VIDYARTHI
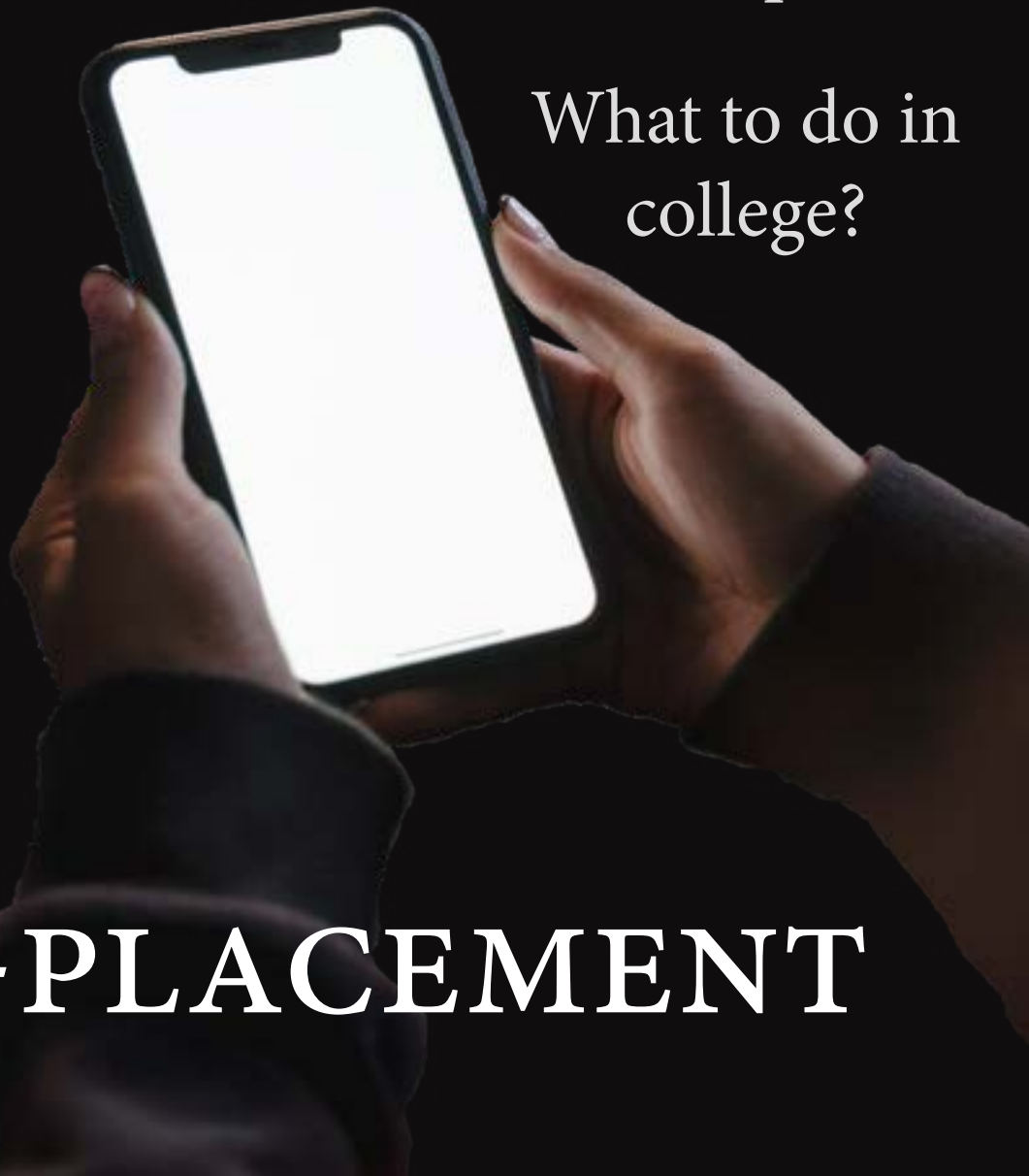
Why college sucks?

Leverage Social Media

Do you need Escape?

What to do in college?

BTS-PLACEMENT

Dear Reader

Congratulations! Vidyarthi is excite to call you our new powerful reader.

We'll focus on wrapping up a few formalities, such as informing you of your great decision in choosing us in preparation of a successful and future-ready career.

Keep reading to find out how you can build your career from the ground-up and — hopeful — change your life for the better in our journey together.

Vidyarthi will start you out at perfect zero and build you a strong foundation to help unlock your complete potential starting today.

As the powerful reader of our magazine, you'll report to no one but yourself at your convenient location on the first week of every month. Your daily responsibilities will include nurturing yourself, working on your dreams, taking action, becoming an expert in your niche and sharing this magazine with your friends.

You'll as a regular reader of Vidyarthi will be able participate in benefits such as industry leadership, rock solid personal finance, fool proof retirement plan and fast uprising in corporate ladder. You'll also have access to some awesome perks, including a winning mindset, high-profile personality, a job you love and fiery confidence.

Please keep in mind, our content offering is in no way the only correct outcome — merely our observations, research and experiences coated with a thick layer of our own prospective. As an at-will reader you are entitled to your own opinions and prospectives, so you are free to decide wether you wish to use the knowledge in our magazines.

Vedyarthi is looking forward to bringing you on board! If you have any questions, please feel free to to reach out at anytime at our official email id or twitter handle and we'll be more than happy to help you.

Best,
Krityatirtha Paul, Aditya Pandey

Vedyarthi Magazine
Founders and Senior Editors

CONTENT.

CONTENT.

On the Cover

Career

CONTENT.

Fear And Danger of Inaction

You collect all your courage and call a family meeting. Your mother asks you, "Is everything ok, dear?" you ignore. Your father says, "Make it quick, I've got to get this work done today", you gulp. Your siblings join too, hoping for some drama — they are in luck!
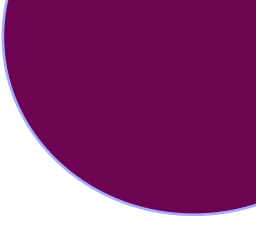
You tell your parents, "I hate my job! It is suffocating me! I will quit and pursue my passion as a painter…", an unsettling silence falls in the room. As you drag up your gaze to look into your father's eyes. He stands up swiftly, flipping the chair away from under him. Your siblings pin you down from behind. Your mother pulls out a sword from the wall decor and hands it to your father. You think he must be bluffing! He charges towards you and…the sword tears right through your chest and out the back before you know it. You drop to the floor and you see your blood roll across the beautiful veins of the marble floor.

Sorry for making you imagine such a horrific and violent scenario but, it's important for my point. For now, relax your body and take 3 deep breaths; in through the nose and out through the mouth.

Do you think your parents could do this to you?

Don't bother spending your energy. The answer is NO. The worst I can imagine; maybe they beat you for a minute or two or maybe decide to nag you for the rest of your life instead. In my opinion, it's still better than being dead!

Maybe just mayyybe, they instead tell you calmly that they are disappointed in you. Your father replies, "You are a grown woman and you are free to make your own life decisions, however just hear my opinion…". In the end, maybe you quit and become a famous painter! You maybe realise that it's better to join a different job/company and do Painting as a side hustle. Or maybe you go into a period of self-discovery. What I mean are things that are much nicer than death.

Assuming there was a 0.1% chance of the above scenario playing out. Most people think that a 0.1% chance is too much risk, while a 50% chance is too little to succeed. The rest is your parents trying to talk some sense into you.

Fear of failure is a natural emotion that every human experience. However, letting that fear take control and paralyse you is a self-inflicted cage.

The Plot Twist is, deep down, you know you aren't as scared of failing your parents. What you are — actually scared of is failing yourself. You are more afraid that you won't be able to achieve your goals and conquer your dream.

"You miss 100% of the chances you don't take" ~ The Office US.

That is probably my favourite quote; It means that — on blind chance — if you take action; you have a 50% chance of failure but also a 50% chance of success. However, if you don't take any action, you will miss rather FAIL 100%.

As a student, we face the fear of disappointing our parents, fear of not being sufficient in the eyes of society, fear of failing an exam, fear of getting rejected by a crush, fear of an uncertain future, and endless fear and fear!

However, fear can also be a positive emotion; it can be counterintui-

tive and motivate you to work harder or reach for higher things. A little fear of your parents can save you from a boatload of mistakes and pain; a teaspoon of fear that you may lose your loved one can make you a better partner. But only a little, too much fear will make you a people pleaser or a 'good kid' or too desperate and suffocating.

While some types of fear like that of society have helped no one EVER — it's better to let it go. Meanwhile, other types of fear makes life so much fun! Like skydiving, approaching an attractive girl, or even watering your plants every day.

Sometimes fear is so subtle that you don't even realise that you are afraid. Like asking someone for help or directions, here you fear you will get rejected, but it presents itself as "I don't want to do it right now" or "Do I REALLY need to ask her… ?".

Guess what! If you submit yourself to fear, you wouldn't even be able to get off the bed in the morning, but you did today, yesterday, and the day before that. Kudos to you!

That shows you are stronger than you think! You are already partly in control of your fear! You are already holding a handful portion of the rope and all you need to do is reel it in. So how do you do that? How do you take control of your fear?

The next time you are afraid or feel hesitant in deciding something, do this:

Ask yourself

- Am I afraid?
- What am I afraid of?
- Am I afraid? (again)
- Should I even be afraid of it?
- What is the worst that can happen?
- What is the best that can happen?
- What does my gut feeling say?
- Am I afraid?

Fear has protected your ancestors from getting eaten by Saber-Tooth Cats; fear has guarded your grandparents against getting killed on the battlefield and fear has stopped you from eating that delicious ice cream cone on a cold evening. Lol.

Feel fear it's only human! But don't let it stop you from testing your luck now and then.

Best
Kirthatirtha Paul
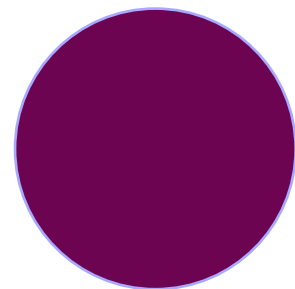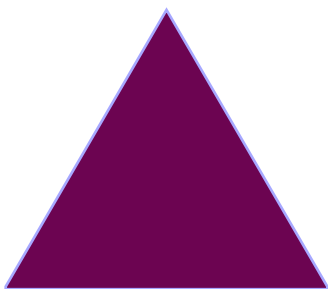
Obsessed *with* Engineering

Companies used to personally visit possible recruits to convince them to take a job. You might have heard of such stories from your grandparents or even your parents.

