



TALENT ACCELERATOR PROGRAMME

TRANSLATING SKILLS...
TRANSFORMING LIVES...!!

MENTOR PLAY BOOK

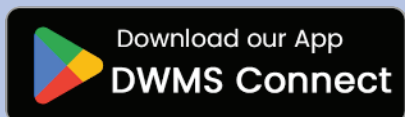
For more details
and to register, visit
DWMS Portal.



SCAN ME



For more details and to register,
visit DWMS Portal:



ABOUT THIS PLAYBOOK

The Mentor Playbook is your essential guide to transforming the lives of students. Packed with practical tools, strategies, and insights, it empowers you to approach your role with purpose and confidence. This is more than a guide—it's a roadmap to impactful mentorship.

As a mentor, you're more than a guide—you're a change-maker, a source of inspiration, and a trusted ally. This playbook provides clear, step-by-step instructions to help you support your students throughout their journey during the Talent Acceleration Programme, from completing their DWMS profiles to landing fulfilling jobs. It highlights your key responsibilities, shares actionable best practices, and underscores the value of tailored guidance in unlocking every jobseeker's potential.

In today's dynamic job market, adaptability is crucial. This playbook emphasizes the need to rethink traditional employment strategies and build a strong talent ecosystem—a vibrant network where skills align with opportunities for collective growth.

Mentorship is the backbone of this ecosystem. Your role is to inspire and empower jobseekers by equipping them with the knowledge, skills, and confidence to excel. By focusing on the unique needs of your assigned jobseekers, you'll track their progress, offer personalized advice, and help them achieve their career goals.

To drive this transformation, the Kerala Knowledge Economy Mission has initiated the Project Lighthouse Talent Accelerator Programme in collaboration with LinkedIn, Coursera and Foundit creating pathways for skill development and employment opportunities.

Together, we can create lasting change—one jobseeker at a time—by fostering growth, unlocking potential, and strengthening our community through the power of mentorship.



INTRODUCTION

The global job market is currently experiencing transformative shifts, driven by technological innovations, evolving industry demands, and economic fluctuations. Amidst these trends, unemployment remains a pressing concern, with many regions struggling to align their workforce skills with market needs. This challenge is particularly evident in Kerala, where the unemployment rate is high and there is a notable gap between job requirements and the skills of available jobseekers. The lack of skilled professionals exacerbates this issue, highlighting the urgent need for targeted employment strategies. Kerala has significant potential to address these challenges through strategic actions that align training and development with market demands. By leveraging this potential, the state can develop a skilled workforce that meets industry needs and reduces unemployment rates, paving the way for a more robust and inclusive job market.

In this scenario, one of the master interventions of the Kerala Government, the Kerala Development and Innovative Strategic Council (K-DISC) through its flagship project Kerala Knowledge Economy Mission (KKEM), envisages to develop Kerala into a knowledge capital, and thereby attain economic prosperity and ensure lifestyle advancements for all its citizens. Keeping in mind the potential and possibilities of the Kerala economy, KKEM aims to transform the economy into a knowledge economy. The keystone of the mission is in effect, a platform of platforms - the Digital Workforce Management System (DWMS). It is an inclusive platform that caters to every possible need of a job seeker.



The Kerala Development and Innovative Strategic Council (K-DISC)

K-DISC, is a strategic think tank and advisory body constituted by the Government of Kerala. K-DISC aims at bringing out path-breaking strategic plans that reflect new directions in technology, product and process innovations, social shaping of technology and creating a healthy and conducive ecosystem for fostering innovations in the State. Through its flagship project Kerala Knowledge Economy Mission (KKEM), it envisages to develop Kerala into a knowledge capital, and thereby attain economic prosperity and ensure lifestyle advancements for all its citizens.

The Kerala Knowledge Economy Mission (KKEM)

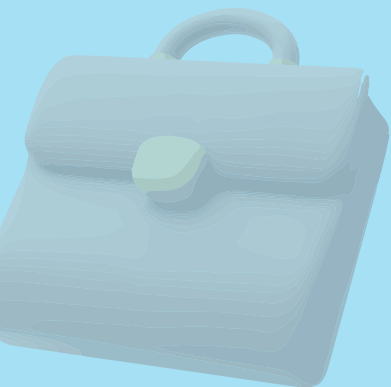
KKEM is an ambitious initiative designed to address the employment needs of the educated population by fundamentally transforming the State of Kerala into a dynamic Knowledge Society. This transformation involves creating an ecosystem where knowledge is not only produced but also actively consumed and transacted, driving both social and economic advancement. KKEM's vision is to harness Kerala's intellectual capital and channel it into practical, gainful employment opportunities. By fostering a knowledge-driven economy, KKEM seeks to empower individuals with the skills and opportunities necessary to thrive in an increasingly complex job market, ultimately contributing to Kerala's holistic development and prosperity.

