

# careerlinks

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## TOP **B** SCHOOLS IN INDIA



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**Dear Readers**

**A**s we move to 2023, this year looks more positive in terms of the world returning to a new normal, which seems to be just the balanced combination of a Hybrid way of functioning whether it's your education or work profiles.

This issue of Careerlinks talks about the establishment of some of India's Best B-Schools elevates our prestige. Every year, hundreds of students feel unsure and confused when it comes to making choices amongst a cluster of glamorous advertisements from colleges. There has been a huge surge in the number of b-schools across the nation over the past ten years as the economy's need for talent increased. In reality, there are more than 6,000 business institutions in India that provide the PGDM and MBA. Many of these business schools assert that they provide excellent management education and job placements.

It is a well-researched fact that today's generation and even their parents aspire the student to study abroad in one of the finest colleges across the globe. We throw some light on studying in Canada

Canada has more than five schools listed in Times's world University Rankings. This acclaimed ranking system rates Canadian institutes amongst the top 50 educational institutes in the world. That means any international student will be lucky to enrol in one of the prestigious schools in Canada.

With that being said, these statistics aren't the only reason why students from all over the world flock to Canada. The real reason for Canada's popularity is its warmth, diverse society and potential career opportunities. And let's not forget the fact that, studying in Canada boosts your chances to secure permanent residency in Canada. All these benefits are the major reasons why most international students opt for Canadian schools.

Hope that you would find the issue informative and useful.

Stay Tuned

Payal Sahni  
Publisher

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# TOP B-SCHOOLS IN INDIA

By Team CL

The establishment of some of India's Best B-Schools elevates our prestige. Every year, hundreds of students feel unsure and confused when it comes to making choice among-st a cluster of glamorous advertisements from colleges. There has been a huge surge in the number of b-schools across the nation over the past ten years as the economy's need for talent increased. In reality, there are more than 6,000 business institutions in India that provide the PGDM and MBA. Many of these business schools assert that they provide excellent management education and job placements.

Some top-notch business schools provide the ideal setting for a smooth transition into the corporate sector. Another blog should be written about how they do that. But it

should go without saying that a successful business school also reflects the calibre of its professors, research, pedagogy, alumni-industry connection, and industry-focused specializations like business analytics. The important criteria must be studied by students to choose the best business school from among them. These criteria typically include







things like location, costs, placements, industry interaction, instructor calibre, pedagogy, etc. They should compile a list of top schools after comparing how well the business schools performed on these criteria. This is a time-consuming and complicated process that necessitates extensive research and analysis of business schools.

Enlisted below are some of the best b-schools in the country, which you can later consider adding to your list of colleges to get enrolled in:

### 1. Indian Institute of Management, Ahmedabad, Gujarat

The business school known as the Indian Institute of Management Ahmedabad (IIM Ahmedabad) is situated in Ahmedabad, Gujarat, India. The Ministry of Human Resources, Government of India, granted the institution the

Course	Duration	Fee (Annually)
PGPM	2 Years	
MBA	2 Years	INR 20 Lacs
PGPEX	1 Year	INR 27 Lacs
ePGP	2 Years	INR 20 Lakhs

designation of an Institute of National Importance in 2017. The institute, which was founded in 1961, provides multiple executive training programmes, a fellowship programme, and master's degree programmes in management and agri-business management. Ravi J. Matthai is the institute's founding director. Indian businessman Kasturbhai Lalbhai, Indian educator Kamla Chowdhary, and Indian physicist Vikram Sarabhai were among notable founding members.

The 102-acre IIM Ahmedabad campus is located in Vastrapur, Ahmedabad. The Vikram Sarabhai Library, the R.J. Matthai Auditorium, the Louis Kahn Plaza, the International Management Development Centre, the Kasturbhai Lalbhai Management Development Centre, the Centre for Innovation, Incubation and Entrepreneurship, sports facilities, several food outlets, and retail establishments are all located on the campus.

### 2. IIM Kolkata, West Bengal

In partnership with the Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and the Indian industry, the Government of India founded the Indian Institute of Management Calcutta (IIMC) as the first national institute for Post-Graduate studies and Research in Management in November

Course	Fee (Annually)
MBA	INR 24,00,000
MBA Executive	INR 27,00,000
PGPEX.-VLM	INR 11,25,000
PGDBA	INR 22,60,000

1961. In its early years, its core was made up of several numbers of well-known professors, including J. K. Sengupta and Jagdish Sheth.

The IIMC has developed through time into an established organization with a solid reputation that offers top-notch management education. Through its postgraduate and doctoral level programs,

Course	Fee (Approx)	
MBA-IB Full-Time	Rs. 8.85 LPA	USD 30,000 p.a.
MBA-IB Weekend	Rs. 8,75 LPA	USD 25,000
Executive Programmes	General/OBC	SC/ST/PH
Rs. 4,45 lakhs	Rs. 2,25 lakhs	

executive training programs, and research and consulting activities, it has been taking the lead in professionalizing Indian management.

The institute now operates independently and continuously evolving to meet its goals in an ever-changing business environment.

### 3. IIFT, New Delhi

The Indian Institute of Foreign Trade (IIFT) was founded in 1963 as an independent organization under the Ministry of Commerce & Industry to support the development of skills for India & 39;s external trade sector. It has come a long way to become an innovative institution dedicated to teaching students about international trade and

business through research and training. In 2002, the Institute received designation as a & quot; Deemed to be University & quot; Both in 2005 and 2015, the National

Assessment and Accreditation Council (NAAC) designated IIFT as a Grade & quot; & quot; Institution. As an international





business management and strategy-focused national university, IIFT has developed over the years.

This focus is evident in all three of the Institute's primary activities: Research, Training and Education.

## 4. ISB, Hyderabad

The demand for a top-tier business school in Asia led to the creation of the Indian School of Business (ISB). The founders, who included some of the brightest minds from business and academia, foresaw the requirements for leadership in the developing Asian economies.

They saw that the quickly evolving corporate environment will call for youthful leaders who

not only comprehend developing economies but also exhibit a global viewpoint. Through its cutting-edge programs, top-notch faculty, and thought leadership, the ISB is dedicated to developing such leaders. The ISB is a not-for-profit organization that receives all of its funding from private businesses, charities, and people who support its mission.

## 5. XLRI, Jamshedpur, Jharkhand

Courses	Total Fees
PGDM Business Management	Rs. 23,60,000
PGDM Human Resource Management	Rs. 23,60,000
PGDM Business Management- Part Time	Rs. 10,72,000
PGDM General Management	Rs. 20,95,000



COURSES	TOTAL TUITION FEES	ELIGIBILITY
<b>Certificate</b>	<b>INR 10.2 L - 42.43 L</b>	<b>(for 12-18 months)</b>
<b>(9 Courses):</b>	<b>Exams:GMATCAT+1 more</b>	
<b>MBA/PGDM</b>	<b>INR 34.13 L</b>	<b>(for 1 year)</b>
<b>(1 Courses)</b>		<b>Exams :GMAT</b>
<b>FPM</b>	<b>(1 Courses)</b>	<b>Exams :CAT</b>

A private business school called XLRI, or Xavier School of Management, is located in Jamshedpur, Jharkhand, India. It was formerly known as the Xavier Labour Relations Institute. It is the oldest business school in India and was established in the steel metropolis of Jamshedpur in 1949. The same organization opened a new campus in Jhajjar, Delhi,



The demand for a top-tier business school in Asia led to the creation of the Indian School of Business (ISB). The founders, who included some of the brightest minds from business and academia, foresaw the requirements for leadership in the developing Asian economies.

## Recommendations According to Different PARAMETERS

### INFRASTRUCTURE

- Lovely Professional University, Jalandhar
- BITS, Pilani
- Mody University, Lakshmangarh (Sikar)
- Manipal University, Jaipur
- O.P. Jindal Global Business School, Sonapat
- Amity Business School , Noida
- Indian School of Business (ISB), Hyderabad
- Symbiosis University, Pune
- L.M. Thapar School of Management, Dera Bassi
- Shri Vaishnav Vidyapeeth Vishwavidyalaya
- S.P. Jain Institute of Management and Research, Mumbai
- Bharati Vidyapeeth University
- KIIT University, Bhubaneswar
- Siva Sivani Institute of Management
- MDI Gurgaon

### PLACEMENTS

- L.M. Thapar School of Management, Dera Bassi
- Noida Institute of Engineering & Technology (NIET), Greater Noida
- Doon Business School, Dehradun
- Mody University, Lakshmangarh (Sikar)
- G. L. Bajaj Institute of Management and Research, Greater Noida
- IMS Dehradun
- Pune Institute of Business Management (PIBM), Pune
- Suryadatta Institutes of Management -Pune
- SNR Institute of Management sciences, Coimbatore
- GNA Institute of Management & Technology, Phagwara





in 2020.

The Institute has ratified the PRME (Principles for Responsible Management in the Environment) around the year; education engages in several social initiatives and emphasizes sustainability.

## 6. S P Jain Institute of Management and Research (SPJIMR)

The S P Jain Institute of Management and Research (SPJIMR) is a renowned business school located in the financial district of India. It is one of Mumbai's leading management institutions and a component of the Bharatiya Vidya Bhavan. It consistently ranks among the top ten best management institutes in India and runs as an independent institution with entrepreneurial agility.

SPJIMR was established in 1981

Courses	Total tuition Fees
<b>Certificate (17 Courses)</b>	<b>INR 25 K - 13.04 L (for 2 days-21 months)</b>
<b>MBA/PGDM (2 Courses)</b>	<b>INR 12 L - 19 L (for 15 months-2 years)</b>
<b>PG Diploma (1 Courses)</b>	<b>INR 10.95 L (for 11 months)</b>



- Vidyavardhaka College of Engineering
- Xaviers Institute of Management, Bhubaneswar
- KIIT University
- KK Sindhi Institute of Management
- Siva Sivani Institute of Management

## INDUSTRY INTERFACE

- Balaji Institute of Modern Management, Pune
- Acharya Bangalore B-School, Bangalore
- ICFAI University, Hyderabad
- Lovely professional University
- Vidya Varkha college of Engineering and Management
- Shoolini University
- Tula's Institute, Dehradun
- Siva Sivani Institute of Management, Secunderabad
- Doon Business School, Dehradun
- Chandigarh University
- Symbiosis Pune
- OP Jindal Univesity
- Welingkar Institute of Management (We School)
- Loyala Business School

## FACULTY

- L.M. Thapar School of Management, Dera Bassi
- Manipal University Jaipur
- Great Lakes Institute of Management, Chennai
- Xaviers Intitute of Management, Bhubaneswar
- Noida Institute of Engineering & Technology (NIET), Greater Noida
- Doon Business School, Dehradun
- Pune Institute of Business Management (PIBM), Pune
- G. L. Bajaj Institute of Management and Research, Greater Noida
- Vidyavarkha College of Engineering, Mysore
- SNR Institute of Management Sciences- Coimbatore
- Jaipuria Institute of Management
- Siva Sivani Institute of Management
- Chandigarh Group of Colleges, Jhanjeri
- Baba Farid Group of Institutions
- Shobit University

## INTERNATIONAL TIE-UPS

- Amity Business School, Noida
- Lovely Professional University, Jalandhar
- K. J. Somaiya Institute of Management Studies and Research, Mumbai
- ISB Hyderabad
- LM Thapar School Of Management
- Chitkara University, Chandigarh
- Pune Institute of Business Management (PIBM)
- KIIT, Bhubneshwar
- BITS Piani
- Siva Sivani Institute of Management, Secunderabad
- Goa Institute of Management
- Shobit Univerisy
- KK Sindhi Institute of Management
- Shoolini University





and officially opened by the late Margaret Thatcher, the British Prime Minister at the time. Its goal is to influence practice and advance value-based growth. Through pedagogical advancements and trailblazing programmes, it builds on this commitment to forging a unique route in management education. At any given time, more than 1200 students from various backgrounds are enrolled in a variety of management programmes.

