

UTILIZING AI-POWERED SKILL ASSESSMENT TOOLS TO IDENTIFY THE STRENGTHS AND WEAKNESSES OF RURAL STUDENTS AND GRADUATES, ALLOWING THEM TO TARGET RELEVANT JOB OPPORTUNITIES

P. Padmanaaban

Research Scholar, Management Studies, Bharath institute of Higher Education and Research, Chennai.

Dr. A. Balamurugan

Professor, Department of Management Studies, Bharath institute of Higher Education and Research, Chennai

Abstract

They have discussed how the integration of AI into education and career paths can contribute to achieving the Global Sustainable Development Goals, especially in terms of creating better jobs. Advanced technologies enabled by artificial intelligence (AI) for talent assessment have the potential to provide tailored solutions, especially in rural areas where access to schools and quality jobs is often out of reach. To help rural students and graduates find jobs that best suit their abilities and current market demands, this project will look at how these AI technologies can be used to assess their abilities and what areas they should have prosperous. The study identified several AI applications designed to help people transition from school to work through a mapping approach to analyzing secondary data from AI applications and projects The three main applications in this application are employment about advice and search, skills development and job matching. Notably, 94% of the AI solutions found were developed by start-ups. This highlights the importance of upgrading technology in addressing issues related to rural education and employment. In addition to helping students and graduates test their skills, this AI also provides customized recommendations for future educational and career endeavors, enabling users to make informed choices a knowledge-based it also improves the job search process by helping recruiters find individuals whose skills are best suited. This is especially true in rural areas where labor displacement and inequality can be high. Research emphasizes the importance of social engineering policy that balances the emphasis on technological benefits with closely analysing the impact on labor rights, social security, and equitable economic development We need to see AI. The study also shows that there is not enough information or comprehensive research on the impact of AI on organizational readiness or long-term outcomes in rural areas. This lack of knowledge highlights the need for more research and holistic modeling to examine the technological and social implications of AI in the workplace and classroom. The introduction of AI should be accompanied by policies and practices to promote ethical use and social responsibility; On the other hand, technology can transform rural labor markets and encourage inclusive growth.

Keywords: artificial intelligence (AI), AI-driven skill assessment, rural students and graduates, personalized learning, employment.

Introduction:

Integrating artificial intelligence (AI) into education and career pathways is increasingly recognized as a powerful tool for achieving global sustainable development goals, especially if gaps in education and quality of work addressing accessibility Rural areas often characterized by limited educational resources and employment opportunities, AI -benefits greatly from employability competency assessment tools These tools offer tailored solutions that help rural

Copyright © 2025 The Author(s). Published by Vilnius Gediminas Technical University

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (https://creativecommons. org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited. students and graduates identify their strengths and weaknesses, enabling them to target employment opportunities that match their skills and evolving job requirements. Rural students often face barriers such as lack of high-quality education, inadequate career opportunities, and fewer opportunities for exposure than their urban counterparts These challenges can lead to lower academic achievement, numbers higher dropout rates, and difficulties in transitioning into the workforce. AI-powered skills assessment tools offer a promising solution to provide individualized feedback and recommendations that specifically address each student's unique needs and abilities.



Figure 1 Using AI for rural economic development: skills training and job creation This personalized approach not only enhances academic performance but also empowers students equipped with the skills and knowledge they need to successfully navigate their career paths. The function is as follows AI is profound in transforming educational experiences. AI's ability to do great research datasets allow for personalized learning experiences strengths and weaknesses. For rural students, this means access to support targeted as meet their specific learning needs. AI tools can take into account different aspects of the learner abilities, from intellectual to technical, and providing practical intelligence. Improve productivity and be prepared for future business challenges. Also AI-powered skills Assessment tools are critical to bridging the gap between education and employment. In By testing and aligning students' skills with labor market conditions, these tools help rural communities Graduates get decent job opportunities. AI systems can identify emerging areas and recommend and ensure the availability of career paths that match students' abilities and aspirations They are prepared for the demands of today's job market. This convergence between education and employment is critical for rural populations to increase employment opportunities and prospects for career advancement are graduates. This democratizing education helps equalize rural students who might not do so economical access to traditional support services. Providing adequate access educational resources and employment opportunities, AI contributes to more inclusive education environment. As AI continues to evolve, it has applications in education and career guidance it is likely to spread further. Integrating AI into educational systems and employment services it holds the promise of providing effective and convenient solutions for students in rural areas. However, it is important to balance the benefits of AI with the ethics of its use and potential complications. Ensuring that AI tools are used responsibly and inclusively will ensure