So what happened in the last couple of decades that caused such a cutthroat job scene to come up? While the longing to become an engineer is only getting deeper.

To explain this, we first need to understand a bit of history. The tyranny of the British rule in India also brought in the industrial revolution. They built the railway system, irrigation, medicine and more. Fun fact, the guidebook for the railway that was originally written by the British is still in use today by the Indian Railways! After the independence, the drive for the industrial revolution only amplified, as this new India was now looking to become an independent power on its own. This meant the construction of power plants, bridges, railroads, motorways, electricity grids, mass production factories and more. As you will have realised, these are all engineering-centric applications.

Since in those days, only a handful of people wanted to study that far; Engineers did work that would directly affect development in the area and hence were highly respected individuals in society. More often than not, they would have to design and build things from the ground up.

For their essential work, they were also compensated equally and had — what some would call a luxurious lifestyle at the time. This stuck with our elder generations; they saw the great opportunities, societal respect and wealth these individuals earned and wanted us — their children — to follow the same path.

However, things have changed rapidly since then.

Once the initial industries were set up and working at capacity, cash flow increased and the importance of Engineers diminished because the companies now needed to focus on making the business sustainable and more profitable. This is the point where business degree owners took control of the wheel.

The need to design indigenous solutions was also reduced drastically since you could purchase the parts from professional companies within or outside the country. Hence, the quality of equipment improved, business relations were created, profit margins grew and engineers lost a little more importance.

This is changing today since the drive for Make in India, but the momentum is still preliminary.

Unfortunately, the ideologies stuck with our elders and in their mind it because the safest career option. Being social creatures that we are, it became a social norm to becoming an engineer or a doctor. For you, being an engineer may be so obvious that you probably have and do mock people pursuing other fields of study. She is doing BBA, haha what a joke. Isn't it?

Today, the job market for engineers is massive! As India rises to become an IT superpower, the demand for Engineers is endless. No, it's not. Most fresh engineering graduates remain jobless for years after college and the ones who do score a company rarely have the proper skills for that job position.

Compared to the past, when engineers designed and fabricated complete systems, lead workforces, were hard to place and did research, today's engineers can be defined as more like labours with degrees. You might not be prepared to accept this reality, but it's just that, reality.

Although, there is still a handful who are what we had idealised as an engineer to be, but their numbers are very low. Well, Engineering still might be one of the better career paths, but we have to stop saying "Mera Betty Engineer Banega!"

If you are someone who enjoys consuming content on social media during your free time, track the number of hours you spend there each day.

SOCIAL MEDIA MAYHAM

Can you count how many social media platforms you are signed up at? It doesn't matter if you use it actively or once a week. I bet the number is higher than five, especially when you consider that messaging apps and YouTube are also social media.

It has become almost customary to see a big social media scandal blow up every year, such as the Cambridge Analytica Scandal of Facebook that came to light back in 2018. Such activities are of deep concern and solid grounds for the platform to be abandoned by the users.

However, Facebook gained 123 million more users in the year 2019, according to Statista. The simple reason being, the anti-competitive behaviour of the Big Tech Giant has destroyed any competitor. As you know, Facebook owns all the major social media other than Twitter, TikTok and Snapchat.

You must be getting a deeper sense of how integrated these platforms are with your lifestyle.

Social media, like Instagram, is designed to attack our primitive instincts. They trigger dopamine release in the brain that makes you feel good and relaxed, so that you keep scrolling mindlessly

Let's do an exercise. Launch Instagram and go to the discover page. Choose a topic of the post you like, ex. Food; now, keep scrolling and hitting like on every post you find about food. After not too long you will realise that the number of posts on food is decreasing.

This is happening because the Instagram algorithm realises you are enjoying posts about food. So it will start spacing out those posts more, so you need to scroll more to find them. Wallah! You just have been manipulated to keep scrolling.

If you are someone who enjoys consuming content on social media during your free time, track the number of hours you spend there each day. You can easily find out by using the app activity-time monitor feature available in most phones today.

This is time you could have used in diversifying your knowledge or practising your skills. You might think, "well, I only use social media an hour a day to blow off some steam after my daily classes" and that's absolutely justified.

The important part is that you have control over the time you spend on social media. Remember that one time, you wanted to take a quick 10-minute break and watch some YouTube and get back to your work but ended up binging for an HOUR? This is a common problem among the Reels era youth.

You can own back some of that time by practising habitual control. You can find a trillion behavioural manipulation techniques online. However, NON will work unless you have a proper understanding of the problem and your desire.

Ask yourself. 'Do I have a problem?', 'Could I have done something else? Something more productive?', 'When I have freed up more time, what goal do I want to achieve with that extra time?

This is an even more evasive issue if you are working on your personal branding or creating an online business. You have to put in hours of your valuable time creating posts, uploading and engaging with your community, even if you don't want to!

If you find yourself tangled in the same mess, the important thing is to restrain yourself. Although you have a strong urge to create a presence on every social media, you can find. Limit yourself to only 3 social channels.

Social media is a powerful tool; it has the power to entertain you for hours, depress you for days, make you lakhs and even land you your dream job! It is up to you how you choose to use this power.

Are You one of THEM?

LinkedIn this year(2021) celebrated its 18 years of operation, with a user base of a wapping 756 million. It might seem less compared to the 2.85 billion active users of Facebook. However, this lesser-known social media centred on professionals is growing with exponential projections. According to the reports released by LinkedIn, 40 million people use the platform every week to search for jobs. That translates to 3 people being hired through LinkedIn every MINUTE!

We cannot move forwards without discussing the pandemic because it is a historical event that the coming generations will be learning in books. As the lockdown took place, the normal lively-hood of people changed. Schools turned to online conference learning and jobs saw an even more significant transformation into remote working standards. LinkedIn confirmed that the number of remote-working jobs on the platform; saw a 2.5x increase in just seven months since March of 2020. And this trend is here to stay as industry professionals; they say that this trend of virtual recruitment will continue post-pandemic.

In the meantime, as more users pour into LinkedIn from all around the world, the platform has adjusted itself to accommodate 24 new languages to promote professional interaction in native languages.

What separates LinkedIn from its competitors -- such as naukri.com, Glassdoor and others -- is that LinkedIn is a complete social media. The platform not only allows you to post jobs and recruit people. It also allows you to connect with other professionals on LinkedIn and post various forms of media such as articles, images, polls and comments, share and react to other content creators.

For this article, we will talk about LinkedIn for job seekers, especially **students.**

LinkedIn is becoming the default place to post and search for jobs in all industries. That is because of their detailed profiles and content posting features among a heap of ever adding features. It is very optimal for gauging someone: in terms of knowledge, experience and personality. With a push for online recruitment, having a well maintained LinkedIn account is as essential as owning a smartphone!

The diverse and vast features offered on the platform is critical; you can develop a genuine presence and present yourself to the employers as the ideal "employee persona". We will discuss more how you can prepare yourself as the ideal recite in a later article.

However, creating a presence on LinkedIn is not as simple as just; creating an account and hoping for offer letters to bomb your email. Like we discussed earlier, you have to develop a genuine presence on the platform. The easiest way to do this is to upload content consistently and spend time interacting with other professionals uploading content.

On a related topic; How might you present yourself as a professional/expert in your field? Unfortunately. Nowadays, it's become too easy to earn a free certification from some top-level company/educator. Content is your blade. It will help you show your knowledge base and expertise. LinkedIn reported a *60% increase in content creation* on the platform during the pandemic! People share their undertaken projects, thoughts, tips and tricks, achievements, announcements and more.

Deep down, everyone is aware of the looming threat of job loss in the light of industry-wide automation powered by AI and ML. And this is happening faster than you may think! The lockdown already gave companies a free pass to fire employees at will and get on with the long-pending automation. The only way to save your dreams from this barbaric lawnmower is to present yourself as an expert.

Circling back, this will happen when you start uploading more content on your LinkedIn profile. Despite the urgency of the matter, only a handful of users are creating content on the platform.

If you are someone who isn't already on top of their LinkedIn game, START NOW! As it will be too late before you know it.

Do you *need* ESCAPE?

But why? Maybe you don't want to study engineering and wish to pursue a career as a singer. Maybe, you don't like your 9-5 job and want to start your dream startup. Maybe you are trapped in a toxic relationship but are also afraid to be alone.

Have you had days when you don't want to face the world? Do you want to turn off your brain and spend a day on yourself? Or maybe you want to quit altogether! Escape the meaningless pressure from your college? The toxic environment at your 9-5?

Or the exceptions of your parents and society?

First, I would like to tell you that you are doing great! You have put on a brave face and created your presence in the world. That goes to show just how brave you are!

Do You Need Escape?

Here is the thing, the world is a harsh menace, sometimes we all need an escape and more often than not, we should act on it. Life is hard enough as it is. However, if you decide to pursue something that you care about, you will save yourself from a lot of regret, resentment and frustration.

Maybe you don't want to study engineering and wish to pursue a career as a singer. Maybe, you don't like your 9-5 job and want to start your dream start-up. Maybe you are trapped in a toxic relationship but are also afraid to be alone.

I may be asking too much from you here. But you need to escape! Put on a brave face for yourself and take the step. Escape the people who are restraining your growth. It may be your partner -- who doesn't respect you, your friends -- who never seem to listen to you, your family -- who are putting you through things that are killing you from the inside, the fear that makes you think only the worst can and will happen. Escape it ALL!

When your friends are gone after the party, your partner leaves you saying, "I need some space", your family barely call after forcing you to take a job you don't like.

At that moment, the quiet will rush in like a chilling breeze, the lights will go dim, only illuminating itself, your responsibilities will leave your mind and you will flow freely and carelessly in a dark void. You will be completely alone with nothing but yourself.

And that is too intimidating for most people! That is when you desperately try to quiet down the inner voice. You drown yourself in alcohol, get high partying, constantly surround yourself with loud people, get too clingy with your partner or bury yourself under a pile of meaningless work.

ESCAPE it ALL

Yes, escape and build your OWN world. A world where your friends are just as passionate about their dreams as you are for yours. Where they don't get jealous when you win and don't beat you when you are down. They honestly value your opinions. A world where you can be free with your partner, respect each other and stay through the thick and thin and your family cares about you and not society's opinion about you. A place where you work on things; you truly value and are good at doing. where you feel your fear but don't let it judge your decisions.

Escape into this world and you will become free. Your feet will feel lighter while getting off the bed in the morning; the days will brighten, you will feel a deep drive for your work and your relations will be stronger than ever.

Know that you will not escape over a nights sleep. You will have to give yourself time, make a plan and feel the pain cutting off one string at a time, one step at a time.

