



## DESIGN YOUR CV DON'T JUST WRITE IT



**C**V writing is a form of marketing or advertising, when the product is 'YOU'. A deep thought and layman's understanding confirms that a CV should be appealing enough to compel the employers to interact with you in person. It should express your competencies and should be able to create a positive, logical and visual image about 'you', in the mind of the recruiters.

Following aspects are to be considered when one tries to understand the science behind a successful CV. 1. Even though the information on the CV is static, it should appear as interactive. 2. Your CV should be highly informative but should not carry unnecessary information. It should be optimally effective and visually appealing.

3. It should have candid information so as to enable positive filtering by the recruiter.

4. It should confirm your job specifications.

5. There are several formats to CV, but the logic remains the same.

6. If you need to send it by electronic mail, then the formatting should be proper

and locked, so that the 'TAB' doesn't get disturbed by the data transfer.

7. CV should be written in such a way to allow the general eye movement of a person to scan through the important points.

8. It should be legible and devoid of errors.

9. It should not exaggerate.

10. Above all, the data furnished should not be false.

**THE MUST HAVE ELEMENTS OF A CV:** Let us understand that most of the recruiters in general, filter the CV through some search logics. Therefore your CV must furnish these data so that it is screened positive in general search and filtering processes. Some of these include:

1. Career Objective (Does not form a part of the online searching process)
2. Professional Summary (For immediate reference to the recruiter)
3. Academic and Professional Qualification
4. Age and Work Experience
5. Relevant Work Experience
6. Industry and organisations worked for
7. Extra Curricular Activities
8. Location
9. Personal details including contact details such as

address, telephone number and email etc.

10. Professional Achievements/ Expertise
11. Team Management and Hierarchy Level
12. Extra Curricular Activities
13. Personal Details including gender, marital status etc.

Therefore in your CV it's important to emphasise your attributes in strong, relevant and expressive terms. Blow your own trumpet, emphasise your characteristics, your capabilities and achievements - but know where to draw the line. Positive emphasis and strong presentation is good; falsehoods are not.

Additionally, writing such statements - powerful descriptions about yourself, your personality and your strengths and capabilities, actually helps you to become even more like the person you describe. It's related to NLP, self-talk, self-belief, and positive visualisation: we tend to live up to our claims when we write them down and commit to them.

All the best!!..●

CONTRIBUTED BY

- RKS Mangesh Dash, HR Expert



### ARIES Mar 21-Apr 19

It is best not to loosen the purse strings till you become financially stable. Keep important documents and valuables in safe custody as stars don't appear too favourable. A resolution is in sight for those not pulling along in a relationship. A change of scene will you good.

### LIBRA Sept 24 - Oct 23

A changed job can financially. Paperwork property is set to go soon. Those waiting to happen can be in wait! Homemakers exercise their initial about a few change

### TAURUS Apr 21 - May 21

Your hard work on the academic front will get recognised soon. Luck favours you on the professional front. You can expect to lead the pack in a competitive situation. Money will come in as word about your skills gets around. Someone can suggest changes in a plan.

### SCORPIO Oct 24 - Nov 22

Those living away from families will receive from them. Your peace as you find love. Advice taken from may not prove hurtful. A helping hand financially well off

### GEMINI May 22 - June 21

This is the day to get up and achieve what you had been craving for all along. Those worried about finances can rest easy. You can become part of a high powered delegation and represent your company or country abroad. Wedding bells are for the eligible.

### SAGITTARIUS Nov 23 - Dec 21

A new purchase can Seventh Heaven! Set all set to enjoy a sp Your advice can be workplace on an in Good preparation v performing well in competition.

### CANCER June 22 - July 23

It is easy for you to get over confident regarding your performance on the academic front. Those in medical or engineering sectors are likely to gain good experience. Spouse may want to share his or her feelings and will need your company.

### CAPRICORN Dec 22 - Jan 20

Help on the academic be required soon. on the professional not be to your liking expenditures in or for the rainy day. I relationships will handled carefully.

### LEO July 24 - Aug 23

You may take a bit of a risk in helping out someone from getting into a fix at work. Tension brewing at workplace will be admirably handled by you and diffused. Good

### AQUARIUS Jan 21 - Feb 19

Some of you may be from the hangover season. You can m efforts in meeting d reviving old relation front receives a bo

HAVE YOUR SAY



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## READER SPEAK

Been a My City Links reader for a fairly long time and I must say it's a refreshing change for the readers of the twin city. The layout and design never fails to impress me, the content is quite meaningful and crisp and also exposes readers to new things happening around. Being a foodie I especially like the food section of the tabloid.

Rohit Srivastava,  
Executive, Confederation of  
Indian Industry

Been hooked to My City Links for the past couple of months and not just the paper edition I even love the online edition of the tabloid. Citybeat and Cityzen are my personal favourites in the paper. The best part about My City Links is that it is catering to every section of the society and has something for everybody. Good luck to the team.

Dr Alka Rath  
Medical Practitioner

My City Links, as the name suggests, perfectly LINKS every citizen with the day-to-day happenings of the cities--started with Bhubaneswar and within a year they added up Cuttack and Puri... One of the best fortnight papers we have for our city with writers like Honey Patnaik, Kapila Nagpal Hans and many others... The coverage is awesome. Thank God they have excluded politics from their list... Coz democracy in India is truly-- OFF the people, FAR from the people & BUY the people...

Saif Hashim

My City Links truly links us with our local cities. A fantastic and informative concept in its own. The coverage is truly commendable. The quality of paper and prints adds to the interest of reading. It keeps us

## Sarakaari Babu by Riyan Mallick



## GARFIELD by Jim Davis



## Mutt & Jeff by Bud Fisher



## Archie by Henry Scarpelli



## Crossword Clues

ACROSS

DOWN

## Crossword

answer on page 26

## Sudoku

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