### 7. MICA, Ahmedabad, Gujarat Courses, Total tuition Fees & Eligibility

A business school and independent, non-profit institution of higher learning, MICA—formerly Mudra Institute of Communications, Ahmedabad—is situated outside of Ahmedabad, a city in western India. The only residential institute in India, and

## THE TOP 50 BEST B SCHOOL INSTITUTES IN INDIA (IN ALPHABETICAL ORDER)

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>● Aisect University</li> <li>● Amity Business School</li> <li>● Acharays B school Bangalore</li> <li>● Baba Farid Group of Institute –Bathinda</li> <li>● Bharti Vidya Peet University –Pune</li> <li>● Bits Pilani-- Pilani</li> <li>● Chitkara University – Punjab</li> <li>● Chandigarh University – Punjab</li> <li>● CGC, Jhanjeri</li> <li>● Doon Business School –Dehradun</li> <li>● GL Bajaj Group of Institutes –Graeter Noida</li> <li>● Gulzar Group of Institutions, Punjab</li> <li>● GNA-IMT-Univwersity –Punjab</li> <li>● Great Lake Institutes of Management --Chennai</li> <li>● Goa Institute of Management- Goa</li> <li>● ICFAI University -Hyderabad</li> <li>● IPE –Hyderabad</li> <li>● IMS-Ghaziabad</li> <li>● IMS-Unison University—Dehradun</li> <li>● Indian School of Business (ISB) -Hyderabad</li> <li>● ITM –Gurgaon</li> <li>● JK Laksmipat Singhania University –Jaipur</li> <li>● Jagran Lake City University –Bhopal</li> <li>● Jaipuria Institute of Management –Noida</li> <li>● Jaypee University, Noida</li> <li>● KIIT University –Bhubneshwar</li> </ul> | <ul style="list-style-type: none"> <li>● KK Sindhi Institute of Management</li> <li>● K J Somaya Institute of Management Studies &amp; Research, Mumbai</li> <li>● LM Thapar School of Management—Derabasi</li> <li>● Lovely Professional University</li> <li>● Loyala Business School --Chennai</li> <li>● Manipal University Jaipur</li> <li>● Myra B School, Mysore</li> <li>● Mody University --Sikar</li> <li>● Myra Business School –Bangalore</li> <li>● Narsee Monjee University, Mumbai</li> <li>● OP Jindal Global Business School –Sonapat</li> <li>● Pune Institute of Business Management –Pune</li> <li>● Shobit University</li> <li>● Sambhram Institute of Management -Bangalore</li> <li>● Suryadatta Institute of Management –Pune</li> <li>● Sri Balaji Society --Pune</li> <li>● SNR Institute of Management Sciences – Coimbatore</li> <li>● SP Jain Institute of Management &amp; Research --Mumbai</li> <li>● Symbiosis University –Pune</li> <li>● Siva Sivani Institute of Management—Hyderabad</li> <li>● Shoolini University</li> <li>● Welingkar Institute of Management- Mumbai</li> <li>● Vidya Varkha college of Engineering and Management</li> <li>● Xavier Institute of Management</li> </ul> |
|---|---|



## COURSES, TOTAL TUITION FEES & ELIGIBILITY

**MBA/PGDM(2 Courses)**  
**INR 21 L (for 2 years) Exams: XATCAT +1 more**

**Certificate (13 Courses)**  
**INR 41 K - 8.53 L (for 3-11 months)**

**Graduation: 50 % Exams: MICAT**  
**FPM (1 Courses) INR 27.5 K (for 3 years)**

Creative Communication are two residential programmes offered by MICA. The MICA flagship programme is called PGDM-C. Fellow Program in Management, a doctoral programme offered by MICA (FPM). The Post Graduate Diploma in Management programme was also introduced by MICA in the year 2019.

maybe the entire Asia-Pacific region, MICA was founded in 1991 to develop the goal of developing leaders in the field of strategic marketing and communication. MICA offers a variety of academic programs, including residential Post Graduate Management Studies programs and a Fellows Program in Management (Communication). MICA provides a variety of online and fully residential post-graduate certificate programmes in the fields of strategic communication and marketing. Additionally, a fellow (doctoral level) programme is available. For data analytics, luxury marketing, and consumer intelligence, MICA has worked with Emory University. For marketing management and integrated marketing communications, MICA has teamed with Michigan State University (MSU) and Northwestern University. The Post Graduate Diploma in Management (Communications) and Crafting

### 8. IIM Shillong, Meghalaya

A global, inclusive, inventive spirit that fosters action and effect is at the core of IIM Shillong. Their vibrant community of knowledge seekers is reimagining management to prepare for the future by experimenting with new concepts, inventing solutions, setting the standard for sustainable practices, fostering personal development, and having an impact on the local community. 📌

## COURSES, TOTAL TUITION FEES & ELIGIBILITY

**MBA/PGDM(1 Courses) INR 1.46 L (for 2 years)**  
**Graduation : 50 % Exams : CAT**

**Executive MBA/PGDM (2 Courses) INR 12 L - 20 L**  
**(for 1 year-2 years) Graduation: 50 % Exams : CAT**

**Certificate (4 Courses) INR 60 K - 1.6 L**  
**(for 12 weeks-12 months)**





# OFFBEAT CAREER OPPORTUNITIES

By Team CL

Contrary to popular belief, fun occupations are genuine and do exist. And if you're the kind of person who can offer joy wherever you go, you might find that employers are interested in hiring you. A wonderful host like you can be difficult to find, whether they are organizing holiday parties or weekend hangouts. To pull off the ideal party, you need organizational prowess, people skills, and inventiveness. When the party is going on, you are there too, whether you're meeting new people or saying hello to old ones. Check out these fun career options to earn while enjoying the time of your life:

## Behind the Bar

The job of a bartender is much more than simply blending cocktails; it also calls for a profound grasp of the audience as well as an instinctive confidence to carry your performance with zeal and procession. Consequently, the focus of this blog is on bartending careers and how to get started in one. Bartending is a job option that is similar to food and drink, particularly in the tourist and hospitality sectors. On the one hand, bartending was a skill that was required for professionals in the hotel management industry. On the other hand, the bartending programme within the hotel management industry mostly focused on learning about the many cocktail

varieties and having an inherent grasp of "what mixed with what makes what," which ultimately falls under the more technically sounding label of mixologist. **Qualifications Required** As was already noted, bartending is a crucial, nearly ubiquitous component of hotel management. All students pursuing this profession receive training that focuses primarily on the comprehension of various alcoholic spirits as well as their individual features. Additionally, studying terms and connotations related to the profession of bartending in hotel management courses entails learning things like "how many ounces are in a quart of whiskey," "what would

you give a person if they ask for a bourbon," and "what is the difference between a Bloody Mary and "Sex on the Beach." Some people enter a subject out of curiosity or enthusiasm alone, while others enroll in specialized courses to learn the skills necessary for the job. In either case, it's important to realize that serving alcohol does not require a license. It's comparable to how, while you don't need a degree to perform on stage, having one in music always helps if you do. No formal degree is necessary to pursue a profession in bartending, although one can enroll in certificate and diploma programmes, which typically last between one and two weeks. To gain more beneficial certificates, such as Serve-Safe alcohol, more courses could be taken in depth.

Passing the qualification exam offered by the National Association Education Foundation is required to obtain this credential. A GED or high school diploma is required for enrolment in these courses. A background in mathematics can be helpful for becoming acquainted with the measurement-related aspects of mixing drinks. Moreover, the course includes topics like learning juggling techniques and improving communication abilities. **Fee Structure** In Indian institutions, bartending diploma programmes range in price from Rs. 40,000 to Rs. 70,000. On the other hand, depending on the sort of course being followed, the costs for certificate courses often range from Rs. 9000 to

Rs. 20,000. Diploma courses in developed nations like the United States, particularly in cities like New York and Los Angeles, can cost as little as 99 dollars and as much as 1250 dollars, depending on the duration of the course, the institution delivering it, and the knowledge that will be included in it. **Job Opportunities and Salaries** For those interested in a career in bartending, there are numerous employers to choose from, including hotels, restaurants, pubs, and caterers. A bartender can earn a very good living if they develop both their social skills and their ability to concoct potions that will make people feel intoxicated. A bartender's annual pay might

## COLLEGES PROVIDING COURSES:

Institute	Course	Eligibility	City/Cities	Website
Indian Institute of Bartending	Diploma in bartending, Craftsmanship course in bartending, Certificate course in Wines & Spirits, a Certification course in Bar Flair	10+2	Chennai	<a href="http://iibtindia.com/">http://iibtindia.com/</a>
Tuleeho Wine Academy	Certificate in Professional Bartending	10+2	Bangalore	<a href="http://tulleeho.com/">http://tulleeho.com/</a>
Liquid Art Bartending School	Certificate course in beverage management and bartending, Certificate course in professional bartending, Certificate course in mixology and basic flair bartending, Advanced flair bartending course, Flair bartending course, certificate course in basic bartending.	10+2	Hyderabad	<a href="http://www.liquidartbarschool.com/">http://www.liquidartbarschool.com/</a>
Chennai Institute of Bartending	Professional Bartending Course, Professional Bartending Teamleader Course, Master Bar Management Course, Diploma in Hotel Management & Catering	10+2	Chennai	<a href="http://www.liquidartbarschool.com/">http://www.liquidartbarschool.com/</a>



range from 1 to 2 lakhs, and in advanced professional fields, it can even top 10 lakhs.

## Love Planning events and parties?

Given that it involves all happenings, event management is one of the most popular jobs in India today. In addition to formal events like award functions, live political party events, public speaking or motivational speaking, and events related to the entertainment industry, event management is also necessary for informal events like wedding receptions, baby showers, birthday celebrations, and proposal ceremonies. Even if the job path looks appealing, only individuals who have studied and mastered the fundamental abilities needed for event management can ultimately succeed. To study even management course, Institutes in India offer various courses at undergraduate level and postgraduate level.

## Event Management: Top Colleges

Candidates can check the space below for top Event Management colleges in India based on popularity:

1. Institute of Hotel Management, Catering Technology & Applied Nutrition, Bhubaneswar
2. NIEM - The Institute of Event Management, Mumbai
3. Jain Deemed-to-be University, Bangalore
4. IHM Goa - Institute of Hotel Management Catering Technology & Applied Nutrition
5. IHM Chandigarh - Dr Ambedkar Institute of Hotel Management Catering & Nutrition
6. Vedatya Institute
7. Mahatma Jyoti Rao Phoole University
8. Agrawal P.G. College
9. Institute of Tourism Studies Uttar Pradesh (ITS, Lucknow)
10. PES University

## Eligibility Criteria:

Candidates must have completed their 10+2 from an accredited institution with an aggregate grade point average of at least 45 percent in order to be admitted to event management programmes offered at colleges and universities at the UG level. For candidates to pursue event management degrees, the majority of universities also stipulate that they must be

proficient in Hindi in addition to English.

