learnt about Alohomora, alumni support available for them, and opportunities in 10 different sectors. Our alumni Gulfiza and Babita shared their reflections after getting selected for Navgurukul's software course. Our alumnus Sujeet shared about his work in IT. 2 alumni joined GMR skilling courses after the event.





# CAREERSHALA CONNECT



CareerShala Connect is Alohomora's WhatsApp chatbot - an accessible and user-friendly resource allowing young people from low-income communities to find vocational skilling courses matching their interests. It is an interactive tool that focuses on understanding the user's interests and time available for learning investment, and then suggests relevant courses/ opportunities from across 10 sectors.

After months of research, we are currently piloting the chatbot with an initial pool of 100 students and collecting detailed feedback. It will be formally launched in July 2022. CareerShala Connect is expected to reach 10,000 young people in 2022-23.

# INSTITUTE RESEARCH



Team After School Support researches and reviews vocational institutes on an ongoing basis, to collect reliable, accurate and up-to-date information about skilling opportunities for students passing out of class 12. In 2021-22, we researched over 200 vocational institutes in Delhi-NCR out of which we personally visited 22. Detailed review videos were made about 14 institutes, evaluating the respective institute on criteria such as infrastructure, placement opportunities, faculty, etc. These videos are a valuable and freely available resource on our YouTube channel for any student looking for admission to these institutes.

The research was also useful in curating a list of interest-aligned institutes and opportunities that could be shared with students on CareerShala Connect.



# IMPACT STORIES



4 years ago, our alumnus Akash discovered his aptitude and interest for careers related to fitness, as a class 11 Alohomora student. Since then, there was no looking back! Akash worked hard and became a certified martial arts and self defence instructor, taking classes all over Delhi.

This year, Akash got selected to represent India at the World Championship organised by United World Martial Arts Federation in Namibia. Alohomora helped him cover his expenses through a crowdfunding campaign, and Akash did his country proud by bagging the gold medal!

Samreen, a student of Sarvodaya Vidyalaya, Mori Gate, joined Alohomora when she was in 11th. Alohomora's sessions helped her reflect over the things she liked doing, and she realised that she wanted to enter the medical sector.

Careers like doctor are much coveted but inaccessible for students like Samreen whose socioeconomic backgrounds make it difficult to take out time and resources for many years of coaching and test prep. Through Alohomora, she got to know about other careers in healthcare such as medical technician, which would allow her to explore the medical sector and would also enable her to start earning soon to contribute to her household income.

With Alohomora, Samreen visited some centres and labs and got a better idea of what different courses and careers would entail. She applied and got shortlisted for a cardiac care technician course at Tech Mahindra. Alohomora supported her with a scholarship for her tuition fees. Samreen's classes have now started, and she is confident of getting a good placement after completing this course!







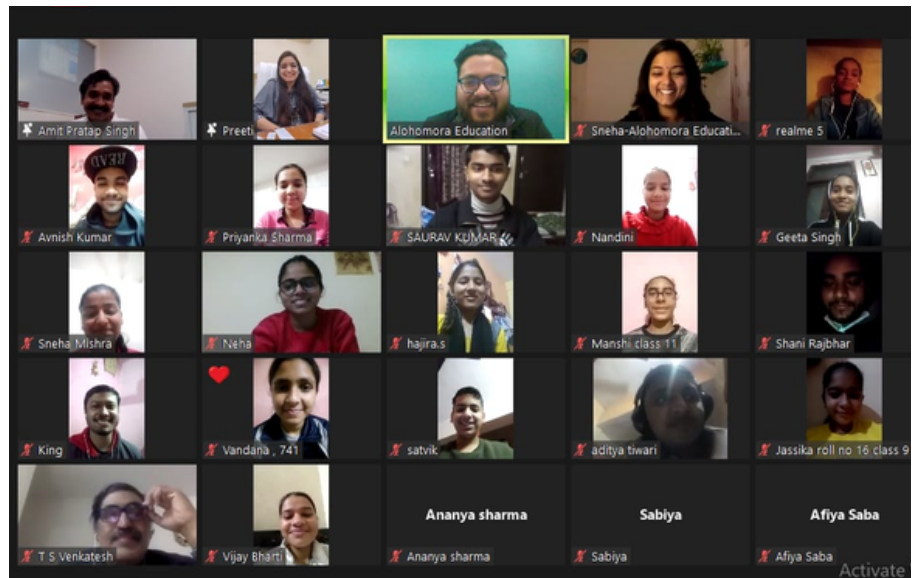
Jenny, a student of Sarvodaya Co-Ed Vidyalaya, Masjid Moth, was always told that her interest in makeup could not become a "real career". She joined Alohomora in class 11, and realised she had found a place that supported her interests! Jenny took a keen interest in understanding the beauty and makeup industry. She applied to various institutes and got selected at International Women Polytechnic, Lajpat Nagar, and also received a scholarship from Alohomora to cover her tuition fees! Jenny is enjoying learning cosmetology and wants to become an independent makeup artist after she graduates.



