



The Placement Cell, Miranda House

PROFECTUS

Latest Insights into Career Trends and Path to your Dream Job

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#EmpoweringWomen

A series of scintillating interviews with the most distinguished women.

INTERVIEW WITH

MS. RENU KARNAD

"My mantra has always been Learn, Unlearn and Relearn."

Ms. Renu Sud Karnad, the Managing Director HDFC, holds a Master's degree in Economics from the University of Delhi and a Bachelor's degree in Law from the University of Mumbai. She is a Parvin Fellow, Woodrow Wilson School of Public and International Affairs, Princeton University, USA. Ms. Karnad joined HDFC in 1978 and since then, has to her credit it's consistent growth. She brings with her invaluable experience and enormous wealth of knowledge of the mortgage sector, having been associated with the real estate & mortgage industry in India for over 40 years.

Ms Karnad has multiple accolades in her name- the most prestigious being featured in the list of '25 top non-banking women in finance' by U.S. Banker magazine, listed by Wall Street Journal Asia as among the 'Top Ten Powerful Women to Watch Out for in Asia'.



1. How would you describe your career journey? What led you to the role you're in today?

It has been a wonderful journey. Wonderful not from the perspective of how my career panned out but from the perspective of experiences, learning and most importantly giving back to the society. Home Loan as a product positively impacts not only the home acquirer but a wider part of the societal ecosystem surrounding him. And I consider myself fortunate to be a part of an organization which partners with people to help them acquire a home-one of the most basic and essential human requirements.

2. What obstacles did you face in your professional life and what would you regard as the turning point in your career?

In early stages of my career HDFC was rapidly growing and extending its reach in Tier 2 and Tier 3 towns. While visiting partners, developers and government officials, their reaction dealing with a woman decision maker would often act as a hurdle in constructive business transactions. These reactions ranged from amusing to outright patriarchal and patronizing.

3. What were the key choices that you made during your initial career years that helped in shaping your career?

It was not a set of "key choices" for me rather it was a single minded approach or mantra that no work is small or insignificant. Doing whatever came to me, to the best of my abilities and getting to the bottom of the job ensured that I was able to glean something worth the while even while undertaking the so called "insignificant jobs". I have always believed in rigors of thoroughness and focus in whatever I do.

4. What do you consider to be your greatest accomplishment?

For me the greatest accomplishment has been that I have been able to adapt myself to the changing paradigms of business for over four decades and added value to the organization over the years. This might sound trivial to the digitally native readers but looking at disruptions and changes specially in technology and how the rules of engagements with the customers have changed, the task was really challenging. From handwritten ledgers to block chain, trust me, I have seen it all.

5. How has your career helped you grow as a person?

The exposure and experiences that I have garnered in over 40 years of my professional journey are invaluable and worth cherishing. Be it the interaction with customers, colleagues, channel representatives and other stakeholders. These interactions have been the most enriching experiences and have really shaped my worldview and helped me become more inclusive, compassionate and empathetic.



6. What are your views on workplace equality? What can we do as future women professionals to equip ourselves to face gender equality issues?

Things are much better now compared, to let's say, a decade ago. Changing societal attitudes coupled with regulatory requirements have really done a world of good to workplace equality. Women at all levels and in all fields have proven themselves to be equal if not better to the other gender.

The only panacea for women is to believe in themselves and their abilities and most importantly we must remember that there is no substitute for knowledge and attitude.

7. What do you do to ensure you remain productive and at the top of your game?

My mantra has always been Learn, Unlearn and Relearn. We should never let go of curiosity, in fact have the infectious and irritable curiosity of a 5 year old, and never be ashamed to acknowledge things we don't know. These simple but extremely effective concepts have held me in good stead over the years.

8. What changes have you witnessed due to COVID-19 in the organizations that you are a part of? What are the major takeaways from your experience?

The biggest shift in paradigm witnessed by people across the industries and sectors has been the acceleration of digitalization. In my view, pandemic has been the biggest and most influential evangelist of digitalization. Not only organizations but customer behavior has undergone massive change in a very short span. Even the Digital fence sitters have adopted digital as the preferred mode of interactions with the brands.

The biggest take away has been to always have a plan B, keep on adapting to changing times and always invest in Technology and development of Human Resources.