You will thank yourself for escaping a year from now.
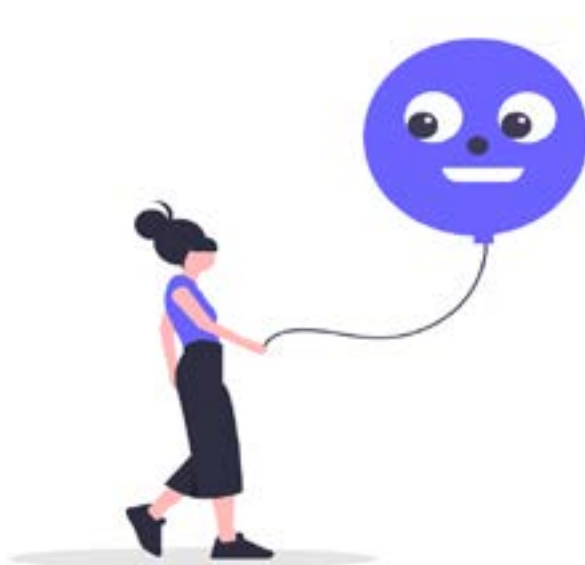
THINKING OUT of THE BOX

You must be riddled with questions right now. What does it mean to think out of the box? How do you do it? How are the experts able to bring up ideas?

Thinking Out Of The Box

We all have been held at gunpoint at some stage in our life, when our supervisor asks us to "Think out of the box". This situation often arises when your team is running out of ideas. Meanwhile, the pressure of deadlines squeezes steadily at the trigger and, to top it off - unpredictable things happen. Chaos rains in on you, but one simple, ingenious idea can untangle the situation. How do you do that?

You can squint your eyes all you want — in a silly attempt to impress the boss or team leader -- but the truth is you have no clue how to think out of the box. You are more likely just expecting a genius idea to spring into your mind, like something from a movie.

You head straight to the boss's cabin, explain to her your plan like Sherlock Holmes explaining his attacks. Your boss exclaims at you saying, 'You have saved our company' and you get a big promotion. Reality is much different.

The few people who do blurt out suggestions have no plan or proof to support them. Sure, the bulk of the ideas come from pumped and fresh-eyed freshers; most of the time - the final idea always seems to come from the experts.

Thinking Out Of The Box

You must be riddled with questions right now. What does it mean to think out of the box? How do you do it? How are the experts able to bring up ideas? Let's discuss each question one by one.

Thinking out of the box is about looking for inspiration from places you wouldn't look at otherwise. It's actually freeing, as you don't have to worry about boundaries and only focus on solving the problem at hand. Think of it this way; you are a boxer down two rounds and for the last round, the judges say, "No roles!! Go berserk!"

Before we go on to how you can think out of the box, let's understand why experts are, well…experts.

> Let's state the obvious; the expert was once a rookie! They started their journey full of energy, curious to learn new skills and with a desire to connect with other professionals or otherwise — like you. Why is it that now, the same expert gets to suggest ideas that always get picked, even if it's just a barely changed version of YOUR idea!
>
> The main difference that separates an expert from a rookie lies in the realm of time. As a fresher, you have an opportunistic mindset; you have diverse knowledge and that makes you fearless, meaning you can jump ships without breaking a sweat. You can go from a Software Engineer career path to a Marketing Strategist path just because the latter pays you more.
>
> On the contrary, an expert is someone who stuck with one niche and has spent decades understanding and expanding it. You might have wider knowledge, but the expert has the experience and deeper knowledge of her field/niche.

Thinking Out Of The Box

So when you are spit balling ideas in your 'Think out of the box' session, the expert can filter the ideas that have potential, change them to better fit the problem or resources and then come up with an actionable plan.

Now, we in not saying that you should openly let your seniors take credit for your ideas. NEVER allow that to happen. Instead, we are explaining why the expert always takes the glory. There are ways you can implement to avoid getting shunned at your workplace, but that deserves an article of its own.

The expert has the necessary level of knowledge that makes them ideal for guiding rookies in the field and use the present understanding to experiment and derive incremental improvements to the workflow.

Now to the part you have been most waiting for. How to think out of the box? There are two parts to developing a mindset that will boost this ability. The first is understanding what is inside the box and the second is to look at other boxes.

First, you need to explore the box from the inside. That simply means you need to strive to learn everything that you can quickly. This isn't easy unless you have a great mentor showing you the ropes.

Thinking Out Of The Box

When you have complete knowledge of what is inside the box, i.e. have in-depth knowledge of your field, you will be able to understand the crisis with wiser eyes. You will understand the need of the company or your team and look for opportunities accordingly.

Second, you need to look at other boxes for inspiration. This is a very common practice in the pharmaceutical industry; a few decades ago, pharmaceutical companies did their research on new medicines under top secret.

This was to ensure that they could gain the highest profits if a unique product was developed successfully. However, the problem being that such breakthroughs were very rare, thus; they were very ineffective. This completely changed when an open-source called open innovation approach to medicine development was adopted and the knowledge of all medical researchers around the world became available. The number of new drugs being developed increased multiple times over!

What problem may seem unsolvable is already taken care of by some other niche that shares the same problem. So one of the easiest ways to come up with a new creative idea is to not come up with a new creative idea, rather look at industries that share the problem and discover how they have solved it.

Thinking Out Of The Box

You might think to yourself, "Well, ok, you asked me to lock myself in a box and then you are asking me to know about other boxes?"

This is purely a mindset thing rather than a hardship one. The reason being, if you want to become the best expert in your niche, i.e. an industry leader, then stop thinking about as "locking me in one box".

Except for that one box that matters to you and keep widening your knowledge, you don't need to deep dive into other boxes either; just know about them. Often this looks like experts having good professional relationships with individuals in other industries, i.e. a wide network.
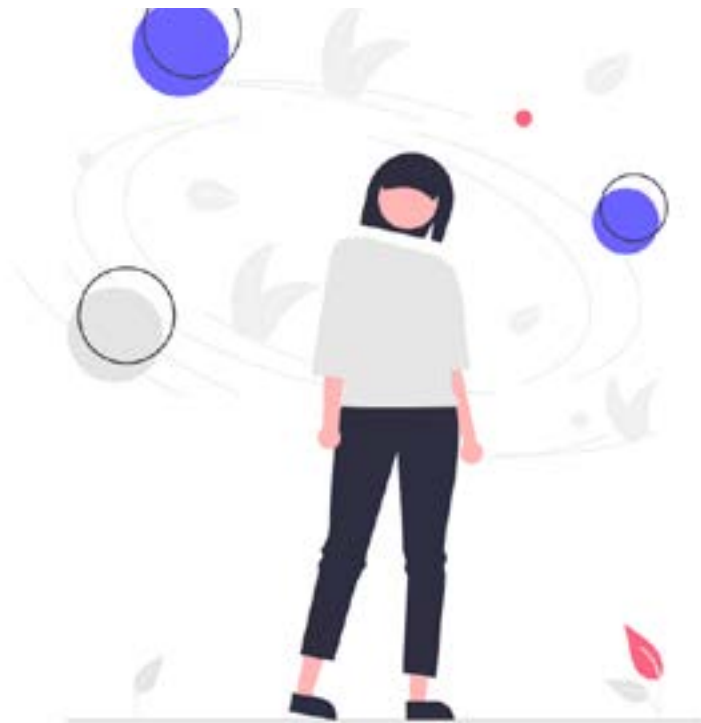
WHO ARE YOU?

Plenty of philosophers, psychologists and Jackie Chan(s) have been alone with this question. Who are you? They have spent decades of their lives or one glorious movie, searching for the answer that fits well to the question. However, we aren't here to talk about their grumpy old moustaches or the astonishing skills of Jackie Chan. When I ask who are you? I want to know who is this awesome person reading our article. Literally!

WHO ARE YOU? Helps you gather all the information you need to know about a person. When you are good at analysing and reading between the lines, you can actually learn more about a person from their introduction than on an online per-

Let's take the example of two individuals introducing themselves.

Person A - I'm Rahul. I'm a product manager at XYZ company and I want to explore the world. I enjoy going to the gym and love to socialise with people. And I'm a foodie.

Person B - I'm Raksha. I help small businesses and startups to build an online presence through social media by nurturing and growing a following and turning those followers into customers.

Who are you?

Now, there is nothing wrong with the first introduction and this is probably how you introduce yourself, too. However, I would be more confident in hiring the second person. The simple reason being she only provides me with the information that is actually useful for decision making.

When Raksha introduces herself to me, I get a sense that she is aware of what she is doing, to whom she is speaking to and what she wants. While Rahul's introduction feels more natural, this conventional format is good when you are making new friends rather than a professional meeting. Your desires, fitness and eating habits are of no importance to me.

Hence, it is important that you only provide information about yourself that is what the end receiver and actually us to make a well-informed decision.

Now, perception is a powerful tool. We discussed the question 'Who are you?' From a social curiosity standpoint, now, let's shift our perspective to examine the question from a marketing standpoint.

There are two types of people: Producers and Consumers.

A consumer for our purposes is someone who consumes content. Content that is created by a producer.

All of us are consumers, you are consuming content right now through this article. We consume by scrolling mindlessly on Instagram or scavenging YouTube or reading the label of a soft drink bottle. Content is everywhere and we are consuming it all the time!

Who are you?

It should come as no surprise that there are a lot more consumers than there are producers. This limited number of producers have caused a monopoly in the market, gaining immense power and influence over the consumer. Producers are ruling the world! They decide what you consume when you consume it and even how much on it you consume.

You might realise now the level of control these producers have in your life and mind. So how did they become such powerful producers? After all, they too must have started as a consumer.

Is it because they are special? That they come from rich families owning multiple businesses? Or did they study abroad? Hold on to your seats because the answer will surprise you!

The best producers are those who are also the best consumers. They are literally the biggest consumers, more than you and me. Take, for example, some of the top producers right now, such as Elon Musk, Warren Buffett, Bill Gates. They proclaim to be constantly consuming content every day, from the internet or otherwise. They are better at consuming than others.

These top of the chain producers are always up to date with the market and its trajectory. They can fish out hidden opportunities and learn ways to improve their products by listening to what the consumers are saying about them.

The vast knowledge base gives them a tactical advantage as they are never caught blind and thus can more confidently tackle challenges. It is a direct proportion. The more you consume, the more you will produce in turn.

Hence, the roadmap to becoming a producer is first becoming a better consumer. Quiet poetic, isn't it?

Who are you?

