

BRIDGE

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



BOSCH

Invented for life



Less-educated, Unemployed Youth



Demand-driven Modules and On-the-Job Training



Job Placement Assistance

Focus on
Employability

**“Towards Eliminating Unemployment:
One Youth at a Time”**

Skilling India for a Better Tomorrow



A Legacy in Skilling

For over 50 years, Bosch in India has developed extensive expertise in the realm of occupational training which helps the company in ensuring products of high quality standard. Since the establishment of Bosch Vocational Center (BVC) in 1961, Bosch has successfully implemented the German 'Dual' Model of vocational training suited to Indian industry requirements.

Need for Skilling

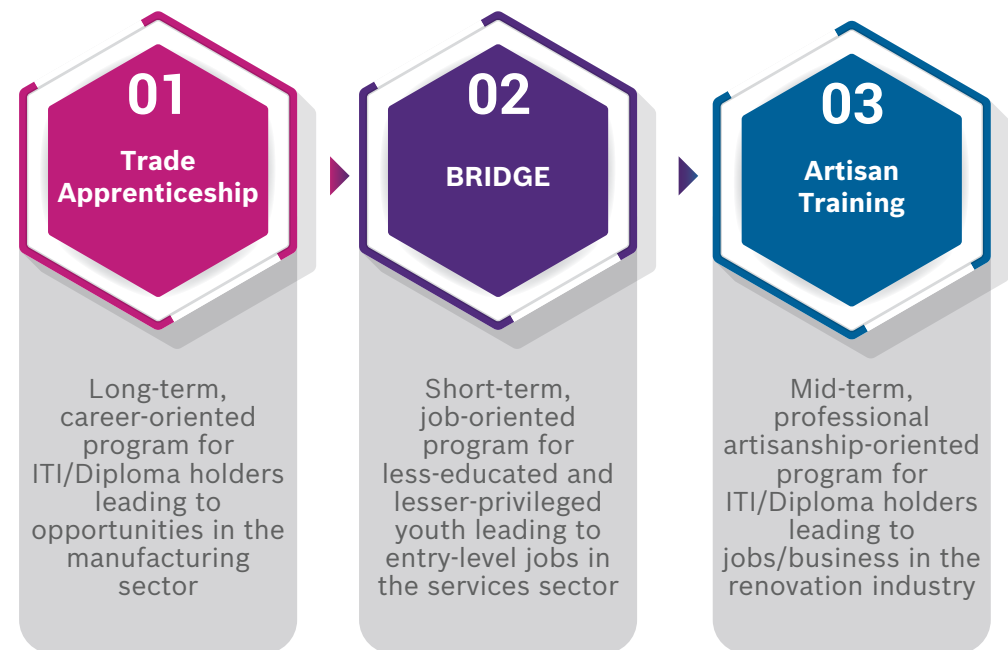
One million youth reach the employable age every month in India, but only 7% or less undergo vocational training. Hence skill training has become an imminent national need to make the remaining youth employable and connect them to employment.



BOSCH INDIA SOCIAL ENGAGEMENT

Bosch's 3 Skill Development Models

India is at the cusp of a demographic opportunity. On one hand, job opportunities are being created in the industry, while on the other, the shortage of skills is making more young people unemployable. To fill this gap, Bosch offers three distinct skill development models, which provide clear pathways to build a stronger future.



Bosch apprenticeships enable many young people to get a head start in their manufacturing careers. So far, over 3,500 apprentices have been trained in 9 trades. Besides Trade Apprenticeship and BRIDGE, Bosch also trains Artisans in Carpentry, Electrical and Plumbing. Over 680 Artisans have been trained so far.

BRIDGE

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

BRIDGE (*Bosch's Response to India's Development and Growth through Employability Enhancement*) is a pioneering social engagement initiative of Bosch India to make less-educated youth employable and bring them into the mainstream of society, thereby creating a pool of highly skilled manpower for the industry. It was started in 2013 and has earned notable recognitions, including the FICCI CSR Award for Skill Development, both during 2016 and in 2020.



