BREAKING FREE from EDUCATIONAL STEREOTYPES

PROTEEN
Be Career Ready

One day, a serial entrepreneur with a long line of business successes encountered the most challenging role of his life - he got promoted to **fatherhood!**

Sunil Dalal, an otherwise super confident entrepreneur and technology business leader suddenly felt like an amateur in his new role. To avoid making obvious parental mistakes, he initially followed the conventional guidebook of **'How to become a proud father to a future engineer'.** It was a tried-and-tested system that has guided generations of ambitious Indian parents get their kids admitted into engineering colleges.

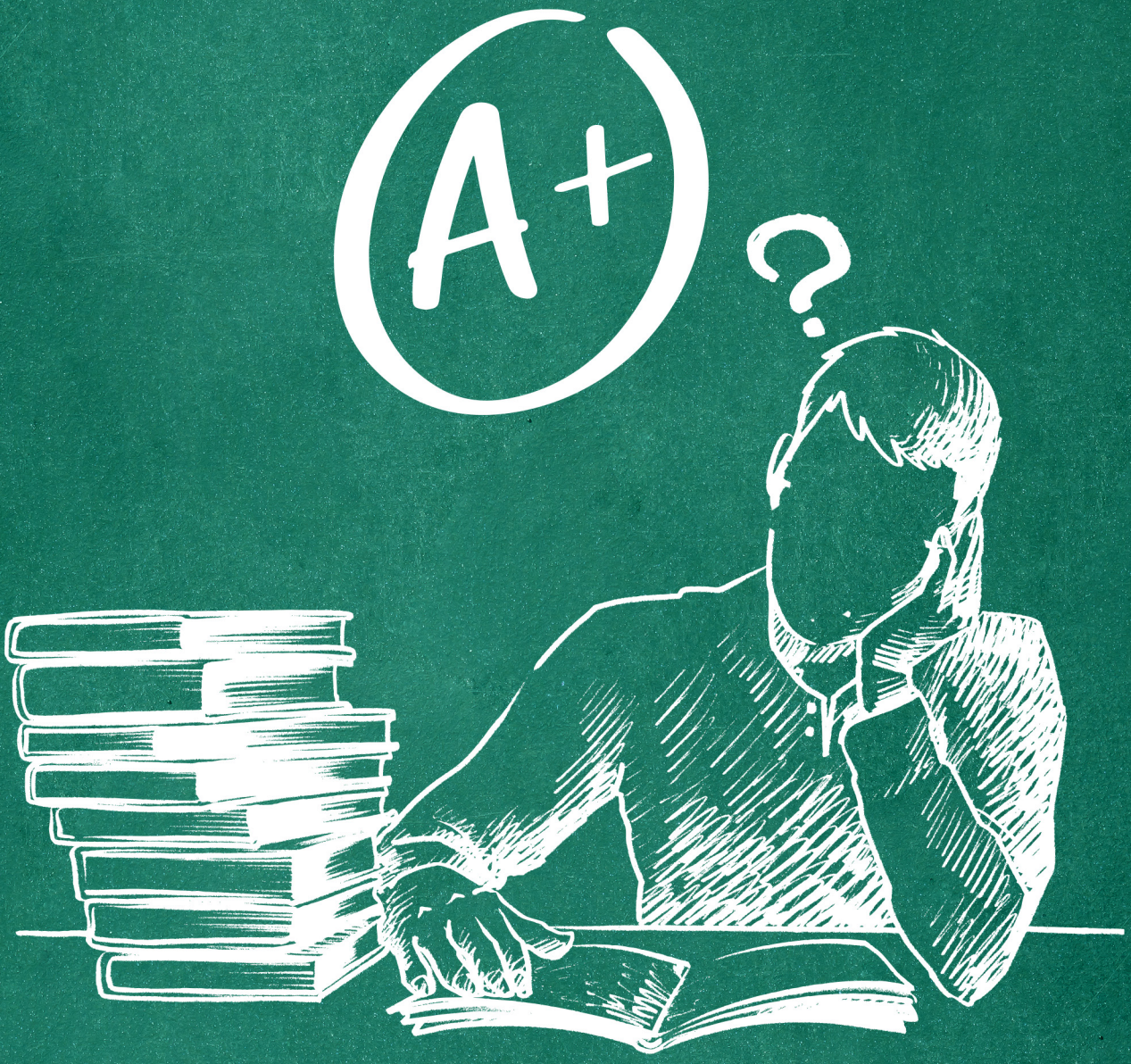
Sunil's new on-the-job experience and unconventional thinking led him to question this tradition. He realised that this system doesn't care about the child's interests or happiness. Instead, it puts the child in constant conflict with their inner calling.

