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The Career Chronicle

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Article 1

Starting a New Career After 25!

— By Naina Rajan,
BSc. Applied Sciences, 2nd Year



Steve Jobs once said—“The only way to do great work is to love what you do”. However, a peek into the herd mentality embraced by the majority of the society in pursuit of money makes one wonder if people really end up doing what actually makes them happy.

Work does not only bring you your bread and butter, but it also brings peace and satisfaction that your soul craves for.

But what if your work does not excite you?

Not only is it injustice to the job you perform or the company you work for, but also it will never justify your own talent and capabilities.

25 is a crucial age of one's life. It is when you make the most responsible decisions. Amongst all the societal pressure of getting married and settling down, even a glance at starting a whole new career seems to be a poppy cock. Does life have to be exciting? Or is it about compromising for the sake of financial

security? Should I take the risk? What will the society say? What if it doesn't work out? I have a family to look after! My friends are well settled and will laugh at me. All these questions haunt every individual of this age. The wrangle between the mind and the heart has been prevailing since

FACT BYTE:

Fact byte: You get a

chance in your interview to ask

questions to your interviewer. The

tip is to go in an interview with your

questions prepared. Because sometimes, the

last question that interviewer asks, ‘Do you

have any question for me?’ and answering

‘no’ is perhaps a worse response.

77% of all business management

positions require at least 2 years of experience.

ages. Remember, if you do not like what you are doing, not only you would be stressed but also would be uncertain of your own work. At this stage of your life it's better to quit and start afresh rather than stressing and repenting your decisions. A turtle has to be in an all turtle race in

order to win. For a person to achieve success, one needs to have firm belief in self and conviction to excel professionally. The motivation to work should come from within you. If this is the case, then my friend you are on the right track.

Sooner or later, we all make mistakes. But learning from mistakes is what we have always been taught. Be it 25 or 35,

age can never be a barrier to a fresh start.

Again, it's no guarantee of bringing gold coins to you,

but would certainly bring enough peace and satisfaction because richness is

when you feel full, not what the world thinks as being full.

Feasting your eyes on the erroneous path won't fetch anything fruitful.

Be yourself. Don't be afraid to take a risk.

Start your career on your own terms regardless of material factors.

In the end the world you are fearing today will be there to applaud you.

Article 2

Marine Architect

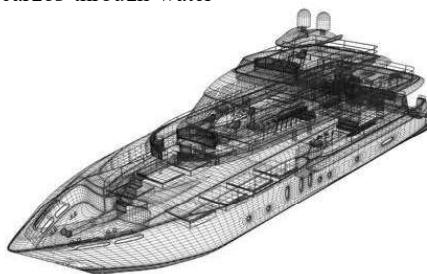
– By *Tanu Gupta*
Economics Hons, 1st Year

Readers might have knowledge about a residential architect, a commercial architect, and an industrial architect. But have you ever heard about a marine architect? Yes, this might seem new to most of the readers. Architecture is one of the most common fields that include a wide variety of career options. But it is not limited to building a small room or a house or a hotel but also includes ships and the insider designing of ships. Marine architects perform the same task; they are responsible for the internal systems and working of a ship, such as propulsion, refrigeration, electrical, and steering. If the external part of the ship interests you so much; then naval architecture is a good field to opt for. Naval architects work with the external part of the ship and are mainly responsible for the ship design, including the form, structure, and stability of hulls.

Water covers more than 70 percent of Earth's surface, and human beings require some means to ship themselves and their cargos through water routes across different economies of the world. Marine architects design vessels that allow humans and their cargo to cross through or under those waters efficiently and safely. Some of their watercraft designs are enormous, like merchant ships, which carry huge loads of food, clothing, oil, cars, and other goods, across thousands of miles of open waters. These ships are essential for merchandise transfer between nations. Other vessels like luxury yachts or cruise liners are smaller and even more specialised. Still, others are designed for military purposes. In other words, jobs in this field range from designing hulls for small fishing boats to oversee construction of massive offshore drilling platforms. Marine architect is a path less travelled by generations. The main logic behind not choosing marine architecture as a career option may be the lack of awareness amongst students about the existence of such a course and, availability of only 8300 jobs for a marine architect in the year 2014 is its resultant effect.

It can prove to be one of the best options for the science background students to pursue it as their profession which will bring them a victorious and prosperous life. What you need is a bachelor's degree in marine engineering, marine systems engineering, or marine engineering technology, and on the other side, naval architects typically require a bachelor's degree in naval architecture. If you love problem-solving, coming up with creative designs, and spending time on the water, becoming a marine architect could be the career of your dreams! Inculcating the skills such as analytical, detail oriented, excellent spatial and communication skills, and a desire to mix officework with gritty, on-site construction work will add a further momentum in your dream to be a marine architect.

Joe Farcus, an architect for the Carnival Cruise Lines has been an inspiration for generations. Joe Farcus, who designs spectacular and luxurious cruise ships that are like floating cities, has designed 16 ships completely. Making a ship that looks like a floating city is something imaginary but Joe Farcus made it a reality. Those who know Joe closely are often impressed by his ability to create from scratch very complex ambience about which he always has very precise ideas in his mind. His creations were usually very advanced and created a totally new concept of interior outfitting on board cruise ships.



Source: <https://goo.gl/images/hP5s4e>

But the most crucial question arises is how to become a marine architect! Here are some amazing steps you must follow in your life to pursue marine architecture as your life-changing career.

- **Building your interest**

- Focus on mathematics and science in high school: These subjects will help you shape your career path. Therefore, studying them with your full focus and 100% concentration will give fruitful results.
- Pass your college entrance exams: You will need to get a good score on the SAT (Scholastic Assessment Test) or the ACT (American College Testing) to get admitted in a worthy college.
- Take the ASVAB (Armed Services Vocational Aptitude Battery): It is a test to help the military determine which jobs you will likely be best at. The ASVAB is similar to college entrance tests which basically tests your mechanical and electronics comprehension eminently in the military.

- **Getting a Relevant Bachelor's Degree**

- Apply to college: A bachelor's degree is required to become a marine architect so apply to a college which offers a combination of naval architecture and marine engineering.
- Enlist in a military academy if you want to go into the armed forces: This is an option if you aspire to build ships for the Navy or Coast Guard.
 - Choose a bachelor's programme that is approved by ABET (Accreditation Board for Engineering and Technology): It is an accrediting board that formally recognises training programmes which meet its standards.
 - Choose electives that will build your engineering knowledge: Take physics, calculus, computer-aided design (CAD), fluid dynamics, and material science as your generic elective subject also.

- Take the Fundamentals of Engineering (FE) exam: The FE exam is administered by NCEES and is a prerequisite for becoming a licensed engineer. This open-book, multiple-choice exam is about 8 hours long and is usually taken near the end of a student's bachelor studies.

- **Becoming a Licensed Engineer**

- Join a professional organisation: Becoming a member of an industry-specific organisation can help boost your career by giving you access to industry tools and resources. Ability to ask questions and learn from more experienced professions is another plus point of joining a professional organisation.
- Take the Professional Engineer Review Course (PERC): If you plan on pursuing a Professional Engineer (P.E.) licensure, you need to enroll yourself in this course. This course is offered by the Society of Naval Architects & Marine Engineers (SNAME).
- Take the PE exam: This is probably the last step toward becoming a licensed engineer which is usually taken after acquiring some work experience.
- Pursue a graduate degree in marine architecture to advance your career: And finally, your bachelor's degree is the ultimate tool for becoming a marine architect.

FACT BYTE:

Architects, in 2018, earned a median annual salary of \$97,522. Marine architecture is a less known and also a path less travelled by students. Though statistics show that this field will grow by 9% by 2024.

Marine architecture is an amazing career path for science students. It brings great adventures in the life of an architect and also involves searching for exciting facts and figuring out the problems. It's not just a job but a career you might enjoy for a lifetime. After all being a marine architect is a matter of pride.

Article 3

Ethical Hacking

– By Divya Agarwal,
Economics Hons, 2nd Year

We all are aware that ethical hacking is one of the career opportunities that is attracting a lot of students right now. An ethical hacker is known to be the ultimate security professional. Ethical hacking refers to the act of finding and exploiting the vulnerabilities and weakness of various systems just like a malicious hacker. However, an ethical hacker uses these skills in a legitimate and lawful manner to fix all the vulnerabilities and prevent the malicious hackers to break in.

The role of an ethical hacker is similar to that of a penetration tester, but it involves broader duties. According to the EC-Council, the ethical hacker is termed as an individual who is usually employed with an organisation and can be trusted to undertake an attempt to penetrate networks and computer systems using the same methods and techniques similar to a malicious hacker. With the increasing use of the internet, the need for an ethical hacker by big business groups and professionals is increasing manifolds. Internet security is the need of the hour and this is the requirement in every organisation. A career in ethical hacking is expanding day by day.

Ethical hackers are demanded by many organisations. These include financial institutions, IT companies, all online businesses and organisations, consultancies, government, diplomatic set ups, security instruments, security agencies, defence organisations etc. The different job opportunities that are available to an ethical hacker are information security analyst, security analyst, certified ethical hacker, security consultant, information security manager and a lot more.

There are many certified exams to qualify as an ethical hacker. Out of all the exams, the two of the popular ones are - CEH and OSCP. The CEH credential certifies individuals in the specific network security discipline of ethical hacking from a vendor-neutral perspective. The purpose of CEH credential is to establish and govern minimum standards for credentialing professional information security specialists in ethical hacking measures. The motive of the CEH credential is to inform the public that credential individuals meet or exceed the minimum standards. They help in reinforcing ethical hacking as a legal and self-regulating profession.

Having a look at the structure of the exam, there are 125 questions to answer in the duration of 4 hours and test delivery is ECC EXAM, VUE. The CEH programme is the most opted information security training programme any information security professional will want to do. The accredited course yields the hacking tools and techniques used by hackers. This course will immerse you into the Hacker Mindset so that you will be able to defend against future attacks. The security mindset in any organisation must not be limited to the silos of a certain vendor, technologies or pieces of equipment. This provides you with an edge to scan, test and secure your system according to your needs.

OSCP refers to Offensive Security Certified Professional. It is a well-known and respected certification for information security professionals. To certify, one needs to complete offensive security's penetration testing with Kali Linux (PwK) course and pass the 24-hour hands-on exam. The OSCP examination includes virtual networks that have varying configurations and operating systems. At the beginning of the examination, the student collects the exam and connectivity instructions for an isolated exam network that they have no prior knowledge or exposure to. The examinee that is termed as successful has to identify any vulnerability and successful executable attacks. This often comprises modifying exploit code with the goal to compromise the systems so as to get administrative access. The candidate is expected to submit a comprehensive penetration test report, which must include notes and screenshots of all the findings. OSCP holders can make use of multiple information using techniques to identify and enumerate targets



Source: <https://goo.gl/images/2uQeNT>

running various technical systems and services. They can write basic scripts and tools so as to use them in the process of penetration. Also, they can easily analyse, correct and modify the cross-compile ad port public exploit code.