Digital Workforce Management System

In the 2021-22 budget speech, the Government of Kerala announced the Kerala Knowledge Economy Mission (KKEM) under the Kerala Development and Innovation Strategic Council (KDISC), which led to the creation of a digital platform aimed at transforming the employment landscape in the state. This initiative, known as the Digital Workforce Management System (DWMS), serves as a centralized platform designed to provide job seekers with various opportunities for workplace exposure and skill development at their convenience. DWMS is a unique Talent Marketplace that connects employers, skill providers, job seekers, financial institutions, and other facilitating organizations, effectively managing the availability, demand, and supply of human resources. Both job seekers and employers can register on this platform, enabling employers to find suitable job seekers based on specific job requirements, while job seekers can enhance their skills and align themselves with market demands.

This platform has registered over 18 lakh job seekers and 6,500+ employers, and it has successfully provided around 50,000 jobs. KKEM has onboarded 700+ skill programmes on the DWMS platform. Furthermore, KKEM has partnered with approximately 60 skill partners, including higher education institutions, to deliver comprehensive skill training programmes.

KKEM has partnered with global online Skills providers such as Coursera and LinkedIn learning to offer their programmes to the registered users of Digital Workforce Management System.



Project Lighthouse

With the goal of transforming Kerala's work culture in line with the global shifts in employment, the Kerala Knowledge Economy Mission has launched the Project Lighthouse. This initiative leverages the Digital Workforce Management System (DWMS) platform to connect job seekers and employers.

Through this platform, one lakh registered job seekers will be provided opportunities for skill development. To achieve this, K-DISC has already partnered with globally renowned online platforms like Foundit, Wadhvani, LinkedIn and Coursera, known for their expertise in online training.

The primary objective of the Project Lighthouse is to identify the demands and opportunities in industrial and employment sectors and prepare students and job seekers to be job-ready. It aims to equip them with the skills necessary for knowledge-based jobs and also to empower them to become self-reliant through entrepreneurship. This project offers skill development training tailored to the needs of each sector, enabling participants to achieve their desired career goals.

Project light House has two tracks. One for Community and Second one for Students from Higher Education Institutions. Mentor Initiated Training for Recruitment (MITR) is designed for Community whereas Talent Accelerator Programme will offer students from colleges. In both projects, Kerala Knowledge Economy Mission uses online skills programmes from leading skills service providers such as Coursera, LinkedIn, TCSion, Wadhvani foundation etc to equip job seekers in the market relevant skills with the support of mentors.

a. Mentor Initiated Training for Recruitment (MITR)

This project has been designed for job seekers from open community. The selected mentors shall offer two days of immersive training to the interested candidates along with the curated contents from KKEM's partner agencies. The programme is being offered through the Job stations

b. Talent Accelerator Programme (TAP)

Talent accelerator Programme has been designed exclusively for final year students studying in higher education institutions in Kerala. Talent Accelerator Programme is a three month long intense employment focused training programme for a selected set of candidates with the support of faculty mentors.

Talent Accelerator Programme

The project is being implemented through selected higher education institutions. In the initial phase, 20,000 final-year students will be part of this programme. Training will be offered in over 250 job-oriented courses across 40 selected sectors. These courses provide three months of intensive training, focusing on the required skills for the participants. The training programmes are structured across three levels—Beginner, Intermediate, and Advanced—within these sectors.

