

HDFC Bank Parivartan launches Future Skills Initiative for youth in Pune, Maharashtra

- ***1,800+ youth to be given career counselling and skills training on Artificial Intelligence and Digital Marketing***

Pune (Maharashtra), March 22, 2021: HDFC Bank today launched Future Skills Initiative for youth in Pune, Maharashtra under Parivartan - bank's umbrella brand for all social initiatives. Through this initiative, HDFC Bank Parivartan will provide career counselling and skills training to over 1,800 youth, with focus on empowering girls in Pune. The Bank will also help over 1,800 youth find relevant employment opportunities in IT / ITES sectors. This initiative aims to make more youth job-ready by counselling them on career opportunities and providing skills training needed for employment.

Hon'ble Cabinet Minister of Skill Development and Entrepreneurship, Maharashtra State, Shri. Nawab Malik formally flagged off the initiative in the presence of Mr Raja Upadhy, Zonal Sales Head; Mr Ritesh Sinha, Programme Head, CSR, HDFC Bank; Mr Ketan Deshpande, Founder and CEO, FUEL; Mr Santosh Huralikoppi, Chief Mentor, FUEL.

Future 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 80 per cent of the total workforce in the country don't receive training and only 10 per cent of 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 will provide career counselling and skills training in fields of AI and Digital Marketing. Post successful completion, students will be provided with Certification and placement assistance. Youth from Maharashtra can register and apply here on <http://bit.ly/maharashtraregistration>.

In addition to the skills training, career counselling will focus on:

- Increasing self-awareness of the youth
- Educating them on the various career paths and Futuristic Skills
- Helping them pursue their chosen path by connecting them with industry partners for internships/placements

*“As a socially responsible corporate, with the launch of our Future Skills Initiative for youth in Pune we aim to make more youth job-ready by counselling them on career opportunities and providing skills training needed for employment,” said **Ms Nusrat Pathan, Head - CSR, HDFC Bank.** “This will enhance the employability of the youth to help them get meaningful employment opportunities. This in turn will further allow the nation to leverage the demographic dividend that India has. The initiative is in line with one of our core values – Sustainability – where the objective is to Create Sustainable Communities.”*

*“We are pleased to partner with HDFC Bank to impact needy youth & look forward for more such opportunities in the near future,” said **Mr Ketan Deshpande, Founder & CEO, FUEL.***

About HDFC Bank:

For more information please log on to: www.hdfcbank.com/

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