With the increasing use of the internet in the banking transactions involving transferring money online they have the highest demand for ethical hackers because they always need to ensure if their money is safe. The big organisations need constant combat to the cyber-attacks.

What we need to understand is that to keep your systems secure is not only by closing the doors but by making such a firewall that it is impossible for hackers to break it down. Thus, ethical

FACT BYTE:

*You don't need programming experience
to learn how to code.*

There are 698 different coding languages.

hacking is one of the most opportunistic courses especially for cyber students who have a knack for information technology.

Article 4

All About Sports

—By Harshita,
Business Economics Hons, 2nd Year

In a country like India, the career options are limited to the fields related to curriculum activities. There are a variety of reasons for many not pursuing sports as a career. First of all, Indian society doesn't look up to sports as an actual career option, it is looked up to as just a leisure activity and not a mainstream profession. Secondly, it is assumed that the amount of respect earned by an engineer or a doctor cannot be earned by a sportsman.

Believing in such a mindset parents don't encourage their children to take up sports, rather force them to scrutinise their choices and focus on their studies thus destroying the potential talent in children. Despite all these convictions, if a person decides to opt for sports, there are only a handful of opportunities and resources available. In a country like India which has a bunch of immensely talented and potential sports person, mainstream education is still considered the priority of the nation.

Focusing on the good, India has marked its presence when it comes to sports around the globe. It has been blessed with exemplary talents like Sachin Tendulkar, Mary Kom, Saina Nehwal and Milkha Singh to name a few.

If one wants to pursue sports as his/her career option then they need to have a positive outlook towards it. Playing for your district, zone or Nation is a matter of pride and gives the person self-confidence and respect, a sense of being able to represent your nation on an international platform.

Having a career in sports is not restricted to being a sportsman. It has many sub-fields under it, for instance sports journalism, sports medicine, sports management, adventure sports, sports health clinic. Along with that there are many more analogous sports theme career options which can be looked up to as a fully paid job. There are many more emerging options with the growing awareness and growing interest in the field of jobs. More jobs are being created and more people are required to fill the positions.

Some of the potential job prospects are:-

Sportsperson: This is the most obvious profession, to be a legitimate sportsperson and represent your state or nation in your sports. For this one has to follow a strict diet to maintain the fitness and precise training regime under the guidance of a professional coach.

Coaching: As the parents are realizing the importance of physical education for the growth of their children, the need for more coaches and coaching institutions has arisen. Besides the regular institutions, some seasonal coaching centres also provide coaching during summer vacation or during a specific period. Therefore, the job openings in this field have increased manifolds and

could be a great career option for those who want to work outdoors.

Sports journalism/sports commenting: There are many sports channel that requires these positions to be filled with people having good communication skills and a great knowledge of sports.

Sports photographer: Many photographer and videographers are required to cover the live events and provide mesmerising experience for the people viewing the event sitting at their home.

Consultant (sports medicine): the requirement of consultants has increased with the growing awareness of health and fitness. They are required on and off the field to suggest the personalised fitness program needed. They may be employed in an advisory capacity by leading health clubs, sports and rehabilitation centre.

Umpire/ referee: It is a very challenging job as it requires absolute knowledge about the game. Umpires are required to give on the spot unbiased judgement and have vacancies on state, national and international level. It also consists of enforcing fulfilment of schedules and rules and scrutinizing the sports equipment.

Manufacturing sports equipment: With the growing participation in sports the demand for the apparatus has enlarged. It could be visioned as a huge business opportunity.



Source: <https://goo.gl/images/1uFmFW>

Sports management: One can pursue MBA in sports management after completion of Graduate degree through an entrance exam offered by various colleges.

To improve the quality of sports, many sports authorities have been established at the national as well as state level to encourage the budding talent to get betrothed in physical education. However, the minimum education required is 10+2. The deserving candidates are provided with financial backing in the form of scholarship and training at the government's cost. Sports equipment are also provided in such a program.

The sportsman is required to have or to develop the qualities like stamina, resistance, commitment, perseverance and determination

towards his/her sport. One must also possess proper knowledge about the game and be enthusiastic and passionate about it. Patience and sporting spirit is as much important if you wish to excel in this field. So what are you waiting for, be such a deserving candidate that no one stops you from pursuing your dreams?

FYI : Recruiters in Education and Training:

- Leap Skill Academy
- Mind Sharpener educational society
- Unnati
- Career initiative

Article 5

Why Career Counselling?

— By Shubham Dingliwal,
B.Com Hons, 2nd Year

It's often better to take advice from an expert. Because every experience counts- either it is gained or heard.

Counselling is not just giving guidance on a particular subject. It is, in fact, a much wider term. In general, it refers to moral support, proper guidance and describing and providing solutions for the issues being faced during the choice of a career. Anyone who provides these services is termed as a career counsellor. The job of a career counselor is to identify the interest of the students, their aptitude and personality and then guide them towards the most suitable path.

Career counselling aids obtaining the precise instruction to assist you to set your goals professionally. It helps in achieving those goals through scientific methods and tests. Each one of us must have gone through a phase where we were baffled as to what to do next. It is the time when the need for an effective counselling plays its role. What field should I get in? What should be my career goals? Which institute should I opt for my field? These are few of the basic questions hammering our heads. The sense of failure and insecurity often creates adverse panic situations. The ultimate pressure begins from here. And due to this pressure, some students fail to identify their potential and end up taking the wrong professional track in life. This constraint is the most crucial factor which highlights the importance of career counselling.

Career counselling delivers the resources and education which is only possessed by a career expert.

This intelligence, the scope and the paths to pursue them are very essential from the point of view of a child and a parent. As in most cases, the parents don't possess that kind of intellect required at that point in time. The students who don't have a clear idea about their future opportunities or fall short in figuring out their interests or abilities must look for the services of an efficient career counsellor. When a student is ambiguous about selecting an appropriate career option, it is crucial to look out for a career counsellor. A career counsellor will assist the student to uncover his or her aptitude and potential. After identifying these factors, he will provide the student with a suitable course of action. The career counsellor boosts the morale and provides the required support that is needed. The contribution by the career counsellor refines one's overall performance. A right decision taken at an appropriate time will provide a variety of opportunities which will be very beneficial for the student.

Career counselors assist the students in recognizing their potential and clarify doubts regarding their professional prospects. The counselor, by providing facts and figures, clarifies any pre conceived notions that students may harbor. The career counsellor conducts various counseling sessions to



Source: <https://goo.gl/images/tFgh4H>

the student. Aptitude tests are taken to decide the path of the student. The sessions assist the students to realise the pros and cons of the different stream, courses and educational options. The sessions and the results of the tests assist the students in making an informed choice and deciding the course of action they want to opt. Career counseling provides career assessment that assists in avoiding the risk of change in career goals later in life. The main aim of career counselling is to help the counselee in selecting the most suitable course of action and plan accordingly.

There was a period where career counselling wasn't even pondered. In those days, there wasn't as much competition as it is nowadays. But things have changed drastically over a

of career counselling has increased enormously. There are some misconceptions about career counselling but they are totally distorted. It is generally said that career counseling is a short term process that provides immediate results. But it isn't the reality. On the contrary career counseling requires a lot of time, serenity and effort. It is a long lasting procedure which involves a number of transitions on the part of the student. It is often said that career counseling runs on trial-and-error which is absolutely amiss. It is a scientific process and based on hard facts. The whole process consists of calculated procedures and methodical research. In this dynamic era of competition, it can be concluded that career counseling must be considered as an important aspect of education. Even if there is a small doubt prevailing on any discipline, the student must look out for career counselling because, in the end, it will be the only thing that will help him out in making the right decision for a long and successful career.

FACT BYTE:

**89% of recruiters have hired someone through LinkedIn.
Unprofessional email addresses are the reason for rejection of
76% of resumes.**

find the right career options for period of time. The importance

Article 6

Career in Sign language

*-By Isha Jain,
B.Com Hons, 3rd Year*

In the past, having a speech and hearing impairment was considered a curse. Thankfully they remained statements only and people with hearing or speaking disabilities have proven time and again that they are equally capable of leading a normal life.

Whenever we hear about career prospects for persons with hearing and speech disability (HSD), teaching sign language is the only obvious answer we can think of. Also we are so ignorant of this fact that even education sector is showing tremendous progress in this sector. Various diploma programmes as well as short-term courses are constantly run by government and private institutions for teaching Indian Sign Language (ISL). Moreover, the Indian Sign Language Interpreters Association (ISLIA) has been set up to conduct conference and training sessions. This is a positive development in India.

But there is another side of the story as well. Statistically speaking, out of 20 lakh people with HSD in India, mere 12 lakh attend basic schooling. For 20 lakh people, only 300-400 interpreters are available. Does this number fit? People like Aman Sharma and Deepesh Nair

analysed this problem and came out with a solution. They started TEACH –‘Training and Education Centre for Hearing Impaired’ to look into the matter and are now trying to build India’s first ISL college. Many other organisations invest capital and offer jobs to spread Indian Sign Language in India. There are opportunities as special education teachers, and college professors at Gallaudet University, National Technical Institute for the Deaf (NTID), and similar programmes within colleges.

Besides teaching, there are other career prospects which are usually



Source: <https://goo.gl/images/Hh51np>

unexplored. One such option is “Interpreting”. Sign Language which is relatively a new concept in India. It not only requires the people with speaking and hearing ailments but also people with no such ailments and having a good command over sign language are needed. These days the video relay services show the growing opportunity for interpreters to put themselves in service for the deaf. Interpreters are seen around employed in multiple environments on continuous basis, be it government offices, parks, or museums. In view of the PWD Act (1995), UNCRPD(2008), and RPWD Act (2016) it has become mandatory to provide interpreters for deaf persons at public utilities, schools and functions. These interpreters receive a handsome salary of approximately 3 lakhs per month. Interpreters with know-how of medical terminology are being offered jobs in hospitals to communicate with patients. In fact, psychology endorses sign language

as its tool to study the body language of people, who can work as counsellors. Speech-language pathologists, audiologists, and occupational therapists who know sign language can work better with their clients.

With the changing dynamics of the society various facilities for people with HSD have also emerged as a matter of concern. People empathise with the condition and are working together as a community to figure out solutions for the same. Nowadays, we are likely to see independent tour guides and agents using sign language to communicate at tourist spots in the country. The growth has resulted in the establishment of agencies hiring interpreters for tourism sector across the country.

Federal, state, and local government agencies offer opportunities to people skilled in sign language. Such people can be found in equal opportunity offices, or working at vocational rehabilitation agencies and state commissions. They also work in law enforcement, judicial, and detention environments.

A career in sign language thus is financially rewarding as well as emotionally satisfying, with the gratitude which follows.

FYI: Some reputed recruiters in the field of communication are:

- Transform Design
- National Law University, Delhi
- Candy communication
- Impasto

■ Article 7

Career in Puppetry

-By Subham Dingliwal,
B.Com Hons, 2nd Year



Source: <https://goo.gl/images/sHWs9i>

India is a country with rich cultural heritage. In terms of art, literature, dance and a lot more; India has a rich history. Even today this valuable treasure is recognised and preserved. One such art form is puppetry. Puppetry is one of the oldest forms of entertainment. It makes many of us nostalgic. It is not just playing with puppets but it is much more than that. It is a kind of act by the puppets which are representatives of human beings or animals.