He noticed, while academia exclusively revolved around grades and rankings, competitive sports helped his children learn crucial life lessons like grit, resilience, and teamwork. Bookish knowledge mostly fails to instill such vital life skills, he found. Sunil decided it was high time he dismissed the conventional parenting path; he then took a calculated risk, as he was already adept in his entrepreneurial journey.

Sunil donned his innovator's cap and set sail into educational waters, questioning unbroken conventions all the way.

Question I

Do just good grades promise a successful career?



Sunil noticed a dangerous and toxic environment stemming from new-age social media mania. Young adults are endlessly judged by the prying eyes of society where grades and admission to prestigious colleges are still deemed as the gold standard to evaluate a child's caliber, and a means to forecast his/her future success. After spending decades creating and building new-age tech-driven ventures, Sunil knew what it took to be successful in a dynamic new world where innovators and risk-takers trump conventional thinkers. He confidently rebuked one popular belief - only school toppers rise to the top, become successful and create impact.

Question 2

What makes for a successful professional?

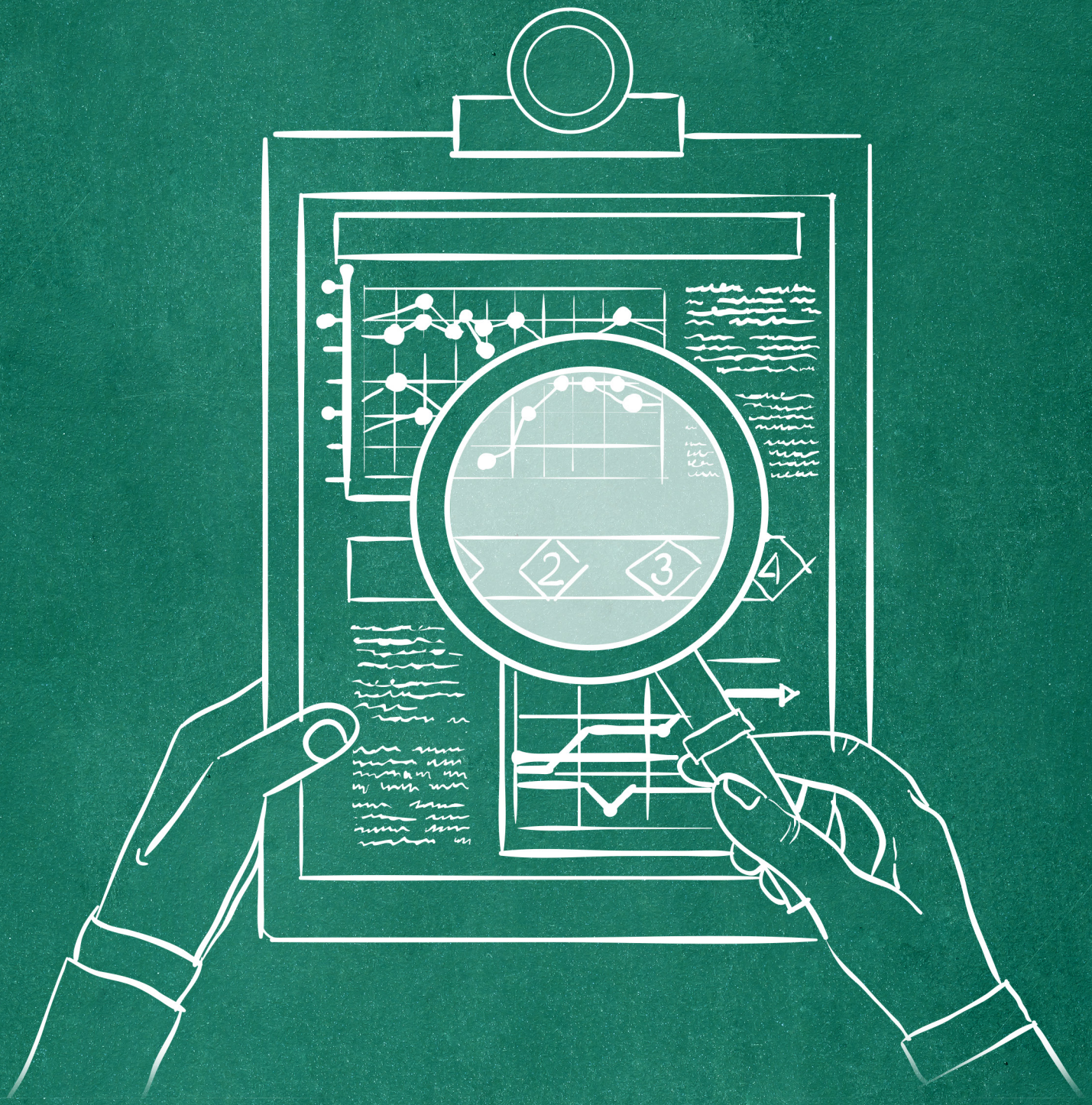
Subject matter expertise is not the only skill set that makes one a budding and successful professional. According to a World Economic Forum report, traditional learning falls short of equipping students with the knowledge they need to thrive in the 21st century. The gap between the skills people learn and the skills people need is becoming indisputable. An ideal professional needs to be equipped with a crucial set of knowledge, skills, work habits, and character traits that encompasses 21st-century must-have skills.