Some of you may rejoice, exclaiming that all the time you spend each day watching reels and YouTube videos is actually worth it. Well, it probably isn't because although you are consuming a large amount of content, it is of poor quality, mostly of people lick-syncing and women booty shaking.

What you need to do to become an effective consumer is to consume quality content. Now, quality content is that which is diverse in all regards. You are consuming information in various fields, from quality producers and various sources. You can do this by making a list of topics that interest you, then you search to find the top producers in each field and follow or subscribe to not over two of them. Also, you need to diversify your content consumption with a healthy mix of social media, blogs, newsletters and books to get the best content.

Going back to the social cu-

riosity point of view from earlier. It is more likely that Raksha is a producer, even if it's simple content curation only. She is also certainly more productive at her work compared to Rahul, who may need to be extensively mentored by his manager. Meanwhile, Raksha can be trusted to work autonomously and do so with effective results. Hence, she deserves better pay and would climb up the corporate ladder relatively quickly.

Your journey to becoming a producer, i.e. a better consumer, starts with a clear understanding of yourself. This can be linked to something as mundane as an introduction.

BTS
PLACEMENT

Take a DEEP breath! in through the nose. Hold it. Now let it slowly out from the mouth. Do this three times. Each time you exhale, I want you to free your mind so you can read this article is with an open and relaxed mind.
Feel refreshed?

Now let's talk about something that makes people stiffen up, hyper-ventilate and get migraines. P L A C E M E N T S.

Relax! We got you covered.

Placement is the act of getting a job as a fresher. DONE! You know everything already. Right? I doubt it. This article is designed to educate you about the ins and outs of placement. Most recruitment trainers only focus on teaching you 'How to get a job' but here we will take a deeper dive. In this article, we will discuss

What is a placement?
Why and when does a company hire?
What goes on internally in hiring?
What medium you can use to apply for a job?
Who is a recruiter and who is a hiring manager?
What makes you an attractive candidate?
How and what to research about a company?
Why it's a bad idea to add false information on your resume?
What is the use of negotiation in the interview?
Why you should ask insightful questions?
What is the advantage of getting a reference?
How to prepare a mind-blowing resume?

Placement, when seen as a conventional term, it indicates the event of a fresher getting hired for a job while still in college. It is actually a wider term that explains hiring a fresher at some company.

There are two main types of placements you can have: On-Campus and Off-Campus placements. While On-Campus placements only entertain local competition I.e. you are applying for the position against the people of your college only, whereas an Off-Campus placement invites a global competition; wherein you are applying against recent graduates of colleges across India, people switching companies who thus have a few years of experience under their belts, people looking to re-start their career or individuals changing industries!

Now, don't get intimidated by the competition because there are a few advantages that make off-campus attractive for a fresher. The most important reason is that you are likely applying for jobs with higher packages than offered by an on-campus. Another great advantage of off-campus is that you can apply to companies that personally interest you rather than having to make do with what even companies your college can strike a deal with.

I want you to answer this question in your mind "Why do you want a job?"

Was your answer 'to earn money/living' or 'to make my parents happy' or perhaps a rare few answered 'to concur my dreams'? But why does the company need to hire someone? Of course, because they are scaling! They need more people to handle the growing pile of work. Well, that's just one reason.

A company realises the need to hire more people when:
- An older employee is retiring or get fired.
- New positions are created in the company
- More people are required to keep up with the demand
- A new branch of the firm opens
- The company merges with other

Recruitment Cycle

I would like to introduce you to a very important term, the Recruitment Cycle.

The Recruitment Cycle is a process that includes the steps conducted during hiring, starting from when the need for hiring someone is realised to the orientation and training of the hired person. The recruitment cycle is a concept taught in MBA and is implemented all across the world when the need arises.

You might wonder, "Well, how is this going to help me?" The reason you should learn about the recruitment cycle is best explained with the saying 'You must think like a thief to catch a thief'. You will gain an unfair advantage over others who apply for the same position because you will understand much of the strategies used by the companies.

Let's take the common case, an employee was just fired and her position must now be filled to keep the workload moving smoothly. The manager supervising that position informs the recruitment manager of the opening.

In response, the recruitment manager (RM) asks the manager to provide a Person Specification, which is a list of traits the applicant must have to do the job. The Persona Specification is developed by first analysing the details of the job to be done, then the requirement of the organisations are considered and a job description is created that becomes the base of the Person Specification.

After the RM has gained all the necessary information, she develops a Recruitment Budget, which is an amount allotted for getting the complete hiring process through. Companies generally spend about twice the amount of the package on each recruit from start to finish. Nowadays, it is quite common for companies to hire a middleman company for doing the hiring for them, called as Recruiters.

The advantage of hiring a recruiter is that, since their entire business is about hiring quality employees for their clients, they have efficient systems already installed. They have a good network across multiple channels to get the word out. Also, they have professionals in place to examine and interview the applicants. It saves the client company a lot of headache and expenses in the long run.

These recruiters are often those who come to your college for on-campus placements and not the hiring company directly.

Once the RM has assigned the job and budget to the recruiter to hire another bum to fill the chair, the visible part of the recruitment starts. The recruiter now starts to spread the word of the open position through their media channels, which include: newspapers, job search sites, LinkedIn, Twitter, cold mails (used rarely) and colleges.

Of all the media channels, the most commonly used channels will surprise you, it isn't newspapers or ads. It's actually LinkedIn and Twitter!

Nowadays, about 70% of companies are hiring either by listing on LinkedIn or just plain tweeting!

So if you haven't started working on your LinkedIn account yet, you might want to get to it after you read the article.

Since the pandemic forced industries to fundamentally change the way they operate, hiring also saw great change as the number of work-from-home jobs saw a massive spike. Hiring saw great change as well since companies increased their reliance on online recruitment and LinkedIn was/is the front of it.

Twitter - few may realise - is also frequently used by companies to spread the word for the open position. These messages look like "Looking for a senior software developer, dm me if interested". That's it! Hence, you must leverage the power of social media and follow the right people on Twitter.

Coming back to the Recruitment Cycle.

In response to the job listing and advertisement, applications will start to pour into the system. In a country like India, the number of applicants for any job is much more than the hiring firm want to hire.

To narrow down the sea of applications most companies use advanced software that search for certain 'KEYWORDS' in your Resume/CV attached with the application OR they do a — what I think of as a 'retard test' — aptitude and reasoning test which doesn't actually tell anything useful about you but just reduces the number of applicants.

For example, if you are applying for a web developer position, then the software will scan your application and appended documents for keywords such as JAVA, CSS, WordPress, Portfolio, AWS and such. The people who include all of those terms get selected for the next round, while others will automatically be rejected.

It is a good point to mention that adding false information to your resume or CV isn't a very clever idea because today the top-tier companies that systems and personnel in place to fact check all the information on your application.

If you have any internships or previous employment mentioned, then the hiring company will contact them to confirm that you indeed worked for them. They even go as far as to contact the swimming club or institution that you claimed to have learned swimming at. Not an exaggeration.

Once the application is through and you are a step closer to the interview, it is a good idea to find out a bit about the company. Sure, if you are applying to a company of your own interest, you will probably have a ton of information about them. However, more often freshers are applying to any company that will hire them.

As a potential employee, it is your responsibility to learn about the company, such as;

- When and where was the firm established?
- Is it a startup, well established or sister of a larger firm?
- What are the services/products offered by them?
- How many employees currently working for them?
- Who are their direct competitors?
- Check any news related to them?

It's surprising how many freshers get hired with no clue as to what the company does!

After you have cleared all the previous steps, it is time for the most important part of the recruitment cycle, which is the interview. It's the recruiter who takes responsibly for the interview as well. The main aim of an interview is either to determine the Job-Person Fit or the Person-Organisation Fit.

Job-Person Fit means the applicant is examined to determine if they are qualified enough for doing the jobs related to the position. It may be called a Technical Interview (TR) by many companies. The focus of the Job-Person Fit interview is the skills of the applicant.

right mindset, personality and attitude to fit well into the company culture. This is because, no matter how skilled you may be, if you cannot adjust to the culture and environment of the company, your chances of leaving or not performing well increases significantly.

The focus in a Person-organisation Fit interview is your personality rather than the skill set. It is commonly referred to as the Human Resources (HR) interview.

NEGOTIATION

An article by the popular entrepreneur magazine Fast Company reported that 83% of people who asked for higher pay, got it. This brings into perspective just how powerful negotiation can be during a hiring process.

The first thing you need is to know your own worth. Don't expect the recruiter to tell you what you are worth because they certainly don't know the whole story with a short 30 mins interview.

During an interview, there is a pivot point where the focus of the conversion shit from you trying to convince the people across the table to hire you to them trying to convince you to work at their company. This happens when the recruiter has decided that they want to hire you and thus must now ensure that there is no deal-breaker from their end.

Despite the intimidation of the situation, recruiters are your best friend once they decide to hire you. You want higher pay and they want that too, so it becomes quite easy to negotiate. Negotiating a higher pay starts with clearly communicating your true worth and what you expect to be a reasonable package for you.

Don't expect to come out with a 20 lac package from a position that averages 7 lac. For a job with a range of 6-8 lac, negotiation can get to the higher limit of 8 lac or they may also offer you Employee Stock Options or ESOPs — which is a bad idea almost 99% of the time. So, try to increase your package amount as much as possible rather than settling for ESOPs.

Even though you have the potential to walk away with a large amount of money owning ESOPs but the biggest problem is the conditions that apply. Most companies only let you sell out your ESOPs after a set period, say 10 years, but if you lose your job before that time, you will lose all the ESOPs. Many other conditions like this make ESOPs hard to recommend. It is most wise to avoid it.

So, how do you negotiate a higher package? Chris Voss, in his book Never Split the Difference, talks about some of the techniques he learned and developed over decades being a Negotiator for the FBI. Here are a few highlights from his book:

- Listen more and be empathetic
- Try to uncover as much information as possible
- Use an appropriate tone
- Repeat the 3 critical words from their response
- Use the power of silence
- Understand their perspective and say it back to them
- Validate their emotions using labels
- Neutralise the negative by diffusing the situation
- Prepared beforehand for the worst-case scenario

Much of negotiation during a job interview is about creating a rapport with the interviewers to influence them into offering you a better package. One highlight of the book is 'No doesn't necessary means No', it's about understanding that it's not necessarily a rejection of your request, rather an inconvenience for your adversary.

Sure, much of Voss's techniques originate from negotiating with psychotic terrorists. However, in the book, he has very effectively explained how those techniques can be implemented in business, career, or even everyday meetings with people! So, I would definitely recommend you to read the book and develop this crucial skill.

