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## UN-backed initiative welcomes website's effort to promote rural jobs in India



6 May 2010 – A United Nations-supported global initiative today welcomed the efforts of an international recruitment website to promote access to job opportunities for young people in rural India as a way of alleviating poverty and accelerating development.

Business Call to Action (BCtA), an initiative supported by the UN Development Programme ([UNDP](#)), the [UN Global Compact](#) and several other organizations, recognized Monster Worldwide for its decision to provide a portal to Rozgarduniya.com, a recruitment tool for companies looking to hire local talent in India.

"The Business Call to Action is pleased to welcome Monster.com as its newest member working to leverage core business expertise to support inclusive development and alleviate poverty among India's rural population," said Natalie Africa, the Programme Manager of BCtA.

"Innovative business models such as this marry business innovation with sustainable development outcomes to promote prosperity across all of India," she added.

Sanjay Modi, Managing Director for Monster.com in India, Middle East and South-East Asia said the company's support of Rozgarduniya.com, which means "world of employment opportunities" in Hindi, will create avenues of employment and growth in 40,000 villages across India.

"Our initiative is in line with the United Nations' Millennium Development Goals (MDGs), supports the Government's vision of inclusive growth in India, and is absolutely consistent with our own values at Monster. The portal has been designed after intensive research with the youth in rural India to understand their profiles and internet usage behaviour," said Mr. Modi.

The MDGs are eight goals aiming to respond to the world's main social development and poverty alleviation challenges, which States have agreed to make efforts to achieve by 2015.

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