



# Intelligent Acquisition and Retention: “The Future of Mentorship with AI”

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**Abstract**—Guidance and mentorship are essential for professionals and students navigating the wide range of career paths in today’s rapidly changing job market. By matching mentees with seasoned mentors, this proposed platform hopes to promote skill development and professional advancement. Mentees can easily plan and carry out meetings with subject matter experts and leaders in the industry by incorporating an embedded video call feature and an automated calendar booking system. For mentors in different types of areas, this mentorship platform will provide useful career advice, skill-making direction and assistance. In addition, the platform will facilitate communication between employers and freelancers through a freelance market. In addition to providing employers access to a diverse talent pool, this market will help Gig workers detect project-based opportunities. This platform will enable freelancers to increase the chances of new jobs, improving their job satisfaction and freelancer profiles, project portfolio managing their earnings capacity and enhancing their earning ability to increase their earnings for an AI managed discovery for job-mill insight. When combined, these programs will help extend India’s workforce by creating relationships and possibilities for development for experienced professionals and upup talent.

**Index Terms**—Mentorship, career guidance, skill development, career growth, mentees, mentors, freelancing marketplace, freelancers, employers, gig workers, project opportunities, AI-driven job matching.

## I. INTRODUCTION

In today’s dynamic and competitive job market, both mentorship and freelancing are critical avenues for career growth and skill development. While seasoned freelancers search for temporary positions that offer flexibility and room for advancement, many aspiring professionals seek advice to help them navigate the complexities of their career paths. Nevertheless, despite the need, there aren’t many cohesive platforms that integrate freelancing and mentoring, which impedes access to project-based work and professional growth.



Fig. 1: Benefits of Mentoring



By developing a comprehensive platform that links mentees with seasoned mentors and offers a freelance marketplace for gig opportunities, this project seeks to meet these needs. This platform is made to make mentorship and freelancing easier with Mitali Singh<sup>1\*</sup> Juhi Malviya<sup>2</sup> Parth Patidar<sup>3</sup> CSIT Dept. Acropolis Institute of Technology and Research, Indore CSIT Dept. Acropolis Institute of Technology and Research, Indore CSIT Dept. Acropolis Institute of Technology and Research, Indore singhmitali1811@gmail.com juhimalviya210688@acropolis.in parthpatidar210752@acropolis.in Ashish Anjana<sup>4</sup> Nidhi Nigam<sup>5</sup> Chanchal Bansal<sup>6</sup> CSIT Dept. Acropolis Institute of Technology and Research, Indore CSIT Dept. Acropolis Institute of Technology and Research, Indore CSIT Dept. Acropolis Institute of Technology and Research, Indore ashish-anjana@acropolis.in nidhinigam@acropolis.in chanchalbansal@acropolis.in features like AI-driven job matching and automated scheduling. It will empower people by bridging the gap between career counseling and employment opportunities. emerging talent to gain valuable insights and support, while also enabling freelancers to expand their networks and portfolios.



Fig. 2: Growth of Professionals

This platform has the potential to revolutionize the Indian labor market by combining freelancing and mentoring, creating a workforce that is knowledgeable and flexible. It will support professional development, skill enhancement, and economic em-

powerment by acting as a resource for both seasoned professionals and those just starting their careers. According to the most widely accepted definition, the platform is a digital infrastructure that facilitates communication and the exchange of goods and services between two or more social groups (Srniczek 2017). This program takes advantage of India's demographic dividend and the growing need for qualified workers by addressing the urgent need for organized mentoring to help students and those just starting their careers. By carefully matching up aspirational mentees with seasoned mentors from a variety of industries, the suggested platform will speed up knowledge transfer, sharpen critical skills, and promote career advancement. Additionally, the platform will include a dynamic freelance marketplace that connects companies looking for specialized short-term or project-based talent with agile gig workers, in recognition of the growing popularity of freelancing. There are now more remote jobs available for freelancers to perform thanks to technological advancements like electronic job delivery and quick Internet connections [1].

## II. PROBLEM DEFINITION

It is a challenge for many people to find the best career advice and freelance work opportunities in today's fast -developing job market. To develop your skills, plan your career, and to make intelligent decisions, young professionals often require help of experienced masters. However, most of the mentorship programs-such as universities or professional networking sites-are not always easy to reach, do not offer adequate industry-specific guidance, or lack individual support. Freelancers also have difficulty in detecting temporary positions that fit their merit. It is difficult for local freelancers to focus on famous freelance marketplaces such as upwork and fiverr because they attract many workers around the world. Freelancers lack the direction required to move forward in their careers as these platforms mainly focus on job posting and do not provide career guidance or mentorship. Many professionals lose out on chances to develop, learn, and make more money because there isn't a single platform that combines freelancing and mentoring. By devel-



oping a comprehensive platform that links mentees with seasoned professionals and assists freelancers in locating local employment opportunities, this research seeks to address this issue. The platform will make career advancement and freelancing more accessible for everyone with features like AI-powered job matching, simple scheduling, real-time chat, and an intuitive marketplace. Prensky claims that a "discontinuity" has emerged and that society can now be broadly divided into two groups: "digital natives" and "digital immigrants." [2]. We can revisit five years of online freelance monitoring and expand the index's scope to include more aspects of the global online freelancing market thanks to a large volume of data and new analytical tools [3].

