



**PLACEMENT CELL**  
SHIVAJI COLLEGE

# **THE CAREER CHRONICLES**

**Newsletter 2020-21**

**Fourth Edition**

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# The Career Chronicles

The Annual Newsletter of Placement Cell, Shivaji College, University of Delhi



PLACEMENT CELL  
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ARTICLE

01

## DATA ANALYTICS

By: Ananya Saboo  
B.Com Hons, 1st year

'Analytics' has been derived from the Greek word 'analytikos' which suggests involving analysis. Complex statistical analyses can now be performed on the fly attributable to data analytics. Data analytics is the science of using raw data to build perceptible visuals that lead to efficient decisions that in turn add value to individuals, companies, and institutions. It is the process of exploring and analyzing big data to search out trends, correlations, and develop insights. Data analytics rose to fashion due to a fall in the cost of storage and a rise in the power of computation allowing us to collect and process vast data for analysis.

Data analytics is a subgroup of data science. With the rise within digital footprint and easier internet access, the amount of data generated has also risen. It is presented visually by data analytics.

By using five steps concerned with data analytics: understanding the problem, data collection, data cleaning, data exploration and analysis, and interpreting the results; we interpret the data to derive meaningful information.

### FACT

According to the 2015 IDG Enterprise Big Data Research study, businesses will spend an average of \$7.4 million on data-related initiatives in 2016.

Descriptive analytics counters the question of what happened but does not justify the rationale behind the trends. This question of why something happened is answered by diagnostic analytics. It uses techniques such as drill-down, correlation, data discovery, and data mining. Predictive analytics is an advanced form of analytics that resolves the question of what is likely to happen. It uses advanced technologies such as machine learning and business algorithms to provide solutions to future problems.



Data analytics is gaining popularity attributable to the constant rise in technology combined with the vast applications of analytics. Data analytics helps in better customer service, operational efficiency, and effective marketing. As work, school, and socializing have all turned to online mode, the number of devices and the subsequent increase in the amount of data that is fed in has been pivotal in the growing need for analytics. Data Analytics is used in every sector of business these days. Retail, banking, health care, and logistics being a few.

Data analysis not only boosts productivity but also assists in the exploration of new market opportunities. As a result, the opportunity for growth and benefit becomes infinite, as well as more intelligence-based. Computer models based on data analytics assist businesses in recognizing patterns in consumer

purchases and offer a simple image of which items should be highlighted or updated. Human resources will also benefit from data analytics. Many companies are changing their recruiting processes with AI and machine learning. The collection of data and its analysis has proven to be of great importance for determining COVID-19 impact and spread. This has helped the government and healthcare professionals to work efficiently. The easy accessibility of data has led to unprecedented sharing of visuals and messages to educate the public about both, the amount of spread and the need for precautionary measures such as teaching the general public about how viruses spread, and which individual actions can help to hinder that spread. With the proper technology and capability, we have the potential to contain and minimize the impact of the disease today and in the future.



Data analytics has evolved into one of the most crucial industries. Thus, skilled data analysts are some of the most sought-after professionals today. Jobs in data analytics are highly paid even at the entry level. A career in data

## FACT

According to McKinsey, a retailer using Big Data to its fullest potential could increase its operating margin by more than 60 %.

analytics would be beneficial as it is a fast-growing industry with tremendous demand and immense room for career advancement. Some skills essential for working in the field are knowhow of a programming language like Python, SQL, and Data visualization skills. Some companies do not have a clear idea of the job profile. Therefore, it is vital to fastidiously verify the company's work expectations and perceive if the duty is the right match or not.

## FACT

It is estimated that Walmart collects more than 2.5 petabytes of data every hour from its customer transactions.

Data Analytics is now available at the postgraduate level as a stream of specialisation in Computer Science and Management, in addition to degree or diploma courses. A Bachelor's degree with at least 50% in aggregate or equivalent, preferably in science or computer science from a recognised university, is the minimum requirement for a postgraduate Data Analytics course. The Data Analytics course combines mathematics and computational science in a well-balanced way. Students can learn statistics, probability, permutation, and mixture in math since these topics deal with plotting results. A successful data analytics specialist must have strong technical and numerical skills. Aside from that, a detailed understanding of computer software (such as SQL, Hive, Pig), scripting language (Python, R), statistical language (R, SAS, SPSS), and Excel is needed. To explain the method of data processing and its conclusion, data analytics experts must also have strong interpretive and problem-solving skills.

Geoffrey Moore said, "Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway." Data analytics will keep growing as a consequence of the ongoing increase in data generation. The democratization of data and analytics, combined with the mass ability to share information via the internet, has allowed us to witness the spectacular power of data used for good. Data analytics is becoming more sophisticated with time and we are yet to see its full potential.

## ARTICLE

## 02

## FOREIGN EXAMS

By: Saurabh Sivam Kashyap  
B.Com Hons, 2nd year

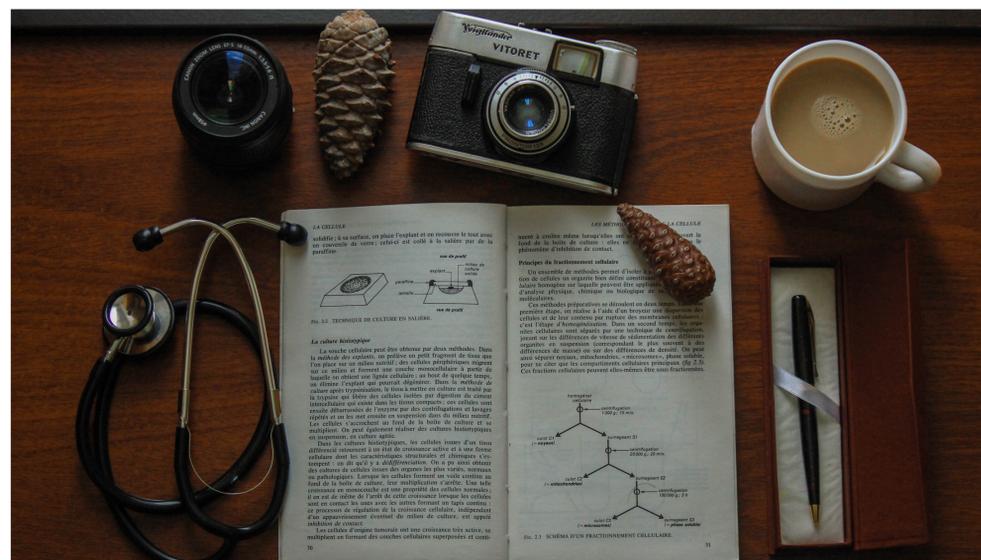
In 2020 QS rankings, only 3 Indian Universities i.e. IIT-D, IIT-B, and IISc have been able to bag a spot among the Top 200 Universities in the world. Despite its rapid progress in recent years, Indian Universities still have a long way to go in terms of up-to-date curriculum, infrastructure, and global exposure. In recent years, there has been an exponential increase of Indian students migrating abroad for higher education. Inspired of the likes of Sundar Pichai and Satya Nadella who, after migrating abroad for higher studies, went on to become the CEOs of Google and Microsoft respectively, Indian students are flocking in large numbers to foreign countries and becoming a significant part of the Indian diaspora.

There are a number of exams that need to be taken to become eligible to enrol in a foreign university. Some of the most popular international exams are- TOEFL, LSAT, GRE, SAT, MCAT, GMAT, and IELTS. These exams can be broadly classified into two categories- Language Exams and Standardized Entrance Exams. Language exams are mandatory to study or work in an English-speaking country. Exams such as TOEFL and IELTS test the English proficiency skills on parameters like reading, writing, and comprehension. Furthermore, Standardized tests are required for admission into different courses. GMAT is designed specifically for business and management-oriented courses whereas MCAT is designed for medical courses. Usually, a combination of one language and one or more standardized tests is required for admission to top colleges and universities abroad.



## GMAT

The Graduate Management Admission Test or GMAT is one of the most popular exams in the world. It is a test designed particularly for aspirants seeking admission into MBA, Masters in Finance or other business programs in top Business Schools around the globe. It tests the candidates' analytical, quantitative, reasoning as well as comprehension skills. GMAT scores are accepted by more than 1,500 institutions for more than 5,400 programs in over 110 countries. Some of the top institutions that accept GMAT are - Stanford, Harvard, Yale, Wharton, IIM-A, IIM-B and ISB.



## IELTS

IELTS stands for International English Language Testing System. It is jointly controlled by IELTS Australia, British Council, and Cambridge English Language Assessment Test. IELTS is mandatory for non-native speakers going to English speaking countries for study or employment. The exam assesses the ability of candidates in the four basic English language skills – listening, reading, speaking, and writing. The most popular countries that accept IELTS are- the United Kingdom, Australia, New Zealand, the USA, and Canada. It is accepted in 100% of institutions in the UK as well as in more than 3,400 institutions in the US and thousands of institutions in English speaking countries.

## FACT

IELTS is harder than other English tests. There is no doubt that IELTS requires hard work and thorough preparation, but it is certainly not more difficult than any other English test. This test is accepted and recognised by more governments in the world. The questions are designed to assess the test taker's English skills.

## SAT

Scholastic Assessment Test, popularly known as SAT is an entrance test for applicants who aspire to pursue undergraduate courses, particularly in the US and Canada. SAT provides colleges with common data in terms of marks at the school level, extra-curricular activities, personal essays as well as a letter of recommendation which can be used to compare all applicants. SAT exam assesses the written, verbal and mathematical skills of the candidates. If the student is looking to get admission to a particular course, SAT Subject Tests are offered in areas like Literature, History, Mathematics, Sciences and Foreign Languages admission in such specific courses.

### FACT

The SAT is given 7 times per year: January, March/April, May, June, October, November, December.  
Take the SAT 2-3 times.

## LAT

Law School Admission Test is an exam that is mandatory to be taken to get admission in law schools in Canada, the USA etc. The exam tests the candidates' calibre required to be a part of the courtroom. It assesses skills as well as the knowledge that is vital for a career in law. The exam is structured in such a way it tests the candidate's abilities to process information and to draw inferences from it, critical thinking, understand complex texts and evaluate the reasoning and arguments of others.

## GRE

Graduate Record Exam, popularly known as GRE is taken by students

applying to graduate school in countries like the USA, the UK, Australia, etc. It is accepted by thousands of universities around the world. This exam tests a student's proficiency in mathematics, reading and essay writing. The results of this test, along with a student's application, transcripts, letters of recommendation, and statement of purpose essay are sent to graduate schools for approval.

## TOEFL

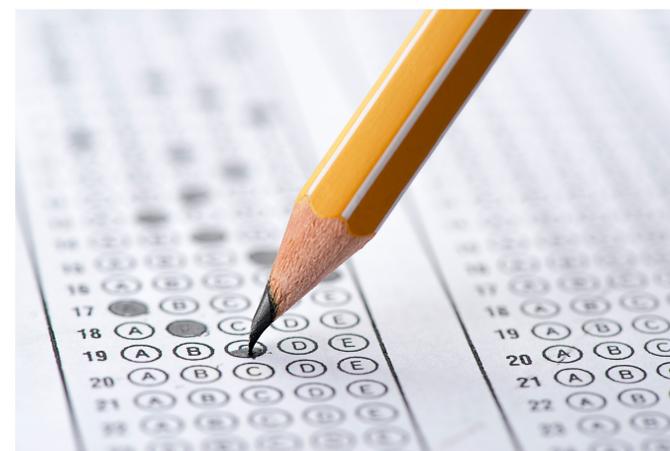
TOEFL stands for Test of English as a Foreign Language which is used to evaluate a candidate's proficiency in English. It is a valid and reliable test with unbiased, objective scoring, which makes it very efficient. The TOEFL test confirms whether a student has the skills in the English language which are necessary to succeed in an educational setting. More than 8,500 colleges, universities, and agencies in 130 countries accept TOEFL scores. This test is administered at more than 4,500 test centres in 180 countries. Since its inception in 1964, there have been more than 27 million test-takers.



## MCAT

Medical College Admission Test (MCAT) is a mandatory test that has to be taken to get entrance at a medical college principally in

The United States and Canada. The MCAT is a computer-based multiple-choice test. It is structured in a way to evaluate the examinee's aptitude in problem-solving, critical thinking, written analysis and knowledge of scientific concepts and principles. MCAT is a standardized and reliable mode of evaluating the millions of medical college aspirants who aspire to study medicine in the USA and Canada every year.



## Conclusion

There are various exams which you can give according to your preference of what you want to pursue in future. Studying abroad offers great opportunities for a better future but it all depends upon your choice. You might face some challenges in the beginning but you will reap the rewards after a couple of tough years. Choose the course/exam and place you would enjoy, then studying abroad is the best decision you can ever make.

### FACT

Students can take the GMAT test five times per year. There is a maximum of eight tries in total. So, unfortunately, there are no unlimited resits in the case of GMAT.

# ARTICLE 03

## WORK FROM HOME COURSES

By: Khushi Vijay  
B.Com Hons, 2nd year

World is witnessing the impact of COVID-19 on all facets of life, in all industries. As the pandemic spreads, business enterprises and their employees, schools, and their students are being faced with the new challenge of preparing the workforce to work from home and students to learn online. The new reality is that COVID-19 is increasingly dominating, especially with the third wave of cases, our day to day jobs, and every single aspect of life. The youth and the employed are the most affected.

### FACT

Remote working helps attract and retain more diverse talent as people can be specialising in a number of courses right from the comfort of there home.

During the lockdown, as mandated by the government, - excluding the essential workers like Defense and healthcare officials - all companies went into "work from home" mode, especially the IT sector and with the closure of educational institutions the students had begun with their online classes. It is one of the biggest changes the country has ever witnessed, and with it

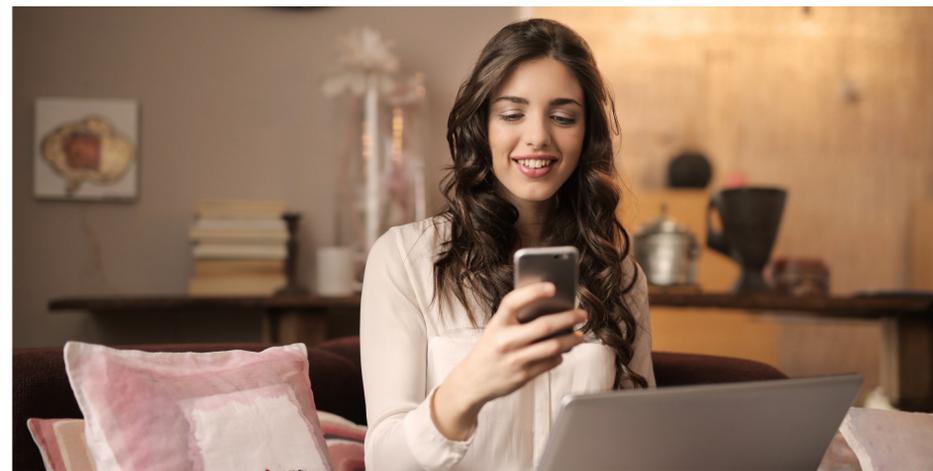


followed some really important questions- "Is work from home (WFH) the new normal?", "Is WFH here to stay?", "Are the schools and organizations willing to reopen?", etc.

