

dheya

We build happy careers!

www.dheya.com



**CERTIFICATION
PROGRAM IN
CAREER
MENTORING**

LEARN THE ART OF MENTORING

By growing together & sharing prosperity,
Together we can shape young lives!!!

WELCOME

Dear Professional,
Greetings!

Great to see that you have taken the first step to TRANSFORM the lives of the next generation by showing your interest to become a Dheya Certified Career Mentor.

This certification program is unique, one of a kind, highly enriching, lively and equips you with a skill of "humanology"; which is understanding Human beings and how to correlate it with a choice of occupation for more than 40 years of work life.

You will also become a part of the "creme-de-la-creme" community of senior professionals in India and across the globe, who are today sparing their valuable time to make India a happier and more productive place to live in.

Dheya promises you life-long support and hand-holding to build your reputation and trail of students. This will benefit immensely and you will be transforming the lives of a huge population who will, in turn, bless you with their heartfelt gratitude, in addition to the large value of wealth you will be creating for self.

Happy Mentoring
Team Dheya



Be the change you wish to see in the world !!!

“Happy Career
Productive India
Fulfilling Lives”

Dheya is India's premier Career Guidance & Planning organisation with its own psychometric tools and unique personalised process, India's 1st scientific & most reliable psychometric assessment based on positive psychology, inspired by 'The Bhagavad Gita'.

Dheya is a platform that hosts communities of trained Career Mentors and Facilitators who are Corporates / Government officials / Entrepreneurs / Self Employed professionals, trained and certified by Dheya, who use our processes.

Thorough research of 22000 occupations, they guide & plan great careers of students & professionals .

Dheya uses unique behavioural processes and techniques which are personalized and nurture individuality in a way that would enrich budding minds and contribute to nation building.

India's 1st Career Mentoring & Planning Portal



01. DHEYA CAREER LAB IN SCHOOLS

We have conceptualised and launched career labs in schools and colleges. A unique engagement model for students, parents, teachers and the school

02. CAREER GUIDANCE MOBILE APP

Created the first most comprehensive career guidance app in the world.

03. 7 D MODEL FOR CAREER DEVELOPMENT

Using the fundamentals of positive psychology we developed a unique model for career development.

04. CAREER MATCH ALGORITHM

With 22000 occupations , 612 career families we built an algorithm that connects personal strengths to career.

05. COMMUNITY OF CAREER MENTORS

Careers cannot be built by a single interaction with a junior counsellor. We built a community of 2500+ experienced, trained and certified career mentors.

Presently India has more than 14 crore population between 18-23 and more than 33 crores between 15- 29 Age.

Its Great Opportunity to serve your own community to take better career decision and be a one-stop solution for Career Need.

WHY TO BECOME CAREER MENTOR

The Great 18: 40 Dilemma

Huge investment in education, and returns??

Unplanned investment = Anxious parents

In India, normally a family invests 17-18 years of their child's life in education with a huge expectation to get the next 40 years of work-life Fulfilling, happy and achieving. And the investment is just not money. The investment is massive with NO guarantee of returns either financially or socially.

In the fast-changing world of work, are Students ready?

Unclear students = Worried parents

In a survey of 33000 students, we asked the student what they want to be in life if given a choice. 78% said they don't know or haven't decided. The rest chose generic keywords that they hear frequently.

For example.. Engineer, Doctor, Army officer

Are we pushing "our future" into frictional work-life?

Unplanned careers = Mediocre life

Unplanned Careers are those which are chosen without matching personal strengths and aspirations to career demands. Obviously, they would land the child into explorers, frictional, unstable, nonproductive work. This will lead India into a non-productive , frustrated nation.

HAVE WE FORGOTTEN THAT WE HOLD "UNIQUE STRENGTHS"?

Parent's LOW AWARENESS = ILL INFORMED CAREER CHOICES

When one size doesn't fit all then why make peer pushed un-informed peer pushed career choices. Career decisions are more market pushed than considering what possibilities one has to build a fulfilling career. Students are unaware, underprepared and so are parents. Hence the market takes over.



TRADITIONAL / NEW AGE MODELS IGNORE PERSONAL STRENGTHS

Personalizing Career Development for a happy achieving life.



