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

Vocational Training Program for Unemployed Youth
Bosch Competence on Vocational Training

The Bosch Group has successfully deployed its German model of vocational training (multi-skilling and hands-on approach) all over the world in order to ensure consistency in qualification levels and sustaining quality in products globally. Bosch Vocational Center (BVC) continues this tradition in India and is recognized for bringing out young accomplished professionals capable of meeting today’s demanding industry requirements. Started in 1961, over 6,500 apprentices have been trained so far; among those who have won 231 gold medals at the All-India Competitions held by the Directorate General of Training (DGT), Ministry of Skill Development & Entrepreneurship, Government of India. BVC has also been conferred the Best Establishment Award 51 times (15 times in a row) by the President of India.

Bosch Vocational Training Models

Bosch Limited offers the following 3 models of vocational training:

1. Apprenticeship Program
   Long-term career-oriented training in 9 trades for apprentices in the latest curriculum with hands-on experience guided by industry experts.

2. BRIDGE
   An exclusive short-term job-oriented training program designed, developed and delivered for underprivileged school drop-out youth.

3. Artisan Training
   To create high quality skilled Artisans that seek for 3 months. Training is based on German concepts of Grundschule (thoroughness) and Leidenschaft (passion).

Making school dropouts employable

India has the world’s largest youth population with over 65% of the population under the working age of 35. Though educational achievements have risen sharply in recent years, gaining a foothold in the job market remains a dream for many young Indians, especially the underprivileged.

Millions of young people in rural and urban areas face serious problems of unemployment and underemployment. Among them is seen a high rate of school dropouts, close to 56%. Financial constraint has been singled out as the key reason for children dropping out from schools, besides poor quality of education, needing to support one’s family at an early age, no proper knowledge about the job market and lack of job skills.

In response to this nation-wide challenge, Bosch has developed a short-term, job-oriented program called BRIDGE, which is a pioneering Bosch project that combines Bosch’s Skills Development competence and deploys a unique vocational training model for making school dropout youth employable, thereby providing a pool of high quality skilled manpower to the industry.

The sole aim of BRIDGE is to bring unemployed youth in NEET into the mainstream of society.

About Bosch Limited

Bosch Limited is the flagship company of Bosch Group in India. Here are a few facts about Bosch Ltd:

- **Corporate Headquarters**: Bengaluru
- **Revenue**: ₹9,570 crores (in 2014)
- **Manufacturing Facilities**: in Bengaluru, Nashik, Naganathapura, Jaipur, Goa, Gangaikondan, and Bidadi

With sustainability in its DNA, and with responsibility as one of its integral values, Bosch offers BRIDGE.

About Bosch India

Bosch has been in India for over 90 years. Since the beginning, the company has garnered a reputation for offering technology solutions and best-in-class services to meet the growing demands of this young and vibrant country. Here are a few facts about Bosch in India:

- **Year started**: 1922
- **Core operations**: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy & Building Technology.
- **No. of manufacturing sites**: 14
- **No. of Employees**: 29,000 associates
- **No. of patents filed**: 150 (in 2014)
- **Consolidated Revenue**: ₹15,250 crores (in 2014)

Bosch operates in India through 9 companies:

1. Bosch Ltd.
2. Bosch Chassis Systems India Ltd.
3. Bosch Rexroth India Ltd.
5. Bosch Automotive Electronics India Pvt. Ltd.
6. Bosch Electrical Drives India Pvt. Ltd.
7. BSH Home Appliances Pvt. Ltd.
8. ETAS Automotive India Pvt. Ltd.
9. Robert Bosch Automotive Steering India Pvt. Ltd.

About Bosch

For over 125 years, the Bosch name has been synonymous with engineering excellence. Here are a few facts about the Bosch Group in a nutshell:

- **Year started**: 1886
- **Global Headquarters**: Stuttgart, Germany
- **Founder**: Mr. Robert Bosch (1861-1942)
- **No. of Employees**: 375,000 associates worldwide (as of December 31, 2015)
- **Sales generated**: 70 billion euros in 2015
- **No. of Subsidiaries**: 440
- **Global presence**: Represented in 150 countries
Learning Kit

Separate text books (developed by Bosch) are provided for BRIDGE students on each module ranging from Communication Skills and Personality Development to Customer Service and Spoken English. These educational resources are designed to help BRIDGE students focus on industry and job specific skills as per the current job market requirements.

Classroom Training

BRIDGE classes are held in BRIDGE Centers across India. All the classrooms are equipped with modern teaching and learning facilities including desktop computers, a projector and screen etc. and they offer a congenial and safe atmosphere for learning.

On-the-Job Training

As part of the BRIDGE program, candidates receive 2 weeks of on-the-job training (internship) at a local company to help them get prepared for the world of work. This training enables BRIDGE students to learn a trade or skill by working alongside an experienced staff in a particular sector or role.

Certification & Job Offers

After successfully completing BRIDGE Training, candidates receive BRIDGE certificates (from Bosch) and offer letters at Valedictory Sessions.

“I was a PUC dropout looking for a job. I joined the BRIDGE Program which helped me to improve my ability to speak in English. It is a very good program which helped me to learn new skills and get a positive attitude about life. After the BRIDGE Program, I got selected as a Sales Executive in Maruti Suzuki.” - Pavan H.B, Karnataka
Training the Trainers (TTT)

One of the biggest challenges in scaling up vocational training initiatives in India is the shortage of trained trainers. To address this gap, Bosch has designed an exclusive 'Train the Trainer' program, which covers:

- Student Mobilisation
- BRIDGE Modules Delivery
- Counseling Skills
- Placement Process
- Bosch Qualification for Trainers

More than 200 trainers have been already trained.

Public-Private Partnership (PPP)

Bosch has tied up with the State Governments of Maharashtra, Karnataka and Rajasthan to upgrade 88 ITIs in total through a PPP model. This includes modernisation of curriculum at the ITIs, soft skills training for BRIDGE Students and setting up a Bosch Technical Lab.

MoU with the Government of Maharashtra to upgrade 30 ITIs exchanged in the presence of the Chief Minister, Mr. Devendra Fadnavis.

For further information, please contact:

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