

FREQUENTLY ASKED QUESTIONS (FAQ)

Certified Education & Career Counsellor Program

A Detailed Guide to the Upskill Network Ecosystem, Certifications, Platform, Program Structure & Professional Growth Pathway

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The Upskill Network

One Platform. Multiple Career Pathways.

ABOUT UPSKILL NETWORK

1. What is Upskill Network?

Upskill Network is a global trainer-led ecosystem designed to identify, train, certify, and enable individuals to build professional careers in coaching, counselling, consulting, and training.

The ecosystem focuses not only on training, but also on helping professionals build long-term career pathways through structured support systems, professional positioning, digital enablement, and ecosystem-led growth opportunities.

2. What are the various verticals currently operating under the Upskill umbrella?

As of now, the ecosystem includes the following major verticals:

- Education & Career Counsellors
- IELTS / PTE Trainers
- Emotional Intelligence Coaches
- Soft Skills & Communication Trainers
- Overseas Education Consultants

The long-term vision of the ecosystem is to continue expanding into additional skill-based and demand-driven professional domains over time.

3. Does Upskill operate only in India?

No.

Upskill operates across multiple countries and continues to expand its ecosystem internationally.

The platform currently has operational presence and professional ecosystem activities across India and the UAE, while also building larger global associations and partnerships.

4. What makes Upskill different from ordinary training institutes?

Most institutes stop at training.

Upskill focuses on the complete professional journey:

Identification → Training → Certification → Professional Positioning → Digital Presence → Student Acquisition Support

The objective is not only to help individuals complete a course, but to help them build sustainable and meaningful professional pathways.

5. Who owns the brands “The Upskill Network” and “Upskill with Ambrish”?

The brands “ The Upskill Network “and “Upskill with Ambrish” are owned and operated by APT Educators LLP.

APT Educators LLP is a company registered with the Ministry of Corporate Affairs, Government of India (Identification Number: ABB-6829).

The organization is also officially recognized as a Startup by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India (Recognition Number: DIPP178514).



ABOUT THE CERTIFIED EDUCATION & CAREER COUNSELLOR PROGRAM

1. What is the Certified Education & Career Counsellor Program?

The Certified Education & Career Counsellor Program is a structured professional development program designed to help individuals understand the field of career counselling and build a pathway into student guidance and career development.

The program focuses on counselling sensibilities, structured guidance approaches, modern career awareness, counselling frameworks, student interaction understanding, and ecosystem exposure.

2. Is this a theoretical course or a practical ecosystem-oriented program?

The program is designed as a practical and ecosystem-oriented professional pathway.

In addition to structured learning, participants are also exposed to:

- counselling workflows
 - student interaction approaches
 - technology-enabled guidance systems
 - professional positioning
 - ecosystem understanding
 - long-term career building perspectives
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3. Who is this program ideal for?

The program is suitable for:

- Teachers & Educators
 - Trainers & Coaches
 - Working Professionals
 - Homemakers
 - Retired Professionals
 - Mentors & Student Guides
 - Individuals interested in counselling and student development
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4. Do I need a psychology background to become a Career Counsellor?

No.

A psychology background may certainly help, but it is not mandatory.

Career counselling today requires a combination of:

- communication
- empathy
- structured thinking
- student understanding

- career awareness
 - counselling sensibilities
 - willingness to learn and grow professionally
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5. Is this program suitable as a second career or parallel profession?

Yes.

Many individuals join the ecosystem while already working in education, training, corporate roles, freelancing, consulting, or other professions.

The field of career counselling offers flexibility and can be developed gradually into a structured professional pathway.

6. Can homemakers and retired professionals also join?

Yes.

The ecosystem is designed to support individuals from diverse professional backgrounds who are genuinely interested in meaningful student guidance and counselling.



ABOUT CERTIFICATIONS

1. Will I receive a certificate after completing the program?

Yes.

Participants may receive dual certification through two separate pathways.

2. What is the first certification?

The first certification is issued by , the certifying body and owner of the ecosystem { APT Educators LLP }, upon successful completion of the program.

APT Educators LLP is:

- recognized under the Startup India initiative (DPIIT), Government of India
- registered with the Ministry of Corporate Affairs, Government of India

The program is:

- formally endorsed by Bhartiya Counselling Psychology Association (BCPA)
 - aligned with international professional perspectives through institutional associations with International Association of Applied Psychology (IAAP) and Asia Pacific Career Development Association (APCDA).
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3. What is the second certification?

The second certification pathway is through MEPSC (Management & Entrepreneurship and Professional Skills Council). MEPSC is a horizontal skill council operating under the Skill India Mission of the Government of India and aligned with the NCVET ecosystem.

The assessment and certification process under this pathway is conducted through MEPSC.