9. In these critical and uncertain times, what can we expect from the economy in 2021?

The demand continues to be robust. The only challenge is recurrent waves of infection which derail the momentum. But with the rapid pace of vaccination, things look pretty good from where we see it today. The recovery from the second wave has been rapid and strong which assures well for all of us and the future.

10. As one of the most distinguished women in business, what advice would you like to give to the next generation who are just starting off with their careers?

Like everything else the answer to the most complex problems are fairly simple. My simple advice would be - Don't compromise on learning and believe in yourself.



TOP CAREER PROSPECTS to explore after Economics

BY- RADHIKA SHUKLA (2ND YEAR), MIRANDA HOUSE

Economics as a subject extends from Statistics, GDP, and Rural Studies to Banking, Development, and Finance. Economics is becoming a highly sought-after course due to its multifaceted nature. A career in Economics can prove to be extremely rewarding in today's business scenario. Choosing a career path can seem daunting at first, but with extensive research and conscious deliberation, the choices become easier.

Here are a few of the most popular career options:

BANKER

As Economics equips students with basic financial skills, one can go on to specialize in finance to find a career in investment banking, corporate banking, private banking, and asset/ wealth management. Bankers' responsibility also includes handling investment portfolios, managing client bank accounts, overseeing their transactions, processing deposits, payments and withdrawals. With proficiency in research analysis and mathematics, Banking has become a popular career choice after Economics.

RESEARCH ANALYST

The responsibilities of research analysts include carrying out research and accumulating information to assist their employer in marketing its services or products efficiently. They acquire information and records using numerous methods, consisting of interviews, questionnaires, focus groups, marketplace evaluation surveys, public opinion polls, and literature reviews. In addition to monetary acumen, the research analyst possesses robust analytical skills.

INDIAN ECONOMICS SERVICE (IES)

One may want to wind up with a white-collar job and work hand-in-hand with the government, geared up with expertise gained through a degree in Economics. Economic evaluation and rendering facts for financial reforms, formulating developmental policies, price fixation, regulation, and monitoring fall within this line of work. However, one needs a master's degree in Economics to be eligible.



DATA ANALYST

Data Analytics is one of the leading career fields in the industry. A Data Analyst interprets data and turns it into information that may provide methods to enhance a commercial enterprise, therefore affecting business decisions. They collect information from diverse sources and interpret patterns and trends. Data Analysts frequently make suggestions about the strategies and approaches wherein an organization obtains and analyses data to enhance the quality and the efficiency of information systems. The rigorous curriculum found in a degree in Economics is vastly beneficial in pursuing a profession in data analysis.

FINANCIAL ANALYST

Financial analysts are liable for monitoring an enterprise's economic overall performance against a plan, analyzing business performance and marketplace situations to create forecasts, and assisting senior management to develop tactical and strategic solutions by presenting periodic reports. However, now no longer all financial analysts work with financial establishments or assist their employers to make investments. They must be excellent with numbers and solving problems and have to be acquainted with the workings of the economy, tax laws, and money markets. Economics students are equipped with strong data interpreting and analyzing skills which make them highly suitable for this job role.



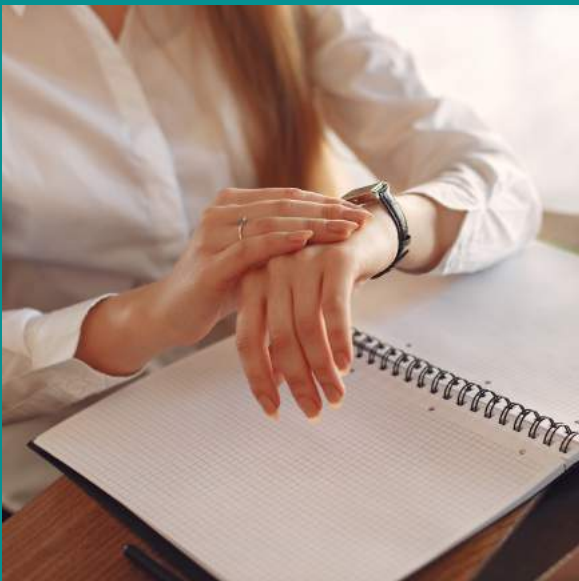
OFFBEAT CAREER OPTIONS

Actuary:

Actuarial technological know-how is a fast-rising professional choice amongst Economics graduates. Actuaries are professionals at analyzing risk and uncertainty, and additionally pricing them and provisioning for them. They possess superior expertise in areas of mathematics, statistics, and finance, in addition to economics, and are prominently hired in the insurance industry, and by pension funds, funding companies, and actuarial consulting corporations.