MASS CAREER LECTURES

Coaching classes organize mass lectures to woo students showing a rosy picture Here ..

CAREER = JUST EDUCATION



COUNSELLING

Counselling by itself is a negative word. Today anybody and everybody claim to be a counselor. Funny isn't it?? Here

CAREER = JUST EDUCATION



ADMISSION COUNSELLING

Counselors who help you seek admission without knowing what your child can be in life is sheer waste of time, energy and money, here career is **CAREER = ONLY ADMISSIONS**



ONE TO ONE STRENGTH BASED FUTURE FOCUSED

Strength-based one to one with a well-researched model and reliable information base. Conducted by senior trained professionals

CAREER = Fulfilled LIFE

WHAT WE STAND FOR



DESIGN DREAMS

Set Destinations,
Build Personalised Paths
Design a dream



SHIFT BELIEFS

Shift Positive Beliefs,
Build Strength based Mindsets
Build a possibility Mindset



WALK ALONG

Appreciate and inspire, Motivate
Hand Hold , Mentor, Support
Great Careers are not built in a day

VALUE PROPOSITION FOR MENTOR

Value for your Investment

DEVELOPMENT OF COMPETENCE

- Building Competence : Online training of 45 Hours + Hands On sessions
 - Competence Development : We build you to work with audience from the age of 13 to 55, supporting them at various career stages
 - Self Development : We help you build a strong positive self pconcept about you and also help you to work on your Strengths.
 - Life Long Skills : We help you in building life long skills of mentoring, understanding careers, planning careers and developing careers, psychometrics, practicing of positive psychology and most importantly working with humans at a higher level of understanding.
-

ESTABLISHMENT & EARNING

- Lead Conversion Support: Share the lead and we will help you convert it for you.
 - Institutional Meeting Support : You suggest a school/ college authority, we will schedule a meeting for you.
 - Promotional Codes : Promotion codes for your children/ relatives children at discounted prices.
 - Sharing Model : Revenue Sharing Program for Delivery and Referrals.
 - School Connect : Long term School relationship program.
 - Emailing Support : Email campaigning to your contacts to help you establish as a career mentor.
 - Webinar Support : Interact with your audience by presenting the proposition.
 - Social Media Presence: Your profile will be published on Dheya's page and also on other social media platforms.
 - Chapter Membership: Get linked with the local community of mentors and develop your business as a mentor through Business coaching.
-

ACCESS AND IDENTITY

- Dashboard Access: Access to a Detailed Knowledge Portal.
 - Dheya Universe - Learning Managment System (LMS) : Access to Dheya Universe- The Knowledge and Learning Portal.
 - Community Membership : Become a part of an elite community & take up responsibilities as a community Member.
-

APPRECIATIVE ACHIEVEMENTS

- Being a part of an elite community that contributes to the growth of the nation.
 - Gain more heartfelt "THANK YOUs" by shaping young minds that stay for life.
 - Be a contributor to someone's life story you never knew.
 - Be a practitioner of new-age psychology which is more positive and strength-based.
 - Be a mentor, be a life transformer.
 - Be a futurist, keeper of a great knowledge that everyone aspires.
 - Work that is filled with gratitude by parents for the betterment of their children by you.
 - Building hope, building the belief of "I can" will change the world for each mentee we work with.
 - The deep satisfaction of positive impactful work
-





TRAINING CONTENT

Career Mentor - Student Certification Program

Online Training Program

Duration : 45 Hrs

Fees INR 35,400

DAY 1

D1M1	INTRODUCTION	10:00 - 12:30
D1M2	ABOUT DHEYA	12:30 - 13:30
D1M3	POSITIVE PSYCHOLOGY	14:30 - 16:30
D1M4	PSYCHOMETRICS	16:45 - 18:30

DAY 2

D2 M5	PSYCHOMETRICS - RAPD ANALYSIS	10:00 - 12:00
D2M6	PSYCHOMETRICS	12:00 - 13:30
D2M7	WORLD OF WORK	14:30 - 16:00
D2M8	FUTURE OF WORK & CONNECTING THE DOTS	16:00 - 18:30

