Become 'Employable' Rather Than Just 'Qualified'

Collection of Selected Articles

Dr. Anand Wadadekar

Dedicated to:

My Parents,

My Wife - Parnavee,

My Children – Vedantee & Soham,

My Teachers

And

All Who Helped Me Grow as a Professional & Person!

PREFACE

There is no equation to success in career, where something added or deducted / multiplied or divided equals to the result desired. Today, students require much more than just career counselling. Career Counselling has become one part of *'career management'* today as a whole.

Looking at the current recruitment dynamics of the industry, having 'employable' skills has become the top requirement. Gone are the days when recruitments, promotions used to happen majorly on the basis of qualifications. Today, candidates are getting over qualified due to varied types of courses; however lack 'employable' skills.

There are tremendous confusions in the mind of students and parents about choosing a particular post graduate course. This book tries to give some solutions to such confusions and how to think about career and also what exactly career means and what the industry today expects from the fresh graduates or post graduates. This Book will give some important insights into one's career management, facts about education dynamics, and some tips about specific aspects.

This Book based on my more than twelve years of career counselling experience is a collection of my selected articles and intends to provide insights into the realities of the industry, recruitment parameters, post graduate education and over all intends to suggest ways to improve employability in terms of skill building and also by helping to become well informed.

This Book intends to become a guide for graduating & post graduating students looking for respectable jobs, for already graduated candidates looking for enhancement in their career and for parents to become mentally prepared for changing times and generations.

ACKNOWLEDGEMENTS

Dr. Mrinal Raste, Ex-Vice Chancellor – Symbiosis International University

"This Book will be beneficial to graduating students to get clarity in terms of their career planning".

Amar Kakaria- Youngest in India to qualify as a CA, CS and CWA, Limca Book of National Records 2007 holder

"I am confident that this book will be very useful for youngsters to shape up their career in these recessionary days & lead a successful life ahead".

Surabhi Dewra, Founder & CEO, CareerGuide.com

A must read for anyone who is starting their professional career. The anecdotes used by the author makes it interesting and easy to consume.

Dipeeka Betala Saboo, Product Head, MBAclubindia.com

"A bundle of practical & invaluable advises, shared from the bottom of the heart, yet very mindfully written with experience of the author speaking in the anecdotes. A must read by all the aspirant students".

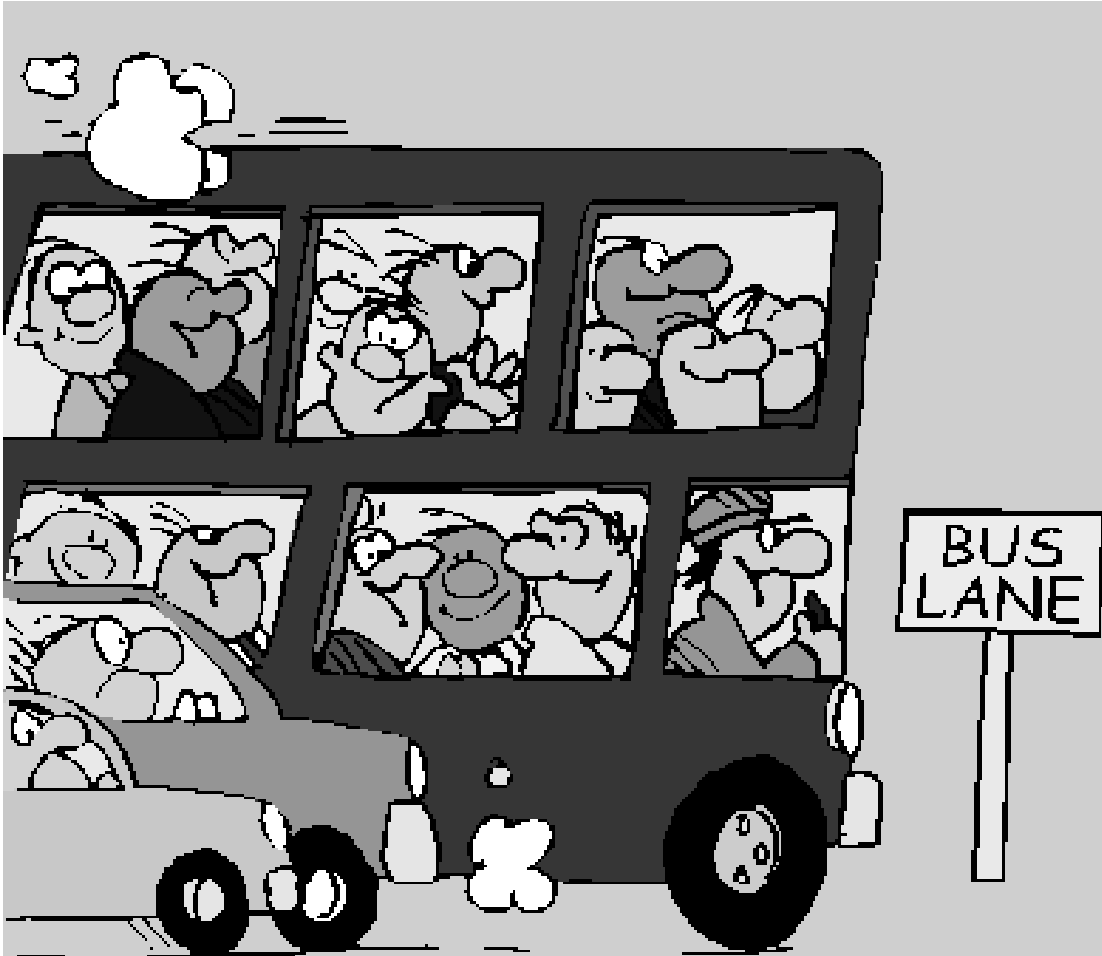**Sandeep Kanoi**- Founder CEO of Popular tax blog Taxguru.in

"I recommend this book for all those who have just completed their studies and looking for a job as the book surely will help them in their search of job".

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Close similarity between a
'Bus Travel Experience, Getting a Job and Making Careers'

I have been addressing hundreds of students who are about to pass-out from their under graduate degree college, across Maharashtra and have been telling them about the scenario of the job market, employability, building capabilities, learning and making successful careers.

I would like to share with you the example which I always quote and explain in my interaction with students. I believe this is the closest relative example to explain about 'being employable', 'getting a job' and 'making successful careers'.

The example is a comparison between *"Travelling in a Public Transport Bus, Getting a Job and Making Careers",* leading to a relative conclusion.

The article is written in a step-by-step format – the steps being the various stages in a Bus journey i.e. boarding, in transit and alighting from the Bus – and carries an explanation for every stage.

- **Waiting for the Bus at the Bus Stop –**

People gather at the Bus stop, form a queue and wait for the Bus to come and pick them up so as to make them reach their destination. Here, when the Bus arrives, it may be exactly meant for one's destination or it may be headed for a different destination but might run on the same route and place where one wants to go. The Bus may leave taking all the people or might leave taking some people only.

The Bus here represents a company / the job market. People standing at the bus stop are 'candidates'.

Explanation: Organisations issue job advertisements for various positions. Fresh graduates/PG candidates gather & queue up with their CVs and apply for the job positions. Now the organisations which come may not be the expected ones for every candidate. Some organisations may have diversified businesses, though the job advertisement or requirement may be for one of the businesses.

Now here, the candidates have to decide whether to apply and appear for the organisation or leave it. They will have to decide whether the organisation will take them to their destination (*here it is career destination*). The candidates who feel that the organisation which has come, is for them then, they should apply to it without delay, else the organisation would leave without having the candidate's candidature. The organisation may consider candidature of all or may pick up few only.

It is important to enter into the job market with the basic qualifications required for a particular job.

- **Boarding the Bus at its starting point or in the middle somewhere –**

If people board the Bus from its starting point, then there are chances that there may be short queue or less waiting period for people to get a seat of their choice or a window seat. The people who board the Bus just after the starting point have a less but definitely greater chance to get a seat / window seat than people boarding the bus later in the route. People who board the Bus when it is half full, then they have to struggle and need to be swift in bagging a seat. Window seats by now are fully occupied. Later when the Bus gets full, there is extreme struggle, pushing to get in the bus and people need to stand throughout their journey looking at other people and balancing themselves.

Explanation: It is also important to note that there are sectors in the economy which did not exist from ages and there are sectors which exist since ages. Information Technology (IT) is one such sector which came into existence as a business only in late 1990s. But there are also sectors like manufacturing & agriculture which existed since Independence.

When IT sector experienced boom, the talented people who got in at the initial stages of the boom, have graduated to key and high positions in the IT sector. It is therefore important to understand that sectors are made famous and businesses successful if talent joins them at early stage with confidence. This means there is huge opportunity to get a window seat to give satisfaction and enjoyment.

Candidates who join the sector when it is semi-matured, have a less but still a good chance to get a good exposure, learning, climb and settle. This means that the stage at which one enters the sector or organisation is important and can determine one's career graph.

Candidates entering the sector / organisation when it is full, have to struggle, having extremely good capabilities, work experience to make the candidates unseat already seated or to create new positions.

Candidates who are semi-skilled, lacking practical exposure, lacking work experience, lacking soft skills, lacking updated knowledge have to stand, have to keep struggling, and wait for vacant opportunities.

- **Buying a ticket is compulsory/recommended, irrespective if the bus is empty, half full, completely full or over full –**

After boarding the Bus, one needs to buy the ticket irrespective of whether the Bus is empty-half full-completely full or over full, whether there are vacant seats or not, whether there are window seats or not. Without a ticket one is not eligible to travel and be in the Bus.

Explanation: Getting a basic educational qualification / PG education is like getting a 'ticket'. It makes one qualified to apply to jobs. Getting recruited/eligible is a different thing than getting a ticket or having a recognized qualification. Getting qualified is a must and is highly recommended to avoid being disqualified.

- **Looking for a seat / window seat –**

After boarding the bus and buying a ticket, and if there are no seats vacant, one naturally looks for a seat / window seat. One needs to be flexible, adaptive and swift in order to bag a seat / window seat.

Explanation: Looking for a seat / window seat means checking if one has the right qualification, knowledge, skill and attitude to bag the job. Working on one's SWOT and having a business sense is important. Being eligible more than being qualified, is important.

- **Standing at the right place where you are very likely to get a seat when someone gets up –**

Smart commuters, who do not get a seat after boarding the Bus, stand at a very strategic position, where they anticipate that someone is likely to get up and that seat can be grabbed. They may also keep changing their positions towards more likely spots of bagging a seat.

Explanation: This scenario may not be exactly relevant to the job candidates and job market, however being smart candidates is important. Vaguely, this scenario may be compared to – candidates employed are looking for a job profile change and there is a likely attrition in near future and those candidates act smart and try to bag the seat getting vacant.

- **Getting pushed by other commuters to bag a seat –**

The time one or more people notice that someone is likely to get up from a seat, they make moves by pushing or escaping swiftly to that seat which is likely to get vacant.

Explanation: This is the scenario which explains the struggle, pains and efforts in bagging the job or job profile or organisation. There are equally qualified and eligible candidates in the race to bag the seat (job). It is up to the candidate to decide how he can be different, special and expert than the other lot. The ones who are strong in terms of knowledge, skills and attitude can bag the job.

- **Getting a seat/window seat –**

After passing through all the above stages, the ones who are smart, skilled and aware get the seat or window seat, on which they can spend their journey comfortably, without push and tension.

Explanation: This is exactly what it means to be 'employable'. Bagging a job / job profile which is most suitable, most fulfilling, most dreamt of, requires one to be 'employable' rather than qualified ad eligible. Becoming employable needs passion, dedication, hard work, constant enthusiasm to build capabilities, endeavour to be progressive, keenness to keep learning and courage to implement and act. Candidates need to train themselves to what the industry requires and this will make them bag jobs and make careers. Becoming a candidate, whom an organisation will want, is about being employable.

- **Not getting a seat at all –**

There are many people who do not get a seat at all throughout their journey. They are standing throughout and get down when their destination comes. Such situation may arise if he has not been smart, swift, lazy, not getting himself in the rush/competition or just not bothered.

Explanation: Such situation may arise for a candidate in cases where industry / organisation is full or has taken the required number of candidates. This situation may also arise when the candidate is rejected for not being 'employable' and 'eligible' for a particular job. The candidate does not get the job for not having what was required or for not making himself trained to be for a particular job.

- **Getting a seat when the destination has come near –**

Many people come across this situation. It's just a matter of some minutes before that one gets a seat but it is time to alight the bus since the destination has come.
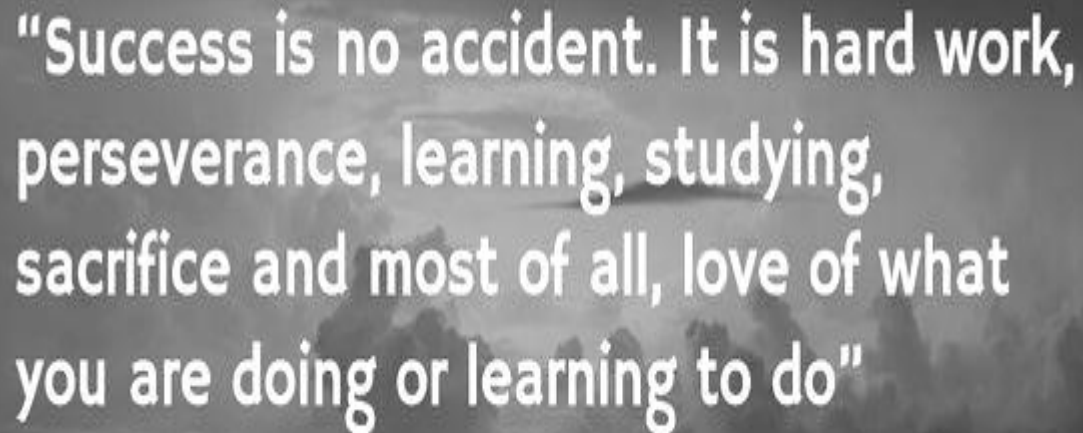
Explanation: This situation is not about getting a job, but about getting the job satisfaction. Some candidates spend years in a job, but without job satisfaction or without the feeling of having done something good for the organisation and itself. And at some point later when they are about to retire, they get the job / job profile which they were lasting for years, but the time left is very little and it is time to get down the journey of career. This situation arises due to wrong decisions taken at education level, job entry level, job middle level.

- **Whether to alight from the bus with satisfaction or dis-satisfaction –**

There are people who may alight from the bus satisfied since may be they have got a seat right from the beginning or at least in the middle of the journey and so they are not tired or frustrated.

Explanation: Candidates have to decide themselves whether they would like to become satisfied or frustrated employees. They have to decide whether to be the 'best fit' for the industry or not.

Learning is the key to success and not just studying!

"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do"

— Pelé

Students today seem not able to realize the difference between 'learning' and 'studying'. To understand the difference between these two, some very similar example I would quote are about 'listening' and 'hearing', about 'understanding' and 'mugging', about 'vision' and 'sight'.

Competence, skills, attitude, knowledge can only be built only if students focus their energy and time in 'learning' than 'studying'! Learning is a continuous process, whereas studying is a limited tenure process. Mugging answers for the examination though may give good marks and grades, but won't ever give confidence and competence to the student to tackle the real world problems.

In our school days / childhood, we had many stories for study but at the end of the stories there used to be something called as 'Moral of the story'. This 'moral of the story' is known as learning. Also our school teacher used to tell that 'learnt it by heart', but at that time, we thought that she is asking to 'mug up', but in fact it was to 'learn it' means to understand it forever. Mugged up things do not remain for forever in our mind, but learnt things remain forever in our mind and that too very naturally.

In competitive examinations of IPS, IAS, IRS, UPSC, CAT, etc. considering the amount of information existing and been added every second, it is humanly not possible to know everything and remember and recollect everything and therefore there is no point in 'mugging' information. Now here is the point where 'learning' will help more than 'mugging'. Learning develops logic, reasoning, aptitude, confidence, memory power, whereas 'mugging' only is temporary phenomena.

It's so simple that, we do not mug up how to drive a cycle/vehicle or mug up how to cook or mug up how to travel to a destination or mug up how to speak… All we do is we 'learn' it.

Students due to fierce peer-competition in terms of marks, ranks, grades, etc. are not realizing that it's not only the qualification which builds a career, but actually the competence & skill acquired over and above the qualification that is important.

Students should focus on what they have learnt in their course which can be implemented and be put to use for the industry/organisation or self. Job Interviews do not test the memory power of the candidate, but they test the learning power; they do not test how much the candidate has mugged up, but they test what the candidate has learnt over a period of time or course.