There was a period when this art form was respected and the majority of people took this as a career option to earn their bread and butter. They wandered from place to place and city to city to perform. It was one of the most popular forms of entertainment at that time. Both the young and the old loved it. A person involved in this profession is regarded as a puppeteer. A puppeteer is one who makes, acts or talks on behalf of the puppets. He is the manipulator of the puppets. Making the puppets move is not an easy task. It requires major skills of hand-eye coordination and hard-work.

The history of puppetry dates back to around 4000 years ago. It is an ancient art form which needs to be protected; but with changing time, it has been losing its popularity. Yet the hope is not lost. Even today there are a number of career prospects in this field. One can get into acting or voice work. The puppeteers are specialised in voicework as during the show they have to talk on behalf of the puppets both in a masculine and feminine voice. So they are pretty good at voice modulation. When it comes to acting there is no one to beat them. They either possess a degree in acting or in many cases are inborn talents and masters in this field. If you think that puppetry is all about acting and voice modulation then here's a myth buster for you. Preparing a single act of puppetry is no less than preparing a Bollywood scene. In fact, a good show entails every aspect of

Bollywood industry- be it designing, lighting, directing and what not. If you are a keen theatre person or fond of the atrical plays, then puppetry is something that you cannot afford to miss.

The preparation of puppet dolls requires lots of skills and hard work. This is the time when efficient designers are needed to prepare costumes in a unique way. The designers of the stage are also equally important. They are the ones who handle the sound and light departments. Puppeteers have to be good directors too. Setting the timing, accurate body movements, coordination etc. are the tasks performed by these directors.

Every show of puppetry is incomplete without an effective script. Here arises the need of talented writers. They mould the puppet dolls into real beings by giving them words. Not to forget that all the information and techniques of puppetry are taught by a teacher. Therefore education sector comes handy as an option. It is one of the finest professions for puppeteers where they can impart their knowledge to carry forward this ancient art. Generally, this field pays a good amount.

The advancement in technology has enhanced puppetry in every way. Nowadays, animatronics is used in Hollywood blockbuster movies. The only drawback is that despite originating in India, this art form is now more popular in foreign countries. In other countries, people perform during roadshows or in birthday parties of children and so on to earn their living.

Puppetry is an exceptional career option where you can express your ideas, your creativity and most importantly yourself. You can think out of the box and make the audience jump in their seats. Well, that's what puppetry is all about.

FACT BYTE

Disneyland employs puppeteers without any discrimination on age scale. It is valid for all age groups either 20 years or 50 years old.

Article 8

Trending SEO

-By Mansi Patel, B.Com Hons, 2nd Year

SEO (Search Engine Optimisation) is the process of changing the online visibility of a web page in a web search engine's unpaid results. In other words, it seeks to obtain higher rank on the search result page and frequent appearance of a website in the search result list.

The main purpose of this technique is that it results in more visitors who search from search engine and these visitors are thus converted into vital customers. This is the simplest method of making big deals and attracting target audience.

SEO is capable of targeting different kinds of search, including news search, image search, video search, academic search and various industry-specific vertical search engines. Sometimes people get confused between SEO and local search engine, but the major distinction is that the former focuses on optimising web



Source: <https://goo.gl/images/G1pdZY>

pages related to online business when the user enters a local search for the services and product whereas SEO is more concerned to national and international searches.

If we have a deeper insight into the Internet marketing strategy, we will find that SEO illustrates how search engines work, the programmed computer algorithms which examine engine behaviour, what actually people search for and primarily which search engines are preferred by the target audience.

For optimising a website, it involves editing the content, adding content and undertaking some HTML coding. This is done to specify keywords and to remove a barrier to the indexing activities of search engines. Another tactic of SEO is that it helps in promoting a site's back links.

SEO can be broadly classified into two main categories- Onsite SEO and Offsite SEO. Onsite SEO means activities to ameliorate website optimisation and content accessibility, relevance and experience for users. Some of the onsite SEO activities include keyword research, user experience and technical auditing.

Offsite SEO means 'Link building' which focuses on linking the web pages to another website in order to build the trust and relevancy than any other poor website. Content, outreach and promotion are

main areas of offsite SEO.

In the past, no one perceived SEO as their career option. Then, Google started making changes in the algorithms and setting website on Google became difficult for webmasters, thus, the need of SEO emerged.

People with the requisite knowledge and technique of optimisation and getting their website in the first page of Google were known as an SEO specialist. Soon the demand increased in the big corporates to manage their website content.

Today, SEO is emerging as a lucrative career option due to the increase in digital awareness, growing online competition and increasing internet and mobile users in India.

Many graduates and web designers are mastering SEO to build and refine their career. SEO Executive, SEO Manager, SEO Professional and SEO Consultant are some of the popular professionals that an SEO specialist looks up to.

SEO is playing a vital role in attracting targeted customers to the online businesses and companies that are spending a huge sum of money in SEO. All you need to do is to update yourself with the latest trends in the field and be able to formulate clever and creative marketing and internet strategies to beat your competitor. If you feel passionate about exploring this field more, choosing it as your career option is definitely good move.

FACT BYTE:

Bloomberg reports that women only make up 17 to 23% of employees in venture capital, real estate, and private equity firms.

Article 9

Becoming a Chef

-By Pankaj Sharma,

B.Com Prog, 3rd Year

Pull up a chair, take a taste. Come join us. Life is so endlessly beautiful.

Every individual- a gym freak, a businessman, a sports person or a wanderer; everyone loves to pamper their taste buds with tickling flavours. Thanks

to the culinary Industry. Cooking was seen as a daily chore some years ago. But with times changing, it has now taken a different amplitude. It has been pedestalled as an Art. This metronomic is embraced because "It is the belly that rules the mind."

In recent times, the culinary industry has witnessed tremendous growth.



Source: <https://goo.gl/images/qAeeso>

As emanation to this, career as a chef has flourished by leaps and bounds. The manifold growth of food industry has led to numerous jobs being offered across the country.

But what does it mean to be a chef? If you are one of those who love experimenting with dishes and creating new flavours; a career as a chef is no less than a dream. You must be padded up with personality traits. A degree in hotel management or catering food;technology or any diploma based courses shall pave your way as a culinary artist. But being a chef is not a cake walk. It requires a lot of zeal, passion and not to forget- the will to serve others. Someone who is adaptable to different food habits and cultures or has a passion of cooking is always a desirable candidate for the job. A culinary artist is also in charge of the whole kitchen, who supervises each and every activity of food preparation

taking place in the kitchen. Ability to monitor, co-ordinate and manage things is all one needs to find a place in the culinary world. Usually a chef is in-charge of other staff members and the core responsibility of training and developing them lies on his/her shoulders. Hence being an active listener along with skills of decision making and team building are other qualities of a chef. He/she is the one responsible for the new additions in the menu card. Along with adding taste, the culinary artist is also proficient in enhancing the look of the cuisine. After all it is the presentation that attracts the customers and builds a first impression in the minds of foodies.

Sometimes the profession of chef is mistakenly equated with that of a cook. But a chef has a dynamic role-play, and unlike a cook, he

is not bound only to the kitchen. The multiple tasks performed by a chef distinguish him/her from a cook.

Like any other profession training plays an initial and integral part in the career of many upcoming chefs. It is

that period of time when the individual garners proficiency in the field. A close look at the senior chefs helps in understanding various practical aspects which cannot be taught in the classrooms. Even during the training period, the trainee is offered good monetary gains. A graduate who becomes a trainee is entitled to a good stipend. Undoubtedly the pay increases with experience. This field provides ample career growth as well, that one can look forward to. All in all being a chef satisfies every need that one desires from a profession.

Today the dynamics of cooking have changed. It is no more characterised as a mere activity confined to traditional kitchen. It is a high flying career option. The skills of a chef today have become very modern. It takes passion, creativity and hard work to become a chef. So what are you waiting for? Hone your skills, tie up your aprons and embark on the journey of being a renowned chef.

FYI: Recruiters in Hospitality, travel and services are:

- Cruise Wave Travel
- Variant hospitality services
- UCC travel services pvt ltd.
- KS hospitality Pvt. Ltd.

Article 10

Discovering Your Ideal Career

*-By Rhea Jolly,
B.Com Hons, 2nd Year*

All of us in our 20s enjoy our college days. Carefree days of freedom fascinate all of us. But what disturbs this enjoyment is the question ‘What next?’ Conflicts arise whenever this question strikes us and we find ourselves standing at a crossroad. One of the toughest stages of life is when we decide what we choose as a career. This one decision can alter what we choose to become for the rest of our lives.

But choosing the fields of our choice isn’t as scary as it seems. One can easily choose one’s dream job if one is determined and brave enough to stick to their choices, undeterred by the hurdles it poses. Also patience, trust and belief in oneself will ease the task. All one needs to do is to make a choice after thinking through all alternatives. Keeping a calm and relaxed mind is also the key to keep the balance in place.

Selecting an area of interest can be mind boggling experience but once it is decided, one can start looking up the institutions that provide avenues and direction. Interest areas might be numerous and can also belong to multiple fields. This is common and one need not be worried about it. Instead one should make attempts to minimise those options. Internships at college level are a good way to gain experience in your interest areas and to find out whether a particular field is apt for you or not. It provides you with an insight of the job that you ought to take up later and also prepares you to adjust in the corporate culture. If you find internship worthy and a particular profile appropriate, you can definitely deal with similar working patterns in the job arena. If in case you find it hard or burdensome, simply eliminate that particular profile from your wishlist without giving it a second thought.

Diligent research is needed to acquire a better understanding of your interest. In the 21st century with internet facilities at the doorstep, doing research isn’t complicated. Proper research helps in eliminating some opportunities and gives a clear view of its positives and negatives. While researching, you also come across various new options that were unheard yet exciting to explore and can match your passion. Don’t forget to add them to your list as you don’t want to take any chance and lament about it later.

Although it might add to your confusion of choosing one out of the rest; this chaos of picking at the initial level is beneficial for a great tomorrow.

A significant thing to keep in mind is to keenly understand your

interests and have a firm belief in yourself. Failures and rejections are a way to success and one should be courageous to face and tackle them. Even if you are not sure of that particular path, whether it should be taken or not; just take a leap of faith and try to discover



<https://careers.workopolis.com/advice/the-simple-diagram-that-can-lead-you-to-your-ideal-job/>

your interests. Venture into that field and let your heart and mind harmoniously work together to make the choice. You will never know if you are good at something unless you try.

Mentors support also helps you get to a crucial stage of any professional journey. So why to leave them behind? Talk to them. Pour your heart out to them to learn something about your interest. In case you feel the need for an expert help, professional institutes are not far away. Many such organisations are established for a purpose to drive away all your doubts and solve queries.

