jobsfactory.in

(a CareerTree Initiative)

| Empowering the Young India | Campus to Corporate | Creating Livelihood Opportunities | Community Outreach |

a job portal exclusive for frontline executives

Presentation Overview

Who we are..

It's a careertree initiative

- The company specializes in **talent acquisition and talent management solutions since 2003,** headquartered in Chennai and having its presence across the country.

- **Online Job Portal** – part of HR Technology business vertical; aimed at bridging the gap between employers who need talent and the potential candidates in the market.

- **Building Ready-market Talent** – to stimulate more employments we would also be building ready-market talent and handhold them in carving out meaningful career.

- www.jobsfactory.in is a **natural & logical extension** of our expertise in the current line of business.

- Backed up by **eminent team of advisors and industry experts** to have far reaching impact of this initiative.

India's preferred **integrated HR** solutions provider,

began our journey in **2003** as specialist in

OD Consulting, **Recruitment**, and

HR Technology;

operations in over **6** states;

partnering with over **200** clients;

over **70** passionate professionals;

with the revenue of over **70** million;

continuing our endeavor to make **positive**

difference in the lives of millions of workforce.

India's first ever exclusive job portal

for frontline workforce launched with an aim to empower the youth

and enable them to find the career of their choice.

Brings the employer-jobseeker & college-employer

more closer to interact and leverage on

each other's strengths & needs.

A service with a differentiation..

The Differentiators: We Will

- Reach out to the young India (cutting across the strata).

- Enlighten the young India on the opportunities in organized sectors.

- Further the technology revolution in hiring at the grassroots / frontline positions.

- Connect the deserving candidates and fair-practice employers.

- Act as an interface between the industries and institutes.

- Give back to the community a part of the profit – in the form of educational scholarship.

Vision & Mission

Vision:

Fulfill the career aspirations of youth globally by leveraging technology, innovation and be the most admired organization.

Mission: We Will

- *Demonstrate highest standards of ethics and values in all our behaviors and transactions.*

- *Ensure win-win situation for all our stakeholders at all times.*

- *Strive for excellence and ensure flawless execution through well defined systems, processes and best practices.*

- *Build a learning organization and create high performance culture through empowered and engaged teams.*

- *Evaluate global trends in career, youth aspirations, technology to build competitive advantage.*

- *Encourage critical thinking to enable innovation and grow-up the value chain.*

Why is our target "the frontline" workforce?

They are the most attriting population and lack career guidance

- They are the growing age group (18-35 years) and most aspiring lot.

- They form nearly 70% of workforce in any organized industry.

- They are the most attriting lot.

- Most of them in this category lack clear career goals.

- They lack avenues to locate the job opportunities in organized industries.

- They are quiet fast in catching-up with the latest gadgets and technology.

Category	Sub-Category	Enrolment
School Education	Pre-Primary Students	5,264,053
	Primary (Class I - V)	132,048,727
	Secondary (Class VI - VIII)	52,195,171
	High School (Class IX - X)	24,971,520
	Higher Secondary (Class XI - XII)	13,414,499
	Sub-Total	**227,893,970**
Vocational Training	Vocational Training - ITI/ITC	1,062,524
Higher Education	Ph. D / D. Sc/ D. Phil	36,019
	MA	481,521
	MSc	230,247
	MCom	156,714
	BA/BA (Hons).	3,727,727
	B.Sc.	1,579,355
	B.Com	1,455,457
	BE/ B Arch	1,668,228
	Medicine, Dentistry, Nursing,	305,629
	B.Ed	244,825
	Enrolment in Open Universities	773,917
	Polytechnic Institutes	690,410
	Others	2,973,517
	Sub-Total	**14,323,566**

Traditional job search / job advertisement methods are proving to be expensive and time consuming.