Students should focus more on competence building and not just run behind getting degrees or qualifications. It is very important to imbibe the learning from the movie '3 Idiots'… One of them relevant to us at this point is, *"Kaamayabi Ke Peeche Nahi Kaabiliyat Ke Peeche Bhaago. Success Zhak Maarke Peeche Aayegi"*…

'Emotional Quotient' more likely to get you success in career…
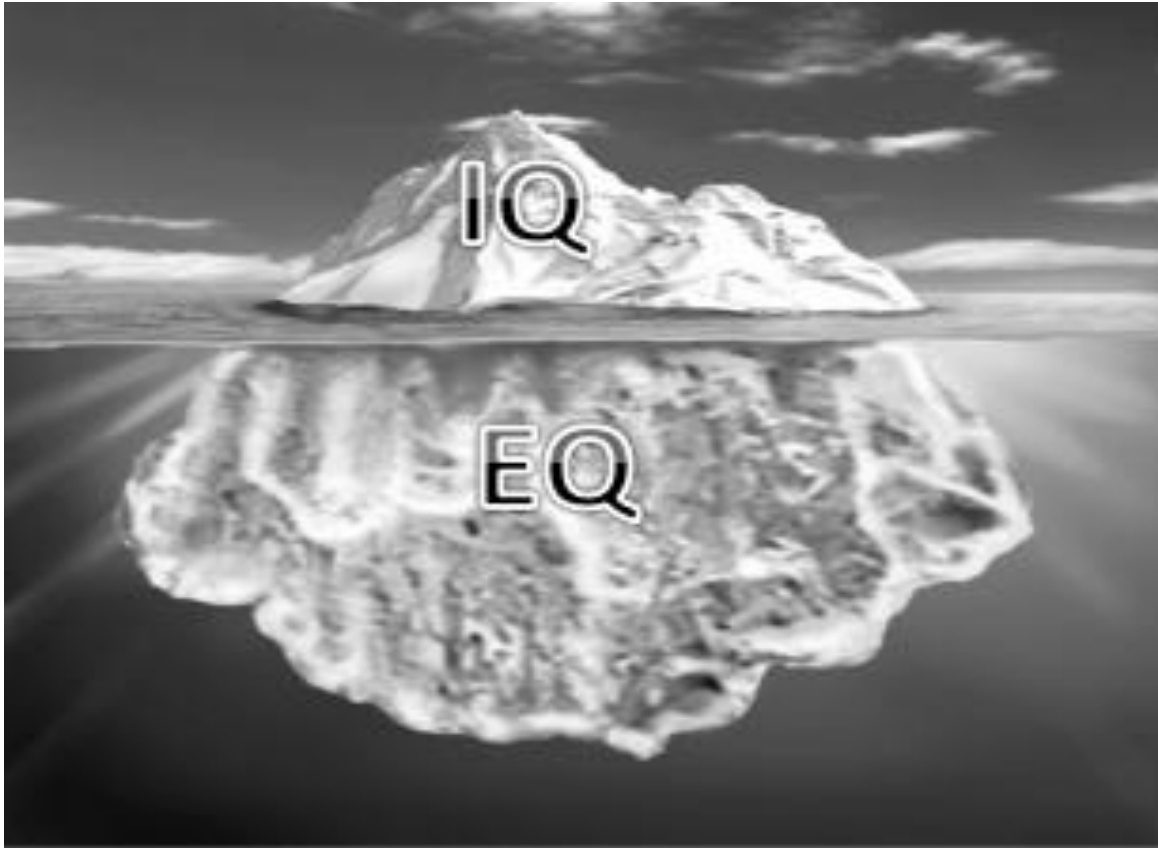
Choosing a career path and later getting success in that chosen career has always been linked to the "Intelligence Quotient (IQ)" of a candidate and has attained importance over the years. More good the IQ, more is a person successful – has been the thought trend among students and parents. (In my experience I have seen students crying and parents depressed just because the IQ Test result was not good as expected… this is dangerous!)

BUT, IQ alone does not work, but the hidden part here which goes unnoticed; unrecognised and actually contributes tremendously to the success in career or life is the "Emotional Quotient (EQ)". If EQ gets combined with IQ, it can work wonders for a person.

If I have to differentiate between Intelligence power and Emotional power here, then I would say, *"if the ability to remember, recollect, reproduce a particular thing or thought is a part of intelligence power; then liking, interest, passion, curiosity, eagerness, seriousness, sincerity towards that particular thing or thought is a part of emotional power"*.

Intelligence Quotient measures an individual's intellectual / mental capability where as Emotional Quotient measures an individual's emotional connect (liking, interest, passion, sincerity, seriousness) to a thing or thought or path.

For being successful, getting emotionally connected to that particular chosen field is very important. According to me the contribution of EQ and IQ in a person's success (career and life) is in the proportion of 80:20.

There are many examples in front of us in our day to day life, where a particular person has become successful not on his / her intelligence level or education qualification but due to the emotional connect and support he / she had for that. Some examples I can quote here are Albert Einstein, Newton, Sachin Tendulkar, Dhirubhai Ambani, Bill Gates, and many.

"Being trained means having the requisite IQ, but being educated means having the requisite EQ".

Another very close example is our mother / wife. Mothers / Wives need not qualify and have high intelligence quotient number to be a successful mother / wife, since they have the stronger factor besides them and which is Emotional connect i.e. Emotional Quotient.

In my years of career counselling experience, I have seen many students choose a particular course for acquiring qualification, but later (when they are almost to the end of the course) feel that they are in the wrong course or field and get starting obsessed with a very different thing or area completely different. Why does this happen? Simple reason is, they were not emotionally ready or connected to the course!

Your brain may be ready, but is your heart also ready to choose a particular course, profession? – is the question all students and parents should ask!

I would like to put forth that if you have the right emotional quotient, then you can become successful or rather do a course more effectively and confidently.

I would like to quote an example of a movie in which this difference can be seen clearly… The movie is Lakshya – starring Hrithik Roshan, Preity Zinta. In this movie, the IQ of Karan is excellent since he passes the military entrance test with good numbers; however he finds it difficult initially to do the rigorous training, studies, discipline, etc. and runs away from the course to return back to home. Here what he already had is great IQ, but what he majorly lacked was EQ or emotional connect. And later on, he gets back to the training centre with full focus, interest, passion, seriousness, sincerity and ultimately comes first in the entire batch. What this denotes is he got his EQ and he succeeded.

Therefore it is important for students and parents to understand that EQ is also most important factor which if gets complimented to the IQ can work wonders.

As an educationist, if you ask what are the factors which come under Emotional Quotient? Then I would suggest you to ask the below questions to yourself:

- What does your heart tell you while choosing a particular stream/course/career?
- What would you really like to become in life?
- What would you really want the people to know you as?
- What is you're the most liked and favourite subject with which you can work for your life?
- What are your real strengths, weaknesses?
- What are your physical capabilities?
- Do you have the necessary skills to get successful?

Career & Job – Are these two different?

This piece tries to analyze the concept of and the need to understand 'Career' and 'Job'.

I have observed that many people still have a traditional & a typical mindset. As soon they complete their education, majority of them hunt for a job based on the parameters like good earning potential, growth in terms of promotion, type & potential of the industry, etc. Once they bag a job which satisfies all those parameters, the next most important aspiration they have is to get promotion or more money (salary rise) in the same organisation or with another. I could also hear someone say that, career growth can be attained only by two ways - one, by changing jobs after a certain period and second, by promotion in the current organisation. This is very much true in a way. And these two ways are somewhat also seen as a definite path to great & successful careers.

But is this really so and so simple? If this was the case, then everybody would and could have managed to have highly successful careers in their life.

I, as an education consultant, get to see that almost all consider 'career' and 'job' as same and use those two terms, inter-changeably. But that is not the same and it should not be done that way. It is fact that we all should accept that having done a wonderful job may not necessarily mean that the person has been having a wonderful career, however a person having a wonderful career may also or may not mean that the person has been having a wonderful job.

Career and Job are two different things, where a Career is holistic and a Job is narrow in nature.

Career growth *cannot* be depicted through a graph showing a person's qualitative movement, whereas job growth *can* be depicted through a graph showing a person's quantitative movement like salary figures, upward change of designation in organisation, tenure of service, etc. We need to understand that a job is a step towards reaching the goal and that goal is nothing but, *'Career'*.

We should aim to have a successful career and not just a successful job. It's like making our life count and not just years count.

So what can be done to reach this goal called 'Career'?

Firstly, we need to understand & identify one's own potential & strengths. SWOT analysis will help in this. The gaps which we will then identify can be filled up, may be by doing some relevant training programmes / courses, some bit of self-grooming, confidence building, attitude correction, etc. which will help us get equipped with the required skill-sets to launch ourselves into the career of our choice.

Secondly, we need to understand and accept the reality that being employable is different and having qualifications for an employment is different. It may happen that having excellent qualifications may not land us in a job and there may be cases, that without much qualification, we may bag a great job. Having relevant qualifications with required skill-sets is most important factor for being employable in the industry. Skill-sets not only include technical skills but also inter-personal skills, behavioral skills, leadership, being team player skill, people management skills, learning skills and the most important, attitude.

Thirdly, construct our own definition of 'Success' not dominated or based upon worlds', since that will give you a direction to your career.

All these factors are vital for making a successful career, much more than a successful job.

To close upon I would like to quote the Management Thinker Peter Drucker. He once said that "Indian working women are the best managers in the world".

I would like to propose that a housewife can also have a wonderful & successful career since doing a job of a 'housewife' has both - qualitative as well as quantitative growth projectory. A housewife's job is no lesser than a normal job, since it has scope to apply and implement almost all management strategies in the world and may be doing that can give the housewife the satisfaction of having a successful career.

'Employability' – Essential Apps!

Gone are the days when people used to get jobs or promotions based just on educational qualifications, marks, percentages, grades!

Making the students and parents aware of something called 'employability' is the need of the hour. It is time to remove the myth that *"getting qualified means getting employable"*. 'Educational qualification certificate' is now been termed as just a 'piece of paper'!

Let me first share why the concept of *'employability'* has become so important in the recent years? This concept or aspect was less existent in previous generations formally or in proven way or in a known way.

In olden days, qualification in the form of a degree / diploma was considered as an assurance or as a single eligibility criteria (that the candidate having passed a particular course)based on which a candidate was supposed that he / she knew what he / she has learnt and was implementable in the company / organisation / industry. At that time there was almost no gap in theory / academics and practice / practical world and therefore the worthy job candidates could get selected. At that time, this was very much correct and there was no scope for ambiguity…

As the times changed due to increased industrialisation, globalisation, liberalisation and new technological advancements, international practices; business dynamism also obviously changed resulting into fierce competition, increased importance to quality aspect in services and products, demand for higher productivity, optimum utilisation of resources. This made companies start demanding additional skills and skills enhancements from the prospective and current work force in terms of their technical & domain skills, computer skills, behavioral skills, inter-personal skills, communication skills and many more – without these skills it would be very difficult for companies to face the challenges of the changing world and consumerism.

However, this demand for additional skills from the companies / industry was not met by the prevalent educational courses then and they remained static. The gap between 'theory' and 'practical' went on widening due to absence of non-alignment of text book information to the practical knowledge world and this resulted in the increased demand for 'employable' candidates and therefore the concept of 'employability' became prominent and critical.

The issue today is that the students passing out from their graduation and post-graduation courses are still not very near to the 'real practical world' requirements including in terms of technical or domain skills or knowledge. Educational courses need to be tremendously revamped to suit the industry needs and the important thing here is that the course structure, course curriculum needs to be prepared in consultation with the industry experts and also needs to have the flexibility to change.

Candidates today need to keep in mind that it is not the degree certificate that will fetch them the desired job but the 'employability' skills!

What are employability skills?

According to me, 'Employability' in simple terms means the skills and education qualifications which helps a person to remain in demand, industry relevant, capable, adaptable, flexible with the right behavioral, communication, inter-personal skills required for facing the challenges of the real practical world.

Below are some indicative and proven skills which make a candidate employable always:

- Good Communication Skills
- Inter-personal skills
- Problem solving skills
- Demonstrating initiative
- Being self-motivated
- Being able to work under pressure and meet deadlines

- Organisational skills

- Team work

- Ability to learn and adapt

- Numeracy skills

- Negotiation skills

- Computer skills

The above skills are regarded as a 'must have' by the industry today.

Unfortunately, almost all under-graduate courses do not focus or take efforts in building these employability skills for their students. Post-graduate institutes to some extent put efforts for building these skills, but not on consistent basis or with focus.

Parents should actually start looking into this aspect when their child gets admitted to an under-graduate course and not wait for him / her to complete the graduation, since it is late then.

Students should have this essential 'Apps' installed and running in their 'career model'!

In the years and generations to come, 'employability' will be most sought aspect by the industry and losing on it will render everyone helpless and repenting.

Why doing PG is important? Because it 'Upgrades You'!

It is observed that students these days wish to opt for employment / placement immediately after graduating from their degree course. The reasons for opting for jobs immediately after graduation may be many, like economic slowdown (to grab the less number of jobs available), family compulsions, urge to learn on the job than just studying theory, or may be simply to 'earn for the purpose of spending'.

But, all is not rosy as it is expected after taking up employment…

Majority of candidates who join employment generally end up with low end jobs/clerical jobs, low salary package, uninteresting job profiles, no preferred job locations, unstable career growth, stagnancy in jobs, monotony, difficult to manage personal life due to travelling or over time, etc…. All this happens because of only one reason – Not eligible to negotiate in any of the above aspects since candidates are fresher / inexperienced or just a generic graduate.

After a candidate suffers from all or any of the above things, he/she then thinks of doing some academic course (may be a certificate/diploma course or part time management course or a computer application course) in order to get promotion or better pay package or to switch jobs or may be to shift their career stream entirely… and all this without compromising on job front. Some may leave their jobs to pursue a full time programme, but this is less in percentage.

Now doing a heavy course like MBA along with a full time job is not simple and involves extreme time management, personal life-work balance, dedication, determination…

Here, I would ask, why to realize this mistake after years and repent? Why not get armed with post-graduation immediately after graduation? Why not a post-graduation at a right time?

I would ask…

If you can spend time & energy in quarrelling or discussing with parents to buy you a new cell phone handset which is jazzy, classy, flashy and more importantly 'upgraded' to the latest technology, then why not spend time and energy in 'upgrading' yourself for career?

It's time for graduates to upgrade themselves and get armed with skills that will make them employable… by doing a relevant post-graduation course!

PG is your first step towards being called as a 'Professional'!

Doing a post-graduation is not just about getting a master's degree, but actually it's much more than getting a value added degree. Doing a post-graduation enables you to 'upgrade' yourself for getting ready for the professional world. Doing a post-graduation is like doing an internship of two years before actually getting into employment.

And this 'upgrade' needs to happen at the right time…

An ideal post-graduation course should give a student three major aspects:
- Domain knowledge
- Business knowledge
- Soft Skills

The above three when acquired gives the student 'confidence' to enter into professional world and implement the learning for the real world.

An ideal post graduate should have command over his chosen **domain** like finance, hr, marketing, etc. This can be acquired through rigorous academic activity like case study, workshops, seminars, role plays, simulations, industry visits, internships, etc. **Business knowledge** is something which is over and above the domain area. This can be acquired through rigorous activity like reading business newspapers, journals, magazines, attending conclaves/seminars, guest lectures, etc. Irrespective of the domain area, business knowledge is what is required to become and succeed as a manager and also looked out by companies. Without business knowledge (i.e. knowing what changes are happening in industry, policy, politics, law, etc.) one will not be able to relate theory with practical. Not having business knowledge is like having a syringe in hand, but not knowing to inject for a good cause.

Soft skills are a must since these skills if imbibed and learnt, can make a candidate employable to the true sense. Soft skills include computer skills, language skills, etiquettes, attitude, presentation skills, reasoning, problem solving, self-esteem, confidence, politeness, urge to learn, decision making ability, team building, leadership, being a team player, helpful, inquisitive, etc. These skills are not taught in the course, but need to be learnt specifically.

After PG, what happens?

If one pursues a good post-graduation which builds all the above aspects, then one can surely hope for:

- Good/high salary package
- Good job profile
- Better negotiation opportunity in terms of location, job profile
- Excellent opportunity for career growth
- Less chances of frustration or monotony
- Better opportunity for job switch
- Better work-life balance since no low end job but into management cadre

Of course a fact remains that not just doing a post-graduation is important but also equally important is from where you do your post-graduation and in what field!

What to look for in a B-School?

Pursuing post-graduation for gaining more in-depth knowledge and upgrade in career is fine. However from which Institute you do your post-graduation matters immensely. Post-Graduation is not just about adding a degree certificate or qualification, it's a life experience; in fact it has to be that way!

If so, then the question then arises, how does one judge whether the post-graduation years will be a life memory?

Choosing the right B-School or a post graduate institute is very critical.

So, what to look for in a B-School? This piece attempts to answer this critical question.

In my experience the answer to this question is unfortunately not known to many aspirants as well as parents. Generally, they follow the herd mentality while selecting the B-School admission.

There are more than 4000+ B-Schools are in India. So are all good, excellent and give all the necessary ingredients which a PG course should have?

How does one select a good B-School? Naturally, this is a dilemma for students as well as parents. In such a scenario, students & parents need to look for certain aspects which differentiate the Institutions in the crowded market.

The success of a student depends largely on what the B-School gives that student it terms of qualitative and practical education. To decide whether a B-School will really make you successful depends upon some aspects. Broadly, there are 4 aspects viz. *Academic Structure, Infrastructure, Placements and Alumni.*

Let's see each one of them in detail:

1. Academic Structure:

Institutions affiliated to Universities have the same curriculum. So how does one differentiate on this basis?

Autonomous Institutes are known to have flexible and more industry oriented curriculum and academic structure as compared to the University affiliated Institutes. Some Deemed Universities are also known to constantly revise or revamp their academic structure as per the changing industry scenario and demands.

Given the above circumstances, students and parents should try to find out:

- Is there any innovation in the teaching methodology or new techniques in teaching?
- Whether the faculty members function as a facilitator to the learning process or always in a great hurry to complete the syllabus?
- Is the Institute following the system of "memorizing and reproducing in exams instead of having the attitude of making the students understand and learn?

Industry shall always give top importance to the course curriculum, subjects and teachings. Therefore it is always important to get admitted in an Institute which has the most competitive and latest course curriculum for its students to offer.

2. Infrastructure

A real Institute should be student friendly and students should feel like their 'second home' while doing their post-graduation. A good PG is not just about studies, projects, submissions, etc. but also more about extracurricular activities, competitions, events, workshops, seminars, parties…. since coupled with these, all it makes an 'enjoyable PG journey".

'Infrastructure' of an Institute is also the most important thing since it is the first thing which creates an impression in the minds of the students & parents.

Hard Infrastructure in terms of outdoor activity area, scenic view, well-built campus building, well stocked & enriched library, computer labs, internet facilities, ventilated classrooms, projectors, hygienic washrooms, well maintained lobbies, silence areas, hostel facilities for girls and boys, cafeteria with hygienic food, connectivity in terms of transport, etc. are required to have a comfortable life for students.

Soft Infrastructure in terms of quality faculties, industry experts, workshop and seminar activities, etc. are certainly important and are the backbone for student knowledge development.

3. Placement:

Student and parents should check the Placement record of the Institute. If the Institute is new and does not have a placement record, may be because the first batch has not passed out, what needs to be looked in this case is the management behind the Institute. If the Institute has been founded by a competent management or a competent an d proven educationist, then it is best to rely on this factor, since that can give the confidence that students will be given the best in terms of teaching and placement.

Placement record of the past batches is important to know since it indicates the average salary packages the past students have secured and the names of the companies with whom they are employed.

Important point here also to be considered is the type of 'job profile' the past students have got. This information is not mentioned in prospectus or websites of Institutes and is generally hidden. Students & parents should try to fetch out these details from the faculties, principal and or by speaking to alumni directly.

4. Alumni:

For any B-School, its Alumni is one of the major stakeholders.

Their contribution to the corporate community is an indicator of the standing of the Institution.