Question 3

If grades are not the measure for intelligence, what is?

Sunil's deep dive around the topic of conventional intelligence led him to Dr. Howard Gardner's Theory of Multiple Intelligences. Dr. Gardner is an eminent American developmental psychologist and a research professor at the Harvard University Graduate School of Education. He theorises that a human does not possess just one exclusive intellectual quotient. Rather, a person has nine types of intelligences that include logical/mathematical, linguistic, musical, bodily-kinesthetic, spatial, naturalistic interpersonal, existential intelligence, and intrapersonal intelligence. The trick lies in tapping into these nine MIs and discovering how they fit for your child.

The research

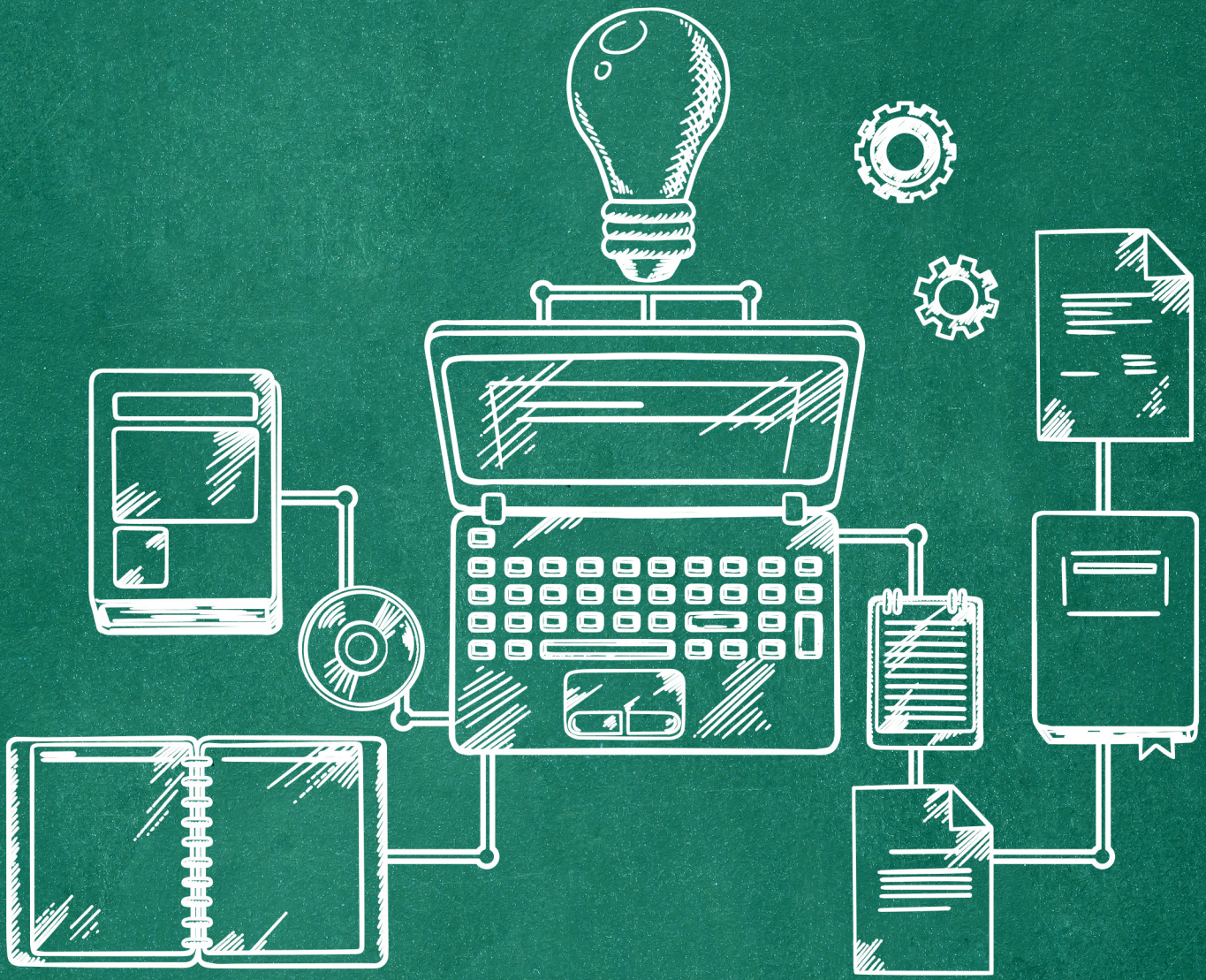


Sunil made frequent visits to Harvard University to discuss practical applications of the MI theory with Dr. Gardner and his researchers. Initially skeptical, Dr. Gardner eventually realized the dire need for turning his theory into practice as proposed by Sunil. Sunil's research wasn't limited to just one theory. He and his team of educational psychologists also took inspiration from other leading bodies of cognitive psychology research, development psychology, and occupational themes including Bloom's Taxonomy, Holland's Occupational Themes, and the Differential Aptitude Test, among others.

These theories, stitched together by proprietary algorithms, resulted in a 3D Awareness Engine (Awareness of Self, The Career Landscape, The Right Fit), the key that unlocks the true strengths and interests of students. But Sunil wasn't interested in creating yet another psychometric assessment tool. He aimed to rescue millions of students trapped inside a social pressure cooker and save them from the plight of not being measured across all three dimensions of awareness which can be disastrous for a child. Imagine, if Sachin Tendulkar did not realize his cricketing genius and followed his mother's profession in the insurance industry, or if he chose to become a novelist and poet like his father? What if MF Hussein was compelled to pick up the stethoscope instead of the paintbrush? Such catastrophes can only be avoided if each student was not only aware of their true calling but was also confident that these choices would lead them to a promising career.