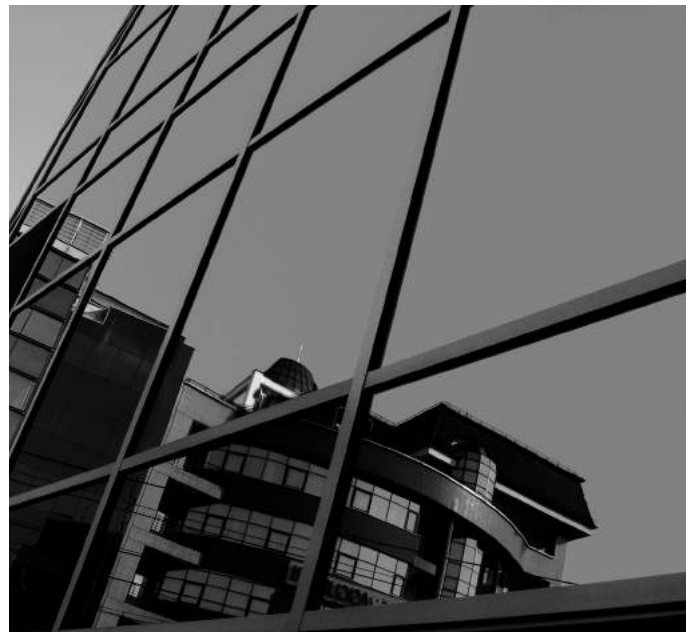
Economics Journalist:

This professional route is for those who are enthusiastic about reporting and have a flair for writing in addition to economics. This path will allow them to explore and develop in both the areas. The mathematical and marketplace evaluation skills, the know-how of industry and trade evolved with the aid of using Economics will prove to be remarkable in the field of journalism.



After the completion of a degree in Economics (Hons.), one can aim for higher education. Masters in Economics, later followed by a Ph.D. would forge a path to a glowing career in the field of academia where one can work in research or as a Lecturer or Professor in esteemed educational institutions. One could also go ahead with an MBA and pursue a career in numerous fields such as Finance, HR, amongst others which could yield high-paying jobs in MNCs. Law is another option for those looking into higher education after this course. Law after Economics Honours could lay the groundwork to venture into the field of Corporate Law or Economic Law.

A degree in Economics equips students with incomparable quantitative aptitude, compelling analytical talents, and sharp communication skills, which forges the path for a career in the aforementioned areas.



TOP CAREER PROSPECTS to explore after English

BY- DEEPSA MOHANTY (3RD YEAR), MIRANDA HOUSE

Over the years, the study of English has evolved but has never ceased to be important in many settings. The competencies gained with an English degree have proven to be a versatile and rewarding field of study in this digital age. From persuasive and professional writing to technical and creative, students develop strong writing skills and gain the ability to convey complex ideas with clarity. Their competency in analysis while remaining sensitive positions them as strong collaborators and leaders. This critical thinking, creativity, and interpretation prepares one for a diverse range of professional fields- from teaching and journalism to pursuing careers in tech companies and other start-up ventures.

Here are a few of the most popular career options:

TEACHING

An English Major prepares students to succeed in classrooms at all levels. To teach at primary or secondary levels, one usually needs to complete a professional teaching qualification. For University-level teaching, a Ph.D. is often required. Previous teaching experience, say tutoring, mentoring, youth volunteering, or contributions to research projects, can help provide the needed competence to enter this domain.

MEDIA AND JOURNALISM

The media industry runs from films to television, newspapers to news blogs, from gaming to game reviewing. Depending on one's area of interest, one can write, review, edit, produce, and promote. As it is a very competitive field, one can boost their employability probability through various internships, a media blog, a personal portfolio of work, and proving their interest in the current media landscape.