Students and parents should try to find out the below aspects in respect of Alumni:

- What kind of support the institute provides to the Alumni around the year?
- Whether Alumni are taking part in building the academic standards of the Institution?
- Are they investing time in mentoring the current students?
- Is the Institute showing caring attitude to the students immediately after they leave the Institute on completion of their academic course?

The above 4 basic aspects according to me, are good indicators for deciding selecting the B-School for admission.

Just to highlight the B-School Ranking Parameters in brief:

Business schools are ranked against the following broad parameters:

- Intellectual capital / Academic Excellence
- Placement performance
- Infrastructure / facilities
- Industry interface
- International linkages
- Selection Process
- Personality Development

Is recognition of a PG course so important?

In my years of career counselling, I observe that in the minds of the students & parents, one question is given too much concern and highest value. The question is 'Is the PG course recognized by UGC or AICTE or DTE?

Based on the answer of this question, they then decide whether to go forward and see the other details of the course and Institute or not.

To me, this is very bad!

Let me clarify that AICTE does not give recognition to MBA course. It only gives recognition to PGDM/PGDBM course i.e. to PG Diploma Programmes only. MBA can be given only by Universities/Deemed Universities under UGC.

Please note that the purview of AICTE (the Council) covers programmes of technical education including training and research in Engineering, Technology, Architecture, Town Planning, Management, Pharmacy, Applied Arts and Crafts, Hotel Management and Catering Technology etc. at different levels.

Therefore courses like Infrastructure Business, Dental, Medical, Fashion designing do not fall under AICTE purview.

I would like to ask them, how can recognition guarantee the success, growth and stability of your ward's career, job, etc.?
How can recognition guarantee quality teaching, practical approach, exposure and industry acceptance?
The answer to the above questions is NO.

Let us look at the **B-School Ranking Parameters:**

Business schools are ranked against the following broad parameters:

- Intellectual capital / Academic Excellence
- Placement performance
- Infrastructure / facilities
- Industry interface
- International linkages
- Selection Process
- Personality Development

Business Today - OUTLOOK Parameters:

Quality of selection process and age of institute, quality of personality and industry exposure, quality of infrastructure and facilities, placements, and academic excellence.

Recognition:

You will note that in the above parameters of B-School ranking, there is no consideration given to the name of the course, recognition (from State/Central Govt.) of the course.

The reason being if the course is recognized, it does not mean that it will make your career successful, it does not mean that you will have 100% placements, it does not mean that you will get a job of your choice, it does not give any assurance of any kind for your career and growth.

To show you a reality, today's top B-Schools like IIMs, SIBM, JBIMS, NMIMS, ISB, etc. started as autonomous institutes at the first place. Then after years they went on to become deemed Universities, on the basis of their quality, leadership and since they performed well on the above 5 parameters.

I would urge students & parents not to blindly rely on recognition while choosing a B-School, but check out and research about the parameters listed above, which actually make a B-School and ultimately its students, successful.

Mistakes Fresh Graduates Make!

The state of fresh graduates in India is worrisome to a great extent. Looking at the employable skills of the fresh graduates, it clearly indicates that there are a lot of mistakes which these graduating students commit knowingly or unknowingly.

It is observed that students lack awareness of what the industry demands and to some extent the education system and institutions are to be blamed for this.

I would list out some top mistakes fresh graduates or graduating students make in the career.

1. Don't focus on employable skills computer skills, problem solving, numerical ability, team work, self motivation, behavioural aspects and communication. These are very distinct than academics.

2. Have very casual attire / dress sense while going to job interviews, other formal occasions, which doesn't give the very much required good first impression.

3. Expect salary according to the degree and not competence – Students need to understand that degree is just a entry ticket for job interview and to show what theory you know. Type of degree / qualification and salary package has no direct relevance.

4. Don't build right attitude – Positive attitude and right attitude towards work, colleagues and organisation is a must.

5. Switch jobs within 1-2 years – Biggest mistake many fresh graduates make more often and land in trouble over long term. It is best advised to stay in one organisation for at least 3-5 years. Job hopping is no good at all.

6. Consider management degree as 'a must' to excel in career – Management education is not a sure shot path to good jobs or high paying jobs. This is a myth which has been percolating in urban as well as rural student community. Not everybody needs to be a learned management guy to secure job or progress.

7. Have large spending pattern resulting into less saving – Low priority to savings and investments and being a spendthrift lands them in problem in the long run.

8. See colleagues as competitors rather than team members – Fresh graduates when enter into the job market first time, considering everybody around them as a 'competitor' spoiling the game and relations. Lack of team work attitude makes colleagues as competitors and job satisfaction reduces.

9. Write a bio-data instead of Resume – Though with no or little work experience, fresh graduates cannot draft a good Resume and mention bio-data which is irrelevant to others. It does not list skills but lists only paper qualifications.

10. Don't read business newspapers to enhance business awareness – Lacking what is happening in the business world, makes them an alien to the job and makes them outdated soon resulting into frustration and job loss. Being business aware through reading business newspapers is a wonderful employable skill.

These mistakes are clearly avoidable by doing very simple and easy things. The important point to make is that students should have the hunger for learning to improve and this should necessarily happen 'daily'.

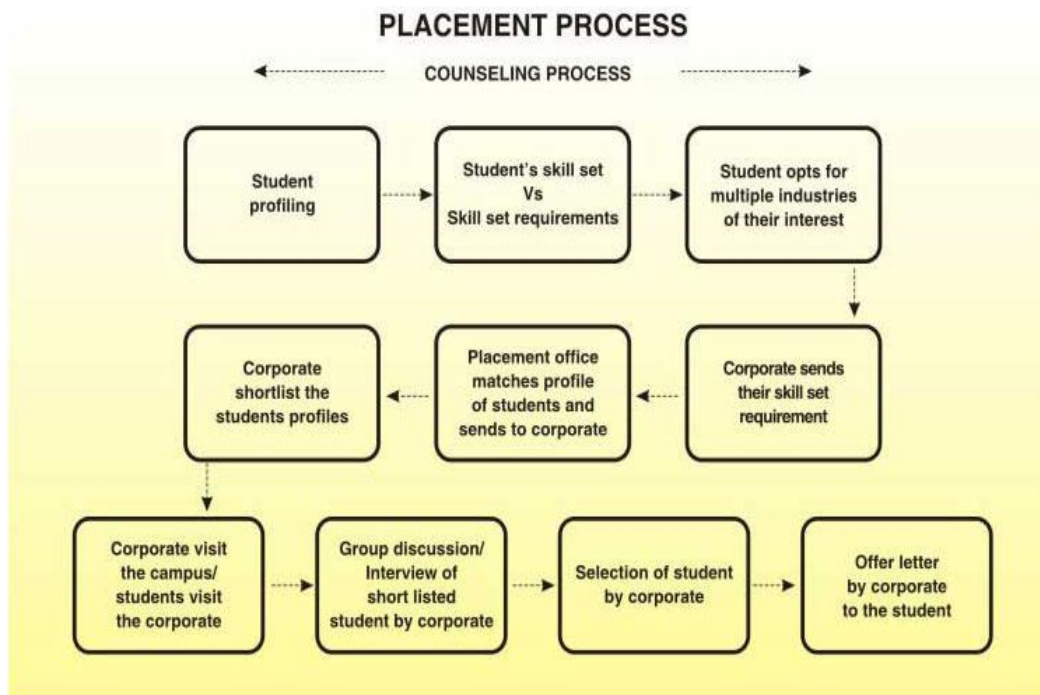# Being Realistic about Campus Placements

Campus Placements at post graduate level is a very close to the heart subject not only for students but also for institutes. 'Getting Placed' is a thing of celebration for the students and institutes. Placement procedures generally commence in the start of a year, however the efforts, dedication and perseverance to get placed are being taken right from the start of the course in the previous year by the good students and good institutions.

Though 'Placements' *prima facie* may look like a bed of roses, the fact is 'they are not'. It is observed that students have many misconceptions about Placements and Institutes too to some extent give a different picture about Placements to their students and general public.

Placement success is more dependent upon the student than the Institute, simply because placement opportunities come to a particular Institute not just on the basis of what that Institute has taught to its students, but on the basis of what the student can give to the company and whether that student has been taught what the company requires in terms of skill and capabilities.

This article aims to be an eye opener for students who expect good placements from their Institute.

To begin with, let me share the ideal placement process, which happens in good Institutes.

PLACEMENT PROCESS

COUNSELING PROCESS

Student profiling → Student's skill set Vs Skill set requirements → Student opts for multiple industries of their interest → Corporate sends their skill set requirement → Placement office matches profile of students and sends to corporate → Corporate shortlist the students profiles → Corporate visit the campus/ students visit the corporate → Group discussion/ Interview of short listed student by corporate → Selection of student by corporate → Offer letter by corporate to the student

Source: Internet

The above is a pictorial presentation of a typical and common placement process which the Training & Placement Officer (TPO) or TP Cell of an Institute undertakes.

This process is self-explanatory, however what needs to be explained to the students is the various scenarios and circumstances which happen in the Placement Period. I strongly feel that the below aspects need to be borne by the students in their mind and they need to be educated about these.

What Placements Depend On?

- Economic Scenario
- Industry Scenario
- Company Scenario
- Company Requirement
- Academic Performance
- Employability Skills & Capabilities
- Summer Internship Performance

Explanation: Placement does not mean that a chair & table is reserved for a student in an organisation. Whether to have a person working on the chair & table depends on the economic & industry scenario – whether economy is in boom or recession, whether the industry is in boom or recession. Placement also depends on the company scenario & requirement – company's growth vision & expansion plans, diversification of businesses, head count requirement per branch or office or location. These things are decided by the management of the company at the end of the year for the next year.

Student's academic performance is also critical while considering him/her for job. Weak academic performance students generally get last priority & opportunity for placements.

Employability skills & capabilities of the students is the most important aspect to get placed successfully. Employability skills & capabilities include general business awareness of the students, communication, IT skills, personality, attitude, team spirit, etc.

Summer Internship performance of the students is also critical since it speaks about how the student has leveraged the internship opportunity to his/her benefit and what value contribution has been made to that organisation. It also speaks whether the student was able to relate and implement the theory into practice for the project assigned. It also speaks whether the student was able to get appreciation for the work, etc.

What a Student Should Expect?

- Relevant Brand Companies
- Relevant Job Profiles
- Support from the Institution
- Guidance from Subject Matter Experts

Explanation: This is the most vital aspect which goes in deciding good placements. The students can definitely expect relevant brand companies and job profiles in the placement season. This is the responsibility of the Institute to bring in relevant good companies and good job profiles and

make them available for the students to compete for. Student can also expect support from the institute and guidance from the subject matter experts available in the institute to help them gain reality insights into the companies, job profiles, and growth path and career development. Here the students should take the initiative to ask questions and get things clarified instead of assuming things and getting caught napping.

What a Student Should <u>Not</u> Expect?
- High Class Expectations
- Big Pay Package Amount
- Fantastic Designation & Reporting Authority
- Exactly Relevant Job Profile
- Exactly Relevant Sector
- Required City / State

<u>Explanation:</u> While students can expect to receive the above, they should also be aware of what they cannot expect or should not expect, either from the prospective company or the institute. Students especially passing out from MBA colleges, have high class expectations about the job, position, pay package, designation, location, etc. Expecting big pay packages, fantastic sounding designations, top reporting authority and preferred location is futile. Students should always keep in mind that in the long term, rising from the bottom is the best and starting from scratch can build skyscrapers of careers. Students should also not expect that they will be offered their preferred job locations only and exactly matching job profiles. Job profile is never a closed ended, it is always open ended.

Code of Conduct for Placements

- Attire / Dress Code

- Date / Time for Personal Interview

- Information about Course or Institute

- Apprehensions about a company / sector

- Discretion of the Institute to Disqualify

Explanation: Students should understand that professionalism starts right from the moment they step into a post graduate business school. Therefore, acquiring & imbibing professional etiquettes and mannerisms is very necessary and important. Placement Interviews are the determining factors through which the prospective companies judge the candidate and his professionalism. Students should not be casual at all and should have proper/prescribed dressing, be punctual and obedient. The students should also be aware of the Institute's stature and activities it does. Students should avoid having any negative apprehensions about a particular company or sector. The student should also remember that getting placed successfully is also an achievement factor for the Institute, so they should see to it that do not do anything which maligns the Institute's image and brand.

Do's by a Student

- Follow the Code of Conduct for Placements

- Be Open for Company

- Say 'Yes' to Job Offer

- Be Open for Relocation

- Be Open for Job Profiles

Explanation: The students are recommended to follow the code of conduct prescribed for placements strictly which is for their own benefit. Students should be 'open' minded in choosing the companies, job profiles, location. The students should first prefer to grab the job opportunity that comes their way first and then look for options. Remaining stubborn for a particular company, job profile, location, designation will surely land them in problem.

Don'ts by a Student

- Breach of Code of Conduct of Placements
- Don't stick to / wait for a particular company
- Say 'No' to a Job Offer upfront
- Say 'No' to Relocation
- Say 'No' to a Job Profile
- Negotiation

Explanation: Obviously the student should not breach the code of conduct which makes them lose out in the race. Students should not upfront reject any offer by the companies but take a cool headed decision and ask for time if required.

For whom are online / distance courses actually meant for?

As an educationist, I have been interacting with thousands of under graduates (especially from engineering, commerce, management background). It is found that the 'Fast-Food' mentality is also creeping into education domain. The students these days, just like they have a craze or liking for fast food (food served fast, irrespective of the quality and calorie weight) also want education in fast mode. This is not surely a good sign and needs to be controlled in time.

This craze for fast education (degree / diploma certificate) is fuelled by online / distance learning programmes offered by Universities / autonomous Institutes. And to astonishment, students are running after them irrespective of their industry value, money value (just like they are not worried about their calorie intake and poor quality stuff in fast food). Students seem to be inclined to get certificates for the sake of it and ignore what actually the teachings or practical value those courses have.

With the growing technological advancements like web-cast, pod-cast, webinars, CDs, online course downloadable materials, online / distance learning has been a boon to the growing pool of graduates and proving to be an apt method for bridging the geographical limitations and bringing close the global exposure in terms of faculty and course content.

However, this article aims to highlight that for not everybody the online / distance courses serve a good purpose or value addition and that online / distance courses should be taken up cautiously and with due introspection and guidance.

Most common mistake students do:

The most common mistake students are making today is of "considering online / distance learning programmes as a *substitute* to formal / full time classroom learning and as a tool/technique to get them a *job*oras equivalent toa classroom taught course". This is very unfortunate and a part of the blame goes to the way such online / distance learning courses are advertised and marketed.

Some common myths / misconceptions about online / distance learning courses:

- Online courses are recognised by UGC / AICTE / University / DEC
- Online courses from foreign universities are equivalent to diploma / degree courses in India
- Online courses are a substitute to classroom taught courses
- Online / distance learning courses are always industry recognised and highly valued
- Online / distance learning courses are cheap in cost and most convenient, so no need of spending large money for formal courses
- All online / distance learning courses give tremendous value to one's CV/Resume
- All online / distance learning courses are Diplomas
- Technical skills can be built by doing online – distance learning courses

Some facts about online / distance learning courses:

- These courses are <u>not</u> a substitute to formal education (10+2+3/4/5+2)
- Diplomas / Degrees secured through Distance learning mode are not recognised and accepted by industry for employment for freshers
- Online / distance learning courses are for value addition and not for career foundation level
- Online / distance learning courses below the tenure of 3 months are useless.
- Online / distance learning courses are an additional mode of education provided by technological advancement but is not an option to formal training
- Online / distance learning courses are not favourable for fresh graduates for securing a job
- Online / distance learning courses require great amount of self-study
- Online / distance learning courses need the candidate to be technology savvy
- Online – distance learning courses do not provide the social networking factor

For whom are online / distance learning courses actually meant for?

At the outset I would like to clarify that as per the recently enacted norms by UGC, distance learning courses are being regulated by UGC through recognised Universities. These courses were previously regulated by Distance Education Council (DEC), Govt. of India. DEC is no more existent and has been dissolved.

Online / distance learning courses are majorly beneficial for the below:

- Working professionals – having experience of minimum 3 years
- Candidates who are minimum graduates and looking for a PG or a job
- Candidates who are under-graduates and who wish to learn advanced or additional things / soft skills which will help them in their placements or post-graduation
- Candidates who are frequently travelling due to job assignments or job role like marketing, business development
- Candidates who are working and cannot continue education through classroom attendance mode of education
- Candidates who have physical fitness limitations
- Candidates who want to upgrade their domain knowledge in order to keep themselves updated and current to the industry expectations
- Candidates who want to remain connected to the changing industry demands and be updated about new avenues and opportunities
- Candidates who are home-makers, entrepreneurs, researchers, teachers

It is to be ascertained by the students & parents, whether doing a course for a certificate or name sake will really be helpful for career advancement?

*** It is highly recommended that students opt for full time classroom taught courses or may be at least part-time classroom taught courses over online / distance courses.

Combination Careers

In the increasing business complexities and dynamics, a single qualification may not give you the required knowledge and competency. This makes a way for acquiring additional qualifications which value add one's career graph. Acquiring additional qualifications proves to be an edge over others in the career world.

This article aims to highlight some common career / qualification combinations, which are, over a period of time, proven to be good.

Bachelors and….

- B.A./B.Com/B.Sc. and LLB/LLM

This is a typical route for being a Lawyer. This can be done in two ways viz. after graduation or after 12th integrated law course (BA LLB). LLM adds value as a master of a specific area for practice.

- B.Com/B.A./B.Sc. and CA/CS/CWA/CFA

This is a typical route for being a chartered professional like Chartered Accountant, Company Secretary, Cost Accountant or Chartered Financial Analyst. After graduation, students can get themselves admitted directly to the Intermediate level of these courses. These candidates enjoy a statutory status in the corporate since all these qualifications are under a statutory law.

- B.Com and DTL

This is a typical route for becoming Tax consultants, Tax practitioners. Candidates can work for tax consultants or have their separate practice.

- B.Com and MBA (Finance/HR/Marketing)

This is yet another route for entering the corporate for managerial positions *(provided students are from top 15 B-Schools).*Candidates get job opportunities in retail, FMCG, banking, financial services, insurance, BPO, KPO, etc.

- B.Com and Mass Communication / Journalism

This is an interesting career choice made by candidates having a passion for communication, journalism, writing, editing, technical writing, blogging, etc. Highly challenging and demanding sector.