Talent Accelerator Programme has four distinct components

i. Virtual Skill Academies

In order to be focused on structured learning paths that lead directly to job outcomes, Kerala Knowledge Economy Mission has set up online Academies, on Digital Workforce Management System each with distinct learning tracks combining the best-in-class content for rigorous and hands-on training. Each Skill academy will offer students a combination of courses, deep-dive specializations, and hands-in Guided Projects in a specific domain, including soft skills training such as communication, critical thinking, negotiation and job interview preparation. The academies identified are as follows:

5G Technology	Additive Manufacturing	Aeronautics & Aviation
Agriculture	Artificial Intelligence and Machine Learning	Augmented and Virtual Reality(AR/VR) ipsum
Automotive	Block Chain	Civil & Construction
Climate Change	Cloud Computing	Coding
Creative Design	Cyber security	Data science & Analytics
Digital Marketing & E Commerce	Ed tech & E Learning	Electric Vehicle
Electronics & Semiconductors	Embedded and VLSI	Entrepreneurship & Startup
Finance and Accounting	Food Processing	Game development
Healthcare & Pharma	Internet of Things (IoT)	Language
Lifesciences & Genomics	Logistics & Supply Chain	Management
Manufacturing	Nano Technology	Natural Language Processing
Open Talent	Quantum Computing	Renewable & Green Energy
Robotics and Automation	Sales & Marketing	Travel & Tourism
Web and Mobile App Development		

Faculty co-ordinator needs to select the Skill Academy of their interest. While choosing the Skill Academy, faculty need to consider the job potential in general and students interest in particular.

ii. Job oriented Learning Paths

Kerala Knowledge Economy Mission has created curated learning paths focusing on job roles in each of the skill academies. Under each skill academy domain, three levels of programmes are being offered ie, Beginner, Intermediate and Advanced. Curated programmes from Coursera, LinkedIn Learning, NASSCOM, TCSlon, Foundit shall be available in each level.

iii. Mentor based Training

Active involvement of faculty mentors is the unique feature of Talent Accelerator Programme. Selected faculty mentors shall dedicate a minimum of one hour per week to guide students enrolled in the programme. This office hours shall be published and communicated to all students enrolled. Mentors shall also take sessions in the chosen area during the programme. The calendar of such training session shall be published.

iv. Learning Circles

The selected students from each job roles shall form a learning group called learning circle. Learning circles are nothing but a voluntary learning group of students enrolled in Talent Accelerator Programme. These peer -to-peer learning networks in various domain will be the hall mark of Talent Accelerator Programme. The learning circles will meet at least once in a week and discuss learning outcomes of the past week .

Programme Objectives

1. To equip final year students who are looking for Jobs with necessary skills and knowledge for employment
2. To provide personalized guidance through mentorship
3. To guide students to become job-ready and assist them to secure a meaningful career.

Milestones

1. Selection of Students
2. Profile creation and completion on DWMS
3. Identification of Job role
4. Submission of Job application
5. Creation of Learning Circle
6. Skill Assessment to find the skill gap
7. Career oriented training using Talent Accelerator Programmes
8. Mentor Guidance through offline sessions/doubt clearance sessions
9. Encourage jobseekers to complete interview preparation module
10. Encourage the jobseekers to take the Robotic Interview
11. Support and guide the jobseekers throughout the interview process





Detailed Roles of Mentors in Handholding Jobseekers

1. Selection of Students

While selecting students for each Talent Accelerator Programme, utmost care should be taken. Since Talent Accelerator Programme has been designed for students who are looking for job, only candidates interested to take up job after the programme only need to be considered.

2. Profile Creation and Updation on DWMS

I Mentors assist jobseekers in creating a comprehensive profile on DWMS, ensuring accuracy and completeness of information such as educational qualifications, skills and certifications.

I They guide jobseekers on how to highlight their strengths and unique attributes to make their profiles stand out.

I Mentors encourage jobseekers to regularly update their profiles with new achievements, certifications, and experiences to keep them relevant and competitive in the job market.

3. Identification of Job Role

I Mentors help jobseekers understand their career aspirations, strengths, and areas of interest to identify suitable job roles from DWMS Platform.

I They provide insights into industry trends, in-demand skills, and job market dynamics to help jobseekers make informed decisions.

I Mentors may suggest alternative roles aligned with jobseekers' skills and market demands if initial choices seem unfeasible or overly competitive.

4. Submission of Job Application

- I Mentors guide jobseekers on tailoring resumes to suit specific job roles and employer expectations.
- I They review job applications before submission, providing feedback and suggestions for improvement to enhance their chances of success.
- I Mentors also educate jobseekers on the importance of tracking job applications and following up professionally.