4. Is the MEPSC certification mandatory?

The MEPSC assessment pathway is strongly encouraged as it adds an important layer of national-level professional credibility and Skill India ecosystem alignment.

The certification is issued through (MEPSC), a horizontal skill council operating under the Skill India Mission and aligned with the NCVET ecosystem.

Very few structured Career Counselling pathways in India currently offer this level of national skill ecosystem alignment, making it a highly valuable addition that strengthens professional positioning and creates meaningful differentiation within the counselling ecosystem.

5. What is the value of these certifications?

The certifications help establish:

- professional credibility
- structured learning exposure
- ecosystem alignment
- counselling pathway recognition
- professional positioning support

6. Is the program officially endorsed by BCPA?

Yes.

The Certified Education & Career Counsellor Program is formally endorsed by BCPA (Bharatiya Counselling Psychology Association). The certificate of Endorsement is available on the website.

7. What are IAAP and APCDA?

IAAP (International Association of Applied Psychology) and APCDA (Asia Pacific Career Development Association) are internationally respected professional associations.

Upskill holds institutional memberships with these bodies to remain aligned with evolving counselling practices, behavioural sciences, career development frameworks, and global professional perspectives.



ABOUT THE LEARNING EXPERIENCE & The Platform

1. Will the program cover modern career trends and emerging opportunities?

Yes.

The ecosystem strongly emphasizes:

- emerging careers
 - interdisciplinary pathways
 - evolving education systems
 - changing industry demands
 - modern student challenges
 - structured career exploration
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2. Will I learn how counselling works in practical situations?

Yes.

The program includes exposure to:

- practical counselling approaches
 - student & parent interactions
 - counselling sensibilities
 - structured guidance methods
 - ecosystem-level understanding
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3. Will I learn about psychometric assessments and AI-supported career discovery systems?

Yes.

Participants are introduced to:

- psychometric analysis
- structured career discovery
- AI-supported report systems
- counselling interpretation approaches
- technology-enabled guidance tools

through the ANGAD's career discovery ecosystem.

4. What is ANGAD?

Angad is India's AI-powered career discovery and counselling ecosystem, owned and operated by Apt Educators LLP.

The platform is designed to simplify and strengthen the career counselling process by significantly reducing the operational workload of Career Counsellors while improving efficiency, structure, and student guidance capabilities.

ANGAD combines:

- psychometric analysis
- AI-supported report generation
- structured career discovery
- career exploration systems
- institution awareness
- and counsellor-guided interpretation

within one integrated ecosystem designed for students, parents, schools, and Career Counsellors.

5. What makes ANGAD unique?

ANGAD is not just a psychometric testing platform. It is a larger career discovery ecosystem combining:

- AI-supported discovery
- career libraries
- career awareness systems
- structured reports
- educational institution information
- counsellor-supported interpretation

within one integrated ecosystem.

6. How does ANGAD help Career Counsellors?

ANGAD helps counsellors through:

- AI-enabled report generation
- structured student insights
- psychometric interpretation support
- career mapping assistance
- organized counselling workflows

This allows counsellors to focus more meaningfully on guidance, mentoring, and interpretation.

7. Does AI replace the role of the Career Counsellor?

No.

The ecosystem believes that AI can support Career Counsellors — not replace them.

Technology helps organize insights and structure reports, while the counsellor brings:

- interpretation
- empathy
- contextual understanding
- mentorship
- and human guidance

to the counselling process.

8. Why is exposure to AI-supported counselling systems important today?

Modern career guidance is increasingly becoming technology-enabled.

Exposure to AI-supported ecosystems helps Career Counsellors remain aligned with:

- modern counselling systems
 - structured guidance approaches
 - digital ecosystems
 - and future-oriented career discovery practices.
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STUDENT ACQUISITION, ECOSYSTEM SUPPORT & PROFESSIONAL GROWTH

1. Does Upskill help Career Counsellors with student acquisition and counselling opportunities?

Yes. One of the biggest strengths of the ecosystem is its continuous focus on student outreach, ecosystem visibility, and lead generation support.

Through multiple ecosystem channels including:

- digital promotions,
- social media campaigns,
- school associations,
- educational outreach,
- the ANGAD ecosystem,
- and the ANGAD Outreach Ambassador network,

the platform receives a significant number of student registrations and career discovery inquiries on a regular basis.

A meaningful percentage of these students and parents further opt for counselling support and structured guidance services.

2. How are counselling leads distributed within the ecosystem?

Students and parents interested in counselling services are typically:

- screened,
- guided,
- and then mapped to suitable counsellors within the ecosystem based on multiple factors such as geography, language comfort, specialization, and operational alignment.

The ecosystem is designed to gradually create meaningful counselling opportunities for associated counsellors.

3. What is the revenue-sharing model for ecosystem-generated counselling leads?

For counselling opportunities generated through the Upskill ecosystem and platform-level lead acquisition systems, the revenue is typically shared between the counsellor and the ecosystem.