Gulfiza, a 12th pass student from a govt school in Delhi, was a keen learner but confused about her next steps. Through Alohomora's career exploration program, she identified her interest in IT sector which was unheard of in her social circle. Her passion supplemented by Alohomora's support - webinars with experts, home-based tasks, mentorship - secured admission in a fully funded one-year residential Software Engineering program. There was no looking back after that! She has since helped three more girls clear the admission process and is excited by what she is learning and her career ahead. She recently came back to office to guide more students in pursuing courses like hers.



# PICTURE GALLERY





# LARGE SCALE PROGRAMS



# DELHI KE MENTOR

Delhi Government's Desh Ke Mentor is the largest career support-mentorship program in the world, providing school students the guidance and support to make better life and career decisions.

The program brings together youth from India's best educational institutions, young professionals across diverse sectors and entrepreneurs from across the country to take on the role of mentors, who will help the mentees (students of classes 10-12) in their overall growth and personality development by sharing their knowledge, skills and expertise over various fields. It was launched in October 2021.



Alohomora Education Foundation is the sole NGO providing all aspects of program design and implementation support to the Delhi Government, since the program's inception.

We are leading program design and are also responsible for creating mentor support content - from orientation and onboarding training to the content of conversation between a student and mentor. We have also designed training and orientation sessions for key stakeholders including the PMU (Project Management Unit) handling program implementation, school principals and nodal officers, mentor leaders, and 70 youth leaders across Delhi.

Since the program's launch, we have also been actively working on creating mentor support and engagement structures.







PROGRAM CAPACITY:

**10 LAKH**

*students*

**3 LAKH**

*volunteer mentors*

(AT FULL STRENGTH)

**6**

MONTHS OF EXTENSIVE  
TESTING

**25,132**

MENTORS REGISTERED  
IN 2021-22



## THE BIG NUMBERS



**2,18,138**

MENTEES REGISTERED IN 2021-22

**1,05,852**

MENTEES ASSIGNED TO A MENTOR

**50**

TRAINING SESSIONS WITH  
DIVERSE STAKEHOLDERS  
LED BY ALOHOMORA

*(school principals, nodal officers,  
youth coordinators, PMU)*





# The Desh Ke Mentor Journey


Our Desh Ke Mentor journey started in February 2022, when Alohomora was roped in as the Delhi government's sole partner in designing and creating a large-scale mentorship program. It was to have the following objectives:


- To make students aware of the diverse set of careers to choose from
- To guide and support students in their initial career planning stages
- To develop the aptitude to handle personal and professional challenges
- To enhance philanthropic outlook in the community of youth for nation-building






The program was piloted and closely monitored in 40 schools of Kalkaji and Patparganj with 650+ volunteer mentors and 4000+ students.