Once you follow these steps and keep your spirits high, chances are good that you will land up doing something that makes you happy in a long run. Better decisions and efforts lead one to better opportunities, professionally and personally. Take your time, follow

your passion but in the end, hold onto an option that you believe in. Because what we desire for is a job that motivates us everyday. Live everyday, choose better and live better everyday.

FYI: Top recruiters in Entertainment, art and culture include:

- Client of ikshla services pvt ltd
- SVG media pvt ltd
- Magic media world

Article 11

Blogging & Vlogging

*-By Pooja Madaan,
Economics Hons, 2nd Year*

Blogging is the act of maintaining or writing a blog. A blog can be defined as a dairy or a gazette or a journal that is available on the internet. A blog is very similar to a website. From “weblog” came the term “blog” as initially, blogging involved a personal weblog through which a person would gazette about his/her day. Like most of the innovations, many entrepreneurs saw marketing potential in having a blog and from there blogging took off.

Vlogging is the new blogging! Vlog stands for a video blog and refers to a type of blog where most or all of the content is in the form of a video. Vlog posts consist of creating a video of yourself or an event, uploading it to the internet, and publishing it within a post on your blog. However, it does not have to be restrictive.

For the brands and individuals who want to engender the uttermost quantity of traffic for their websites, blogging and vlogging are the most efficacious plan of action. Most of the widely known bloggers and vloggers make their living by creating entertaining content. Business owners also use blogs and vlogs to attract more customers.

Blogging and vlogging are taking a dynamic form. One can direct or provide instructions, information, news updates, marketing, and customer reviews with a vlog or a blog. If you want to show viewers the images of your product, vlogs would work better. At times business enterprises need to demonstrate the working of

a particular product via vlogs in comparison to written form.

Blogs are impactful in presenting lengthy, extended or prolonged factual data. All you need to do is include convenient headings so that the reader is able to understand at a glance what the article is all about. If the reader is searching for some specific information, it becomes easy to look through the catchy headings and find out the details one needs quickly and easily without having to sit and go through the whole video.

As vlogging requires some apparatus, it is usually more expensive than blogging. You will need microphones, a fine camera and a silent or noiseless

to mention affiliated products but then the tracking is difficult there. If you mention the newest product in your vlog, there's no good way to tell how many viewers plan to make a purchase.

In order to post videos that are not the part of your business, you would need to use a video hosting site like Vimeo or



Source: <https://goo.gl/images/DnE2Pj>

YouTube. To get more viewers and customers for your business you can take advantage of the traffic on these sites. With these sites, you do not even need the knowledge of SEO to make your

time consuming. You can even multitask while watching a video by cleaning or getting ready for work at the same time which is not possible while reading blogs.

As blogs are more detail oriented they are more appealing to people who need detailed information. In a blog post, you can include all the sources for your article so that the readers can also check related facts. You can also include links to make it easier for readers to gain more related information.

vlog popular. Instead, most of the vlogging sites rank the videos on the basis of a number of likes and shares they get from viewers.

You can host a vlog and a blog in order to take advantage of all the benefits of vlogging and blogging. You can easily type the transcripts for all of your videos so that the people who are poor at hearing or just simply do not like watching videos could also enjoy your content. You can also add short, entertaining videos to your blog to keep people wanting more. A

FACT BYTE:
When you put a photo on a resume the chances of getting discarded are up to 88%.

place for making a quality video and therefore a quality vlog. Intricate sets or green screens are used by some vloggers to project different backgrounds. Others use advanced sound mixing equipment along with separate camera crews or sound specialists.

It can be difficult to devise traffic from vlogs since it is difficult for the viewers to click on the links they find interesting but the same can be done easily with blogs. The links can still be added to the comment section of the video

Article 12

Language and Linguistics

*-By Divya Agarwal,
Economics Hons, 2nd Year*

Career is referred to as the progress one does in his life to earn or to gain something worthwhile, for example, knowledge. Career relates to various aspects of an individuals' work, life and learning.

A career in language can simply be described as one's progress or upliftment in human communication. Language is broadly defined as communication through words, either spoken or written. A linguist refers to the one who speaks several foreign languages and, linguistics is related to the scientific study of language.

Now, the question may arise in the minds of readers is regarding the possibility of making a career in language and linguistics. Every subject has its own language. From English to science to math whatever we come across in our life has its own distinct language. When one talks about his or her career in language, it refers to gaining knowledge and intellect in one particular language. Now, every language has its very own career prospects. Mastering a language adds to one's accomplishments. Thus, a career in language and linguistics is not restricted, rather is vast.

To begin with, there is a field of psycholinguistics - the study of the psychological and neurobiological factors that enable humans to acquire, use, comprehend and produce language. A career in psycholinguistics stimulates one's mind to the psychological understanding of a language. As it is said language can be oral or written and linguistics mainly deals with the gestures while using a certain language.

Psycholinguistics has its own methodologies to understand a language. For instance, eye movements while speaking or conversing constitute a part of the language. It analyses the grammatical errors in speech or the systematic use of words. A career in such a field is vast. One can do research in such a language. Psycholinguistics invites writers to write about the psychological convention of the language. One can even become a lecturer at a University, teaching students about

the influence of language in daily life. One can even work together with anthropologists and medical professionals on language

to become software developers. Also, some can opt for managing the computer programmers in an organization as a job. The computer and information research scientists invent and design new approaches to computing technology and find innovative uses for existing technology. Becoming Network architects is another job prospect. Information security analysts plan and carry out security measures to protect an organization's computer networks and systems. Their responsibilities are continually expanding as the number of cyber attacks increases.

At present, languages which are most in demand are English, German, French, Spanish, Italian and Portuguese. Almost all types of media summons learning a certain language. Editing is another field which requires command over a language. Journalism needs people who are fluent in the language. Such abilities enables people to become writers. Teaching a foreign language is another prospect. Media is one major arena where language proficiency is essential. Translation, journalism and interpretation require skills in a particular language. Lastly, researching and teaching are the most demanded careers in this field.

Mathematicians have their own language convention in which they can communicate easily. The vocabulary of mathematicians includes notations and symbols. Formulae have its own grammar. They have their own clauses to denote certain conventions in their language. A career in mathematics involves analysts, actuary, and data interpretation.

Data analyst and investment analyst are the most demanded careers. Researchers in this field are the most renowned. One can even opt for writing books on mathematics.

Thus, the scope for people skilled in languages and linguistics is enormous.

Learning a language is an art itself. A career in language and linguistics awaits you. So what are you waiting for? Step out and explore the world of languages.



Source: <https://goo.gl/images/iWA7ke>

acquisitions or in language disorder research projects.

We have all come across programming language. We all have been acquainted and are aware of the foremost use of technological programming in our daily life. In the IT sector today, a programmer, the one who has mastered computer

FYI: Some recruiters in the field of Law and Law enforcement are:

- Khaitan and Co.
- S&R Association
- Talwar Thakore Association
- Amar Chand

programming languages, is most in demand. One can be trained to be a computer programmer analyst while some can choose

Article 13

Carpet Technology

*-By Srishti Jain,
Economics Hons., 1st Year*

What is art? Most people would define art as a picture, sculpture or painting. But art is not restricted to these forms. In fact art is all around us- every day in everything. Carpet technology is also a small visible part of art. It is a form of art which helps in designing and bringing out the best carpets for covering the floor.

When you hear the word “renovation”, the creativity within you awakens. All you desire is the best décor for your home and specially for your own room. Even the lazy bugs are ready to investigate and hunt for the best of things for themselves. Picking up a small rug or a big carpet is one such item in your wish list you want it to be just perfect, fitting with the rest of the room decor. Walking from market to market, shop to shop, seeing hundreds of carpets, shortlisting some of them, choosing and finally picking one from the lot is a task to be accomplished.

But have you ever wondered what it takes to produce one carpet of your choice? The secret is The Carpet Technology Engineering. But what exactly is it?

A carpet is a textile floor covering and can be used for a variety of purposes, one of it being- adding decor to the living space. Carpet has been an important part of our beautiful houses! Isn't this an interesting career to opt for? Carpet technology comes as a good choice for those who are keen in knowing the hidden secrets of interior designing and home décor. Carpet Technology Engineering helps one to learn the art of carpet designing and other programmes that go into the technology of carpet making. This interesting career has recently come into existence and is changing the future of the Indian Carpet Industry.

To encourage the use of scientific methodology in keeping Indian culture and heritage intact, the Indian Institute of Carpet Technology (IICT) situated in Bhadohi, Uttar Pradesh and Department of Textile technology have been established. These two institutions impart learning in carpet technology and provide certified courses in

various sub fields. Some of the short term courses offered by the prominent institutes include carpet yarn dying, carpet and textile designing using CAD, application of computer and IT in carpet manufacturing perspective and carpet weaving. All in all, this field of carpet technology provides something for people with various interests and skills. Students who have studied science in their 10+2 grade are preferred candidates for this career option. The minimum duration for completing the course is three years and the minimum duration for completing the online course is six months.

Any candidate who has passed 10th standard from any recognised Board with mathematics as a compulsory subject, and is conversant with the English language and is sufficiently computer literate to cope up with the course material can take up these courses. The curriculum will comprise a total comprehensive package which covers all aspects of textiles and carpets.

There is a common misconception that taking up unique courses like carpet technology as a career may not get one money. A carpet technologist can expect a remuneration of 1 lac per annum in the beginning; and can expect to get a job in the fashion and textile industry as QA managers, textile technologists, product developers etc. and they can also work as process engineers, development engineers, and medical textiles engineers as well.

There are many industries which deal in Carpet Technology. Major corporates like Siyaram, Delux Carpet Co., Birla Trans Asia Carpets Ltd., Welspun India, Carpet International, Raymonds Fabric are currently working in this area and are in need of carpet



Source: <https://goo.gl/images/ZeuCG7>

technology engineers.

To sum up, carpet technology is a perfect blend of science and arts. Anyone who aspires and is determined to take this field as a career option can venture out into this profession. Carpet technology today is in need of candidates capable of multi-tasking activities. Also this field has a bright future in years to come.

FACT BYTE

Engineers play an important role in the amusement park industry as they are involved in planning, construction, lighting and even crowd control.

Article 14

World of Digital Marketing

*-By Mansi Patel,
B.Com Hons, 2nd Year*

Today the scope of work is not confined to stereotypical avenues but is spreading its roots across disciplines to facilitate specialisation and digitalisation. Internet and the digital world have changed the way of corporate culture and lifestyle. Marketing and technology are intertwined and interconnected and have become the indispensable need of the current era of online businesses. Worldwide digital landscapes keep on evolving leading to the formation of digital natives across the globe in a constant endeavour to increase market space.

Digital Marketing, popularly known as internet marketing, is the marketing of products and services using digital channels to reach customers. The main focus is to promote brands through various forms of digital media and it includes channels that do not require the internet.

In this new era, digital marketing skills are in high demand, the job market is bursting at its seams and various brands are putting more focus on digital marketing

than ever before. Bigger budgets, attractive pay scale and more career opportunities are just some benefits that attract students towards careers in the world of digital marketing.