On the other hand, candidates must have graduated from accredited institutions with passing grades at the graduation level in order to be eligible for admission to PG programmes provided in the field of event management. Any stream of candidates can enroll in a PG level course in event management, but mass communication majors are preferable.



## For Music lovers

The abbreviation DJ stands for disc jockey. The music you hear on radio stations, online radio stations, in neighborhood pubs and dance clubs, and even at wedding receptions, is played by disc jockeys. When choosing the music to play, a disc jockey will take their target audience

into account. They frequently receive a list of song requests from the person or business that hired them. Whether it's planning the creative angle or the final production, you'll be involved in every step of the music production process. There are employment opportunities with reputable recording studios or audio production companies,

as well as the chance to work independently as a contractor. Although working for a reputable recording studio or audio production company would provide your career with greater stability, you would probably enjoy more creative flexibility when working as a contractor. Given below is a list of colleges that provide you with courses to pursue the passion for learning all the dj-like jobs:-

## Institutes offering courses to become a DJ include:

- I. Global DJ Academy (Mumbai, Thane)
- II. Skratch Dj & Music Production Academy (Delhi, Chandigarh, Nagpur)
- III. Spin Gurus (New Delhi)
- IV. PartyMap (Mumbai, Delhi, Pune, Bangalore, Hyderabad, Kolkata, Ahmedabad, Surat)
- V. Electronyk Academy (New Delhi)
- VI. I Love Music Academy (Gurgaon)

## Institutes offering courses to become a sound producer/sound engineer include:

- I. National Institute of Film and Fine Arts NIFFA (Kolkata)
- II. Government Film & Television Institute (Bangalore)
- III. Film and Television Institute of India (Pune)
- IV. Department of Music, University of Mumbai
- V. Seamedu School of Pro-Expressionism (Pune)
- VI. Mumbai Music Institute - [MMI]
- VII. Crypto Cipher Academy (Delhi)

## General/estimated salary:

The capacity to earn high depends on the skills of the dj as well as the hype of the event he/she is performing for.

On an average- A junior or assistant DJ makes between Rs 7,000 and Rs 8,000 per month. A skilled DJ can expect to make between Rs 23,000 and \$54,000 for a performance. DJs who are well-known can potentially make up to Rs 70,000 per performance.

Most frequently, after finishing your particular education, you will be placed in an internship from which you might explore work choices. 🎧



# Career opportunities in Travel Industry



**Travel industry is the highest profit yielding sector of any country's economy. As for India, it is like silent contributor to the country's growing GDP. The government is working on newer motives to help modernize the tourism game in India and newer job opportunities are coming up.**

By Team CL

**T**he tourism business is renowned for its benefits and employment opportunities. One can investigate and anticipate prospects in one of the fastest-growing sectors. With a large

number of employment chances, it also offers intriguing career prospects that encompass travel, trip leading, etc., not to mention the well-paying job that goes along with it. Students who study travel and tourism have chances in both industries, which automatically puts them on the path to a successful career. This blog will help you navigate a career in travel and tourism and familiarize you with the numerous work opportunities that this sector offers.

Since the tourism business is the largest in the world, there are plenty of employment in travel and tourism to go around. However, the travel sector is evolving. Today's consumers

have different needs than those of the past. Visitors seek an element of adventure. They seek out novel experiences. They seek authenticity and culture. What does this entail for travel and tourism jobs, then? So, it follows that some jobs are less common now (think high street travel agent). The business is also experiencing a lot of new job openings, though!

The Indian youth is dynamic, creative and hard-working and

cross paths. Agents selling travel insurance have generally lenient educational requirements. A high school graduation or its equivalent, a license to sell travel insurance, on-the-job training, and aptitudes in organization, sales, and communication can all be considered.

Learning about the tourism sector is the first step in taking this career route. Taking courses in the travel business

composition, speech, and interpersonal communication are pertinent communications courses.

## Online Travel Agent

The future of travel is with online travel agencies. There has been a steady shift away from the conventional style of travel agency over the last few years. Major businesses and high-street establishments have



with the advent of a new-digital age, their interest in terms of making career in versatile fields can also be seen. Hence, we have curated a set of new and unique options to choose from within the travel industry.

## Travel insurance sales person

Travel insurance is sold by travel insurance agents to potential passengers as financial protection against travel-related disasters such as cancellations, accidents, medical emergencies, lost luggage, and others. These individuals do similar tasks to typical travel brokers, and the two professions frequently

can give you an advantage over the competition, while they are not necessary for all employment. Along with other pertinent majors, students can find certificate and associate's degree programmes in travel and tourism. Courses like geography and travel regions, office and tourist technology, cultural geography, and marketing essentials are offered in these programmes.

Be sure to hone your communication abilities while you're in college. Speaking and writing communication skills can assist agents engage with clients and other industry experts efficiently. Effective interpersonal skills are essential in this field. English

shut down. It's comparatively simple to become an online travel agent. Once you have mastered GDS systems and inventory management, you can run your enterprises anyway you see fit. However, learning these topics will take some time. Many people decide to rely on their social media pages or travel blogs as well as their online travel agency activities, which can help to diversify their revenue. Good customer service abilities are also crucial.

## Smart technology developer

The goal of smart tourism is to employ technological



advancements and best practices to manage resources more effectively, increase competitiveness, and improve sustainability. The goal of the majority of enterprises in the tourist industry is to increase revenue from tourism while also making it more sustainable. There are many distinct sorts of smart travel. It might involve adding QR code menus to eateries, managing crowds and lines with technology, or utilizing technology in useful ways.

Requirements: The travel

tourism, for example. A PhD. may be necessary for research positions.

## Ancillary revenue manager

Although ancillary items have existed for as long as there has been tourism, it has only been in the last few decades that they have become popular. The development of low-cost airlines and the idea of “no frills” are largely to blame for this.

People prefer to spend less

This business model is employed throughout the tourism sector. Have you ever seen a hotel room pillow menu? How about a theme park quick pass or extra insurance for your rental car? These are all auxiliary goods and services, and there is a LOT of money to be made from them.

Qualifications required: Depending on the position you are interested in, economics, accounting, and financial management courses may be helpful. Tourism and general

at least five distinct regions each year. If you are good with numbers and want to pursue something different after graduating from college, this is the appropriate option for you.

## Hotel Inspector

To maintain their reputation, hotels need a hotel inspector to check the standard of the food, lodging, and customer service. The job description entails scheduling numerous flights throughout the nation to travel to various hotels, taking use of their amenities, and using their room service without really paying for it.

You can stay at several hotels in one location before departing to another location and repeating the process there, occasionally with friends and family.

The fact that there are many types of hotels to inspect is the only challenge of becoming a hotel inspector. Some hotels might be dreadful, which would make the inspector's job miserable for a few days.

## Travel Blogger

Travel bloggers frequently travel while recording information about their excursions; all you need is a laptop, a smartphone, or a good camera to get started. By picking a distinctive part of your trips or ambitions, starting a blog, and then developing a following or audience, you can generate money from it. You will undoubtedly need to conduct yourself like an entrepreneur running your own business, even though earning money from a travel blog is not that simple.

You will have to put in a lot of effort to expand your company such that it is “useful” to businesses enough for them to join you. This might lead to

sponsored content on your site, invitations to travel destinations for reviews, or the installation of ads or affiliate marketing.

It has been mentioned that while starting out, travel bloggers need to make enough money to support them for a while. This is due to the fact that it can take two years or longer to develop a sizable audience, which is necessary to attract sponsors.

Many people would want to travel the world, but they may not have the resources to do so. There are several jobs in the

travel business that can cover all associated costs while earning a living, thereby accomplishing two goals at once.

There is a career in the travel industry for everyone, including auditing, hotel inspection, blogging, and many more. Each of these roles is significantly distinct from the others.

By definition, if you work in the travel industry, you will interact frequently with individuals who value travel as much as you do. Additionally, since we hear many viewpoints

Working in the implementation of sustainable tourism, as a consultant advising businesses on how to be more sustainable, or anywhere in between are all career options. There are several prospects for jobs in travel and tourism in this business, which is expected to continue expanding



industry is going to be very successful thanks to smart tourism. I advise brushing up on your ICT skills if this is a field you are interested in working in.

## Sustainability consultant

Working in the implementation of sustainable tourism, as a consultant advising businesses on how to be more sustainable, or anywhere in between are all career options. There are several prospects for jobs in travel and tourism in this business, which is expected to continue expanding.

Required education: To get ready for a career in this field, you could take more general courses on environmentalism or degrees that specialize in sustainable

and to feel as though their money is being well spent. In this way, low-cost airlines have been revolutionary, upending the aviation sector and permanently altering how we fly. But if these airlines are charging less, why are they making more money than other airlines that charge more for tickets?

The solution is ancillary goods. It is very clever. These airlines entice passengers with what appear to be affordable airfares. Once the buyer has committed a commitment, they tempt them to buy extras like baggage, in-flight meals, and insurance. The customer may wind up paying more than they would have with a rival airline after being seduced by the initially reduced cost.

business management degrees are also useful.

## Auditor

Many people find it fairly odd that a position in the financial industry would involve a lot of travelling. In order to avoid deceiving the public, auditors ensure that the financial statements provided by businesses are accurate and fair. An auditor visits the company to confirm the statements in order to ensure that the figures in the books are correct. As a result, an auditor must travel to numerous businesses while performing their duties. Although auditors spend several weeks at the company's headquarters, they nevertheless get to travel to



Many people find it fairly odd that a position in the financial industry would involve a lot of travelling. In order to avoid deceiving the public, auditors ensure that the financial statements provided by businesses are accurate and fair. An auditor visits the company to confirm the statements in order to ensure that the figures in the books are correct.

from a variety of people at work, talks are truly open there. More importantly, it allows you to work on international issues every day. You get to work in a position that enables you to discuss travel nonstop.

The travel industry has a role for every skill set. To do this, you must hire the top candidates, including the best software engineers, product managers, sales representatives, customer service representatives, office managers, lawyers, and tax specialists. everything!

To work in the travel sector, you don't necessarily need to be a “travel person.” All you need are a love of travel, a drive to work hard, and a desire to support the industry's resiliency during these trying times. 📌



# ARCHITECTURAL Importance through the movie set locations

Case study of the movie BEFORE SUNRISE

By Adhira S

The movie, Before Sunrise was shot in the city of Vienna. In the movie, two strangers Jessie and Celine who meet on a train decide to spend a night in Vienna, getting to know each other. In this film, the director has given a lot of importance to the city, exploring

its each and every aspect. The architecture was of the city has been shown in detailed and thus one can further understand what lead to that kind of architecture and how it had an impact on the movie.

Vienna is a breathtaking city, not least because of its marvelous architecture. During the reign of Empress Maria Theresa (1740-80) and her son Joseph II (1780-90), major architects like Johann Lukas von Hildebrand and Josef Emanuel Fischer von Erlach formed the city face with their magnificent buildings. Majestic Karlskirche was planned and executed by Fischer von Erlach.

The time of the Congress of Vienna (1814-15) and the second half of the 19th century brought another great change in Vienna's architecture. Emperor Franz Joseph I ordered the restructuring of Ring boulevard. Famous Baroque architects like Gottfried Semper and Karl von Hasenauer contributed to turning Vienna into one of the most exciting cities of Europe. They collaborated at the Museum of Fine Arts and semper is

responsible for majestic State Opera House.