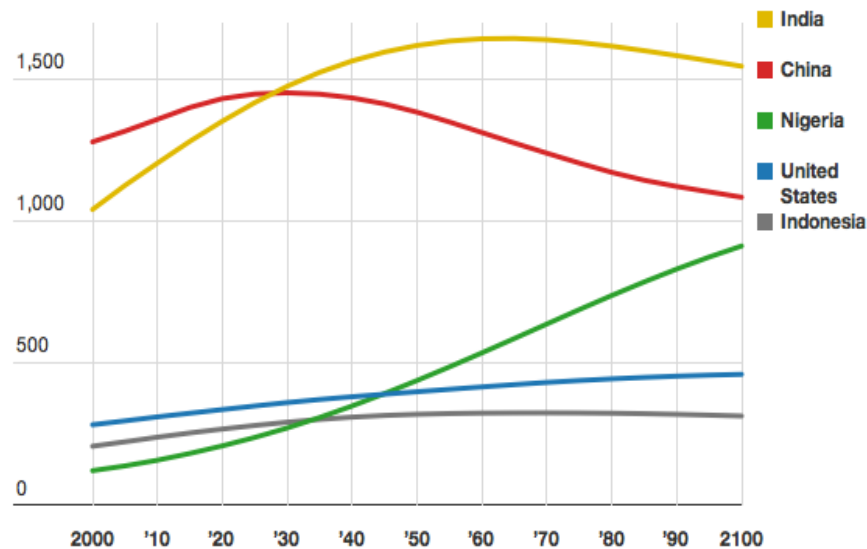Organizations spend a substantial amount on their hiring.

Source: Select Educational Statistics 2005-06, Annual Report 2009-10 of Ministry of Labour and Employment

Predicted populations of world's biggest countries, in millions

Legend:
- India
- China
- Nigeria
- United States
- Indonesia

Created with Datawrapper

Source: United Nations, Get the

- The population growth projection for India is on the upward trend until 2070.

- With this projection, the youth population and the frontline workforce will also increase considerably YoY.

POPULATION GROWTH SLIPS BUT...

- The literacy rate is on the rise.

- Female population is on rise since the last decade. With increased awareness and social change the rise in working women population is certain.
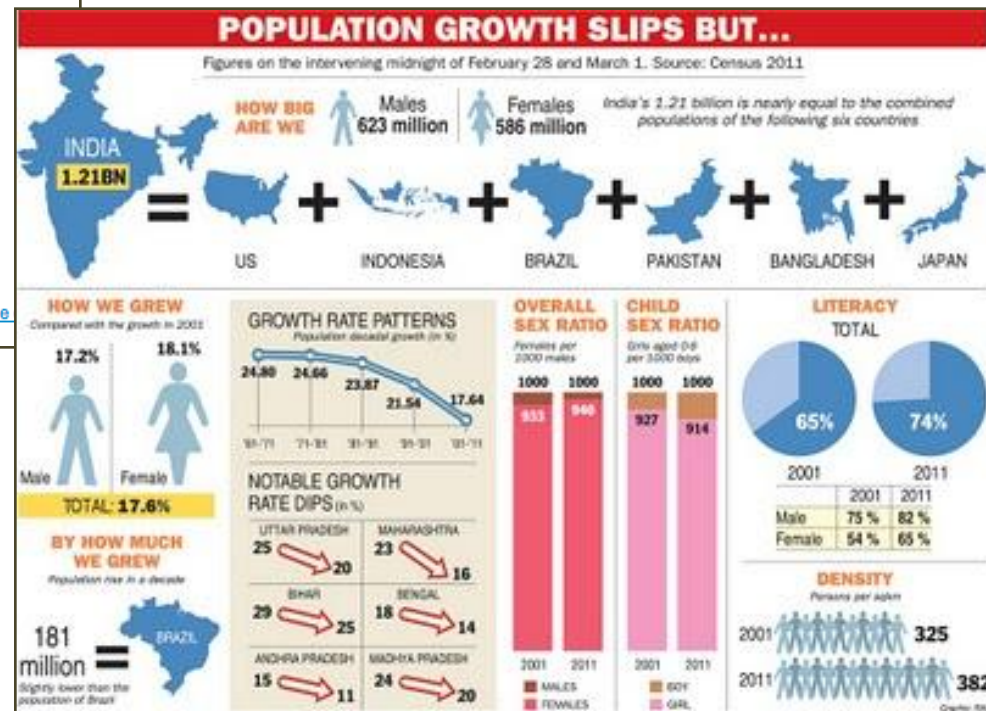
Some hard facts..
that encourages focusing on Frontline

INDIAN POPULATION

1210 MN

December 2012

COMPUTER LITERATES
224 MN

CLAIMED Internet Users **150** MN

ACTIVE Internet Users **122** MN

VERNACULAR Content Users **45** MN

Source: IMRB I-Cube 2012, All India Estimates, Census 2011

- 20% of the population being computer literates.

- 10% of the population are active internet users.

- Increasing level of engagement of youth in social media sites.