Alohomora was also tasked with identifying relevant topics for modules and, creating content in a form that could be easily transacted by mentors. Additionally, we designed mentor orientation content, and trainings for various stakeholders (principals, nodal officers, PMU, youth coordinators).

**MAIN KAUN AAP KAUN**  
Getting to know each other **Week 2**

**Objective:**  
To encourage mentor-mentee friendship through mutual conversation and sharing

What to do on the call

**1** Share something about yourself - your interests, experiences, hobbies, likes, dislikes, etc.



After the program launch, we have continued with onboarding, orienting and training various stakeholders. We are designing and executing activities for mentor engagement, feedback collection, and data collection.



In January 2022, our team conducted an extensive calling drive, reaching out to 130 active mentors and taking detailed feedback about their experiences in the program. We found:

**93%**

mentors feel their training has helped prepare them for their mentoring experience. Are aware of child-appropriate behaviour

**89%**

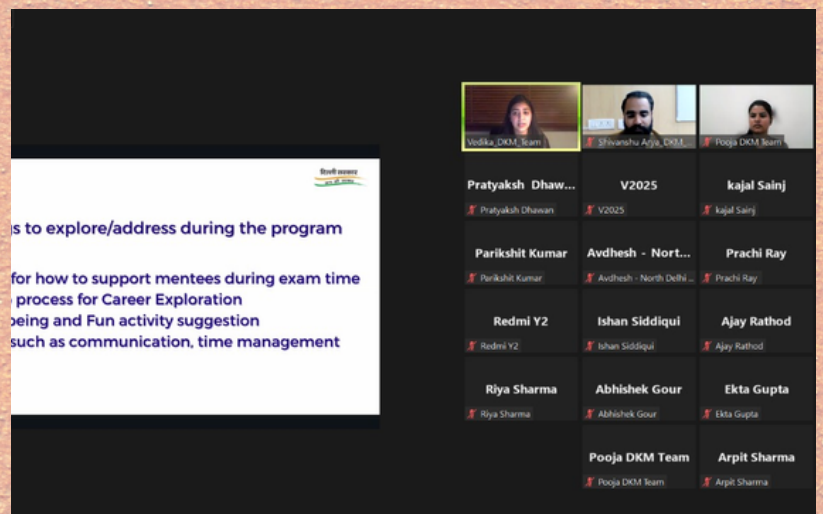
feel they need to speak for >10 mins/week with their mentee to build a meaningful relationship

**85%**

feel they will gain something out of their relationship with their mentees

**82%**

said they would like to discuss more than just careers with their mentees



In 2022, we designed a controlled execution with a select pool of mentors, to understand best practices of engaging and supporting mentors and to evaluate existing program structures. 300+ mentors are a part of this controlled execution.

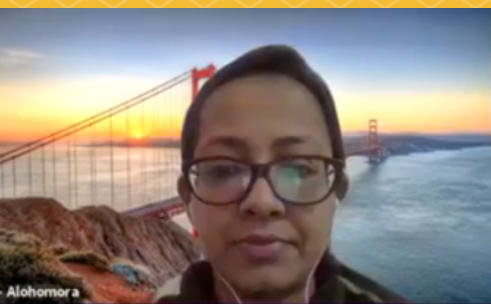
Between Feb-March, we conducted 5 orientation sessions with our select pool of mentors. Through the session, mentors got more clarity about the program's objective, their role, child safety practices, how to manage various scenarios with mentees, and the support available to them.



# ENTREPRENEURSHIP MINDSET CURRICULUM

Delhi Government's Entrepreneurship Mindset Curriculum is an intervention to transform education by building life skills and entrepreneurial mindsets in students. The core curriculum is executed by teachers in school in a daily 40 minute class.

Alohomora has been a part of the core team since its inception in January 2019. We have worked on curriculum development, teacher training and execution of Live Entrepreneur Interaction (LEI) - a platform for students to directly engage with entrepreneurs to learn from their experiences.