ADVERTISING, MARKETING AND PR

Careers in the advertising, marketing, and public relations domain have become increasingly popular and sought-after. While involving high levels of creativity and impeccable communication skills, these roles explicitly focus on generating a profit and expanding business or brand reach. This revenue-based mind-set often amalgamates with higher starting salaries and career progression possibilities. Tech-savvy individuals with knowledge of how to promote themselves using social media and a creative portfolio of ideas are the cream of the crop.

PUBLISHING

Although often traversing with the media world, publishing is a distinct zone in itself. In recent years, the world of digital publishing, encompassing areas such as e-books, electronic journals, online magazines, and news sites, has seen a boom. Individuals entering publishing careers may be interested in various areas, including editorial, administration, marketing, business, sales, etc. A fair mark of computer literacy, self-published blog, internships at a publishing house, a creative portfolio and knowledge of the contemporary world of print and digital publishing can boost one's success chances.

PUBLIC SECTOR

The public sector is responsible for hiring large numbers of civil service workers, health service workers, police/armed forces personnel, to name a few, among other offices. This gives tremendous opportunities in terms of career progression and personal growth. English graduates with their ability to research and analyse complex information, contextualise issues based on historical, political, cultural, and social contexts, and elaborate spoken and written communication skills are likely to be well suited to public sector roles. Individuals also need to possess exceptional decision-making and leadership skills.



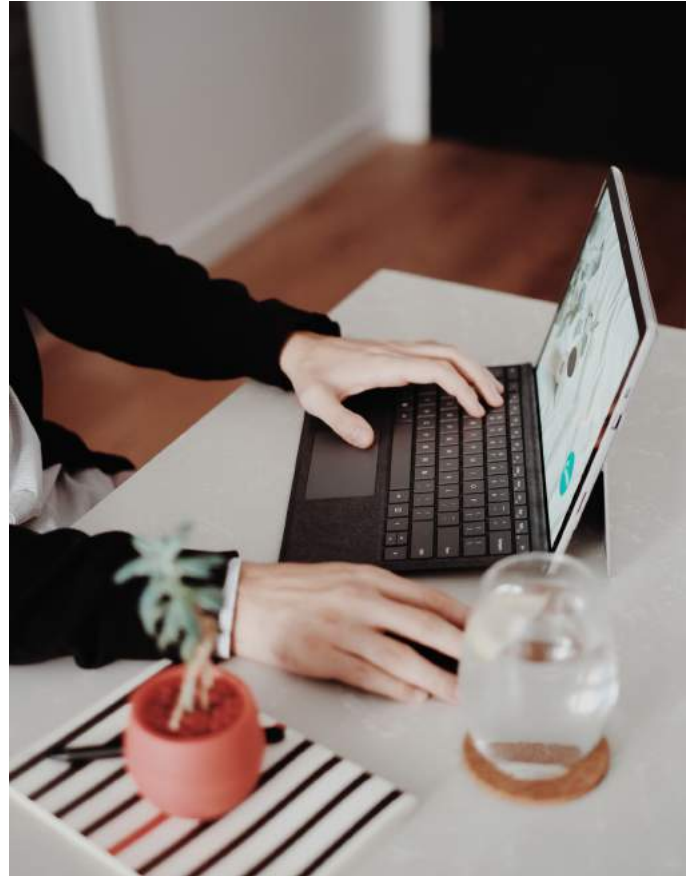
OFFBEAT CAREER OPTIONS

Archivist:

An archivist's work involves storing historical records and documents correctly and keeping them in good condition; identifying, dating, cataloguing, and indexing archive materials; making records available in formats such as photocopies, microfiche, and online; organising displays and exhibitions; negotiating the buying or donation of archive materials and weighing their importance, and carrying out research. They may also be involved in archiving digital material and converting existing archives from traditional to digital formats. As long as one possesses good communication skills, pays attention to details, has a keen interest in history, and understands the importance of documents as historical evidence, one will be quite suitable for the job.

Interpreter and Translator:

For this career, one needs to be fluent in another language, say Spanish or Mandarin Chinese, but an English major will help understand the language structure better and make the person an effective communicator. This job demands transfer of information from one language to another. As an interpreter, one works with spoken language, while translators work with written language. It is one of the most promising English major careers.



