

## **HDFC Bank Parivartan provides employment opportunities to 1,920 youth in Bhubaneswar through Skills Training**

- ***First batch graduates from Training Centre in Bhubaneswar***
- ***Partnered with 100 local companies for training and placement***

**Bhubaneswar (Odisha), February 21, 2019:** Anjali, Damini, and Saifur are ambitious and hardworking young individuals from Bhubaneswar. A year ago, lack of job-ready skills and career guidance hampered their dreams of securing a job and becoming financially independent.

All that changed however, when along with close to 2,000 youth, they enrolled at HDFC Bank Parivartan's Career Counselling and Skills Training centre in Bhubaneswar. Through an intensive programme, these young people between the ages of 18 and 35 acquired the necessary skills to become job-ready.

After successfully completing the three-month Skills Training programme in sectors ranging from telecom, healthcare, retail, tourism & hospitality and BFSI, they have now realized their dream. The youth from Bhubaneswar have been offered employment at leading organisations across the city in their area of specialisation.

The Skills Training project has covered urban and semi urban areas of 64 wards of Bhubaneswar Municipal Corporation including - Patarapara, Ebaranga, industrial colony areas, Kalarahanga, Kesora, Sijuan, Bahadalpur, Sarakantara, with population of over 9 lakhs. It has also covered rural areas including nearby villages of Patia, Barang, Nandankanan, Rangunathpur, Gandamunda, Mancheswar, Tamando, and Pandra.

After completing the skills training programme, participants received certificates from National Skills Development Corporation (NSDC), making themselves eligible for employment. Participants who sought job opportunities have been offered employment in the sectors that have received training in.

At an event held in Bhubaneswar today, Mr. Rajesh Srivastava, Zonal Head, Odisha presided over the convocation ceremony, where youth who have accepted employment opportunities were given Offer Letters. Also present at the ceremony were Mr. Niladri Banerjee, Vice President, Orion Eductech

These are some of the statistics of students who have completed their training so far:

Sector	Trained till date	Placed till date
Telecom	450	252
Healthcare	330	187
Organised Retail	330	205
Tourism & Hospitality	390	247
BFSI	420	89

In addition to the skills training, the bank has also provided career counselling to over 8,000 students from schools in and around Bhubaneswar to help them pursue appropriate career opportunities.

The Career Counselling sessions focus on:

- Increasing self-awareness
- Educating them on the various career paths they can pursue
- Helping them pursue their chosen path by connecting them with industry partners for scholarships

Besides the career counselling, the training sessions comprise of on-campus theory and training, industry visits, meets with industry professionals and on-field internships. The training also offers guides them on over a hundred career opportunities they can pursue, participants have been provided with personalized career assessment, 12\*7 career toll-free hotline, career guidance booklet, scholarship booklet, SMS alerts, and access to job fairs.

This initiative aims to make more youth job-ready by counselling them on career opportunities and providing skills training needed for employment. The beneficiaries are primarily from rural geographies. In addition, the initiative has also been able to bring down the ratio of unemployment in the region, increase the family's standard living of living through higher incomes, proffering better employment opportunities and instituting entrepreneurial spirit among the rural youth.



*“As a socially responsible corporate citizen, providing employment opportunities to almost 2,000 youth is our attempt to contribute to the growth and progress of local communities, and thereby our nation. This is one of many initiatives under HDFC Bank Parivartan, our umbrella brand for all social initiatives. Through Parivartan, we hope to be a catalyst for change in the lives of these youth by counselling them on career opportunities and providing skills training needed for employment. The initiative is aligned with our core value of Sustainability,” said Ms. Nusrat Pathan, Head – Corporate Social Responsibility, HDFC Bank.*

Skill development is the need of the hour, with the present skills training capacity in the country estimated at four million as against close to 12 million people who join the workforce each year. As a result, approximately 70 per cent of the total workforce in the country don't receive training and only 10 per cent are job-ready and employable without any training, according to a recent research report.

For this initiative, HDFC Bank has partnered with FUEL (Friends Union for Energizing Lives), an NGO that provides career counselling to the youth. The skills training is provided by Orion Edutech, a partner agency of National Skills Development Corporation (NSDC) that certifies the trained youth.

**About HDFC BANK**

For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

**About Implementation Partners:**

**FUEL - Friends Union for Energizing Lives**, is a non-profit organization focused on connecting underprivileged students to education and career opportunities across 11 states in India for over 10 years now. FUEL has been successful in leveraging technological platforms for career guidance and counselling and personality development support to over 10,00,000 students across 3500+ schools across Indi. FUEL is an NSDC Innovation partner.

**Orion Edutech** is an NSDC Partner Company, was incorporated in 2007 with aim of empowering the unemployed youth with the knowledge & skills relevant to industry. Orion has already skilled & provided sustainable Livelihood to more than 2.5 lakh candidates for 17 Sectors across 29 States in India and Africa and been awarded as “Skill Champion” by FICCI and “Best Vocational Training Provider” by ASSOCHAM. & KPMG



## NEWS RELEASE

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