



### Providing Opportunities through Virtual Placement Drive

**D**uring the ongoing COVID-19 crisis, people across the globe are losing jobs and companies are relieving some of their workforce, Bridge2Naukri programme took the initiative of linking candidates with livelihood opportunities through Virtual Placement Drive. The initiative helped candidates to appear for interviews while sitting at home.

**Unmesh Mehra**, *Placement Officer at Development Alternative*, and **Vishal Rai** Centre Incharge, Tara Centre Ghitorni organised a virtual placement drive for the candidates trained under Bridge2Naukri programme of Citi Foundation and Development Alternatives on 20 April 2021, The activity was organised with two prominent hiring partners Max fashion retail Gurugram and Spectrum Talent Management pvt Ltd, Noida.

Anikesh Raj (HR Manager) took part in the virtual drive on behalf of Max fashion, a leading fashion brand across India, hiring for the post of Customer Sales Associate for Gurugram location offered a salary package of INR 10,000 per month, initially for the first three months.

Another employer Parvesh Dixit (Hiring Consultant) for Spectrum talent Management Pvt Ltd hiring for Data Entry Executives across Delhi/NCR offered a salary a package of INR 12,000 per month.

The Drive was conducted with the employers briefing about the job opportunity to the candidates and later one-on-one interviews were conducted. Both the employers were impressed with the level of skills possessed and the confidence with which candidates answered questions.

Total 22 candidates took part in the virtual placement drive for Max Fashion out of which 8 were selected. Of 15 who participated in the drive for Spectrum talent management, 5 were selected for the next round.