### FACT

88% of the organizations, worldwide, made it mandatory or encouraged their employees to work from home after COVID-19 was declared a pandemic.

What should be kept in mind is that this culture isn't new and that it existed long before the pandemic hit us. Many companies and organizations already followed the practice of WFH and a lot of parents homeschooled their children and there were a lot of people engaging in distance learning through online modes of education. While it may not be a replacement for the traditional way of working, it is a good way to supplement the operations of any organization. It may increase productivity and is more time efficient as the need to travel to the office is reduced, which also means more savings for the employed. Both teachers and students have quickly adapted to virtual classrooms using various apps like Zoom, Google classroom, etc. Teachers are evolving new ways of communication to make learning fun and interactive such as YouTube interactive videos and PowerPoint presentations. Adaption is the need of the hour and those showing resilience will not have trouble down the line.



While working from home provides a lot of benefits, health and productivity-wise, it also comes with its own set of challenges and problems. Working remotely could sometimes lead to differences between managing your own personal professional space; as well as the problem of lots of miscommunication. The same goes

for the students, traditionally, when you study in classrooms, the mindset is focused on work and home chores and social media distractions are the least of your concerns which might not be true in a home setup. Also staying inside a home for long periods of time can take a toll on one's mental wellness especially the students and preschoolers. Thus, it becomes extremely important for companies to create a company culture where there are constant touch points with colleagues and enough digital engagement happening.

## FACT

For organizations, fewer in-office staff means fewer overheads and increased productivity.

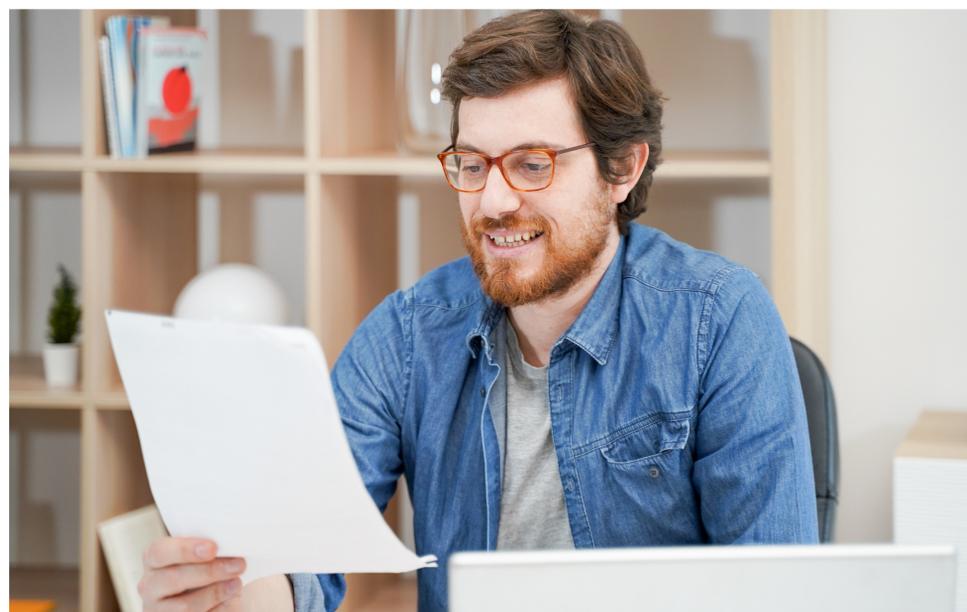
While WFH provides work freedom and flexibility, the main trouble that arises is the lack of office setup or on-the-job training and learning. A major percentage of the employed youth was laid off. With some freedom now and the lockdown loosening up a little, the majority of questions that arise in the mind of people are – Do they have the right skills? Are they offering the right services? How much can they earn? The best solution to these questions is work from home courses. There are outstanding online training for a variety of remote careers as well as courses and certifications available online for anyone and everybody to make use of and get ahead in their career. There are courses available in soft skills too. One can also earn his/her certification and start a new business right away working from home. Udemy, CareerStep, LinkedIn are a few of those offering such services. Many universities abroad are also offering courses and diplomas to be done online from the comfort of your own home.



## FACT

With more remote workers joining the workforce, companies are beginning to shift functionality online - effectively creating a digital workplace.

The great advantage of all this is flexibility. Not only do you set your own hours, but you have the chance to change your course if what you are doing does not make you happy. The trick is to find the right work, set up a routine, make your own personal working space, maintain consistent working hours, prepare a to-do list/planner, eat and sleep right, remember to take a few breaks and lastly create a stress free zone for you to always distress and feel better.



With more and more remote workers joining the workforce, organizations are starting to shift capability online-eficaciously growing a virtual workplace. This re-calibration will in the end decide a sustainable new normal, probably a hybrid workforce and distributed workplace. This new working culture will not go right away even when the lock-down period is lifted or the threat of COVID-19 is reduced. Concluding, these are difficult times for us all. Organizations and individuals need to come together to build a culture that will be less disruptive and more beneficial to all parties. As the world recovers from the pandemic, it is important to understand and be known of the fact that we are venturing into uncharted waters and these are hard times calling for extreme measures, but also remember that there are many new things to look forward to and learn.

## ARTICLE

## 04

## ALGORITHMIC TRADING

By: Dhvani Khushalani  
B.Com Prog, 2nd year

Computers have taken over humans in almost every sphere, and when we talk about trading in stock markets it has also taken a new form which is called Algorithmic Trading. It is a process which uses computer codes and chart analysis to enter and exit trades according to set parameters such as price movements or volatility levels. Trading algorithms can execute orders i.e., buy or sell on your behalf once the current market conditions match with any predetermined criteria. Algorithmic trading makes use of complex formulas, combined with mathematical models and human oversight, it also often makes use of high-frequency trading technology that enables the firms to form tens of thousands of trades per second. It is also popular by the terms of algo trading, black-box trading etc. and is highly technology-driven.



Algo trading was developed to use the speed and data processing advantages of computers over human traders. Moreover, it enables us to take advantage of any profit-making opportunities. Those opportunities arise in the market before a human trader can even spot them. It can be used in a variety of situations like order execution, arbitrage, and trend trading strategies. This system of trading has gained more importance since the computerized trading systems were introduced in American financial markets in the 1970s. A study in 2016 also showed that not humans but trading algorithms performed around 80% of trading in the FOREX market.

Algo trading is a practical approach to trading hence it is not affected by human emotions. A human trader may continue with a loss-giving trade, but the computer does not do that, so it is the greatest advantage of algo trading.

Although the trades are executed by the computer systems, the strategies to input into the computer as algorithms are generated by the traders, so they have to decide what they want the computer to do, at what price, at what volume, and at what time. So algo trading strategies play a significant role in determining the efficiency and profits that can be obtained from algo trading.

## FACT

Algo trading was first introduced in India by SEBI on 3rd April 2008 by allowing Direct Market Access facility to institutional clients.

The following strategies that can be used to buy and sell stock using algo trading are :

- **Trend Identification** – It helps in identifying trends or early reversal of trends in a short period and as it uses technology and data, it has more chances to detect the correct trend, which is nearly impossible for the investor to do on his own.
- **Delta Neutral Strategy** – It means utilizing multiple positions to balance positive and negative deltas. Algorithms make it easy for us to manage the delta of our position as it is calculated automatically by the system, it is impossible to manage it manually since there is always a continuous movement of assets which makes it tough.
- **Stop Loss Modification** – It is the best method to protect the profits and to manage the portfolios which is an essential thing to remember while dealing in a stock market. Since markets are unpredictable, algorithms provide us with easy solutions to manage risk.

## Algo trading as a career option:

For candidates who want to pursue algo trading or have an interest in the field of quantitative research and trade then a master's degree in applied mathematics or statistics, MBA from IIM, or B. Tech in computer science would be helpful.

Knowledge of Python and R is required for the position of trading strategy developer as Python is used in many areas like quant, technical, fundamental, and derivatives, so python developers have high employability in this area.

Various strategies are used as algorithms to develop a program for algo trading and the skills required to build such programs are:

- Quantitative Skills
- Analytical Skills
- Programming Skills. Knowledge of financial markets and trading

## Importance of Algo Trading

- It helps in executing trades instantly and accurately at the best possible prices.
- It lowers the transaction cost and can be rechecked using available historical and real-time data.
- Algo trading also reduces the possibility of mistakes due to less interference of humans, who are influenced by emotional and psychological factors.

## Career Prospects

Algo trading has become a condition if people want to survive in tomorrow's financial markets, so there is a surge of algorithm trading jobs as the big banks, hedge funds, and other trading firms need the best talent so that they can stay ahead of the competition and can gain big bucks. There are several roles available in the industry of algorithm trading such as Quant

### FACT

The most efficient algo trading platform in India are Zerodha Streak, OMNESYS NEST, ODIN, ALGONOMICS, and PRESTO ATS.

trader, Algorithm trader and Analyst, Research quant, Quantitative Analyst, HFT programmer, consultants, and instructor.



## What recruiters look for in the resume?

For the candidate to be selected in such a field many established companies in the algo trading domain look out for:

- Trading strategy development – the candidate with knowledge of Python & R would be preferred over others.
- Python developer – he or she must possess some advanced knowledge of programming languages like python. Moreover, he must attain domain knowledge in stock markets and have strong logical skills.
- Quantitative researchers and traders – candidates must have a Master's in applied mathematics or statistics, MBA from IIM, B. Tech in computer science. He or she must also have some knowledge and experience of working with data analytical tools like R & Python etc.



The candidate should have a strong understanding of the core areas that are highlighted in their resume, a recruiter responds positively if the candidate has done any project work or published any research papers in his/her areas of interest.

## Salary / Pay

Decent salaries are being paid in this field, a trading strategist can get a decent salary of Rs 25 lakh to Rs 50 lakh, and an algo dealer can get a decent salary of 8 lakh to Rs 12 lakh. So, if you think you are skilled enough, then you can expect a good package.



## Future Prospects of Algo trading in India

Algo trading is certainly very exciting and will grow exponentially between 2018 and 2026 because the cloud-based services for algo trading will start to emerge in the markets. It will also bring fundamental changes in the way the securities market functions. In the present situation, it is difficult to predict exact changes but it will surely result in firms re-evaluating and evolving their views and their trading strategy.

- **Algorithms for currency trading:** Fast-moving FX markets will offer greater opportunities for Algorithm trading on the equity market and established equity trading techniques can be easily applied for currencies.
- **Cross-Asset Trading:** We can also see algorithms enabling traders to monitor and respond to multiple liquidity pools across various asset classes to capitalize on high-frequency cross-asset opportunities.



- **Risk Management:** Traders will also be able to manage their risks by developing sophisticated algorithms that can respond to risk conditions on a real-time basis so that the positions can be hedged automatically.
- **Algorithms for news analysis:** If an algorithm can analyze news, it will be much faster than human trader and can give inputs to human trader on the effects of the news on the market, which will enable trader to take positions based on the news much faster.
- **Regulatory Compliance:** Regulations become sterner with the evolution of technology, so market participants will adopt the latest algorithm trading technology to address the regulatory issues and the regulators will automate the surveillance to make sure that the participants are not misusing the technology.

### FACT

In most developed financial markets about 70-80 percent of overall trading volume is generated through algorithmic trading, while in India it is only 40%.

## ARTICLE

## 05

VIDEO Vs  
PAPER  
RESUME

By: Smriti Mehta  
B.Com Hons, 3rd year

The corona pandemic has redefined many things and forced us to see things from a different perspective. There's no denying the fact that business scenarios have changed drastically and this urges a need to conduct businesses online. Life is tilting more towards online platforms. One of the results of this new normal is the need for online hiring by recruiters. Covid-19 has accentuated the need for remote hiring for many companies since most of the organizations are avoiding in-office placement procedures. This has led to the upheaval in the importance of video resume instead of traditional ones.

A paper resume is a one- or two-page long document that involves details like:

- Personal Information
- Educational qualifications
- Skills
- Extra-curricular activities
- Career Highlights
- Contact Details

## Paper Resume Over Video Resume

### PACE OF RETRIEVAL OF INFORMATION:

One of the main benefits of a traditional resume is its ability to impart useful information quickly to the hiring manager/committee. It helps to sort the wheat from the chaff and focus on only the best and deserving candidates.



### UNIVERSAL ACCEPTANCE:

Also, a paper resume is universally accepted. A traditional paper resume is not new and most of the recruiters prefer to look through these pieces of paper. The hiring managers are busy people, and they can't spend much time reading every resume. Every day they receive many resumes on e-mail or otherwise and usually spend not more than 1-2 minutes looking through every resume. Hence, it depends on a particular person whether he can interest the employer in such a short time or not. In comparison, with the video resume, the traditional form of paper resume is more preferable in this case as it is comparatively much easier and convenient just to open a file document than to download a whole video.

### ABILITY TO IMPART QUICK INFORMATION:

In paper resume, recruiters don't need to watch the whole video to know more about it. They can just have a glance and determine their decisions. So, it depends on, you how will you interest the employer. Hence paper resume is advantageous in this case.

## FACT

Most recruiters are used to evaluate resumes that each traditional resume only gets about six seconds of attention.

## Video Resume Over Paper Resume

### ORIGINALITY

The main disadvantage of a paper resume is a similarity with the others resumes. It is very difficult to be creative and bring something new to the traditional resume and get the employer's attention. Another downside of a paper resume is that many job seekers look better on a resume than in real life. Many people tend to lie on their resumes and for the more potential ones, 2 pages of the resume aren't sufficient to tell their knowledge and ability.