Source: Facebook Country Stats January 2013
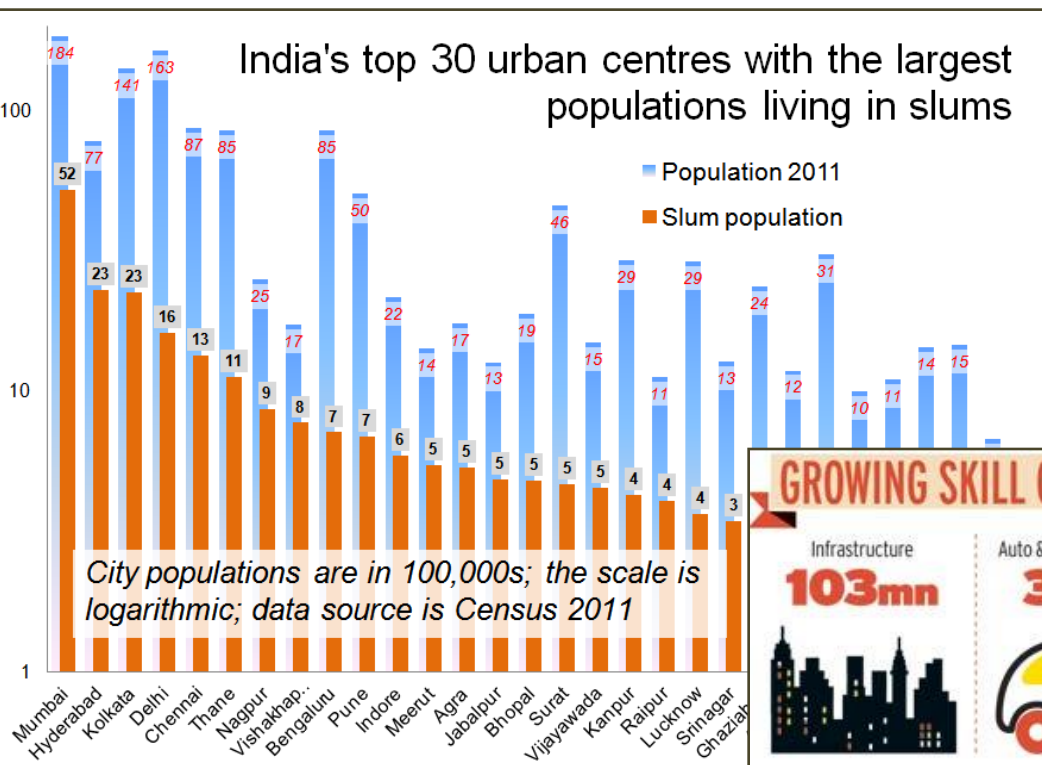
		1 MONTH	3 MONTH	6 MONTH	1 YEAR

	Country	Users	Change	+/-%
	World	973,911,580	+3,812,440	+0.39 %
1.	United States	168,800,560	-120,480	-0.07 %
2.	Brazil	64,688,260	+2,421,840	+3.89 %
3.	India	62,696,500	+1,783,360	+2.93 %
4.	Indonesia	51,497,760	+1,193,340	+2.37 %
5.	Mexico	40,225,220	+411,940	+1.03 %
6.	United Kingdom	33,173,340	-728,580	-2.15 %
7.	Turkey	32,136,160	+162,760	+0.51 %
8.	Philippines	30,080,600	+140,440	+0.47 %
9.	France	25,653,980	+230,400	+0.91 %
10.	Germany	25,345,920	+112,660	+0.45 %

India's top 30 urban centres with the largest populations living in slums

- Population 2011
- Slum population

City populations are in 100,000s; the scale is logarithmic; data source is Census 2011

- The projected growth sectors will need more people to do hands-on jobs (in other words, the frontline).

- The growing skill gap will push the employers to access large database of candidates to pick the best.

GROWING SKILL GAP The expected shortfall in industries in 2022

Infrastructure	Auto & auto components	Building & construction	Textile & clothing	Transport & logistics
103mn	35mn	33mn	26.2mn	17.7mn

Organised retail	Real estate services	Health care	Food processing	Education & skill development services
17.3mn	14mn	12.7mn	9.3mn	5.8mn