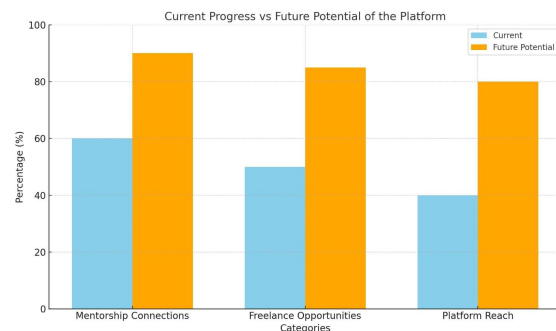


Fig. 3: Comparison of Current and Future Potential

### III. LITERATURE REVIEW

The rapid progress of digital platforms has greatly changed career development opportunities, freelancing, online learning and mentorship. Recent study emphasizes the importance of structured digital mentorship platforms in facilitating professional development. GuidifyMe study introduced an innovative platform, which introduces an innovative platform connecting mentors with the professionals of the industry, which highlights its role in career growth (guidiffme, 2024) [4]. Similarly, a systematic review on mentoring demonstrated how Mentorship promoted skill development, career progress and job satisfaction (academia.edu, 2023) [5]. Another study on virtual mentoring examined the effectiveness of digital mentoring in enabling

global mentor-mentor connections and improving career opportunities (IJRPR, 2023) [4]. Mentorship has also proved to be an important factor in professional success. A longitudinal study on mentoring found that structured mentorship programs significantly increase career results and workplace engagement (2024) [6]. Additionally, a study focusing on mentorship and employee retention highlighted that employees participating in mentorship programs are more likely to live in organizations and report high job satisfaction [7]. This study further discusses the effects of structures advising the good and career development of gold workers, suggests that a structured mentorship model can increase job satisfaction and reduce professional stress. The importance of social capital has also been ascertained in professional platforms. A study on social capital in freelancing emphasized that the reputation system - such as rating, client feedback, and peer verification - play an important role in the success of freelancer (Social Capital Studies, 2022) [8]. A study by Damoska Sekuloska analyzed the impact of digitization on the labor market, focusing on its role as a major indicator of the development of online freelancing and the labor market changes. The study explained how digital technologies have revolutionized labor market dynamics, changing skills demand and new businesses and modes of working (Damoska Sikkuloska, 2022) [9]. Recent figures indicate a significant increase in freelancing. By 2024, there are estimated 76.4 million freelancers in the United States, suggests that the number will be more than 90 million by 2028 (explosion subject, 2024) [10]. This growth is particularly notable between Generation Z, in which more than half of freelance is engaged in work, and 53full -time freelancing (Shrm, 2024) [11]. The has also affected the demand of freelancers by the integration of generic AI tools. A study that examines the effect of Chatgpt revealed the change in demand for freelance jobs, where AI can serve as an alternative or complement of human labor (science, 2024) [12]. Another study on self -respect in Gig work examined how freelancers' previous earnings give shape to contract negotiations and future job expectations (Gig work study, 2022) [13].

The online labor index measured the rapid growth of online freelance work, which reflects the increasing demand for digital services and distance job opportunities (online Labor Index, 2020) [14]. The development of Freelance Marketplace has enabled professionals to bid on projects based on their skills, as exposed in a study on Freelance Remote Job [15][17]. In addition, mentoring is shown to significantly increase employee productivity and retention, with participants in programs reporting higher job satisfaction and career progress.

#### IV. METHODOLOGY

A mixed-method approach will be used to address gaps in mentorship and freelance opportunities, which have been identified. To learn about the needs and challenges of mentors, mentors and freelancers, qualitative research methods such as interviews will be used. In order to collect information on the efficacy of current mentorship models and freelance job platforms, quantitative research will also be carried out using surveys. The study will concentrate on the main issues with mentoring, like scheduling sessions, matching mentors and mentees, and the lack of local opportunities and project management tools in freelancing. The results will guide the creation of a platform that seamlessly combines aspects of freelancing and mentoring.

##### A. Phase 1: Research Approach

A mixed-methods approach is used in this study, combining quantitative and qualitative research methods. Interviews with mentors, mentees, and independent contractors are part of the qualitative component, which aims to comprehend their expectations and difficulties. Surveys to evaluate the efficacy of current mentorship programs and freelance platforms make up the quantitative component. This two-pronged strategy guarantees a thorough examination of the existing situation and the need for an integrated platform.