### CREATIVITY

The pandemic has forced recruiters and job seekers to shift to video resumes. A video resume is a short 1 to 2-minute video clip giving details about your qualification, hobbies, skills, and prior work experience.

The video resume is a creative and unique way to express a person's skills, communication efficiency, and attitude which is not possible with the paper resume.

Video resume helps an applicant to stand out from the rest of the applicants. It helps in demonstrating your creativity to the employer and gives you complete liberty and freedom to project your skills the way you want to.

### PERSONAL TOUCH

Video resumes help to give a personal touch to the recruiters about the candidate. They get to see the communication skills, business ethics, body language and confidence of a particular candidate that can never be incorporated into the traditional resume. Also, it can be made interesting too and the control is totally in your hands.

## FACT

89% of employers revealed that they would watch a video resume if it were submitted to them.

Hence there is no doubt that in these days of tech-savvy generation and online shifting economy it's important to know how to make your video resume stand out. Following are some tips:

### 3 MANTRAS TO MAKE A GOOD VIDEO RESUME

It should look professional.

Shaky footage, bad lighting, blur images, and poor editing might ruin your video and it won't help to instance out, even if the content is excellent. So, one must dress well

and sit in proper lighting while shooting the video resume.

**Keep it short.**

Shoot for about 60 seconds and don't go over 90 seconds.

**Supplement don't duplicate.**

Your video resume should not include anything that is already in your resume. It should demonstrate the things your paper resume can't like confidence, mannerism, ethics, and presentation skills.

**Where there are 1000 video resumes, it is impossible to find out which are relevant for a current job position.**

The concept of a video resume is unique; thus, it might trigger off the curiosity of the recruiter seeing it in his pile of resumes to urge him to have a look at it. This is crucial as the applicant's first step is always attracting the recruiter's attention.

They get the chance to see the verbal correspondence productivity, non-verbal communication, and certainty of the applicant that can never be consolidated in the traditional paper resume.

This is made possible by the capability of the video to demonstrate the efficiency of the candidate's verbal communication. This, of course, cannot be done through a text resume.

**With different accents with global demographics, it becomes hard for people to understand what they speak.**

Language skills are related to the ability to meet daily needs in the case of diverse cultural jobs, such as job search self-efficacy and

communications. In traditional resumes as well as video resumes, written as well as additional language skills are important.

Video resumes are perceived as fairer compared to paper resumes, regardless of one's background, being it's easy to make out if the person is suitable or not rather than from a traditional resume.

**Not everyone can make videos.**

Sometimes a poorly made or inappropriately-sent video resume can hurt your chances of being hired. Not all industries are accepting an additional resume in video format so it is important to know your industry before sending one.

**Video resume can be particularly useful in creative fields to showcase by doing.**

A video resume comes with some key advantages including that it vividly focuses as well as demonstrates the candidate's creativity to the recruiter. It shows your innovation to the employer and gives you finish freedom to extend your abilities the way you need to.

**A paper resume is easier to maintain over time and improve upon whereas videos need to be redone.**

The main disadvantage with the video resume is the chances of the recruiters taking it less seriously; particularly because the video is hardly prepared enough professionally. Then there is also the fact of making different videos for different jobs, the candidate wishes to apply for. This certainly makes the process a time-consuming one.

## ARTICLE

## 06

# LinkedIn: What exactly is it?

By: Naman Kumar Thakur  
B.Com Hons, 2nd year

## LinkedIn: What exactly is it?

In today's virtual age and time, it is important to create online connections. But is it possible to connect professionally online? As a matter of fact, yes, you can find a job online. There are various online platforms that let employees connect with companies and managers without having to rely on references and connections. You can sit in the comfort of your homes and find jobs and apply or hire employees for your company. LinkedIn is one such popular platform where you can find a number of established companies and employees. Just sign up, create a profile and make online connections to find your perfect internship or job.



LinkedIn is an American business and employment-centred online service that operates via websites and mobile applications. It was launched on 5th May, 2003 and is since then mainly used for professional networking and finding

### FACT

17 min is the average time a user spends on LinkedIn.

job opportunities. From December 2016 onwards it has been a wholly owned subsidiary of Microsoft. LinkedIn provides job seekers with a job board so that they can easily access available jobs. Companies

too have LinkedIn pages where they update company information, show vacancies, share news and insights. Thus LinkedIn enefits both parties and allows easy accessibility for employees to jobs and vice versa.

### FACT

Motivated was the most used adjective on LinkedIn

## Benefits of LinkedIn

### Job Seekers

As experienced employees or freshers searching for jobs, you may find it difficult to access a company, know about vacancies or seize the right opportunity. With LinkedIn, you can do all of this and more!

#### Early Access

- One can search its strong job board and can choose from numerous job options.
- Jobs can be searched through keywords and locations.
- You can apply for jobs easily and would receive immediate responses too.
- Even if one is not actively seeking new employment, they can set job alerts based on their career interests to regularly receive email updates regularly.

#### Build Your Own Brand

With LinkedIn, it is possible to build a professional brand for yourself in a very simple manner. All you need to do is upload a professional profile picture and write a powerful summary that emphasizes your personality and strengths.

Keep the following points in mind while enhancing your profile:

- How do I stand out from others in the industry?
- What makes me marketable?
- Why should someone pay me six figures?

### Students

- **Career Networking:** Connect with people in your desired career area for insight into the profession, its employees and their achievements.

This could also help with future job references. Connecting to friends, classmates or college mates might prove beneficial as you might find business referrals from them.

- **Evaluate Opportunities:** LinkedIn provides you with information about different companies in which you want to intern or work in future. It also displays how many current internship openings the company has and how many people in your connection list are employed there.
- **Interview Preparation:** You can review and go through the profile of the person and company who will interview you before sitting down for it. Knowledge of background helps you do better.

## Companies

- **Promote Companies:** LinkedIn allows HRs to promote their company's culture and give prospective employees a glimpse of the company and behind the scenes.
- **Expanding Network:** HR professionals can make connections with people from every interest, industry and geographic area through LinkedIn Groups. This enables greater reach for the company.
- **Research:** LinkedIn membership allows access to more than 300 million professionals and advanced search can give you the roles of employees in companies and suitable intermediary for the role.



## How to Create an Impressive LinkedIn Profile?

Impressive Profiles can prove to be essential in building a brand. Here are important points to remember while creating an impressive linkedin profile:

- There shouldn't be any kind of criticism of any person, organization, entity or group.

- Do not use inappropriate, racy or rude photos, images or videos in your profile. It's better to keep this out of linkedIn blog posts too.
- Don't post political or religious rants.
- An unprofessional LinkedIn profile photo should be avoided. One need not wear business attire to look formal, but should at least look professional.
- Errors relating to spelling usage and grammar in your profile are unimpressive.
- Never disclose private details about anyone else on your LinkedIn profile.



Along with things that you should include in your profile to make it impressive, there are also few things that you shouldn't put up on LinkedIn. These can create a negative impression:

### FACT

2 users are the average number of new users per second.

- A good-quality photo is a must, preferably taken by a professional photographer in formal clothes. There shouldn't be any distractions in the shot.
- Make your profile a bit colourful by adding a background image, also called a cover photo that reflects your personality and profession or company.
- Mention your company and location in the headline. It helps new HRs to know your past location.
- Include a short and precise summary of who you are, what you do, what you can offer and how you can be beneficial to the company. One can also upload examples of their work to make their profile stand out.

## Perfect Post on Linkeln??

LinkedIn allows upto 125,000 characters that allows you to showcase your expertise and knowledge in various fields. You can also use photos and videos. Writing articles is in fact the most prominent way to start conversations and increase visibility on the platform.

By consistently writing articles on LinkedIn using the Publishing platform of LinkedIn, one can easily build up their library of contents and give readers the opportunity to learn more about their business and personality to build loyalty.

### 1. Choosing Topics for LinkedIn Article

While writing articles on LinkedIn, one wants to validate his leadership, expertise, and industry knowledge. Regular news and updates make ideal topics to write articles about. One could also answer the most searched and frequently asked questions.

### 2. Format of a LinkedIn Post

- Choose a headline that will grab readers' attention towards the post and make them want to go through the article.
- Format the article in such a way that the information in the article is easy to read and understand.
- Add subheadings, bullet points and bold titles to improve readability.

### 3. Images, Videos, or Media in Article

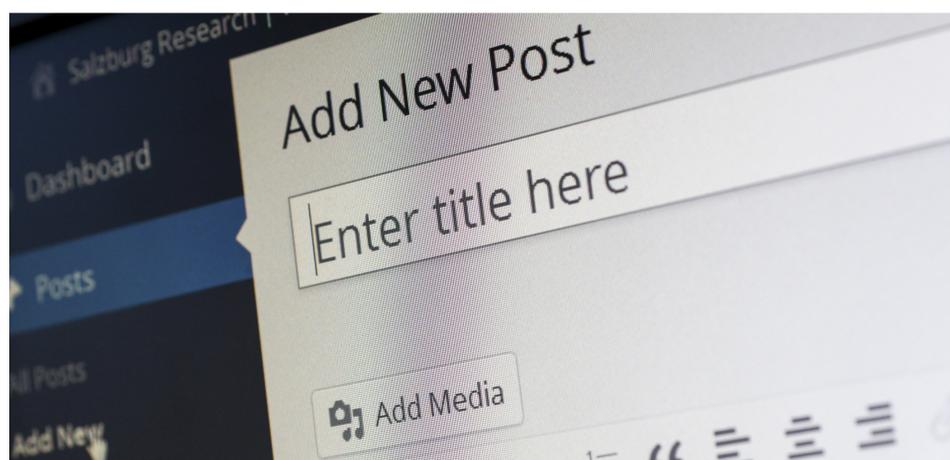
You can use one cover image at the top of the article. Always choose an image that will capture readers' attention in the feed and will compel them to click on the article to read it. Make sure everyone has access and can see the image. In addition to the cover image, one can also add relevant images and videos to make the article look more interesting.

### 4. Publish and Share

Once the article has been published, one can and should share it. Keep in mind these places on LinkedIn to publish your article:

- Personal LinkedIn feed.
- A LinkedIn message (if relevant).

In order to increase reach the of your post and get more views, add hashtags.



## Recommendations and Endorsements on LinkedIn

Recommendations are personal references written on your profile by your employers, teachers or colleagues. They emphasize your professional abilities and skills. Endorsements are simple notifications or confirmations by others backing up the skills added by you on your profile. This validates your skills and gives you more credibility.

### FACT

13 is the total percentage of millenials using LinkedIn.

## Conclusion

LinkedIn is a great way for individuals and companies to expand their professional network and in today's time and age, not only having a LinkedIn account is essential for all potential workforce but being professional and active on it is a plus. It allows you to gain exposure, demonstrate and create prospective jobs. In a nutshell, it is the key to your successful career.

### Useful LinkedIn Features One Might Not Know About

- **Hide connections:** One now has the authority to control how open or private the connections can be and know if they are visible to other connections within the network. Primarily focused towards business owner, it can be a matter of great concern if their competitors or recruitment companies see the names of the clients, employees or partners. No one really wants that.
- **Record your name's correct pronunciation :** Ever felt weird when got your name mispronounced? LinkedIn got your back. It added a new feature that allows you to record your name in your voice for at most 10 seconds. This can be viewed and heard by anyone who visit your profile by tapping the speaker icon.

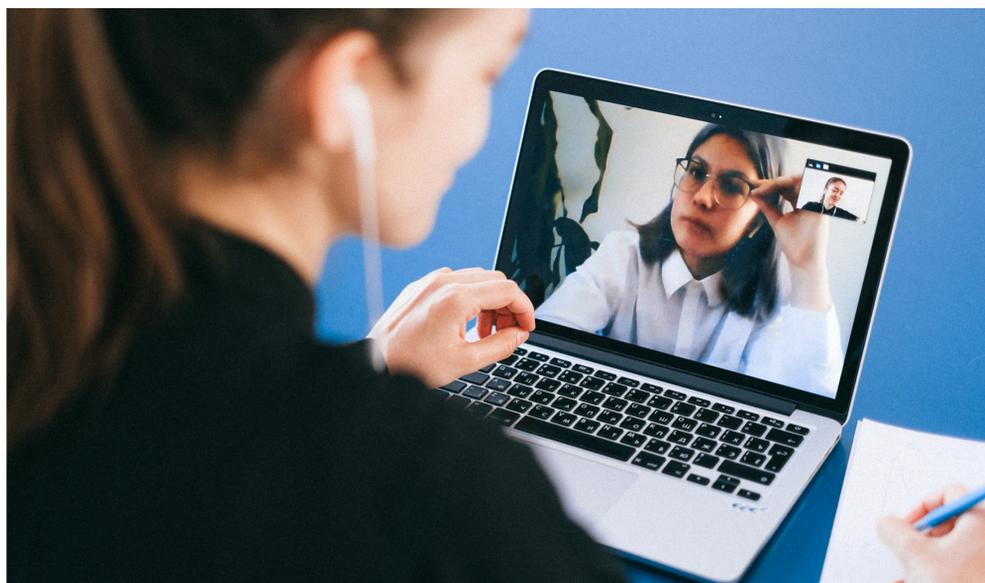
# ARTICLE 07

## SKYPE: DO'S AND DON'TS

By : Diksha Sharma  
BA Prog, 1st year

The pandemic has changed our lives around 2020 and even though we crave to return to our pre-pandemic lifestyle in 2021, some routines that have been adopted during the lockdown might stay with us. While we were advancing at a gradual pace through technology, the current situation has pushed us through the phenomena of leading our lives online. Be it interviews, meetings, webinars, or even online classes, in today's age and time we rely heavily on online video conferencing tools to get our bidding done.

Skype along with many other video conferencing tools such as Zoom, Microsoft Teams, and Google Meet has become the new live interaction among us. So, even if we are unable to hold conferences in a four-walled room, we can hold them anytime in an online conference room. But just like in offline meetings, we should maintain some basic etiquette while interacting online formally. So, let's explore the do's and don'ts of Skype video conferences to have a better perspective of online meetings.



### Do's

- Use a tablet or a laptop instead of a mobile phone as a larger screen and picture gives you more formal experience of interaction. Also, maintain proper distance from your camera so that everyone gets a clear and poised picture of you and not a close-up one with low visibility.
- Be prepared for the meeting before time with your

devices and applications so that any technical glitches can be avoided. Keep your device fully charged and check the functionality of your camera and audio device. Punctuality is always appreciated so do not enter a meeting late. Try to manage your time accordingly.



