Biju Dharmapalan

Make a strong impression

A resume needs to stand out among thousands of others and, therefore, crafting it carefully is important for students

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A resume is a reflection of personality. It provides an idea about the person's quality and attitude without a physical meeting. A resume should show individuality but one mistake most candidates make is to copy the format provided by others, either from the Internet or soft skill trainers. If you expect a call from a potential employer, your resume should stand out from thousands received by the employer. We are living in a highly competitive world where no one is indispensable. If one employee leaves, hundreds are waiting to gain entry. To capture attention is not an easy task. Your chances of an employer reading your application and beginning a conversation increase dramatically with a personalised, well-crafted cover letter and resume. These are the first impressions an employer will have of you, and first impressions are everything when it comes to your resume.

CV or resume?

Both resume and curriculum vitae (CVs) are documents used in the process of applying for a job. The purpose is to present an overview of an individual's education, work experience, talents, and any other pertinent information. The terms are used interchangeably in countries like Australia and the U.S. Traditionally, a CV is a longer document; the name drawn from the Latin word curriculum vitae, which means the course of one's life. A CV can be several pages and includes a comprehensive overview of academic and professional achievements, research, publications, presentations, and other relevant details. On the other hand, a resume – from the French word resume, meaning summary – is a concise document that highlights the most relevant skills and experiences for a specific job. Single-page resumes are preferable, but 2-5 pages are fine if your work experience extends to 30 years. Fun fact: Leonardo da Vinci was the first person to write a resume in 1482.

Master CV

A "Master CV" typically refers to a comprehensive and detailed document that contains all the information about an individual's education, work experience, skills, achievements, and other relevant details. It is a comprehensive record of one's professional and academic history, and it is often used as a foundation for creating tailored resumes or CVs for specific job applications.

Structuring a resume is crucial to effectively communicate your qualifications and make a positive impression. The first style is to list the previous jobs in chronological order. Typically, duties and tasks can be listed in a bullet style, which is easy to read. An alternative style is to use the STAR format. STAR stands for Situation, Task, Action, and Result and is an effective way to quantify your accomplishments and experiences. The advantage is that it is very specific and will help recruiters and hiring managers assess your previous position duties and achievements quickly.

Multi-media resume

A multi-media CV is a versatile and engaging method of showcasing your professional credentials, expertise, and past experiences through diverse components. This format integrates several media formats to make a lasting impression. Record a short video introducing yourself and use it to showcase your personality, communication skills, and enthusiasm. Embed links to your professional social media profiles, such as LinkedIn or Twitter, to provide a more comprehensive view of your online presence. Although a multi-media CV can serve as an innovative method to demonstrate your abilities, it is essential to consider the established standards and preferences of the organisations.

Resume parsing by AI

Organisations are increasingly using AI during the initial phases, particularly when applying through online platforms such as LinkedIn. Employing algorithms, AI can analyse resumes by extracting information and transforming unstructured data, like text in a resume, into an organised format. It's crucial to recognise that although AI in resume screening enhances efficiency and impartiality, it presents certain challenges.

Applicants should be conscious of optimising their resumes for human and AI readers by incorporating relevant keywords and appropriately structuring information. It's important to remember that contemporary employers seek not just qualified candidates but smart individuals who are adept at efficiently and swiftly completing tasks.

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OFF THE EDGE
Nandini Raman

Take charge!

Uncertain about your career options? Low on self-confidence? This career counselling column may help

I am a recent B.Tech. graduate in Computer Science and Engineering. I have a strong interest in Physics, Mathematics and Computer Science and want a career in Quantum Computing and Engineering. But I am an average student. How can I pursue a career in this field? Neha Rajesh

