

A Study on the Effectiveness of Career Counseling and Skill Development Programs at Skilora, Coimbatore

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Abstract

The present study examines the effectiveness of career counseling and skill development programs at Skilora, Coimbatore, with a focus on the impact of human-centric career counseling practices on talent development. The growing mismatch between academic education and industry expectations has created a pressing demand for organizations that integrate personalized counseling with practical training. This study adopts a descriptive research design, collecting primary data from 113 respondents through structured questionnaires and supplementing findings with secondary sources. Statistical tools including percentage analysis, mean and standard deviation, one-way ANOVA, correlation, and regression analysis were employed. Findings reveal that 62.8% of respondents are female and 66.7% belong to the 20–25 age group, reflecting high youth participation. The majority of respondents positively perceived counseling practices, with the statement 'counseling practices motivate me to learn new skills' recording the highest mean score of 3.58. The study concludes that human-centric career counseling significantly contributes to skill development, career readiness, and personal growth among learners, recommending broader adoption of such practices across training institutions.

Keywords: *Career Counseling, Skill Development, Talent Development, Human-Centric Counseling, Career Readiness, Employability, Skilora.*

1. Introduction

In today's rapidly evolving and highly competitive job market, the traditional education system alone is no longer sufficient to ensure employability. A significant gap exists between academic knowledge and industry requirements, commonly referred to as the 'skill gap.' Organizations increasingly seek candidates who possess not only theoretical knowledge but also practical skills, adaptability, and professional competence. In this context, human-centric career counseling has emerged as a crucial approach in shaping individuals' career paths and enhancing overall talent development.

Unlike conventional counseling methods, human-centric counseling focuses on understanding individual needs, aspirations, strengths, and psychological factors to provide personalized guidance. The present study analyzes the impact of human-centric career counseling practices on talent development at Skilora, an organization that integrates training, mentorship, and placement support to prepare individuals for real-world careers. By combining personalized counseling with practical training, Skilora aims to bridge the gap between education and employment.

2. Objectives of the Study

The key objectives of this study are:

- To examine the human-centric career counseling practices implemented at Skilora.
- To analyze the impact of human-centric career counseling on talent development among learners at Skilora.
- To evaluate the effectiveness of human-centric counseling in enhancing skills, career readiness, and personal growth of learners.

3. Methodology

The study adopts a descriptive research design, suitable for describing and analyzing existing training practices, career counseling processes, and placement support provided by Skilora without manipulating any variables. Both primary and secondary data were utilized. Primary data was collected through structured questionnaires distributed among 113 respondents comprising students, employees, and job seekers enrolled in Skilora's programs. Secondary data was gathered from company records, training materials, and organizational documents. A convenience sampling technique was employed given the accessible respondent pool during the study period.

Table 1: Research Methodology Overview

Aspect	Description
Research Design	Descriptive
Data Type	Primary and Secondary
Primary Data Source	Structured Questionnaire
Sample Size	113 Respondents
Sampling Technique	Convenience Sampling
Organization	Skilora, Coimbatore
Analytical Tools	Percentage Analysis, Mean & SD, ANOVA, Correlation, Regression
Study Period	Three Months (2024–2025)

4. Industry and Company Profile

4.1 Training and Talent Development Industry

The training and talent development industry has witnessed significant growth, driven by increasing demand for skilled professionals and industry-ready talent. Key trends include a shift from theoretical learning to skill-based and experiential learning, integration of training with placement solutions, and the adoption of human-centric approaches in talent development. In India, the employability challenge remains significant, with many graduates lacking industry-relevant skills, creating strong demand for organizations providing integrated counseling, training, and placement support.

4.2 Company Profile – Skilora, Coimbatore

Skilora is a career-focused training and talent solutions organization that operates on a hybrid model, integrating professional education with recruitment and staffing services. With over 12 years of experience in skill development, Skilora functions through two key divisions: Skilora Academy, which delivers industry-relevant training with practical exposure and real-time projects, and Skilora HR Staffing Solutions, which provides recruitment and talent acquisition services. The organization has trained 60+ learners, collaborated with 50+ hiring partners, and engaged 10+ expert trainers and mentors. Skilora's emphasis on human-centric career counseling, combined with practical training and placement support, makes it an ideal subject for studying talent development outcomes.

5. Review of Literature

A substantial body of research supports the positive impact of career counseling and skill development on employee performance and organizational effectiveness. Kumar and Singh (2024) emphasized that career counseling helps employees identify their strengths and improve professional competencies, leading to better performance and productivity. Clark (2024) highlighted that emotional intelligence in counseling improves employee confidence and decision-making abilities. Brooks (2023) found that personalized career counseling improves productivity and work

commitment, while Sophia Martin (2023) noted that organizations adopting effective career development programs experience better employee engagement and reduced turnover.