- Make sure you have a stable internet connection to ensure uninterrupted quality interaction. This is intended to reduce the need to repeat yourself and listen to others properly in a conversation. A poor network becomes one of the most disturbing factors in an online meeting. It disrupts the flow of conversation and confuses people.
- Choose a formal background when attending a meeting or interview since your background holds the attention of others who are seeing you on camera. Having a good background keeps your audience less distracted. If you want people to pay more attention to what you are saying rather than where you are sitting, you should have a plain wall or curtain behind you so that people try to figure out your words and not the details of your background.
- Dress formally. Just because it's online doesn't mean you shouldn't make an effort to be presentable. Messy hair and pyjamas won't work in a professional setting and neither do they work in a professional video call. Never undermine the statement your appearance makes. Therefore keeping it formal is important.

### FACT

A cluttered background, low connectivity, noisy surrounding and more such factors put a wrong impression on your management skills.

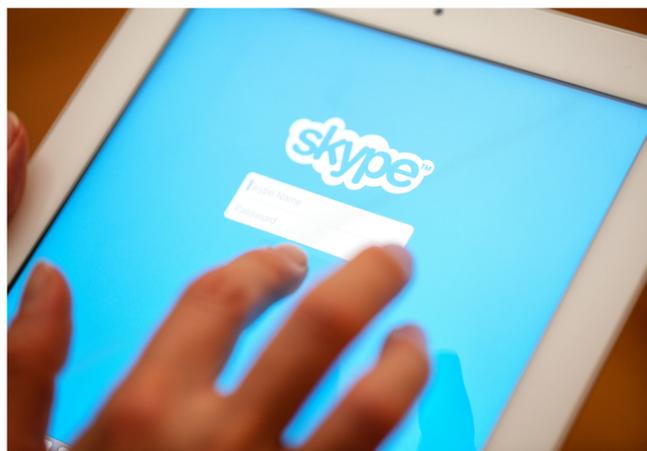
- Act professional. Your demeanour affects the proceedings of the meeting, so make sure that you exude confidence. It is important to maintain eye contact when interacting with people and the same goes for video conferences but in this case, the camera is your sole eye contact.
- Keep your attention on the screen so that others know you are interested in the conversation.

## FACT

Getting distracted by your own or the video of your interviewer is more noticeable than one thinks.

## Don'ts

- Don't sit in a poorly lit or backlit room while on a video conference. You should be properly visible on camera so have a good source of light while attending meetings. If people can't see you properly on video calls then the point of it is lost, so do not compromise on lighting.
- Do not slump while on screen. Keep a proper, respectable, and presentable posture. Your position and posture assert your presence, so always sit upright. Try not to move your screen around too often. Keep your device stable in a single place and position.
- Do not divide your attention between your meeting and other tasks. Schedule your meetings such that you can invest time properly. Be focused and avoid any environmental disturbances while on call. Your location should be peaceful and ideal for a formal meeting.
- Do not interrupt another person when in a video conference meeting or interview. Unlike offline meetings, overlapping speech in online meetings is discernible. Wait for the other person to finish and then start so that your audience can understand well. Use fewer hand gestures while you speak, so people concentrate more on your words.
- Don't do any other activity in front of the camera. Remember, this is a formal meeting so make sure you do not eat, yawn, or do your household chores with the camera on.
- If you are not an active part of the meeting, switch off your camera and double-check or go out of the frame. Do not put yourself in a questionable position.
- Avoid excuses such as the low battery, network issues, poor connectivity, other engagements, etc. They come forth as a lack of interest and effort on your part towards attending the meeting. It is your responsibility to resolve these issues beforehand. It is not ideal to cite such excuses to get out of attending formal meetings and they just pose as mere interruptions.
- Never lose focus when attending



online interviews. The interviewer might be going on and on about something boring but always show that you are attentive and listening. Nod, use words like 'I understand', 'Yes', 'Absolutely' to establish your attention in the ongoing conversation.

Casual video calls are an altogether different situation than official Skype interviews and meetings and sometimes your first impression is your last impression. Therefore, put an effort to make the best one possible. Keep in mind all the above factors before indulging in official video conferences if you do not want to put yourself and others in an uncomfortable position by being unprofessional in any manner on video conferences.

Since the era of online conferencing might be here to stay for long, it would be smart to keep these tips in mind for current and future scenarios. While they seem a little tiresome, video conferences are better than live ones as they provide you with more flexibility and you do not need to travel to other locations. Communicate from home and make your work easier. Happy Skyping!

## FACT

Many people have experienced rejection due to the fact that they were unable to stay focused on the screen for the duration of the interview.

## ARTICLE

## 08

**ROAD TO  
YOUR DREAM  
JOB**

By: Kanika Khatri  
B.Com Hons, 2nd year

To be placed in our dream company is something we often fantasize about. But, is a mark sheet the only key to grab a suitable job? Do marks matter the most before appearing for an interview? What is more essential: marks or skills? Many questions come into every student's mind but they are often not answered. Students work upon themselves and their skills to grab a suitable job after college. Nevertheless, nobody guides them on how they can be more qualified for one. Here are some things to do to gain more credibility.

**1. Do Significant Internship**

Internships add a plus point in the selection process. It gives exposure to the students in the field they are looking forward to make a career in. Companies provide short-term internships to the students in different profiles to give them a taste of a professional working environment. Moreover, internships are the best way to understand whether one is interested in continuing in that field or not. It gives clarity while making career-related decisions. While appearing for the interview, if a candidate possesses experience in that field, they would be more valuable than others.

**2. Judicious Use of Social Networking Sites**

Social media is a very practical medium of connecting to relevant people. Social networking makes it possible for a future employer to get to know you beyond the words on a resume. It can help the employer understand your opinions and personality. You can also search for jobs and internships posted on social networking sites such as LinkedIn.

**3. Learn New Skills**

Learning always makes a person better. Skills help a person to get knowledge-based perspectives. It not only trains a person to fight against all the challenges but also makes their neural pathways active. Hence, one should keep upskilling. In a post coronavirus world, it is even more important to acquire new skills. This is so because jobs have reduced or are stagnant whereas the number of people looking for work has increased significantly. Thus, to shine brighter, one needs to be a step ahead of the competitors.

**4. Apply for Add-On Courses**

Completing regular studies is good, but learning an additional course is always better. If a student is interested in any field and wishes to be more skilled in it, they must look for some add-on courses in the area of interest. We also have online courses to enhance our area of expertise by doing complementing courses.

**5. Research Well**

Every candidate appearing for the interview should research about the company. If you apply for a job you should know the responsibilities related to that profile. Moreover, you should understand the company's background, achievements, and requirements. It will put a positive impact on the interviewer. It portrays interest in the job and the company.

**6. Update CV Regularly**

Learning something is always beneficial but one should always add up those qualities and achievements in their CV. A CV should be accurate and precise. Achievements, experience, and academics, all the information should be mentioned clearly. A very common mistake that candidates make is that they use a common CV for applying to different jobs. A CV that is tailored according to the requirements and background of the company, makes a better impression. For example- rearrange the skills and achievements as per the job profile.

**7. Dress To Impress**

A candidate should always reflect a positive attitude and confidence. Skills, behavior, optimism, and practicality are equally important. Interviewers would be impressed with well-mannered and experienced people. But the employer will always think about giving a chance to a person looks confident. The selection also depends upon your interest and eagerness to learn, which your body will define.

**8. Be Confident**

Confidence in your opinions, skills, and credibility is a very important aspect of job interviews. Convincing the employer is only possible if you can convince yourself that you deserve the job.

You need to stand out from the rest in this post-pandemic world, from presenting a work portfolio to sending in a presentation that serves as your cover letter. These unique moves would encourage employers and recruiting executives to remember you and your job. Do things that illustrate that you are unique, but also show any relevant skills they are looking for.

ARTICLE

09

# DIGITAL MARKETING

By: Khushi Vijay  
B.Com Hons, 2nd year

The world is becoming digital and this situation isn't going to change any sooner. The digital economy is embedded in every corner of our lives from buying products online to drooling over those crazy Instagram ads. The umbrella of digital marketing houses many different options like Social Media Marketing, Email Marketing, Content Marketing, Inbound Marketing and so much more to provide us with an opportunity to leverage the power of analytics and optimization to enhance our business and perform better. Digital marketing is not a trend, but how marketing will be done going forward. It provides an edge over traditional marketing especially in terms of skill and revenue. It is promoting products or brands over different social platforms to boost online reputation and presence, and stay ahead of the

## FACT

According to statistics, 80% of the people in the United States are using the internet regularly. Out of these, 97% uses it to search for products that they eventually end up buying.



competition. The reason why digital marketing is rising at a high pace is that it let you reach out to millions of customers from your home. It is versatile and creative. In the present scenario, there are numerous tools and platforms one uses to market, be it online or offline. Offline platforms of digital marketing include radio, television, phone marketing, etc. whereas online tools include SEO, SEM, Pay per Click (PPC), Affiliate marketing,

Web Development, Copywriting and Editing, Analytics, etc.

What's more important is to understand the WHY behind digital marketing. It is technology-oriented which helps in tracking and targeting the audience, who views the ad, who is buying, and also who likes it, and much more.



## ASPECTS OF DIGITAL MARKETING

Since the internet is endless, so, is the demand for digital marketers. A lot of companies are now looking for Digital Marketing Managers and Social Media Managers to manage and lead their digital marketing teams, update their social media handles, and come up with creative strategies. **SEO Executive** is a great career opportunity that includes researching keywords, enhancing user experience, using webmaster tools, and coming up with good content. The rate at which technology is evolving is unbelievable, every day brings a new challenge and opportunity. With the rate at which companies and businesses are going digital in all aspects, people need to stay up-to-date. This field is so wide-ranging that the skills needed differ from employer to employer. The industry needs to frequently adapt to new strategies and best practices to move forward.

Businesses that cannot adapt to the new marketing design runs the risk of facing extinction sooner rather than later; thus, are choosing to adapt by hiring digital marketers. Anybody interested in pursuing digital marketing does not necessarily need a college degree,

but can easily only study the course of the discipline they want to do. The most amazing thing is that one does not need to have a particular background to learn digital marketing. The average salary of a fresher may range from

## FACT

It is estimated that over 55% of emails are now opened on a mobile device which means that email optimization for mobile devices is necessary.

Rs. 35, 000 to Rs. 4, 00,000 whereas an experienced professional may earn up to Rs. 40, 00,000. design runs the risk of facing extinction sooner rather than later; thus, are choosing to adapt by hiring digital marketers.

Anybody interested in pursuing digital marketing does not necessarily need a college degree, but can easily only study the course of the discipline they want to do. The most amazing thing is that one does not need to have a particular background to learn digital marketing.

## FACT

It is reported that over 70% of internet users are present on at least one social media platform, which means that a majority of users can in fact be reached through social media.

Digital Marketing has not only taken the business world by storm but also the education sector. The presence of any educational institution on the search engine is instrumental in influencing the decision-making process of the students. Moreover, with the COVID-19 pandemic, digital marketing will thrive as every Institution has moved to an online-based education. The importance of digital marketing for students is rising. They have a well-bred platform to make their online presence felt through LinkedIn, Blogs, Websites, etc. which helps them be prepared for quality jobs and further studies. At present every business is about promotion and marketing, and they won't invest in you if you cannot market yourself digitally. Blogs are a few of the pinnacle 3 types of media

used in content material strategies, and round 70% companies actively put money into content material marketing. Content with apt imagery and videos relatively has 94% higher reach than usual.

## SOURCES THAT OFFER DIGITAL MARKETING

Those were the days when students and parents use to flip through magazines and newspapers to know about any educational course. Everyone is well aware of technology and hands down are all dependent on them. A lot of institutions such as Udemy, Digital Garage by Google, MyCaptain by the Climber, Coursera, etc are offering paid as well as free certified courses in digital marketing.

Anybody from anywhere can get certified and take the first step towards their career in digital marketing.

The future is now and it is digital. It is crucial to understand the importance of implementing digital marketing in our strategies. It is not just an efficient marketing channel but an investment into your business, your education, and even yourself with great results. The usage of digital marketing in every field is not at all surprising now. It offers an integrated approach and is cost-effective. Online marketing also has a higher conversion rate than traditional marketing and is thus a huge step towards growth and improvement. The opportunities here are practically endless in any sector-education or business.

Digital marketing, in general, entails a whole lot of areas, which includes monitoring, having analytical and

tactical knowledge. As a digital marketing professional, you'll additionally be liable for tracking more than one virtual advertising and marketing campaigns, a number of which can be running at the same time. With organizations herding to connect to greater clients online, the future of digital marketing is pretty bright. Digital Marketing Manager, SEO & SEM Specialist, Social Media manager, Content Strategist are simply few of the many roles to be had on this domain. One need to be thoroughly aware about all the diverse social media structures which are available and be capable of suggesting which of them are exceptional. There are constantly new social media platforms at the horizon. It would be up to you as a digital marketing representative to research and update ways to preserve abreast of the on-going changes that take place in the digital marketing industry so that you can add more value to your employer or client.

## FACT

Surveys and studies carried out by experts in Social Media Marketing, like Hubspot and Social Media Examiner, reveals some satisfying statistics about online marketing. Results revealed that about 90% of marketers said that social media is important for their businesses.

The bottom line here is that the digital age is here. Today's world is all about online visibility. The world always needs something new to explore, so if you cannot create new desires, you can leverage the existing desires in the market.

## ARTICLE

## 10

# WHY ARE INTERNSHIPS IMPORTANT?

By: Smriti Mehta  
B.Com Hons, 3rd year

The world economy is changing and to be a part of it, one must have the necessary skill set, talent and experience. Job-givers these days focus so much on prior experience and knowledge of the industry but the question is how should a fresher gain experience before his/ her first job.

You can gain experience through Internships. Be it an interview of a prestigious college like IIT or IIM or be it any job you are applying for, in each sector prior practical knowledge of industry is preferred and given importance.

## So, what is an internship basically?

An internship is defined as "any formal program to provide practical experience to beginners in an occupation, organisation or profession."

The most imperative aspect of internships is combining theoretical knowledge with practical knowledge. So, if you are looking to gain experience, doing an internship would be advantageous.



## Let's know why internships are important for students:

### 1. Personal Development

Internship will not only promote personal development, but also a greater understanding of self.