At present, the broad operational model follows a:

70 : 30 revenue-sharing structure

where:

- 70% goes to the counsellor
- 30% goes towards ecosystem, platform, technology, marketing, and operational support.

Operational structures may evolve over time depending upon ecosystem expansion and service models.

4. Should counsellors depend entirely on ecosystem-generated leads?

No. While the ecosystem provides meaningful support towards student acquisition and visibility, counsellors are also strongly encouraged to gradually build their own natural audience and professional footprint.

Long-term success becomes significantly stronger when ecosystem support is combined with:

- personal credibility,
- organic audience engagement,
- local visibility,
- professional networking,
- and consistent digital presence.

5. What efforts does Upskill expect from counsellors towards professional growth and student acquisition?

The ecosystem encourages counsellors to make simple and consistent efforts from their end as well.

These may include:

A. Inner Circle Reach-Out

Informing friends, family, educational contacts, and local networks using professionally designed material provided by Upskill.

B. Organic Social Media Presence

Posting relevant and engaging career-awareness content regularly through social media platforms. All such content, designs and creatives will be provided by the Upskill Network.

C. Professional Digital Visibility

Creating and strengthening professional online presence and discoverability.

D. Educational Institute Reach-Out

Connecting with schools, coaching institutes, and educational organizations in your surrounding ecosystem to gradually build visibility, awareness, and counselling opportunities.

6. Will Upskill help counsellors with content and digital support?

Yes. The ecosystem is designed to support counsellors with:

- content direction,
- social media support,
- branding guidance,
- ecosystem positioning,
- digital visibility strategies,
- and structured professional communication approaches.

The objective is to gradually help counsellors strengthen their professional identity and visibility.

7. Do counsellors need advanced technical or marketing knowledge?

No. The ecosystem support systems are designed in a way that individuals from non-technical backgrounds can also participate comfortably.

Most activities are practical, structured, and guided gradually through ecosystem support and training assistance.

8 . Is the student acquisition support temporary or long-term?

The ecosystem is being built with a long-term vision.

Student outreach, visibility building, institutional associations, and ecosystem-level growth activities are intended to continue expanding progressively over time.



Role of the ANGAD Outreach Ambassador

1. What is an ANGAD Outreach Ambassador?

ANGAD Outreach Ambassadors are individuals associated with the ecosystem who help expand student awareness and institutional outreach for the platform.

They work towards connecting the ANGAD'S career discovery ecosystem with schools, coaching institutes, and educational organizations, thereby helping increase student registrations, career awareness, and counselling opportunities within the ecosystem.

This outreach activity significantly contributes towards student registrations and ecosystem expansion.

2. How do ANGAD Outreach Ambassadors help counsellors?

As the ANGAD ecosystem grows through school outreach, awareness campaigns, and student registrations, a larger number of students begin exploring counselling and structured guidance support.

This gradually strengthens the overall counselling ecosystem and increases counselling opportunities available within the network.



ABOUT THE PROGRAM STRUCTURE

1. What is the duration and structure of the program?

The Certified Education & Career Counsellor Program is delivered through a 6-week intensive professional training format, including focused preparation for the separate Skill India–MEPSC assessment and certification.

The broad structure is as follows:

- Week 1 – Understand: Psychometric foundations, including the 8 core traits and 32 sub-traits.
- Week 2 – Interpret: Understanding and interpreting the Career Discovery Report and Parent Insight Report.
- Week 3 – Counsel: Case studies, mock counselling sessions and practical counselling situations.
- Week 4 – Platform: End-to-end training on the ANGAD Career Discovery Platform.
- Week 5 – Build Your Practice: Professional positioning, parent interactions, digital presence, platform listing and business development.
- Week 6 - Certification Preparation: Focused preparation sessions for the separate Skill India–MEPSC assessment.

The program combines professional learning, practical counselling, technology and practice-building support, helping participants progress from learning to establishing themselves as Education & Career Counsellors.

2. Is the program conducted online or offline?

The entire program is conducted online.

This includes:

- training sessions
- ecosystem support
- consultation processes
- and the MEPSC assessment process under the Skill India ecosystem.

3. Are the sessions live and interactive?

Yes.

All sessions are conducted live and online with direct interaction, discussion, guidance, and ecosystem-based learning support.

4. What if I miss a session?

In case a participant misses a live session, the recording of the session is made available for learning support and reference.

5. Is the program suitable for freshers?

Yes.

Individuals from diverse backgrounds may join, provided they are genuinely interested in student guidance, counselling, communication, and long-term professional development.

6. Will I have to acquire any additional resources during or after the program?

No. All major learning resources, ecosystem support material, counselling frameworks, platform access support, and professional guidance systems required during and after the learning phase are provided through the ecosystem and the platform.