5. Creation of Learning Circle

- I Mentors shall facilitate creation of learning circle in each of the chosen domain.
- I Since learning circles are peer to peer learning network, this has to be formed voluntarily. Faculty roles shall act as a catalyst to form these learning circles.

6. Skill Assessment to Find the Skill Gap

- I Mentors explain the purpose and benefits of the Skill Assessment to jobseekers based on the job applied domain, ensuring they understand its value in identifying skill gaps.
- I They help jobseekers interpret the results of the assessment, offering personalized advice on areas that need improvement.
- I Mentors create or recommend targeted learning plans to address the identified gaps, leveraging available resources such as courses, certifications, or practical projects.

7. Career Oriented Training

- I Mentors facilitate jobseeker participation in the online training programme to equip themselves for the job role applied, ensuring them to understand the key skills and competencies for the job role.
- I Mentors hold weekly in person session with students either in group or in person.
- I They provide regular check-ins and guidance during the programme to ensure jobseekers remain motivated and engaged.
- I Mentors track the jobseekers' progress throughout the programme and provide additional support when challenges arise.

8. Mentor Guidance Through Offline Sessions/Doubt Clearance Sessions

- I Mentors conduct offline sessions to address jobseekers doubts and challenges.
- I They offer actionable advice and solutions on the selected domain specific skill courses.
- I These sessions serve as a platform for jobseekers to seek clarity, gain confidence, and align their efforts with career goals.
- I Mentors act as a pillar of support, providing encouragement and motivation to jobseekers.
- I The schedule of mentor session shall be published and communicated to learners.



9. Monitor Jobseeker Progress and Take Action When Necessary

- I Mentors consistently track the jobseekers activities and achievements, ensuring alignment with their career goals.
- I When progress slows or challenges arise, mentors intervene by identifying issues and providing tailored solutions.
- I Mentors should suggest KKEM admin for revoking the LinkedIn or Coursera license if a jobseeker remains continuously inactive for over two weeks.

10. Interview Preparation module

- I Mentors suggest jobseekers to undertake the interview preparation module of Foundit or Wadhvani for equipping themselves for the interview preparation.
- I This helps the jobseekers to understand the major points to be taken care of while attending an interview.

11. Encourage the Jobseekers to Take the Robotic Interview

- I Mentors explain the benefits of robotic interviews, such as improving confidence and practicing communication skills in a low-pressure setting.
- I They encourage jobseekers to participate, emphasizing how it can prepare them for real-life interviews

12. Support and Guide the Jobseekers Throughout the Interview Process

- I Mentors assist jobseekers with interview preparation, including mock interviews, behavioural tips, and guidance on tackling challenging questions.
- I They provide practical advice on professional etiquette, body language, and effective communication during interviews.

Conclusion

Faculty Mentors serve as the backbone of the Project Lighthouse Talent Accelerator Programme, playing a pivotal role in enhancing employability and fostering career success for diverse job seekers. Through personalized mentorship, strategic guidance, and collaborative efforts, faculty mentors effectively address the unique challenges faced by job seekers, equipping them with critical skills, boosting their confidence, and paving the way for sustainable professional growth. By empowering each student job seekers to achieve their career aspirations, Mentors are not only transforming individual lives but also reshaping the broader landscape of mentorship and workforce development. In doing so, they are driving progress and shaping a brighter future for the state





ANNEXURE

PROFILE CREATION AND UPDATION ON DWMS PROFILE CREATION

Step 1: Jobseekers should enter the email address and mobile number in the registration page to get registered in DWMS.

Step 2: Click on the option to send One Time Password (OTP). OTP will be sent to the e-mail and mobile number.

Step 3: Enter the OTP in the field provided to enter the OTP

Step 4: Now fill in the basic details on the registration page and select the password and complete the registration process. Basic Information and Skill details need to be filled by the Job Seeker.