This gives you a level of clarity and pushes you to get out of your comfort zone. For e.g.: a student wanting to pursue marketing can gain experience in a marketing internship. This will provide exposure and give him clarity regarding his interests. Therefore, the silver lining of doing internships is that you get to know whether you like the job or not. Finding out what type of job you don't want to do or you are not interested in while you're interning can help prevent you from accepting a job which doesn't suit you when you graduate.

### 2. Professional Connections

Interning in various organisations provides you with innumerable opportunities to build professional connections that can be very beneficial for your future career. Also, there is a huge chance that you can get a job from someone's reference working in a particular company. It helps you to connect with people of similar interests.

#### FACT

70% of companies offer interns a full-time job.

### 3. Gain Experience

Interning a field gives you experience in the career you want to pursue in future. It benefits the person and gives him/her an edge over other candidates when applying for jobs. It prepares them for the next stage and familiarises them more with the field of interest, thereby increasing their confidence. Internships help develop your professionalism and also encourage character growth.

#### FACT

India has seen an upsurge in internship seekers as well as organisations opening up internship opportunities across various industry verticals, with applications rising 80% in a year.

#### 4. Receive Financial Compensation

Many internships provide stipend to students for working in the organisation which means it can help them gain experience as well as earn money. With the money earned by internships, one can fund their college tuition and other expenses too. It can be a supplement income source for many people.

#### 5. Gain Confidence

Internships help a student to apply various techniques and theories learned in the classroom in a practical manner. It provides you an opportunity to apply the knowledge gained so far and learn from your mistakes.

Also, when you take multiple interviews you gain confidence and faith in yourself.

#### 6. Gives you an edge in the job market

Prior internship experience helps a student in standing out in front of the recruiters. Internship experience helps you in a job because a person with experience requires less training and has more understanding of the subject. It may also give you an edge over the salary part i.e. one may receive more salary as he already has experience in the field.



#### 7. Internship Certificate

Internship certificates and letters of recommendations are a great way of letting the employer know your credibility. It creates a good impression on the employer and interviewer and let them know that you have the relevant skill set.



### FACT

Startups hire majority of internship seekers in India.

### Conclusion

In a nutshell, we can say that doing internships in the college is the most experience-gaining phase of a student's life. It teaches them to face real life situations by applying their theoretical knowledge as well as technical skills. If we want to describe in one word we can say that it is a win-win situation for the students as they get trained for future placements along with earning a decent amount. Every student must get an exposure of the real world through internships.

### FACT

- The process of finding an internship is similar to a job search. In addition to the type of internship, the tasks performed during the day, and the benefit of the experience, it's important to look at the organisation as a whole.
- One of the benefits of internships is the degree to which they have an impact on the intern's job prospects and career path. And the good news is that half of all internships resulted in full-time job offers.

## ARTICLE

## 11

# WORK FROM HOME vs WORK FROM OFFICE

By: Saurabh Sivam Kashyap  
B.Com Hons, 2nd year

The COVID-19 pandemic has suddenly forced the world into an unprecedented crisis and uncertainty. Entire countries have been put under lockdown, with stringent curfew measures that closed down businesses, offices, parks as well as educational institutions. The pandemic has not only taken a toll on human lives, but also put the world economy into recession. This resulted in rampant job losses and unemployment, as employers tried to cut costs and recover lost revenue through mass layoffs. The lucky few working in the formal sector were given the opportunity to Work from Home. COVID-19 and the resultant lockdown have made work from home an imperative for several industries.



Even during the Pre-Covid Era, work from home has been a significant topic of discussion among corporates. With the rapid improvements in communication technology and advent of stronger internet networks such as 5G, shifting of workplace to the bedroom was no longer an utopian dream for the employees, who had to spend a significant part of their day in commuting to their workplace. For the employers, not having an office space, or having a smaller office meant lesser fixed costs such as rent, electricity and insurance. Despite its obvious advantages, the concept of work from home has failed to pick up momentum as most corporate houses still prefer the good old brick and mortar business model.

But everything changed with the COVID-19 crisis. Businesses, offices and corporate houses were all forced to start functioning remotely from home. Those reluctant to change had to face dire consequences of the economic slowdown. Work from home comes with its fair share of pros and cons.

## FACT

Some work may require more concentration than others and the slightest distraction could affect the output of the work.

## Work from Home: The Advantages

### 1. Time Saving

According to a study, Indians spend about 2 hours every day on commuting to work. This time can be saved by telecommuting. Telecommuting is basically working from home through internet, email and phone. The time saved on commuting can be used for productive purposes by the employees, which can be an incentive for many.

### 2. Work Environment

With no cubical walls to define one's space, work from home gives the employees an opportunity to customize the environment according to their needs. A good ambience stimulates productivity and creates a conducive environment. However, living with a large family, especially with children can be distracting and problematic.

## FACT

Your focus is the key to being as productive at home as you might be at the office. There may be some equipment issues, but those can be resolved. If you are the type that likes to work alone, working from home may be as productive, or more so. If you have to have people around you, are very extroverted, this can be a drawback for working at home.

## Work from Home: The Disadvantages

### 1. Technical issues

Not everyone has access to proper internet connection. Those employees who are based in remote cities will find it difficult to cope up with the change and engage in telecommuting. Also, sudden disruptions in network connection may abruptly end important meetings, which can be detrimental to the stakeholders. Similarly, older employees may find it difficult to operate the software required to function from home. Thus, work from home might lead to unfair disadvantage to some.

### 2. Discipline

Working from home may take a toll on some employee's discipline. Living a sedentary life at home may result in decrease in motivation as well as productivity. It is very convenient to switch to surfing the web instead of focusing on the work, or one do household chores. Working from home may actually make it harder to focus and get work done.

## FACT

Working in the office is far more productive. It is certainly cheaper for individuals without the overhead cost of keeping warm at home and unwanted distraction from friends and family. It is only productive if it is convenient for individuals in special circumstances e.g. bad weather snow/icy condition on roads.

## Work from Office: The Advantages

### 1. Motivation for career growth

In an office environment, apart from supervision and certain degree of restrictions, the employees also have knowledge and support from their colleagues as well as bosses. Being in a competitive environment is a positive factor, which can encourage people to perform better. This competitiveness will help the employees to excel in their domains and climb up the organizational hierarchy.

### 2. Network

Having a social life is of utmost importance and for many office goers, coworkers are their social network. Having lunch with coworkers, engaging in fun activities organized by the company- these are positive activities which effects the motivation level of the workers. A worker who is happy and satisfied will be more productive.



## Work from Office: The Disadvantages

### 1. The Commute

The biggest advantage of working from home is also the biggest disadvantage of working from office. One can spend upto 3-4 hours just commuting to and from office. Traffic, congestion and wasted time all add up to the stress. The extra time it takes to get to and from work is time wasted that could be spent in a much more productive manner.

### 2. Work Environment

Most offices make up of a few corner offices and small cubicles. This makes the work environment quite dull as compared to the personal space at home. Also a number of office-goers complain about their office life being monotonous, due to rigid schedules and work rules. Office rules like fixed number of breaks often becomes counterproductive.

At the current rate of growth of popularity of remote workplaces, work from home will become the norm of the future. Evolution of co-working spaces or shared offices has already enabled businesses to save a large amount on office spaces. With the recent experience of COVID-19 pandemic, the efficiency of working remotely in case of service sector has been proved. Only time will tell if brick and mortar business model will still prevail in the future!

# ARTICLE STATISTICIANS

## 12

By: Naman Kumar Thakur  
B.Com Hons, 2nd year

## Who are statisticians and what do they do?

'Statisticians' are high level professionals who apply statistical methods, tools and models in real-world problems. They gather, analyse, and interpret data to help in many business decision-making processes. Statisticians are now considered valuable employees in a range of industries, and are often found in areas such as business, health and medicine, physical sciences, environmental sciences and Government services.



## Roles and responsibilities of a Statistician

Statisticians are typically required to do the following:

- Apply statistical models, tools and approaches to solve practical and real-world issues in business, engineering, the sciences, or other fields.
- Analyse and determine what data are needed to answer specific questions or solve specific problems.
- Determine approaches and tools for finding or assembling data.
- Design experiments, surveys and opinion polls according to the situation, to collect data.

- Collect data and train others (specially interns) to do so.
- Analyse and interpret data and help smoothen decision making process.
- Statisticians have the work to design surveys, experiments, questionnaires and opinion polls to collect the raw data they require for further analysis.
- Statisticians also have the role of determining the type and size of the sample to be polled according to the situation.

In the present day, Statisticians often use computers with dedicated statistical software to analyse and interpret data. In it, they identify trends and relationships. In order to confirm the data, they also conduct tests.

In order to prevent inaccurate conclusion from being drawn, statisticians present the results from their analyses and discuss the data's limitations.

## Field of Work

Statisticians work in various fields such as, education, marketing, psychology, sports etc., that require gathering and analysis of data. Also, many such statisticians are being employed by the government, healthcare, and research and development companies.

### 1. Government

Most of the agency in the federal government employs statisticians. They develop innovative statistical models for several purposes.

Some government employed statisticians develop, analyse and interpret surveys that measure unemployment, wages or other facts and figures of jobs and workers. At national defence agencies, statisticians have quite a major role to play in using computer programs to test the likely consequences of different defence strategies.

## FACT

Jobs will rise by 34 percent from 2014 to 2024, putting "statistician" among the fastest-growing occupations.

## 2. Healthcare

Statisticians also known as 'biostatisticians' or 'biometricians' work in pharmaceutical companies, hospitals or public health agencies. They design and develop methods and studies to test whether drugs successfully treat diseases or conditions.

## 3. Research and Development

Statisticians design experiments mainly for product testing and development. Statisticians can also help to develop marketing strategies and prices for consumer goods.

## Required skills for Statisticians

In order to be successful, statisticians typically have a unique combination of the following skills:

- Analytical skills
- Technical skills
- Communication skills
- Leadership skills

## Scope

Statisticians held around 44,400 jobs during 2018. The largest employers of statisticians were:

- R&D in the engineering, life sciences and physical constituted of 12%.
- Federal government constituted 11%.
- Healthcare and social assistance constituted around 10%.
- Insurance carriers and related activities constituted around 8%.
- Colleges, professional schools and universities, state, private and local constituted 7 %.

### FACT

Close to 30 percent of statisticians work for local, State and Federal governments, insurance carriers, private-industry employers and medicine and pharmaceutical manufacturing.

Recently, there has been an increase in demand for statisticians in business and various other fields, due to the blowout of data generation and collection across industries.

Employment rate of statisticians is predicted to grow around 31 percent from 2018 to 2028, much faster than the usual for all other occupations.



An enormous amount of data is created from use of social media handles, internet searching, smartphones, and other electronic devices. Businesses will regularly need statisticians to organize, analyse and interpret through the data for commercial purposes. This will in turn help companies improve their business processes, design, profit, and develop new products, advertise products to potential and targeted customer base.

Statisticians will increasingly be needed even in the pharmaceutical industry. The aging population of US will demand pharmaceutical companies to create new treatments and medical technologies.

### FACT

Statistician holds about 22,600 jobs

Biostatisticians will be required in order to conduct the research and clinical trials important for companies to receive sanction for their products from the Food and Drug Administration.

Administration agencies will also employ more and more statisticians to enhance the quality of the data available for analysis of framed policies.

This occupation will definitely see evolution in research and development in the physical, life sciences and engineering.

## How can one pursue higher-education in the field of statistics?

Most of the statisticians have degrees in economics, mathematics, computer science, or another quantitative related field. A degree in statistics mainly includes courses in experimental design linear algebra, calculus, probability, survey methodology and statistical theory.

Students who are desire to become statisticians in future must take as many math courses as possible in their respective schools.



Many colleges and universities advise students who dream to be a statistician to take courses in a field, like engineering, computer science physics. These courses can help students prepare better for work in a variety of industries that require statisticians.

Courses in physical science or engineering, can be useful for statisticians working in field of manufacturing on quality or productivity improvement.

### FACT

In 1791 Sir John Sinclair introduced the term 'statistics' into English in his Statistical Accounts of Scotland

A background in fields such as biology, chemistry, or health sciences is helpful for work relating to pharmaceutical or agricultural products.

As statisticians, most of the time work with data analysis software, computer programming courses can prove to be beneficial for students.



Opportunity for promotion broadens for people with master's degrees or Ph.Ds. Statisticians who have a master's degree or a Ph.D. generally are capable of designing their own work. They can develop new statistical methods and become independent consultants.

### Annual salary

The median annual salary in 2019 for a statistician was approximately \$91,160. The lowermost 10 percent earned less than \$52,690 while the topmost 10 percent earned more than \$146,770.

The top five industries and its median salary are as follows:

- Federal administration - \$106,670
- R&D in the engineering, physical, life sciences – \$102,500
- Insurance carriers and related activities - \$88,040
- Health care and social assistance around - \$80,920
- Universities, Colleges and professional schools; state, local, and private - \$74,370

### FACT

John Tukey—Tukey applied mathematical and theoretical statistics to a variety of scientific and engineering disciplines. He also is credited with coining the term “bit,” a contraction of “binary digit,” which refers to a unit of information processed by a computer.

## ARTICLE

## 13

# GLOBALLY RECOGNIZED PROFESSIONS

By: Chetna Dahiya  
B.Sc. Maths Hons, 1st year

The profession is a vast and essential discussion of today's generation and has a huge impact on the youth. Everyone desires to scale professional heights with their talent within the field they are interested in and want to prefer it as their career.

When we talk about the profession, the aspirations are largely limited to be a doctor, engineer, lawyer etc. But do we ever wonder why most of the people in today's world are looking forward to these fields as their Profession? This is not only because of the importance of these career in our day to day lives but also owing to the fact that all these fields of the professional sphere are globally valued.

Globally recognized professions refer to those professions, which are worldwide popular and have equal impact and importance all over the world.

We have doctors, lawyers, engineers, teachers, police officers, nurses, accountants, government managers, consultants as globally well-known professions with an average rank of more than 7.

	OCCUPATION	AVERAGE RANK (1-14)
1	Doctor	11.6
2	Lawyer	9.5
3	Engineer	9.1
4	Head Teacher	8.1
5	Police Officer	7.8
6	Nurse	7.4
7	Accountant	7.3
8	Local Government Manager	7.3
9	Management Consultant	7.1
10	Secondary School Teacher	7.0

Doctor as a profession has topped the list for the past many years. It has its impact with lots of importance in every country. Millions of people all around the world want to be a doctor. This is mostly because of the

demand, respect and resultant remuneration. The doctor is the highest-paid occupation with an average rank of 11.6 all around the world.