- B.Com and Stock Market courses (NCFM/NISM)

Job opportunities in stock market/share transfer agents, brokers, custodians, depositories, depository participants, portfolio management consultants, etc. are on rise and provide excellent and challenging work environment. Courses from NSE and NISM (institute promoted by SEBI) have become famous.

- B.A./B.Com and M.A./M.Com/MBA, NET/Ph.D.

This is yet another typical route for becoming Professors and Lecturers in management colleges and University colleges. Young candidates are looking at this career choice.

- B.E. and Project Management

This is a fast growing and immensely required combination in sectors like IT, Infrastructure, Engineering. Today project execution is not a problem area, but Project Management is an area which is lacking in skilled workforce. Engineers having Project Management skills can climb the managerial ladder in shorter time. Education/Training in Project Management is considered essential today.

Professional Courses (CA/CS/CWA/MBA/CFA) and….

- CA and CS

This is the most known and famous career combinations very well accepted by the industry and most liked by student fraternity of professional courses. Handling accounting, taxation along with secretarial & compliances is a herculean task in itself. CA and CS provide excellent career stability due to its scope and exposure levels. These two can be studied simultaneously, however acquiring them in least time require perseverance, efforts and determination.

- CA/CWA and MBA Finance

Many CA/CWA candidates pursue MBA Finance. Here it is important to know that MBA is a compliment to CA and not a substitute. Also it is recommended that a student first completes CA/CWA and then join full time MBA, since it is difficult doing them both simultaneously due to method of studying, time and efforts required for both the courses are vastly different. Working professionals can do part time MBA / Executive MBA. In industry this is a very well-known combination and it gives an edge to CA/CWA having a management degree.

- CA and CWA

CA and CWA are hardcore accounting and costing qualifications. Both complement each other. Costing and Accounting & Taxation being the backbone of business processes, their combination goes well accepted in the industry and such candidates are technical experts. These qualifications by many are acquired together and are relevantly co-related to each other.

- CA and CS, CWA

This is regarded as the 'Triple Crown'. Acquiring all CA, CS, and CWA is a feat in itself and gives a holistic view of the world of accounting, finance, costing and company law. Candidates with all these three degrees are likely to be placed in high profile jobs and make a good career in consultancy too. These three can also be done simultaneously, however acquiring these require immense perseverance, efforts and determination.

- CA and CFA

Though they both do not complement each other, however CFA is about financial analysis and CA is about accounting & taxation. CFA if done from CFA USA is given very high regard in the industry. CA and CFA will be a good combination as far job profile is concerned and provides immense scope in finance and accounting field, including abroad.

- CA and CPA

CA and CPA is a fantastic combination giving scope in accounting and taxation, in domestic as well international job market. CA and CPA candidates get placed in high profile assignments in India and abroad due to their exposure to domestic and international accounting practices.

- CS and LL.B

Though a CS is taught general laws, a CS is majorly an expert in secretarial practice and company law. CS and LL.B together is a very industry accepted combination and provides good scope for candidates for working in secretarial as well as legal department of the organisation. Such candidates with experience can head secretarial departments as Company Secretary as well as legal department as Legal Head. However, major work is relating to secretarial and compliances.

- CS and MBA Finance

MBA Finance if pursued by a CS gives him scope to diversify into finance function. Here too, caution is provided, not to pursue both the courses simultaneously, due to the reasons indicated above. Here too, major work may be of secretarial and compliances and less of finance, however it may be reverse in some cases.

- CS and CWA

CWA provides a diverse scope to CS through exposure to costing and indirect taxation. Here too, major work may be of secretarial and compliances and less of costing, however it may be reverse in some cases. These courses can be pursued simultaneously. LL.B is recommended here for greater stability and exposure.

MBA and….

- MBA Finance and SAP/Oracle ERP/Tally courses

Apart from the above listed professional courses, MBAs can pursue short/medium term but industry relevant and effective certifications, which can add value to the resume. SAP / Oracle Finance ERP / Tally certifications along with MBA Finance are done by many and are well accepted by IT, manufacturing sector.

- MBA HR and Diploma in Labour Laws/Industrial Relations/LLB/Industrial Psychology

MBA HR and a study of labour and industrial laws or LL.B is a good combination beneficial for manufacturing sector and sector which are labour driven. Studying Industrial Psychology also may help MBA HR to better manage workforce and their issues.

- MBA Marketing / Operations and Diploma in SCM/Logistics

Studying Supply Chain Management, Logistics are good value add to MBA Marketing candidates; since it helps them better manage customers and vendors.

- MBA (any field) and Project Management / Six Sigma certification

MBA along with Project Management skills is the need of the hour. Though MBA are taught project management, a certification in Project Management adds a good value to their resume, giving them recognition. Six-Sigma certification also helps in diversifying in change management, conflict management, process improvements, etc.

Branding – 'You'

What do we mean by a 'Brand'?

According to Wikipedia, "a brand is the identity of a specific product, service, or business. Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc. A brand can take many forms, including a name, sign, symbol, color combination or slogan."

A Brand / Branding is an integral part of marketing for businesses. Huge money is spent for creating a brand or branding of a product or business. Brand creates confidence, reliability, assurance, awareness among the masses. Branding helps in increasing sales, reach and profits for businesses.

Brand 'You':

Today, a person who is looking for employment is also comes in the category of a 'sellable product'. As HR experts say, for getting a good job you need to make yourself 'sellable'. Making oneself saleable means to present oneself to the employer as a 'resource' which can be best suited to it for its growth. More the sellable you are, more the chances of getting a job. To be precise, being sellable means to present 'qualitatively'.

Though personal branding is less known, for being sellable, 'Branding oneself' is the need of the time.

Creating a brand of 'yourself' can work wonders for your career growth & social identity. Personal brand or self-branding is a tool to achieve the required status and distinct identity in your professional life.

Creating a Brand 'You' means to create your own 'qualitative image'.

Creating a Brand 'You':

Your personal brand may not be just a couple of adjectives or just a resume. It should include and demonstrate one's authentic talents & strengths. Your personal brand is integral to your career and life. It influences & impacts your long-term career strategy and development.

What comes under personal branding?

Since a person is not like a product, service or company, personal branding pertains to 'You' / 'Yourself'.

In professional & personal life, personal branding begins from your behaviour. Here, knowing or learning behavioral skills is important. Personal branding can start right from your attire – what you wear, how you wear –Clean & tidy and impressive attire adds to the 'first impression' aspect. Wearing formals when going to a formal / official meeting, colour combination, clothing material, etc. come under attire.

Etiquettes play a very important role in professional & personal living – Confident handshake, pulling a chair for a lady in a restaurant or meeting, greeting with a smile, showing respect by getting up for an elder person or superior position person, saying 'thank you', 'sorry', 'excuse me', etc. are a part of etiquettes.

Personal traits like positive attitude, honesty, timeliness, punctuality, professionalism, etc. also contribute in developing a personal brand.

In professional life, personal branding starts with education – Having good and recognized qualifications is the need of today. In fact, having relevant qualifications is important. One should acquire qualifications which are relevant and useful to one's career and life. One should not indulge in acquiring a string of degrees just for the sake of being over-qualified. Being over-qualified has its own demerits in the job industry.

Work Experience –

Working in organisations which give utilize your full potential should be one's aim. Working in reputed organisations under good managers is regarded as important. Shifting jobs very frequently have a detrimental effect to one's career and branding. When working in an organisation, qualities like, leadership, positive attitude, meeting deadlines, giving respect, helping, motivating, etc. add to the professional branding.

Extracurricular activities –

Being involved in extra-curricular activities also is an important aspect in shaping one's professional & personal life. Interest or learning of music, photography, drawing, painting, etc. are some of the examples of extra-curricular activities which one may consider, since these add colour to one's career.

Public speaking –

Good public speaking skills is important today in corporate world. Using correct grammar with correct sentence formation is a key to win the audience. Speaking skills create a huge impact in the minds of people. Expressing one's thoughts in a simple yet effective way is all about public speaking.

Getting involved in social occasions –

Attending conferences, seminars, workshops, undergoing Management Development Programs (MDPs) through reputed educational institutes, increasing one's information base by reading newspapers, magazines, etc., networking through social networking sites on internet or personal meetings, doing something for the society through working for a NGO, becoming a member of some social groups / societies, teaching, etc. builds up one's personal brand & image.

Not a one-time process –

Branding is not a one-time process. It needs to be rechecked, revised, from time to time.

Installing Career Updates... Please Wait!

I was updating one of my apps in my phone and struck a very close similarity between a phone and a career.

I would like to share this unique analogy with you...

Today, we all have smart phones or those who don't have think of having one. Ever thought from a different angle as to why there is a category in hand held wireless phones as 'smart phones'? According to my analogy, 'smart' means ready and made for the present and future; 'smart' means of the latest trend and technology; 'smart' means about not belonging to the old days where it was used only making calls or sending text messages.

I am trying to relate through this article the day to day events which take place in your smart phone to your 'career'.

Operating system of the phone similar to the education qualification base:

Android, Windows, Symbian, etc. are the various operating systems on which 'smart phones' run today. Each operating system is different than each other in terms of functionality, speed, processing, etc. Without the operating system, a smart phone would not function.

I would relate the operating system of the phone to the education qualification base a candidate has. Without proper education qualification base, a candidate cannot function and run his / her basic skills. Without proper education, he / she cannot mature to be called as 'skilled' or 'qualified' for a particular task.

As it is very necessary to choose an apt and solid operating system for a phone similarly it is very necessary to choose an apt combination of education qualification for a successful career.

Downloading of Apps similar to acquiring information, knowledge and skills:

A smart phone is best smart when it is loaded with the required, useful Apps. Without Apps a smart phone will be the same as the old phone doing the functions of calling and texting only.

We spend time in downloading Apps which we feel are important, useful in our work or life and some for entertainment too. Since there are thousands of Apps available in the market, we need to be selective while choosing them for us, since not all Apps are required by us or needed. However, I am sure that it has happened with us that after some time period of days or weeks or months, we feel that out of the total Apps downloaded, some are not required and we then uninstall them since they are lying idle, eating up the phone's memory space.

I would relate the downloading of Apps to the information, knowledge and skills a candidate has. A smart phone when equipped with Apps, makes a good smart phone since it gives the utility we expected. This downloading is very important since it enhances value of the smart phone.

While we pursue education, we download information, knowledge and skills. This download is important to build a solid foundation of theory and practical and enhance one's career.

Adding / Deleting Apps similar to learning-unlearning skills:

I am sure that all of you might have downloaded many Apps at first place and slowly must have deleted some of them for a reason like not used often, not required, better App available, some App making the phone get slower.

As we progress in education and reach a point where we decide to specialise in a particular field, we realise that not all that we studied and got educated in is required and then we feel the need to uninstall what information, knowledge and skills which are not required anymore... this is called as 'unlearning' similar to deleting Apps. It can also happen that we need to learn some new things which we didn't learn previously... this is called as 'learning' similar to adding Apps. This Adding and Deleting of Apps is an on-going process and this makes the phone remain 'smart'.

One can become successful in career, only when he / she knows, how to learn and unlearn to be relevant and smart. Not all that is downloaded remains relevant always.

Undue excess downloading of Apps in the smart phone makes it slow and at times makes it non-responsive (hang), or perform at a slower speed and lose its real smart value since it does not perform as fast and smooth it used to when there were fewer Apps.

I would say that students / candidates should not over download qualifications and skills which makes them over skilled qualified and over skilled, making them get slow and lose their 'smart' value. Market rejects those who are over qualified and over skilled.

It's most important to have only those Apps which suit the operating system of the phone.

Updates for Apps similar to refining, upgrading skills

I would say that no smart phone would remain so if it functions on old versions of Apps. Updates for Apps makes the Apps function more smoothly with no bugs.

If you read the description of the update available for a particular App, majorly the update is for removing bugs, enhancing performance and for introducing new features and support.

I would relate updating your smart phone Apps to refining, upgrading your acquired information, knowledge and skills. Information and skills become obsolete with years and changes in the business dynamics and environment and therefore they need to be enhanced, upgraded and refined. This should be a never ending process and an on-going process.

In today's dynamic business world, remaining updated with relevant information, knowledge and skills has become the most important thing. If one is not, the industry rejects you and you become redundant.

Today, students and candidates need to be very cautious about their skills and knowledge and ensure that it is relevant to the industry. If it is like that, then they can perform better and smart.

I would say that a candidate / student is a cell phone which has operating system of education qualifications and gets better equipped with useful and relevant Apps in the form of information, skills and knowledge and keeps himself / herself updated always to remain 'smart'.

Remedies to career stagnation of senior management level employees

I recently consulted Praveen (name changed), a senior level manager employed with a large corporate, who according to him was facing 'career stagnation' after working for almost 18-20 years having achieved excellent and consistent KPIs and KRAs year-on-year. His concern was that there was no more scope in sight for his upward hierarchical movement in the current organisation and was not able to decide what needs to be done to come out of this 'career stagnation'.

Factually, many senior management level employees do face such 'career stagnation' after having worked relentlessly for over 15 years and having proved their mettle. 'What next?' is a question for many, giving them sleepless nights!

We all know that in a management pyramid, as one rises upwards, the scope and space for accommodating people goes on decreasing, giving rise to fierce competition, selection of the fittest and then at times resulting into 'career stagnation' for some who fail to make up. There is only very few at the top, so naturally all cannot become the top bosses.

- **Introspection is an answer to come out of 'career stagnation'**

Let's first and foremost admit to ourselves that there is definitely an end to everything and there doesn't practically exist, the bookish thought called 'sky is the limit' or 'sky is not the limit'.

Those of you who feel that there seems no growth (personal and professional) in an organisation, firstly need to introspect whether you really have it in you to get on to the next ultimate managerial level or is it that you wish to climb up just as a natural phenomenon would occur or you yourself think there is nobody else who can climb up to the top job? As a top position, one needs to have very niche skills, a vision, ability to take on the world heads-on, capability to fight the odds and more importantly to be a people's person rather than a boss.

Many a times, it happens that we do not really and exactly have in us what it is required to be on the top most level in the organisation, in terms of competence, intellect and skill. At times it may

also happen that genuinely there is no scope or opportunity within the same organisation for upward career movement due to reasons of the organisation's nature of business or vision.

It is always advisable to know your own limits. Limits can be extended but not erased, is what we should remember.

'Career stagnations' of these kinds need to be taken positively and to explore your other competence areas which are still unexplored but which can result in career success.

- **Do you have those competencies, intellect and skills to be able to get to the next top level and still feel the career stagnation?**

If the answer you believe is 'yes', let me tell you that you need to then believe strongly that 'a job is always available to a right person'! The problem today is a 'right person' is not available for a 'job'.

A day here and there, if you are able & capable, you will get the next level position in the current or another organisation!

- **What about those who are not able to make up for the next level?**

You need to definitely explore your competence & skill areas still remaining unexplored but which can result in career success. It is observed that after counselling, many such people get to unearth their hidden traits and get a change in their life.

I would advise the below ways to come out of your 'career stagnation':

- ✓ Explore for change in sector or domain within same organisation or another organisation

This is one definite way one can come out of stagnation. Doing this requires strong networking, learning attitude and ability to cope up with change.

- ✓ Explore 'teaching' as an additional activity or a full time activity

Senior management level employees definitely are equipped with sizeable work experience, maturity and domain knowledge, which can help them join as a Visiting Faculty / Guest Faculty in post graduate colleges, while continuing their job. There are many cases where such senior employees have left the corporate to join academia as full time faculty and impart their knowledge and experience to the next generations. Teaching also serves as a relaxer from the routine job responsibilities and helps keep you young and energetic mentally.

- ✓ Explore entrepreneurship

Having armed with years of experience, domain knowledge and people network, entrepreneurship can be an option which gives you a chance to work for yourself and do things which you would probably not have been able to do in others organisation. Entrepreneurship is a wonderful option to get rid of monotony and prove yourself from the other side of the business after working as an employee for years. There are many cases where such switch from job to entrepreneurship has happened successfully.

- ✓ Explore consulting

If you are not interested in a typical product or service entrepreneurship, you can definitely consider exploring 'Consulting' as an option. A senior level employee having worked for years and having gained good amount of expertise, 'consulting' can surely be a wonderful and workable option. Consulting enables diverse work nature, flexibility, freedom and the sense of pride of having been able to consult organisations / people for their problem areas.

✓ Explore authoring / writing

Authoring a Book based on industry and life experience or writing columns for newspapers and magazines on industry or business can also be another way to come out of career stagnancy. In fact, this way can be a good option for connecting with people, getting more social and making a name for yourself.

✓ Explore getting associated formally in some capacity with industry chambers, committees, corporate clubs, associations, etc.

With a sizeable years of experience, domain knowledge, one can get associated with various industry chambers as a consultant or expert or advisor, or by joining some corporate clubs and associations or by being a member of some committees, where your experience and knowledge can be put to use for benefit of society and industry. This helps in enhancing people networking.

- **Important to understand that career is a part of life and not the reverse...**

It is very important to assess that till where you want to go and for how long and whether you have not lost living your 'life'. It is vital to draw the line instead of shifting the line for some unknown thing or desire.

Importance of Psychometric Tests for Career Planning

Career planning, which at the initial level can also be called Academic Planning, (selection of stream and education course) has not been easy and cannot be decided through the help of any mathematical equation.

Making course and career choice has become much more difficult these days for students as well as parents, due to the vast number of option available in every stream in the form of diversifications, specialisations, niche domains, etc. Still today, course or career choices are unfortunately made by students based on the advices, suggestions, experiences, stories, recommendations, news reports, etc.

This is where the mistake happens. It's very important for students to understand that not one size fits all and parents to understand that their child is different than the rest.

It's high time that students and parents considered a scientific and proven way to judge what career option or course stream will be fit.

Making a career decision should be more about 'yourself'.

Psychometric Tests are an ideal way and answer to this! Psychometric Tests help you to *'discover yourself'*.

'Psychometrics' is the field of study concerned with the theory and technique of psychological measurement. One part of the field is concerned with the objective measurement of skills and knowledge, abilities, attitudes, personality traits, and educational achievement.

Psychometric tests have been used since the early part of the 20[th]century. Psychometric tests aim to measure attributes like intelligence, aptitude and personality.

Dynamic nature of Psychometric Tests:

Psychometric tests do not test whether you answer right or wrong, it just expects you to respond honestly.