DAY 3 & 4

D3-4 M9	MENTORING AT WORKPLACE	10:00 AM - 18:30 PM
D3-4 M10	WORKPLACE MENTORING BASICS	
D3-4 M11	CAREER PATHING AT WORKPLACE	
D3-4 M12	CAREER PATHING AT WORKPLACE	
D3-4 M13	MENTORING AS A LEADER	
D3-4 M14	BEHAVIOURAL ALIGNMENT AND ASPIRATION MANAGEMENT	
D3-4 M15	MENTORING FOR PERFORMANCE IMPROVEMENT AND PERSONAL GROWTH	



TRAINING CONTENT

Career Mentor - Student Certification Program

DAY 5

D5 M12	CWFP-COMMUNICATION STRATEGY, ANALYSIS OF WORLD OF WORK: CHECK OFF LISTS(GENERIC, GENERALIST, SPECIFIC, SPECIALIST, FUTURE OF WORK, & POSSIBILITIES)	10:00 AM - 12:00 PM
D5 M13	DEVELOPMENT PLANNING- CREATING OPPORTUNITIES FOR SELF-DEVELOPMENT IN 4 QUADRANTS	12:00 PM - 13:30 PM
D5 M14	PROCESSES- WORKBOOK & SESSION- MOCK (COMPASS)	14:30 PM - 16:00 PM
D5 M15	NAVIGATOR SESSION AND WORKBOOK FILLING UP	16:15 PM - 18:00 PM
D5 M16	DISCUSSIONS	18:00 PM - 18:30 PM

DAY 6

D6 M17	PRACTICAL SESSIONS & EVALUATIONS	10:00 AM - 13:00 PM
--------	----------------------------------	---------------------

SHARING COMMERCIALS

Retail Products	Cost to Customer	Referral-1st to 15 Days	Referral-16th to 30th Days	Referral-After 30th Days	Delivery
Dheya Compass	15000	5000	4000	2500	3500
Dheya Navigator	30000	10000	8000	5000	7000

After Joining Each Mentor can utilise 10 Promotional codes for each duration and earn Max referral amount.

Example: If you use 10 Career Planning codes in first 15 days you get Rs 1,00,000 as referral payout and Rs 70000 delivery fees. Total Earning can be Rs 1,70,000/-

Example: If you use 10 Career Planning codes in 16 days to 30 days , you get 80,000 as referral payout and 70000 delivery fees. Total Earning can be 1,50,000/- You can avail any number of codes if you refer after 30 days

Dheya Also offers pool of codes every month for Career Mentors community where mentors can earn max by referring people for career guidance.

Benefits and promotional offers will be discussed during the training program in details.

B2B PRODUCT FOR INSTITUTION	SHARING
Career guidance in School	15 - 25 %
Psychometric Assessment for Teachers	
Campus to Corporate	

B2B PRODUCT FOR CORPORATE	SHARING
Psychometric for Hiring	15 - 25 %
Employee Engagement Program	

* Pricing-Applicable for end customer including GST can be subject to change.

* Service/referral fees for bulk orders may differ.



PROCESS, ELIGIBILITY & DELIVERABLES

Becoming a mentor isn't an easy task. At its core, being a Dheya Career Mentor is being a trusted advisor, not just for the student or a professional but for the family at large. It is not a one time activity or a "consultancy at a fee", it is about an impact that you make that stays life long.

Being a mentor involves making yourself available to support and advise someone when they need it. Delivering that support in a way that makes sense to them, backed up with research, data and a deep understanding about people.

A mentor/mentee relationship can last for years, or it can last for one small meeting. Focusing on strengths and always keeping the person's best interests in mind, with a long term perspective, Dheya mentors work with mentees being a "Mentor for Life".

Dheya welcomes you to the community of senior elite professionals who have joined hands for a cause that will transform our nation.

DELIVERABLES

- » Digital Certificate & licence to practice
- » Digital Business cards
- » Digital ID Card
- » Dheya Domain email Id
- » 2 discount code for your child
- » Training Material
- » Self assessment report
- » Spouse assessment report

ELIGIBILITY

- » Time Investment : 6 Days
- » Must be 35+
- » Preferably a parent
- » Passionate to help people
- » Have 10+ years of experience in corporate, business, entrepreneurship.