Dear Neha,
Progress in complex fields like Quantum Computing can be gradual, and it's common to face challenges and experience failure along the way. Persist and don't be demotivated by setbacks. A successful career in Quantum Computing and Engineering needs is hard work, sincerity and discipline. Revisit your fundamentals in Maths, particularly areas like linear algebra, calculus, and probability theory. Explore online courses on platforms like Coursera, edX, and Khan Academy, which offer free and paid courses on quantum mechanics, quantum algorithms, and quantum information theory. Renowned institutions like MIT and Stanford in the U.S. and the University of Toronto in Canada offer courses specifically on Quantum Computing. Read books and research papers to deepen your understanding. *Quantum Computation and Quantum Information* by Michael Nielsen and Isaac Chuang is a good one to start with. Join communities and forums to stay updated, participate in discussions and learn from others. Download development environments like Qiskit, Cirq, or Quipper that also offer tutorials and documentation, and start experimenting with small programmes. Connect with professionals or academicians in the field for guidance and mentorship. Apply for at companies or research institutions to gain practical experience. Consider pursuing a Master's or Ph.D. and be patient with yourself as you learn and grow.

I am a UPSC aspirant who will complete an M.Arch (landscape architecture). I am doing the course because of my parents. My parents, family and others say I should stick with a career in Architecture, which I am not interested in. I am also being pressured to get married. As a result, I am very stressed. How can I handle this? SH

Dear SH,
Where is your voice and choice here? Take charge of your life! It's important to prioritise your own happiness and well-being while making career and life decisions. Balancing family expectations and personal desires can be complex, but with patience, open communication, and a clear vision for your future, you can navigate these challenges. Have open and an honest conversation with your parents. They may not be fully aware of your feelings and goals, so share your perspective. Establish personal boundaries and communicate assertively without being rude. Seek guidance from a career counsellor or a therapist who can help you find a career that aligns with your interests. Prioritise your well-being and make self-care a priority. Practice stress-relief techniques such as meditation, yoga, exercise to relax and unwind. Surround yourself with positive people who support and understand your goals. Complete your M. Arch, as a degree in a specialised field that can open up interesting opportunities. Work on becoming financially independent, which may help reduce the pressure about marriage.

I completed my Master's in Biotechnology and a Course in Advanced Clinical Research and Management in 2022 and have a Professional Certificate in Digital Marketing from ISB. But I am unable to get a job, as I am asked about my experience. What else should I do for a career in Digital Marketing? Gayathri

Dear Gayathri,
Look for digital marketing internships, entry-level roles, or positions that require minimal experience. Many companies offer internships with hands-on experience. Build a portfolio of real-world projects that can demonstrate your skills to potential employers. Consider freelancing or volunteering to create or manage digital marketing for a popular non-profit organisation/s, friend/s, or family. Continue to enhance your digital marketing knowledge and skills by obtaining relevant certifications from platforms like Google, HubSpot, and Facebook. Develop an online portfolio and showcase your work, including case studies, campaign results, and examples of your skills in action. Start a blog, YouTube channel, or social media account focused on digital marketing topics. Attend conferences, seminars, and meet-ups to network with professionals in the industry for opportunities. Your background in biotechnology and clinical research management can help in healthcare or pharmaceutical digital marketing. Specialise in areas like content marketing, social media marketing, SEO, PPC, email marketing.

My son is in Class 12 (Computer Science). He wants a career in game art. What are the courses/colleges to consider? Susil

Dear Susil,
Courses to consider are Bachelor's in Game Art and Design or Bachelor's in Computer Graphics and Animation. There are also specialised Game Art programmes, online courses and bootcamps. Colleges in the US are Savannah College of Art and Design (SCAD), Digi Pen Institute of Technology, Ringling College of Art and Design, Full Sail University, California Institute of the Arts (Cal Arts), Art Centre College of Design. The selection procedure varies but usually involves SoPs, a portfolio showcasing his work, academic record and an interview. His portfolio should be of high quality and showcase diverse work. Some institutions may require the SAT or ACT and letters of recommendation. Start looking at specific admission criteria for each institution that he is interested in.

Disclaimer: This column is merely a guiding voice and provides advice and suggestions on education and careers.

The writer is a practising counsellor and a trainer. Send your questions to eduplus.thehindu@gmail.com with the subject line Off the Edge

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Nurturing digital natives

As the boundaries between the physical and virtual worlds blur, there is a need to inculcate digital ethics in students

Harish Krishnan and Charu Kapoor

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As schools, colleges, and universities transition to online learning platforms, the way students learn and interact has been transformed. According to a report by the Institute for Governance, Policies and Politics on the "Patterns of Internet Usage Among Youth in India," over 85% children have a smartphone of their own. They have never known a world without the Internet, smartphones, and social media. Therefore it is imperative to teach them the principles of digital ethics for a hyperconnected world.