Digital marketing is one of the rare fields that is dynamic and fast-paced, and ripe with potential for advancement. Inherent skills such as analytical ability, creativity, eagerness to learn and be updated along with possessing the required knowledge are like icing on the cake and add an asset for anyone entering this field.

As every day is a new day; a new social media platform brings new challenges and opportunities to new mobile technologies and forces companies to evolve a digital solution on a daily basis. Marketers need to always be on their toes and informed about the latest happenings around the world.

Generally, digital marketers need to be familiar with the tools and techniques of digital channels. What really matters is how effective you are in understanding the strategy that drives the tools and devising methods to reach to the right target audience with the right content, at the right time on the right channel.

Digital marketing changes rapidly as technology development and consumer tastes evolve. Mobile Marketing (SMS), Search Engine Optimisation (SEO), Search Engine Marketing (SEM) which

includes Pay Per Click (PPC) order, Marketing Automation, Email Marketing, Content Marketing and Digital Advertising are some of the key components of digital marketing.

To pursue a career in this field there are many educational start-ups and online education portals that offer certified and varied courses just at your doorstep through the online education system. They provide multiple paths to digital marketing proficiency. With the increasing scope and countless uses of digital marketing, many of us would have thought it simple and straight. But this is not the case. These are mere myths and misconception that degrade the real motive of digital marketing. It is assumed that it is suitable only for financially well-sustained companies.

This is the worst mistake and the biggest myth that a corporate company associates with how digital marketing works. It is simple logic that all you need is a strong online network, creative marketing ideas and new advertisement plan to make the digital team effective.

We often come across statements like one needs to be a tech nerd to ace digital marketing. Many businessmen might think that they need high tech guru's and web professionals for their continuous running but apart from them, they also need an average individual who can handle their social media page, posting current event updates and answering queries within few minutes. All this goes well with creative and technical skills.

Every social platform provides the opportunity to attract different

customers along with targeted ones to boost the brand. For this one need to think out of the box, here digital marketing comes to the rescue where one can actually increase market area and reach to everyone in just a second. In today's time, there are increasing calls for a job in digital marketing which have almost doubled between 2011 and 2016 and during this time frame, demand for content marketers rose by 145% while that for digital analytical skills rose by 152%. Now, the pay scale is \$7000 more than other marketing roles. All this shows that skilled professionals grow better in digital marketing while keeping pace with the digital world.

FACT BYTE :

You would need to make more than 1600 calls to generate 5 sales meeting.



■ Article 15

Overcoming Rejection

*—By Srishti Jain
Economics Hons, 1st Year*

SUCCESS is a stage of 7 alphabets which we receive after a 9 lettered process named REJECTION.

Rejection is the bitter tasting medicinal pill that no one wants to take because it is hard to swallow. But we know the truth about medicines. Don't we? Rejections too work in a similar fashion.

A majority of people fail to develop a keen strategy to deal with rejection because they consider it to be something negative. We move away from it because we don't want to even think about being rejected, we make excuses and create justifications for our failures and try to hide behind them. But one must question, this hesitation to confront rejection? Why do we feel uncomfortable thinking about rejections? Why is rejection perceived as negative?

The answer to these questions might result in self improvement, where one may confront one's professional weakness and strategies, but on the other hand it may also lead to falling deeper into a pit of self doubt and lack of confidence. The latter one is a bad strategy incomparison to the first one. Rejection is a reminder to change the strategy and to try doing a task differently.

Being rejected does not mean we failed or we are worthless but it is a reflection of the steps that we missed in the initial attempts.. It is a very significant step taken in the course of achieving something with the minimum mistake. Mistakes make you aware of loop holes and help you gain an understanding about how business models and strategies fail.

Instead of looking at rejection in frustration one must reflect upon it to create something better. Rejection is a stepping stone not a hindrance. Here are some questions which arise in the mind of a person who has faced rejection several times.



Source: <https://goo.gl/images/LMD2X9>

1 Is it common to experience a range of feelings during rejections?

Yes, it's common to experience a range of feelings such as being overwhelmed, confused, stressed, anxious, angered or depressed during rejections but despite that, we should keep confidence in ourselves and be brave enough to move ahead.

2 How to address the situation pragmatically?

To do that you have to ask yourself a few questions: First, ask whether you did your best? If not, begin thinking about what you can do better. Second,

what type of the impression did you make? Are you happy with that first impression? If not, what can you do to more comfortably be yourself the next time you meet someone?

3 Were you completely prepared?

If not, then you have much more yet to study. If you're satisfied with your answers to these questions, and you know you did your best both before and during the interview, you must accept that someone else was just a better fit than you were. To consider rejection unfortunate and to blame it on destiny is not a leader's trait.

4 What is the way to move past rejection?

One way is to consider the R-3 model i.e. Rejection Reset Restart. It's the best-suggested way to get out of any rejection within no time.

5 What is the trick to staying positive in the face of rejection?

Some suggested tips are :

- a) Don't be threatened by the success of others
- b) Celebrate your wins, no matter how small or big
- c) Stay away from those who try to bring you down
- d) Don't keep a list of your failures
- e) Talk about your frustrations with those you trust the most
- f) Focus on improving

Following these few simple steps will not only help you get out of the rejection phase but will also make you brave to face any difficulty and ease your living. All of the above points must be considered as they will aid you to never lose confidence in yourself. Rejection is just a resource to redirect ourselves for something better in a new direction. Rejection is a part of life. So just learn to deal with it and keep moving.

FACT BYTE

Byte: Businesses which track their expenses via Excel are likely to experience cash flow problems.

Article 16

Sustainability Specialist

-By Tanu Gupta, Economics Hons, 1st Year

Sustainability is a balanced act which appreciates the use of nature's resources in a way so as to keep the ecological system balanced. Sustainability specialists provide technical support to sustainability programmes to avoid all the possible deviations that may affect ecological balance. Specialists have potential for considerable cost savings, maintaining vital link between organisation and regulation and fostering a positive image about the business in the eye of people, and this make them a vital part for organisations now a days. Encouraging sustainability thinking in the employee base at all levels and ideally examining ways of cost-saving while promoting such green credentials is a role played by sustainability specialists. In some cases, they may be responsible for implementing policies based on industry regulation or state or federal laws. They're reactive in almost all the areas such as corporate branding, public and community outreach, project implementation, designing, marketing, procurement, business ethics and policy on the corporate side and branding and public perception on the public side. Being one of the paths less explored by the community, sustainability specialist as a career option might seem uninteresting to readers at first but comes out to be something different. It can prove to be one of the best options to pursue it as a profession which will bring students a prosperous life. Sustainability Specialists will enjoy a 12% growth in demand for their services in the 2016-2026 periods. This is double the typical growth of all jobs across the country, and is in itself an incentive for students desiring to be a sustainability specialist. What you need is a bachelor's degree in sustainability or environmental studies.

Students who wish to get more involved with the business and regulation side of this should opt for a Sustainability and Compliance MBA or Environmental Planning and Design. If you have good communication skills you can communicate with a variety of stakeholders' every day and that would be a plus point for you. It's important that you have a good understanding of environmental issues as you may be expected to communicate

this in layman's terms to different audiences including the vital business skills.

If you have strategies for every situation of your life then you are definitely a visionary person and this career option would prove to be best for you. But you might be asking yourself, how do I become a sustainability specialist?

Just inculcating the following 5 things in yourself, will open the doors open to a career in sustainability!



Source: <https://goo.gl/images/kB4Y2e>

- You can do this by involving yourself in any activity related to sustainability. If you work in any industry emitting various pollutants, you could begin by reducing them by improving recycling programmes. Another interesting step could be to create your own sustainability project and put it into action.
- You need to deepen your knowledge of economics and business strategies. This is the basic knowledge that you must have and your employers might judge you on the knowledge of these subjects at the time of your selection as a sustainability specialist.
- Wear your passion on your sleeve. Passion for driving sustainable change is another denominator in the field of sustainability. Without zeal to do something for society, you cannot survive in this career in the long run.
- Boost your interpersonal skills, especially in communication and management. As stated above, you need to be good in your public speaking skills so as to be able to communicate with the company's stakeholders and to establish contact with diverse audiences. Apart from this, you will find yourself as a leader. At that time the communication skills you have will help you the most.
- Get the sustainability work experience. Gaining more and more work experience in this field proves to be fruitful for your future. It's better to add a sustainable task in your daily routine which will help you to face diverse challenges in sustainability. You can also take yourself towards the lane of internships and training programmes.

Sustainability specialist is, therefore, an amazing career path which involves searching for exciting facts and figuring out the problems related to the environment. This is not only beneficial to one organisation but would be fruitful for society as a whole. Our every act impacts the society and the environment. So let's start something positive

for the
profession of
sustainability
specialist and
safeguard our
future.

FACT BYTE:
The cash and investment of Apple Company is more than the GDP of Vietnam and Iraq, and equal to the GDP of Hungary.

■ Article 17

Psychology as a Career

— By Samridhi Agarwal
Economics Hons, 1st Year

Can you guess which course is one of the most popular amongst undergraduate students all over the world? The answer is Psychology! Many people think psychology is just common sense, but it actually uses scientific methods to find out what affects our behaviour.

Psychology is the science of behaviour and mind, including both conscious and unconscious phenomena, along with feelings and thoughts. It is an academic discipline with immense scope and diverse interests that, when taken together; seek an understanding of the emergent properties of brains, and all the variety of epiphenomena they manifest. As a social science it aims to understand individuals and groups by establishing general principles and researching specific cases. They use a wide range of methods to conduct research on large groups, specific populations and individuals. A psychologist may control lab experiments, assess clients on-site, or evaluate school tests for learning disabilities.

Psychologists also assist people suffering from trauma, mental disorders or substance abuse problems. They may work with individual clients to understand root causes and offer treatment. Most research psychologists work in universities or government agencies. Depending on career goals, professionals may opt to move into a specialty area that fires their imagination and promises fulfilling work. Psychologists work in a never-expanding field and possess many skills applicable to other disciplines.

Practising psychologists work with people experiencing a variety of difficulties, such as depression, anger, anxiety, or addiction. Their goal is to help remove mental and emotional obstacles in order to enable people to live a healthy life. Research psychologists use

scientific methods to create studies, collect data, examine results, and report findings. They often work in universities, where they have access to human and physical resources to inform their studies.

Most clinical, counselling, and research psychologists need a doctoral degree. A Ph.D. in psychology is a research degree that is obtained after taking a comprehensive exam and writing a dissertation based on original research. Ph.D. programmes typically include courses on statistics and experimental procedures. Psy.D. is a clinical degree often based on practical work and examinations rather than a dissertation. In clinical counselling, school, or health service settings, students usually

psychology, statistics, and research design. When working under the supervision of a doctoral psychologist, other master's degree graduates can also work as psychological assistants in clinical, counselling, or other research settings.

Demand for clinical and counselling psychologists will increase as people continue to turn to psychologists for help with their problems. Psychologists also will be needed to provide services to an ageing population, helping people deal with the mental and physical changes that happen as they grow older. Psychological services will also be needed for veterans suffering from war trauma, for survivors of other trauma, and for individuals with autism.