Training designed for

**1,000+**  
principals

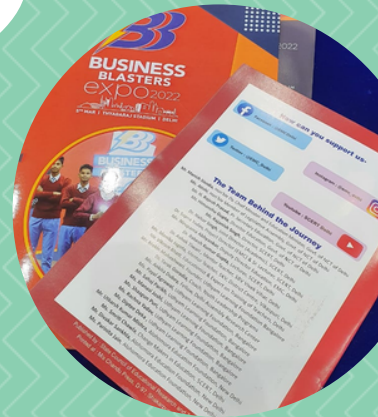
**18,000+**  
teachers



# THE BIG NUMBERS

**40+**

support visits to schools  
across Delhi



**589**

schools in centralised and  
decentralised  
Live Entrepreneur Interactions

**60,000+**

YouTube views on 2 centralised LEIs  
with Sanjeev Bikhchandani (Naukri.com)  
and Ritesh Agarwal (OYO)

**80+**

students participated in Career Exploration pilot – an EMC component providing students a space to understand a wide variety of career paths by interviewing entrepreneurs and professionals about their experiences and journeys. Pilot results showed that Career Exploration helped students increase awareness about non-mainstream careers and encouraged them to take specific actions towards their own career plan (Google searches, talking to people, etc)





In 2021-22, team Alohomora made 40+ support visits to schools all over Delhi, interacting with teachers, students and HOS to oversee and take feedback on EMC implementation. We coordinated and facilitated the conducting of LEIs in 589 schools. 2 centralised LEIs - with Mr Sanjeev Bikhchandani (Founder, Naukri.com) and Mr Ritesh Agarwal (Founder, OYO Rooms) - were a huge success, garnering a total of 60,000+ views on YouTube.

Further, we identified and mentored student teams with promising ideas for Business Blasters, EMC's seed money component.



We also piloted EMC's Career Exploration component in 2 schools. The purpose of Career Exploration is to provide students a space to understand a wide variety of career paths by interviewing entrepreneurs and professionals about their experiences and journeys - getting direct exposure to a variety of career options in employment and in business.



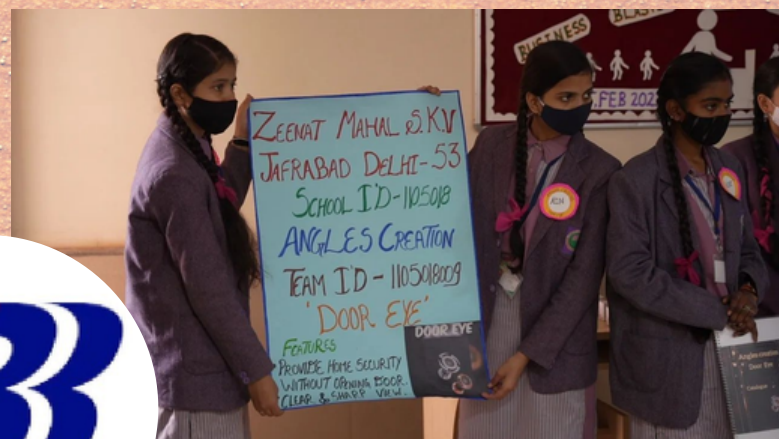


# BUSINESS BLASTERS

Launched in September 2021, the Business Blasters is a student entrepreneurship program aimed to encourage real-world entrepreneurial pursuits. Students are provided seed money and are encouraged to work in teams towards planning and executing a business idea. Students also got opportunities to pitch their ideas to angel investors and seek mentorship and funding.

Business Blasters was made into a critically acclaimed TV series that showed the teams' ideas, journeys, and pitches to seasoned entrepreneurs such as Abhiraj Bhal (founder, Urban Company), Sujata and Tanya Biswas (co-founders, Suta), Nitin Saluja (founder, Chaayos), Seema Bansal (partner and director, BCG). Over 8 episodes, the teams raised a cumulative Rs 25 lakh in investments. Many secured internship offers and mentorship and support specific to their product.