But Vienna does not only bewitch with its traditional buildings. Modern structures, too, adorn the modern Austrian capital and some of Austria's architects have influenced international architecture. Friedensreich Hunderwasser introduced a highly original style with his aversion against straight lines and his fondness of color. In Vienna you can admire some of his masterpieces: famous 'Hundertwasserhaus', 'KunstHaus Wien' or the waste combustion at Spittelau. Hans Hollein's glass and concrete 'Haas House' at the very center of the first district just opposite of 'St. Stephen' scandalized a major part of Viennese population.

An Austrian group of architects has impressed the world with their agravic architecture:

Coop Himmelb(l)au have realized a number of buildings in Vienna and all over the world.

Their adaption of one of the four gasometer buildings is spectacular.

Although Vienna holds no remains of early medieval buildings, a number of Gothic buildings rest on older foundations. During the 1300s, ecclesiastical architecture was based on the Hallenkirche (hall church), a model that originated in Germany. These buildings featured interiors that resembled enormous hallways, with nave and aisles of the same height. The earliest example of this style was the choir added in 1295 to an older Romanesque building, the abbey church of Heiligenkreuz, 24km (15 miles) west of Vienna.

The most famous building in the Hallenkirche style was the first incarnation of St. Stephan's Cathedral. Later modifications

greatly altered the details of its original construction, and today only the foundations, the main portal, and the modestly proportioned western towers remain. Much more dramatic is the cathedral's needle-shaped central spire, completed in 1433,

which still soars high above Vienna's skyline. St. Stephan's triple naves, each the same height, are a distinctive feature of Austrian Gothic. Other examples of this construction can be seen in the Minorite Church and the Church of St. Augustine.



The first official stop in Vienna is city's train station Westbahnhof on Europaplatz, at the beginning of Vienna's main street – Mariahilfer Straße. We managed to find the same platform and guess what – the train from Budapest arrives at the same spot!





Although Vienna itself has no Renaissance examples, Italian influences were evident for more than a century before baroque gained a true foothold. Late in the 16th century, many Italian builders settled in the regions of Tyrol, Carinthia, and Styria.



influences were evident for more than a century before baroque gained a true foothold. Late in the 16th century, many Italian builders settled in the regions of Tyrol, Carinthia, and Styria. In these less-threatened regions of Austria, Italian influence produced a number of country churches and civic buildings in the Renaissance style, with open porticoes, balconies, and loggias.

Vienna's 2,000-year history is intricately woven into the city's modern-day fabric. The layout of the city center goes back to the Roman settlement and the road network of the Middle Ages; Romanesque and Gothic churches define the character of the streets and squares as much as the palaces and townhouses from the Baroque period. If the Ringstrasse was the ultimate expression of

During the late 1400s, Gothic architecture retreated from the soaring proportions of the Hallenkirche style, and focus turned to more modest buildings with richly decorated interiors. Stone masons added tracery (geometric patterns) and full-rounded or low-relief sculpture to ceilings and walls. Gothic churches continued to be built in

Austria until the mid-1500s.

One of the unusual aspects of Vienna is its lack of Renaissance buildings. The Turks besieged Vienna periodically from 1529 until the 1680s, forcing planners to use most of their resources to strengthen the city's fortifications.

Although Vienna itself has no Renaissance examples, Italian

a modern metropolis in the nineteenth century, extensive residential complexes in the outer districts set the tone for the twentieth century. Currently, a number of large-scale urban planning initiatives are being implemented, and distinctive structures designed by star architects are redefining Vienna's skyline. 📍



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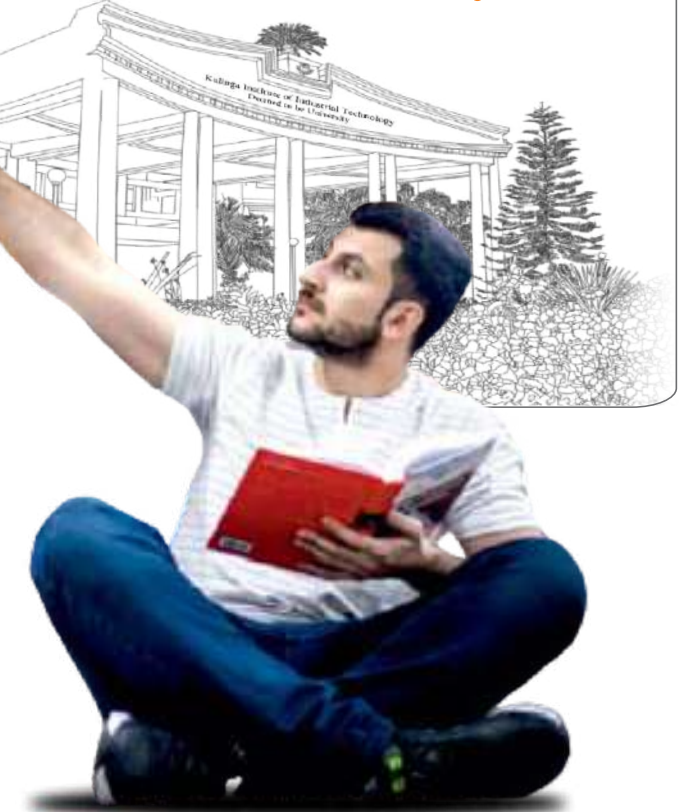
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KIIT (Deemed to be University) has only one permanent campus in Bhubaneswar, Odisha.  
It has no other campus / off campus anywhere else in the country and globe.



## First experiential bachelor's degree programme in business in India, taught by Harvard, Oxford, Amazon, and Apple faculty members

**T**he first of its kind 4 year UG programme includes 8 real-life modules for students to apply learnings in the real world

With majors like Fintech, UI UX & Data, each course is co-taught by an academic faculty & an industry practitioner

Programme also includes mandatory study abroad, a StartUp incubator & a creator-preneur programme

Gurgaon-based Masters' Union, a new age Business School, has launched India's first-ever experiential Undergraduate Programme in Technology and Business Management and is looking to invest over \$10M in bringing top educators from across the world.

In a first for Indian undergraduate/bachelors students, the programme combines faculty from the world's top-ranked universities such as Oxford & Harvard with MDs, CEOs and CXOs from companies such as Amazon, Apple, IBM, McKinsey and KPMG.

Staying true to the Masters' Union teaching philosophy, the 4-year full-time course is imparted in a hands-on and experiential manner where the students learn business by doing business. In fact, each alternate term is an out-class term where students work in the real world and apply their in class learnings from the previous term. These include building their own e-commerce stores, running a YouTube channel, creating blockchain protocols, building a startup, shadowing CXOs from

McKinsey & KPMG as well as studying abroad.

The blended course integrates a core business education with technology to prepare students for a digital first world. The 8 new-age specialisations include Computing, Advanced Data Analytics, FinTech, Product Management, Strategy, Marketing & Design, Entrepreneurship, & e-commerce. The programme will also pair each student with dedicated mentors for Public Speaking and Communication, Personal Branding, & Career Coaching.

Pratham Mittal, Founder, Masters' Union said, "In India, business education at the bachelors' level is largely seen as a formality before enrolling into a good PG programme at home or abroad. Our aim is to add genuine value to the 3-4 years that UG students invest in their education. Our new-age programme is built on experience and global exposure - to create business leaders who are prepared to establish their own successful enterprises or run large organizations right after their graduation."

Speaking on the prospect of teaching Indian undergraduate students at Masters' Union, Mihir Mankad, Former Professor, Harvard Graduate School and Harvard School of Business, said, "It is heartening to see the evolution in India's management education. The country's management graduates are some of the most sought after in the world and the new integrated, tech-infused management course taught at the undergraduate level will give the learners a head-start

and help them derive more value from the four years, and even prepare them for a career right after graduation."

On completion of the programme, the students will be awarded a Professional Certificate for Undergraduate Programme in Business & Technology by Masters' Union, in addition to a Bachelors' degree in Management Studies or Commerce from Delhi University. There are also scholarships on offer for students applying for the UG TBM programme.

For details on the admission process, curriculum design, fee structure, scholarships and more, visit <https://mastersunion.org/ug-programme>.

Masters' Union recently closed placements for its MBA class, with an avg. package of Rs. 33.10 Lakhs, surpassing IIM Ahmedabad. The highest package stood at Rs. 64.15 lakhs, while the top 25% of the batch landed an average package of Rs.44.52 lakhs. The students secured various profiles across Zerodha, Razorpay, Bain, BCG, Accenture Strategy, Tata, KPMG, EY, PWC etc.

### About Masters' Union:

Masters' Union was established in 2020 and counts Rajat Mathur (MD, Morgan Stanley), Naveen Munjal (MD, Hero Electric), Elkana Ezekiel (CMO, Samsung) and over 200 other CXOs from Tata, McKinsey amongst its faculty. The new-age business school has achieved 100% placement and average salaries of over Rs.33L, higher than IIMs for all its PG cohorts so far. 🇮🇳

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# Why should one lookout for **Canada** for higher studies

**D**id you know? Canada has more than five schools listed in the Time's world University Rankings. This acclaimed ranking system rates Canadian institutes amongst the top 50 educational institutes in the world. That means any international student will be lucky to enroll in one of the prestigious schools in Canada.

With that being said, these statistics aren't the only reason why students from all over the world flock to Canada. The real reason for Canada's popularity is its warmth, diverse society and potential career opportunities. And let's not forget the fact that, studying in Canada boosts your chances to secure permanent residency in Canada. All these benefits are the major reasons why most international students opt for Canadian schools.

We've listed a couple of benefits for studying in Canada

to prove our point:

## **Welcoming Crowds**

**What's the first thing you notice when you enter a new place?**

Most of us look for a certain vibe when we pick a place to dine out or live. One should use the



same strategy to choose their colleges. Apart from looking at the courses, rankings and reputation—you need to look at the social diaspora. That's because studying abroad becomes a hassle if you select a country that's completely foreign to you. Canada is known for its courteous nature and accepting attitude. Latest reports reveal that almost 61% of the Canadian population consists of immigrants. That means that

not only will this multicultural society provide you with a new experience. But you'll easily find people from your diaspora here too. (This comes in handy when you're craving food from back home.))

## **Budget-Friendly Living**

Admit it. The biggest hurdle in your plans to study abroad isn't the visa. It's the expenses! Many parents put their foot down in matters of studying abroad due to it being a very costly experience. They are also uncertain about how their

child will survive once they land there. Now, you'd think that like the best colleges in America or the UK, Canadian schools will come with a hefty school fee too. But surprisingly, the academic fee structure of Canada is pretty economical. Additionally, there are plenty of scholarship programs available to international students who wish to apply here. All things considered, studying in Canada proves to be a

more attainable educational goal compared to anywhere else in the world. International students have also found it a lot easier to live here. The reason lies in the fact that rental rates and other facilities are cheaper than most college groves in the world.