Basics of digital ethics
Ethics, a branch of philosophy, seeks to establish the proper application of moral concepts like good and bad, right and wrong, and offers theories on their nature and application. It deals with the fundamental aspects of practical decision-making and addresses questions about ultimate value and the criteria used to judge the morality of human actions. In the digital age, as the boundaries between the physical and virtual worlds blur, the need for a new kind of values education becomes evident.

A study by the Federation of American Scientists underscores that children are not adequately prepared to navigate the digital world responsibly. It argues that introducing the Internet safety and digital ethics curriculum is critical, as children start using technology as early as three and four years. The study further provides recommendations for governments to support digital ethics education, including developing a National Digital Ethics Framework, issuing non-regulatory guidance, allocating research funding, and creating tools and resources for educators and families.

Students, who are often early adopters of technology, must understand and uphold these principles. As digital natives, students significantly influence the development of online norms and culture. Inculcating these values early and in a way comprehensible to them is important. This will help nurture a culture of responsible digital citizenship, fostering a safe and inclusive online environment. Furthermore, it helps students develop essential life skills, such as critical thinking, empathy, and problem-solving, which are transferable beyond the digital world. It teaches them to safeguard their online reputation, ensuring their digital footprint does not hinder future opportunities. These standards can become indispensable tools for discerning credible sources and avoiding misinformation.

Link with cybersecurity
Digital ethics and cybersecurity are closely intertwined, as they are crucial in maintaining a safe and responsible digital environment. Just as we respect the physical world and its rules, digital ethics guide our behaviour in the virtual realm, while cybersecurity safeguards our digital assets and information. Digital ethics necessitates understanding the vulnerabilities in that landscape, such as phishing, data theft, platform sabotage, cyber-stalking, and bullying. It is crucial to foster an understanding of these nuances and sensitivities through an approach grounded in values and morals.

Promoting digital ethics in India requires a multi-faceted approach involving various stakeholders, including students, teachers, parents, communities, governments, and the private sector. Collaborations between non-profit entities and businesses play a crucial role in creating such awareness. In the past, organisations like NCERT and CBSE have taken proactive steps to develop curriculums that promote responsible ICT use and safe Internet practices in schools. Achieving uniformity in such initiatives among other education boards is important, especially as rural India is currently driving the bulk of Internet penetration growth, including among children.

Moreover, as the new National Curriculum Framework continues to prioritise digital-enabled education and technical proficiency for students, it is equally important to maintain a strong focus on digital ethics. Incorporating stories of digital theft and its impact into literature courses, both in English and vernacular languages, can help children gain a deeper understanding of the consequences of digital wrongdoing. At the community level, adults must lead by example, instilling values of right and wrong in our digital-native children.

Harish Krishnan is the Managing Director, Public Affairs and Strategic Engagements at Cisco Systems India. Charu Kapoor is the Country Director, NIIT Foundation.

For or against

Not only does debating help students develop good communication skills, it also helps them develop a broader outlook and respect for other viewpoints

Aarul Malviya

The cornerstone of education is to help students develop an open mind that is receptive to all forms of learning as well as viewpoints. One of the best ways to develop a sense of respect for others is to engage in debates and discussions. Participating in debates offers several benefits for students. With an assortment of educational tools and technologies available today, it has become easier to conduct and facilitate debates.

Skills boosted

Participating in debates helps sharpen critical reasoning and thinking skills. When students present their viewpoint on a subject, they get an opportunity to think on their feet, reason logically and present cogently before an audience. This fosters different ways of thinking including convergent and divergent thinking skills. Although most students deliver an already prepared presentation, some make an impromptu delivery, displaying their reasoning aptitude, thinking and speaking on the go. With ed-tech offering online and interactive platforms, pre-recorded videos, touchscreen displays, multimedia pens/styli and more, it has become easier now to not only prepare but also deliver a presentation before an audience in any corner of the world and in any time zone. Video-conferencing tools are a great asset to conduct a debate and the consequent rebuttal and discussions in the online mode.