Step 5 : After successful registration jobseekers can login to the platform with Email Id and Password

Accessibility Tools : [Icons]

Light@Workplace
Management System

EMPLOYER LOGIN/REGISTER

KKEM DWMS KERALA KNOWLEDGE ECONOMY MISSION

Job Seeker Registration
Please enter your email and mobile number

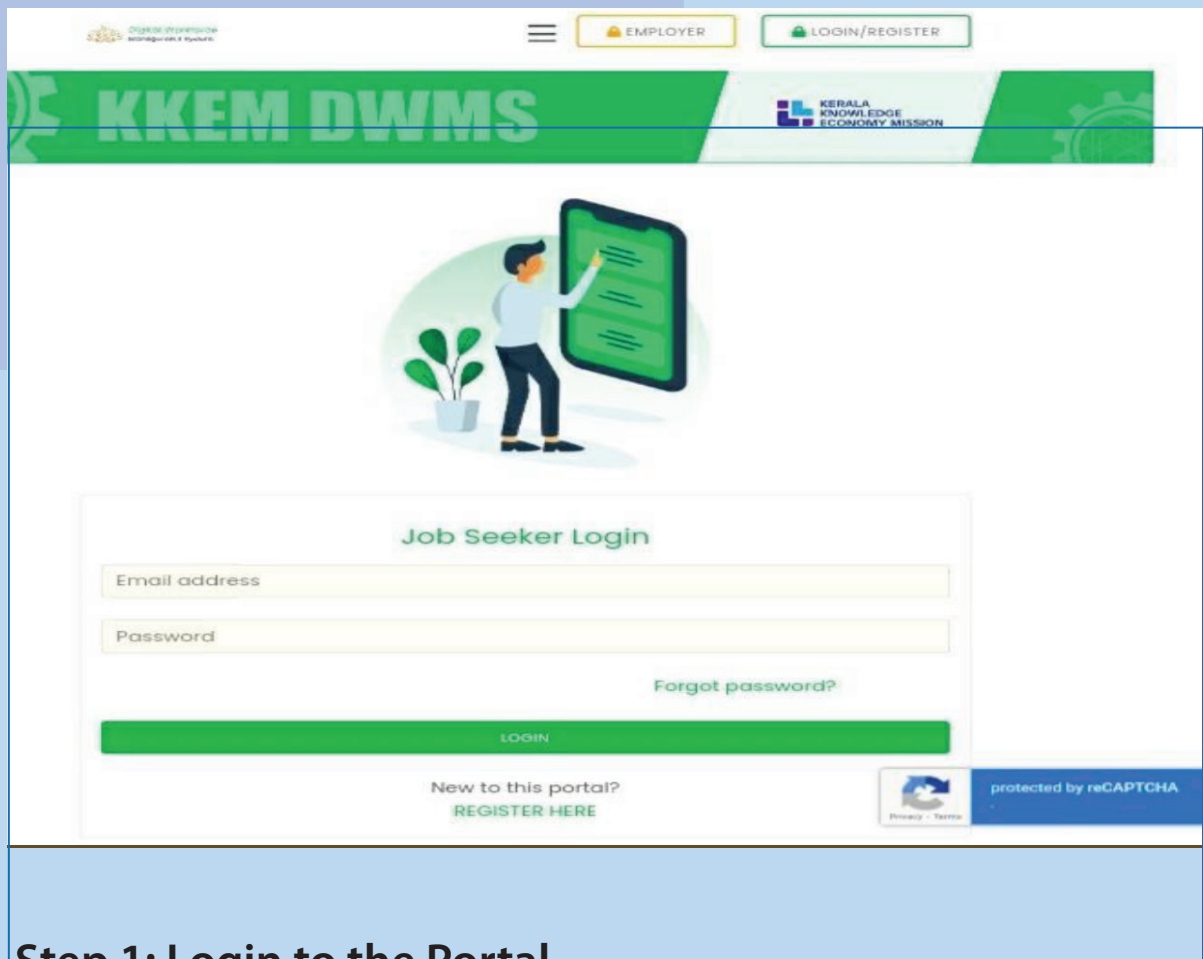
Email

+91 10 Digits Mobile No.

I have read and agree the [terms and conditions](#)