## **World Class Education**

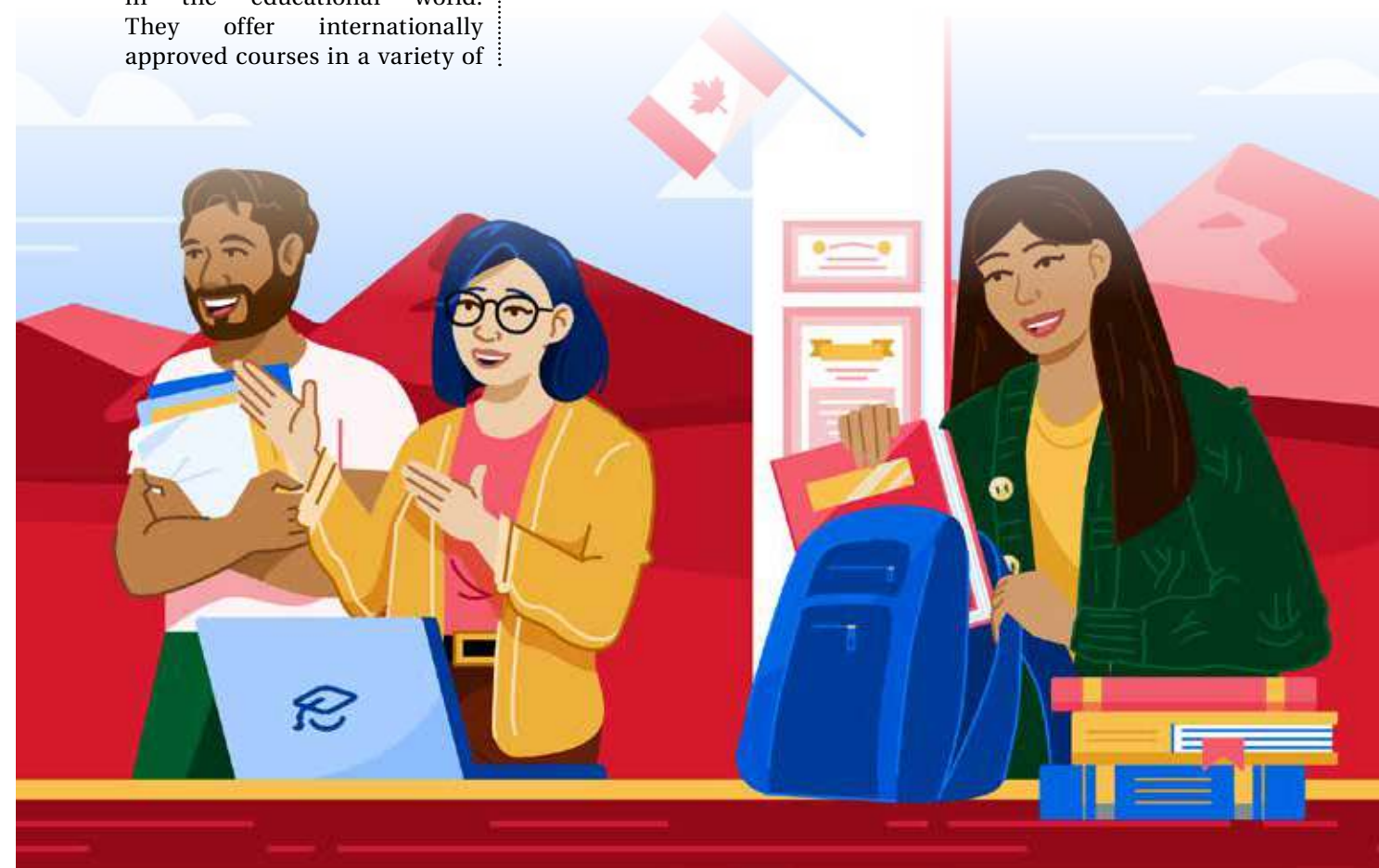
**What about the education system?**

Admittedly, many other countries might have a multi-cultural society and affordable education system.

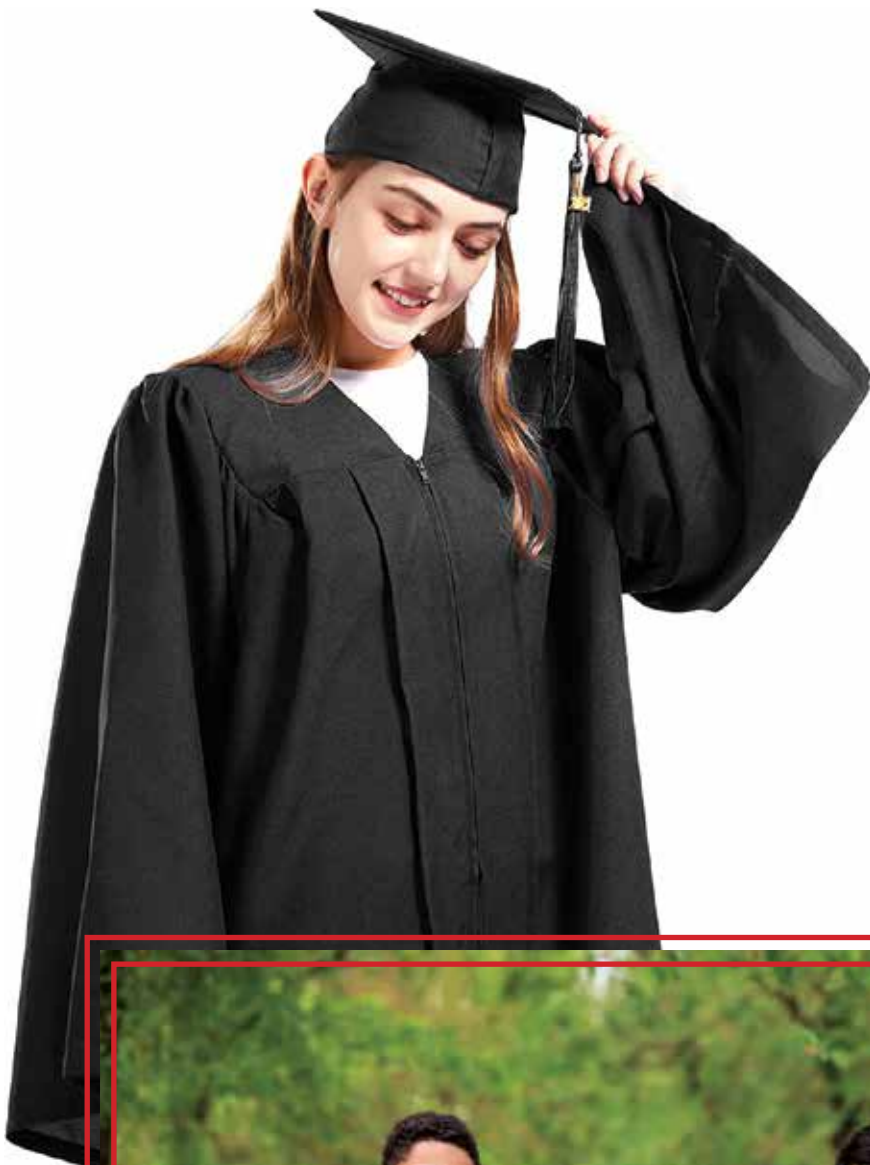
But the question is: are they credible enough to secure your future?

The University of Toronto, McGill University and the University of British Columbia are some of the options. They all enjoy exceptional rankings in the educational world. They offer internationally approved courses in a variety of

Applying for a student visa in Canada is the best way to start. There are various reasons why this is a practical option. For starters, the eligibility for a student visa has lesser restrictions than one for a work permit or permanent residency program.







educational branches. You get to study with amazing professors, research with brilliant minds and hone your craft. Then once you graduate, the doors to some of the best companies in Canada and the world will be open for you.

### Paving Careers

In a recent conference aptly named 'Collision', Canadian PM Trudeau credited Canada's flexible immigration programs as the source for its tech innovations. He strongly favours employing immigrants and international students to the playing field. That's because he trusts your talent and sees the potential in cultivating it for 'better solutions'.

And it isn't just the tech industry. You will see that many other established businesses value their international employees. The nation is one of the hot spots for trading,

commerce and research ventures. It's also a great launching pad for start-ups and online services that could be the next big thing in the world. That brings us to the final benefit of studying in Canada.

### Reliable Residency Pathway. Do you dream of living in Canada?

Applying for a student visa in Canada is the best way to start. There are various reasons why this is a practical option. For starters, the eligibility for a student visa has lesser restrictions than one for a work permit or permanent residency program. You'll also get to prepare for career opportunities on Canadian grounds when you study here. The biggest

Applying for a student visa in Canada is the best way to start. There are various reasons why this is a practical option. For starters, the eligibility for a student visa has lesser restrictions than one for a work permit or permanent residency program.



other immigration programs like Provincial Nominee Program, Federal Skilled Worker Program and many other programs. The options are endless here and each offers lots of benefits. After that, once your application and permanent residency process starts, you'll become a permanent resident of Canada in no time.

### Let's Sum It Up...

Honestly speaking, mere words can't sum up the kind of amazing experiences you'll have in Canada. Studying in Canada is economical, practical and educational. When you weigh it all in, studying in Canada proves to be less stressful for both you and your parents. In addition to that, not only do you graduate with lots of credentials, but you also step closer to securing permanent residency in Canada. So studying in Canada also proves to be the simplest way to move to Canada. So what are you waiting for? It's time to start applying to Canadian college and universities right now! 🇨🇦

bonus is the Post-Graduation Work Permit (PGWP). This particular permit authorizes you to get work as soon as you complete your post-secondary education. But it is important to note that PGWP is only available to international students who study in government approved colleges. So be selective and strategic when you're applying to

study in Canada. You don't want the wrong choice to mess up your prospects of living here.

The permit gives you a chance to work in Canada for a set duration depending on your program. Then you require a minimum one year of work experience to qualify for the Canadian Experience Class program from the Express Entry system. You may also become eligible for





# Designing A Career in Agriculture

Prof (Dr) Satyananda Swain Former Dean, Odisha University of Agriculture & Technology(OUAT), Bhubaneswar

**A**griculture is the oldest and largest industry of the world. The basic needs of the mankind – food, shelter and clothing- comes to us from agriculture industry. Agriculture industry and manufacturing industry are the two sides of a coin. The top ten most powerful countries in the world include the US, Russia, China, Germany, UK, France, Japan, Israel, Saudi Arabia, and South Korea. Agriculture of these countries is highly developed and is at par with industry in all aspects. Agriculture can help to reduce poverty, raise income and improve food security for 80 per cent of the world poor, who live in rural areas and work in agriculture. India is on the threshold of

transformation. With steady growth in service sector as well as in agricultural, industrial and manufacturing our country has made significant progress to make itself an international business hub. With a large achievements to showcase it has the potential to invite major investments in sectors like textile and designing, food, confectionary, industry, beverage and so on. The country is now poised to move from its present \$2.8 trillion economy to \$5 trillion economy by 2024. About a large per cent of the population being employed in agriculture, the sector accounts only for 15 per cent of our GDP. For consumption to grow to the next level in a robust manner, the income in agriculture sector needs to rise. In the recent budget presented in the Parliament, the government of India has indicated a 15 point comprehensive roadmap for our agriculture sector.

Agriculture is the primary source of livelihood for about 58 per cent of India's population. Gross Value Added by agriculture, forestry and fishing is estimated at Rs 18.55 lakh crore (US\$ 265.51 billion) in the current financial year. Due to its immense potential for value addition, particularly within the food processing industry the Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. The Indian food and grocery market are the world's sixth largest, with retail contributing 70 per cent of the sales. The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 8.80 and 8.39 per cent of Gross Value Added



(GVA) in Manufacturing and Agriculture respectively. It is 13 per cent of India's exports and six per cent of total industrial investment.