HOW TO APPLY

- 1 Apply for program
- 2 Take online assessment
- 3 Approval to join the program
- 4 Payment
- 5 Join the program & get certified



SUPPORT AND BENEFITS



Brand Recognition

Becoming a Dheya Certified Career Mentor enables you to leverage our brand name in the industry while you earn recognition for your individual skills and aptitude in career guidance and mentoring, eliminating the need to create brand awareness.



Knowledge & Learning

By associating with Dheya one gets access to the exhaustive research database of various Careers, Occupations, and Industries developed over 13 years of diligent studies and hard work and the same is updated regularly by a strong research team.



Strong IT footing

80% of our processes are IT driven. Along with basic processes and customer management tools, we have also developed a process driven system to support the Career Mentor. It's about teamwork "We are in it together".



Comprehensive & Continuous Training

Career Mentor will be trained by experts. People are our strength. The delivery of Dheya services is highly dependent on the quality and comprehensive knowledge of the Master Career Mentor. Hence training them and keeping them updated with the latest knowledge in the field would always be our main priority.



Research & Development

The area that Dheya works in is vast and focused on developing individual students. The vastness and the span of learning demands continuous research and development of products and services that help our clients. We at Dheya have a strong research base and would always want to be known and be a research-focused organization.



Collaborate share and grow

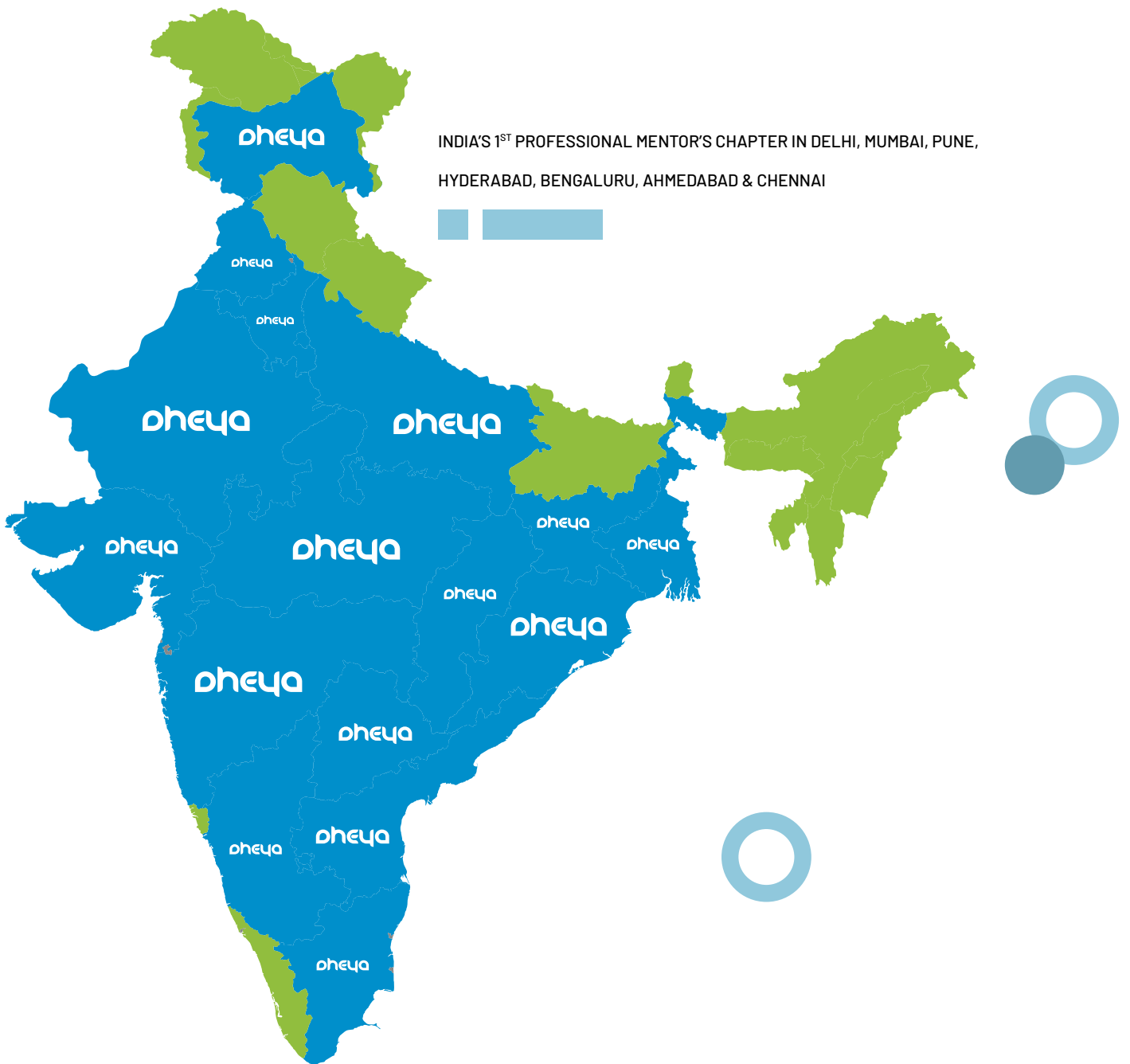
Dheya enables seniors professional to collaborate with each other on a common platform to grow. Dheya has professionally managed local chapter in Mumbai, Pune, Bengaluru, Hyderabad, Chennai where our mentor works get recognised & appreciated.