Most psychometric tests are performed online, although you may find some remain as hard-copy questionnaires. Personality tests aim to identify a personal type and there are no 'right or wrong' answers. They often take the form of paired items or pictures that you are asked to choose a preference.

Psychometric Tests helps you to find your hidden talent, hidden potential, interest areas, passion areas, likings, weaknesses, strengths, personality, attitude, aptitude. All these aspects are non-academic and are more about *YOU* as a person and a would-be personality / professional.

Psychometric Tests are so friendly that you can attempt them at your own home all by yourself, however with a caveat that whatever you answer will be unbiased, honest, frank, true, unimagined, non-pretended. The more it is like this the more perfect will be the result.

For career decision making, students should choose this method rather than rely on inner voice, outside influences and news reports. Ultimately the career choice they will make will be for themselves and not for others and if anything goes wrong, you cannot blame others but only YOU.
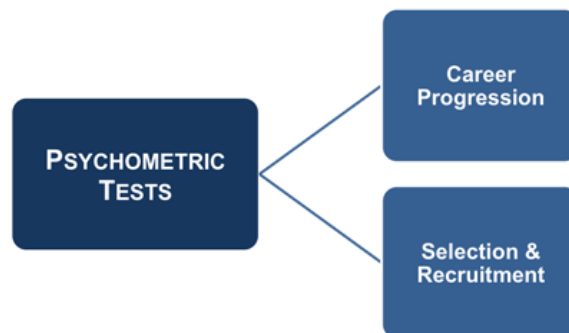
Psychometric Tests as part of Recruitment Process:

Companies have realized the importance and need of conducting psychometric tests for their potential employees. Many employers use psychometric tests as part of the selection process.

Employers consider them important because they are a fair way of comparing different candidates' strengths regardless of educational background. Tests of this sort are devised by occupational psychologists and their aim is to provide employers with a reliable method of selecting the most suitable job applicants or candidates for promotion. They provide a potential employer with an insight into how well you work with other people, how well you handle stress, and whether you will be able to cope with the intellectual demands of the job.

How should one draft a CV/Resume?

Difference between Bio-Data, Resume & Curriculum Vitae

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When one enters the job market and is looking for a job, it is nothing but 'Selling Oneself' or 'Marketing Oneself'. Job searching is like marketing and selling a product. The product is "YOU".

Resume / CV are nothing but a marketing tool which helps you to represent yourself to a potential employer. Resume / CV is in a way an 'artificial person' which acts like a person in your physical absence. In other words, Resume / CV is your 'representation' to the potential employer, in your absence and before your interview.

Taking this into consideration, it is much essential that the resume should show / project one's strengths & emphasize things of either work history or education that a potential will think valuable.

Know the purpose of your resume:

Resume / CV Writing is an Art as well as Science. Resume / CV should be written in such a way that a potential employer gets inclined to read about you, your intelligence, hard work, etc.

One should remember that a Resume / CV is not a Bio-Data.

For Freshers:

For those of you who have just cleared your professional exams, having a good and simple resume is a must, to make a good first impression about you.

Title & Objective: A potential employer will generally have just a minute to judge your resume. Therefore, the very first thing to consider is the 'title' that you mention on your resume. Therefore ensure that it captures the attention of the potential employer.

Think of what type of work you would want to do in your first job and accordingly think and draft an 'Objective' for your resume. This 'Objective' at a fresher level is very important since it indicates & conveys your thinking, focus, aspiration. It should also indicate what 'qualitative' aspect you can give to the organisation as an employee. At an experienced level, Objective should convey your 'professional goal'.

Academics: Since showing work experience is not the aim of a fresher, your resume should concentrate more on one's education details, college activities/seminars/workshops done, awards received, certificate courses completed. Do mention Merit / Rank details if any. Do not include hobbies, sports, etc. except if there are any extraordinary ones achieved in school / college life.

Include your Institute membership number and the year of passing the professional exam stages.

Internship details:

Mention the details of the firm / company in which you have undergone the article ship training. Do mention if you have performed any task extra-ordinarily and have received appreciation / award.

Generally, the work you do in your article ship is important for an employer, since that may be the base for giving you the job, since similar tasks may be required to be done by you for that employer.

Format: Keep the format, font type, font size very simple and normal. Avoid 'decorating' your resume / CV. Avoid the use fancy words, short forms.

Point wise presentation is very much appealing and readable. Use bullet points wherever necessary to list down things.

Others:

No need to mention date, signature, place, declaration of trueness of the data, etc. This is now outdated and since resumes / CVs are now sent on email and then after wards the interview / screening process begins.

Do not 'hype' your achievements or work, since they will be checked at the interview stage. Mention only those things which you can justify.

Ideally, a resume / CV for a fresher should end in one page.

For Experienced Professionals:

Now here, what will count and would be most important is your 'Work Experience'. As one goes on gaining work experience, educational qualifications take the second place after work experience.

Apart from Title & Objective, Format, Academics, additional points are required in a resume / CV of an experienced professional.

Focus Area:

Mention your 'focus area of expertise' after the title along with the total number of years of work experience till date. This will catch the attention of the reader and screening becomes simpler.

Experience Details:

Mention your work experience, employer wise and not activity or expertise area wise. The current or latest employer details should come first and then the others should follow.

Highlight your achievements / awards received during the tenure of your job with each employer.

Qualities and Strengths should be projected effectively, through bulleting, numbering, etc.

Generally, it is better to avoid mentioning of experience details which are below six months in tenure.

Compensation Details:

Your candidature must match the salary and responsibility level that you are aiming for.

Ideally, a resume / CV for an experienced professional should be 2 / 3 pages Maximum.

Consider getting professional help

Consider getting professional experts to draft your resume, instead of aiming in the dark. Though it may be at a cost, it will be worth-while and useful.

General Tips:

Keep it concise.

Write it neatly and clearly

Be honest about your work history and your skills

Be brief

Proof read it twice

Use a good printer

Update your resume regularly

Depending on your job position, you need to attach a 'Cover Letter' that tells how you found out about that job position, the motives you are concerned in job, why your skills/qualifications matches the job position.

Caution Tip:

According to a survey conducted, one out of every 10 resumes /CV received has some kind of untrue or fake information. There has been a huge rise in number of fake CV / Resume or resume/cv with untrue information in India. Companies have found that candidates mention information which is untrue or exaggerated about their work experience, etc. Companies have also found that candidates submit forged education credentials. Previously companies were carrying our background check with just a call to the HR department where the applicant had worked. But seeing the rise in frauds and forgery, majority of the companies conduct an investigation of the applicant's background, education and references.

It is therefore advised that candidates should not resort to such practices by themselves or under anybody's influence. If done so, this can ruin the entire career and social image of the candidate and family.

It is always better to be genuine, true and have integrity.

Difference between Bio-Data, Resume & Curriculum Vitae

It is observed that students feel that Bio-Data, Resume and Curriculum Vitae are the same and so they also use them interchangeably anywhere. But this is not at all true. All the three are different from each other distinctly and students need to understand their difference and implement it at various appropriate stages of their career.

Let's look what the exact difference is between the three:

Bio-Data: Bio-Data means data about ones bio. Bio means personal details of a person. It is a description more of physical appearance about a person. Bio-Data includes information like name, address, date of birth, height, weight, colour, habits, hobbies and other biological information. It is generally a one pager document.

Bio-Data may not be used for applying for a corporate job. For candidates aspiring for arts, media field like acting, etc. need to have their Bio-Data ready.

In the job market, Bio-Data is no more used as a term and should not be used.

Resume: Resume simply means the information with which you wish to 'resume' (start/commence) your career / job. A resume is a one or two page document describing one's education primarily and then skills, experience. Resume should be used by a candidate who has less than 5 years of work experience. A Resume starts with education and is followed by work experience.

Curriculum Vitae (CV):CV is a document which in detail explains the work experience. A modern CV starts with key competency areas, followed by detailed information about work experience and then followed by education. CV is a detailed description of one's experience curriculum. A CV is a long document may be up to 4 pages. CV should be prepared by a candidate who has more than 5 years of work experience.

Why LinkedIn is important for UG & PG students as well?

It is a known fact that LinkedIn has been majorly & extensively used by job seekers, job hopers and new recruits. They have been using LinkedIn for job search, sharing professional updates, asking and answering queries, knowing what their contacts are doing, where they work and for whom and overall to project their professional capabilities, skills and progress.

It is a myth that professional social platforms are just for professionals, working class or business people.

From recruiter's point of view:

Today, the fact is that, HR departments in corporate in their candidate screening process are having a look at the LinkedIn and FaceBook profiles of prospective candidates. And therefore the under-graduate and post graduate students should not ignore LinkedIn and FaceBook and be serious about what they post and mention in their profiles.

This article aims to convey why LinkedIn is equally important for under-graduate (nearing graduation) and post graduate (nearing placement or passing out) student community as well. The article has been drafted according to the various profile categories of LinkedIn so as to convey its exact importance and feel to the reader.

Important aspects on your LinkedIn profile page:

1. Your email ID:

Your email Id should be look and sound professional. Ideal username would be firstname.lastname@abc.com. If you have long first or last name, then you can shorten it by using 'initial'. The length of the username should be short-medium. Avoid using stylish or 'yo' usernames like stylebhai@abc.com or anandsmartguy@abc.com, such do not look good at all. Also use widely used email service providers like Gmail, Yahoo.

2. Name & Profile photo:

Mention your first and last name in full on your profile. Avoid 'initials'. Avoid all capital letters. Profile photo should be professional and not stylish. Avoid passport size style photos. In blazer or good formal shirt with or without tie and a clean and light colour background is good. Women should be in saree or suit or blazer. Strictly avoid full size photos. Avoid photos clicked at a scenic place or café or theatres. Avoid smiling too much; a gentle smile is the best.

3. Profile Headline

This is the foremost important aspect, especially on LinkedIn. A reader or a recruiter gets attracted and decides to read further, based on this 'headline'.
If you are an under-graduate about to pass out you may mention, for e.g.Last Year Civil Engineering. You may also mention as Student - ___ (name of the course) at ___ (name of the institute/university).
If you are a post-graduate nearing your placements or passing out, you may mention, for e.g. Nearing Placements or Seeking Placement in ___ (name of the sector/function)

Mentioning the name of the Institute / University is very important.

It is very crucial to frame the 'Profile Headline' rightly, correctly and thoughtfully. Profile Headline is just like your professional identity.

4. Location & industry

Clearly mention the name of your city currently located in. Do not mention your native place location. Also choose your industry thoughtfully. Even if you are a student, it is not necessary to choose 'Education Management' as industry, it would be logical to use the industry in which you would like to work after passing out like 'Construction', 'FMCG', 'IT', 'Banking', 'Insurance' and so on. Before passing out, the reader or recruiter can know which industry you belong to.

5. Public profile web link:

The default public profile web link that gets generated while creating your LinkedIn account is not recommended. You should edit it to a good and readable web link, for e.g. in.linkedin.com/in/firstnamelastname

Having a proper web link is highly recommended since it is easy to read, remember, communicate and looks professional.

6. Summary

This is the second most important aspect of your profile, worth spending a good amount of brain minutes. At times an expert's advice is also strongly recommended.

Summary is the space box where the reader or recruiter will look into your name and profile headline. Summary should highlight the work you have done while in your under-graduate or post graduate level. It should primarily indicate your strong subject liking, project work done, awards or certifications earned, academic rank if earned, etc. You should also indicate your soft skill expertise and computer proficiency.

Then you should mention what is your career goal and aspirations and why & how you think can contribute to an organisation.

Summary should not be more than 400 words. Make appropriate paragraphs and ensure that the language is grammatically correct. Spell check once. Avoid writing long sentences. While mentioning skills, bulleting may be done.

7. Skills &Experience

This is a feature of LinkedIn in which your connections (contacts) can endorse your skills.

You can add skills which you feel you have. For e.g. Drafting, Drawing, Report Writing, Teaching, Presentation, Public speaking, Writing, Analysis, Mathematics, Engineering, etc.

These skills are added to your profile in the form of tabs. You can ask your contacts to endorse your skills so as to make them authentic and true.

Experience:

If you have done any internship or job, you must mention it in this section.
You should correctly mention the name of the project, location, duration and explain your experience in short.

If you have done any social work, you may also mention it with its complete details.

8. Education:

This is section to list all your qualifications and certifications from SSC to the highest degree earned.

The name of the course, institute/university name, location, duration is very important. You can also mention details of any simulations, camps, field visits, seminars/conferences, etc. if you have done or attended.

Do not forget to mention grades/percentages/class for each qualification.

9. Honors & Awards

You can mention any College or University honors or awards received with complete details.

10. Publications

If you have written any research paper or article or book review and that has got published in print or online, it would be good to mention it with the relevant web links if possible or complete name of the publication with respective ISINs.
Also if you have written in your college journal/magazine/souvenir, you should mention it.

11. Personal Details

It is highly recommended to mention your date of birth, marital status and contact information.

12. Recommendations

'Recommendations' means opinion written by your contacts about you and your work. The people who write recommendation to you may be your batch-mates, professors, teachers, professionals. Here it is very important to invite recommendations from those only with whom you have worked and know you.
Avoid asking false or cooked up recommendations.

13. Groups

You should join 'Groups' which are relevant to your area of liking, career and future goal. Groups help you to increase your network, share your thoughts, read other's views & opinions, know happenings about that particular area, etc.

14. Public view settings

In the privacy settings of LinkedIn, please ensure that your entire profile is visible to all. This helps in spreading your profile in the network.

Employability of candidates is proportional to the level of participation of industry in academia

- "Less Than 10% of Indian MBA Graduates Are 'Employable', says the Wall Street Journal Blog. The study has found that less than half of the students tested had some knowledge of key industry terms and concepts in their areas of specialisation.

- "MBA no longer a passport to a successful career, B-School grads struggle to find good jobs" says a report from The Economic Times.

- "Only 5% candidates are employable", says TeamLease Services.

The reason behind quoting the above news items was to indicate the great mismatch between academics and industry/practical requirement.

'Being Employable' does not have an exact co-relation with what is taught and the qualification. Being employable requires for a candidate to learn and imbibe aspects which are not taught *formally* in the academics. However academics which is out-of-date, definitely contributes more towards 'non-employability' of candidates.

'Employability' of a candidate majorly depends on his/her understanding of academics with reference to the industry norms & practices. It is always said that 'what things you do in your job are not directly related with or can be converted to what you have learnt in the college'. The reason being simple – businesses are not run according to the books, but are run according to what & how people feel they should be run as! To become employable, a student needs to think of every aspect he learns from industry point of view and also it is the responsibility of the professors to impart such linkages through their teaching.

Another major aspect which goes in making oneself 'employable' is business awareness! This awareness is from the concepts as well as the practical aspects. To become business aware, the sure shot way is to 'read'. Bad reading habits among the students – is the foremost reason given by academicians and industry practitioners. This gives rise to the lack of general knowledge, business knowledge and self-awareness.

'Employability' in one sentence can be defined as being relevant to the needs/requirement and adaptable to the situation of businesses & economy.

Institutes not the 'only' one to be blamed for not creating 'employable' candidates

According to me, the news items mentioned at the start of this article indicate one more flaw in the system of producing employable candidates and that is of 'very low industry participation in contributing to create 'employable' candidates.

To put it in simple terms – If industry expects institutes to create candidates who can deliver what they want, then they should be actively involved in telling the institutes of what is their requirement and what & how the students should be taught.

Today, institutes are facing sizeable 'quality faculty crunch'. This crunch has come due to two reasons. One, the corporate professionals are not inclined for teaching or professing. This may be due to their lack of having teaching skills or lack of time to devote for teaching. Second, industry does not encourage their experienced professionals to teach or profess though in-turn they are the ones to be benefitted through the supply of 'employable' candidates. Due to this the students are the ones who are getting adversely affected.

Structural Changes required at corporate and institutes:

To facilitate the creation of 'employable' candidates, the first thing which needs to be done is at the educational regulatory level.

Firstly, the AICTE/UGC norms for Faculty selection & appointment need a major overhaul, to begin with. The norms should create a separate category as 'Industry Expert Faculty' (or by any other name), where the norms like being NET/SET/PhD qualified are not the qualifying criteria but instead 'industry and relevant domain experience & qualification' is the qualifying criteria.

Secondly, the number of full time faculties should be restricted to half of the total teaching staff. The second half should be composed of the above mentioned 'Industry Experts'. Thirdly, the teaching methodology should compulsorily be 'Case Study' approach.

The above structural change will enable the students to learn from industry experts, know what the industry needs and also help to understand and adapt the changing need of the industry. This will make them 'employable'.

The second important thing which needs to be done is at the corporate level.

The industry should encourage their senior employees to teach in B-Schools by devising 'teaching friendly' employee performance management systems.

The HRDs of corporate should incorporate necessary changes to facilitate, encourage and may be reward the teaching by senior professionals in management schools. For example, the HRs may give weightage to 'teaching' in the performance appraisal system and for more senior professionals include this component in the Key Performance Indicator (KPI). Also the HRs may please allow their senior employees to go for teaching sessions in the normal working office hours (may be once a week for 2 hours).

This could be a good, long lasting Corporate Social Responsibility (CSR) activity for the corporate.

It should be understood that sharing of experience by the industry professionals is what is required more than the text book one way method of teaching. More the involvement and contribution of the industry to the academia; more will be the employability quality of the future generations. It's high time that the education regulators and corporate realize the need of the time and do such structural changes to stop the over-supply of 'un-employable' candidates.

India – World's YOUNGEST Population Country

By 2030, India is set to become the world's youngest country with 64 per cent of its population in the working age group. With the West, Japan and even China aging, this demographic potential offers India and its growing economy an unprecedented edge that could add a significant 2 per cent to the GDP growth rate.

India has an unrivalled youth demographic: 65% of its population is 35 or under, and half the country's population of 1.25 billion people is under 25 years of age. According to the Election Commission of India, as of 1 January 2014, more than 42,000 voters between the ages of 18 and 19 were registered, on average, in each of the 542 parliamentary constituencies. In percentage terms, this comprises of 14% of eligible voters.