Employment of school psychologists will continue to grow because of the raised awareness of the connection between mental health and learning and because of the increasing need for mental

health services in schools. School psychologists will be needed to work with students, particularly those with special needs, learning disabilities, and behavioural issues. In addition, school psychologists will be needed to study how factors both inside school and outside of school affect learning.

Employment of industrial-organisational psychologists will continue to help select and retain employees, increase organisational productivity and efficiency, and improve office morale.

The scope for psychologists does not end here. They also work in other diverse fields. One such field can be regarded as Market Research

Analysts. They study market conditions to examine potential sales of a product or service and help companies understand the customer's needs. Also, marriage and family therapists is a good choice to look at. They help people manage and overcome problems with family and other relationships. Counsellors of substance abuse, behavioural disorder, and mental health advise people who suffer from alcoholism, drug addiction, eating disorders, mental health issues, or other mental or behavioural problems. They provide treatment and support to help clients recover from addiction or modify problem behaviours. Survey researchers also involve psychologists. They design and conduct surveys and analyse data. Surveys are used to collect factual data, such as employment and salary information, or to ask questions in order to understand people's opinions, preferences, beliefs, or desires. Not to forget the training and development specialists. They help plan, conduct, and administer programmes that train employees and improve their skills and knowledge.

But being a psychologist is not an easy task. They need to examine the information they collect and draw logical conclusions. Psychologists must have strong communication skills as they spend much of their time listening to and speaking with patients or describing their research. They must keep patients' problems in confidence, and patients must be able to trust their expertise in treating sensitive problems. They must be able to work well with clients, patients, and other professionals and understand the possible meanings of facial expressions, body positions, actions, and interactions. Most importantly, a psychologist is someone who is very patient in terms of treating patients and conducting research.

So if you feel that the profession is not something worthy, think again. Because this profession not only helps gain livelihood but also provides the satisfaction of helping others.

FYI: Some famous recruiters in the field of finance include:

- 1) CREfi Advisors Pvt. Ltd.
- 2) Oberio's education link pvt. Ltd.
- 3) Deloitte
- 4) Ernst & Young



Source: <https://goo.gl/images/PM8LJC>

complete a 1-year internship as part of the doctoral programme.

School psychologists need an advanced degree and either certification or licensure to work. Commonly advanced degrees include education specialist degrees (Ed.S.) and doctoral degrees (Ph.D. or Psy.D.). School psychologist programmes include course work in education and psychology because their work addresses both education and mental health components of students' development.

Industrial-organisational psychologists typically need a master's degree, usually including courses in industrial-organisational

Article 18

Career in Computer Science

-By Divya Agarwal, Economics Hons, 2nd Year

Computer science is a language that deals with the study of the principles and usage of computers. It relates to the designing of various programs that is the backbone of running any technology. For all those who are analytical, good at problem-solving and have the ability to pay attention to detail, a career in a computer science career is a good option to pursue. This is a promising field with employment outlook ranging from average to much faster than average over the next several years.

A career in computer science is a vast field and can be divided into several categories that include computer and system information manager, computer system analyst, computer hardware engineer, computer programmer, computer support specialists, software developer and lot more.

To elaborate on various career prospects in this field of knowledge, we shall start with a computer system analyst. Computer systems analysts assist their employers with the efficient and effective use of computer technology. Many employers prefer to hire job candidates who have bachelor's degrees and for more complex jobs, some require a master's degree. Moving further we come across the job field in computer support specialists. Computer support specialists help companies' customers or staff solve computer-related problems. They may aid with difficulties that computer users might face while working with software programs, or operating systems, computers or peripherals. While

some employers will only hire computer support professionals who have bachelor's degrees in computer science, the level of education required in this field varies.

Software developers create operations software that makes computers and other devices run. Applications software developers design and produce software and games that make them useful. While a bachelor's degree isn't a strict requirement for this career, earning one can help you prepare for it.

or web development. Web developers are responsible for the way websites function. They tend to sites' technical aspects. Although experience and certification may be enough to get someone a job as a web developer, many employers prefer to hire job candidates who have earned a bachelor's degree in a computer-related field. One can even master in web development. Webmasters maintain websites and tend to tasks such as design, analysis of user data and responding to user feedback. For most jobs, one needs at least an associate degree or a certificate, but more advanced positions require a bachelor's degree in a computer-related major.

The most positive fact about opting for a career in computer science is the demand for students who are adept in the field. These students are in a position of advantage against others, as they are provided with a lot of job opportunities with a guaranteed decent salary available to them. Also, since the demand for these students is way too much,

they can choose the job they desire. Thus, career opportunities in computer science are many, and you can easily find one that suits you.



Source: <https://goo.gl/images/uAnrem>

Computer and information systems managers oversee the computer activities of organizations or companies. They implement technology that enables these entities to achieve their goals. While some employers hire job candidates with a bachelor's degree, many prefer those with a master's degree in business administration (MBA).

The career in computer science is not only bound to the support systems of a computer or decoding the software, but rather in developing your own innovative software

FACT BYTE

Computer science related career salaries are more than twice the national average.

Article 19

Making an Effective Resume

*-By Harshita, Business Economics Hons, 2nd Year,
Pooja Madaan, Economics Hons, 2nd Year*

Some Common Errors in Resume are:

After submitting the Resume, we all hope that yes, this will be the one that will catch the eye of the hiring manager. Even after knowing that it is just one of the hundreds of other resumes from who-knows-where, we believe ours to be the best. While some people shall make lasting impressions because their resumes have all the right and justified elements – incisive bullet points with powerful verbs displayed on a beautiful template – others might only catch the recruiter's eye because they fall stooge to a common resume gaffe.

Even if someone is a highly qualified candidate, one seemingly small resume blunder could mean the difference between a job landing interview and a fail to hit chance. Fortunately, it is easy to avoid these blunders and make sure that the opportunity of landing in the dream job is not quashed in the first round of the application process.

With the changing corporate environment, the demand of resume patterns also changes. Check out the following information to see what the top resume failures are and how to maneuver away from them.

• A Photo of Yourself

It's just tacky, weird, distracting and has always been considered a bad idea for most job seekers. The only exception is for actors and models or the one's whose appearance matters for hiring.

Some segment of managers who review resumes are likely to view a photo included in the resume as somewhat unprofessional. It could be a mark against the candidacy of the individual.

• Declaration Statement

A resume is not a legal document which will necessarily require 'I hereby declare that...' statement. Being a personal document, it is utilised for a formal recruitment procedure and is itself considered as a declaration. It is expected out of the candidate to put 100% true and relevant information in the document. If an interviewee is carrying a self-written resume in an interview, he does not require a statement to prove that all the information in that document is true.

• Personal Stuff

The candidate might want to include his personal information in the resume to help someone learn more about him, but no matter how fascinating it is, unless it pertains to the job, it should be left off. Personal information such as height, weight, birth date, age, sex, religion, political affiliation, or place of birth is a just nuisance in terms of resume. It just occupies a lot of space in the resume and adds to nothing valuable. Employers do not make an employment decision based on these factors. Keep the resume focused on the professional facts.

• Inconsistent Formatting

The format of the resume is just as important as its contents are. It requires some serious attention to detail. It is one of those things that is highly noticeable to others viewing the document for the first time, but which the creator can easily miss or overlook. Many students make this mistake of leaving their resume poorly formatted. It is difficult to read the resume if the font type, font colour, and font size are different in different areas of resume. Poor formatting is the indicator to the interviewer that the interviewee does not take his assignments seriously. So just be consistent with the way of formatting the resume.

• Clichéd Career Objective

After the name, the resume objective or career objective will be the first section that the hiring manager will see and notice. If written correctly, a resume's Objective Statement is a smart way to capture the attention of the hiring manager. Unfortunately, most of the people misunderstand what an objective is expected to say.

What the resume objective is expected to say: A short sentence indicating the hiring manager about the skills, knowledge and abilities the candidate has that will help the company in achieving its goals.

What the resume objective is not expected to say:

So next time you prepare your resume, make sure not to make such blunders and miss out any life-changing opportunity!

NAME OF THE STUDENT

ADDRESS OF THE STUDENT

MOBILE NO.

EMAIL ID

CAREER OBJECTIVE

Career objective or resume objective acts as the pitch of your resume. It mentions the goal and objective of your career. A well-written objective can help you catch the attention of the recruiter.

EDUCATIONAL BACKGROUND

Course	High School
Year	Year
Name of the University	Name of the School
Elementary School	
Year Name of the School	

CERTIFICATION

As an extra section on a resume, certifications can be helpful in making your candidacy stand out in the application process. Whether you have a long academic career with several degrees or vocational courses which have resulted in professional certificates, there are many ways to include certifications on a resume to attract the hiring manager's attention. Certifications and extra qualifications demonstrate a passion for the industry or position of a candidate as well as give evidence of specific expertise and skills.

SKILLS PROFILE

Customize the skills section of your resume to match, as much as you can, the requirements listed in the job posting. The closer your skills are to the job requirements, the better your chances are for being selected for an interview.

INTERNSHIPS & PROJECTS

You should include an internship in your resume when the internship is relevant to the job you are applying for. This is especially the case when you are a student with limited work experience. Internships provide you with critical experience in an industry, so add them! Describing projects in your resume gives potential employers a solid, real-life look at the specific types of work you can produce. When selecting the types of projects to include, choose ones with measurable objectives and proven outcomes.

TALENTS & HOBBIES

It's a good idea to add them when you don't have much work experience or relevant qualifications. A well-written hobbies section can help present you as a well-rounded individual and provide useful information to employers about your personality. It allows them to determine if you are a good cultural fit and will enhance your CV.

THE INTERNSHIP EXPRESS

Internship Fair of Shivaji College

COMPANIES ON CAMPUS

zomato



Paytm

BAJAJ | Allianz

amazon

Indiabulls

Tech Mahindra

The report

The Placement Cell of Shivaji College conducted its second edition of internship fair: The Internship Express 2.0. Top leading companies visited the college campus on 6th March 2019. Among them were Amazon, Ola, American Express, Live Digital, Bajaj Allianz, Bajaj Capital, India



The Team members and teacher organisers.

Bulls, Just Dial, DCB Bank, Tech Mahindra, Cars 24, Policy Bazaar, Pocker Launcher, LCBS, Eikowa, Agrani, Edusky, Car Dealer Tracker, Investors Clinic, Franchise India, Angel Broking, True Cabs, NIT Data, Frankfinn, RBL Bank, Zomato, Urban Clap, Mind Grad, My First Boss, Monday Morning.

The event started with an inaugural ceremony followed by sessions of interviews. Some companies offered online test while others preferred

offline interviews. The companies provided exciting profiles ranging from Business Development, Digital Marketing, Graphic Designing, Marketing Analyst, Finance, Project Intern, Event Partnership, to Technical, Content Writing, Data Analyst, Business Analyst and lot more.

A whopping number of 800 students participated in the one day event.

The students were full of enthusiasm and energy. With the combined

in numbers

700+

Students Appeared

₹15,000

Highest Stipend

1000+

Interviews took place with as many as 40 companies.

