

BOSCH's Response to India's Development and Growth through Employability Enhancement (BRIDGE)

Through their Corporate Social Responsibility (CSR) efforts, Bosch has earned worldwide acclaim for their passion and dedication to caring for the socially and financially disadvantaged. Since the 1960s, Bosch has set new standards in influencing youngsters, particularly in India, through skill-based training and apprenticeship programmes. BRIDGE, which continues the legacy of vocational training, meets the need for building one's self-identity and self-confidence by placing them in a structured or semi-organized sector employment and then offering them several paths to further their education.

The innovative thoughts have made Bosch to design a short vocational training programme for the unemployed youths. BRIDGE- BOSCH's Response to India's Development and Growth through Employability Enhancement, is to help underprivileged students who have completed their 10th Standard and dropped out in the 11th or 12th standard or in any other course and who have reached the age of 18year. These students are brought together and given a platform where they are given two months' continuous training on various areas such as communication skills, Personality development, customer service, basic computer knowledge, spoken English etc.

BOSCH is doing this initiative as part of its CSR programme in conjunction with the Department of Social Work and Sociology at CHRIST (Deemed to be University), which is coordinated by the Centre for Social Action, CSA. Since 1999, CHRIST (Deemed to be University) has been making a tangible contribution to urban slum and rural village societies through CSA, emphasizing on the development of women and children. For the first time, BOSCH achieved recognition through the private sector and an educational institution. They had previously solely worked with the government. Both the institutions share a common aim wherein the focus is on the development of individuals who are from economically disadvantaged families, unemployed or lack in skills to earn a living.

BRIDGE is a platform for the students to begin their career and opens wide vistas of opportunities. It helps the learners to be independent, qualified and enables them to support their families.

According to data, of the 288 deserving applicants who were trained, 80% were placed in various industries, and 20% were strongly motivated to continue their study.

Several young applicants from various CSA project areas (rural and urban) and children of university support staffs have benefited from this initiative.

One of our trainees Ms. Nisha says that "the training has not only helped me to improve my skills and get me a job, but university has provided me so much of motivation that I want to continue my higher education along with my work, so that I can support my family for better living."

Mr. Dhanush, a 2nd PUC drop out discontinued his studies as he was not motivated enough to have an aim. However, his interactions with the MSW students of our university, during their Service-

Learning hours, inspired him to complete his education. He cleared his backlogs and took up Bachelors in Social Work at St. Joseph's Arts and Science Collage, Bengaluru. He was highly motivated to take up MSW for his further studies and to touch people's lives.

After completing their two-month continuous training programme, these trainees are 100% placed in various firms such as BPO, Retail, Sales and Service sectors as sales executive, marketing executive, promotion executives, office assistant, lab assistant, loan processing executives, retail executive, key accounts executive, and so on. Businesses such as PVR, Team Lease, Chai Point, and Quess are regularly recruiting trainees for entry level jobs with salaries ranging from Rs. 10,000/- to Rs. 12,000/- per month



As part of their Community Service and Customer Service, students made Christmas and New Year greetings



Fr Ligin Abraham Visited the Bosch Class, engaged with the students, and educated them on the value of education and skills in their job skills



Mr. Ranganath, Chief Minister's Adviser, visited the Bridge aspirants and inspired them.



Distribution of study materials in the presence of Dr. Fr. Jose CC, Dr. Victor Paul, Director CSA



Lions Club and Team Awareness Workshop



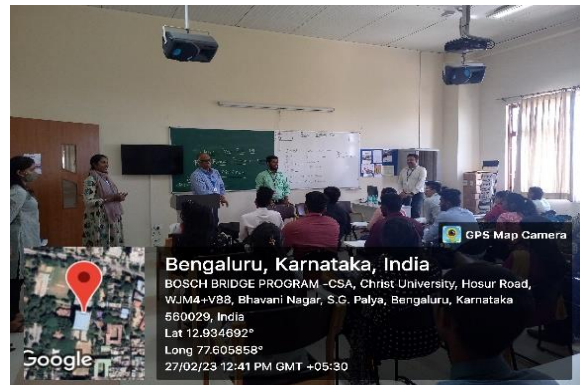
Bank Zone interviews candidates and issues Offer Letters.



Bosch Bridge Partners Meet



Bosch Car Service Placements



Placements

Batch No.	Year	No. of students	Trainees placed in various Jobs	Trainees continuing their education
1	2016	24	23	2
2		25	24	1
3	2017	13	9	4
4		15	10	4
5	2018	9	7	2
6		9	9	0
7		22	19	3
8	2019	26	16	10
9		25	25	-
10		12	9	3
11	2021	17	15	1
12		17	15	1
13	2022	15	15	-
14		18	18	-
15		21	21	-
16	2023	20	20	-
Total		288	255	31