

Explore Career Path with Career Cards: MoE, NCERT & UNICEF India's Joint Initiative for School Students

Ayushi Agarwal · 26 August 2025

Know about Career Cards by MoE, NCERT & UNICEF, along with CBSE's new guidance tools empowering school students with clear career pathways

When we talk about career guidance, many people still imagine it as something only private school students get to experience. But in reality, it is equally important for government school students. Why? Because, every student, no matter where they study, deserves to know the range of opportunities they can pursue based on their skills, interests, and aspirations. Without this awareness, students often limit themselves to only a few professions they have heard of or seen around them.

Key Takeaways

- ASER 2023 found that when students were asked about career goals, most named only a handful of familiar roles: police officer, teacher, doctor. The limitation wasn't ability; it was exposure.
- On 29th July 2024, the Ministry of Education, NCERT, and UNICEF India jointly launched the Career Guidance Book (Volumes 1 and 2) during the Akhil Bharatiya Shiksha Samagam, making 1,000 career cards freely available to school students across India.
- Each career card gives students a practical picture of a profession: daily responsibilities, education pathway, income range, available scholarships, work environment, growth prospects, where to study, and real examples of people in the field.
- Volume 1 covers 500 careers across Agriculture, Arts/Media/Marketing, Business and Finance, Education, and Health. Volume 2 covers 500 more across Engineering, IT, Government Services, Law, Hospitality, Research and Development, and Technical trades.
- On 7th August 2025, CBSE launched a Career Guidance Dashboard (cbsecareerguidance.in) and a Counselling Hub and Spoke School Model. It links larger mentor schools with smaller ones, extending career and psychosocial support to schools without dedicated counsellors.
- Career Cards are a free public resource. Both volumes are available on the NCERT website, making this a nationwide career guidance tool accessible to every school without licensing or purchase.
- NEP 2020 explicitly calls for career exploration before Grade 11 stream selection. Career Cards are the first structured national tool designed to operationalise this goal at scale.

The ASER 2023 findings make this clear. When students were asked about role models and career goals, most mentioned only a few familiar roles such as police officer, teacher, doctor. Very few knew about the hundreds of other possibilities that could align with their abilities and passions. This gap exists not because students lack potential, but nobody told them that their skills, passions, or even hobbies could open doors to careers they never thought possible.

And what was missing in this? Career Guidance

Over the years, career counselling has evolved. Today, counselors are guiding students based on their scores, skills, and interests. But here's the challenge - it still depends on the presence of an external expert. This means many students still slip through the cracks. Some never ask the right questions. Some don't even know what to ask. Others get guided into something "safe" without truly exploring what fits them. And so, they step into adulthood following a path someone else chose, not one they owned.

But navigating life after school should be an exciting journey. A journey where every student knows their options early on, where they can explore, change directions if needed, and shape their path with confidence. No one should find themselves "stuck" simply because they didn't know better.

This is why a nationwide career guidance initiative for students has been launched

On 29th July 2024, the Department of School Education and Literacy, in collaboration with UNICEF India and NCERT, launched the Career Guidance Book (Volume 1 & 2) during the Akhil Bharatiya Shiksha Samagam.

Inside this Career Guidance Book (Volume 1 & 2), there are 1000 Career Cards

Each career card is a window into a different profession. From job responsibilities to qualifications to growth opportunities, these cards give students a clear, early exposure to possibilities aligned with the National Education Policy (NEP) 2020.

500 career cards (Volume 1) are organised into 5 broad domains

Agriculture and Allied Sciences, Arts, Media, Marketing and Entertainment, Business and Finance, Education and Training, and Health and Wellness. They're designed to be practical, engaging, and easy for teachers, counselors, and students to use.

500 career cards (Volume 2) are organised into 5 broad domains:

Volume 2, on the other hand, introduces learners to career paths across domains such as Engineering, Government Services, Information Technology, Management, Operations, Logistics, Hospitality, Public Policy, Law and Safety, Research and Development, and Technical and Skill Trades, offering in-depth insights into roles that are shaping the future of work.

Together, both volumes empower students to explore a spectrum, helping them discover their interests and chart meaningful pathways.

What's Inside the Career Cards

The Career Cards give students a complete and practical understanding of different career options. Each card is designed to answer the most important questions a student might have when exploring a profession. Here's what they cover:

- **Job Title & Role Overview:** A clear description of the profession and what it involves on a daily basis.
- **Essential Personality Traits:** The qualities, strengths, and skills that are best suited for success in that career.
- **Scholarships & Financial Support:** Information about available scholarships, education loans, and other financial aid to support studies.
- **Expected Income:** Insights into typical earning potential in the chosen field.
- **Educational Pathway:** The qualifications, courses, and training needed to enter and grow in the profession.
- **Work Environment:** Details on where and how professionals in this role typically work.
- **Job Growth & Future Scope:** Trends, demand, and opportunities in the sector or industry.
- **Where to Study:** A list of institutions or training centres offering relevant courses.
- **Inspiring Examples:** Case studies or stories of successful people in the field to motivate students.

By combining career insights, education guidance, financial details, and real-life success stories, these cards give students a 360-degree view of each career option. This helps students not only understand the possibilities and plan the steps to reach their goals, but also ensures that if they get stuck along the way or wish to switch to another field, they have a wide range of options with all the necessary details at their fingertips.

How Teachers, Counsellors, and Students Can Use Career Cards?