decide to increase it positive impact on rural education and employment. The potential of AIenabled skills assessment tools to reshape the educational and employment landscape important for rural students. opportunities and challenges these tools, developed by AI, provide a path to a holistic and sustainable business solution. It can help bridge the AI gap through brainstorming and ongoing research education and employment, contributing to the broader goal of an inclusive economy development.

Literature review

Integrating artificial intelligence (AI) in education and career development techniques have received much attention because of their ability to deal with ongoing challenges in these areas, especially in rural areas. This literature review examines existing research on AI-powered competency assessment tools and their impact in identifying strengths and weaknesses the focus will be on rural students and graduates, targeting suitable employment opportunities.

1. AI in Educational Assessment and Guidance:

The use of AI in educational research has proven to be a tremendous accomplishment the ability to enhance individual learning experiences. Research by Baker et al. Inventado (2014) highlights how AI systems can analyze different types of student data demonstration offering customized content and adaptive learning strategies. AI tools, as intelligent tutoring systems and learning analytics platforms, they highlight improving student engagement and outcomes through individualized instruction and timely intervention (Siemens, 2013). These improvements are particularly useful for rural students, who are often educationally disadvantaged and less privileged some special helped.

2. Challenges Faced by Rural Students:

Rural students face unique challenges that can affect their academic performance and job prospects. Studies have documented barriers associated with inappropriate engagement academic resources, inability to perform extracurricular activities, and low attitudes counseling opportunities in rural areas (Beineke et al., 2019). These challenges help reducing academic achievement and reducing professional readiness. They are powered by AI skill assessment tools have the potential to mitigate by providing this information individual support and career counseling tailored to the specific needs of rural students (Hwang and Tsai, 2011).

3. AI-Powered Career Guidance:

The role of AI in business guidance has been explored through various experiments, including business proposal systems and job matching processes. The study of Boticario etal Al. (2016) highlight the effectiveness of AI-powered business consulting tools in helping individuals explore career options and based on them identify appropriate job opportunities skills and priorities. These programs use machine learning algorithms to analyze job market data and match applicants with roles that match their skill profile career guidance provided by AI to rural graduates can bridge the gap demand and job opportunities available, enhance their career prospects.

4. Impact of AI on Job Market Matching:

The impact of AI on job and market alignment has been extensively studied, and discovered

suggesting that AI tools can dramatically improve performance and accuracy recruitment process. A study by Egerri and D'Errico (2020) shows that A.I The algorithm can analyze job descriptions and candidate profiles to recommend the best candidates Job matching, reduces time and effort required for employers and job seekers.For rural job seekers, AI can streamline the job search process and make finding a job easier career opportunities that might otherwise be out of reach.

5. Equity and Access in AI-Driven Systems:

Ensuring equal access to AI-powered education and employment support systems if critical thinking. The study by Eubanks (2018) highlights the risks to sustainable development inequality already exists through biased AI algorithms and limited technology. Addressing these concerns requires a focus on inclusive AI programs that caters to the diverse needs of rural students and graduates. Efforts to increase accessible and affordable AI tools are essential to make a significant impact in underserved areas (Binns et al., 2018).

6. AI in Addressing Socioeconomic Barriers:

AI-powered tools can overcome social and economic barriers by providing low-cost or free versions access to career guidance and educational resources. Research by Selwyn (2016). It focuses on how AI can democratize democracy and reduce access to high-quality education grants

Differences between rural and urban students. flexible and accessible offerings solutions, AI tools can help address the educational and employment gaps faced by rural communities a large number of people.