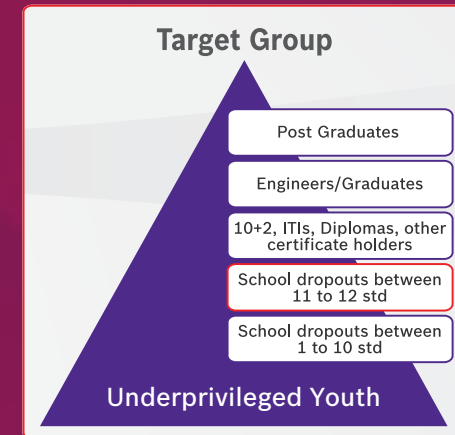
An End-to-End Skill Development Model

- ▶ BRIDGE includes classroom training on soft skills such as life skills, communication, self-presentation, industry-specific skills, Community Development (suggested) and on-the-job training (internship).
- ▶ Students get a Bosch Learner Kit, job placement support and certification from Bosch after completion of the BRIDGE Program.
- ▶ Offered to lesser-privileged youth across India through BRIDGE Centers operating in ITIs, pre-university colleges/higher secondary schools, MSW colleges, universities and private vocational institutes.

8 DECENT WORK AND ECONOMIC GROWTH



Making Less-educated Youth Employable



The Process



Bosch Learner Kit





Honourable Prime Minister Shri. Narendra Modi and the German Federal Chancellor, Dr. Angela Merkel listening to few BRIDGE alumni who shared their success stories during the dignitaries' visit to Bosch Vocational Center (BVC) in Bengaluru.



Above: A BRIDGE Valedictory session where students are holding certificates and job offer letters.

Demand-Driven Modules

Soft Skills

Life Skills

Communication Skills

Customer Service

Personality Development

Interview Skills

Industry & Job Skills

Industry-specific Skills

Job-specific Skills

Social Skills

Community Project

Hands-on Experience

On-the-job Training (internship)

One hour every day: Spoken English, Basic Computer and Value Education

Program Benefits

Post completion, Bosch assists them getting their first job in semi-organised or organised sectors. With the help of those earnings, participants can further their studies.



Training of Trainers



Capacity Building

a) Training The Trainer (for BRIDGE)

One of the key challenges in scaling up vocational training initiatives in India is the shortage of trained trainers who have the competence to impart employability skills to the target youth. To address this gap, Bosch has designed an exclusive 'Train the Trainer' (TTT) program, which covers:

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



Joint Certification with MEPSC (Skill Sector Council)

b) Developing Technical Trainers

Besides building capacity for job skills training (BRIDGE), Bosch also trains Engineering Graduates to become Technical Trainers in the vocational training industry. The first batch of these Trainers are seen (pictured bottom right) with the Executive Director & COO of National Skill Development Corporation (NSDC), during his visit to the Bosch Vocational Center (BVC) in Bengaluru.

**Bosch's BRIDGE program
has won the following
notable recognitions:**

2016

- **FICCI CSR Award** for Education, Livelihood and Skill Development, New Delhi

2019

- **NHRD Award** for CSR Best Practice (Skill Development), Bengaluru
- **6th CSR Impact Award** by CSRBox, New Delhi

- **IndiaCSR Award** for Skill Development

2020

- **FICCI CSR Award** for Education, Livelihood and Skill Development, New Delhi

Awards and Recognition for BRIDGE



6th CSR Impact Award



NHRD Award



IndiaCSR Award



FICCI CSR Award

We Skill

8 DECENT WORK AND
ECONOMIC GROWTH



Creating Multipliers

To scale up BRIDGE and create a multiplier effect in skilling India with other Bosch and non-Bosch programs, Bosch has joined hands with like-minded private and public sector organisations. These include:

- ▶ **Corporates** (e.g. TATA Steel, Sleepwell Foundation)
- ▶ **Sector Skill Councils** (e.g. MEPSC)
- ▶ **Supporting 'Skill India'** (BRIDGE at PMKKY and PMKK Centers)
- ▶ **Public-Private Partnership** (upgrading 88 Government ITIs in Karnataka, Maharashtra and Rajasthan)
- ▶ **Industry-Academia Collaboration** (Partnership with Universities)



Vice-Chancellors of various Deemed Universities across India at a University Leaders Meet for Skill Development held at Bosch in 2019

**“Towards Eliminating Unemployment:
One Youth at a Time”**



BRIDGE Students, Alumni, Trainers and BRIDGE Center Partners with few Bosch CSR Committee members and Bosch leaders during the BRIDGE program's 7th Anniversary celebration at Bosch, Bengaluru, on 27th January 2020

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It is my intention, apart from the alleviation of all kinds of hardship, to promote the moral, physical and intellectual development of the people.

Robert Bosch
1861-1942

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