Active participation

Debating takes students ahead of their regular classroom activities and allows them to take the initiative. This makes them self-starters and self-learners who do not shy away from challenges. Those who muster the courage to participate in a public event gain in self-confidence and self-belief, which helps shape their personality in the long term. With today's technological gadgets that allow self-paced hyper-personalised learning, a student can revise, practise deliveries and receive feedback both from automated systems and real people. This leads to a sense of ownership of learning as well as heightened motivation to do better.

Communication skills

Taking part in debates is a highly effective way of polishing and improving public speaking skills. Today, one's communication skills are a stepping stone to success both academically and at the workplace. Debating allows students to overcome the fear and anxiety associated with speaking in public.

Acceptance and tolerance

Speaking and hearing a counter-view is a healthy way of nurturing the values of acceptance and respect for other views and perspectives. This leads to the development of a liberal and humane world view, which is extremely critical in today's highly competitive and polarised times.

Widens outlook

Preparing for a debate requires the student to go beyond the regular curriculum and delve into broader issues of social, cultural, economic, technological, scientific, environmental and ethical significance. This leads to an expansion of their understanding of society, the country and the world at large. With material available at their fingertips thanks to technological aids, students can access a range of information to add to their knowledge.

The writer is the founder of the ed-tech company, Zamit.

For better health

With research into ethno-veterinary medicine gaining ground, newer career options are opening up for those interested in veterinary science

Dr. T. P. Sethumadhavan

Recently, the practice of ethno-veterinary medicines (EVM), and its validation and research, are acquiring momentum across the world. EVM is intended to protect livestock health and prevent management errors due to the use of traditional and indigenous knowledge systems such as Ayurveda, herbal medicine, acupuncture and so on.

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Ethno-veterinary research across the world mainly focuses on Ayurveda and herbal medicine practices for the cure of livestock and poultry diseases without any side-effects. This is because the indiscriminate use of antibiotics, anthelmintics and other veterinary medicines has led to such medication entering the food chain through milk, meat, eggs and other animal-sourced foods, which may in turn cause anti-microbial resistance in human beings. This is emerging as one of the major health threats, which will affect millions by 2050. The World Health Organization (WHO) and the World Organisation for Animal Health (WOAH) have suggested appropriate management measures and treatment protocols to counteract this. Ethno-veterinary practices have been suggested as a way to promote sustainable livestock production. This, in turn, will reduce the AMR issues and assure appropriate quality standards as envisaged by the Food Safety and Standards Act, Codex, USDFA, EU standards, and so on.

Opportunities for EVM

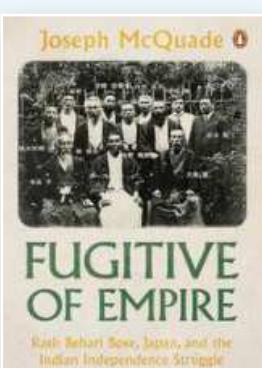While ethno-veterinary practices were highly traditional and limited to traditional healers, the sector has emerged as an important one during the last three decades. Many courses related to the practice, validation and research of EVM are available in India and abroad. Many programmes are oriented towards providing upskilling and capacity-building for traditional healers, veterinarians, para-veterinarians and scientists. The Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana; the Indian Institute of Sciences, Bengaluru; the Rajiv Gandhi institute of Biotechnology, Thiruvananthapuram; the Tamil Nadu Veterinary and Animal Sciences University (TANUVAS); the Kerala Veterinary and Animal Sciences University (KVASU); the Karnataka Veterinary and Fisheries University and other agricultural, veterinary and fisheries universities, are conducting stakeholder-based validatory research.

Courses

GADVASU, KVASU and TANUVAS offer postgraduate diploma/certificate programmes for Veterinary graduates to promote EVM in their treatment regime. GADVASU offers capacity-building and skill development programmes for those who have passed Class 12 and graduates to help popularise the concept among farming communities. Certificate, Diploma and B.Voc, programmes are also available for graduates and students who have completed Class 12.