Source: IMaCS, Aon Hewitt & NSDC

- It's quite ironical that the divide and inequality in the economic status continues to grow – further accelerating the need for more grassroots jobs in the cities.
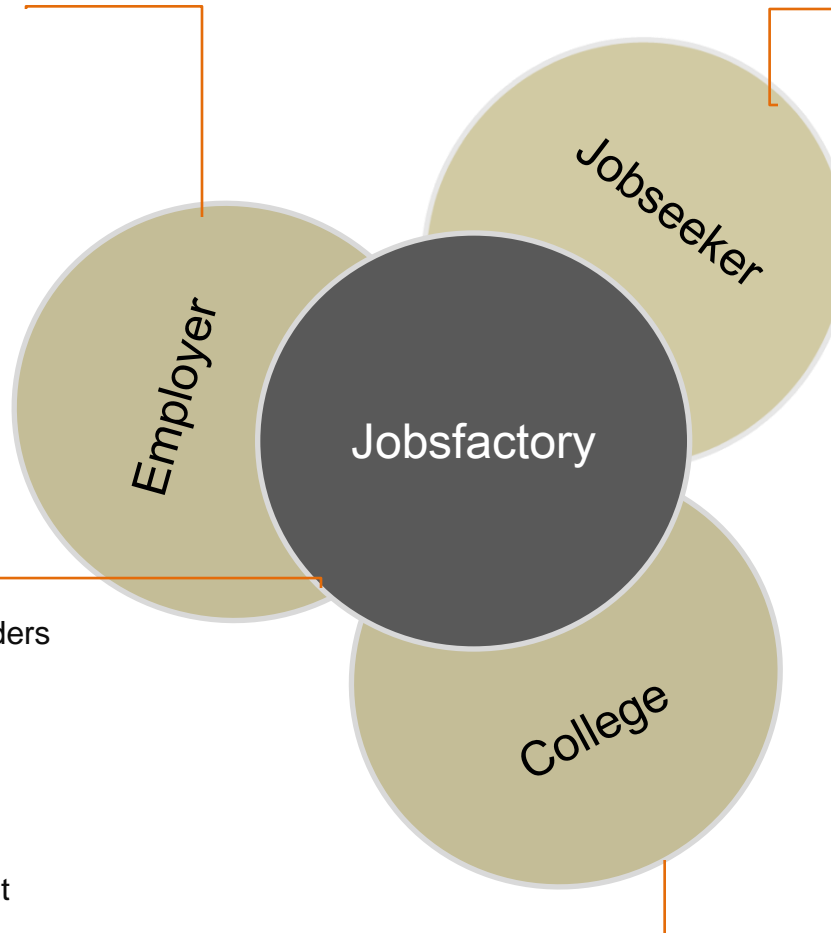
The Beneficiaries

Any Registered Entity

- Highlight Credentials
- Post Jobs
- Access CV
- CV Archiving
- Interview Calling
- Connect to Colleges

- Connecting Stakeholders
- Administration
- Data Management
- Security Controls
- Feature Enhancement
- Feedback & Troubleshooting

Employer

Jobsfactory

Jobseeker

College

Anyone with 18+ age; salary < 50k / Mth; Min 10 Std Pass.

- Register
- Upload or Create CV
- Search Jobs
- Apply Jobs
- Save Jobs
- Refer Friends
- Take-up Assessment Test
- Manage your Web-space

Any Educational Institution recognized by GOI

- Highlight Institute Credentials
- Upload Students Statistics
- Highlight Students Performance & Corporate Acknowledgements
- Invite Corporate for Campus

Features of Jobsfactory

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Jobseeker	Employer	College
• Wide-ranging opportunities of your choice (job alerts and employment news).	• Access to registered candidate database from across the country.	• Access to reputed companies from across the verticals and the country.
• Exclusive web space through unique ID.	• Exclusive web space and multiple user option.	• Exclusive web space and multiple user option.
• Portal access in regional languages apart from English.	• Unrestricted access to the database.	• Invite employers to your campus at the click of a button.
• Generate your own resume. No payment attached.	• Live dash board for effective usage of portal.	• Instant data of the recently placed students
• Opportunities to participate in job fairs.	• Interview calls through auto-generated sms and e-mail to thousands of candidates at click of a button.	• Live dash board for effective usage of portal.
• Connect your friends and earn rewards.	• Invitation to attend the job fairs at no cost.	• Status report of users and option to extract reports in Excel.
• Understand and prepare for the hot jobs.	• Status report card – job code wise every candidate is tracked.	• Photo galleries of the events in the college.
• Perform self-assessment through online tests.	• Customized job posting option.	• Customized pay option for the need and not the package.
• Identify the employers who have viewed your profile.	• Client managed user-access control.	
	• Pay for the need and not for the package.	