India – LARGEST STUDENT Population

Recently released Census 2011 data throws up a startling statistic — the number of students is a gigantic 315 million. This is not only the largest student body in the world, but Indian students would make for the fourth biggest country in the world, nearly touching the US with a population of 318 million. For comparison, China's student population is about 252 million as per UNESCO statistics. The student population of 315 million has a slightly bizarre component to it. Census data gives ages of these students and over 3.3 million of them are above 30 years of age. In fact over 12 lakh are above 60 years and 1.2 lakh are above 80 years.

SECOND in the world for EDUCATION related Google Search

According to Google, India is in the second position for education related search queries on the web in the world. With over half of the Indian internet population in the age bracket of 18-35, India has raced to the second position globally when it comes to absolute volume of search queries related to education. India was ranked eighth in 2008 and is now behind only to the US, according to a study by Google India on 'students on the web'. Over 60% Indian students, who have access to internet; use it as their first source to research for information related to educational courses and institutes. Education-related queries on Google in India are growing at over 46% year on year - highlighting the strong demand for information on institutes and courses that are available in the country.

YOUTH POWER needs to be POSITIVE & PROGRESSIVE

Considering the above statistical facts, India will be known as a Youth Country and on this International Youth Day, Generation Next (Genext) needs to become aware, cautious, determined, dedicated and positive about their future and especially their career.

EDUCATION is the only thing which will shape the youth's future in real sense. India needs to be known not only as an educated country with highest literacy rate but also well skilled and trained country.

Let us join, be united and focused and promise our own self that:

- I shall plan and act on my career very positively and with determination
- I shall be fully dedicated, passionate and hungry for my own progress and education
- I shall strive to get skilled & employable rather than just qualified
- I shall strive to contribute to the nation for its progress through my actions, deeds and thoughts
- I shall read everyday something which adds to my information and knowledge
- I shall spend time with my family to get the bond stronger
- I shall avoid all distractions, bad habits, bad friends and remove all negativity about myself
- I shall spend some time in the day to introspect and improve
- I shall strive each day to be known as a 'good student', 'good friend', 'good son/daughter', and 'good human being'
- I shall spread cheer, happiness all over in my surrounding and make people happy
- I shall be bold enough to raise voice over any kind of injustice, casteism, racism and violence against anybody including women
- I shall give respect to women and take them along to scale new heights of success and growth

I shall have the single thought of 'INDIA IS MY COUNTRY and will ensure that India's image as a united and progressive nation remains strong and true always

Skill India: An Overview & Way Forward

Don't show us paper qualifications; tell us what skills you have? – This is the question every interviewer asks today to job seekers.

Gone are the days of being 'highly educated' and getting a job, now are the days of being 'highly skilled' and in turn being 'highly employable'. The transition from 'educated to skilled' is now inevitable for every job seeker and for businesses to employ people who can increase their productivity, quality of offerings and contribute in development of the nation. Another important transition which is inevitable is of transition from 'being a marks oriented mentality to skill oriented mentality' for the currently educating students and post graduates.

Today, India is one of the youngest nations in the world with more than 62% of its population in the working age group (15-59 years) and more than 54% of its total population below 25 years of age. It is further estimated that the average age of the population in India by 2020 will be 29 years as against 40 years in USA, 46 years in Europe and 47 years in Japan. During the next 20 years the labour force in the industrialized world is expected to decline by 4%, while in India it will increase by 32%.

Looking at the above aspects, definitely this is the high time that we (students, fresh graduates / post graduates, corporate, society) realise the importance of 'Youth power' and think of ways to explore its true potential.

'Talent' is rare and going to be rare, but we have a chance of avoiding this to happen.

Government of India announced the National Policy for Skill Development and Entrepreneurship in the month of July 2015 - Overview

A skill gap study conducted by National Skill Development Council (NSDC) over 2010-2014, indicates that there is an additional net incremental requirement of 109.73 million skilled manpower by 2022 in twenty four key sectors.

Ministry of Skill Development and Entrepreneurship (MSDE) has been created to fulfill the vision of a 'Skilled India' where human resource development is the primary focus. MSDE will be responsible for coordination with all concerned for evolving an appropriate skill development

framework, removal of disconnect between demand for, and supply of, skilled manpower, skill upgradation, building of new skills, innovative thinking and talents for existing and future jobs. MSDE will also play the lead role in ensuring the implementation of the National Policy for Skill development and Entrepreneurship 2015.

Mission

The mission is to:

- Create a demand for skilling across the country;
- Correct and align skilling with required competencies;
- Connect the supply of skilled human resources with sectoral demands;
- Certify and assess in alignment with global and national standards; and
- Catalyse an ecosystem wherein productive and innovative entrepreneurship germinates, sustains and grows leading to creation of a more dynamic entrepreneurial economy and more formal wage employment.

Incremental Human Resource requirements across states (2013-22)

Andhra Pradesh	108,71,315
Arunachal Pradesh	1,47,046
Assam	12,34,357
Chhattisgarh	30,43,736
Delhi	63,41,921
Goa	2,27,261
Gujarat	57,56,711
Haryana	34,84,731
Haryana	93,268
Himachal	12,06,379
Jammu and Kashmir	11,22,787
Jharkhand	44,52,801
Karnataka	84,76,134
Kerala	29,56,896
Madhya Pradesh	78,16,045
Maharashtra	*155,22,185*

Manipur	2,33,446
Meghalaya	2,48,954
Mizoram	1,40,188
Nagaland	97,382
Odisha	33,45,584
Punjab	28,99,005
Rajasthan	42,42,438
Sikkim	1,47,821
Tamil Nadu	135,52,000
Tripura	2,59,330
Uttar Pradesh	110,11,055
UttaraKhand	20,61,143
West Bengal	93,42,561
Grand Total	**1203,34,478**

Trainers Requirement:

To achieve the massive target of skilling, it is of utmost importance to have quality trainers who are capable of training people in several fields.

National Skills Universities and institutes will be promoted in partnership with States as centres of excellence for skill development and training of trainers, either as denovo institutions or as a part of existing university landscape. It is desired that these institutions become as aspirational for candidates as other premier institutes around the country. These institutions, apart from skilling candidates through affiliates and training the trainers, will also conduct extensive research to enhance the quality and delivery of skill training by keeping abreast with latest developments in the skills space.

A trainer / assessor portal will be set up as a part of the National Portal to act as a repository and registration database for all certified and interested trainers / assessors. All retiring employees in industry or government domain, who are interested to use their experience gainfully by extending their career as trainers/ assessors, will have freedom to register themselves on the portal. This portal can be easily accessed by training providers and assessment bodies as per their relevant sector, experience, and location of the registered certified trainers / assessors.

Short term modules for training of interested persons, with relevant industry experience, will be promoted through instructor training institutes to enable them to attain the requisite certification for being a certified trainer/assessor

Skill India and Make in India

'Make in India and Skill India' are complementary to each other. The key objective of Make in India is to promote manufacturing in 25 sectors of the economy, which will lead to job creation and consequently need for skilled manpower. Some of these sectors include automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, auto components, design manufacturing, renewable energy, mining, biotechnology, and electronics. Correspondingly, Skill India aims at preparing a highly skilled workforce which is completely aligned to the requirements of industry so as to promote growth through improved productivity.

Skilling efforts will be completely aligned with the requirements of 25 key identified sectors of Make in India. A joint committee of stakeholders under both initiatives will be constituted to closely monitor growth of manufacturing activity under Make in India programme and anticipate skill requirements for such initiatives so that the same can be developed in coordination with various SSCs and training institutions. Pre-assessment of skill requirements for all manufacturing activities at proposal stage will be made mandatory in order to ensure an industry ready workforce once the manufacturing facilities have been set up. States will also be encouraged to align their skilling efforts with upcoming industrial activities in the State.

Educate and equip potential and early stage entrepreneurs across India.

In partnership with experts, a world class entrepreneurship education curriculum will be developed. Through a blend of online and experiential learning, potential entrepreneurs will go through hands-on, student centric courses that help them acquire skills they need to start an

enterprise. This curriculum will build on and adapt the best entrepreneurship education content available globally.

This curriculum will be delivered to all aspiring entrepreneurs at no cost. Leveraging online learning, entrepreneurship courses can be taken as and when needed by students and business people alike through Massively Open Online Courses (MOOCs).

To build awareness of competitions and opportunities, national brand ambassadors will be created to champion entrepreneurial culture in India.

Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship outcome-based skill training scheme of the new Ministry of Skill Development & Entrepreneurship (MSDE). This skill certification and reward scheme aims to enable and mobilize a large number of Indian youth to take up skill training and become employable and earn their livelihood. Under the scheme, monetary reward would be provided to trainees who are successfully trained, assessed and certified in skill courses run by affiliated training providers. This will boost the productivity of the country's workforce by enabling them to acquire high quality skill training across a range of sectors. It will also bring about a paradigm shift from input-based to outcome-based skill training in the country. It also seeks to significantly scale up skill training activities in the country and enable skill training to happen at a fast pace without compromising quality. Institutional arrangements comprising of the National Skill Development Corporation (NSDC), Sector Skill Councils (SSCs), Assessing agencies and Training Partners are already in place for implementation of the scheme.

Way Forward:

'Skill India' will be successful only when it is treated as a 'Mission' by students, parents, schools & colleges, corporate and society. Improvement has to begin from oneself.

How can industry / corporate contribute to Skilling India?

1. Majority of companies always want a 'ready-made employable candidate' for filling up their vacancies, however very few participate & contribute in shaping the candidates at college level, and blame the educational institutes solely for not producing employable candidates. Only few companies help colleges in academic curriculum development.

Giving Internships opportunities definitely is a way to address this and should be treated seriously by the corporate, which currently is not. Majority of internships in India happen majorly on paper and 'bosses' in companies do not have time to guide the Interns.

The duration of the internships should be of minimum three months and can go up to six months.

2. The availability of good quality trainers is a major concern area in the Skilling India mission. Corporate can ask their mid and senior level employees to contribute in this by allowing them to be 'Visiting Faculty' in under graduate and post graduate colleges. Performance Appraisal Systems should be modified in order to accommodate those doing so, to be appraised in appropriate manner, in terms of incentives, allowances, bonus, etc.

3. Corporate should recognise and respect the skilling certifications and diplomas done by candidates when they apply for jobs and ask their HR departments to mould their policies which restrict talent.

4. Corporate should allow access to their factory floors, office spaces, (under supervision) to students so that the candidates get a practical feel of the work done – weekly offs, other holidays, after working hours can be utilised for the same.

5. Each company should release information booklets (print or online) which will give complete information about their various job roles, designations, responsibilities, approximate salary scales for each role / designation; promotion policies, job performance appraisal systems. This will help create awareness among the public & candidates and enable them to understand what is required in them to become 'employable'. Today, job profiles, qualifications, responsibilities are only released in the form of job advertisement and not otherwise as a part of information dissemination.

6. The various Chambers of Commerce should release notes on corporate updates, changing job requirements, changing business environment, etc. and see to it that those reach all colleges and students.

Need of change of mindset of students and parents:

1. Parents mindset towards their children should change. Referring olden days to the children will not help anymore. What they as parents have faced, is not what their children will face. Parents should accept that dynamics have changed and will keep changing.

2. Parents and students should not regard vocational courses as low level and low status courses. These courses will be the most sought ones in the years to come and will be the closest to getting your children a job.

3. Parents should come out of the notion that 'entrepreneurship' is not for their children. Entrepreneurship will become more important than getting a job. Making a career by doing a job will be a thing of the past.

4. Doing short term / medium term courses after a basic graduation does not mean that the student is not capable of studying more. Today, what important is what kind of education is giving the ROI to the student in terms of job security, salary and growth.

5. Girls would be most beneficial if they think to get themselves 'skilled'

6. For those girls and boys who cannot afford higher education, getting vocationally qualified is the best way to career success.

A 'Hot Skill' for Job Seekers – Tackling Office Politics

'What the hell! He got a promotion / increment doing nothing!'

'He is a *Chamcha* (sycophant) of the Boss!

'How did she get more increment than me?'

'I need to speak to the HR since we have too much of favouritism here'

The above exchange of dialogues and similar dialogues are often heard at office canteens, at the tea stall near the office, on phone after office hours and nowadays on WhatsApp, etc. between colleagues.

'*Skills*' is the buzzword today! What has become more important today apart from academic qualification is 'having those *skills* which can make a candidate employable at different levels'.

Much has been written on the need, importance & dearth of 'skill' among young job seekers by the industry experts. But through this article, I wish to put forth a *new* 'hot skill' which fresh & experienced job seekers must have, and that is 'the ability to tackle office politics and sustaining oneself in it'.

Yes, I would term 'ability to tackle office politics' as a new skill, very much important like other employable skills and it is worth adding it to the 'Employability Quotient' of a job seeker.

A Survey done by *Discovering Careers India* suggests that out of 10 employees, 2 employees switch jobs due to the reason of 'office politics'.

We observed something interesting: 1. Every employee feels that every other employee does not work / works less and get increments and promotions by doing nothing. They feel that the grass is always greener on the other side of the fence. 2. Being in the good books of boss is the key to get promoted and increments. 3. You don't require exceptional domain skills to grow but require exceptional 'other' skills to grow in career.

'Office Politics' whether one admits or not, hate it or not, admire it or not, practice it or not, avoid it or not; does exist in every organisation in the world, and this is a fact. 'Office Politics' is definitely a part & parcel of the work culture of an organisation. The simple reason for this is we are humans and we all have that *'human psychology'*. We also need to admit that 'Office Politics' is inevitable.

'Learning the Skill' of Tackling & Sustaining Office Politics:

Given that office politics is a fact, the best way to deal with it is to first accept its existence and then using it to personal benefit and growth.

Fresh job hires especially should be more careful of office politics. Some pointers for them to tackle and sustain it while in office and among colleagues:

1. Be a listener. Speak 20% and listen 80%
2. Don't react immediately when among colleagues
3. Be confident and assertive but not aggressive
4. Assume there is no secrecy and anything shared will be spread
5. Don't get engaged in gossips. A gentle 'smile' should be an answer to gossip talks
6. Learn to know people from within who they really are
7. Don't get hooked and fall for any opposite gender in personal relationships
8. Admit to yourself that you are a small part of the game
9. Learn what means formal and what means informal
10. As you spend more days in the office, true colleagues will emerge

Suggestion to Business Schools: If you can teach Yoga, Meditation, etc. to MBA students, then why not 'how to tackle office politics'?

Conceptualising - Family Career Counsellor

Almost all families in India or abroad have a family expert called as a Family Doctor, a Family Lawyer, a Family Financial Advisor, a Family Friend and so on. This Expert is regarded as a trustworthy professional to help in solving problems health, legal concerns, financial investments and relations respectively.

But the sad part today in many homes, is that the young generation in the house, makes their career decisions majorly based on what the above 'family experts' suggest; which in fact is supposed to be made with the help of quality 'Career Advisors'.

With ever increasing and evolving career options, gap in theoretical knowledge and industry expectation, uncertainty in job market, lack of skills in degree holders and change being the only constant in the business dynamics – the need of a 'Family Career Advisor', strongly arises.

Family Career Advisor / Family Career Counsellor is a unique proposition introduced by Dr. Anand Wadadekar, first time in the field of education and training.

Concept of Family Career Advisor / Family Career Counsellor –

80% of students land up choosing a wrong career stream –

According to an observation made by Discovering Careers India over a period of ten years interacting with students, parents, school teachers, college professors, 80% of students land up choosing a wrong career stream (Humanities / Commerce / Science) after matriculation (10th std. Level). This results into adverse long term effects on the career of the young generation, which includes shifting of streams mid way, frustration, depression, low salaries, low morale, no career growth and no rise in standard of living.

Further mistakes are made by students while choosing an under-graduate course after intermediate level. (12th std.) – specialisations in engineering, commerce, science, medicine, arts, etc.

80% of students choose their career based on advice of parents, relatives & friends –

According to another observation made by Discovering Careers India over the same period, 80% of students choose a career option based on discussions / compulsions from parents, relatives and friends.

Considering the above two observations and the general cases we come across daily, there is a strong need to have in place an expert called as *'Family Career Advisor / Family Career Counsellor'.*

Just the way we require a Doctor / Physician for health related aspects, a Lawyer to advice on legal issues and procedures, a Financial Advisor to advice on investments and savings, a Friend / Relative to be a support in family issues & relations – Exactly the same way today there is a need to have a 'Career Advisor' to guide, suggest, advice and help in career & job related aspects.

Having a Family Career Advisor / Counsellor is like having a 'preventive healthcare measure'. Here we can term this as having 'preventive career-care measure'.

To whom a Family Career Advisor / Family Career Counsellor can provide expert help?

Children in the family:

For children appearing for matriculate exam (10th std) to help them choose the right career stream (humanities / commerce / science), then for intermediate (12th std) to help them select the right under graduate course and specialisation, then post graduation to help them choose the right PG course, Institute and specialisation and finally for job phase to make them aware of the industry requirements, importance of skills, attitude towards job & life and career as a long term goal. All this is required to be given to the children at the right time. The Family Career Advisor will act as a 'Friend' to the children.

Parents in the family:

The bread winner(s) (either father or mother or both) definitely need career advice and guidance since they are in the middle of their career and job phase. This advice is generally about aspects like promotion, job switches, sector change, industry change, relocation, skill building, transition from job to entrepreneurship, work from home opportunities and part time jobs or assignments for homemaker mothers / wives, for sabbatical, retirement, etc. The Family Career Advisor is well equipped to guide and be as a 'Friend' in this entire phase.

For retired / due for retirement persons in the family:

The retired / due for retirement persons in the family may need career advice in aspects like what activities can be done after retirement which can earn some money, freelance assignments, work from home opportunities, teaching, social work, etc. The Family Career Advisor can act as a 'motivator' to the retired / due for retirement persons in the family.

To sum up –

There is a great need to have a Family Career Advisor / Family Career Counsellor, who can be a phone call away for career emergencies or to give a preventive career-care dosage.

Disclaimer: Dr. Anand Wadadekar. hold complete intellectual rights of the Family Career Advisor / Family Career Counsellor as an idea, thought and vision.

What Indian students need to resolve every New Year

The years to come will be very different from the perspective of education, job market and career development. These three factors are going to change for good.