REFERENCES

This powerful secret, references — from current employees at the company, revolts many I'm sure but the advantages far outweigh your worries. When an employee of the company refers you for the job position, there is a certain level of trust between the Hiring Manager and the employee.

A reference tells the recruiter that you have the right mindset and personality for the job, hence you are a good Person-Organisation Fit. You might be directly called in for an interview round rather than going through applications and screening processes.

Just make sure that your reference has been an employee at the company for more than 5 years. Another advantage of having a reference is that you can gain access to the hidden job market. You might have seen memes about this on social media because it's just that powerful!

The jobs that are visible to us only make for 10% of all the hiring openings; the rest of the 90% is the hidden job market. The easiest, if not the only, method to access this hidden market is through references.

When someone refers you for a position, they are rewarded monetarily by the company. Hence, it's beneficial for both the reference and referee. It has become really easy to gain a reference nowadays because you can make professional connections with such people on social media like LinkedIn rather than reaching out to your relations because that may be uncomfortable to many.

To create meaningful connections with the employees of the company, you are interested in starts by first identifying potential connections. Looks for people who frequently post content on LinkedIn; start by creating a list of these people.

Then, react and comment — genuine comments — on their posts, meanwhile develop your own account by uploading content related to the field you want to join and frequently mention that company in your content. The next step is it reaches out to them with a connection request and an un-ignorable message or cold-mail.

Know that useful connections — like any other relationship — need time to develop. Don't go asking for a reference from someone you have just connected with an hour ago.

RESUME PREPARATION

If you are a fresher, you probably have been in a position wherein you get a notification about the open application in a company you like. You quickly pause the movie you were enjoying and start filling out the application. You suddenly realised you don't have your resume ready! So you sprint to your friend and beg her to make a resume for you. We have all been there.

Time doesn't seem to agree with you, such that you could finally sit down and prepare that perfect resume. Well, what makes a resume perfect, anyway?

Here are two tips that will instantly make you a more attractive applicant.

The first thing you need to know about a resume is that it's not a one-size-fits-all kinda document. Prepare a unique resume for each position or even unique resumes for each company!

The reason is very simple, what skill may be useful for one company or position isn't for another. Let's consider an example for this if company A is a manufacturer of backpacks and Company B is into mobile game dev and both are looking for an App Developer.

Skills like Fusion 360, 3d printing, Salesforce and Illustration will be attractive for Company A. While skills such as Unreal Engine, Blender, Social Media Marketing and Painting will be more attractive to Company B. Although, with fair respect, all the skills attractive to company A may also be somewhat useful for company B but not as attractive as the skills mentioned for that company. So, what you need to have to do is research about the company you are applying to and understand their needs, then modify your resume to get closer to an ideal person to hire.

The second you must do is write a genuine Career Objective. It is a small paragraph you write about you and your career goals at the top of the resume. Now, it may be easy to copy/paste something from Google that reads some like "Looking for a responsible position to gain practical experience in a big organisation and challenging working environment" which is basically the same as saying 'I don't know. I will do whatever you want me to. I just need the job to shut up my parents'.

When you write the career objective, try to look at the bigger picture. What do I want to achieve in my career? Talk about some of the milestones that you would like to achieve in your career. This displays a sense of direction and a clear vision for life. Let's look at a sample Career Objective for someone applying at an App development company.

I'm looking for a productive environment with lots of opportunities to develop and implement my knowledge in app development. I want to gain experience in the field and utilise the company resources to create an application to help organisations better organise their workflow.

The applicant seems knowledgeable in app development and is looking to gain experience and influence. It sounds like she isn't looking to jump ships easily and want to develop a workflow management app for the company, which shows drive and a sense of direction. She might be able to quickly gain recognition and go far in her career.

Finding your career objective will not come easy. Spend some time with the thought and let it develop. It will only make you more attractive as an applicant.

There are a few other things that you have to keep in consideration when making your resumes, such as the type of resume, design and blanks.
When preparing the resume as a fresher, it is a wiser choice to choose a template that highlights your skills and certifications rather than work experience — because you don't have any. The design of your resume is a surprising factor that will make your case more appealing; add a flair of the field you are applying in, it's miles better than attaching a stale black on white resume.

You can find thousands of free templates online. They nicely divide your skills, achievements and experience. However, remove the sections that are not important to you. Don't just leave a blank heading on your resume because you have nothing to add.

Placements are testing times, you want to start supporting your parents and save them from the cruel criticism of society; you don't want to be left behind by your peers; you have a deep drive to become financially independent, you can't wait to start the next chapter of your life, maybe also bump into the ONE while you explore the real world being fully present and untethered.

To achieve this, you will have to face rejection. It is just a hard pill you have to swallow. Rejection can be devastating for many, especially when they see their friends getting placed, but not you. You need to become comfortable with the idea of getting rejected or you will take every step forward with utmost fear in your soul.

This fear will destroy you in ways you can't comprehend. It will chip away your pride and confidence and increase your rate of rejection because the interviewer will clearly sense this negative trait.

You might lose trust in your process or even start to consider your life, but I need to take three DEEP breaths in times like this. Stay calm and think before jumping to conclusions.

Not everyone has a dream company or perfect knowledge in the field or impeccable skills or the toughness to negotiate their first job. However, you don't need to accomplish all this overnight. If you have set your mind on getting placed, set a goal and a timeline. You can achieve all the things mentioned in this article along with a stronger sense of direction and control over your fear.

If I were to ask you 'How much time do you need to make yourself the ideal candidate?' What would be your response? A year. Two years.

Actually, you only need 6 months! Yes. It is enough time for you to figure out:

- Which field do you want to work in?
- What companies would you like to work at?
- How much money you can make?
- What would be your career path?
- What skills do you need to develop?
- Actually, develop those skills with lots of practice
- Develop your LinkedIn profile and upload content consistently
- Develop meaningful connections
- Ask for references
- And even belt some internships or freelancing work!

Think about it, do you really need 2 years to decide which field you want to work in? NO. You can do the research and discover your passion in just about a week.

It's all about developing yourself to accomplish your dream. The job is only the road that will lead you there. Better even, you don't have to worry about failing because there are a thousand different roads that will take you to your destination, but your goals must be marked.

You miss 100% of the shots you don't take ~ The Office US

Reality
Talks

The Reality of
Hiring and Firing

It's no secret that the first year at a company is very crucial, especially for a fresher, because companies hold a tight grip on the "FIRED" trigger. You have probably heard a million stories about how freshers get kicked out within a few months of joining.

It doesn't bother me because it will not happen to me. As soon as I get any job, I will work my ass off and leave no room for mistakes. I will become immune to getting fired!

Guess what, the guy who just got fired after 6 months at his first company also worked his ass off; in fact, he did overtime regularly, hardly missed a day at work or a deadline and sucked up to his boss harder than a Haementeria ghilianii (giant amazon leeches).

So, what's the deal here? What are they doing wrong?
NOTHING

There is no one reason that's causing this phenomenon. In this article, we will only focus on educating you about the things that make the mechanism move. We will also focus on only IT companies because they are the largest recruiters right now.

Hire 100. Keep 10.

Your on-campus placement drive may pick up 500 maybe 1000 freshers each hiring season, but hardly 10% of them remain with the company after about a year or two.
First, you will join boot camps that will teach you, freshers, everything from C++ through SQL to Microsoft Azure. Then at the end of the training — based on your performance, many the joiners will be shown the door out.

The few 150 employees that remain out of the initial 500 will then face brutal work. Have you noticed how companies hiring freshers post jobs with the simple job title of 'Fresher'? Why? Because fresher are at the bottom of the workflow, they are stuck making presentations, filling spreadsheets and doing other things that fall contrary to their expectations as a student and there is a ton.

The intense workload forces about half of the 150 to leaving on their own. They come out physically weak, sick and mentally destroyed — thanks to the toxic work environment. Now, only 75 of the 500 remain. Within about 4 years, only 15-20 people remain and pull through the harsh conditions; until they are too replaced by automation or by younger lads with flatter tummies.

Then there are a few unlucky ones who sign a bond during joining. The devil must have defecated on their grave in the past life. Those bonds lock you for a good 5 years at the company, some demand that you pay them an amount — usually in several lakhs — if the bond is forfeit. It doesn't end there! You may not be allowed to work for a competing company for some 3-5 years after leaving!

IT companies also like to keep fresh meat on their payroll; if you don't climb the corporate ladder fast enough, you'll get replaced with freshers after a few years at the company.

Now, there is always a silver lining to this massacre. It's not impossible to build a successful career working at the same company but the probability is maybe 2 in 500 — 1 felt like a cliche so…2.

You might just be that one lucky genius gal! Assuming you are ready to face the music.

Why College Sucks?

Imagine if you wrote a pigeon letter to your boss informing him of your absence for the day rather than emailing him. Or someone handed you two rocks to strike a fire rather than a lighter. Or you do the dab in 2021. That is what freshers would feel if not for online courses and experts who are also influencers.

RATIONALE I

Industries are among the first to adopt new technologies. Usually, IT industry professionals have to be trained for new technologies every 3 years. On the contrary, your college has been teaching the same subjects and content for decades! They might pretend to update the syllabus every 3-5 years, but 90% of the syllabus remains unchanged.

Mechanical Engineers are still learning how carburettors work, while 80% of vehicles on the road today are using a combination of fuel injected spark ignition systems. Even though students learn a short portion about fuel injection systems, the knowledge is clearly outdated.

I wish I could make a bold statement that things taught in colleges are not helpful for your future. But I CANNOT. However, what we learn at college is not directly useable in industries either.
Freshers need to be fiercely trained in new technologies for them to operate in the current industrial scene. What I CAN say is; your college is not teaching you the right skills that will launch you into a great career.

RATIONALE II

I want you to try and remember the last time an authority from your college threatened or intimidated you to do something. Not so long ago, right? Colleges constantly try to impart fear to the students rather than liberate it. Many of them think respecting your superiors means to fear them, which is absolute BS.

Well, you should have some fear both for your work and your superiors. However, it SHOULD be a heavy hammer tied with a thin string looming on your head, rather than a floor full of shattered glass and standing nails.

College is the perfect place to learn to take control of your fear so that you can take calculated risks and make effective decisions. Instead, you are learning to stay quiet and do what your boss tells you. Your fear controls you rather than the other way around.

RATIONALE III

You also might have observed that colleges try to create a barrier between branches. They discourage you from connecting with faculties or students of other departments and are constantly trying to prove dominance. That is often because of their internal disputes and has nothing to do with you — the student and your career.