A lawyer is one of the most respected and well-known careers in many countries. It is considered as one of the powerful jobs in many countries because of the connections that they develop and the associated qualities that they are laced with.

When we come to Engineers, we have varied fields, such as mechanical engineering, chemical engineering, computer science engineering, civil engineering and many more. Their income and demand keep changing based upon the requirements of a given geopolitical space.

In today's world, there is a huge demand for skilled Teachers in many countries and here we have a survey of the income of teachers in different countries.

	Country	Salary (PPP)
1	Switzerland	\$77,491
2	Germany	\$69,399
3	Singapore	\$60,249
4	Spain	\$47,864
5	United States	\$44,229
6	Netherlands	\$43,743
7	Canada	\$43,715
8	Taiwan	\$40,821
9	Finland	\$40,491
10	Portugal	\$39,519
11	France	\$39,575
12	Italy	\$39,630
13	Korea	\$39,141
14	New Zealand	\$39,099
15	United Kingdom	\$31,845
16	Japan	\$31,461
17	South Africa	\$30,921
18	Turkey	\$30,903
19	Israel	\$29,175
20	India	\$21,608
21	Greece	\$21,461
22	Chile	\$20,890
23	Czech Republic	\$18,859
24	Colombia	\$18,806
25	Malaysia	\$18,120
26	Hungary	\$16,241
27	Panama	\$16,000

All the professions are chosen on the basis of the interests and skills of the respective candidates. These professions have enjoyed the top tiers among the globally recognized professions for a long time. Do you know why? Mainly because of the impact that all of these careers can enforce. With the advancement of technology, it is likely that artificial intelligence beholds the future of the world. The World Economic Forum has also stated that more than 50 % of the world's jobs will be taken over by technology very soon. Looking forward to the betterment of the world, all of these professions have their own influence globally, according to their requirements and advancement of technologies.

## ARTICLE

## 14

# NON GOVERNMENTAL ORGANIZATION (NGO)

By: Dhvani Khushalani  
B.Com Prog, 2nd year

## NGOs

NGOs are a subgroup of organizations found by citizens that include the third section of our modern society along with public and private sectors. They are independent of government involvement and consist of clubs and associations that provide service to their members and other people.

There are several NGOs that work for a wide variety of issues. Some of the main types of NGOs are:

- **BINGO** – They are business-friendly. E.g. "big international" NGOs such as the Red Cross.
- **INGO** – International NGOs like Oxfam.
- **ENGO**– Environmental NGOs like Greenpeace.
- **RINGO** – Religious international NGOs such as The Catholic Relief Services.
- **CSO** – Civil society organizations like Amnesty International.
- **GONCO** – Government-organized organizations, e.g. International Union for Conservation of Nature.

## Funding of NGO

NGOs are funded by a variety of sources like philanthropic foundations, sale of goods and services, grants from state, federal, and local agencies, private donations, and membership dues. Private donors contribute to help

NGOs raise funds but NGOs mostly thrive on small amounts of donations.

Several agencies are currently working and supporting NGOs in India like:

- Abilis Foundation
- Action Aid India
- Childline India Foundation
- India Development & Relief Fund
- Global Environment Facility
- National Foundation for India

### FACT

In India only 5% of NGOs are registered.

## Roles and Functions of an NGO

NGOs work for the betterment of society. They work for various causes where they think improvement is needed. It can be anything like girl education, animal welfare and care, poverty, care for elderly people, etc. They play a crucial part in developing society and improving the standard of living.

NGOs have played a crucial role since independence by helping the weaker section, providing aid to the poor people, and thereby improving the socio-economic status of millions of citizens of the country. They not only address important issues but also undertake various campaigns to increase awareness.



They have also played a significant role in maintaining a society that is free from all the biases as they are helping and restoring the dignity of those who always have been ignored such as women facing gender inequality, untouchable discrimination, racial and religious discrimination in society.

## Top 5 NGOs in India

The top 5 NGOs contributing to the society with good deeds are:

### 1. SMILE FOUNDATION

It is an NGO based in New Delhi, established in 2002 for the purpose to promote education in India among the underprivileged. They also focuses on the healthcare, livelihood of both children and women. Significant programs conducted by this organization are Mission Education, Smile Twin e-learning, and Smile on Wheels.

### 2. NANHI KALI

This NGO was founded in 1996 by Mr. Anand Mahindra. It promotes educating the underprivileged girls in India and is managed by Naandi Foundation and KC Mahindra Education Trust which is a constituent part

corporate social corporate responsibilities of the Mahindra Groups. The project of this NGO focuses on educating girls which will help India greatly in the long run.

## FACT

The first NGO in India “Bengal Home Industries Association” was founded by nephews of Sri Rabindranath Tagore in 1915 to help weavers and artists of Kolkata handloom.

### 3. GIVE INDIA FOUNDATION

It is an online platform where resources and donations are mobilized towards the working of various NGOs. Funds are raised through contributions from individuals worldwide through an online portal. Give India Foundation distributes these donations among trusted NGOs.

### 4. GOONJ

Anshu Gupta won the Ramon Magsaysay Award in 2015 for his contribution to society. Goonj was established in 1999 and aims towards community development, disaster relief, and humanitarian aid. It has its presence in 23 states of India.

### 5. HelpAge INDIA

This NGO was established in 1978, its main concern is elders. It takes into account the pension, healthcare, elder abuse at the national, state levels with the central and state government. It runs various programs to help disadvantaged elderly people so that they can lead an active and healthy life.

## Why work for an NGO?

If you want to bring a change in the society and dream of an ideal society it doesn't come by ideally sitting at home and dreaming of it and the only way to achieve an ideal society is to make one by working enthusiastically towards social development.

There are many reasons why one should volunteer/work for an NGO:

- **Better Networking**

You build your network by interacting with bigger companies and meeting many influential people while volunteering for NGOs. A constant exchange of information and ideas takes place and you also end up

making friends that share common ideologies and interests.

- **Personality Development**

It will help you build interpersonal skills. While working with an NGO you will become sensitive towards other people's needs. It will also help to build your speaking skills as well as you will become a good listener, you will also develop your communication skills, leadership, and decision-making skills, this will help to inculcate confidence in yourself.

- **Making a Difference**

An NGO instills you with generosity and mindfulness. You realize the impact of your actions on society and work towards bringing a positive change that benefits the people.

- **Gain Happiness**

Volunteering will make you feel good and self-content and when you give your time and energy to someone, you feel happy and it also helps in reducing stress and in turn improves your mental health, making you feel satisfied.

## What to know before working in an NGO ?

Before working in an NGO, you should know what exactly you want to do, what motivates you, or by doing what you will feel satisfied, and most important that what change you want to see in the world. This will help you decide the type of organization you would want to work with.

## FACT

In India there are a total number of 1.2 million active NGOs functioning for various social causes, most of them are focused on Child Education.

## Conclusion

The NGOs have proven themselves as the true associates of the government in poverty eradication and socio-cultural development. They are more successful in some aspects of development where government plays a secondary role.

The success of an NGO also depends upon his strategic planning as it is a critical component for effective governance and management. It helps in deciding the key decisions which decide the future course of action of an NGO.



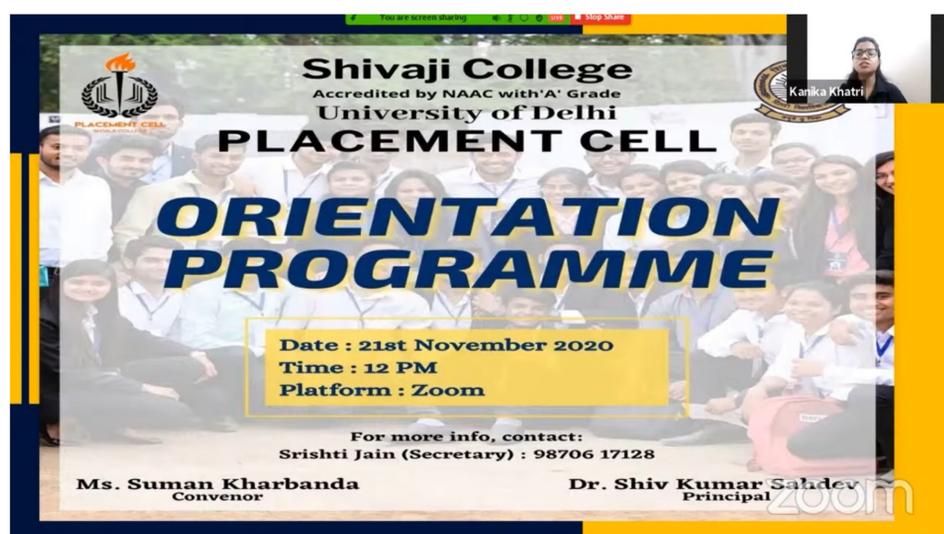
**PLACEMENT CELL**  
SHIVAJI COLLEGE

# GLIMPSES 2021



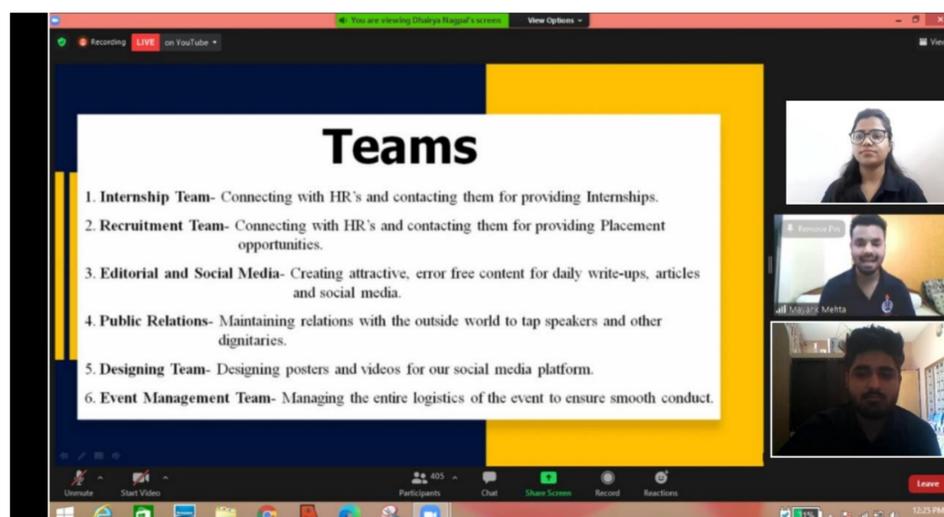
# PLACEMENT CELL ORIENTATION PROGRAM

The Placement Cell of Shivaji College conducted their orientation program on 21st November 2020 through the online platform- Zoom for the first-year students to tell them about the functioning of the society.



The program was commenced by our Editorial & Social Media Head, Kanika Khatri, who welcomed all the freshers to this new journey. Also, the convener of Placement Cell, Ms. Suman Kharbanda ma'am addressed the gathering and shared some valuable insights about the cell. She also told students about the importance of doing internships during college time and encouraged students to become a part of the placement cell.

The team also presented their annual report for the session 2019-20 through a video that covered the events, webinars, internships & placement drives as well as the add-on courses that were conducted by the cell in 2019-20.



The program was further carried forward by the President of the Placement Cell, Mayank Mehta, who addressed the students about the working of the society as well as the role of different teams in the society. He then further conveyed to students the process of how to be a part of the cell. He also told them about the webinars conducted during the lockdown period as well as about various interesting and knowledgeable series which are conducted by the cell on social media handles.

He also discussed the student placement portal. The portal is a one step destination for all the students to apply for various opportunities. All the students could register at the portal, browse through all the internship and placement opportunities and all the details related to them and apply for them. They could also use the portal to create their resume covering all the necessary details and submit it directly with their application through the portal or use it for any other opportunity. This was really helpful for the students.

Lastly, the queries of the students were taken and answered thoroughly. It was an interactive session where students were able to understand the functioning of society and were also able to clear their doubts regarding it.

# 7 DAYS 7 SERIES

The Placement Cell of Shivaji College commenced a '7 Days 7 Series' on 6th July, 2020.

The 7 Days 7 Series consists of:

- News for Reviews
- Mind Martians
- Case of Every Phase
- Ask-o-Mania and MegaCorps (Roar of the Big Four)
- Success Storm
- Career Crunch
- Tricky Tricks

The cell came up with the idea of News for Reviews on every Monday. This formed an eminent part of the series as it covered the hot and trending news topics prevailing in the country. Later, on the basis of the content, viewers expressed their views and reviews about the same.

On every Tuesday, 4-5 stories were updated on our social media handles relating to the general knowledge, aptitude problems and logical reasoning. Viewers had the task of guessing the right answer.

Case of every Phase, was totally about the Start-ups who made their way in today's competitive world and are now considered the top brand in their respective

fields. The main motive behind this was to make people aware about the brands that started from scratch and are now the wealthiest and most trusted companies.

Initially on every Thursday, the Cell put Ask-o-Mania, wherein all the prominent questions related to interview were asked and the best answer was chosen and posted on our social media handles. This series was praised by many and later, on 27th August, this series came to an end. In place of it, the cell started MegaCorps also known as The Roar of The Big Four. All the information related to The Big Four accounting firms was given in this series.

Success Storm was about the success of our college students. it was all about those students who something incredible in their college lives. The cell took this initiative to applaud and praise our college students for their work and achievements on every Friday.

On every Saturday, the cell posted on the series "Career Crunch", wherein we gave out all the information about the top competitive exams, including the procedure to fill the application form.

Lastly, on every Sunday, "Tricky Tricks" prominently constituted about the tricks for easier calculation of numbers. The main motive behind it was to help students who were preparing for aptitude tests to strengthen their calculation.

The '7 Days 7 Series' undoubtedly, helped students a lot. Our cell received a lot of love and appreciation regarding this even from the top HRs. Our social media followers sky-rocketed as it benefited everyone.