- **The New Education Policy** is being drafted and will be announced soon, which will be a great step towards removing the lacunae in the education system, in resolving the issues of administration and regulation of education institutes and Universities, promotion of skill based learning in the education system, making course evaluation system at par with global practices, promotion of vocational training to make youth more employable.
- The **Indian job market** will see a positive and upward growth in terms of hiring, promotions, training & development. This is possible due to the positive trends in the political and economical situation and with the new government determining to bring India as a skilled and educated nation.
- Individual **career development** will become most important aspect. Students, working professionals will need to learn new skills / domains / and un-learn outdated skills / domains. The youth will need to transform themselves from being just 'qualified' to being 'employable'. 'Skills' will be the most important commodity which will fetch a price.
- India will be the **'Youngest Population Country'** by 2030. This means that the Indian younger generation will be required to be more responsible and serious in their education & career.

2030 is just 10 years away, which means 1 decade is what we have to prove to the world that India is not just the Youngest Population Country by numbers, but also is the most qualified, trained, skilled and employable country.

Considering that so much is in store for the years to come, it is therefore important to have the **resolutions of the year** and the years to come by the students, **different and special.**

We propose the following **resolutions to the Indian students**, which if practiced can make you successful:

- Start **planning** your career path while at the 10th standard level
- Take the first two years of **college** seriously to build a strong foundation for career ahead
- **Consult a career expert** before choosing a stream as a career
- Not to decide and **choose a career** based on aspects like scope, money, demand, trend, affordability, influence, media, parents verdict and herd mentality
- Choose your career, don't let career choose you!
- **Read** English newspapers daily and focus on improving English language skills and increase general awareness.
- **Learn MS Office** and aim for proficiency before you pass out as a graduate
- Irrespective of your career stream, **numerical competence** is always required and demanded. Not to be afraid of mathematics!
- Learn to **make as many friends** as possible. Because they will be your colleagues & bosses in the time ahead. People management will be the most important thing in life and career
- Each one of you is **created 'unique'**. Don't let this lose its value. Try to have a skill or competence or ability which is unique only to you
- **Smile!** It increases your face value!
- Have **'passion'** towards yourself, for your career, for your family and for your nation!
- **Believe in yourself** – it's the first secret to success!

AS we all know the name *'Raksha Bandhan'* suggests 'a bond of protection'. On this auspicious day, the brothers make a promise to their sisters to protect them from all harms and troubles. In short this festival is about 'commitment to protect' our sibling for life whatsoever the circumstances & situations may be.

On this auspicious day of Raksha Bandhan (also called as Rakhi Pournima), I would like to propose and build a unique relationship. In this relationship the 'Brother' is the 'Career Advisor' and the 'Sisters' are 'career aspirants like you'.

A Career Advisor can be a capable protector to students & professionals from all the harms and troubles of career. A Career Advisor can surely be that unique bond of protection for all your career concerns.

Career concerns are of many types like:

- ❖ Not able to decide which course to pursue due to confusion
- ❖ Not able to decide which is the right path to success
- ❖ Not able to know what it takes to be successful in career
- ❖ Not able to find out what a particular career option has in store for a person
- ❖ Not able to decide whether to follow the trend or take risks
- ❖ Not able to draft a good Resume / CV
- ❖ Not able to know what personality traits are required
- ❖ Not able to know what are employable skills
- ❖ Not able to decide which job will suit
- ❖ Not able to decide whether to leave the job
- ❖ Not able to decide whether to switch in job
- ❖ Not able to decide whether to or not to go for entrepreneurship
- ❖ Not able to know what the industry demands

Career Advisor as a Brother to Career Aspirants (Students & Professionals) is what this relationship is about.

On this auspicious day of Raksha Bandhan, A Career Advisor can vow to be a brother to you all by:

- ✓ Acting as a Guide in your career decision making
- ✓ Acting as a Friend who will help in your career decision making
- ✓ Acting as a Philosopher who will enlighten you in your career journey
- ✓ Acting as a Mentor who will be a career coach for you
- ✓ Acting as a Facilitator who will help you build your personality
- ✓ Acting as a Torch in your career pathway
- ✓ Acting as a Pillar of support, motivation and confidence

This Raksha Bandhan, as a Career Counsellor / Career Advisor / Career Consultant, I would like to extend the hand of support and would like to commit a bond of protection to all the career aspirants.

Wishing Freedom from Career worries

By 2030, INDIA will be amongst the YOUNGEST NATIONS in the world. By 2030 India will be the most populous country in the world. With nearly 140 million people in the college age group, one in every four graduates in the world will be a product of the Indian education system.

As being YOUNGEST we feel proud and say '*Wow'*, but it also means that India has the biggest responsibility and biggest challenge to make the YOUTH educated, skilled and capable. It's our responsibility – MINE and YOURs.

It is very important for YOU as a student and career aspirant to try and remove all your career worries and get inspired.

Achche Din are definitely coming provided the YOUTH becomes focused, determined and dedicated for contributing to the nation's development and growth.

India got freedom from the British rule and now is time for YOU as a student and career aspirant to get FREEDOM from all your career and education worries.

How can you get freedom from career worries?

You can remove all your career worries, frustrations, tensions if you:

- Always remember that career is a journey and not an end result
- Try finding out the real 'you' in you
- Try finding out which thing makes you passionate, dedicated and hungry for excellence
- Try to introspect and find out your strengths, weaknesses
- Work on your weaknesses to convert them into strengths
- Avoid following the herd mentality
- Avoid running behind degrees, but run behind knowledge

- Try making yourself a 'sellable' product in the job market by learning skills

- Remember that it's not the qualification but the skills which will make you successful

- Avoid choosing a career option / course just because it's trend is good

- Avoid following the trend, instead follow your own passion

- Avoid making comparisons about yourself to anybody

- Seek help of career experts while deciding your career path

Wishing You Happy Independence from Career Worries, Tensions and Frustrations!

Frequently Asked Career Questions

It's been more than 7 years that I am guiding and advising the students in their journey called as *'Career'*. My advising though has been majorly through personal interaction but has also been through online media.

This piece is mainly to provide insights and quote common career query examples I have come across. These examples are from the one which I have answered. Also this piece wishes to give some aspects about career planning as a whole, which I as a career advisor, have thought of and have been successfully suggesting many. This piece also aims to remove some common myths about education, career & job.

Now let's look at some of the interesting queries and probable solutions to them:

1. I am commerce graduate. What specialization should I choose for MBA?

Answer: First of all, when you reach the last year graduation, you should be able to decide and make up your mind, of what interests you in the field of commerce. Commerce is a big field. It ranges from trade, commerce, management to law, finance, and environment and so on. After doing commerce graduation, it is not compulsory to go for MBA only. MBA is required to have a cozy career is a great myth. MBA is not the only and last thing in this world. Choosing the specialization is not as simple as choosing a consumable product or service. Specialization determines your future career path – success or failure! If you are not ready with what specialization to choose, then I would suggest you doing a SWOT analysis. This SWOT analysis should be done in a typical way as well academic way. More importantly, you need to ascertain your 'academic strengths, weaknesses, and opportunities'. One should remember that MBA or any other PG course should not be looked as an academic qualification which may give you job, but as the 'first step towards the corporate life'. PG education is not about a degree or specialization or certificate, but it is all about building competence, confidence and knowledge, which can sail you through any time. Therefore I suggest, choose as per your aptitude, learning ability, passion and liking.

2. I am doing CA and CS together. I want to do MBA? Should I choose Finance or HR? Which is the best?

Answer: CA and CS is a very much known combination. Doing it together is even more known, but difficult, with lot of perseverance and hard work put in. Here I would ask, why you want to do MBA? Is not CA and CS enough to make your career? Practically, doing CA and CS and then a full time MBA is not possible. You will not be able to complete either of them with good performance. Don't go behind qualifications or degrees. Why do you want to burden yourself with studies? I would suggest you may join MBA only after completion of your CA and CS. Now as far as choosing finance or HR is concerned, then it depends upon your job profile or in which domain you would like to see yourself in. If you are more inclined towards accountancy, then MBA Finance would suit. If not, then you may consider LLB instead of MBA HR, which can complement to your CS qualification. Further, I would suggest you to take corporate experience of minimum 3 years and then you may pursue part time/executive MBA alongside your employment.

3. I am doing CA, which other certification in Finance should I do for improving my knowledge base?

Answer: Doing CA (with dedication and thirst for learning) is in itself a creation of strong knowledge base. CA as a course is a fantastic course recognized and respected worldwide. However I would suggest you to master yourself in Tally, as major accounting is Tally based. Then you may explore doing SAP FICO, Oracle ERP Finance module. If you are interested in financial analysis, then you may do CFA course. If you are interested in capital markets, then you may do the NCFM certification courses relating to finance and analysis. There are some full time and part time courses offered by SEBI promoted National Institute of Securities Markets (NISM). But as advised earlier, concentrate on CA studies first.

4. I am doing CS. Should I do MBA Finance or LLB?

Answer: Company Secretary a person who is statutorily designated and holds designation as the Secretary to the Company. Company Secretary's role involves secretarial work majorly. CS is supposed to look after the compliance side of the company. It depends if you want to have a diversified job profile. If you are designated as the CS of a company, then your major work will

be relating to the compliances and return filing. If you do MBA Finance, then it may give you exposure in accounts or finance departments, however if you are a designated CS, then it will be a tight rope walk. As per industry trends, a CS generally pursues LLB, since LLB helps him to diversify to the legal side of the organisation and not just stick to the secretarial work. So a CS+LLB person generally looks into secretarial + legal work. Here, if you are also very much inclined towards finance, you may do CWA or CA alongside CS.

5. I want to pursue distance learning MBA? Is this good?

Answer: Firstly why do you want to pursue distance learning MBA, when the truth is MBA is all about learning in a classroom based and full of interaction atmosphere? If your job requires frequent travelling or re-locating, the distance learning would suit you. Please note that MBA in distance learning mode is not a recognized mode. MBA cannot be offered as a degree through distance learning mode as per AICTE guidelines. Distance learning courses need to be recognized by Distance Education Council (DEC) and not AICTE. MBA distance learning course can be offered by University. Distance learning courses are generally not accepted in or given due recognition by the industry. If you already have a very solid UG or PG qualification, then this may prove to be a value addition. Therefore based on the above facts, I would suggest you to either pursue full time MBA or part time MBA from an institute of repute.

6. I have working experience of more than 5 years in accounting. I am commerce graduate. Which course should I do for getting promoted or adding value to my resume?

Answer: With a person having good amount of work experience, doing an MBA will be the best bet. MBA in Finance will suit you more. To add value, you may do some certification courses *(as illustrated in the above example)*

7. I am MA Economics. I want to do MBA Finance. Will the combination be good for industry?

Answer: Having a strong base of Economics qualification if coupled with MBA Finance or Marketing, surely gives good result in terms of salary and job exposure. Though you will be learning Economics while pursuing MBA, having in-depth knowledge of Economics can make

you eligible for strategic positions, planning positions, research positions, etc. You will also get opportunity in banks, financial institutions and research& analytical service provider companies.

8. As part of my Institute requirement, I am asked to do a project on supply chain management. Can anybody give me a presentation / material on SCM?

Answer: Supply Chain Management has been one of the most studied, researched yet providing a scope for improvements. Here, I am disturbed by the fact that you are looking at this task as a requirement and not as a real learning opportunity. Projects are supposed to be researched and presented. Your query that you want a presentation on the topic is disturbing. I would suggest not having 'spoon fed' and 'ready-made' attitude. This will create a problem for you in practical work. I would suggest you to find out what's happening in the SCM arena, try to find out the challenges faced in the SCM and try to think for solutions to them. You may take a particular organisation for the research instead of going generic.

9. I am interested in SAP certification? Which Institute I should choose?

Answer: SAP certification is one of the good certifications to have. There are many locally located SAP training institutes; however I would suggest that you should choose that Institute or training center which is listed on the SAP India website as a recognized Training Center or Institute. SAP India certified training centers charge higher fees as compared to the local available centers (not recognized by SAP India).

10. Will MBA help me in becoming a Manager in short period?

Answer: Please remember this statement, "All MBAs are not Managers and not all Managers are MBAs!" MBA is not a short cut or an assured way to become Manager. MBA is no doubt about learning how to manage business and people, but becoming a Manager requires much more than what it is taught in an MBA programme. Please understand the difference between becoming a Leader and becoming a Boss/Manager. MBA is not a ticket to the Manager post. To become a successful manager, one needs to learn to manage him/herself first and then learn to manage others.

11. I am an Engineer, so will doing MBA help me in getting a good job? Will I be able to join construction industry?

Answer: Over years Engineer + MBA has been a famous combination, however over years now it has been felt that an Engineer doing an MBA does not remain in the engineering core field. For example, an Engineer having done MBA Marketing, will not be into engineering but into sales and marketing of some product and not necessary an engineering product. For Engineers, MBA now is tool to shift careers to a different field than engineering. However an Engineer doing MBA Operations/ Systems may remain into the core engineering field. Therefore an Engineer should cautiously choose his/her MBA specialisation. A Civil or Mechanical Engineer will be able to join the construction industry not because of a general MBA, but if he/she pursues a management course related to construction industry, like Project Management. If an Engineer does Project Management, he/she stands a greater chance than a normal MBA to get a good corporate job into the management cadre and also will help him/her remain in the core engineering field.

12. What are MOOCs?

Answer: MOOCs means Massive Open Online Course. MOOCs are a new development in distance education domain. These days many globally reputed Universities are offering courses through MOOCs. These courses are recognised and can be done by a candidate I any country or location. Many students while doing their regular degree or post graduate degree courses opt for these courses as a value addition. These courses may be free or for a fee.

13. I am interested in stock markets. Which courses should I pursue for entering into stock market?

Answer: Career in Stock markets is gaining wide interest among students. For a career in stock market, one needs to be a graduate or preferably a post graduate in commerce, economics, management, etc. National Stock Exchange (NSE) or National Institute of Securities Market (NISM) which is a SEBI instituted institute to impart the diploma and degree courses in stock / securities market, offer good certifications for students wanting to enter into the stock market as analysts, etc.

14. What are the various types of specialisations available in MBA?

Answer: Over the years apart from the famous specialisations of Finance, Human Resource, Marketing, Operations, many new specialisations have emerged among the B-Schools in India. Some are Infrastructure / Construction Management, Healthcare Management, Media Management, Hospitality Management, Agri. Business Management, Rural Management, Energy Management, Supply Chain/Logistics Management, Tourism Management, Telecom Management, Event Management, Systems Management. It is of vital importance that students choose the specialisation very cautiously, seriously.

15. How do I improve my business knowledge?

Answer: Business knowledge is a thing which is not taught in theory or as a subject in any B-School or college. Business knowledge needs to be acquired through a lot of reading and listening. Reading business newspapers helps a lot to gain the business awareness and knowledge. Reading is one activity which needs to be a continuous affair. Business knowledge does not necessarily mean knowledge about only a particular chosen field, but it is of entire gamut of business and industry. Business knowledge is a very much required skill that needs to be acquired by graduating students in order to become employable and competent.

16. Is MBA qualification mandatory to become a Manager in future?

Answer: It is said that "All Managers are not MBA" and it is also said that "All MBAs are not Managers". In the industry I have personally seen many people who have not done any management course but are extremely well doing Managers. This happens because they have gained the Manager level through lot of hard work, dedication, determination and constant learning. I would not say that MAB qualification is mandatory to become a Manager in future. However doing an MBA from a premier institute definitely teaches you the traits one has to have in him/herself to become a good manager. A good MBA arms a candidate with the aptitude and attitude to become a good Manager. Doing MBA certainly makes a little easier to become a Manager, but not always.

17. Which is better in PGDM/PGDBM and MBA? Are they equivalent?

Answer: PGDM/PGDBM and MBA are unfortunately considered equal in terms of qualification, but they are not. They may be the same in terms of curriculum or course structure. PGD means Post Graduate Diploma in Management / Business Management and MBA means Master Degree in Business Administration. The former is a Diploma and the latter is a Master degree. Qualification wise they are not the same at all. Industry does not differentiate between these two and considers them equivalent, since the parameters on which they select the candidate for recruitment is not based only on the type of qualification of the candidate. As far as course content is concerned, both may be equal.

18. I am a Civil Engineer. I am not interested in technical field. Which course should I pursue so that I can get a job related to planning, site management, etc.?

Answer: As an Engineer, one needs to definitely have acceptable level of mastery in the technical field of the concerned engineering. A Civil Engineer today needs to be aware of Construction & Project Management aspects which are different than the typical civil work or execution work. Today according to the surveys, industry requires 10 lakh project management professionals in various fields and construction is topping in that list of fields. Project Management is a management oriented aspect which does not mandatorily require technical knowledge or expertise. Planning, SCM, Quality Control, Supervision, Site Management, Feasibility, etc. are aspects of Construction and Project Management. Those engineers who do not wish to make their careers in core technical field can surely opt for Project Management education.

19. What are the different types of specialisations available under MBA?

Answer: With the growing and changing and complex business dynamics, the typical and famous five specialisations in MBA are not seen as sufficient. Predominantly there are five specialisations in MBA course viz. Finance, Human Resource, Marketing, Operations, and International Business. However there have been new and innovative specialisations coming up which are (indicative) Infrastructure Management, Construction Management, Healthcare Management, Hospitality Management, Hotel Management, Agri. Business Management, Rural Management, Energy Management, Petroleum Management, Tourism Management, Telecom

Management, Event Management. Due to this, choosing the right type of specialisation gets complex too.

20. Who is AICTE? Which courses does AICTE approve?

Answer: The All India Council for Technical Education (AICTE) was constituted in 1945 as an advisory body in all matters relating to technical education. AICTE became a statutory body through an Act of Parliament 52, in 1987. The Council, i.e. AICTE was established with a view to the proper planning and co-ordinated development of the technical education system throughout the country, the promotion of qualitative improvement of such education in relation to planned quantitative growth and the regulation and proper maintenance of norms and standards in the technical education system for matters connected therewith. With statutory powers, AICTE has taken necessary steps for planning, formulation and maintenance of norms and standards, accreditation, funding of priority areas, monitoring and evaluation of courses/programmes in the field of technical education to ensure coordinated and integrated development of technical education in the country. AICTE approves programmes of education, research and training in • Engineering • Technology • Architecture • Town planning • Management • Pharmacy • Applied Arts and Crafts and such other programmes or areas as the Central Government may, in consultation with the Council, by notification in the official Gazette, as declared.

Career Takeaways from Prime Minister's Independence Day Speech 2014

NOT a GENERAL OR A USUAL INDEPENDENCE DAY

Avoid making a mistake to treat this Independence Day 2014 (68th Independence Day of Republic of India) as one of past years Independence Day.