Team Alohomora met and interacted with many teams in school visits and during selection rounds. 6 such teams reached the final round of Business Blasters. Many teachers and EMC coordinators who were mentoring their school's BB teams were oriented and trained by us.







**3 LAKH**

students in  
grades 11-12

**Rs 2,000**

seed money  
per student

## THE BIG NUMBERS



**51,000**

teams with unique ideas



**1,000**

teams selected by zonal panels, received mentorship  
and coaching to take ideas forward

**120**

hand-picked teams networked  
with investors, raised funding,  
and will be incubated in the  
Business Blasters Incubation  
Cell (under Delhi Skills &  
Entrepreneurship  
University)





# BUSINESS BLASTERS

Expo

120 teams of student entrepreneurs who had created profitable businesses, hand-picked after multiple rounds of selection, got an opportunity to network with investors and showcase their products and ventures to the general public at the Business Blasters Investment Summit and Expo organised at Thyagaraj Stadium on 5th March 2022.

From solar power banks and organic fertilisers to low-cost graphic design services and date-seed coffee, BB Expo was an inspiring display of off-beat, low-resource intensive ideas - often revolving around reusing, recycling and repurposing, and most importantly, solving local problems and contributing to the upliftment of our students' communities.



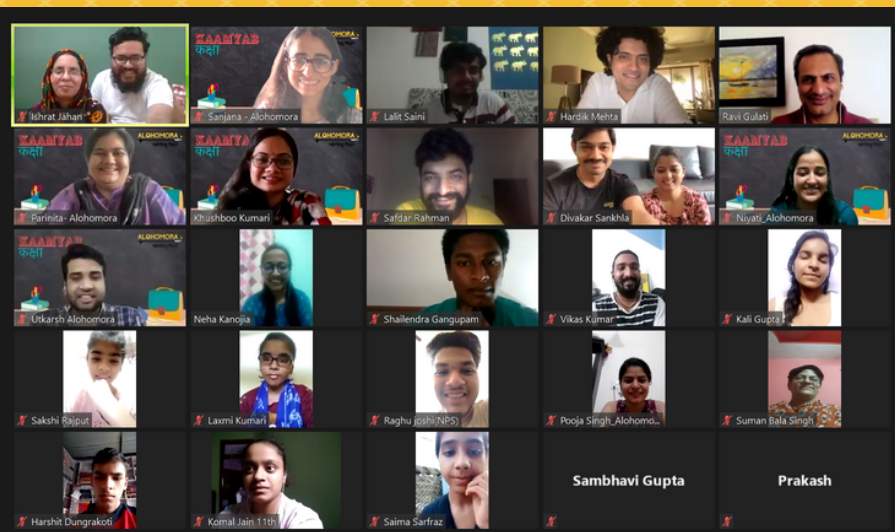


KAAMYAB

कक्षा



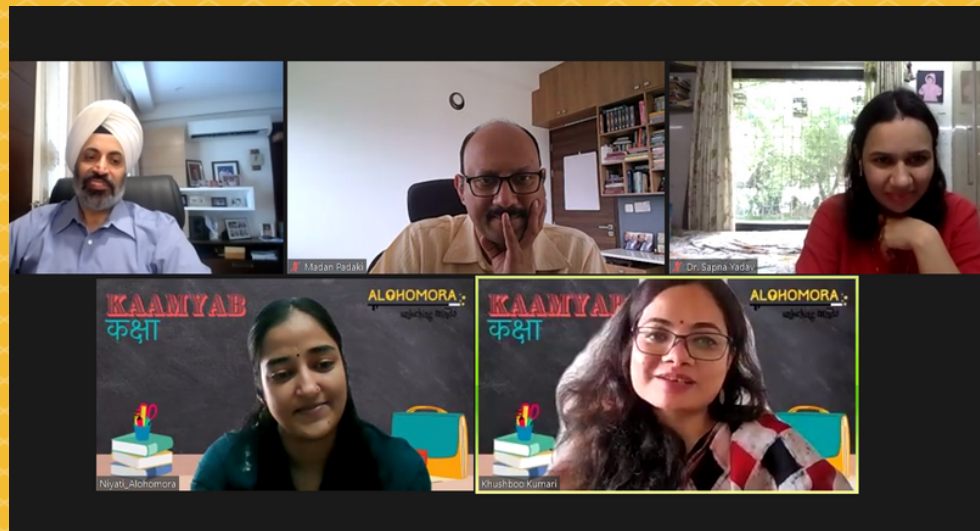
# Kaamyab Kaksha – Building the Alohomora Community



