

BRIDGE PROGRAM (CSR Activity of BOSCH)

BRIDGE (Bosch's Response to India's Development and Growth through Employability Enhancement) is a pioneering Bosch CSR program that helps fulfilling the growing need for skilled manpower across sectors in India.

This 3-month short-term program has been designed and developed by Bosch with focus on employability and life skills and delivered by Bosch through BRIDGE Centers across India. Bosch reaches out to school dropout youth from underprivileged backgrounds who are between the ages of 18 and 25, and not in education, employment or training (also known as youth in the NEET category).

B.P. National Institute of Social Work, Nagpur has successfully completed first batch of Bosch training program with 16 students and all of them are placed in various organizations with good designations

Objective

The objective of this job-oriented program is to utilize Bosch's already established skills development competence to deliver a unique vocational training model for making underprivileged children employable, thereby providing a pool of high quality skilled manpower, mainly to the services industry.

BRIDGE PROGRAM

1. **Strength of students - 25**
2. **3 months duration - 6 days a week for 4 hours.**
3. **Attendance** is compulsory
4. **Rs 3,000/- fees per student.**
5. **Qualification required** – 10th, 12th, or Undergraduate
6. **The age – 18 to 25 yrs.**

Course Content:

- Communication skills
- Life Skills
- Personality Development & Self Grooming
- Customer Care Service
- Self-presentation and Interview Skills
- English Speaking
- Computer Skills
- On-the-Job Training

Every day, students get one hour coaching on Spoken English, Basic Computers (with hands-on experience) and Value Education. The training is conducted with games, role plays and other activities based on 'Learn with Fun' concept.

Placement

After completion of the BRIDGE program, Bosch provides 100% job placement assistance to the candidates in finding job in semi-organized or organized sectors. They are guided by the BRIDGE Trainers and Coordinators at their Center location, who are supported by a full-time central Placement Officer. BRIDGE candidates have been employed in the sectors, including, but not limited to:

- Automotive Dealerships
- Telecommunications
- Hospitality
- Retail Outlets
- ITES/BPO
- Customer Service Assistant
- Sales Assistant
- Warehouse Assistant
- Spare Parts Assistant
- Retail Assistant