Avoid making a mistake to treat as a day on which majority of us get the patriotic feeling at 100% just for a day and spend time in spreading the 'Happy Independence Day' message on social media as a mere formality.

Avoid making a mistake to treat as a day on which all movie channels remember our soldiers and play patriotic movies. This is also NOT a day for buying flags at traffic signals and placing them on our cars / bikes / tables just for a so called patriotism display.

This Independence Day should also NOT be treated as a day on which we hear the Prime Minister speak about the nation's development agenda and forget it the next hour.

REASON?

By 2030, India will be amongst the youngest nations in the world. By 2020 India will be the most populous country in the world. With nearly 140 million people in the college age group, one in every four graduates in the world will be a product of the Indian education system.

Prime Minister Shri. Narendra Modi's Independence Day 2014 Speech has all the reasons for us to believe this and very much to believe that the future Independence Days will not be as before!

The Speech by the Prime Minister will be one of the most remembered ones in the history of Modern India. Full of aspiration, motivation, positive energy, spirit, zest and the attitude to make a difference – is what can be described about the PM's Speech.

Let's consider the PM's speech as a Career Takeaway

Every statement made by the Prime Minister has a takeaway for each one of us.

PM: If you work 14 hours, I will work 15 hours because I am not Pradhan Mantri I am the Pradhan Sewak.

Career Takeaway:

This statement tells us that we should do our work not as a job but as a duty / service towards the nation and work endlessly to achieve our goal. Without hard work, success cannot be achieved. This also tells us the leadership skills are a must to achieve the common goal and not ordering like a boss. Also this also tells us to do what you preach.

PM: We are a youthful nation. Our youth are our strength. The world and India needs a skilled workforce.

Career Takeaway:

This statement underlines the need of skilled man force for the development of the nation. It is the skills and not just the paper qualification which will result into strength. Students and career aspirants should be hungry to acquire skills apart from the formal education qualification. Education in India should become skill oriented and not theory oriented. Youth of the country should realise and channelize its strength and the sky will not be the limit for success.

PM: This country was not built by politicians or rulers or governments. It has been made by our farmers, mothers, sisters, youth and teachers.

Career Takeaway:

This statement tells us that it is 'we' – you & me – who are responsible for developing and building this nation and make it the strongest and knowledgeable nation. It is 'we' who should

decide what we want and what we wish to do in our life and for the nation. Farmers, Mothers, Sisters, Youth and Teachers are the key persons who craft our life and we shall remain indebted towards them.

PM: Our head hangs in shame when we hear news about rape. Parents ask about daughters but did anyone dare ask their sons?

Career Takeaway:

This statement tells us the situation of the women in our country. It is high time that men become answerable for every single act and deed. Men and Women together only can make the country progress and help in maintaining the social health of the nation. Men have a larger and responsible role to play and respect women since because of women they have found birth on this earth.

PM: When I read that the new government officers came on time for duty I was not happy; should officers coming on time be news?

Career Takeaway:

This statement tells us about the discipline we as youth should follow in our day to day life, irrespective of whether someone is seeing it or not or acknowledging it or not. Without discipline, no nation can progress and reap the benefits of hard work. Today's youth should take discipline very seriously and consider it as a vital ingredient in life. Time management and discipline are a must for career success.

PM: We believe in Jan Bhagidari. We believe in taking everyone together.

Career Takeaway:

This statement speaks nothing but of leadership, team spirit and the spirit of unity. No work can be done without a team and its unity. Youth of today should realise this and act accordingly.

PM: I tell the world – Come, Make in India! Sell anywhere but manufacture here. We have the skill and talent.

Career Takeaway:

Manufacturing and Agriculture are the strength areas of the nation. It is time to unlock the real potential in this and make India a manufacturing hub. India definitely needs to build the skill and talent required to make this a reality but is not unachievable. 'Make in India' and 'Made in India' can be a reality. There is tremendous scope for making career towards this goal.

PM: Let us think about zero defects – that our products are without defect and zero effects – our products have no adverse effects on the environment.

Career Takeaway:

'Quality' should remain the supreme objective of any process or product. Products or process without defect and without causing harm to the environment are the aspects that each one of us should try to achieve and build. Career without quality education will lead to nowhere and therefore right skills, right attitude and right direction is what will make the Youth scale new heights of success and ultimately contribute to the prosperity of the nation.

15 Career Takeaways from 'M S Dhoni – the Untold Story 'film

The movie 'M S Dhoni – the Untold Story' actually tells many practical and real world things which are a must to know and realize by the youth of today. This is not a movie just to watch for entertainment but a masterpiece to know how hard work, passion and determination can carve success in life. It was the movie '3 Idiots' which told us about how passion should not be neglected, this movie tells us about hard work & fighting with the circumstances along with passion.

This article is for that every youth who is in school and above…

Here are 15 Top Career Takeaways & other learning from this film:
(The career takeaways are derived from the dialogues and situations from the film)

1. छोटे बॉल से कौन खेलेगा सर! – Said by MSD

   (Who would like to play with a small ball?)

He was asked by the Coach whether he would play Cricket instead of football, he said this dialogue. This attitude suggests that he aimed for big. His inner passion of making it big gets reflected here.

2. हार्ड बॉल से डर नहीं लगता हमको सर – said by MSD

   (I do not fear hard ball, Sir!)

Football being softer than cricket ball, upon his denial to play cricket, the Coach asked this question to him. This reflects that he was not afraid of harder things, but was not aware whether he could play it or not. Here, the Coach's constant follow up reflects that he was sure that MSD was better for cricket.

3. मुझे क्रिकेट का शौक है पर टॅलेंट नहीं है. पर इसमें है! – Brother of MSD

   (I like cricket very much but do not have the talent in me. But Dhoni has talent in him!)

Having & keeping a hobby, playing in the evening for entertainment does not necessarily require talent. When a hobby is without talent, it remains as a hobby only however, when talent is reflected in a hobby then it should get transformed into passion and passion can be transformed into career.

4. Support of friends in crucial times

If MSD is a successful person today, it is undoubtedly due to his hard work & persistence however, the contribution of his friends till the last league is also a major aspect. The whole film has showcased the support of his friends, parents and sister in his success. How strong you may be inside, the support from your fellow colleagues, friends, family are a must to get going.

5. Selection / Success does not come too fast

Hard work, performance does not always guarantee success however it does make you successful at the right time and not before time. Not getting selected in the team made MSD disheartened however that was the end. Getting successful before time, does not last for long. This also does not mean that you are not fit for success. There are external factors which are not in your hands which delay your success.

6. Attitude to winning matters and not getting feared / pressurized by competition

While returning from the playground from practice session, Yuvraj Singh was passing by with a confident walk and MSD's team mates kept looking at Yuvraj Singh in honour & praise but MSD kept walking. MSD's team later lost the match! Next day his friends came to his house to ask how was the match, MSD said the match was not lost on the playground but off the playground.

This suggests that attitude to winning makes you win and getting feared or pressurized by competition makes you lose. A game is a team work and all should have the winning attitude to derive the winning results.

7. How to enjoy disappointment? Take it as a remembrance for achieving the next level!

Not getting selected in the national team was actually a big disappointment for MSD however he gave a treat to his friends. He did this to mark that disappointment as a step to remember and rise again.

8. How a Coach should be? Identifying talent, Trust, gut feeling, training…

The film characterizes the Coach in an excellent manner. Coach is not just about training and coaching, a real coach identifies, makes way, gives way, trusts the trainees, has a gut feeling & judgment about the trainees and trains them. This movie excellently highlights the role of a 'teacher' who is dedicated and trusts in the talent of his students.

9. Role of a Sister and Brother

MSD's sister & brother have been shown as highly supporting factors in MSD's career. A sibling's positive support makes a difference and keeps one going in tough times and helps to be on the right track. If not a sibling, then a friend is the one who does that job.

10. Earning need – middle class family and the balance he maintained by sacrificing the game – a step back leads to a way long forward path…

MSD came from a middle class family background where earning the monthly income was necessary. Choosing between non conventional passion and job was difficult for MSD. His realization of the need of earning made him sacrifice his passion for the game. Sometimes such circumstances come in life where one has to choose one among more than one options. Here MSD took the job of the Ticket Collector which was a step back from achieving his goal,

however it also suggests that a step back by making a sacrifice can lead to a way long forward path.

11. Not leaving the dream – not forgetting the passion

Doing the job leaving his full dedication towards cricket did not deter MSD. The hardships of doing the job first and then practicing suggests his passion and love for the sport and that he had to take the decision to choose one of them on his own. Taking a step back does not mean failure forever.

12. Life does not have all good balls. Duck the bad balls but be at it! : Hit, Defend, Leave, Drive, Duck! Bouncers come in life! – said by AK Ganguly

Life is not about a smooth sailing boat or a smooth road without speed breakers. The advice given by elderly is based on their experience. Advices are given by people who are concerned for you and understand your position / situation. Advices should be path showing but not dictating. Walking on the path is what is supposed to be decided by each one independently. Being at it in life is the key to success is what the game of cricket teaches us!

13. Depression or frustration is a part of career journey!

MSD too faced frustration and depression due to negative circumstances in his life. Discussing & expressing your problem / concern with people who are trustworthy and capable enough to understand you proves beneficial.

14. तुम्हारा प्लस पॉइंट तुम्हारा 'नॅचुरल' खेल है – said by AK Ganguly

(Your plus point is that you play 'natural')

MSD started playing defensive in spite of being a natural aggressive player. This suggests that to succeed, you should do what you are natural at and not to go against your nature. If you behave or do opposite to what you are, you are at a risk of failing.

15. Being down to earth and not forgetting your old mates

MSD's ex-colleague who came to meet him at the hotel, was greeted by MSD the same way as he used to meet him in his days at Railways. This indicates that being down to earth is the best way to gain respect and honour.

To end, a piece of advice from me to the youth of day:

इनकी चकाचौन्द के बजाए इनकी मेहनत पे ध्यान देता तो लाइफ में कुछ अच्छा होता – said by the mother of the fan from the movie Fan of SRK.
(Life would have been meaningful if he would have concentrated on the efforts behind the glamour of the career)

The above dialogue is a piece of advice for parents of youth who are deal worshipping, fantasising successes, getting carried away by glamour and wasting time in getting 'mad'. Please teach your children to learn how the big people made it big and not to see only the big things they made or achieved.

A little comment from me on MSD's life and cricket as a case study:

If it was football which Dhoni was passionate about and not cricket, would MS Dhoni make it till here and so big? The answer is yes since what matters is talent, perseverance and attitude, however it would have then received less glamour than cricket and he may not have become a youth icon as he is today. It is here that we are getting something wrong and may be talent to the level of MSD is getting hidden!

Are you Entrepreneurable? Do you have Entrepreneurability skills?

Are you Employable? Do you have Employability skills? - These are the questions which have been asked many times to the youth today. They are definitely important since working class in India shall remain high always, where people prefer doing a job than thinking for entrepreneurship.

BUT

When we talk about Make In India, we also need to talk about whether the youth of India can build or has Entrepreneurship qualities? This is what I would term as 'Being Entrepreneurable' and having 'Entrepreneurability' skills.

Creating 'employable' candidates are one of the top priorities today, but there is also a need that these employable candidates should also get entrepreneurable candidates as their employers.

With the mushrooming and furiously adding startups in the country, it is also important for those founders to assess whether they are really 'entrepreneurable' and have 'entrepreneurability' skills.

We all know employability skills or what is being employable, I would like to put forth 'what is being entrepreneurable and what are entrepreneurability skills?

Being Entrepreneurable

Just like as 'being employable' requires a job candidate to learn and imbibe some skills, similarly 'being entrepreneurable' also requires an aspiring entrepreneur some skill sets. Having entrepreneurable skills means being having entrepreneurability.

Entrepreneurability Skills

I would like to list out some Entrepreneurability skills to become entrepreneurable:

- Tremendous PASSION

- Large network of people

- Having 'NO DIE' attitude. Being self-motivated and positive

- Having a practical / rational thinking ALWAYS

- Being a people's person

- Finance, Marketing, Human Resource knowledge

- SOLUTIONS oriented

- Negotiation skills

- Tremendous execution skills

- IT savvy

- Good communicator

- High Self and Organisational Discipline

- 24x7, 365 days thinking, innovative ability

These some of them but basically important and a must skills.

Alas

Entrepreneurship courses and family business management courses have been out there in the market. Do they really teach how to become entrepreneurable and what to do to have entrepreneurability? This element I think is a must now in every management course.

The words 'Entrepreneurability' and 'Entrepreneurable' are coined first time by Dr. Anand Wadadekar.

This lockdown period, avoid falling into a 'Learning Trap'

In this Covid-19 lockdown period, there has been a tsunami of people wanting to opt for online courses / certifications through various platforms like Coursera, Edx, UpGrad, LinkedIn Learning, etc. to 'upgrade' their skills. This is the period in which the "Learn, Un-Learn, Re-Learn" phenomenon has been on the rise for good. Platforms like above which are offering free courses or discounted courses / certifications, so that maximum professionals & students can take benefit and skill or re-skill themselves for better growth opportunities, internally as well as externally.

When almost everyone is loving this period in a way, in which they can learn new skills, re-learn skills or may be un-learn too, as an Educationist, Career Coach & NLP Master Practitioner, I would like to give professionals & students a piece of advice (actually a word of caution) --- Avoid falling into a Learning Trap!

It is but natural that professionals (including freshers and about-to graduate students) can get excited & overwhelmed (highly at times) about the e-learning options available and can get inclined to enroll for online courses / certifications for gaining skills as much as possible. --- But they should not do this in haste.

Just as learning is important, one must also understand that there is no use of 'over learning' and 'varied learning'. Cautious choice of online courses / certifications is important.

Professionals and students should take the below points in consideration before enrolling for a particular online course / certification in this lockdown period and avoid getting into the Learning Trap:

- Self-assess your current skills / knowledge / certifications in terms of their time validity, their relevance in your current job or prospective job, do they really require an update
- Speak to your immediate manager or professors in case of students to know which course / certification will be useful for the department or a job
- Speak to career counselors / external industry experts to their opinion about what skills / certifications will be useful in future for growth
- Connect with people who have already taken the same course / certification and take their opinion and experience

- Carefully read the contents of the course, duration, certification details, fees and do not go just by the title of the course

- Do the course / certification which you have opted, very sincerely and honestly. What you learn through these courses / certifications needs to be proved later and it will serve no purpose having it on just paper (and for showing on social media)

- Avoid attending unnecessary webinars and get into collecting over-information about a topic or subject

FOCUS is important while enrolling for courses / certifications this lockdown period.

Happy Learning!

Some Verbatim Career Quotes

- People have forgotten that making career is not about making money; it's about making life which will carry one in the minds of people

- Of many students I have met, they prefer short term courses than 2 year full time! Why? Is PG education a so easy way to success?

- Institutes launching One Year MBA are doing nothing but pure profitable business. Loss is of students in the long term

- If you think Monday is a drag on yourself, it's time to re-think your job, career, life...

- Structural HR policy changes required to motivate senior employees to teach at B-Schools.

- Being employable means to be academically relevant to industry needs and adaptable to business & economic situations.

- If Facebook dies in three years, can we expect that youngsters will relive their real life. Real time for studies!

- Job Equation: Understand job market + know your market value = get the job you deserve

- There are only three careers which build a nation daily - Infrastructure, Medicine and Defence. These careers shall remain evergreen!

- Students say get as much experience as possible, than degrees. I say, degree is a ticket to the journey of experience

- A student asked me Why to study when I can succeed through experience? I said "Study is shortcut to success!"

- Craze for fast food is creeping into postgraduate education. Students want fast degrees/diplomas likewise fast food.

- 90% of Engineers after their MBA, do not remain in their core engineering domain.

- Challenge today is not about getting information, but to choose among them, the right and apt one!

- There is a need to regulate MBA degree holders through formal centralised membership, to give it a formal professional status.

- An MBA student should start his journey for corporate careers by reading business newspaper daily

- Youngsters today want education, job, career to happen in time, but don't want life decisions like marriage, children, family to happen in time!

- A student who can Master Business Awareness can then only be called as a true MBA.

- Students these days want every new apps in their cell phones, but are not bothered to imbibe new skills for their own career growth

- Institutes should take an initiative to counsel students and parents about jobs and industry

- If degree certificate/marks could secure a job, then 'interview' system would never exist. Students need to understand this.

- Dear Students, if you can fight for upgrading your cell phones, why don't you think for upgrading your careers?

- Career should be taken as a process of 'carry'ing yourself without 'err'. It requires sincerity and not seriousness

- Some people think they are doing excellent in their careers, but they are the ones who write & pronounce it as carriers. What a joke!

- Your Resume / CV should not be the same for all companies, simply because all job profiles and companies are not the same.

- A question I always ask students in my college visits across Maharashtra is "What are your career plans before getting married? :)

- Career is for life, not the reverse. Define each of them n know their limits. If u don't, u will lose both of them

- Have a habit of removing your professional image while at home just like as u remove your office clothes while at home

- One SHOULD have a personality distinct than one's professional personality. How? It is simple actually...

- Writing a daily dairy is good thing to do and read at the end of the year... Self-introspection ready-made :)

- Success should not be expressed as an equation or as an end result. It is a perspective of oneself towards life and business

- Immediately after MBA, students wanting to do certificate courses indicates that how MBA curriculum is outdated

- What your mark sheet does not reflect is asked in job interviews!

- Skills which don't appear in a mark sheet are called as employability skills...

- This generation of students is facing information overload issue and therefore their careers are wandering

- A student asked me which is the best suited career for me? I said YOU should suit a career and not the other way!

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(Pre-School to Post Graduate level Experienced Education Professional)

Working in the education sector for 15+ years in various capacities like Pre-School Founder & Administrator, MBA Course Head, UG & PG Faculty, Career Counsellor, Consultant, Speaker helped me master the nuts n bolts of education sector from pre-school to higher education segment. I am a passionate student development expert (schooling to post graduate), having command over education operations & administration.

Strong relationship management skills with students, academicians, parents, schools, colleges and universities.

With strong career counselling competence developed over 15 years, have developed excellent command over student psychology and career planning.

Author of 3 self published Books (One in Print and two as eBooks) on career & education for students & parents.

Completed Ph.D. by studying the higher education system in India with reference to employability and its impact on labour market.

A Google search of my name tells the work I have done over these years.

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