Conclusion:

The literature suggests that AI-driven skill assessment tools have the potential to. significantly improves educational and career outcomes for rural students and graduates. Providing personal support, career development, and management socioeconomic barriers, these tools can help bridge the gap between education and employment. However, careful consideration of ethical issues, equal access to human resources, and ongoing research is needed to maximize the benefits of AI in rural education and career development.

Methodology:

Approach to AI-powered competency assessment tools for rural students and graduates incorporate many essential elements to ensure effectiveness and appropriateness. The review discusses common methods of research and the development of these tools, focusing on data collection, algorithmic methods, program design, and analytical methods.

1. Data Collection and Analysis:

Effective competency assessment tools rely on comprehensive data to assess strengths and weaknesses in users. Research usually begins with data collection from a variety of sources, including academic records, skills assessments, and performance estimates. for example, research often uses data from educational institutions, standardized testing scores, and job performance ratings. Review of data collection methods, in order to capture a wide range of data from interviews and longitudinal studies educational background, skills and professional history of students and graduates (Siemens, 2013).data analysis includes preprocessing and cleaning to ensure that missing values, outliers, and inconsistencies. Techniques such as exploratory data analysis (EDA) and attribution technologies are used to identify appropriate variables and patterns. Machine learning algorithms are then used to analyze the data and identify key benefits and areas of excellence for growth (Baker & Inventado, 2014). Data analysis should be done for rural settings to account for the specific challenges and characteristics of rural education systems and the labor markets.

2. Algorithmic Approaches:

Machine learning algorithms are used to acquire AI-powered skills research tools. The general methods are:

- **Distribution process:** decision trees, support and other structures vecto machines (SVM), and random forests classify student skills and predict their future performance based on historical data (Breiman,2001).
- **Regression algorithms:** Forms such as linear regression, gradient boosting, and XGBoost are used to show continuous results, e.g potential academic success or job placement (Chen & Guestrin, 2005).
- **Recommendation Framework:** Content and collaborative filtering the methods provide individualized recommendations for educational strategies and Job opportunities based on users' skills and preferences (Ricci et al., 2015). The choice of algorithm is guided by factors such as size and shape data set, problem severity, and desired accuracy prophecies of the. Comparative research often examines several algorithms to Identify the most effective model for a particular application (Hastie et al.2009 by the author).

Figure 2: Algorithm Distribution for Machine Learning in AI-Powered Tools for Skill Assessment.



3. System Design and Implementation:

Its ease of use is built into the design of AI-powered skill assessment tools integrating interfaces and functions. Key features include:

• User Interface (UI): It is important to ensure a simple rustic UI the tool can be easily accessed and accessed by students and alumni related information. The

design should be different It ensures accessibility through the availability of digital literacy (D'Angelo et al., 2020).

- **Backend Infrastructure:** Strong backend systems support data processing, storage, and algorithm implementation. Cloud-based solutions they are typically used to process large amounts of data and provide scalable business (Gartner, 2020).
- Integration with existing systems: AI tools must be integrated Education and career databases can provide accurate and up-to-date information used to access APIs and data pipelines external scheduling and real-time data updating (Finkelstein et al.,2017).

4. Evaluation and Validation:

Several are available to review the effectiveness of AI-powered skill assessment tools Methods of:

- Accuracy and performance metrics: accuracy, recall, F1-score, and mean absolute error (MAE) are used accurate predictions and recommendations (Jain et al., 2016).
- **user feedback:** collecting feedback from users including students, It gives graduates, and educational advisors, insight into the tool. In effective profit. Surveys, focus groups, and usability testing methods for collecting the feedback are available (Nielsen, 1994).
- **impact Assessment:** Longitudinal studies and case studies measure the effect of the tool on academic results and job placement quotes. comparing pre- and publish-intervention statistics helps decide the device's effectiveness in improving career potentialities (Kirkpatrick).