# LEGAL AWARENESS ADD ON COURSE

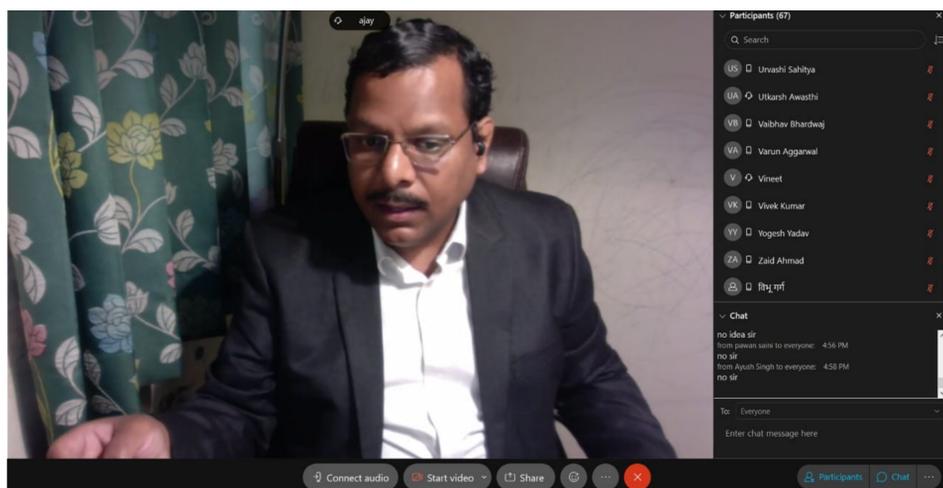
Every society comprises of individuals who interact with each other in their daily lives within various aspects of society. Legal Awareness is one of the fundamental know-how of this very society. It is equally important for every citizen, be it a child, an adult, or a senior citizen, to be aware of their legal right and duty.

The Placement Cell of Shivaji College organized a Legal Awareness Course for students. The course was conducted by Delhi State Legal Authorities in an online mode to aware the youth of this generation about their responsibility towards the society.

## Inauguration of Legal Awareness Course

The Legal Awareness Course commenced with Sh. Kawaljeet Singh Arora, Member Secretary of DSLSA, Patiala House addressing the student body. He gave a brief about the course and the importance for all Indian citizens to know, learn and contribute to society.

Legal Services Authorities are established on all levels and all the citizens of India are eligible to the same law. We must know this law to get justice for ourselves and others. In the words of Kawaljeet sir, "Law isn't something to be afraid of, but to understand for the good of all society."



## Course Brief

The Legal Awareness Course spanned 15 days in the duration of which students learned and understood various aspects of the Indian Legal System.

The course covered crucial topics such as the Criminal Justice System, Anti-Ragging Laws, RTI, Protection of Women Act, POCSO, Juvenile Justice, Cyber Security, NHRC, Civil Laws, Benefits of Yoga, PWD Rights, Traffic Laws, etc.



The course included a session on 'How to Make a Career in Law'. Students were also privy to a virtual tour of the Police Station, West and DSLA, West. Studying law has a unique career proposition as it broadens educational options. A law student can take the judicial service exams in addition to the Indian Administrative Service Exams, while those who have not studied law academically would not have this choice. As a result, rather than restricting possibilities, studying law would create them. During law courses, case law considerations will be used to demonstrate how theoretical experience could be extended to real-world situations. Thus, law can be applied to day to day life.

Running a car, buying food at the store, boarding a bus or flight, signing work contracts, renting a home, and so on, law is all pervasive.

The different rights and laws entailed in the course were insightful for the students to learn and understand the Legal System and be more responsible citizens. Students were curious and intuitive. There were many questions as well as discussions surrounding the issues.

The Legal Awareness Course gave students a golden opportunity to look into the workings and layers of Indian Law and how it ensures justice. It expanded the legal awareness base of students. They were eager to learn more and have more interactions.

# WEBINARS

## HOW TO CREATE A POWERFUL LINKEDIN PROFILE

The Placement Cell of Shivaji College organized an enriching webinar on, "How to build a powerful LinkedIn profile?" on 24th January 2021. The speaker Mr. Shagun Chaudhary is a senior technology manager at Public Sapient and Global Volunteer at Leverage LinkedIn. He discussed the mission and vision of LinkedIn. He talked about a very important method of "Push V-C-D" with the target audience i.e., pushing the visibility and credibility to become desirable. He further elucidated on various features and tabs on LinkedIn such as the banner, profile photo, featured and about sections, and how to use them to their full potential. Students also learned some techniques for better aesthetics on the profile. It is vital and valuable to share our work experience, licenses and certifications, and education to optimize search results. He used various profiles on LinkedIn to explain different content strategies such as content creation, curation, increasing engagement and content to be consumed by oneself. He explained the importance of consistency to hold an audience. Mr. Shagun covered all about LinkedIn, the technicalities, features, how to identify the right people to connect with, how to communicate with them, and what content to share and view. It was a fruitful and insightful session that ended with a question-and-answer session.



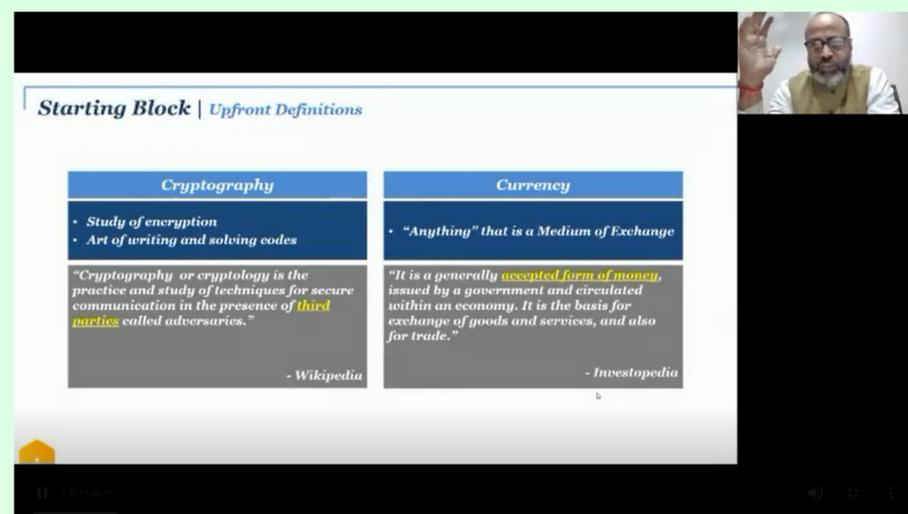
## INTRODUCTION TO BLOCKCHAIN

The Placement Cell of Shivaji College successfully conducted its webinar on 'Introduction to Blockchain' in collaboration with the Inblox Academy. The webinar was conducted on 14 August, 2020 on Airmeeet Platform. The attendees were influenced by the ideas of blockchain and the theory of cryptography and currency. Our guest lecture Mr. Shantanu Sharma, who is an entrepreneur and a consultant and is currently working on the concepts of cryptocurrency and blockchain explained how it will become part of our life soon. He also engaged the audience with the origin of bitcoins and its practical applications. The webinar grabbed the attention of around 150 students.



They all clarified their queries at the end and understood the concepts of money, currency, bitcoins, and blockchain as well.

The webinar went well and many students became a part of a full 20 hours package of practical training, which will be provided by the Placement Cell in collaboration with Inblox Network.



# WEBINARS

## JOB VS FURTHER STUDIES

The Placement Cell of Shivaji College organized a webinar on 'Job vs Further Studies' on 29th September 2020. The speaker of the session conducted was Karan Gupta. He is an alumnus of Harvard Business School and IE Business School and is also a career consultant and social activist.

The webinar was started by our placement coordinator introducing the Convener of the Cell Ms. Suman Kharbanda without whom the success of this webinar would not have been possible. The session was followed by the kind words of our Principal Dr. Shiv Kumar Sahdev. Further, our coordinator addressed the participants about the speaker and his work. He introduced the speaker Karan Gupta who further addressed the students about the main dilemma which every student faces in choosing work after graduation or to pursue a master degree.

He cleared this dilemma by a small presentation, adding a quote that motivated our participants "In the middle of difficulty lies opportunity". He further told everyone about the pros and cons of directly pursuing a job after graduation vs. pursuing a master degree.

He then advised the students if they want to pursue a job they should build a strong network and should be very active on social media like LinkedIn and build a strong profile and apply for internships.

He also spoke about various courses that one can pursue after graduation whether in India or outside. He emphasized on career mapping and advised the participants to always measure their progress.

After the presentation, there was an interactive Q and A session where the doubts of participants were cleared. Also, the feedback about the session was collected from all the participants to improve the sessions that will be conducted in the near future.

At last, the webinar was concluded by a vote of thanks, and the objective of the webinar was achieved. The overall session discussion benefited the students as it will help them to make the right decisions for their future endeavors.

## ART OF INFLUENCING THROUGH COMMUNICATION

The Placement Cell of Shivaji College successfully conducted its first webinar for the session 2020-2021 on "Art of Influencing through Communication" with a motive to impart something valuable to the students as well as the teachers during the extended college break.

The chief guest of the webinar 'Ms. Siji Varghese' is a potent speaker and a Karmaveer Chakra Awardee. The webinar was quite effective and grabbed the attention of around 400 attendees. Her approach to short videos and cartoonic illustrations made the webinar quite interesting and influential.

At last, Ms. Monika, the teacher-in-charge, on behalf of the entire college extended a hearty vote of thanks to the speaker for giving useful insights to the students.



# WEBINARS

## Make Your Impact

### DAY 1 : LET YOUR RESUME SPEAK

The Placement Cell of Shivaji College organized a webinar named "Let Your Resume Speak" on 31st October 2020. The speaker of the session was Ms. Shweta Raizada. She is a certified resume writer having experience of more than 7 years. She is the Founder and Principal Consultant of Career Ladder. The webinar was started by the coordinator of the Placement Cell inviting the speaker of the day. The speaker introduced herself with the skills and achievements. She got through with many topics related to CV. She explained the difference between CV and Resume, proper executive of resume, how should we present a resume, what are the important and relevant keywords, and how it put a huge impact on HR. She also told us the latest techniques that are used while screening any resume. The webinar went on well. The best thing about the webinar was that the speaker reviewed the resume of some students. She not only told the errors and omissions in the student's resumes but also praised them for their outstanding achievements. The webinar proceeded further with the question-answer session in which students came up with their doubts and queries. The speaker clarified the doubts with patience and it was quite informative for all others. Following the Q&A session, the feedback for the session was collected from all the participants to improve the sessions that will be conducted in the near future. Lastly, the webinar was concluded with a vote of thanks. The overall session discussion benefited the students as it will help them to make the right decisions in the future.

### DAY 2 : EXCEL THE ROUND TABLE

Placement Cell of Shivaji College organized a webinar series on career guidance: Make Your Impact. The webinar named Excel the Round Table was conducted by the cell on 1st November 2020. The speaker of the session conducted was Mr. Sorbojeet Chatterjee. He is the founder of Happ Coach and Ex-CMO of Zee Entertainment. The webinar was started by our placement coordinator addressing participants about the speaker and his work. She then introduced the speaker Mr. Sorbojeet Chatterjee who further proceeded the session by playing a little bingo game on the soft skills. The game helped the participants to understand the importance of skills that are needed in GD. After a while, he started with mock GD to make the session interactive. Students participated actively to volunteer for mock GD. After a mock GD, Mr. Chatterjee also told the participants how to make a good impact while putting their views. He told various tricks and methods to crack GD and also suggested ways to maintain your position in the eyes of the recruiter. He then also discussed the virtual GD, what are the pros and cons of having virtual GD, what problems students can face while having virtual GD. The overall session was conducted very smoothly with two-way interaction where participants also experienced a glimpse of how to speak in virtual Group Discussions. There was also an interactive Q and A session which further cleared the doubts of participants. The feedback form was circulated among the participants to improve the sessions that will be conducted in the mere future, the webinar was concluded by a vote of thanks. The overall session benefited the students and they will now be able to perform much better in group discussion rounds.



## DAY 3 : COMMUNICATE WITH CLARITY

The Placement Cell of Shivaji College organized a webinar named Communicate with Clarity on 2nd November 2020. The speaker of the session was Ms. Debashi Chakraborty. She is an alumna of Harvard Business School and IE Business School. She is also a career consultant and social activist. The webinar was started by our placement coordinator by introducing the Convener of the Placement Cell Ms. Suman Kharbanda without whom the success of this webinar would not have been possible. The session was followed by the kind words of our Principal Dr. Shiv Kumar Sahdev. Moving on further, the speaker introduced herself and shared her experience about her success. She shared 3 secrets of success with the help of a small presentation. Those 3 secrets are:

- Win 8-second war
- Data to Story and use of Limbic Brain
- Show specific evidence: Don't tell

Following secret number 3, she made the session quite interactive by creating a WhatsApp group and interacting through audio recording. In the WhatsApp group, she helped students to have a clear vision of how to describe themselves for a job. All the students participated with keen interest. She then advised the students that to find the right path of success and finding the right career, LinkedIn is beneficial. Students must put their career stories on LinkedIn to get more visits. After the presentation, there was a virtual personal interview round held between the speaker and the aspiring students. She asked some of the frequently asked questions from the students and later rectified the errors and gave the most appropriate answers for the same. After a virtual personal interview, the webinar headed towards the interactive Q&A session. The speaker answered all the questions patiently and it was quite informative for all the students. Following the Q&A session, the feedback about the session was collected from all the participants to improve the sessions that will be conducted in the near future. At last, the webinar was concluded by a vote of thanks, and the objective of the webinar was achieved. The overall session benefitted the students as it will help them to make the right decisions in the future.

## WORKSHOP

### RIDDLE OUT GUESSTIMATES

The Placement Cell of Shivaji College organized a webinar, 'Riddle Out Guesstimates.' The session started with an opening note from our convenor Ms. Suman Kharbanda and our Principal, Mr. Shiv Kumar Sahdev. The speaker, Mr. Prateek Ranjan is an IIM Lucknow alumna. He has also been rewarded the title of 'India's Most Employable Management Graduate of 2019 (Top 30).' He discussed the qualities that employers would like to see in candidates and gave the participants some tips to ace their interviews. He explained the importance of problem-solving and talked about the background of consulting firms. He taught guesstimates through exercises and explained how important it is to ask questions because without doing that it would only be pure guessing and not estimating. We need to understand the rationale and intent of the question and evaluate the answer. We should break the problem to the granular level and understand various aspects so that the guesstimate could represent the real answer. To summarize, the three things necessary for solving problems are approach, insights, and calculation. The session ended with the question-answer round. He answered all the questions of the attendees related to various aspects. He motivated us to keep working on our problem-solving skills.