During 2018-19 crop year, food grain production estimated at record 283.37 million tones is expected to reach 291.1 million tonne in 2019-20. Milk production was estimated at 176.3 million tonnes during FY18, while meat production was 7.4 million tonnes. As of August 2019, total area sown with kharif crops in India reached 92.6 million hectares. India is the second largest fruit producer in the world. Production of horticulture crops is estimated at record 313.9 million metric tonne (MMT) in 2018-19 as per third advance estimates. Total agricultural exports from India grew at a CAGR of 16.45 per cent over FY10-18 to reach US\$ 38.21 billion in FY18. In FY19, agriculture exports were US\$ 38.54 billion. India is also the largest producer, consumer and exporter of spices and spice products.

## Achievements in the sector

Foreign direct investments (FDI) in India's food processing sector stood at US \$ 628.24 million in 2018-19.

Sugar production in India has reached 33.16 million tonnes (MT) in 2018-19 sugar season and is expected to produce 26.85 MT in 2019-20 as per the Indian Sugar Mills Association (ISMA).

The Electronic National Agriculture Market (eNAM) launched in April 2016 to create a unified national market for agricultural commodities by networking existing APMCs got registered 9.87 million farmers, 109,725 traders on the e-NAM platform at the end of May 2018. A total number of 585 mandis in India have been linked while 415 additional mandis planed be linked by 2019-20. Agriculture storage capacity increased at 4 per cent CAGR between 2014-17 to reach 131.8 million metric tonnes. Coffee exports stood at 286.95 million tonnes in FY20 (April-September'19).

Between 2014-18, 10,000 clusters were approved under the Paramparagat Krishi Vikas Yojana (PKVY) for organic farming.

## Road Ahead

The ambitious goal of doubling farmers income by 2022 and US \$ 5 trillion economy by 2024 would be turning points in synchronizing agriculture and industry. The agriculture sector in India is expected to generate better momentum in the next few years due to increased investments in infrastructure such as irrigation, warehousing and cold storage. We are expected to be self-sufficient in pulses in the coming few years due to concerted efforts of scientists to get early-maturing varieties



of pulses and the increase in minimum support price. Moving forward, the adoption of food safety and quality assurance mechanisms such as Total Quality Management (TQM) including ISO 9000, ISO 22000, Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMP) and Good Hygienic Practices (GHP) by the food processing industry will offer several benefits to all stake holders. The agricultural exports are likely to reach the target of US\$ 60 billion

research and constant innovations taking place with enhanced scope. The focus has now shifted from traditional roles to various other dimensions like horticulture, poultry farming, pisciculture, dairy farming, agricultural biotechnology to mention a few. Agriculture is also being commercialized as proper attention is being paid to the marketing, distribution, and packaging of its output.

To explore careers in the field of agriculture and allied sectors, a few of the important options

agricultural and rural structures, (c) soil conservation, (d) irrigation and drainage and (e) rural electricity. An Agricultural Engineer, also provides consultancy services to various private and government organizations on farm machinery, structuring of farms and alternatives to traditional method and techniques of farming. Another exciting area where the engineer works is developing new techniques for bio-energy production like bio-fuel from agricultural waste or algae and

fiber and related agricultural products are taken up under agri-business. Professionals in this field are required to build the link between the farm and non-farm sectors for smooth movement of supplies are vital to agri-business management. Careers in agribusiness firms, food processing companies agricultural marketing agencies, and retail industries as an Agribusiness Manager for marketing and sales of agro-products, Quality Control Officer, Business Planning Manager, Business Development Executive are a few to mention here..

### 3. Agricultural Biotechnology

Application of scientific techniques such as genetic engineering, molecular diagnostics, and tissue culture to modify plants, animals and micro-organisms are being studied under agricultural biotechnology including improvements to crops and livestock by identifying and modifying certain genes. Prevention and treatment of animal diseases, Increasing milk production and better techniques of processing food is also vital to this branch. Opportunities in pharmaceutical, chemical companies or agro-based manufacturing companies as Product Development Managers are highly remunerative for such professionals.

### 4. Dairy Technology

Dairy Technology is concerned with the production and processing of milk and as a professional has to manage the production of milk, its collection, storage and oversee processing for consumption. The activities like the packaging, storage and distribution of milk and its

**The Indian Council of Agricultural Research's headquarters is in New Delhi. The Agricultural Scientists Recruitment Board (ASRB) in light of UPSC conducts all India competitive examination for Agricultural Research Service (ARS), to recruit technical professional into various posts in the Indian Council of Agricultural Research.**

growing and cultivating fruits, vegetables, herbs, ornamental trees and decorative flowers. A Horticulturist aims for improving the quality, growth, nutritional value and yield of horticultural produce. He also works for maintaining nurseries, greenhouses, orchards and plantations. With a degree in horticulture, one can explore careers like Floriculturist (cultivating flowers), Olericulturist (cultivating vegetables), Landscaping (designing and maintaining commercial or residential gardens and parks), Viticulturist (cultivating grapes) and Pomologist (cultivating fruits). Someone can also start his own nursery or horticulture business



by the year 2022.

The impact of agriculture is not only on the production of food grains, vegetables and fruits, but on so many agriculture dependent industries which get its raw material from agriculture sector.

Agriculture as a field is not just about the traditional roles related to farming and crops. It has grown tremendously in modern times, with cutting-edge

are discussed in this article.

### 1. Agricultural Engineering

Most of our farmers still work with outdated techniques and equipment on their farms. To solve this problem, Agricultural Engineering helps to increase the efficiency of farming activities. The focus is on 5 main areas such as (a) farm equipment, (b)

soil and water conservation.

### 2. Agri-Business Management

The management of all the business aspects related to agriculture including handling activities relating to the manufacture and distribution of farm equipment and supplies; processing, storage and promotion of food,



by-products and ensuring that nutritional and quality standards are maintained comes under the purview of dairy technology. A B. Tech. degree in Dairy Technology enables a person to work with dairy companies like Amul, Mother Dairy, Pragati, Milk Moo, Verka, Paras.

### 5. Horticulture

Horticulture is the science of

and commercially grow flowers, fruits and vegetables.

### 6. Poultry Farming

Raising domestic birds like broiler/layer chickens and ducks for procuring their meat and eggs is under the studies of poultry farming. A range of diverse activities like shed management, feed supply, nutritional standards of the produce and





transportation of the products comes under poultry science, A degree in this field enables one to find jobs in hatcheries, pharmaceutical companies, feed millers, veterinary hospitals, feed analysis laboratories as Farm Manager/ Breeder/Hatchery Manager/ Production Technologist/ Feeding Technologist, Poultry Processing Technologist.

## 7. Fishery Science

The principles of cultivation and harvesting of fish on a commercial basis in freshwater, brackish (saline) water or any marine

environment comes under the studies of fishery science. It also focuses on studying the life, habits and breeding of various species of fish. Graduates in this field find opportunities with various commercial organizations for positions such as Aquaculture Farmer/ Shellfish Culturist/ Hatchery Technician/ Biological Science Technician/ Fish Researcher.

## 8. Agronomy

It is the branch of agricultural science which deals with the study of crops and the soil in

which crops are grown. Persons with a degree in agronomy helps to improve the use of soil and increase the production of crops. Areas like restoration of soil fertility, treatment of saline soil, preparation of good seedbeds, optimum dates for sowing, proper methods of conservation, management of soil moisture, appropriate methods to control weeds and insects are studied under this branch. In the production and consulting sector, one could provide advice on the purchase and sale of crops and the trading of agricultural goods etc. The work responsibility

range from Sales Manager for seed companies, consultants for agro-based companies as well as fertilizer and agro-chemical companies.

## 9. Agricultural Economics

The application of the principles of economics to the agricultural industry is considered under the studies of agricultural economics. Prediction of market trends, monitoring trade import and export patterns, consumer preferences and production methods for agricultural goods

for co-ordinating agricultural education and research in our country. It reports to the Department of Agricultural Research and Education, Ministry of Agriculture and is the largest network of agricultural research and education institutes in the world. As of January 2020, ICAR has (a) 4 Deemed Universities, (b) 65 ICAR Institutions, (c) 14 National Research Centres, (d) 6 National Bureaux and (e) 13 Directorates/ Project Directorates.

The Indian Council of Agricultural Research's headquarters is in New Delhi.

under AIEEA are offered ICAR scholarship. There are 64 State Universities in India covering agricultural engineering, agricultural sciences and technology, horticulture, veterinary & animal husbandry and fishery science and technology disciplines. The various courses offered under these universities are: Agricultural Engineering, Agriculture, Horticulture, Fisheries Science, Forestry, Home Science, Sericulture, Veterinary Science & Animal Husbandry, Dairy Science & Technology, Food Science & Technology and Agriculture Marketing, Banking



are professionally dealt under the studies of agricultural economics. Determining the price of agricultural commodities and agro products through a thorough analysis of demand and supply are dealt by Agricultural Economists.

One may choose an area of expertise such as crop and livestock sciences, policy analysis, credit analysis, international trade, and agribusiness and so on.

Agricultural Education and The Indian Council of Agricultural Research (ICAR) is an autonomous body responsible

The Agricultural Scientists Recruitment Board (ASRB) in light of UPSC conducts all India competitive examination for Agricultural Research Service (ARS), to recruit technical professional into various posts in the Indian Council of Agricultural Research.

All India Entrance Exam for Agriculture (AIEEA) is an entrance exam for admission into ICAR institutes located through the country and 15 % of the seats of the agricultural universities recognized by ICAR. The students admitted to State Agricultural Universities

& Cooperation. The level of courses offered include Diploma, Degree, Master Degree, Ph.D. and post-Doctoral programmes. Admissions to 85 % of the seats of State Agricultural Universities are through SAU entrance examination or through State Common Entrance Examination.

Indeed, there are no better time to start ones career in agriculture and allied fields. But if someone is still having second thoughts, then this article will help to guide and select a career In agriculture and allied sector for a bright future for our youth to make up their mind. 🍀



# How about managing Personal Finance in the right way

I have never had someone saying, I got on a budget, got out of debt, built wealth--and I HATE IT.

By Pranav Vashishta

## What is Personal Finance?

Personal finance is a term that covers managing your money, saving and investing. It includes budgeting, banking, insurance, debts, investments and retirement and estate planning.

It is meeting our financial goals, having enough cash for short term needs and the right planning for meeting long term financial goals. It depends on

individual income, expenditure, living expenses, and personal goals, requirements and desires. It's essential to come up with a plan to fulfil your goals, staying well in your financial boundaries. To make most of it you have to become Financially Literate, distinguish between good and bad advice (given by Financial Advisors?) and make savvy decisions.

What made one create Millions, may leave you bankrupt if you don't customize your own Financial Goals according to your own plan and needs.

A lot depends on our mindset. I have seen people going into

consumer debt to buy THOSE SNEAKERS just because they are worn by "a celebrity". What we don't understand is that the celebrity is getting paid to wear those sneakers.

We on the other hand are paying a ridiculous amount of money to buy it, which obviously can be put to a better use. Learning to handle one's own finances is an art which requires commitment for time management and money management. While lacking this management of both time and money, we Millennials suffer and take irrational decisions and end up spending lavishly on a Saturday and then borrowing money to pay rent on Monday.