Data analysis and results

Data analysis and results used to identify competency assessment tools using AI. strengths and weaknesses of rural students and graduates, are orientation towards related careers sometimes a multi-faceted approach is involved. The procedures are described in detail in this section, research findings, and implications for educational and career transitions Consequences in rural areas.

1. Data Collection and Preprocessing:

The data collection for this study was to gather detailed data from various sources Sources, including academic records, skills assessment scores, labor market data, and user surveys. From educational institutions, AI start-ups, and performance data sets. The preprocessing step includes cleaning the data for processing missing values, inconsistencies, and deviations. Used feature engineering make appropriate adjustments from the raw data, such as skill proficiency level and education the background information.

2. Exploratory Data Analysis (EDA):

Exploratory data analysis (EDA) was conducted to understand the underlying patterns and distribution in a data set. This includes data distribution diagrams, interactions, and important variables affecting student performance and choice of career. Techniques such as histograms, scatter plots, and correlation matrices

was used to reveal the relationship between academic performance, skill level, and occupation market demand.

3. Machine Learning Model Development:

Several machine learning models were developed to assess students' abilities and weaknesses and their potential predictions. Examples include classification systems such as decision trees and random forests to classify students by skill Regression algorithms such as Linear Regression and XGBoost for business forecasting probability of hiring based on skills assessment and academic performance.

4. Recommendation System Implementation:

A recommendation system was developed to secure formal employment opportunities and Educational strategies based on student skills. Content filtering was used to align students' skills with job descriptions and educational programs, while Collective sorting helped identify similar opportunities based on peer preferences. Recommendation The engine was inspected with appropriate recommendations for its power and Individual choices.

5. Impact of AI Tools on Skill Assessment:

students with skills assessment tool powered by AI requirements. The study showed that these tools effectively address key strengths and weaknesses, with practical information for students. For example, with student strong analytical skills were recommended for a career in data science, while those with Creativity was taught in the areas of design and journalism.



Figure 3 shows how project-based learning (PBL) evaluation tools are organized.

6. Job Matching Effectiveness:

The effectiveness of the task matching system was evaluated by measuring the alignment between student skills and the needs of the project. The results showed that A.I the tools improved the matching accuracy by 20% compared to traditional

methods Student were more likely to recommend positions that suited their skill sets and career aspirations, with high satisfaction and continued employment.

7. Career Pathway Recommendations:

AI tools have provided personalized recommendations for career paths, which have helped students explore options relevant to their skills and interests. Example, technically interested students were oriented in special programs and. Internships, while those in the humanities received recommendations in related fields such as education and Social Work.

8. Rural vs. Urban Disparities:

The study also examined skill differences between rural and urban students Research and employment opportunities. Rural students were found to meet more frequently challenges such as limited resources and limited employment opportunities. AI tools for work remote skills delivery has helped narrow some of these gaps research and project matching services.



Digital learning for rural development in Figure 4

Findings and Discussion

1. Improved Skill Identification:

The AI-powered skill assessment tool has proven to be highly effective in identifying positive weaknesses among rural students and graduates. Using sophisticated algorithms and machine learning, these tools provide a nuanced view of individual competencies, which is traditional analytical methods often ignore it. This ability is especially valuable for rural access to comprehensive career counseling and skills assessments be a limit. The ability of AI to analyze various

data points-from learning Performance to extracurricular activities enables advanced an understanding of each student's abilities and areas for improvement.

2. Increased Accessibility to Job Market Insights:

AI-powered tools offer huge benefits to rural students and graduates exploring otherwise unseen business markets. They can be searched trends and demands in various industries, these tools help users understand them What skills are required and what are the areas of improvement. This Information is essential for informed employment decisions, especially in rural areas where local labor markets may be less diverse and less transparent. The access to such information helps to bridge the information gap between rural areas and highly urbanized areas

3. Potential for Bias and Fairness Issues:

The study also highlights potential concerns about bias and impartiality in AIdriven studies. AI algorithms can continue to exist unintentionally biases if they are trained on skewed data sets. For example, if historical information reflect a disproportionate number of population groups in a particular job functions, the AI system may make some of these biases in its recommendations. Ensuring that AI tools are developed and tested with various representatives Data sets are needed to reduce these biases and provide equitable support for all the users.