English major gives one the scope of developing heightened awareness of the power of language. One gains considerable vocabulary, understanding of style, advanced critical thinking abilities, and experience writing complex, original work. This leaves precision, subtlety, persuasiveness, and clarity- a few tools to name at one's disposal. In conjunction with the skill to communicate clearly and effectively, these qualities serve one well in a wide range of fields.



TOP CAREER PROSPECTS to explore after Political Science

BY- UMANG MISHRA (3RD YEAR), MIRANDA HOUSE

The Bachelor's degree in political science is a three-year program that covers the theory and practice of politics, political systems, and government. One gets the opportunity to learn about political principles, processes, policies, and institutions while studying the social, economic & political lives of people in the country & around the world. Political science investigates pressing global challenges that society faces, such as conflict, freedom, order, justice and equality, as well as the concept of power and resource allocation. After studying political science, one can choose from a gamut of career opportunities in both the public & commercial sectors.

Here are a few of the most popular career options:

RESEARCH & THINK TANKS

Think Tanks pick specific areas to focus their work on within their chosen disciplines. They gather and analyse data, read academic papers, government white papers, and news articles, and then contribute to think tank publications. To work with a think tank, a bachelor's degree in Political Science or a thesis on a topic of interest to the think tank will help you a whole heap. Those with an analytical mindset along with a knack for research would be good fit for a career in Think Tanks.

LAW

Graduating with a bachelor's degree in political science will enhance your analytical and critical thinking skills, which are useful in the legal area. Although a graduate-level 5-year LLB course is required to enter the field of law, one can still pursue law after completing a bachelor's degree by enrolling in a 3-year LLB program and passing the Bar Council of India's All India Bar Examination.

PUBLIC POLICY

A government act or activity that promotes progress, empowerment, & social justice is known as public policy. With a degree in Political Science, one is prepared to work in multiplicity of settings, including government, private organizations & a variety of other fields where the government's primary goal is to generate innovative & advanced ideas and turn them into fruitful solutions for the country's development and, more broadly, for its people.



CIVIL SERVICES

For individuals studying political science, a career in civil services, such as the IAS (Indian Administrative Service) or the IFS (Indian Foreign Services), is one of the most popular options. The job includes assisting the nation in running efficiently, influencing decision-making, and representing the country. Numerous questions on polity appear in both the preliminary and main civil service tests thus, studying political science gives students an edge in the exams. Proficiency in leadership skills, communication, and administration is crucial along with out-of-box thinking, decisiveness, and superior work ethics.

JOURNALISM

People with an inclination towards the media sector and an aptitude for writing and reporting can contemplate pursuing a career in Journalism. The majority of news in media revolves around politics, and as public awareness grows, more individuals are interested in reading the news. Political Science Graduates have a deep awareness of politics and the political environment, making them suitable candidates for positions in the media such as political journalists, editors, and reporters. To enter the media field, one can pursue a postgraduate course in journalism or mass communication.



OFFBEAT CAREER OPTIONS

Political Campaign Manager :

Working in the sphere of political campaign management is incredibly important, lively, and interesting. This unusual job requires analytical ability as well as the ability to adjust to the fast pace of the demanding working conditions. They provide services such as political counseling, marketing, fundraising, crisis management, and public relations. It is mandatory to have a Bachelor's or Master's degree in political science and campaign management.

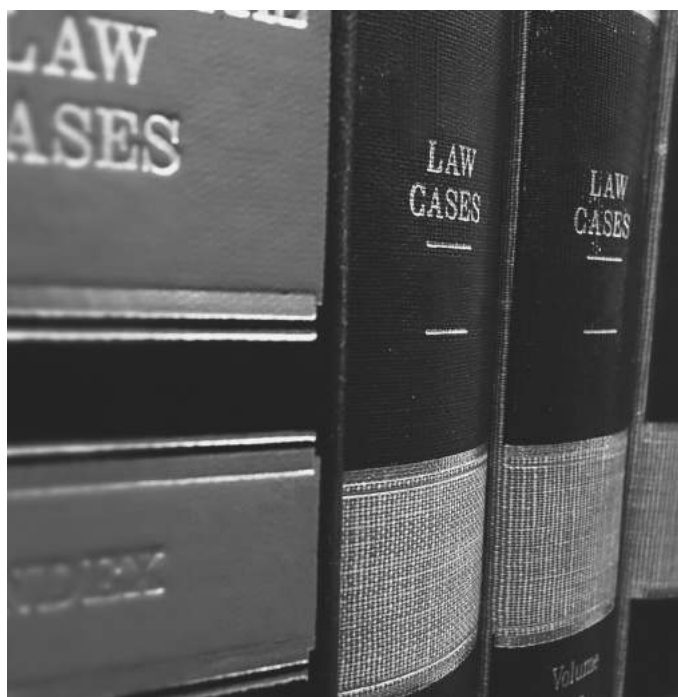
Career in Political Communication :