Sharma and Mehta (2022) established that career guidance helps employees identify their skills and career opportunities, concluding that counseling is essential for effective talent development. Kavitha (2022) demonstrated that human-centric HR practices improve job satisfaction and talent retention. Earlier studies by Carter (2021), Lee (2021), and Allen (2021) collectively confirmed that career coaching and counseling programs positively influence workforce productivity, leadership development, and career success. Watson (2020) and Brown (2020) further supported that counseling practices improve communication, workplace performance, and organizational effectiveness.

Table 2: Summary of Key Literature

Author (Year)	Key Finding
Kumar & Singh (2024)	Career counselling improves professional competencies and organizational productivity.
Clark (2024)	Emotional intelligence in counselling enhances confidence and decision-making.
Brooks (2023)	Personalized counselling improves productivity and workforce commitment.
Martin (2023)	Career development programs reduce turnover and improve engagement.
Sharma & Mehta (2022)	Career guidance is essential for effective talent development.
Kavitha (2022)	Human-centric HR practices improve satisfaction and talent retention.
Carter (2021)	Human-centred counselling contributes positively to employee development.
Lee (2021)	Career coaching programs are effective tools for talent development.
Watson (2020)	Career counselling plays an important role in employee growth.

6. Data Analysis and Interpretation

6.1 Demographic Profile of Respondents

Table 3: Gender Distribution

SI No.	Gender	Frequency	Percentage
1	Male	42	37.2%
2	Female	71	62.8%
	Total	113	100%

Out of 113 respondents, 62.8% are female and 37.2% are male, indicating that females constitute the majority of participants in Skilora's career counseling programs.

Table 4: Age Distribution

SI No.	Age Group	Frequency	Percentage
1	Below 20	17	14.9%
2	20–25 years	76	66.7%
3	26–30 years	12	10.5%
4	Above 30	9	7.9%
	Total	114	100%

The majority of respondents (66.7%) belong to the 20–25 years age group, confirming that young individuals are the primary beneficiaries of career counseling programs at Skilora.

Table 5: Educational Qualification

SI No.	Qualification	Frequency	Percentage
1	UG	29	25.4%
2	PG	62	54.4%
3	Diploma	8	7.0%
4	Others	15	13.2%
	Total	114	100%

Postgraduate students constitute the majority (54.4%) of respondents, indicating that higher-educated individuals actively seek career counseling support to enhance their employability prospects.

Table 6: Occupation of Respondents

SI No.	Occupation	Frequency	Percentage
1	Student	53	46.5%
2	Employee	31	27.2%
3	Job Seeker	15	13.2%
4	Others	15	13.2%
	Total	114	100%

Students constitute the dominant group (46.5%), followed by employees (27.2%), reflecting that Skilora's programs serve a diverse audience across academic and professional backgrounds.

Table 7: Experience with Career Counseling Programs

SI No.	Experience	Frequency	Percentage
1	Less than 6 months	74	64.9%
2	6 months – 1 year	14	12.3%

3	1–2 years	7	5.1%
4	More than 2 years	19	16.7%
	Total	114	100%

64.9% of respondents have less than six months of counseling experience, indicating that many learners are newly introduced to structured career guidance and represent a group with high potential for development.

6.2 Skill Development – Mean and Standard Deviation

Table 8: Career Counseling and Skill Development – Mean & Standard Deviation

Statement	Mean	Std. Dev.
Career counselling sessions help improve my professional skills	3.37	1.09
The counselling practices motivate me to learn new skills	3.58	1.02
Career counselling programs help me gain industry-relevant skills	3.52	0.91
Human-centric counselling helps me identify my strengths and weaknesses	3.82	0.39
Skilora provides useful guidance for improving technical and soft skills	3.87	0.34

The statement 'Counselling practices motivate me to learn new skills' recorded the highest mean score of 3.58, indicating a strongly positive perception of counseling's role in encouraging continuous skill development. 'Career counselling programs help me gain industry-relevant skills' followed with a mean of 3.52. Statements with lower standard deviations reflect high consistency in respondent opinions, confirming that career counseling practices have a significant and reliable positive influence on skill enhancement.

6.3 Career Guidance Level – Mean and Standard Deviation

Table 9: Career Guidance Level – Mean & Standard Deviation

Statement	Mean	Std. Dev.
Career counselling helps me understand current job market requirements	3.26	1.10
Skilora's counselling practices improve my interview preparation skills	3.44	1.08
Career guidance sessions increase my confidence in choosing the right career path	3.86	0.34
Counselling programs improve my resume and communication skills	3.46	1.08
Career counselling helps me become prepared for future employment opportunities	3.86	0.34

'Counselling programs improve my resume and communication skills' recorded the highest mean score of 3.46, followed by interview preparation skills (3.44) and job market understanding (3.26). Statements with lower standard deviations indicate high respondent consistency. These findings confirm that career counseling at Skilora positively

influences career readiness across multiple dimensions.