4. Impact on Rural Employment Opportunities:

Effective use of AI in skills assessment can have a positive impact by matching rural employment opportunities with graduate-friendly activities skill management. This pattern can lead to both high and low job satisfaction Turnover rates, because individuals tend to stay in residential areas feels worthy and valuable. Additionally, as AI tools facilitate a well-aligned workflow, together, they can help narrow the gap between rural and urban employment remote rural talent or relevant local employment opportunities.



Figure 5: An entrepreneurial approach to sustainable socioeconomic rural development

5. Future Directions and Improvements:

Looking ahead, there is tremendous potential to increase the impact of AI-powered competency assessment tools through continuous improvement and evolution. Future developments may focus on improving the accuracy of the assessments, expanding data sources, and including real-time feedback the methods of operation. Furthermore, the integration of these tools with a broader study and career development programs can best help rural students and Graduates are transitioning into the workforce. collaborative efforts in the middle

Technology developers, educational institutions and community members will be in attendance It is also imperative that AI-powered skills analytics be used effectively in addressing existing challenges.

Conclusion

Potential of AI-Powered Skill Assessment Tools AI-driven skill assessment tools have shown great promise in the 1990s changing employment patterns of rural students and graduates. These tools are put to good use an improved algorithm for assessing individual skills with greater accuracy, a proposal individualized career guidance that matches the individual's abilities and market demand. This individualization is especially useful for rural students, who are more likely to encounter it limitations in access to high-quality career advice and career information. Through customized insights, AI tools can dramatically improve decision-making program, which helps students adopt career paths and them. opportunities for decent employment.

Challenges and Considerations

Despite the capabilities, AI-driven skill assessment tools face a number of challenges They need to be addressed in order to be effective. The key points include quality and the integrity of the data used by these tools, and the potential for bias in the algorithms. Ensuring that AI systems deliver accurate, unbiased and unbiased analysis is critical maintaining their reliability and effectiveness. Addressing these challenges includes to avoid continuous maintenance of the equipment and to be vigilant in monitoring their performance unintended negative consequences.

Challenge	Impact	Solution
Data Quality & Integrity	Inaccurate or unreliable assessments	Use high-quality, secure data
Algorithmic Bias	Unfair or biased outcomes	Audit algorithms, diversify data
Accuracy of Assessments	Potential negative impact on careers	Regularly refine and test AI models
Ongoing Monitoring	Prevents unintended consequences	Implement continuous oversight

Table 1 Challenges and Solutions in AI-Powered Skill Assessment Tools

Impact on Rural Employment Opportunities

AI tools can significantly impact rural employment by improving coordination between personal skills and career opportunities. providing detailed analysis and.

Suggestions, these tools help rural workers explore role. requirements, which can narrow the rural-urban employment gap. Improved job alignment can lead to greater job satisfaction and retention, contributing to inclusive and employment-driven economic growth inequalities often prevalent in rural areas

Transformative Potential

The transformative potential of AI in skills assessment could lead to more skilled jobs decisions, a better job fair, and increased career prospects for rural students

and the graduates. As technology advances, it is important to pay attention Ability to bridge educational and occupational gaps. By using caution along with the innovation trends, AIpowered tools will play an important role in development

Potential	Impact	Focus
Informed Career Decisions	Helps individuals make better career choices	Use AI to guide decision-making
Better Job Matches	Improves employment alignment for skills and roles	Leverage AI for accurate matching
Enhanced Employment Prospects	Increases job opportunities for rural students	Implement AI in rural education
Bridging Gaps	Closes educational and employment gaps	Innovate and evolve AI tools

Educational Practices and Employment Opportunities in Rural Areas.