– By Rhea Jolly



DRIVES

EY PLACEMENT DRIVE REPORT

Placement Cell successfully conducted the first Placement drive of the session 2018-19 for students of B.com Hons & prog. EY(Ernst & youngest) company, a reputed recruiter visited the campus. The Drive went on from 19th Sep to 21st Sep 2018. More than 80 students appeared for the AMCAT test Conducted in Online mode by aspiring minds. This was likely to be a debut for many students appearing for AMCAT test and the nervousness could be witnessed on the faces of participating students. No one was much familiar with the subject. But students came up with a protean appeal to it. On the next day, results for the test was announced and was followed by Pre-Placement talk. An alumnus addressed the students about the company and resolved the various queries of students. By then the students were well acquainted with the company's background and the role they were offering. Students were later called for the HR interview and were asked a variety of questions. The anxiousness of the candidates was at a peak. But then end, students came very much assured out of the Room. On 21st Sept selected students were invited for a technical interview in the EY campus, Gurugram. Finally, the company approached 4 students for the recruitment:

Aastha Arora

Chhavi Mittal

Kshitiz Rawat

Vaibhav Jain

– By Pankaj Sharma



Placement cell continued its success run by conducting another On-campus Placement drive for the students of all the colleges from Delhi University. Genpact, a well-known recruiter visited the campus for the placements. The drive was conducted on 6th February, 2019. More than 60 students appeared for the placements. All the candidates came with high hopes of selection in a very reputed firm. All of them looked nervous before the session started. The drive started with pre-placement talks of the HR's where they mentioned what they expected from the candidates and in return what the company will be offering them. This solved a lot of issues of the candidates. After the pre-placement talk, Group Discussion took place where the opinions and communication skills were tested of the candidates. And this round came up with overwhelming responses of the candidates. Later on, the managerial round was conducted at the Genpact Office in Noida and finally around 34 students were selected for the placement offer.

CVVENT

On 15th October 2018, the Placement Cell, with collaboration with SGGSCC conducted a pool campus drive in their campus. Cvent a prominent company was invited to offer students with quality profiles and work opportunities. The drive was organised to provide some good package to the deserving students.

KEN RESEARCH

Ken Research a renowned company graced us with an opportunity to conduct a campus placement drive. On 8th October 2018, the placement drive conducted the drive wherein enthusiastic bunch of students participated in large numbers. The company conducted a preliminary round in the college to meet the requirements of the students and offer varied career prospects. Later, selected students were called for an in-office interview.

TRESVISTA

The students of our college visited DRC for an off- campus placement drive. Tresvista an eminent company conducted a pre placement talk to provide an understanding about the company to the students. The candidates interested, filled the online form. Based on the form reviews, students were asked to apply for a test. Further students were shortlisted for the interview round. Thereafter, to analyse the potential of the students, two technical rounds were held. Finally, four students were selected namely,

Sarthak Bansal

Saras Sablok

Shivam Gupta

Kanishk Agarwal

ALBERIO

Continuing with the process of providing placement opportunities, Alberio, one of the famous mass recruiters held an off-campus drive on 12th October 2018. Students from our college were invited for the in-office placement interviews. Many diligent students prepared themselves to participate in the drive and grab this chance.

XCEEDANCE

In the pursuit of providing meaningful placement opportunities, the placement team on 16th January 2019 conducted an off -campus drive. Xceedance, a renowned recruiter invited the students for the interviews. First, the HR round was held followed by a technical round. At last a final round was held. One student; Prince was able to clear the 3 rounds and receive the offer letter.

S&P GLOBAL

In collaboration with our nearest neighbour- Rajdhani College; we organized a placement drive. S&P Global a famous company held an online test as the selection procedure. Students from our college participated in large number and finally four students grabbed the opportunity. The selected candidates were:

Kshitiz Gupta

Nikhil Keswani

Shivangi Singh

Vaibhav Jain

GENPACT

–By Subham Dingliwal



NIIT

With the placement season on the peak, Placement Cell successfully organized its another on-campus Placement Drive. NIIT, a global outsourcing company, visited the campus for recruiting students on 7th February, 2019. It began with a pre-placement talk which included some insights about the company and its working. Afterwards, there was a written exam to examine whether the candidate was suitable for the job. This was followed by the HR interview in the campus itself. Further, the final round took place next day i.e. on 8th February at the office.

-By Divya Agarwal

POSist

Continuing with the motive to bring reputed companies to college and provide decent profiles to students; Placement Cell conducted yet another off-campus drive. POSist a prominent company was contacted. The company held a written test to examine the potential of the candidate. Followed by the test, a Group Discussion was held to analyse students in terms of their speaking skills. Later on a technical round was held which was succeeded by an HR interview. Finally, Divyam was selected and offered an offer letter.

-By Rhea Jolly

LARSEN AND TOURBO

The placement cell successfully conducted the Placement Drive for Commerce and Science Graduates. Larsen and Tourbo (L&T), a novice Recruiter opened its gate for Shivaji College. On 28th February, L&T held its selection process which consisted of two rounds. In the first round was an online test held in college premises itself. After the test, the aura was filled with the nonchalant faces of students as test was very much elating, indicating that the candidates performed exceptionally well. A total of 17 students were selected and called for personal interview at Larsen and Turbo Office. For some students it was a cakewalk as they were prepared for the odds but for others technical questions were a sort of nightmare. The good performers got the job and others gained the experience, showing a promising attitude for learning from their blunders. Now the selected students will be joining Larsen & Turbo after the completing their graduation.

– By Pankaj Sharma



SEMINARS

It is the rightful duty of the Placement Cell to provide students with the correct guidance on how to go about with the CVs and Resumes, therefore, the Cell organised an interactive session with the co-founder and CEO of Perspectico, Mr Nikhil Chainani. The seminar was conducted on 7th August 2018 in which the speaker enhanced some inter and intrapersonal skills amongst the students. The speaker presented some guidelines to the students for cracking interviews, group discussions and a lot more. He gave students a detailed instruction for preparing CVs and Resume. The guest of the day also beheld a small chat session where he honoured all the queries and resolved them as well. In the end, it was a successful seminar as it enriched students with every minute details that a student tends to forget or ignore while preparing resumes or while giving interviews.

—By Divya Agarwal

With an aim to provide the insight into the defence career and other related prospects, the placement cell in collaboration with GPREP organised a workshop for the students who are interested and are looking forward to becoming a defence officer. The workshop was organised on 21st August 2018. The guest speaker of the day was Mr Amrendra Kumar, the director of GPREP who enlightened the audience with the various career options one can



pursue in the area of defence as well as cooperate. He briefed the students the varied scope and career options as an officer in defence. The seminar also covered the distinguishing factors on CAT or AFCAT and PDS or CDS providing a crystal clear view to the audience. The auditorium was jam-packed by students who listened to the guest enthrallingly. It was the assiduity of the Placement Cell that leads to the affluent seminar. In the end, the seminar was a step vto provide beneficial information to the NCC students who majorly look forward to a career in defence.

—By Divya Agarwal

In the endeavour to provide information about corporate culture and required golden points to make an effective resume for an interview, Placement Cell of Shivaji College organized a seminar in association with T.I.M.E institute on 26th October 2018. The purpose of the workshop was to create awareness among students regarding the importance of building long term goals by focusing on short term first. This seminar pivoted on various career opportunities which are unknown to the students such as MIB, GBO, MFC etc. and on soft skills like presentation, body language, dress up etc.

In the follow-up session, the speaker, Mr Amit Poddar told us the preparatory aspect on sitting and standing postures, starting lines, body

movements along with how to write an attractive resume. He acquainted us with different types of personal interviews and group discussions where one must keep calm and be alert to any question. The speaker mainly emphasized on ‘Be what you are and Be passionate about your work’. In Mr Poddar’s view, hard work and dedication are the only tools that will shape your path to success and help to achieve goals.

The event was a great success as students gained a lot of knowledge about new courses and career opportunities as well.

—By Mansi Patel

The Placement Cell organized a seminar on 10th of January with the sole purpose to provide the college students with a clear sight of how GD/PI can be acclimatized with assertiveness. The Story Teller Stuti Changle was the guest speaker of the day who briefed up the audience about how a person can introduce himself/herself, why visual resumes are preferred over the traditional ones,



the importance of LinkedIn profiles in today's corporate world. The author with the help of a fun activity conducted a group discussion to point out some techniques how one can catch the eye of the recruiter. She suggested being humble and polite with the mates and talking with logical reasons all at the same time.

The audience in the room was participating with great enthusiasm and taking heed to what the speaker wanted them to perceive.

The seminar was worthwhile and instrumental for all the students as it made them aware of how to face the most crucial step and the process of recruitment.

—By Pooja Madaan



Teachers' Council

- Ms. Suman Kharbanda(Convener)
- Dr. Preeti Tewari
- Ms. Urvashi Sahitya
- Dr. Lalita Rana
- Ms. Monika
- Ms. Shweta
- Ms. Priyanka
- Dr. Aesha Nigam
- Dr. Avneet Singh
- Dr. Jitendra Kumar Chaudhary
- Mr. Kamal Kumar
- Mr. Ravi
- Dr. Shilpa Jain
- Dr. Anubha Saini
- Ms. Preeti Desodiya
- Ms. Harmanpreet Kaur
- Dr. Chhavi Sharma

OUR MOTIVATORS



It's not what you achieve, it's what you overcome. That's what defines your career." -Carlton Fisk

Students during this crucial period in their lives are full of energy and aspirations. Yet they face anxiety because of the extreme competition and dilemmas about their career. To provide aid on how to deal with such situations, The Placement Cell has efficiently conducted various seminars and drives.

The dedication and sincerity of the team towards their work is commendable. They have successfully managed to tap renowned companies into coming to the college campus with considerable opportunities.

This newsletter, The Career Chronicle, is a reflection of the work commitment shown by its members all through the years. The writings included in it, highlight the motive of the cell, that is to serve the students with sheer altruism deligence and tenacity.

Dr. Shashi Nijhawan
Principal
Shivaji College



Placement Cell, Shivaji College has adequately undertaken the task of bridging the gap between the job provider and the job seekers. Be it placement or internship opportunities, the cell has successfully played its role.

The student council worked passionately throughout the year to bring in new companies and ensured smooth placement drives. It also arranged talks and workshops to help students gain soft skills for better employability. It has been a wonderful experience working with this team which exceeded all expectations and set unparalleled standards.

This newsletter, primarily a students' endeavour, aims to reach out to undergraduates from various streams. It provides an insight into newer career options and some unconventional yet fascinating jobs.

I hope the readers find it gainful and interesting.

Ms. Suman Kharbanda
Convener:
Placement Cell



Being a part of the Placement Cell has been an enriching experience for me. It has given me numerous opportunities to interact with the students and help them identify and meet their career goals.

The Internship Fair was our flagship event. The hard work and dedication of the student placement coordinators along with the faculty members contributed to the grand success of the event.

I wish the team all the best for many more of such future endeavors !!

