

IIMK's Wudi starts AI-based career advisory programme

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A Kerala-based start-up has launched an artificial intelligence (AI) augmented career advisory programme in collaboration with a career guidance service provider. It will offer career advice to students in the age group of 13-18 years.

Wudi, a start-up incubated by the Indian Institute of Management, Kozhikode (IIMK), through its business incubation and entrepreneurship development centre IIMK Live, has developed an AI-based talent and skill discovery platform, also calling it Wudi, to use its algorithms to assess the talents in a candidate.

The programme, Career Mentor, is being undertaken in collaboration with Career Guru, a leading career guidance service provider in Kerala and West-Asian countries. Career Mentor is an amalgamation of career counseling expertise of Career Guru and Wudi's AI platform. As IIMK claims, the project is the first-of-its-kind in India where an AI platform augments human-driven sessions, workshops, training camps and field visits with a host of mentors, psychologists and industry experts as stakeholders.

Career Mentor would assess children using a mix of conventional and non-conventional methods.

"Career Mentor's objective is to enable children to unravel their true potential, and help them make the right career decisions. Our learning is how consistent human interaction, augmented by an AI system, can provide phenomenal accuracy in skill discovery and career mentoring," said Arjun Hari, CEO of Wudi.

"AI and machine learning are the new buzz. At IIM Kozhikode, we are focusing on helping translate technology into commercial solutions. Start-ups, at our entrepreneurship development centre LIVE, not just gain from the institute, they also contribute to the growing influence of it," said Professor Debashis Chatterjee, director, IIMK.

Professor Keyoor Purani, executive director, IIMK Live said, "Traditional career counseling has largely been based on generalisations, which now has more limitations with wider choices of careers. It is important to recognise that all individuals have a unique combination of skill-set and that their own behavior can better predict the skill-interest-career fit rather than any other thumb-rules. Wudi's AI-based skill-discovery algorithm combines profile, behavioral data from multiple sources to provide meaningful recommendations to students enabling them to make more appropriate career choices."