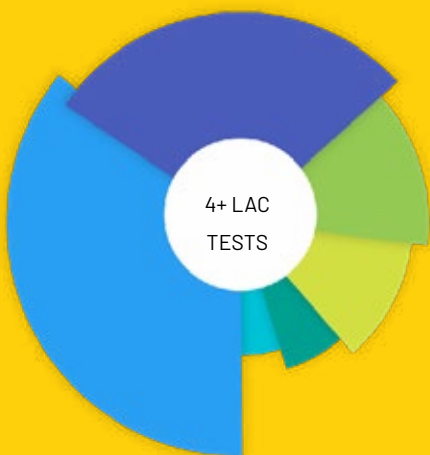
Earning potential

Career Mentoring opportunity not only provides you a cause to contributing your share towards society in nurturing young minds but also gives a lucrative earning potential. There are many mentor who has taken career mentoring as full time career or developed own list of mentees. (However, In any case, Dheya does not promise to provide business. We provide skills, knowledge, research, technology & support.)

OUR NETWORK & SERVICE MAP



Current Impact



4 LAKH+ CAREERS IMPACTED	3500+ MENTORS COMMUNITY
20K+ CAREERS PLANNED	1000 SUBJECT MATTER EXPERTS
130 ASSESSORS	35 BUSINESS ASSOCIATES
22 K CAREERS MAPPED	2 CAREER CAFE
375+ RURAL TRAINES CERTIFIED	

OUR MISSION

Dheya is on the path to impact the lives of 1,64,80,000 children in India by 2025. This is 1% of the extrapolated population of India in 2035

OUR VISION

Think of an India, where each child has a charted career path,
Think of an India, where every child has great clarity about the next steps in a career,
Think of an India where each child becomes a great achiever,
Think of an India where children learn and attain their learning for success,
Think of an India where children make right choices based on the strengths they hold and not by compulsion,
Think of an India where each successful child contributes to building a great nation that we are.

THE DHEYA BELIEF

Every individual is born with a natural differentiator and everyone holds several assets that are powerful and unique. These special assets need to be honed for success in life. Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond imagination. We just need to work with ourselves to unleash this power within us. We are mines of strength. We are not poor weaklings that we appear to be. Start believing, start dreaming, start planning and start achieving.

THANK YOU

Ph: +91 74100 35985 | +91 95612 05550 | +91 93709 52568

Dheya Career Mentors (India) Pvt. Ltd.

S - 25, Kalagar Building, 2nd floor, Parvati Industrial Estate, Satara Road, Pune - 411009, Maharashtra, India

Web: www.dheya.com | Email: reply@dheya.com

Facebook: [dheya.india](https://www.facebook.com/dheya.india) | Twitter: [dheyaism](https://twitter.com/dheyaism) | Youtube: [dheyaism](https://www.youtube.com/dheyaism)