Learn to collaborate with people from other engineering fields because designing a great product requires you and the team to collaborate rather than trying to slit throats with a knife.

RATIONALE IV

Your college is a business — big surprise — and they will always put business 1st. If you are wondering what the other ranks are: they are face value 2nd, power in domain 3rd and value for the student comes somewhere in 6th or 7th.

All your college wants is a large number to show, like "2000 students placed last recruitment season" so they can reel in more fish during the next admissions season. To achieve that number — that rings well in the ear — these businesses often implement bad practices rather than training you better to get higher packages.

In the end, you end up having to prepare yourself for your career given the massive amount you pay to your college — that has likely put you in a life-sucking debt — for only a degree. And to top it off, you will have the college constantly excreting on your plans.
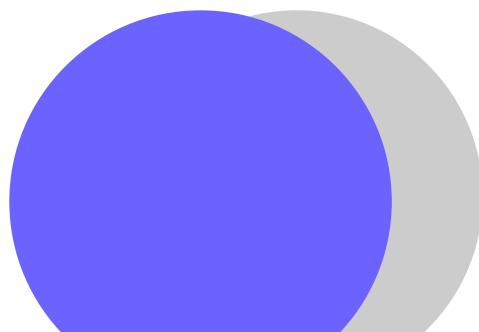
Toxic
Workplace

You may console yourself by saying, "This is what a workplace is supposed to be like. I'm just not able to adapt to the norms".

A toxic work environment bares characteristics such as poor communication at all levels, endless drama and cliques, constant fear of losing the job, bad leadership, lack of motivation in coworkers, stagnated self-growth, rapid quitting and joining of employees, cultivating of a poor work-life balance, infinite workplace burnout and a bad vibe looming thick in the air.

You may console yourself by saying, "This is what a workplace is supposed to be like. I'm just not able to adapt to the norms" but that's wrong!

A workplace shouldn't be like this at all; instead, a healthy workplace would promote your self-growth, provide prominent and motivating leadership, have a light and charged atmosphere in the offices and flood you with enough opportunities to keep job insecurities at bay.

Unfortunately, our Indian IT sector is sick with this corrosive disease. A toxic workplace brew within every top IT company in India — as admitted by thousands of ex-employees.

You can pick any company you like and do your own research; you will definitely find someone online telling their tales of why they quit their high-paying job.

If you are sceptical about online forms and articles, the more reliable route for you is to ask someone in your connection one-on-one.

We all have heard someone in our personal networks nag about work saying, 'The workload is way too much, I'm getting sick and planning to quit', 'The boss has a personal vendetta against me' or 'The work is menial but overwhelming'.

Neither they are kidding nor are they incompetent.

A toxic work environment will suck all your energy and make you live for the coming weekend. Your dream of preparing for a PSU job from 6 to 2 or starting a side-hustle/business will be left in shreds because you will work lengthy overtime and crave rest more than dreams when you reach home.

You will sense that you have stopped growing, 'maybe it's maturity?'. IT'S NOT. The intense and toxic working regime has stunted your personal growth, making you rigid and docile. You will start to think that the only way to get better is to quit your job — IT IS! But in the current market, there is hardly any industry that will pay you as well as an IT company does.

So you become a slave to your debt and paycheck.

In the book Rework by Jason Fried and David H. Hansson — a book about developing successful and timeless startups, he says, "You don't create a culture. It happens……Culture is the byproduct of consistent behaviour."

As sad as the reality is, you alone won't be able to change the culture and behaviour of a company. A change of such massive scale as that in a large Multi-National Corporation (MNC) is next to impossible!

We hope that through this article; you have gained a clearer sense of what a healthy workplace should look like so you can shield yourself better — if you were to join any of those companies and make better and more educated decisions for your life and career.

LEVERAGING
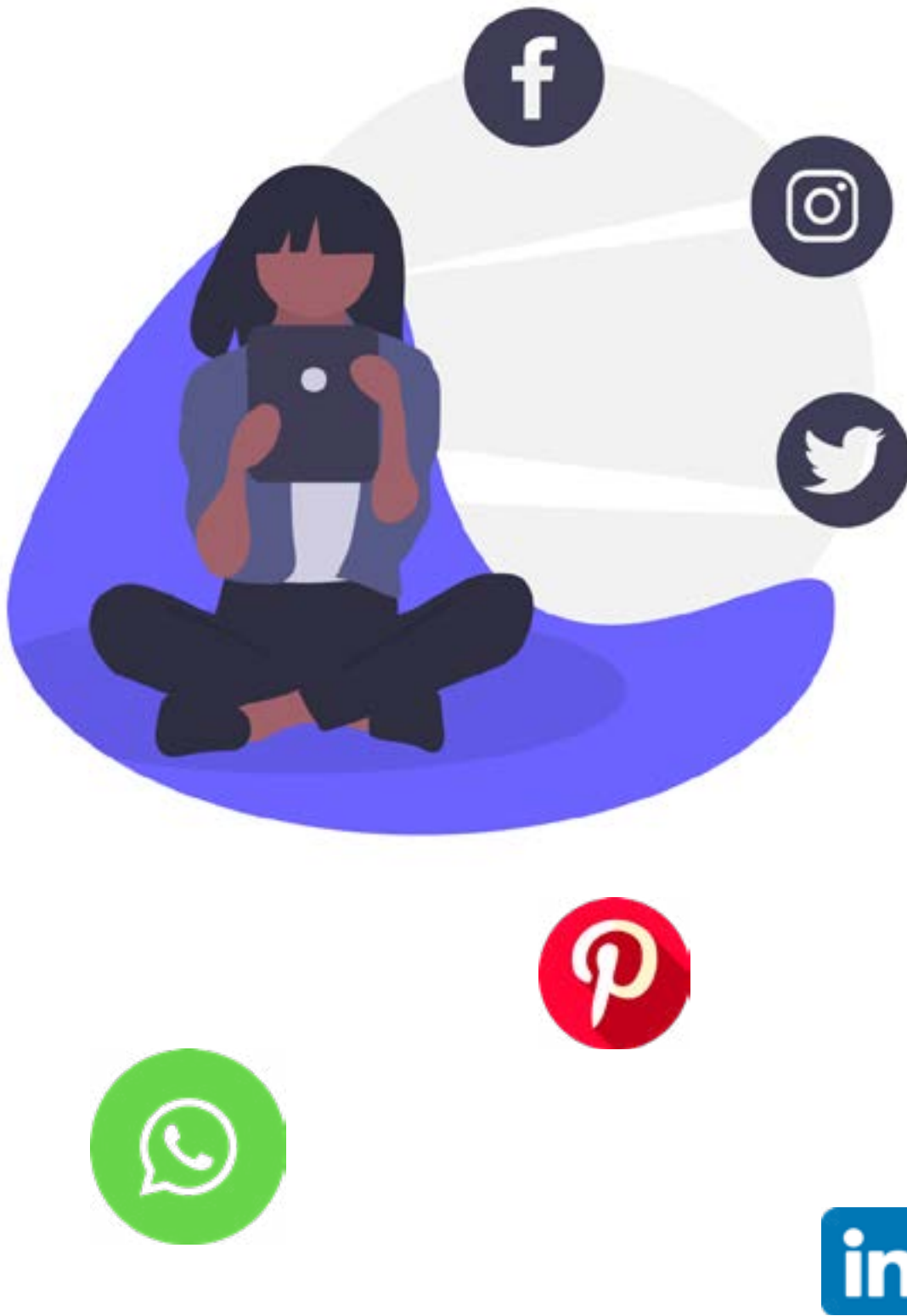
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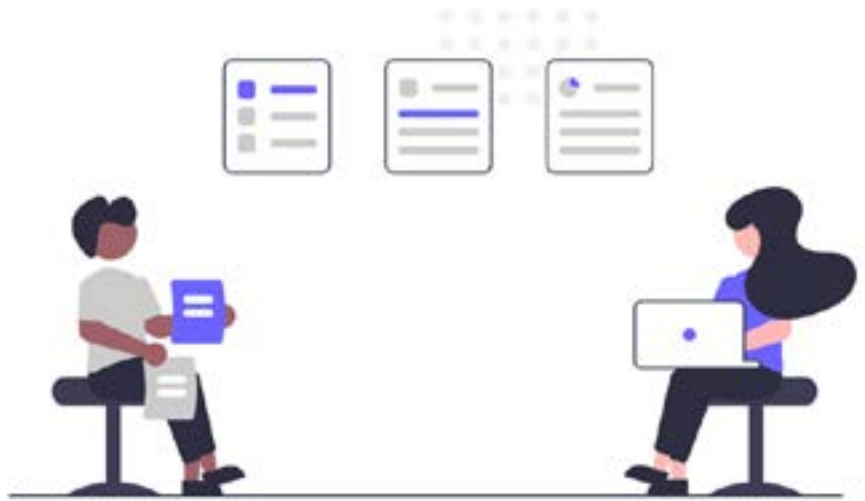
Everyone has special memories with parent-teacher-meetings. It's one of those special times of the year when you are praised both by your teachers and parents — your mileage may vary.

No matter how barbaric your teacher has been with you thought out the year, they always seem to flip character during PTMs and only highlight the good. You also see a glamour of pride in your parent's eyes contrary to the usual look of disappointment and carnage.

All this just makes it more memorable; you feel high on praise and support. Unfortunately, as we grow older, our demand for getting praised also grows. You want to feel that same high; you want to believe you are important, that everyone likes you and admires you.

With time we crave this high more — it's only human to do so and we look up to our close friends, family or connections for this deep need. But the era of the internet has put a million miles between you and your praises. We don't meet up in person anymore, only exchanging texts, short calls or jagged video calls.

Our deep need to receive praise and to feel important remains unsatisfied. Right?

So, what can you do to fix this?

The simplest way is also the one that demands the most labour — time, consistency and patience. I am talking about social media. Sure, it is an unhealthy habit that has originally caused the crisis, but it is also the easiest solution —when done right.

"With great power comes great responsibility" Uncle Ben wasn't just talking about Peter's spidy powers, in the real world his wise words are very well applicable to social media as well. If you haven't realised the power of social media, then open your eyes and let the light slap you!

The interesting thing is — if you think about it — being praised feels full-filling, but also you are the only one praising yourself. So meeting this human need, all you have to do is leverage social media.

How do I do that?

Stick around till the end of the article where we will discuss some of the most popular social media platforms and how you can leverage them.

Before knowing HOW, let's understand WHY you need to leverage your social media network.