Kaamyab Kaksha is our flagship event to initiate conversations around career exposure and planning in young adults. It is a platform to bring all key stakeholders - young people, parents, policymakers, NGOs and industry representatives, etc., to holistically discuss young people's career aspirations from varied perspectives.

The first edition of Kaamyab Kaksha, held on 23-24 July 2021, was a series of 5 panel discussions spread over 2 days.

This event also marked the launch of our series of 5 videos, 'Hum Honge Kaamyab' - a 5-step universal career decision making framework.



## Panel details:

- **Importance of Focusing on Career Choice Early:** Atishi- *MLA, Delhi*, Devang Bhandari - *KPMG*, Layba Ali- *Alohomora Alum*, Himanshu Saxena- *student*.
- **Role of the education eco-system in building students' exposure:** Raj Gilda- *Lend a Hand India*, Shraddha Vaid- *Arete Advisors*, Venil Ali- *Antarang Foundation*
- **Enabling self-awareness in students to make 'right' career choices:** Harveen Bedi- *Infoedge*, Madan Padaki- *1Bridge, GAME*, Dr. Sapna Yadav- *SCERT Delhi*
- **Helping students plan for their career pathways:** BK Sharma- *HoS Delhi govt*, Kavita Rana *OSD Delhi Govt*, Jasmeet Walia- *Creatnet Education*, Rinki- *Student*
- **Supporting young people to find self-belief:** Hardik Mehta- *Filmmaker*, Ishrat Jahan- *Parent*, Lalit Saini- *FilmArt*, Ravi Gulati- *Manzil*



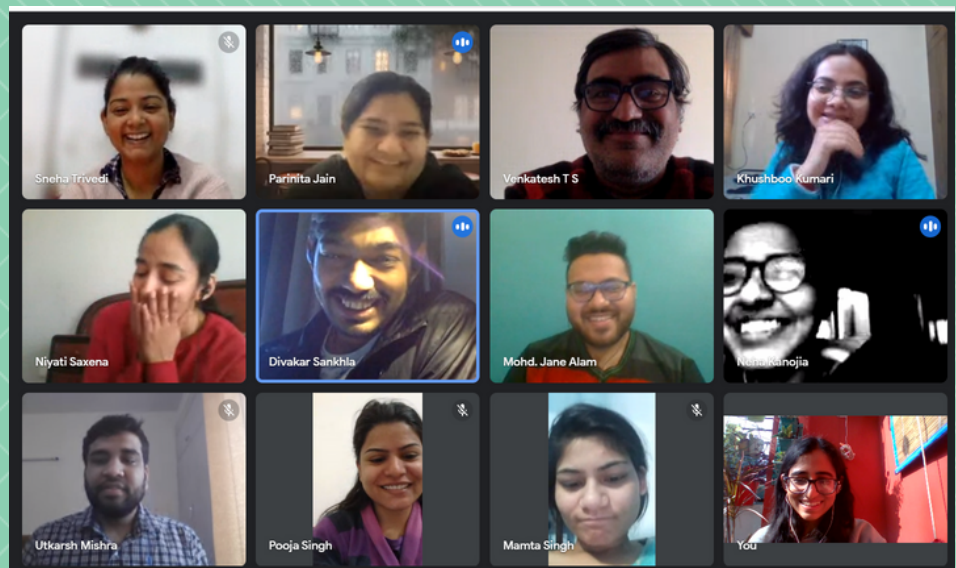
# THE A-TEAM

We are a close-knit team that not only cherishes our shared goals and vision, but also strongly values learning from and with each other. We have carefully and intentionally created a culture that promotes lifelong exploration and learning for our team members and we enjoy interacting with each other and knowing each other's perspectives about our work, mission and more!