Snapshot of the portal….

Jobseeker

College

Administration

Employer

Comparison
– we are not competing though…

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S. No	Feature	Jobsfactory	Naukri	Timesjob	Monster	Freshers World
1	Search CV / Jobs	Yes	Yes	Yes	Yes	Yes
2	Job Posting	Yes	Yes	Yes	Yes	Yes
3	Exclusive Web space	Yes	No	No	No	No
4	Campus Corporate Connect	Yes	No	No	No	Yes
5	Vernacular Language (JS)	Yes	No	No	No	No
6	Auto Resume Generation (JS)	Yes	No	No	No	No
7	Profile Verification	Yes	No	No	No	No
8	User Access Control	Yes	Yes	Yes	Yes	Yes
9	Live Dashboard	Yes	Yes	Yes	Yes	Yes
10	Job-wise Report Card	Yes	Yes	Yes	Yes	Yes
11	Report Downloads in XL	Yes	Yes	Yes	Yes	Yes
12	Self Assessment (JS)	Yes	No	Yes	No	Yes-Chargeable
13	Employment News (JS)	Yes	No	No	No	No
14	Refer Friends & Reward (JS)	Yes	No	No	No	No
15	Branding	Yes	Yes	Yes	Yes	Yes
16	Customized Subscription Package	Yes	No	No	No	Yes

Technology Interface
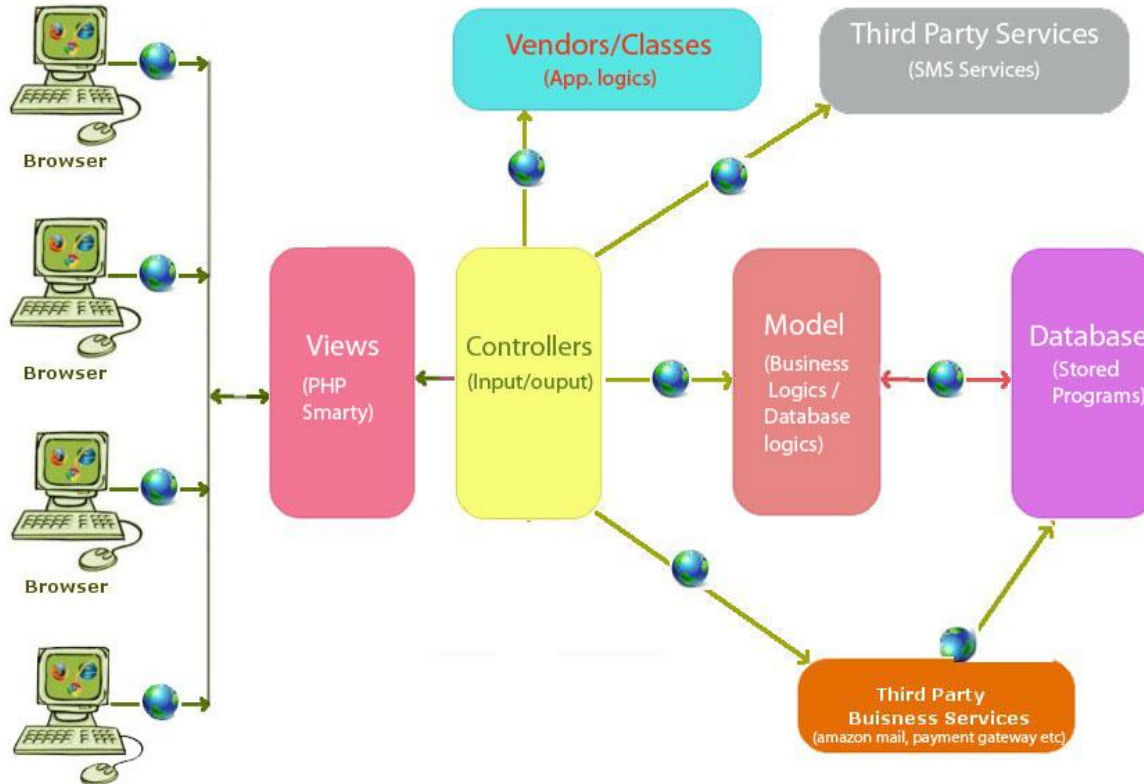
Technology Differentiation

- **PHP:** robust and secure web applications.

- **MySQL:** fast retrieval and efficient storage of data.

- **PHP Smarty:** template engine to separate presentation and application logics and also used for caching.

