



Building Livelihood Linkages for Women with 'Mega-Placement Drive'

Development Alternatives in collaboration with Citi Foundation has initiated the '**Bridge2Naukri**' programme. As the name signifies, the programme aims to facilitate the employment and apprenticeship opportunities for girls and women while bridging the gap between demand and supply of suitable candidates through a digital platform. The overall objective of the programme is to register 20,000 youth across 3 states on the Bridge2Naukri platform and then to link them with suitable job and apprenticeship opportunities.

To substantiate the aim of livelihood linkages, DA conducted a 'Mega-Placement Drive' for students of Non-Collegiate Women's Education Board (NCWEB) at the conference centre, North Campus, the University of Delhi on 18-19 February 2020. The two-day programme aimed to facilitate employment opportunities for the students. 23 companies were invited to the placement drive.

On Day 1, 18 February 2020, the students were made aware of the programme, its aims and the intent behind organising the 'Mega-Placement Drive' for NCWEB students. The response to the drive was very encouraging; there were 902 registrations, 108 placements and 273 shortlisted students for the next level of interviews.

On Day 2, 19 February 2020, students were encouraged to take multiple interviews with potential employers. There were 1669 registrations, 248 placements and 342 shortlisted students for the next level of interviews.

The placement drive was a successful event which provided the women from NCWEB with livelihood linkages and a pathway for development.