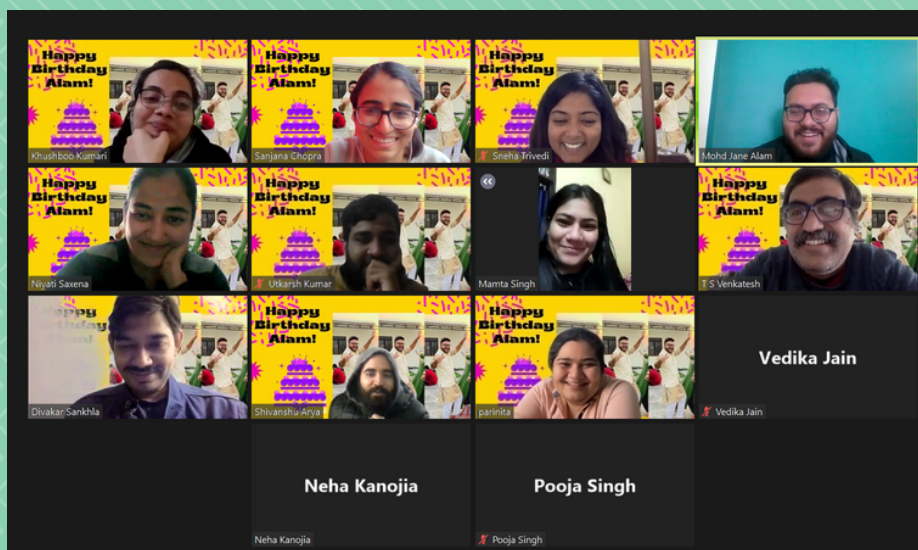


## Monday Meetings

We allocate weekly time for our shared bonding, growth and learning. One such space is our Monday morning meeting. This year, we decided that the Monday meeting would be facilitated by different team members in rotation. Every facilitator plans a unique experience that includes activities, discussions, group work, and opportunities for individual reflection. We also share team wise updates and plans.







## Celebrations @ Alohomora



Holi, Diwali  
and Christmas  
in office - full  
of colours,  
love, laughter,  
and light





Women's Day - flowers celebrating girl power and hands-on self-defence instruction by our very own Akash, a trained Krav Maga and martial arts expert!

## Lohagarh - a fun village themed team trip



## Team Stepback: Palampur



Glimpses of our highly awaited team stepback to Palampur in March 2021 - regrouping together as a team, aligning our mission and purpose, and creating deeper friendships!



# 5 YEARS AT ALOHOMORA

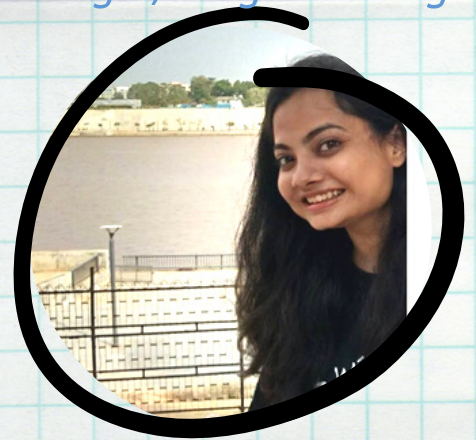
## **POOJA SINGH** *Assistant Manager, Large Scale Programs*



It has been amazing being part of Alohomora's journey since 2017 - our program has evolved, our scale has increased, our impact has multiplied and deepened. At the time of joining, I was supporting 130+ students in their career exploration, and now I am working to reach 10,00,000 students through Desh Ke Mentor. Every time we've executed a program, we've tried something new, and learnt so much from the process (even from the mistakes!). I am grateful that this journey has given me a space to grow professionally and personally while making an impact, and can't wait to see where we go next!