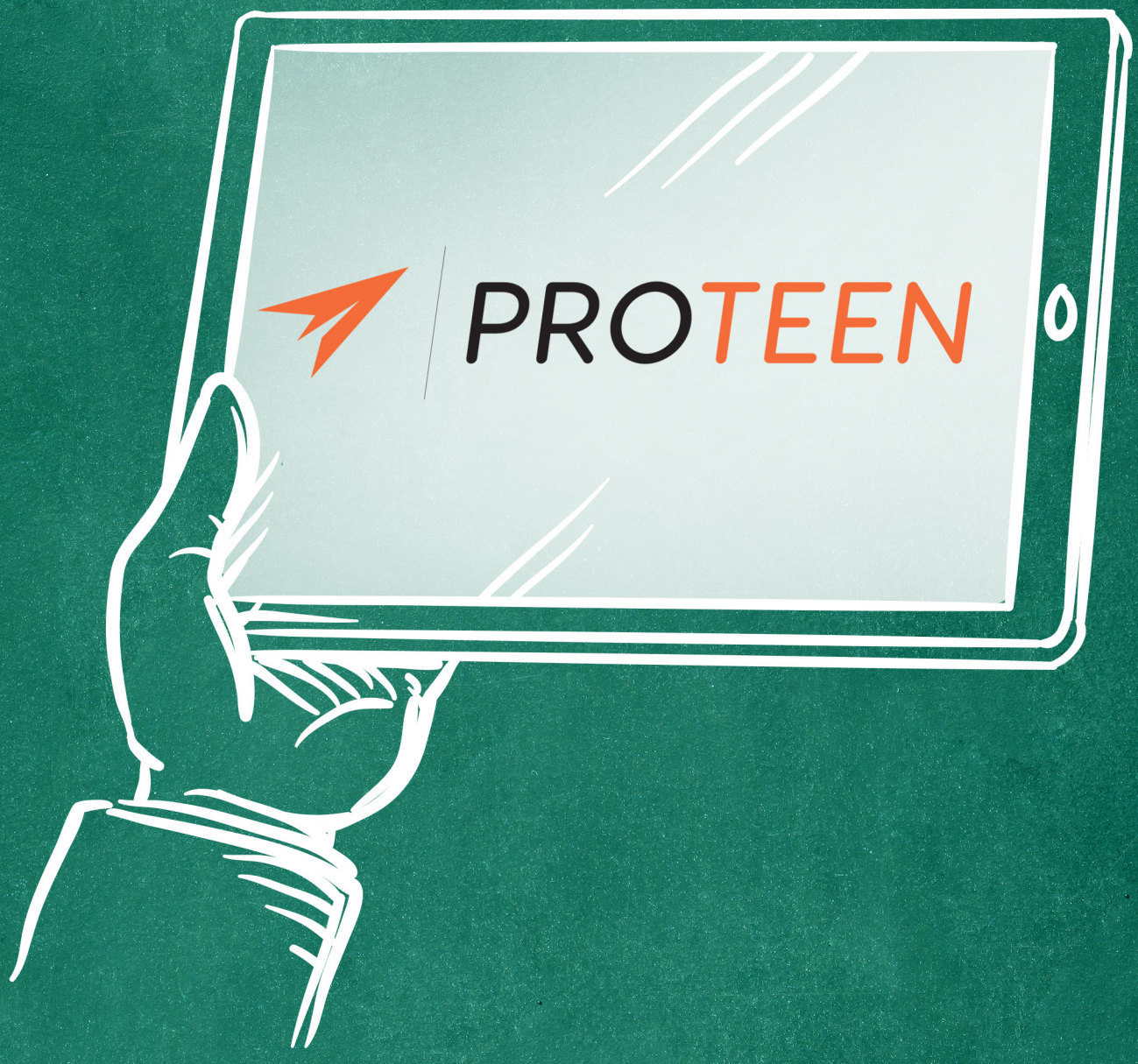
Sunil dug deeper to give students a personalised and complete picture of the industry and career landscape. To his surprise, the United States Department of Labor and the Indian Ministry of Education had invested millions in creating vital and vast content libraries for career options. But this information failed to reach the right audience and remained buried in online archives.
It was time to bridge the gap.

The development



During the research phase, Sunil had come across powerful theories and content with the potential to completely change the face of academic and career planning for the better. But this crucial body of raw information needed to be pulled out from academic archives, databases, and websites that Google searches failed to transform into real actionable insights. The results from the 3D Awareness Engine would fail to make a real impact on a student's life unless followed by in-depth mapping to hundreds of career options within a wide range of industry segments that a student could pursue based on his/her strengths and interests. But this was a feat not humanly possible and could not be replicated at scale from the minds of even the most well-trained counsellors.

Introducing ProTeen!