Career Cards are more than just information sheets. They're practical tools for exploration, planning, and decision-making. When used effectively, they can spark curiosity, encourage self-reflection, and guide students toward careers that truly fit their strengths and interests.

Teachers & Counsellors can use it to:

- **Familiarise students with the cards:** In this they would share each career card's details: job descriptions, required skills, education pathways, and potential growth opportunities.
- **Set clear objectives:** Through this they can guide students on how they would want to use the cards, whether for career exploration, skill identification, or aligning interests with possible careers.
- **Explain the purpose:** Help students see how these cards can guide them in discovering and comparing various career options.
- **Make it interactive:** Use the cards in classroom group discussions, role-plays, or career day events.
- **Assign research tasks:** Have students pick a card, research the career, and present their findings to the class.
- **Encourage reflection:** Ask students to think about how what they've learned connects to their own skills and interests.

Teacher and Counsellor can also conduct Activities with Career Cards such as:

- **Career Mapping:** Motivating students to create a "map" showing different pathways to achieve a career goal from their current grade onwards.
- **Role Play:** Encouraging students to act out "a day in the life" of a chosen profession to understand its challenges and responsibilities.

- **Career Fair:** Organising a session where students present researched careers through posters, presentations, or interactive displays.
- **Peer Discussions:** Conducting group discussions to compare learnings and explore similarities or differences between careers.
- **Skills & Interests Matching:** Asking students to match personal skills and interests with the most relevant careers from the cards.
- **Professional Talks:** Inviting professionals featured in the cards to share real-world insights.
- **Extra Resources:** Providing students with websites, books, or community programs for deeper exploration.

Students can use career cards to:

- **Set goals:** Students can use the career cards to outline short-term and long-term educational and career plans.
- **Participate actively:** Basis the career guidance book and its understanding students can be engaged in discussions, activities, and presentations basis their interests and skills.
- **Ask questions:** Students can seek clarity on aspects of careers that interest or confuse them from teachers and counsellors
- **Cross-check information:** Compare career card details with other reliable sources for a well-rounded understanding.
- **Connect to their interests:** Students can identify which careers align with your passions, skills, and values.
- **Plan skill development:** With cards in a career guidance book, students can recognise the abilities needed and find ways to develop them through school or extracurricular activities.
- **Seek guidance:** Students can also approach teachers, counselors, or mentors for advice on your chosen paths for more clarity and deeper understanding

When used well, Career Cards in Career Guidance Book can turn vague career aspirations into informed, actionable plans. This will help students explore possibilities, make confident choices, and adapt whenever they want to try a different path.

Building on this momentum, another significant step has been taken by CBSE in 2025

On 7th August 2025, CBSE launched two flagship initiatives to strengthen the institutional framework for career guidance and to promote holistic psychosocial well-being among students. These are:

- **CBSE Career Guidance Dashboard:** This offers students a rich set of tools and resources to explore careers & make informed choices. It serves as a one-stop platform where students can discover different professions. They can also understand required skills, and plan their next steps with clarity. [Live Link to CBSE Career Guidance Dashboard](#)
- **CBSE Counselling Hub & Spoke School Model (Session 2025–26):** This focuses on mental health and overall well-being. Under this model, CBSE mentor hub schools work closely with spoke schools to create a collaborative network for student wellness. This structure encourages peer learning, builds the capacity of teachers and counselors, and allows best practices in psychosocial support to be shared across schools.

Both initiatives are deeply aligned with the vision of the National Education Policy (NEP) 2020. This

makes career guidance and mental health support more accessible, practical, and impactful for every student. By equipping teachers, counselors, and wellness teachers with better tools and training, these programmes aim to ensure that students are not only academically prepared but also emotionally resilient and confident in planning their futures.

At iDream Education, we truly applaud these initiatives and the clarity it brings to career pathways

It is something that students in both government and private schools often struggle with. The way this information has been presented ensures that no student will feel overwhelmed. It's a one-stop "career bundle" where students can access everything they need to know: from colleges and average pay scales to growth paths, without spending hours scrolling the internet or worrying about the cost of professional counselling.

With the Career Guidance Book in hand, and the support of their teachers and counselors, students will have the confidence and clarity to explore their options and make informed choices.

To further strengthen the impact of these Career Cards, enabling them digitally across schools can be a significant step forward.

Through iDream Education's digital book library collection, Career Cards can be offered in digital formats aligned with the Career Guidance framework by NCERT. These can be seamlessly enabled into schools through smart classrooms, e-libraries, and mobile/laptop/tablet-based learning solutions, making them easily accessible to every student. This allows students to explore career options anytime, revisit information at their own pace, and engage more deeply with different pathways, both inside and beyond the classroom.

At iDream Education, we are continuously working towards making such career resources more accessible and meaningful. Additionally, for schools looking to take this a step further, these career pathways can also be complemented with relevant vocational learning content, enabling students not just to explore careers, but also begin building skills aligned to them.

If you are looking to enable Career Cards within your school's digital ecosystem - be it e-library solutions, ICT labs, digital library setups, or smart classrooms, we would be happy to understand your requirements and support you in seamlessly integrating and enabling them for students, aligned with the Career Guidance Book by the Department of School Education, NCERT, and UNICEF. For detailed discussion, you may contact us at +91 7678265039. You can also write to us share@idreameducation.org or share your details here. We would be happy to connect and share more details.