## **KHUSHBOO KUMARI** *Senior Manager, Program Design*

A journey that started from a small community center, now enables 7 lakh+ children to build their careers. I feel grateful to have been a part of this process over the past 5 years, as I got a chance to play a pivotal role in each of our small and large scale programs. From requesting principals to accept our idea of working with students, to co-authoring teacher manuals for 20,000+ teachers of Delhi Govt - Alohomora and I have grown together beautifully and I am fortunate to have had so many opportunities to do something meaningful.



## **MAMTA SINGH** *Senior Associate, After School Support*



From student to facilitator and now team member, I too have grown along with Alohomora over these 5 years! I remember my time as an Alohomora student - so confused about my own future plans! And today I am guiding so many students to make the best choices for themselves.

Every day, working with so many feelings, dreams, and aspirations makes me realize that every student has potential and can achieve so much if we just give them opportunities to explore and the freedom to make their own choices.



# MEET THE TEAM



**Parinita Jain**  
Co-Founder & Lead,  
Program and Impact



**Divakar Sankhla**  
Co-Founder & Lead,  
Growth & Strategic Partnerships



**Mohd. Janealam**  
Associate, Alumni  
Initiatives



**Khushboo Kumari**  
Sr. Manager,  
Program Design



**Mamta Singh**  
Sr. Associate,  
After School  
Support



**Pooja Singh**  
Assistant Manager,  
Large Scale Programs  
(Desh Ke Mentor)



**Neha Kanojia**  
Sr. Manager,  
Partnerships &  
Operations



**Niyati Saxena**  
Sr. Manager,  
Program Design



**Sambhavi Gupta**  
Communications  
Lead



**Sanjana Chopra**  
Communications  
and Development  
Lead



**Shivanshu Arya**  
Project Lead, Large  
Scale Programs  
(Desh Ke Mentor)



**Sneha Trivedi**  
Sr. Manager, After  
School Support



**Utkarsh Mishra**  
Project Lead,  
Large Scale  
Programs (EMC)



**Vedika Jain**  
Project Manager,  
Large Scale Programs  
Desh Ke Mentor



**T.S. Venkatesh**  
Project Consultant,  
Desh Ke Mentor



# ADVISORS



**Hamsini Shivakumar**  
Ex-VP JWT, Founder  
LeapFrog Strategy  
Consulting



**Nupur Bhargava**  
Ex-Director HR,  
Akanksha Foundation,  
Ex-Director Staffing,  
PepsiCo



**Ulhas Vairagkar**  
Ex-Director T.I.M.E.  
Founder-mentor Vanguard  
Business School

# INTERNS & CONSULTANTS

A special thanks to our interns and consultants, who immensely contribute to building our programs and operations!

## CareerShala Content

*FilmArt  
Kamaljeet  
Nipunika Sachdeva  
Saumya Rai  
Rinki Verma  
Pooja Agarwal  
Pooja Bajaj*

## After School Support

*Priyanshu  
Soumya Jain  
Prinka  
Ritika  
Kavita  
Chanda  
Vishal  
Chanchal  
Sakshi  
Diksha  
Nikki*

## CareerShala Outreach

*Anam Ali  
Preeti Mishra  
Smriti  
Parveen*

## Communications

*Himanshi Saini*



# PARTNERS

We would like to acknowledge the commitment and efforts of our entire community of strategic partners and donors, whose continued belief in our mission keeps us going - and growing - as an organisation!

Our successful fundraising campaign and consistent support of partners gives us an enormous amount of confidence to take on the challenges ahead. We hope to deepen and expand our impact with your support.



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TEACHFORINDIA



# FINANCIALS





Alohomora Education Foundation  
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Say hi to us!



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