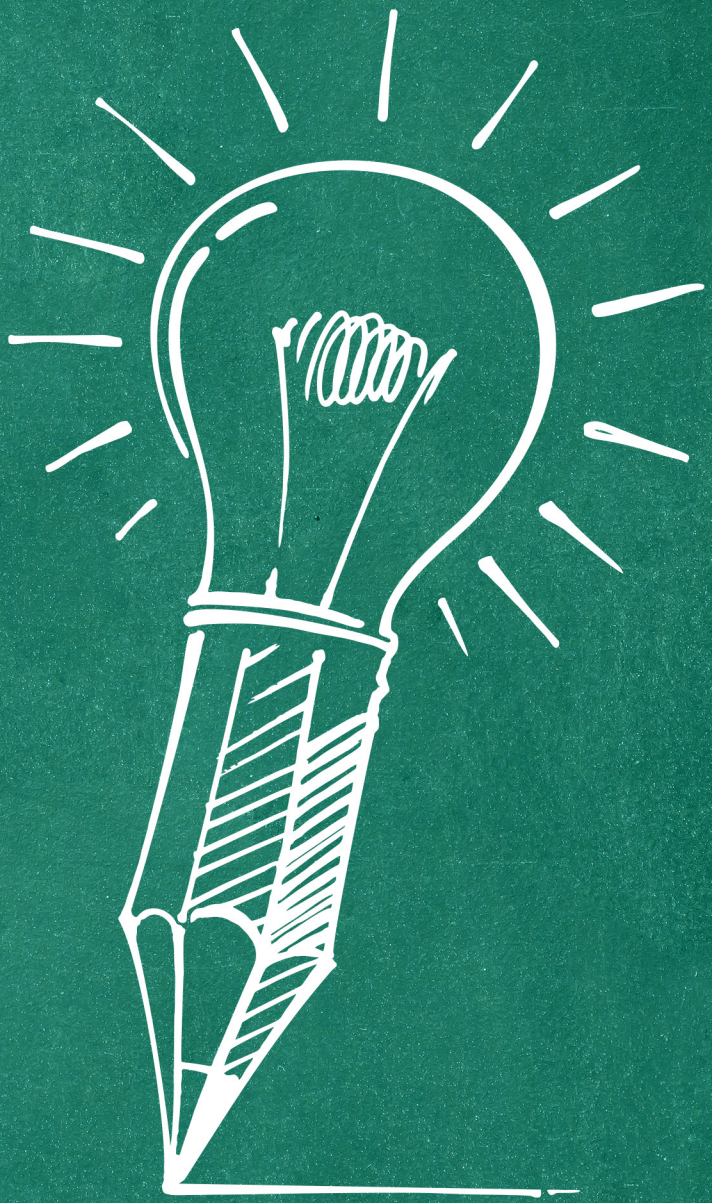


Under Sunil's supervision, his team of innovative (and gritty) engineers, data scientists, and psychologists developed a scientifically relevant and superbly engineered, tech platform designed for both the web and mobile. It equips students with the awareness and skills to make smart integrated academica nd career choices for the 21st century.

The ProTeen platform is ever-evolving as it matches the pace of the changing world of digitally powered education. One of its latest disruptive features is 'Career Demos', which breaks the norm of taking students out of their homes for internships. Instead, ProTeen brings the unfamiliar experience of internships right from the familiar comfort of their homes.

With the power of technology, ProTeen strives to make academic and career journeys easy for students. In time, this web and mobile-based app will evolve into an Alexa-powered voice-controlled platform, making ProTeen tightly integrated with wearables like headphones (a must for every music-loving teenager). There is also an exciting vision to bring the core capabilities of ProTeen to early learners starting from age 3-4 with their interaction with toys. After all, if we can identify a Hussain or a Tendulkar at age 3, then we've done our job well!