Across the world, several American, English, Australian, European and Japanese universities are promoting ethno-veterinary research. These include University of Connecticut, the U.S.; the University of Western Australia, in Sydney; the University of Edinburgh, Bristol, Reading, and Nottingham in the U.K., the Wageningen University in The Netherlands, the University of Pretoria, South Africa among others.

Opportunities

At a time when organic and natural farming practices are acquiring momentum, opportunities for ethno-veterinary scientists are rising. Fish and shrimp production require technicians to practise scientific management practices. There are opportunities for R&D in companies that manufacture medicines, milk unions and research centres. The National Dairy Development Board (NDDB), Anand, is working to develop appropriate formulations for dairy. The Veterinary College and Research Centre, Namakkal, and Thanjavur, Tamil Nadu, is involved in promoting ethno-veterinary practices in livestock and poultry.

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Piyush Kumar

The International English Language Testing System (IELTS) is an English Language Proficiency Test that serves as a gateway for those aspiring to move in English-speaking nations either to study or work. Its four main sections are Listening, Reading, Writing, and Speaking. Of these, the first can be challenging for those who take the test. Here are some tips that may help.

Both in the paper-based and computer-based tests, the Listening Section consists of four recorded monologues and conversations with a variety of accents that test takers listen to through individual headphones. After listening, they must answer questions based on the audio recording. This section aims to evaluate the ability to understand spoken English in various contexts. The recordings are only played once, so it's crucial to listen attentively. The test structure is as follows: Section 1: A conversation between two people in a social context (e.g. booking a hotel room); Section 2: A monologue in a social context (e.g. a speech about lo-cal facilities); Section 3: A conversation between people (two to four individuals) in an educational or training context (e.g. a university lecture); Section 4: A monologue on an academic subject (e.g. a university lecture).

Tips

To do well in the Listening Section, test takers can take due note of the following points:

Practise regularly: Consistent practice is key to improving listening skills. Listen to a variety of English audio material, such as podcasts, news reports, and movies. Pay attention to different accents and speaking speeds.

Simulate test conditions: To prepare effectively, recreate the test environment at home. Use official IELTS practice material or online resources that offer sample Listening tests to get accustomed to the format and timing.

Predict the context: Before listening to the audio, quickly review the questions and try to predict the context. This will give an idea of what to expect and help one focus on relevant information.

Focus on keywords: Concentrate on keywords or phrases related to the questions. Often, one doesn't need to understand every word; identifying keywords is sufficient to answer correctly.

Manage time: Before each section begins, one is given some time to read the questions. Make the most of this by underlining keywords and mentally preparing for what one will hear. Keep an eye on the clock to ensure that all the questions are answered within the given time.

Take notes: While listening, write down keywords, phrases, and any information that might help answer the questions. This can be especially helpful in sections 3 and 4.

Beware of synonyms: Questions often include synonyms or paraphrased versions of the words in the audio. Be prepared to recognise these equivalents.

Check equipment: If taking the computer-based test, ensure you are comfortable with the equipment and sound quality. Enough time will be provided to check headphones and speakers. Make the best use of it.

Review and reflect: After taking practice tests, review answers and identify areas where you have made mistakes. Reflect on why certain questions were missed and work on improving those area.

The writer is Regional Director-South Asia and Mauritius, IDP Education

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Lend an ear

The Listening Section of the IELTS exam can be challenging for test takers. Here are a few tips that may help

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Opening new doors

In the new age of technology-equipped warehouses, responsibilities extend far beyond traditional warehouse management

Dhirendra Vashisht

Warehouse management has gone through a remarkable transformation in the digital era. The warehouse logistics and supply chain industry is witnessing a shift towards automation, data-driven decision-making, and interconnected operations. This means that there is a growing demand for a varied range of professionals and experts with skills tailored to the digital age.