- The survival of a company depends on its reputation and beliefs. Therefore, they do not want to stain their reputation or challenge the belief of the customers. All top companies have a separate ORM (Online Reputation Management) systems setup, to shield themselves against media and employees when shit goes sideways. Therefore, it's beneficial to have a strong social media presence, as it gives you an unfair advantage as an applicant.

- Switching companies is considered as a part of your career growth, along with salary hikes, promotions and more. Here, your social media acts like a detailed portfolio that will ultimately aid you in climbing up the ladder and negotiating your position along the way.

- You can leverage social media to present yourself as an expert in your industry. Being seen as an expert will boost your career and open up opportunities; now the opportunities will come to you rather than you having to search for them.

- Approximately 85% of job recruitments are done through networking. In the internet's era, it is easy to network with virtually anyone! You can make connections with top-level people in a company and leverage that to land you a job.

These were some of the burning WHYs you must know, how lets deep dive into HOW you can leverage a social media platform to land jobs, internships, interviews or collaborations, among other opportunities.

Because of the pandemic, everything seemed to have paused; life slowed down, nature bloomed, work and education went into mayhem. However, in reality, we advanced by 5-8 years! Let us explain what we mean with a simple example.

In India, we are overly cautious about money. We don't trust anyone with money and certainly not online banking. It took me 2 years to convince my father to create an amount for Google Pay! The point is, we didn't trust a Rs 100 online bank transfer and now post-pandemic we even pay our shopping worth thousands with UPI.

If the pandemic didn't happen, this same development would have taken some 5-10 years. Now, the pandemic is nothing less than a horror that will go down in history, however; it feels cruel to say that there's a silver lining.

Just like UPI existed with a poor adoption rate pre-pandemic, your social handle already has the potential to land your dream job, waiting to be exploited. You'd be shocked that a person is hired through LinkedIn every 3 minutes! While you want people pranking each other on reels, someone just got hired.

Even if you don't leverage your social media to advance your career, it has become customary for recruiters to do a social media check on applicants. So, it's better to have it well maintained and presentable.

So, what doors open up after you effectively leverage social media?

Some ways you can use this power are:

- You can get a job in MNC

- You could start freelancing

- Or start a business

- Build a community

- And a great network

- Or even become an influencer

Which social media to leverage and why?

For our purposes, we will only focus on people looking for a job. So the social media you leverage greatly depends on the company you want to work for; surely if companies are pouring in lakhs into a social media platform there is some potential. Potential you can exploit.

The good news is, companies only focus on a handful of social media, unsurprisingly they are the platforms most used by us, the customers. It will help you because you don't need to juggle your minds trying to maintain a zillion different social media.

Three social media platforms are the home base for the majority of companies, they are Instagram, Twitter and LinkedIn. Now, we will deep dive into each platform and understand what they offer and how you can leverage it

INSTAGRAM

Instagram is used by most companies because the majority of its audience is available on the platform. Since it's also very popular among youth, it's a good opportunity to pre-load the gun by preparing the future target audience for the company.

Instagram is a great way to engage with the audience through posts also because it has multiple types of posts to utilise and hence increase the chances of interaction with the target audience.

So, what should you do to leverage Instagram?

- First, change your profile to a business account. This gives you analytics and pretty of other useful features.
- Set your profile to 'Public', setting it to 'Private' will be the death of your leverage.
- Discover and analyse accounts that are similar to you and make a note of things you would replicate.
- Explore the page of your dream company, check what they are engaging with and analyse their activity.
- Start posting content on your account with consistency.
- Try to utilise all features provided by the platform.
- Build a community and proactively engage with them.
- Look for decision-makers and engage with their content. Leave valuable and actionable comments to trick a conversation.
- Present yourself as the ideal employee for your dream company.
- Dm them to seek help if you are stuck at any point.
- Point out their mistakes or tell them how they might improve their product or software.
- Propose them solutions to the problem they may face.

All the above efforts will bear fruit only if you are consistent with your content and be patient with the process.

ABOUT THE POST

Post content consistently with a plan and create a funnel; you may decide to do 2-4 posts per week. One concept that you can apply to your content publishing strategy is AIDA.

A - Attract
I - Interest
D - Decision
A - Action

Let's say if you are doing 4 posts per week, you can divide them by the AIDA rule as 2 posts to attract new people, 1 post to your interest topic and 1 last post to influence action. Don't forget to put the CTA (call-to-action), you can do 1 CTA post per week.

You should also diversify your type of posts, try to use all the features offered by Instagram, i.e. posts, reels, status and IGTV. This is because each type of post has a different level of reach ex- while posts may reach 100 people, a reel can have 1000 or more reach.

Meanwhile, you have to post about the company activities and products — this will particularly draw attention towards you. Make sure you don't post misinformation, especially about your dream company, because it will ruin your reputation in their eyes.

Be honest.

Don't forget to include hashtags, i.e. keywords in your posts to get better reach and results.

TWITTER

Twitter is a microblogging social media that attracts many top-ranking companies from all industries. Companies use the platform to give insights, news, information about themselves and put forwards their perspective about world events, thus building a connection with their audience.

More often, companies use Twitter as a complaint box where the audience can complain about bugs, problems and services of the company and get an immediate response from the companies.

All the decision-makers of a company are active on Twitter.

So, How do you leverage Twitter?

- Keep your profile up to date and use a username similar to your other social handles.
- Put content on Twitter and engage with other's content.
- Engage with other user's content, leaving valuable comments that seek a response.
- Retweet more than putting your own content. Follow those users who put good content and engage with them.
- Follow the decision-makers of a company and engage with their content.
- Look for the audience who are facing problems and try to solve them on behalf of the company, hence attracting attention from companies.

Present yourself as a target employee for the company

Your posts can range in anything from niche content, motivation, everyday epiphany or world events and other things. What makes Twitter an attractive platform for key decision-makers is that they can speak their minds about things while also representing the company.

Just think about Elon Musk. His tweets are about more than just him and his fleet of companies.

Don't forget to put content about your target company. This will attract their attention. Also, use hashtags and tags features effectively.

LINKEDIN

LinkedIn is a platform specifically designed for job seekers and professionals to grow their network and present themselves as experts in a niche.

You will find any company and all their key decision-makers on LinkedIn and they are active and consistent with uploading content on the platform. Here, recruiters are active and looking for people to hire; they search for you and you can apply for a job opening on LinkedIn.

On the platform, you can search for jobs, apply, make professional connections, create influence, but the most important part for a fresher, you can connect with people from your target company.

So, How can you leverage LinkedIn?

- Complete the profile.
- Use target keywords in your profile for the search features.
- Ask for recommendations.
- Add every detail in your profile.
- Post content on LinkedIn and engage with other's content.
- Make connections with CEOs, CFOs and other decision-makers of the company.
- Make connections with recruiters.
- Engage with the content uploaded by others, leave comments, react and share posts.

ABOUT POST

LinkedIn provides lots of options to post content that you can leverage. Every post performs well put the written post [Not articles] can perform better than others. A post has a character limit of 2000 words.

You can post content related to your niche, industry, knowledge, tricks and more. Also, try to upload content about your dream company — this will bring you into their spotlight. Engage with the content they upload and also with other people from other companies or similar niches.

The social media leveraging game pivots on 3 main factors:

- Put valuable content for your target audience

- Do so consistently with a diverse approach

- And be patient with the process

You need to give your 110% to do your dream job at your dream company, so take action because — Great things come to those who seek it.

What to Do in College?

There is a difference between creating and destroying life in the 20's.

Who are you? Why should I follow your word? I don't give a f*ck about your opinions! I will do what I want.

I guess these questions and thoughts are in your head when you first come across the heading and I believe some of you are not going to change your mind till the end. However, reading this article will be worth your time — take my word for it.

Were you pissed off in that short moment? Your brain may even have already decided not to read this article. And I believe this is happening because no one wants to live their life on other's conditions, choices and decisions — which is not bad at all.

It's true for all of us.

There is no difference between you and me. We want to live our life on our own terms. Isn't it? But we can't deny the reality and the reality is - everyone has to live their life on someone else's terms.

So, why not you give it a shot? Maybe you'll learn something new and interesting which you can share with your friends.

You DON'T need to follow my word. You are free to make your own choices. Just hear my perspective before deciding.

It's always better to know about other people's past actions — mistakes — so that you don't replicate them — if you belong from the same field. I'm talking about your seniors, well this article is about college life.

And I am going to share something interesting which you might be aware of, or maybe not. No problem either way.

> But before that, I want you to promise yourself that if you find it interesting and knowledgeable, then you're going to share it with others who will benefit from it and also that you're going to apply all this information to yourself.

During my first year, I was full of curiosity about everything from college, hostel to seniors. And the activities done by our seniors was always an interesting topic to discuss among friends and at the end of the discussion, we would promise ourselves not to make the same mistakes. Well, it is new energy, excitement and whatnot.

As time passed and we didn't repeat the same things — which is good for us but we did nothing we could feel proud of.

That's where this article comes in; I have made some mistakes, most probably because of improper guidance, and I don't want you to repeat it.

So, Before I put the list, I believe you need to know why I'm writing this article?

Obviously, the answer is very simple for me, but my answer doesn't matter here because if you don't relate this with yourself, it's worthless. You will only relate when you observe things around you. Confess with your inner self 'it is true and I can't deny the fact'.

The answer is - I like to observe the surrounding things — I forget things very easily if it is unrelated to me, and guess what, there is nothing to observe in my college except the college management and my friends. Well, I can write 4-5 articles on my college management, but this topic is for another day, for right now let's stick with my friends.

We all are in the 4th year of our college (B. Tech), and as you know, the last year of engineering college is pre-booked for placement. Most of my friends are excited about their first job, interestingly most of them want a job because of parental (not to mention societal) pressure, and the worse thing is, only one and two of them are working hard to get placed in a good company which offer a higher package.

About me, I choose along with one of my friends to not take part in the placements —We both are royally pissed on the management and we both have different plans.

Well, most of my friends face difficulty during the placement process, but the good news is that some of them got placed (with help of other friends). And from my point of view, it will not be easy for my friends in the coming months.

Why is that? I had the same question is in my mind and after realizing some facts about our past, I can say that I have an answer right now. And I think when you observe the things around you or you put yourself in my shoes, you will understand more easily.

The thing is no one is there to guide us, we just flow with each other by enjoying, doing fun things, watching movies, web series. We having competition not like who can do this code fast but we were more interested in who will finish the "Stranger things", "GOT" and spoil it for others.

This is our day in the first and second year of our college. Later covid-19 hit the world, no need to mention here what happen after that. Meanwhile, we all have time to learn new skills, do a virtual internship, still, we are nowhere.