The father becomes an innovator

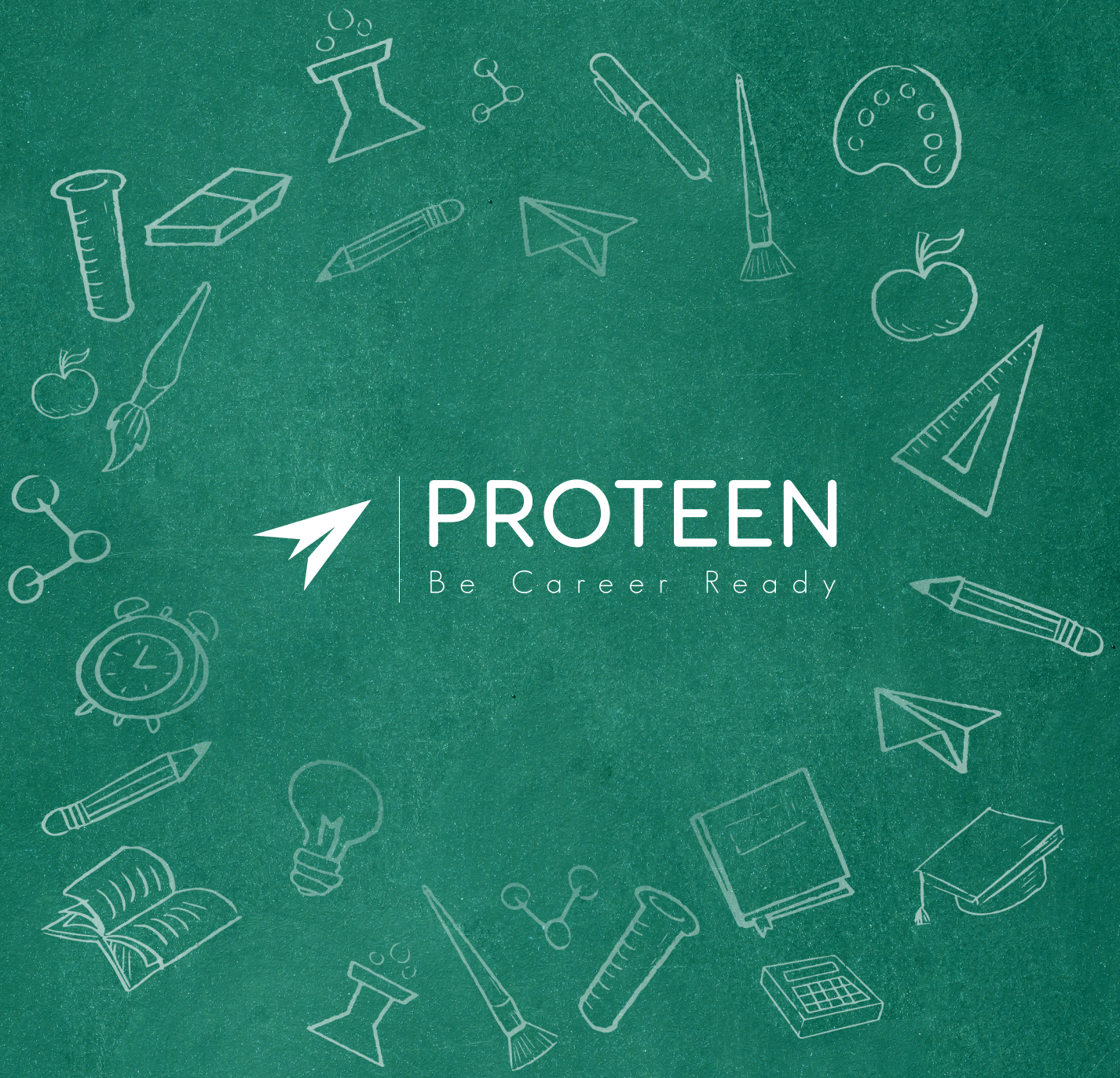


Out of all his entrepreneurial successes, ProTeen is special to Sunil as this was triggered by his role as a parent and could bring about societal change at scale.

Who knew that a father's immense love for his children could ripple out and change the lives of millions of children for the better? Like a new-age digitally powered social crusader, Sunil's prized invention, ProTeen, addresses and resolves issues that teenagers face in their journey to success. It aims to dissolve the outdated yet largely prevalent culture that glorifies grades and overlooks multiple intelligences. It frees young adults from the social shackles of stereotypes. And it elevates parents to provide children access to this platform and encourage them, rather than micromanage their child's life.

With ProTeen, Sunil shows us how parenting can be done right.

To know more about ProTeen, click here.



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