



A YouTube channel to prepare youth for pre and post job placement assistance

Bridge2Naukri, an online employment platform developed by Development Alternatives, which works to bridge the divide between employer and job seeker at the entry level through the medium of a website, mobile application, a network of employers, training partners and the common job seekers. This platform provides robust placement and post placement assistance as well as training facilities to the people who are seeking employment opportunities and helps employers to get trained candidates. **46 hours of E-Learning curriculum on themes like job readiness, livelihood preparedness, career counselling, soft skills, basic internet knowledge have been prepared.** The objective is to prepare the candidates for jobs and work environment, which can reduce the attrition rates. The curriculum can be accessed in the form of videos, workbooks, training modules etc. from Bridge2Naukri website.

By looking at the target group and their presence on YouTube, Bridge2Naukri YouTube channel has been launched with a view to make the learning material more accessible to them. The learning videos from Bridge2Naukri’s YouTube channel can be accessed for free. As of now there are videos on themes such as; Self-confidence, Time Management, Operating excel, using Word, using power point, securing documents online etc.

Features of these videos are:

1. The language and visuals are prepared in a way which can encourage the youth to learn.
2. All the videos are prepared in Hindi with English subtitles so it becomes easy to understand.
3. The videos are short and crisp.

More videos on various themes will be uploaded on the website soon. The platform has been growing every day and many job seeking candidates have been benefitting from these videos. Other partner organisations have also been using the videos in their projects, to help youth to learn the necessary skills. In the age of digital mediums we are approaching '**An infotainment mode for learning**'.

Link to YouTube channel of Bridge2Naukri-

https://www.youtube.com/channel/UClgZstrxiptqA_dNC-rsyTQ