



AN ENGINE FAILURE THAT COSTS ₹2,000 CRORE! 20



MEN'S FASHION
MAKING
SMART
MOVES 86

SEPTEMBER 18, 2011

₹25

THE WEEK

HIGH COURT BOMB
WHY CHIDAMBARAM
IS ANGRY WITH
DELHI POLICE 50

JOURNALISM WITH A HUMAN TOUCH

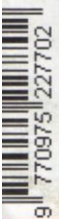


GRAB GREAT

J BS

THE WEEK IMRB SURVEY

- ◆ 68% employers say they will hire freshers this year
- ◆ Salary is the top-most priority for freshers
- ◆ Bangalore is the most sought-after work destination



2011 trends: Banking, IT, engineering are on top

Offbeat is in

By Sharmista Chaudhury

The trend of commissioning a wedding planner to make that most important day perfect has been popular in the west and is slowly catching on in India. After all, the big fat Indian wedding is all about a team of people diligently putting it all together. "You have to be available for your client at all times including evenings, weekends and public holidays as that is when your clients are generally free to meet. If you love organising, have a calm nature, excellent interpersonal skills, are creative and can multitask, then it could be for you," says Candice Perreira, creative head of Marry Me wedding planners.

The pay usually depends on the planner's. "We do get a few inquiries from students or event [management] professionals who want to be wedding planners. Most of them think the job is glamorous," says Perreira.

Anshuman Deb's career choice lets him be a beach bum. The 34-year-old, who was a member of Professional

Association of Diving Instructors, is a scuba diving instructor on the Andaman islands and loves the job. It takes six months to a year of training to become a scuba diver.

The profession is for people who

love the sea, sun and sand. And it does not pay badly either. "The starting salary of a scuba instructor could be in the range of \$800 to \$1,000, and can go up depending on the number of people you certify," says Deb.

Not many people have taken to scuba diving as a profession but the interest is increasing. "With higher disposable incomes and people showing more interest in adventure sports, scuba diving, too, has become a sought-after sport, which means that there is scope for growth," says Deb.

Many offbeat careers are becoming quite popular, according to Sudhakar Balakrishnan, MD and CEO, Adecco India. "Language specialists are gaining higher importance due to deals between multinational and multicultural organisations," he says.

Fitness experts, too, are in demand. "With more and more people visiting gyms these days, there is a need for good fitness experts, who can train and motivate them to achieve their goals," says Balakrishnan. "Fitness trainers have specialised formal and practical education available from certified fitness institutes."

Off-beat jobs preferred by students



Figures in %

ACTING	46
GAMES PROGRAMMING	43
BEAUTY STYLING	35
FASHION PHOTOGRAPHY	34
CHOREOGRAPHY	30
NGO	30
AVIATION	27

Base: all students

market," says Kanika Ahuja, practice manager (consumer goods services) at a recruitment firm. This has fuelled the need for manpower for functions of distributors, logistics and back-end operations, says Oberoi.

It is not always huge volumes that make a sector hot in the job market. The insurance sector, for instance, might not be adding many jobs, but it offers diverse profiles. A sector that has always been perceived to be sales oriented, it offers opportunities in sales, underwriting, risk inspection, finance, IT and administration. Vempati says she looks beyond education and experience while hiring people. "Passion, orientation, agility, entrepreneurial skills, resilience and the ability to change with the environment are some of the areas we look at," she says.

Retaining manpower is also

becoming important for employers, especially in sectors like banking and financial services where competition is intense. ICICI Lombard has an unusual way to deal with attrition. It follows internal churning: after 18 months an employee can switch from one department to another.

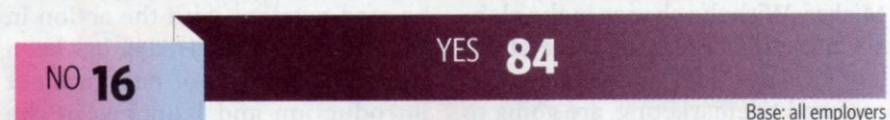
Banking is the most preferred sector among freshers, says THE WEEK-IMRB survey. The sector saw a good level of hiring activity last quarter. Surbhi Shweta of Mirae Asset Global, an asset management company, says sales and marketing are the areas where more people are

Will you hire freshers this year?

Figures in %



Will you hire experienced people this year?



Base: all employers