- **Stored Programs:** compiled for sql queries to retrieve the data faster and store it safe.

- **Web Services:** supported by amazon web services for sending mails – guarantees fast and accurate reporting of mails.

- **Web Hosting:** hosted in amazon aws – guarantees faster loading of pages and 100% reliability.

Technology Value Additions…

jobsfactory.in

- User friendly URLS (not exposing the url extensions like .php)

- Used web 2.0 (applying for jobs, saving jobs) and more pages

- Automatic PDF generation

- Browser history cached in AJAX Calls. Eg: search resumes, search employers.

- Tracking website visitors

- SMS gateway integration

- Online payment gateway integration

- Used file storage in some places for faster loading

- Automatic job posting alerts, package expiry reminders, resume alerts etc.

- Preloading values in search job is completely dynamic and based on most wanted searches.

- Capturing the search keywords / locations for reporting purpose.

- Social media share options for jobs.

- Server side validation for all the forms (registration, profile etc) for data sanitization and security reasons.

- Integrated Captcha for registration forms to restrict from spam bots.

- Options to filter resumes by matching keywords (parsing) with resume docs.

- Option to extract job postings, responses, invitations, reports in excel formats.

Post Subscription Support

Administration

- User profile creation

- Face to face training for all users during first-time subscription

- Any time WebEx training for the new users

- Upgrading the account on request

- Suggesting appropriate packages based on the usage projection

- Compliant tracking & redressal

Technology

- 24/7 customer support service

- Data security & management @ central server

- Free access to upgraded versions

- Technical training to the users

- User feedback for future up-gradation

Email Phone **24x7** SUPPORT

Beyond the Portal…

Value Added Services (for employers)

- Managing the web-recruitment on your behalf (outsourced service support).

- Assessment tools / tests preparation on need basis at short notice.

- Conducting job fairs, campus recruitment on your behalf.

- Taking care of end-to-end mass recruitment process.

- Providing skilled / trained workforce who are ready to deliver from day-1.

Value Added Services (for colleges)

- Training the college students on interview preparation.

- Conducting personality grooming sessions (as an integrated program with the curriculum).

- Guiding the college administration to improve the visibility & students campus placement rate.

Investment - *for Employers*

Package Type	Trail Pack	Standard Package	Custom Package
No. of Postings	Unlimited	100 (FREE)	
CV Access	Nil	30000	
CV Download	Nil	30000	
No. of Users	1 (FREE); Addl - Rs.5000 / User	1 (FREE); Addl - Rs.7500 / User	Basis Selection of Features
No. of SMSs	NA	20000 (FREE) Addl - Rs.4000 / 10000	
No. of Mails	4000 (FREE); Addl - Rs.2000 / 5000 Mails	360000 (FREE)	
Premium Jobs *	Not Applicable	Refer the Table	
Validity Period	3 Months	1 Year	1 Year
Price	**FREE**	**Rs.50000**	**Pay as you choose**

Premium Jobs	
1-5 Jobs	Rs 5,000
6-12 Jobs	Rs 10,000
13-20 Jobs	Rs 15,000
21-30 Jobs	Rs 20,000
31 & above	Rs 25,000

CV Access & Downloads Only	
50000 CV Views & Download	Rs 37,500

Note: The price quoted here is excl. of taxes.

Investment *- for Colleges*

Package Type	Trail Pack	Standard Package				Custom Package
		B – Schools	Prof Courses (Tech / Non-Tech)	Diploma / Voc / Pvt. Coaching Institutes	ITC's / ITI's	
No. of Users	1	1	1	1	1	Basis Selection of Features
No. of Students Profiles Uploading	20	100	100	100	100	
Validity Period	1 Month	1 Year	1 Year	1 Year	1 Year	
Price	**FREE**	**Rs.20000**	**Rs.15000**	**Rs.10000**	**Rs.5000**	**Pay as you choose**

Note:

1. Additional purchase of profile loading is done with the additional payment of the package price.

2. The price quoted here is excl. of taxes.

Return on Investment

For Employers

- Significant reduction in the annual hiring cost per candidate.

- High probability of reaching the right candidate in most searches / job postings.

- CV achieves as data management / storage system.

- Multi-location hiring monitored through live dashboard.

- Spot educational institutes of your choice without spending money to do the survey.

For Colleges

- Increased rate of campus selection process.

- Opportunity to increase the rate of students campus placement.

- Direct rapport with the employers to understand and meet their expected standards.

Get in touch …

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