One of the first questions aspiring warehouse professionals often ask is, "What qualifications do I need?" While there might not be specific undergraduate programmes in warehouse management, several educational paths can equip you for success in this dynamic field. Here are some options:

B.Sc. Logistics and Supply Chain Management: Provides a solid foundation in logistics, a crucial aspect of warehouse management.
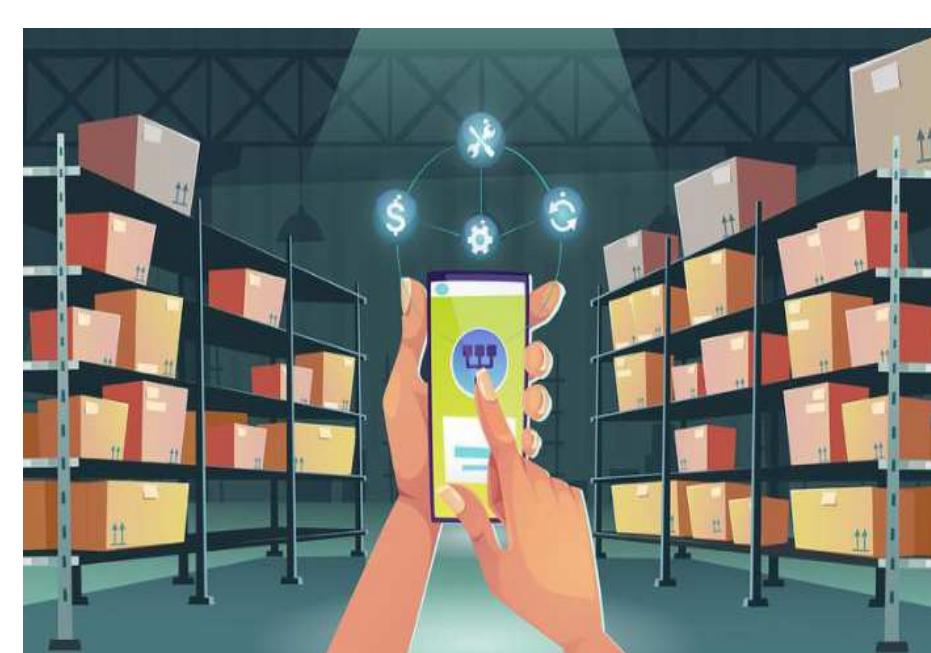
BBA with a Focus on Operations Management: Prepares one for the challenges of running efficient warehouses.

MBA with a Specialisation in Supply Chain Management: An excellent choice for those seeking advanced knowledge and leadership roles.

While degrees offer valuable insights into warehouse management, the digital age has introduced a new layer of expertise. Courses and certifications in Artificial Intelligence (AI) and Machine Learning (ML) are now highly relevant. Online platforms like Udemy, Coursera, edX, and UpGrad offer many programmes to help one stay ahead in this ever-evolving industry.

Evolving role

Warehouse managers play a pivotal role in ensuring the smooth operation of technology-equipped warehouses. In the digital age, their responsibilities extend far beyond traditional warehouse management. They are now responsible for:

Utilising technology: Warehouse managers leverage warehouse management/ execution software, inventory tracking systems, and data analytics to make informed decisions, optimise resources, and increase warehouse throughput.

Integrating IoT solutions: Managers must implement IoT systems to monitor warehouse conditions such as temperature, humidity, and equipment status.

Modernising maintenance: Staying up-to-date with the latest maintenance processes is essential. Managers need to ensure the smooth operation of automation systems and advanced machinery.

Automation and robotics have left a lasting mark on warehouse operations. Roles such as Robotics and Automation Engineers have emerged, focusing on designing and maintaining autonomous robots and conveyor systems. These professionals must continuously update their skills to meet the industry's high standards and revolutionise warehouse operations. Additionally, IoT specialists are in high demand due to the integration of IoT in warehouse management.

E-commerce centres

The advent of e-commerce has brought both challenges and opportunities to the world of warehouse management. The fast-paced nature of online shopping demands efficient supply chain and warehouse management. This opens doors for careers in warehousing, as professionals who can navigate these challenges become invaluable.

Roles like Supply Chain Analysts are crucial in optimising stock levels and enhancing supply chain efficiency by studying extensive datasets. Safety Specialists, another emerging role, prioritise safety in automation-driven environments, ensuring that human workers and automation systems work harmoniously.

The writer is the Director - India Operations at Bastian Solutions.

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