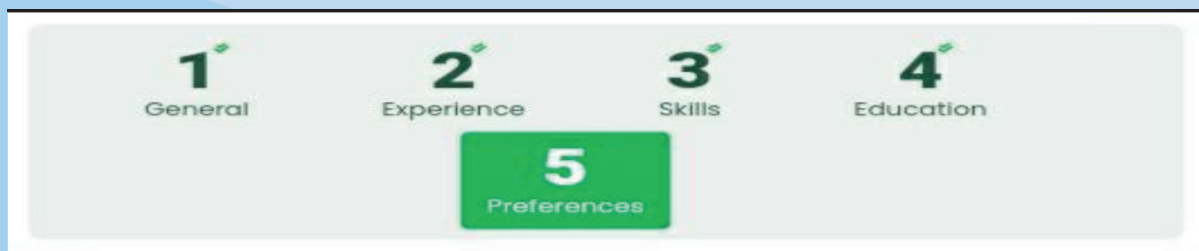
SEND EMAIL/SMS OTP

PROFILE COMPLETION



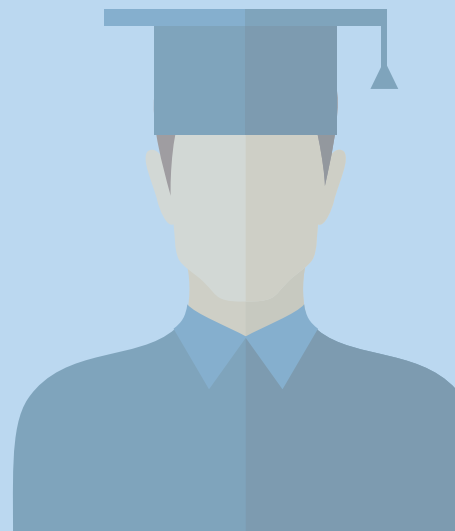
The screenshot shows the 'Job Seeker Login' page of the KKEM DWMS portal. At the top, there is a navigation bar with 'EMPLOYER' and 'LOGIN/REGISTER' buttons. The main header features the 'KKEM DWMS' logo and the 'KERALA KNOWLEDGE ECONOMY MISSION' logo. Below the header is an illustration of a person interacting with a large tablet. The login form includes fields for 'Email address' and 'Password', a 'Forgot password?' link, and a green 'LOGIN' button. At the bottom of the form, there is a 'REGISTER HERE' link for new users. A reCAPTCHA logo and 'protected by reCAPTCHA' text are visible in the bottom right corner.

Step 1: Login to the Portal




The screenshot shows a progress bar for profile completion with five steps: 1. General, 2. Experience, 3. Skills, 4. Education, and 5. Preferences. Step 5, 'Preferences', is highlighted in green, indicating it is the current step.

Step 2 : Fill in the details to the above shown criteria.



IDENTIFICATION AND APPLICATION OF JOB ROLES



Direct Job Openings


Matching with your profile

Based on your profile, with our AI algorithm we have a few jobs matching with your profile.

[VIEW ALL JOBS →](#)

[CONNECT CAREER TO CAMPUS - RECRUITMENT CAFE →](#)

[VIEW JOBFAIR →](#)



Aggregated Jobs

Matching with your profile

[foundit →](#)

[GIG WORK PLATFORM \(AWIGN\) FIND WORK →](#)

Activate Windows

SKILL ASSESSMENT TO FIND THE SKILL GAP


I Share the details of candidates to identify the skill gap (Name , DWMS ID, Email ID, Phone number)

CAREER ORIENTED TRAINING

SKILL DEVELOPMENT PROGRAMMES ———→ Proceed

▶ Skill Enhancement Programmes

We encourage you to explore skill enhancement programmes.



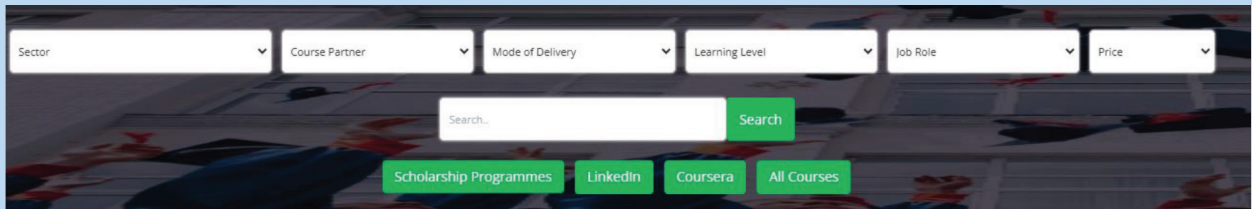
Skill Development Programmes

Based on your profile, we recommend curated skill development courses for your career growth.

[Click to view more info](#)

[PROCEED →](#)

I Courses offered by LinkedIn and Coursera are available it the respective tabs.