##### B. Phase 2: Feasibility Analysis

A three-dimensional feasibility study is carried out to guarantee the viability of the suggested system:

- **Technical Feasibility:** Assessment of selected technologies for efficiency, security, and scalability.
- **Financial Feasibility:** Evaluation of possible revenue streams, hosting costs, and development costs.
- **Operational feasibility:** Evaluation of long-term viability, user accessibility, and management

##### C. Phase 3: Data Collection Methods

- **Surveys:** To gauge the demand for a platform that combines freelancing and mentoring, surveys were sent to a wide range of users, including professionals, students, and gig workers.
- **Existing Platform Analysis:** A comparison of the features of existing platforms for freelancing and mentoring in order to find any short comings.

##### D. Phase 4: Technology Stack

- **Frontend:** HTML, CSS, JavaScript, EJS, and Bootstrap will be used to build a dynamic and responsive user interface for seamless interaction.
- **Backend:** Node.js and Express will handle RESTful API requests and real-time communication.
- **Database:** MongoDB will store flexible, scalable data for users, freelancers, mentors, and projects
- **Communication Tools:** The SMTP module will enable real-time chat for freelancer- client interactions.
- **Deployment:** The platform is hosted on Render, utilizing AWS for infrastructure and Docker for containerization.

##### E. Phase 5: User Requirement Analysis

- Held focus groups with students, professionals in their early careers, and seasoned independent contractors to collect requirements.
- Utilized case studies and surveys to pinpoint challenges with the current platforms for freelancing and mentoring.

##### F. Phase 6: Testing and Validation

- **Unit Testing:** Performed on separate modules to ensure accuracy.



- Integration testing: Verifies that various parts work together harmoniously.
- User Acceptance Testing (UAT): This method involves actual users assessing the platform's usability and efficiency.

## V. RESULT

A comparison of the features of existing platforms for freelancing and mentoring in order to find anyA comparative study was carried out to assess the features and efficacy of different professional and freelance platforms. LinkedIn, Upwork, Unstop, ProGuide (user project), and two other platforms— Freelancer and Indeed—were taken into consideration for this study The comparison is based on key parameters such as Networking Opportunities, Job Listings, Skill Development, Freelance Opportunities, and User Engagement. The table shows which platforms are superior in particular areas and offers a comparative overview. Upwork and Freelancer are excellent resources for freelance work, but LinkedIn is particularly notable for networking and skill development. While ProGuide combines several features to provide a comprehensive approach to professional development, Unstop is useful for skill-based competitions and career advancement. Indeed is still a trustworthy source for job postings and interaction.

## VI. FUTURE SCOPE

This platform fills a critical gap in India for localized freelance opportunities and structured mentoring. The platform can help students and early professionals navigate career paths, develop critical skills, and access job opportunities through industry referrals by offering an automated, user-friendly system for matching mentees with mentors. By offering a helpful setting where independent contractors can oversee projects and develop a solid portfolio, the freelance marketplace expands the opportunities for connecting gig workers with nearby employers. Students, job seekers, and independent contractors all over India can access this platform, which makes it easier to enter the job market, improves employability, and builds a more robust and cohesive workforce. based on the most recent statistics from Guru.com from January 2013, Guru.com

Features	LinkedIn	Upwork	Unstop	ProGuide	Freelancer	Indeed
Networking	✓	✗	✗	✓	✗	✓
Job Listings	✓	✓	✓	✓	✓	✓
Skill Development	✓	✗	✓	✓	✗	✓
Freelance Work	✗	✓	✗	✓	✓	✗
User Engagement	✓	✓	✓	✓	✓	✓

Fig. 4: Comparative Analysis of Professional and Freelancing Platforms

has helped more than 1 million users globally finish more than 3 million tasks, exchange more than 7 million files and messages, and generate more than \$150 million in value [17][18] Local freelancers face fierce competition from established platforms like Upwork and Fiverr, which cater mainly to international markets.

## VII. LIMITATIONS

The accuracy of AI-driven job matching, user adoption, and competition from Upwork and LinkedIn are the platform's main issues. Stability of real-time communication, data security, and regulatory compliance are examples of technical issues. While scalability and localization require regional adjustments, financial sustainability depends on efficient monetization. But new developments in AI, business collaborations, and enhanced security might boost its effectiveness.

## VIII. CONCLUSION

This study emphasizes the increasing demand for a platform that combines freelancing and mentoring to assist with skill development and career advancement. The platform offers a complete careerbuilding solution by combining local freelance





opportunities, real-time mentoring, and AI-powered job recommendations. Notwithstanding issues with scalability, data privacy, and market competition, the platform's efficacy may be increased in the future by developments in AI-driven analytics, business alliances, and security measures. All things considered, the system may help close the gap between mentoring and freelancing by providing professionals with the tools they need to grow their careers and their economies.

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