To not make it very complex, I am using simple analogy for you to plan your finances better and to see what mistakes should not be made in early years of life:

## 1. Budget your finances

A budget is an essential tool which can be used to one's advantage when the incomes are low and dreams are high, there's famous quote "It's not about how much money you make, it's about how much money you keep" You will only be



able to keep those rupees in your pocket.

If you budget well.

I generally use the 50/30/20 rule.

To break it down:

50% are your living expenses that go towards your daily needs which includes rent, electricity, utilities, groceries and transport and other essentials.

30% are your savings which are to be kept for your future endeavours which can be for a higher education, funding your business idea or simply a vacation. 20% can be used as lifestyle or luxury expenses which can be utilised for dining out, designer shoes, bags and other entertainment.

Budgeting has never been easier, you can make your own formats on Excel or there are innumerable apps available on both IOS and Android which can be used to one's advantage in the digital era. What you need is a

**Budgeting has never been easier, you can make your own formats on Excel or there are innumerable apps available on both IOS and Android which can be used to one's advantage in the digital era. What you need is a commitment.**

commitment.

## 2. Need for a contingency/emergency fund

Majority of the expenses come at the times when they are the least expected, for example medical bills, car repairs, etc. Financial advisors usually advise

one to save to have a "Rainy day"; fund meeting your expenses for six to eight months.

## 3. Use Credit Cards to your advantage

A credit card is a tool, just like a knife, it's used in the kitchen to cut vegetables, similarly it can be used to kill/harm someone. If not used wisely, Credit Cards are a weapon of mass financial destruction.

Most of it has to do with the excessive fees attached to it. To add to it, there are detailed studies that show when using a credit card, one tends to spend more. While using one, my suggestion would be to read about the hidden charges. If used with discipline, they can give you great cash back and a good credit period. Also, paying your bills on time gives you a good credit score.







#### 4. Pay off student loans

The cost of education has been significantly increasing over time. Taking a student loan sometimes is the only way for a Formal University Education. The best idea will be to take a loan of as less a duration as possible. Any bonuses and additional incomes should go to pay off the principal loan amount at the earliest.

#### 5. Limit your Debt

Right from your 20's, you have a great role to play to shape your financial future. Getting into excessive debt in your early life can have huge financial implications for years to come.

I have seen people over leveraging their credit cards, buying things on EMI's on various e-portals. Consumer Debt or Credit Card Debt is one of the worst debts one can trap oneself into. The cycle is recurring and extremely difficult to escape.

**To limit debt, there is one simple rule of not spending more than you earn. No, your big fat bonus should not go as your Car down payment, use it to buy investment seeds.**

To limit debt, there is one simple rule of not spending more than you earn. No, your big fat bonus should not go as your Car down payment, use it to buy investment seeds.

#### 6. Maintain a good credit score

You can't completely escape debt, what you can do is control the cost of it. How? Maintaining a good credit score can help you get your loans approved in lesser

time and lesser interest rates.

#### What is Credit Score?

It's a numerical analysis of a person's creditworthiness of a person. It is a scale from 300 to 900.

Where,  
750 and above= Good credit  
600-750= Average credit  
Less than 600= Poor Credit

Not paying your bills on time, over leveraging, rejection of credit card payment missing EMI payments can have drastic effect on your credit score. I suggest you to monitor it every now and then and you can get a detailed credit report from your bank at minimal fee.

#### 7. Buy investment seeds

During my college years I interacted with a lot of people and

studied their financial habits. I saw that for many people savings implied, "keep money in bank". What many of us miss is that savings can be invested further to enhance our sources of income, other than our jobs and primary businesses.

Savings is a great habit, but it makes a total sense to invest the money saved in a way towards higher returns. An average savings account gives 3.5% interest rate and the interest earned is again taxable. A Fixed deposit account can give a higher

developers on the side while still in college; others are amateur photographers, painters and writers. Along with an intellectual and a creative stimulation your interest can lead you to some extra cash and skill enhancement.

#### 9. Maximise your tax breaks

Taxes were never easy to understand, but this should not be a deterrent. It makes total sense to read about them, learn from Chartered Accountants and

a second thought, but mulling for weeks, whether to enrol in a skill enhancement course. Invest on yourself intellectually and financially. Read more, learn more, interact with experts and peers and see any opportunity of financial literacy as a self enhancement. Create value for yourself.

#### Do Books, not drugs

Pranav Introduction Pranav Vashista is a third generation entrepreneur working in his



rate of interest with a lock in period. Investment implies a judicious decision to distribute your savings at different levels of risks and returns.

#### 8. Hustle on the side too

It is very important to have multiple sources of income and not depend on one job. I would recommend "develop a side hustle". It can be monetising anything you like. Many people are graphic designers, web

Financial Advisors to take the full advantage of your tax deductions. Section 80(c) allows us to take a deduction of Rs. 1,50,000 if we use that money to put it in PPF, 5 year FD, Interest payments towards your mortgage. You can read more about it for you to decide what suits you best or get in touch with a financial advisor.

#### 10. Invest in yourself

I have seen people buying the most expensive wardrobe without

closely held family corporation. He has a vision of creating financial literacy amongst millennials. He mentors millennials on Personal Finance and endeavours to make people take their financial decisions in their own hands. He is a budding author, a speaker on Personal Finance and full time learner. He is Pursuing CFA from the CFA institute. You can connect with him professionally on <https://www.linkedin.com/in/pranav-vashist> Well, if that is the problem, look for a solution. Ciao. 🍷



# Home Coaching (Tutorial) – An Approach to Excellent Children Education

Mrs. Nivedita Swain,  
M A, B Ed, MBA

**E**ducation is the most powerful weapon to change the world for a better life, living and world understanding and peace. In modern era education has occupied an important position and it gives a different perspective on life and help the society to develop. It is a process of achieving perfection in every aspect of life. It aims at developing the capabilities of individuals for sustainable livelihood. Now we focus on the quality education of children.

## Education as a social equalizer

Quality education is essential for a better livelihood and helps in preparing one to survive in a democratic manner. It should start from the childhood affected by factors both inside and outside the home. Now, one has to think, really a classroom education or the acquisition of a certificate is needed to achieve success in life. If we are giving a look on the importance of education, then the perception regarding education changes. Because one

has to focus on value education through which a child should get a complete development both physically as well as mentally. Rather we can say it as all round development of a child.

The children are the future of the nation and they should be updated on the all the happenings of current affairs and should be properly guided to stand as strong and solid pillars of the country.

On the other hand, the country must have a mechanism for safe future of a child. It is the duty and responsibility of the parents to start the education of the child at the right age so as to enable learning life skills and take benefit of the opportunity for better life. The meaning of better life emphasizes on the economic growth, reduction of poverty leading to a sustainable life enabling them to create a source of income for the family and living a healthy life.

More than the academic learning, education also teaches the children to build the character and make them a complete person. A child must get a chance to develop the inner quality through proper guidance, learning and education.

## The importance of home tutorials

1. Coming to the importance of home coaching centre, for parents home tutor helps the student to succeed in a very perfect manner giving on-to-one guidance. The student gets cent percent attention to get each doubt clarified by the tutor. The tutor boosts the confidence of a student to listen, concentrate, receive and remember easily and quickly.

2. Another benefit is to study each subject thoroughly till the student understands and also make to work at exercises that are avoided in school. It helps to increase confidence resulting in better performance as well as enables to complete the home work given by school teacher. It also keeps the student in readiness to face all class tests with more confidence.

3. The home tutor can easily identify the areas where a student needs to focus for improvement because of one to one interaction and attention which not at all possible in a class due to high ratio of teacher and student, 1:30 to 1: 50 normally seen in schools. A tutor gets time and interest to develop a cordial relation with



the student as well as parents by which the parents also share their observations and anxieties regarding academic issues of children. Parents also have a choice about their children's mental, behavioral and emotional status in good homely platform on their personal assessment of a tutor. A low student teacher ratio, 1:1 to 5: 1 attracts the students as well as parents for better understanding and direct involvement regarding the education. It also helps to promote positive attitude regarding the future. Therefore, coaching at home is a unique opportunity to learn, receive guidance and understand each subject thoroughly from an experienced and professional teacher.

4. Generally in the school a class room is dominated by the intelligent students and they always unintentionally get special attention from the teacher. It happens as it is difficult for the teacher to reach all the students in a limited time of one hour.

5. The teacher is also required

to finish the prescribed syllabus in a given time frame. In case of home coaching each student gets special attention to learn and enrich knowledge and score better marks in examinations. Once the student understands this after the first examination, the confidence, zeal and interest leads the learner (student) to go deep into the subject.

## Tips to have a sound home tutorial practice

1. To run a successful home coaching unit solely depends on the teacher or tutor. First of all, the teacher should have self confidence to cover the syllabus as per the school curriculum. For higher classes this should be as per the syllabus of CBSE, ICSE or State board. The teacher should be professionally trained and must have subject specialization with adequate experience of teaching in school. The experience of setting board questions and or evaluation of papers adds special value to the efficacy of a tutor. At the end of each chapter, the tutor

conducts test to know the student ability to understand and express it in black and white.

2. There should be certain rules like class wise and week wise contact hours for the subject who helps both parents and students to be aware of schedule to plan their activities accordingly. The tutor should not spend extra time than that allotted for the particular class to ensure punctuality for all concerned. Teaching is the noblest act where one handles and nurtures the young and immature youth to create the future leaders of the nation.

3. A tutor must be well prepared and punctual to the class timing given to the students. The attire and grooming of both tutor and student plays an important factor in home coaching.

4. The teacher has to be very confident, patient and honest about one's responsibility and capable of handling each student irrespective of the students' ability, intelligence and skill to make the home coaching attractive, effective and popular. 🍀





# Social Media Marketing a Promising Career Option

By Debjani

We are living in a media saturated world. More than two billion active users exist on Facebook, around a billion on Instagram, and approximately 365 million people use Twitter worldwide.

According to a report by Statista, with the digitalization of India, the number of social media users in India reached up to 500 million approx in 2020. Social Media is used by the people for a multitude of reasons, whether it's to stay connected to people across the globe, or for business and networking, number of users in social media is on the rise, and

marketers know it.

Number of active users on the social media platforms, helps the marketers to understand their consumer and thus it becomes an important area to invest through advertisement in these platforms. Various reports suggest that investments in social media advertising across the world are projected to grow. Which makes it a lucrative career option for many.

**Why Social Media is such a Significant Platform for Advertisement?**

Post 1990, world saw a boom in technology, and revolution through internet. Last decade can be said the decade of Social Media. Every other person possesses a

smartphone and life encircles around the Smartphones. While traveling, commuting, or even when relaxing; people are busy checking their social media feeds.

Monthly the social media platform witnessing growth in the number of users, and to be in the league, businesses houses can't afford to ignore this medium. Rather it has become compulsory to have social media presence.

Social media advertising is the means through which a company can reach its targeted audiences at a low-cost and in an impactful way. It is the platform that helps the company to engage with existing and potential customers. It also helps in creating brand

loyalty which further increase website traffic and finally drive sales. Social Media marketing is powerful technique that is here to reach out to large number of people all over the world. These are the reasons that make social media advertising a crucial marketing technique.

## How to proceed with Social Media Advertisement

Social Media has been very popular with the millennial youth. Surfing through the Facebook feed and notification might be a regular feature in day to day life. However, as easy it may sound Social Media Advertisement is not a cake walk. A lot one needs to learn and unlearn in the process.

To begin with this process, we will begin with 5 W's.