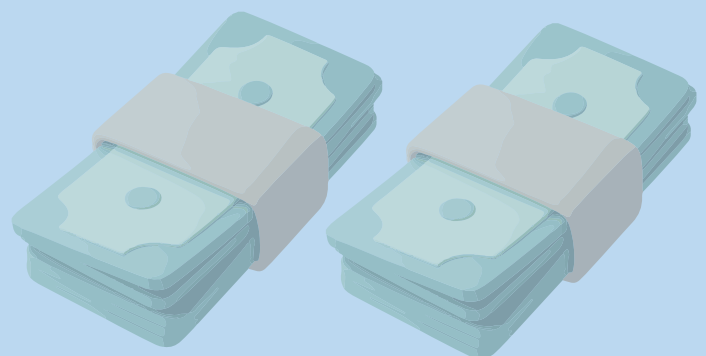
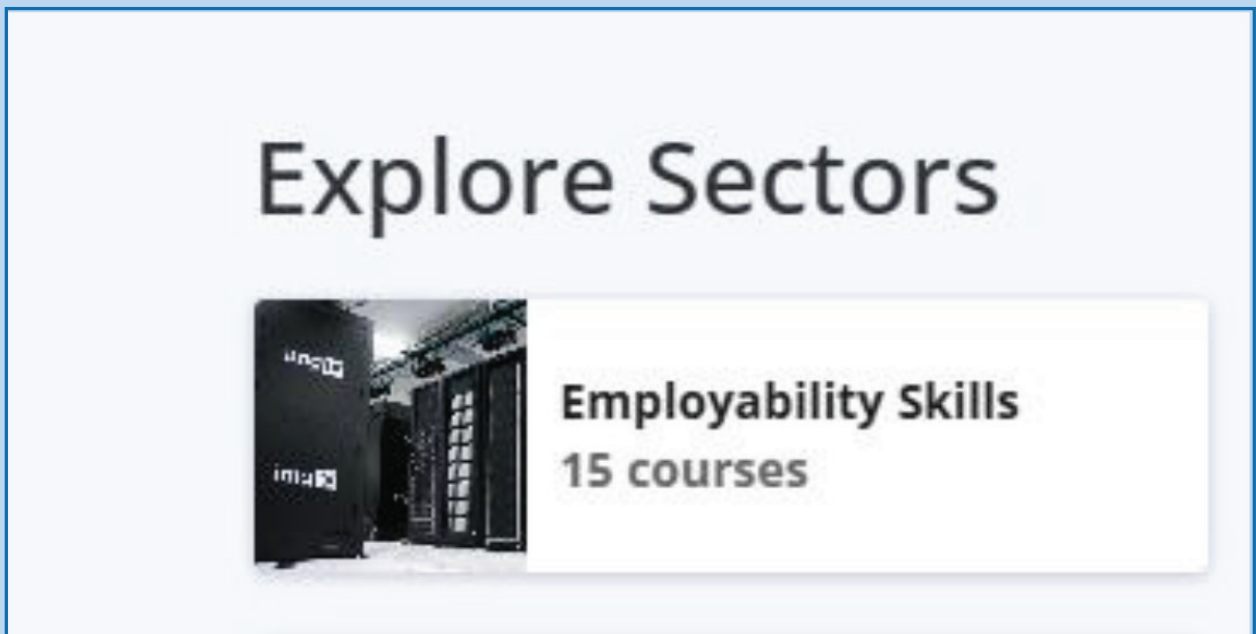
MONITOR JOBSEEKER PROGRESS AND TAKE ACTION WHEN NECESSARY

I Use the mentor logic to check the candidate progress and course report of the candidate.

INTERVIEW PREPARATION MODULE

I Mentors suggest jobseekers to undertake the interview preparation module of Foundit or Wadhvani for equipping themselves for the interview preparation.


I Also the students attended skill gap assessment will be enabled with the interview preparation module of Foundit as well



ROBOTIC INTERVIEW

Career Support Programmes

We are offering the following career support services. We recommend you to explore and use these services.

 **Robotic Interview**

The facility enables AI supported video interviews to get a real time interview experience.

[Click to view more info](#) PROCEED →

SUPPORT AND GUIDE THE JOBSEEKERS THROUGHOUT THE INTERVIEW PROCESS

I Mentors assist jobseekers with interview preparation, including mock interviews, behavioural tips, and guidance on tackling challenging questions.