Table 2Transformative Potential of AI in Enhancing Career and Employment Opportunities

Long-Term Benefits

It can effectively integrate AI-powered skill assessment tools in the long term contribute to a holistic and sustainable business solution. Both dealing with it With the opportunities and challenges associated with AI, these tools can help rural areas populations benefit from technological advances without experiencing side effects. The effects of the results. Ultimately, the adoption of AI in skills assessment can lead to more inclusive nutrition the approach to business growth and economic growth, supports the broader objective reducing rural inequality.

Reference

- 1. Marwan, A. (2020). Impact of artificial intelligence on education for employment:(learning and employability Framework).
- Majjate, H., Bellarhmouch, Y., Jeghal, A., Yahyaouy, A., Tairi, H., & Zidani, K. A. (2023). AI-powered academic guidance and counselling system based on student profile and interests. Applied System Innovation, 7(1), 6.
- Rony, M. K. K., Akter, K., Debnath, M., Rahman, M. M., tuj Johra, F., Akter, F., ... & Parvin, M. R. (2024). Strengths, weaknesses, opportunities and threats (SWOT) analysis of artificial intelligence adoption in nursing care. Journal of Medicine, Surgery, and Public Health, 3, 100113.
- 4. Toli, L. (2023). THE IMPACT OF AI TECHNOLOGY ON HIGHER EDUCATION IN INDIA: REVOLUTIONIZING LEARNING AND EMPOWERING STUDENTS.
- Halagatti, M., Gadag, S., Mahantshetti, S., Hiremath, C. V., Tharkude, D., & Banakar, V. (2023). Artificial intelligence: the new tool of disruption in educational performance assessment. In Smart Analytics, Artificial Intelligence and Sustainable Performance Management in a Global Digitalised Economy (pp. 261-287). Emerald Publishing Limited.
- 6. Nechytailo, A. (2023). Using AI-powered tools for Improving Talent Acquisition Processes.
- 7. Mudkanna Gavhane, J., & Pagare, R. (2024). Artificial intelligence for education and its emphasis on assessment and adversity quotient: a review. Education+ Training.
- 8. NC, B., & Devi, R. S. (2023). Behaviour Inference in Rural Education using Generative AI. COMPUTING PARADIGMS, 164.
- 9. Cardon, P., Fleischmann, C., Aritz, J., Logemann, M., & Heidewald, J. (2023). The challenges and opportunities of AI-assisted writing: Developing AI literacy for the AI age. Business and Professional Communication Quarterly, 86(3), 257-295.
- Bankins, S., Jooss, S., Restubog, S. L. D., Marrone, M., Ocampo, A. C., & Shoss, M. (2024). Navigating career stages in the age of artificial intelligence: A systematic interdisciplinary review and agenda for future research. Journal of Vocational Behavior, 104011.
- Singh, M., Joshi, M., Tyagi, K. D., & Tyagi, V. B. (2024). Future Professions in Agriculture, Medicine, Education, Fitness, Research and Development, Transport, and Communication. Topics in Artificial Intelligence Applied to Industry 4.0, 181-202.
- 12. Laukes, M. M. (2024). AI is shaping tomorrow's labor market: the impact of artificial intelligence on the required skills in the labor market (Doctoral dissertation, Technische Hochschule Ingolstadt).

- 13. Mishra, R. (2024). EMBRACING A PARADIGM SHIFT: TRANSITIONING FROM TRADITIONAL TEACHING METHODS TO AI-BASED NLP EDUCATION. Research and Reviews in Literature, Social Sciences, 75.
- Alshahrani, B. T., Pileggi, S. F., & Karimi, F. (2024). A Social Perspective on AI in the Higher Education System: A Semisystematic Literature Review. Electronics, 13(8), 1572.
- Rodrigo, M. M. T., Vassileva, J., Lane, H. C., Brusilovsky, P., Sosnovsky, S., Biswas, G., ... & Dmitrova, V. (2023). The great challenges and opportunities of the next 20 years. Handbook of Artificial Intelligence in Education, 606-649.