- 1.What is the reason to be on Social Media?
- 2.Who are the targeted audience?
- 3.What you want to share?
- 4.Which platform you will choose?
- 5.When are you going share?

**What is the reason to be on Social Media?**

To understand the reason to be on Social Media, relates to the company's social media goals. Whether the company wants the social media presence to promote its products or to drive traffic to their website or to connect more with the targeted customers?

Primarily, large number of companies makes their social media existence with the following goals:

- 1.To increase the brand awareness
- 2.To drive traffic to the company's website
- 3.To generate new leads

- 4.To increase sales
- 5.To enhance brand engagement

- 6.To know and understand the review of the brand

However, it is always good for a company to have a team, where different people within the team can take on different goals. There can be a separate Advocacy team to provide timely customer support, whereas marketing team can focus on social media to increase brand awareness and drive traffic to the website.

**Who are the targeted audience?**

After figuring out the goals, the next step is to know and

media platform do they prefer more, Facebook, Instagram, etc. or niche platforms?

How regular are they on the Social Media platforms? What is the primary reason for their existence on Social Media Platforms, for a better job search, for lifestyle updates, to stay updated of the current affairs, to stay connected or only for entertainment? Lastly, one should understand what their sources of consumption of the content are, is it social media posts or videos?

If you are already in the market for quite some time, the company doesn't have to start from scratch, as the company in



understand your target audience.

For instance, if a beauty and cosmetics brand (like Lakme) knows that its target audience loves to read about their new products and beauty tips, it should share such content which suffice the need of their customer on its social media profile.

To know the targeted audience, the company should do the research on Who are they? This will include in understanding their lifestyle, their job profile, age, gender, income, and location, etc. Further, one should know their interest area, like their choice of entertainment and its source, educational profile, their interest on new products, etc. Which social

the years of their existence in the market has a good understanding of their targeted audience.

**What you want to share?**

This is one of the most significant steps in the Social Media Marketing. To make a career in this industry, it is extremely crucial to understand what to share? Millennial youth are all engaged in the social media, posting several things throughout the day. However, posting for a brand, a company, and organisation or for a cause is very different from regular posts.

To know what to share for the company's Social Media profile and for a successful media marketing campaign a thorough



understanding of the competitor is also needed. The message or the video you want to share should be crafted strategically, keeping the targeted audience in mind. Content type and format is very important. Long content is a 'No-No' for Instagram, whereas a detailed info might get attention on Facebook platform. Photos and images are popular on Instagram, media marketing through catchy

engagement with the audience regularly.

**Which platform you will choose?** Once the goal of the company has been strategized, target audience has been studied, content type has been developed. It is very important to understand to choose the correct platform for the Social Media marketing. It is not compulsory for a company to have their existence in all the

In platforms like Twitter, and Instagram, generating unique Hashtag for the campaigning will bring more attention. For the company, ensuring that the content appeals to the target audience should always be the top priority.

It is a matter of few seconds to catch the attention of the target audience. If the content of the campaign does not appeal the



images and videos are preferred choice for this platform.

Most of the time the content shared on Social Media platforms are promotional in nature. However, some are non-promotional also. It is very important to strike a balance between both the promotional and non-promotional content on social media profile.

The content should be unique, and best suitable for the company's need. It should be such which would further help in the

social media platforms, however being on the correct platform is important.

**While deciding which platform to use, the data of target audience plays an important role. Depending on the cause and need of the company or organisation one needs to understand which platforms their target audience are most active on? Secondly, it is important to learn what makes them visit that particular platform?**

target audience, it would just take a second to scroll down. The content should be such which would make the audience want to stop and go through your posts. The content should be informative and worth their valuable time.

Live streaming is a popular trend; it can be incorporated to make it a regular feature in the social media marketing. Further if we talk about video on Facebook or an edited image on Instagram, the visual content should be entertaining and compelling.

People always want to see what they have never seen before.

Uploading the post for campaigning is the first step and not the last. It is sheer moment of joy for any organisation with the rise in the number of followers in their media campaign. However, it is equally important to respond to the feedback received from the audience. Feedback always helps in the engagement with the followers, and further builds the trust which is followed by investment in the brand.

Finally after understanding the 5W's, the question arises:

**What is the future of Social Media Marketing? How it can be a Promising career option?**

Imagine getting paid for spending your days surfing through Facebook to Instagram to Twitter, without the anxiety that your employer might be keeping a check on you while you're updating a status. It is nowhere less than a dream come true.

Having said that, career in social media marketing isn't all about Hashtags and retweets. It is much more than that.

Social media marketing is the practice where social networking platforms are used as a means to market an organisation's products or services. As mentioned before, this practice enables companies to engage with their audiences, and deliver these users variety of relevant content to build a community and enhance their brand exposure. How to decide whether it is the right career choice for you? Here are the skillsets which one should have to be in this industry.

## Copywriting

The written content and promotional messages used for the marketing is called Copywriting. The text that accompanies the Instagram post

or the online articles about your favorite products are all different form of copywriting. Copywriting can be a creative copywriter who will focus on the creativity of the content, whereas a SEO (Search Engine Optimisation) copywriter will look into the aspect of the content which will enable the maximum reach of the content and primarily would look into marketing content.

## Creativity

Creativity is the need of the hour. Advertising industry exists primarily on the creativity. When the competition is neck to neck, a creative and unique content would only help to stand out. It is imperative to capture the attention and interest of the target audience to be in the race. Creative visual content is an integral element of Social Media Marketing

## SEO Knowledge

Search Engine Optimisation, is a popular practice of employing multiple techniques to upsurge the online visibility of the company's website in a search engine's results. Understanding and imbibing the practice is an important skillset to be in this industry.

## Organisational Skills

Lastly, having the social media profile is useless, unless it is not managed well, and not updated regularly. Managing content depends on numerous aspects such as, goal, audience and platform. Keeping all these in mind, management of the content for the company in Social Media platforms becomes extremely significant. The way one should communicate to the targeted audience, regular feedbacks are some of the features to keep in mind.

## Career Scope in India

While deciding career in Social Media Marketing questions which one should explore: What are the different fields in the Social Media Marketing Sector? How much is the pay scale? What are the desired skills for the industry and where to learn from? What is the high-rerarchy and career growth is like in the Social Media sector. With the Digitilastion of Indian market, Social Media Marketing in India has witnessed an exponential growth. In today's digital India, almost every other individual have their online presence irrespective of gender, location, age. Career in this industry in India is gaining relevance. Social Media Marketing career provides several opportunities. For those who love coding, they can go for web designing. For those who has a flair and love for writing they can choose to be content writer. The other career options are – Social Media Manager, SEO Analyst, You Tuber, Affiliate Marketer, etc.

Social Media doesn't require any special degree however sound knowledge about the industry and how it operates is very much required. Numerous companies' offers online & offline digital marketing courses. One can choose any of these courses as per their need, time & budget.

According the report by IMRB – 'Online advertising market in India is increasing by 30% year on year'. With the present government's focus on 'Digital India', number of Indian startups making their presence online, generating number of new jobs that further would need Digital marketing. Thus, it is very loud and clear, that career in Social Media Marketing is a promising sector, and one should look forward to. 📌

Writer, Wanderlust, Free Spirit, Foodie and a Social Activist Interest and Research Area: Media, Diaspora, Education, Language



# Ayana Routray of Bhubaneswar Wins KIIT-Nanhipari Little Miss India 2022 Title

City-girl, Ayana Routray has been crowned as KIIT NanhiPari 2022 at a glittering show at the KIIT campus. Style, talent, intelligence, elegance and compassion defined the teenage sensations as they took the ramp at the 20th edition of the beauty pageant. Twenty-eight participants between 15-17 years from 19 auditions were shortlisted for the semi-final from regional auditions held across the country through hybrid mode.

In the Grand Finale, Raisha Sahnawaz from Meghalaya and



**The 1st Runners-up in all won Rs. 10.00 lakh R.1.00 Lakh cash prize and 50% academic fee waiver subject to a maximum of Rs. 9.0 lakh for studying any discipline at KIIT. Similarly, the 2nd Runners Up won Rs. 9.5 lakh Rs.50000 Cash Prize and 50% academic fee waiver subject to a maximum of Rs. 9.0 lakh for studying any discipline in KIIT.**

Sachi Rajesh Sawant of Goa were crowned first and 2nd runners, respectively. The top three also received a cash award of Rs. 3 lakhs, Rs. 1 lakh, and Rs. 50,000 respectively, along with the silver crown, trophy, and certificates.

Many other titles were decided in the final round. The Miss Rapunzel award went to Ayana Routray; the Miss Cinderella award was won by Krishita Mohapatra; the Miss Urvasi award went to Raisha Sahnawaz; the Miss Monalisa award was won by Sachi Rajesh Sawant; Miss Photogenic

was awarded to Avishika Chand; Miss Selfie award was won by Shidhika Prashad; Miss Whizkid award was won by Anavi Baniya; Miss Personality award went to Parijat Chaudhury; Miss Active award went to Chirashree Sagarika and Miss Fashion Award went to Sukhita S. They all got a cash prize of Rs. 10,000 each.

Dr. Achyuta Samanta, Chief Patron of KIIT Nanhipari and Founder of KIIT and KISS; Malay Mohapatra, Patron along with others crowned the winners. The core committee members

such as Dr Sucheta Priyabadini, Dr. Shradhanjali Nayak were also present at the Grand Finale presentation ceremony.

The total prize money given away was Rs. 41 lakh. The winner got Rs. 21lakh - Rs. 3 lakh cash prize and 100% academic fee waiver subject to a maximum of Rs. 18 lakh for studying in any discipline in KIIT Deemed to be University. Besides, she gets to visit South Korea along with one of her parents and participate in the Beauty and Health Olympiad there. 🇯🇵



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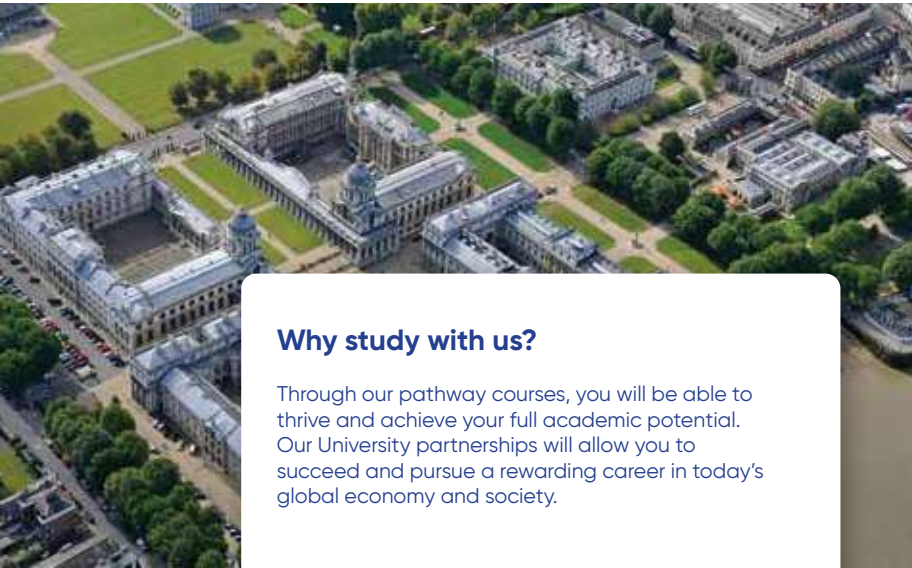
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