Ms. Urvashi Sahitya



I congratulate the team of placement cell of Shivaji College on successful publication of the yearly newsletter The Career Chronicle 2019.

I have great admiration for the commitment, passion and dedication that has been put into the careful selection of the subjects of inquiry in this newsletter.

All the best and keep up the good work.

Ms Preeti Desodiya



Our college Placement cell makes arrangements and also coordinates various programmes or events that aim at moulding the students so as to meet the expectations of industries in career building and in turn bring laurels to the Institution.

The department is open for all students to meet, to interact and to get all the support to build their career. Our college placement cell is here to support.

Dr. Anubha Saini



This is my first stint as member of the Placement Cell. I must admit that I am impressed by the dedication and efficiency of the student members of the team. At the same time I am perplexed by the indifference of the larger body of students to the activities of the cell.

Dr Preeti Tewari



“Opportunities don’t happen, you create them.” – Chris Grosser

Placement Cell is persistently working towards providing a thriving platform and creating the best possible opportunities for its students. The focus is on giving best exposure to leverage them for competitiveness through various sessions, workshops, internship fair etc. throughout the year. The journey being a member of cell so far has been very enriching and symbiotic for me. I feel elated to see unrelenting efforts of faculty coordinators and student team to facilitate and capitalize the prospects for students across all disciplines. I wish and hope we as a team are able to achieve a holistic environment for placements and achieve greater heights in the coming years.

Ms. Harmanpreet Kaur

The Buzz around the Campus

I have literally seen the Placement Cell of our college grow in the past three years. I feel fortunate that this year the companies were bigger and even the packages were lot better than before. From Internship fair to placement drives; everything was organized on a much better scale. A big congratulations to the team for a successful year and a big thank you for helping us find better opportunities.

-Shivangi Singh
B.A.(H)Business Economics 3rd Year

Placement Cell goes beyond the placement and internship drives and acts as a mentor for the students in their formative years. The dynamic and vibrant social media handle touches upon a diverse ambit of avenues, right from success sagas to the nuances of competitive exams. Tips on preparation for interviews and insights from seniors are invaluable. The success of the flagship event, Internship Express 2.0, is a testimony to the efficiency of the society. Kudos to the entire team of Placement Cell.

-Eshaan Joshi
B.Com (H), 2nd Year

Every member of placement cell is dedicated towards its work and goals and in the development of their cell. It is very active and keeps arranging seminars and workshops on various topics for their members. The drives arranged by them are very helpful to the students as some of the top companies recruit shivajians which is a matter of pride for each one of us.

-Tanvi Jain
B.A. Economics (H), 1st Year

Volunteers of placement cell are very helpful and cordial. They address people's queries as soon as possible. The crowd was also managed smoothly specially during the internship fair.

Naini Mittal
Eco(Hons), 1st Year

The Placement Cell of Shivaji College is composed of assiduous students who take their work seriously and perform their tasks with utmost dedication. Convincing some of the best recruiters in the industry to college and organising drives on such a scale is itself a herculean task, something these students made it seem effortless. I must agree that without the placement cell, I would be clueless as to where to look for jobs, and without the seminars they conducted, I'd have a much harder time getting job offers. All deserving and worthy students in college appreciate the placement cell for their work because without them, our future would hang in the balance. I thank the Placement Cell for all their work and help during my final year.

-Vaibhav Jain
B.com (H), 3rd Year

PILLARS OF THE CELL



Recruitment Team



Public Relations Team



Event Management Team



Editorial and Social Media Team



Designing Team

MEET THE TEAM



2018-19 has been a tremendous year since I was part of a Placement Cell that not only improved me but also improved my overall personality. The day I was declared the Vice President of the team still conquers

a major part of my memory. Working for the cell was never a burden for me and it always felt that it's my own space with my own people. Amidst this, I also found a mentor who was always so understanding that one could ever have. With various highs and lows, we made a very powerful team that is committed to their work. The close bonds created during the journey will always be cherished.

**Aditya Anand
Vice President**



From being an introvert student in school to successfully organising the biggest Internship Fair in the University of Delhi.

My experience with Placement Cell is amazing

with a lot of experience. I got to learn a lot in my journey as a President. Joining PC was a dream which came true in the 2nd year of my college and my selection in the core team further added charm to it. I, on a serious note, got an opportunity to learn the professionalism that one person who is planning to go into corporate world should learn. How you should talk to the people, your team, people above you in authority and lot more. Besides, my team which always stood by me became my strong knitted family facing highs and lows and yet standing stronger and together than ever before. This year, me and my team completely set a new benchmark for the upcoming Presidents.

Last but not the least, this newsletter is an attempt to provide some rare yet fascinating fields. It also brings to you the journey the cell has travelled so far. All in all, the year was full of adventure and lots of learning.

**Sarthak Bansal
President**



Placement cell has always been very close to my heart. It has given me some of the best experiences, opportunities, people and most importantly work and life lessons.

It has taught me how to deal with different individuals in different situations. It has helped me furnish myself as a team member and a leader.

This journey was without any doubt filled with highs and lows but it has given me a lifetime of memories that I'll cherish. And the constant support of my team and leader has helped me come out as an even stronger person.

**Roshita Jain
Public Relations Head**



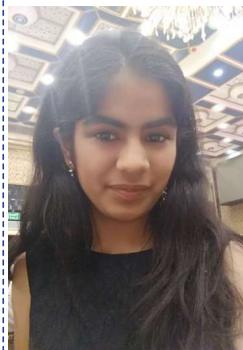
The Placement Cell is, and will always remain dear to me. In the two years that I have been a part of this Cell I have seen growth, both personal and that of the Cell, which gives me tremendous satisfaction to know

that I had a chance to contribute to the same!

Not only have I acquired a sense of purpose and direction but I have also built friendships which I cherish and hold dear to my heart. Working with my team was a challenge, but a very welcome one at that, as it gave me insight into newer perspectives of my peers. Under the guidance of my seniors, especially our beloved President, Mr. Bansal, I have seen myself grow into a better person with a much more holistic approach towards tackling tasks, and the obstacles that one faces along with them.

I would like to thank the Cell for bringing out the best in me.

**Utsav Paliwal
Recruitment Head & Head of Design**



The experience with the Placement team has been enthralling. Probity and earnestness echoes from the heart and soul of the team. This made me feel connected with each and every activity taking place within the cell. The undeterred efforts of each and

every member have been successful in revolutionising a new outlook on the college campus. The team is no less than a family which works hard and party harder. This newsletter is also a sheer reflection of the team effort facing ups and downs together. Every step in its making was a new experience to learn and cherish.

**Rhea Jolly
Editorial & Social Media Head**

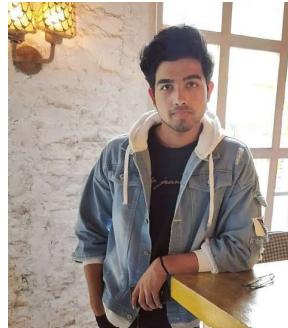
MEET THE TEAM



The journey in the Placement Cell has by far been one of the most wonderful experience. As the Event Management Head, facing the last minute chaos and being able to manage it patiently was a lesson learnt. Handling and managing the whole working during the Internship fair was a matter of pride for me.

Placement Cell has been helpful in making me realise my potential skills. Moreover, the team members supported me to hone my talents and also fight back the difficulties.

Kashish Sandeep Aggarwal
Event Management H



It's been a tremendous journey till now. It's a privilege to be part of such an enthusiastic and hard-working team. Being a part of the Placement cell helped me in preparing and exposing myself to the highly competitive world by uplifting my confidence and faith on my abilities. As a placement coordinator, it provided me with a brief insight of how things run in a corporate world and formal behavior required to sustain in it as well. I would like to say a massive thank you to the entire PC team to make this whole journey worth remembering throughout my life.

Tapesh Awasthi
Internship Head



Placement Cell is a family I got at college. Not only did it help me to enhance my abilities but also blessed me with amazing friends. The ambience of the society is jolly and

work doesn't feel a burden. It assisted me to have enough confidence to speak in public. In my experience, team work is one quality that has helped placement cell grow. It made me aware of the corporate world and taught me the formal language for the same. Writing for newsletter provided me with massive knowledge of the career fields that aren't very illuminated. It gave me immense pleasure to be a part of the editorial team of newsletter. Working under the guidance of a dedicated mentor has also developed my skills in managing work. Altogether, it is assiduity of all the coordinators of the society that makes me proud to be a part of placement cell.

Divya Aggarwal
Core Member



I feel blessed to be the part of Placement Cell this year. It not only gave me exposure but was a great learning experience. Being a Core member of such a team is amazing. The bonds created in this cell are very strong and unbreakable which makes even the difficult stones to turn our way.

Placement Cell provided me with a platform to enhance my skills and develop a corporate persona. The positive aura of the cell motivates each and every member to perform. With a wonderful bunch of people to work with, I realised the true meaning of teamwork. I hope the cell and its bondings continue to grow forever.

Rudra Kathuria
Core Member

In Focus

The Making of the Newsletter



It was worth writing for the newsletter. It helped me to know more about the corporate world. It also developed my skills in numerous ways which is surely a great benefit to my career. The skills of other team members inspired me and helped me to enhance my work.

-Shubham Dingliwal



Making of newsletter was a wonderful experience as being a part of it. I got to know about different aspect of articles and creative writing which I had no knowledge of. I would like to thank Placement cell team for its guidance and helping me to build up my career path.

-Mansi Patel



As someone had rightly said, "Try everything and then wisely adopt the best option". But when it comes to placement cell where all works as a family, there is no need to try anything else because it is a platform which guided me in polishing my writing skills which I would definitely require in one way or the other as soon I will enter the professional world.

-Tanu Gupta



While writing articles for newsletter I got to know about many aspects of writing that broadened my vision and thinking. I learned many things on the way and will continue learning with knowledge I got here. I thank the placement cell for giving me this opportunity and exposure.

- Harshita



I found a strong tie-in between the making of this newsletter and a baby taking its first steps into the world. When a baby first begins to walk, he takes faltering steps, delves, staggers and falls, set right himself and tries again. Then we see credence in the action when he steps into the world, to explore, experience and reach out for a life beyond the safe confines of his parent's arms. This is how I felt, it was an epic evolution of all sorts.

*- Pooja Madaan
B.A. (H) Economics, 1st year*



Placement cell is something which has provided me great exposure to wide variety of skills such as coordination, communication, follow up, management and that all with having fun simultaneously. I got to experience how things work outside of books. It's truly said that writing is an exploration which you start from nothing and learn as you go. And being a part of editorial and social media team in placement cell taught me the way to that exploration. I think it's a step taking me closer to be successful in future .

- Srishti



It was an elating experience as it was my debut in professional writing. Captivating start was always a headache but it just needed moving my pen. Tearing the pages one after one was sort of inducement to contrive an improved one. Finally thrown my dart on bullseye.

- Pankaj Sharma

TEAMWORK IS ALL THAT MATTERS !



You can reach us at:

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Facebook: <https://www.facebook.com/pcellshivajicollege>