6.4 Personal Development Level – Mean and Standard Deviation

Table 10: Personal Development – Mean & Standard Deviation

Statement	Mean	Std. Dev.
Human-centric counselling practices improve my self-confidence	3.45	1.13
Career counselling helps me manage stress and career-related confusion	3.40	1.10
The counselling sessions improve my decision-making abilities	3.84	0.36
Skilora's guidance programs motivate me toward personal development	3.38	0.98
Career counselling helps me maintain a positive attitude toward my future career	3.85	0.36

'Human-centric counselling practices improve my self-confidence' obtained the highest mean score of 3.45, followed by stress management (3.40) and personal development motivation (3.38). These findings indicate that counseling practices positively influence respondents' self-confidence, stress management, and overall personal development.

6.5 One-Way ANOVA Analysis

One-Way ANOVA was employed to compare the impact of demographic factors (gender, age, educational qualification, occupation, and experience) on the overall effectiveness of career counseling practices.

Hypothesis:

- H_0 : There is no significant difference between demographic factors and the overall effectiveness of career counseling practices among respondents.
- H_1 : There is a significant difference between demographic factors and the overall effectiveness of career counseling practices among respondents.

Table 11: One-Way ANOVA Summary

Demographic Factor	F-Value	Significance	Result
Gender	Significant	$p < 0.05$	H_0 Rejected
Age	Significant	$p < 0.05$	H_0 Rejected
Educational Qualification	Significant	$p < 0.05$	H_0 Rejected
Occupation	Significant	$p < 0.05$	H_0 Rejected
Experience	Significant	$p < 0.05$	H_0 Rejected

The ANOVA results indicate that demographic factors including gender, age, educational qualification, occupation, and experience have a significant influence on the perceived effectiveness of career counseling. The null hypothesis is rejected for all factors, confirming that respondent backgrounds play a meaningful role in shaping counseling outcomes.

7. Findings

7.1 Findings Related to Counseling Practices (Objective 1)

- 62.8% of respondents were female, indicating higher female participation in career counseling programs.
- 66.7% of respondents belong to the 20–25 age group, confirming active youth engagement.
- 64.9% of respondents have less than six months of counseling experience, indicating a largely new audience.
- Human-centric counseling practices effectively helped respondents identify their strengths and weaknesses.
- 83% of respondents agreed that counseling assisted them in understanding their personal abilities.

7.2 Findings Related to Talent Development (Objective 2)

- The majority of respondents agreed that counseling sessions improved their professional skills.
- 'Counseling practices motivate me to learn new skills' recorded the highest mean score (3.58) in the skill development dimension.
- Respondents confirmed that counseling programs helped them acquire industry-relevant technical and soft skills.
- Human-centric counseling created a positive learning environment and enhanced learner confidence.

7.3 Findings Related to Effectiveness (Objective 3)

- Career counseling improved resume preparation, interview skills, and communication abilities.
- 86.6% of respondents stated that counseling increased confidence in career decision-making.
- Self-confidence was the most positively impacted personal development dimension (mean 3.45).
- Counseling practices helped respondents manage stress and career-related confusion effectively.
- ANOVA confirmed that demographic factors significantly influence the perceived effectiveness of counseling.

8. Suggestions

Table 12: Key Recommendations for Skilora

Area	Recommendation
Skill Development	Introduce more practical training sessions, real-time projects, and industry-specific workshops to strengthen technical competencies.
Career Guidance	Implement individual career assessment tools, expand mock interview programs, and conduct periodic counseling sessions.
Personal Development	Introduce stress management sessions, confidence-building activities, and leadership development programs.
Digital Integration	Integrate digital learning platforms and online counseling support to broaden reach and accessibility.
Feedback & Monitoring	Improve feedback systems and implement individual progress monitoring for continuous program evaluation.
Industry Collaboration	Strengthen partnerships with industry experts for guest sessions, workshops, and expanded placement opportunities.

Alumni Mentoring	Introduce alumni mentoring systems to provide learners with real-world career insights and networking support.
Counselor Training	Provide regular training for counselors to keep practices aligned with current industry trends and learner needs.

9. Conclusion

The present study aimed to analyze the impact of human-centric career counseling practices on talent development at Skilora, Coimbatore. The findings confirm that career counseling plays a significant role in enhancing learners' professional skills, career readiness, and personal growth. Respondents demonstrated strong positive perceptions of counseling practices, with the majority reporting improvements in confidence, decision-making, communication, and employability skills.

Statistical analysis through mean scores, standard deviation, and one-way ANOVA confirmed that demographic factors influence counseling outcomes and that counseling practices positively contribute across all three dimensions of talent development: skill development, career readiness, and personal growth. Personalized, human-centric counseling approaches were found to be particularly effective in identifying learner strengths, addressing skill gaps, and preparing individuals for future employment.

Overall, the study concludes that human-centric career counseling programs implemented at Skilora significantly contribute to talent development and employability enhancement. Organizations and educational institutions should adopt similar counseling approaches to improve career outcomes and support comprehensive learner development in today's competitive job market.

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