# CRESCITA'21

## INTERNSHIP AND JOB FAIR

### CRESCITA'21: INAUGURATION

**“When opportunity presents itself,  
don't be afraid to go after it.”**

The Placement Cell of Shivaji College held its Internship and Placement week, CRESCITA'21 from April 1- April 5, 2021. The inaugural ceremony for the same was held on 31st March, 2021. The ceremony was kicked off with an enlightening note from our esteemed Principal, Dr. Shiv Kumar Sahdev and our ever-supporting convenor, Ms. Suman Kharbanda. The ceremony was graced by our Chief Guest, Mr. Prakhar Singhal who is the MD at Accenture. We were also joined by our Guest of Honor, Ms. Neelu Singhal who is the COO at Genpact. Mr. Prakhar delivered an insightful note on 'The changing job scenario'. He explained the importance of constantly upskilling oneself. Ms. Neelu added to the knowledge and explained how passion and innovation are the two keys to success. She also emphasized on the power of women in leadership. The enriching session was followed by a question and answer round where our guests helped the students navigate through their career blues. The session gave the participants innumerable insights into the changes on the work front, the work from home situation, the future of job culture and how to develop oneself to fit into that future. The ceremony ended with a vote of thanks delivered by the President of the Placement Cell. This enlightening session marked the beginning of the five day opportunity fiesta, CRESCITA'21.



### Conclusion

The Placement Cell of Shivaji College held its Internship and Placement Week, CRESCITA'21. This year, the Placement Cell conducted the fair for a week. CRESCITA'21 was held by the cell in virtual mode. Around 10 to 12 companies were a part of CRESCITA'21 every day. Spanning over a duration of 5 days, the event had over 65+ recruiting companies, 30+ sponsors, and 650+ candidates.



CRESCITA'21 was kick-started with an inaugural ceremony on 31st March, led by our esteemed guests Mr. Prakhar Singhal and Ms. Neetu Singhal. The fair commenced officially on 1st April and continued till 5th April. The Cell welcomed deemed companies and students from various colleges in CRESCITA'21.

In this highly competitive world, internships and work experience have started playing a major role in every students' career path. At the placement cell, we did our best to provide such growth opportunities to students and make our internship and placement fair a success.



The members of Placement Cell successfully conducted and managed the Internship and Placement drives in virtual mode. The selections were made through resume screenings, online platforms, and telephonic conversations. The cell connected a large number of candidates to companies and found positive feedback from both sides. With continuous efforts, CRESCITA'21 landed great opportunities for all registrants and the Placement Cell takes great pride in the success of CRESCITA'21!

# COMPANIES FOR THE SESSION 2020-21

## INTERNSHIP COMPANIES



## RECRUITING COMPANIES



# MEET THE TEAM



## **MAYANK MEHTA** (President)

From Placement Coordinator to Internship head to the President, my journey with the Placement Cell has been very special. This society gave me numerous opportunities to grow and I have learned to become a better version of myself. All the members and the ever-supporting teachers have made it a treasurable memory. Even amidst a pandemic, the spirit of the society did not go down. I am grateful to be a part of this cell, and I would cherish this journey all my life. My best wishes to the 2021-22 team, and I hope they will take this cell to greater heights!

## **RITIK KUMAR** (Vice President)

In the last two years that I have been part of the Placement Cell, I have experienced a journey filled with growth, memories, learning, respect, honour, confidence, and whatnot. As a Vice president, I've learned the skills from almost every domain. This role doesn't come easy but with my co-workers everything became smooth. From being an insane jolly coordinator of the cell to handling society, pandemic changes, online drives, and holding the team together, it's been an exciting journey as a VP. I wish placement cell to achieve the greatest heights in the future and all the good luck to the team.



## **SRISHTI JAIN** (Secretary)

Placement Cell has been my professional home over this 3-year journey of my life. It has bestowed me with many life learning lessons from busting my fear, raising my self-confidence to perfecting my professional and social skills, Placement cell had been a great gratification in every respect. Starting as a coordinator in my 1st year to becoming a secretary was an incredible journey with guidance, assistance, challenges, work pressure, deadlines, and of course, unlimited laughter. But still, I am glad that we, as a team, took the cell to another level. It is with a heavy heart that we have to bid farewell to this cell. I will miss those meetings, fair preparations, write-ups, zoom calls, newsletter editing, games meet, informal outings, and of course the friends once I called colleagues. I wish PC the absolute best. May it keep setting an ultimate benchmark every year!



## **SHIVAM MEENA** (Designing Head)

I joined the placement cell in my 2nd year. Back then, I was not sure about my decision. But today after 2 years, I am glad that I joined this Family, a home away from home. This family is not restricted by location, time, or work horizons. All the team members here are ready for each other at every peak hour. This journey from being a placement coordinator to Designing Head has introduced me to my career and proved as a stepping stone in that regard. The placement cell has proved to be the best 'learning with fun' experience for me.





### **DEEPANSHU AGARWAL** (EM Head)

It feels like the decision of working for PC was just yesterday's call, but two years just went by. From being a placement coordinator to Event management head it was a great experience that cherished my life full of memories nurtured me at every step. From giving a smooth start to the event to handling out the worst situations it helped me in many ways. During this pandemic, our team worked consistently and came up with great ideas and initiatives which make Placement cell so special. In the last two years, I have learned a lot, not only restricted to the work of the event management team but also by assisting other team members. There were many challenges to make every single event successful but because of such enthusiastic members and the support of our staff members, we did it. I hope I would get more opportunities to make more such events successful with this wonderful team.

### **DHAIRYA NAGPAL** (PR Head)

As this year ends, I would just like to reflect upon my 2 years in the Placement Cell and the growth entailed. I started in my first year as a Placement Coordinator and moved on to become a Core Member. I learned here at PC that the effort of every single person matters. The position of PR Head in my second year came with a lot of responsibilities. Leading a team and contributing to the success of Placement Cell gave me a great amount of experience and skills. It has evolved me into a much more confident person and helped me in bringing a better person out of myself. It has been a rollercoaster ride and I enjoyed every moment of it, be it work or play!

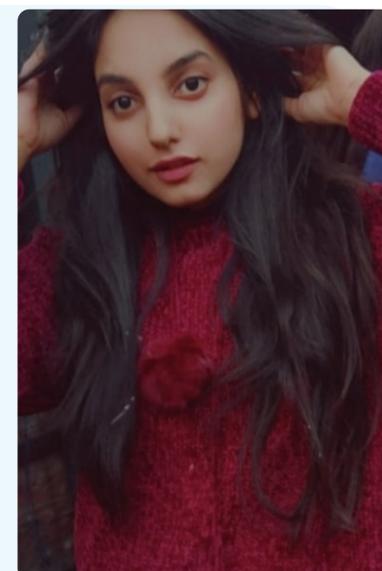


### **KANIKA KHATRI** (ESM Head)

Placement Cell is always a family to me. The reason for my endless dedication, astonishing growth, positive attitude, leadership spirit, and achievements is none other than the Cell. I joined the cell in my first year and I can feel the change in my nerves that placement cell bestowed within me. Nothing but this family helped me to nurture the qualities that exist within myself. Being the Editorial and Social Media Head at the Placement Cell helped me to enhance my leadership qualities and confidence. My team was the biggest supporter which always taught me the difference between what is right and wrong. I wish I would learn a lot more from the cell and contribute my best in its growth.

### **ISHIKA CHOPRA** (Internship Head)

The journey from being an internship team coordinator to internship head has been amazing. The placement cell has helped me grow both personally and professionally. It has boosted my confidence, enhanced my skills, and taught me the significance of teamwork. I never thought that I would be this attached to this society, its members, and my team, which was like a family. Placement Cell has widened my scope of how things look and working on ideas. Handling and organizing multiple drives made me learn the art of time management. The feeling of accomplishment through the presence of 50+ companies in the Internship Fair, as an Internship head was beyond my imagination. I wish placement cell to reach greater heights and would like to thank it for all the changes it has made in me.





**EKTA LOHIYA**  
(Recruitment Head)

I had joined the Placement cell in my First year. The experience to date has been quite motivational for me. Learning and gaining new skills and experiences have always been one of my priorities. Through placement cell, I have learned a lot about teamwork and individual goals and gained a lot of experience through this small family.

# CORE TEAM MEMBERS



**AMISHA TARIKA**



**SAKSHI SINGHAL**



**NAMAN KUMAR  
THAKUR**



**KAJAL  
CHAUDHARY**



**SMRITI MEHTA**



**CHHAYA ROTELLA**



**RISHI NATH**



**SRISHTI RAWAT**



**ROHIT**



**DITYA GUPTA**



**NISHANT JAWLA**

# TEACHER'S COUNCIL



**DR. SHIV KUMAR  
SAHDEV**



**MS. SUMAN  
KHARBANDA**



**DR. RUCHIRA  
DHINGRA**



**DR. PREETI  
TEWARI**



**DR. LALITA  
RANA**



**MR. RAJESH  
KUMAR**



**DR. CHHAVI  
SHARMA**



**MS. URVASHI  
SAHITYA**



**MS. MONIKA**



**DR. SHILPA  
JAIN**



**DR. AESHNA  
NIGAM**



**MS. SUPRIYA  
KAMNA**



**MS. ANUBHA  
SAINI**



**MS. SHWETA  
GAUTAM**



**MS. PRIYANKA**



**MS. HARMANPREET  
KAUR**



**MR. RAVI**



**DR. AVNEET  
SINGH**



**MR. KAMAL  
KUMAR**



**MS. VINEETA**

# MAKING OF THE NEWSLETTER

## EDITOR'S WORD



**KANIKA KHATRI**  
(ESM Head)

Starting my journey in the Placement Cell as a coordinator and reaching the Editorial and Social Media Head was commendable. I was just a beginner with low esteem and confidence last year when I entered. But now, I can feel the change in my confidence and work ethics. Last year also I had my contribution in the newsletter, but as a coordinator only. But this time, I'm honoured to be the Chief Editor of it. My team not only taught me to work with all my dedication but helped me to manage things well. Without their support, the endless contribution in the cell could not be possible. The Newsletter includes information and unique topics that are necessary for the students to know. It doesn't focus on a specific domain but includes the ideas and tactics from different parts of the corporate world. The opportunity of being the Chief Editor of the newsletter made me research and learn about many ongoing topics in the corporate world. My team as a whole contributed to the fullest and coordinated with each other to present the best. In a nutshell, I'm grateful to be the editor and provide the best to the students.

**NAMAN KUMAR THAKUR**



The decision to join the cell is the one I will never regret. The environment of the cell has always been motivating, formal and fun, all at the same time. It is indeed the place where you can explore yourself, explore your interpersonal and management skills. The ESM group is and will be the most hard-working group. Thanks to all the members, we were just like a small family and I am glad to be a part of this family.

**KHUSHI VIJAY**

My time in the Placement Cell has been very informative and amazing. It has allowed me to interact with a lot of unique individuals and build a good professional network. Writing write-ups and researching about them, has allowed me an intake of great information. Each and every member has been helpful to the other, I am thankful for all the skills I have learned.

**ANANYA SABOO**



Working with the placement cell has been the highlight of my college journey. The freedom we have to put forward our opinions and portray our creativity in everything that we do motivates me and pushes me to work better. The autonomy we get in everything that we are supposed to handle is commendable. It is such a dynamic society to be in, for personal as well as professional growth. I am so glad that I decided to a part of this team and gain an experience that I will cherish forever.

**DIKSHA SHARMA**

Being first years, our entire lives have been online and honestly, it hasn't been much fun. I remember being nervous while sitting for the Placement Cell Interview for the position of Placement Coordinator in the ESM Team. I so wanted to be part of the Placement Cell because I thought it could bring me good opportunities and exposure. But for me, PC became so much more and I've made friends, I've done work and I've learnt so much to take forward in life.



**DHWANI KHUSHALANI**

My journey with the Placement Cell has been great. When I joined the society, I thought it will be difficult to communicate with others but as my journey continued I got to know many members and how friendly they all are. Not only did I get to interact with other members but also, I got to learn about many things related to the corporate world. My writing skills improved by working in the ESM team but by working for the newsletter, my eagerness to research on various articles and know more about things got enhanced. I am really thankful that I got the opportunity to be a part of the Editorial team of the Newsletter, it has really been a wonderful time working with the Placement Cell.

**SMRITI MEHTA**

The placement cell has been an experience and learning opportunity for me. Working in different situations, teams etc. helped me learn a lot throughout these years. It challenged me to perform better and give my best. From handling the internship and Placement drives to working in an internship fair, it was all an enriching experience in itself.

PC also gave me the chance to communicate with corporate entities and helped me understand the dynamics of various companies. The team was also helpful and coordinating. Whatever difficulties we faced were solved by the team together and the good moments were cherished together too. It was a great pleasure to work with the team and I hope that the new team will continue to provide better opportunities to each student of Shivaji College. I wish all the success to Placement Cell for its future endeavours.

**SAURABH SIVAM KASHYAP**

It has been a truly memorable journey as a member of the Placement Cell. It has provided me with the platform to learn and unlearn, to take initiatives and grow and to be a part of a vibrant society with the brightest of minds. The entire team has worked with immense zeal and passion to conduct a number of webinars, online courses as well as a Virtual Internship Fair to benefit the students' community even during the unprecedented pandemic. I feel privileged to be able to contribute to the ambitions and aspirations of the Placement Cell.



## DESIGNING OF THE NEWSLETTER

**DAKSHA NAGPAL**

It's been an amazing journey with the Placement Cell. Starting with the basics to designing the Annual Newsletter, Placement Cell helped me grow not only my designing skills but also the technicalities. The team has always worked with an ample amount of enthusiasm and presented the best results. Being a part of such an amazing team has always been my dream which came true when I got selected here. I am so grateful for all the experiences I had with the cell and will always try to incorporate them into my life.

**NISHANT JAWLA**

My journey at the Placement Cell was incredible from being a placement coordinator to a core member. Throughout this journey, I learned different skills and there is much more to know about. Placement Cell is much more than a society to me. It is a family which helped to become a better version of myself. I am honoured to get this exciting cum challenging opportunity to design the Annual Newsletter of the Placement Cell. With the support and guidance of my seniors, I did my best in designing it. I am glad that I got this opportunity to serve the society and contribute my best in the Annual Newsletter.

# FOLLOW US FOR MORE UPDATES



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