Now, we are struggling.

I believe this happens with most of us. And if this happening to you, I suggest you change your plan, do something about it. Because in most cases these 4 years consider it as deciding years for your future. Also, time is valuable, and it never comes back.

So, what do you need to do in your college life?

I am not suggesting you not enjoy college life. Create some memory with your friends. I just want you to understand the difference between creating and destroying life. (There is a difference between creating and destroying life in the '20s).

There are many things which can be added to the list but I am trying to give the most important one only.

01

Academic matter–

You must have heard from many entrepreneurs that degree doesn't matter also that in the future, skills will carry more credit than a degree. Well, I am with my fellow entrepreneurs on this one. You may have observed that young entrepreneurs recruit team members based on two main criteria: skills and creativity.

It does NOT mean you DON'T need a degree! Well, it's another topic for another day. For now, you just need to remember that college matters, meaning academics matter.

What I have observed is that most of the students don't care about their academics. They are good in other activities but also get average grades. Some students even manage to get good grades while also excelling in other activities, well that is impressive in both cases.

But the thing is, you just need to score the required marks to make yourself eligible for higher studies or placement. And you can utilize the extra time on other activities like developing skills, enjoying yourself with friends or building a startup.

02

Health And Fitness–

No need to discuss here health is the utmost priority of any individual present on the earth. Although having a healthy body doesn't mean you can flex on it if you are not fit.

Especially for students, health is all they have got of themselves. Interestingly, you don't need to pay anything for it. Choose one sport you liked most (Outdoor sport). Schedule time to play at least 2-3 days a week.

03

Choose friend wisely–

Who are you now is mostly the reflection of your friends. They hold the power to make you or destroy you when you submit yourself to them. So we as human beings give authority to others to make our lives easier and in this chain of authority, friends are also involved.

But the fact is we are in no control to whom we will make a friend. So, you ended with a mixture of different types of friends which is not bad at all, but if you are dedicated to doing something in life, then you need to change friends and you need to hang out most often with the same type of people you are.

04

Don't destroy your time–

"TIME IS MONEY". Do you recall hearing this proverb before? So, utilise whatever time you have productively. It's one of the most underrated skills you can learn, i.e. management of time.

05

Join the right group–

If you are a tech geek, then you can understand what I mean by a group. Your college might have groups, join the ones which attract your attention and try to contribute to them. Well, there's no need to say that it not only improves your communication, but it will strengthen your network.

06

Financial independence–

Having financial independence is the dream of everyone, especially students. So, learn how to do that. College is the best time for you to learn about personal finance. You can try an internship and learn how to manage money to get financially independent.

07

Develop skills–

Developing skills in college time will always pay off, eventually.

08

Follow all sorts of people–

As a student, it's important to have all sorts of knowledge, especially those which are important, and it can be easily done by following the top leader in each category on social media.

09

Networking–

According to HubSpot, 85% of jobs are filled through networking. In fact, according to CNBC, 70% of jobs are never published publicly.

Aren't you shocked? Because my friends did when I told them the same. There are many more such numbers and math which will blow your mind. Now I don't think I need to mention the importance of networking. Networking not only helps you in getting a job but also it helps in many other ways. Think about it.

10 Communication–

It is believed that communication is the foundation of any relationship. It doesn't matter whether it is professional or personal. College life is the best place to enhance your communication skills. Take part in college fest, try to host programs and engage with the community who could help you in the future.

11 Community–

Most entrepreneurs build their community on social media before taking steps into the physical realm. They are doing so because they know the community is going to help them, and in return, they provide value to them. And I am asking you to do exactly the same. Try to create a community around you, provide value to them, learn from them, and grow simultaneously. I also recommend you to join online communities.

Well, these are some things which I wish someone had told me before I started my college life, but now it is too late for me. I don't want the same thing to happen to you.

Note–I am not saying that you need to follow my word. I am just sharing my experience and presenting my thought on this topic. I would love it if you want to further communicate with me on this topic or any such related topic [connect with me on LinkedIn].

78

Creator Note

They say Life is unpredictable also, that you learn from your mistakes.

Both of the above proverbs hold for most of us and I am no exception. Here's how. I recall from my school days; vicious mechanisms worked in the shadows.

Back then, I didn't give a shit -- even though I knew what was going on and I enjoyed it! No pressure, No studies, Free marks. It's a dream come true for a student.

I'm sure if you were in my shoes, you would have done the same. But now, those times are nothing but painful memories because they ruined my capacity to learn and think.

Later, things went back to normal and I swore not to make the same mistake. However, I didn't keep that promise.

Soon after, I repeated myself and took admission at a random college. Everything was different! Every expectation I had from others was shredded into pieces.

I'm not going to share with you what exactly happened at school or college. However, I'm sure of one thing now that I won't repeat the school life mistakes here — third times the charm, right? So, I did

precisely that.

I took some solid decisions for myself and started applying, now I'm doing good.

The question is, where did I lag?

The answer is very simple; I had no one to guide me.

I didn't have elders to guide me. And I didn't share things with my parents back then because I was enjoying free marks.

Later, during college I started exploring, thinking over things more deeply, sharing them with my friends, sharing them with my parents more openly. And all these helped me make wiser choices for myself.

Still, I see many of you struggle the way I did. That is why we at Vidyarthi stand beside you to aid you.

What to do in college? This article composes all the things I wish you knew before starting college. Unfortunately, I haven't successfully applied them all to myself because it's too later for me. However, you have time, so use it well.

Learn, apply, share.

Best,

Aditya Pandey
(Creator)

ROADMAP TO BECOME A FRONTEND DEVELOPER

1. How Does Internet Work?

Knowing the bts of internet always aid you in your developing career.

No technical knowledge is needed to undertand the function of internet.

You can learn it for free here.

2. HTML

HTML and CSS are the basic foundation of front-end development; these are must have skills that will be the bread to your toast.

HTML

- Easy to learn.
- Very lightweight.
- Supported by all browsers.
- Most SEO friendly.
- Easy integration to other languages.

You can learn it for free here.

CSS

- Easy Maintenance.
- Consistency in design.
- Lightweight.
- Styling customisations.
- Great accessibility.

You can learn it for free here.

3. Flexbox

Flexbox is a layout system based on CSS3 that makes aligning of elements on HTML easy. It is a very useful tool in creation of responsive design systems.

- Less worry on syntax.
- Less complex.
- Multidirectional layout of page content.
- Easy Inline elements manipulation.
- Supported by all browsers.

You can learn it for free here.

4. CSS Grid

It is the next level of flexbox with some similar features but has much more powerful tools.

- Reduces code bulk.
- Improved semantics.
- Reduced code means less file sizes.
- Speedy development possible.
- Better order in layout.

You can learn it for free here.

5. Responsive Web Design

Supercharge your basic HTML & CSS by allowing you to make a responsive website based on screen sizes. It is very important nowadays due to the popular use of smartphones, tablets and flexible devices.

- Attracts larger audience.
- Easier analytics.
- Easy maintenance.
- Improves SEO.
- Consistency in design.

You can learn it for free [here](#).
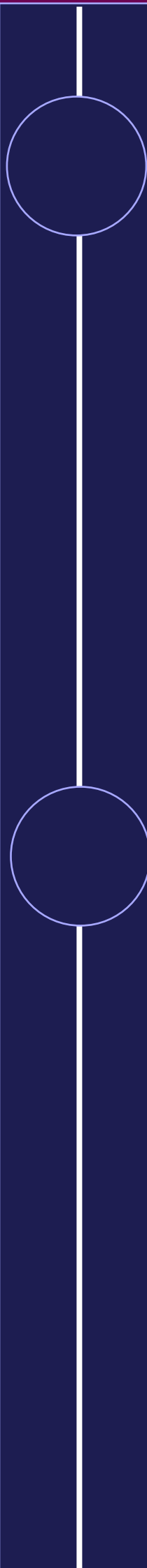
6. Take up Designing Challenges

All that knowledge is useless you practice; thankful there are a lot of templates and challenge websites to make sure you get plenty of experience under your belt.

- Practice practice practice.
- Learn tricks.
- Compete with a peer.
- Learn more in-depth knowledge.
- Bulk up your portfolio.

You can take challenge [here](#).

7. JavaScript

JavaScript is the most advanced front-end development language, used by professionals for it's endless capabilities compared to HTML & CSS.

- Super fast run times.
- Interoperability.
- Efficient server loading.
- Advanced interfaces can be developed.
- Object Oriented capabilities.

You can learn it for free [here](#)

8. Git

Git is an open source platform that allows you to easily manage and maintain different versions of your application.

- Breaching capabilities.
- Easy merging of branches.
- Projects you code in multiple languages.
- Version tracking.
- Non-linear development.

You can learn it for free [here](#).

9. REST API

APIs allow you to pull and send data from and to other serves. Hosting of various services is a common practice in real world website development.

- High flexibility.
- Easy to integrate.
- Uses HTTP.
- Highly scalable.
- Uniform Interface.

You can learn it for free [here](#).

10. Front-end Frameworks

It is basically a bundle of JavaScript code that you can implement into your own application to faster development process. Three of the best frameworks are React, Vue and Svelte.

React
- JSX is required.
- Reusable code.
- Poor documentation.
- Massive community.
- Easy to learn.

You can learn it for free [here](#).

Vue
- Fast and reliable.
- Easy to learn.
- Good documentation.
- Fewer resources than react.
- Reusable code.

You can learn it for free [here](#).

Svelte
- No virtual DOM.
- Truly reactive.
- Easy to learn.
- Confusing syntax.
- Small community.

You can learn it for free [here](#).

11. Practice

The more projects you make the more you will be able to learn along the way. Anyone can do web development but the an expert is more efficiently and has keen eyes for attention to details.

- Set a monthly project target.
- Celebrate your projects by sharing on social media.
- Look to improve your knowledge in the tools.
- Cherish challenges.
- Take your time and be patient.

We want to end the first volume of Vidyarthi with a quote by Bo Sanchez.

"Education without execution is extinction."

You hopefully have learned a lot of things or realised them. Now, you need to use that knowledge, put down a plan and start working on it.

There are a ton of things that we couldn't include in this issue of the magazine. Topics that are essential for you to know and will help you accelerate your growth further. However, we couldn't just let it go! It's your future that is at stake! That's why we are launching this Newsletter, where we will share with you exclusive content, value boom resources, tips on opportunities, BTS and more.

Join our [Newsletter Now](#)!

In case you have any inquiries regarding any topic in this magazine or any questions for that matter. We are more than happy to connect with you! Just email or dm us at our Instagram accounts given below.

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