The discourse between political organisations (e.g. political parties), political actors (e.g. elected officials), the media, and private citizens is known as political communication. Political Science graduates may work for legislative think tanks, local, state, and national political party organisations, political campaigns, media organisations and publishers, non-profits, public relations firms, political consulting agencies, social advocacy groups, and other organisations involved in the political process. Individuals with strong communication and diplomatic skills coupled with an in-depth understanding of the dynamics of the political world can explore this career path.



If you are considering higher education possibilities, you can go for the following master's programs-MA in Political Science, MA in International Relations, MA in Public Administration, MA in Development Studies, MA in Political Consulting, MA in International rights etc. It is suitable for people who wish to work in the sectors of governance and public management. These courses are open to those who have a bachelor's degree in Political Science or a related discipline. The admission procedure is usually based on percentile scores or entrance exams.

A degree in Political Science arms students with requisite and dexterous skills in analytics, communication, diplomacy and research and allows them to choose from wide range of careers in the Political World and beyond.



FROM THE ARCHIVES

WEBINARS (JUNE-JULY)

SUCCEED AT HR INTERVIEWS

June 16, 2021



The Placement Cell, Miranda House in collaboration with Gagan's Winning Edge Persona Program hosted a webinar on 'Succeed at HR Interviews'. The speaker for the session was Mr Gagan Singh, who is the founder of Gagan's Winning Edge Persona Program (Gold Medalist-All India CBSE Topper, MBA from IIM-Ahmedabad, BE (Hons) from DCE) and has coached over 10,000 leaders & trained over 100,000 professionals globally.

The session threw light upon the importance of communication skills and presence of mind. Further, it stressed that interviews are not just a check of knowledge but also skills, attitude and activeness. Another important aspect emphasised by him mentioned the importance of introducing oneself in an interview. He highlighted that the introduction must be altered as per the role applied for. The session gave insights about various processes involved in the interview like Group Discussions, Resume making and Personal Interviews in a detailed and structured manner. It was followed by an in-depth analysis to guide students about the interview procedure.

GMAT vs CAT vs GRE

June 29, 2021



Career Launcher hosted a webinar on GMAT vs CAT vs GRE with Mr. Navneet Anand, an alumnus of NMIMS and currently the head of MBA Division, Career Launcher.

The session started with a discussion of a young Indian woman setting a world record by completing 350 online courses during the pandemic. It was followed by a discussion of different career prospects available after graduation, for instance, numerous students search for employment to gain experience while several others, interested in academics continue with masters in their respective streams. However, to get into Masters in Business Administration (MBA), Common Aptitude Test (CAT) is a must as many top colleges in India consider CAT scores. For an MBA abroad, students can go for GAT/GMAT/GRE exams. A good score along with 2-3 years of experience can help in building a good profile for admission into a good B-school although the criterion differs from university to university. Moreover, the session provided a detailed analysis of each entrance examination along with tips and guidance to crack these entrances. The webinar proved to be highly successful, ending with an informative Q/A session.



FROM THE ARCHIVES

WEBINARS (JUNE-JULY)



HOW TO BUILD X-FACTOR TO GET INTO IVY LEAGUE COLLEGES

July 9, 2021

The webinar was hosted by Scoreleap with Kalyan Chamarthi, the founder and CEO at Scoreleap, as the mentor for the session. Scoreleap has successfully provided impeccable admission consulting services to many students for colleges including Harvard, Kellogg's, Stanford, Yale, and Cambridge.

The session emphasised the importance of having global exposure in today's world. Studying abroad allows students to experience world culture along with studying from the best educators. Students received an insight into profile building and several factors that help one stand- out in the pool of candidates. As indicated by the speaker, students should consider their academic records along with participating in extracurricular activities such as sports, performing arts, internships, webinars, community service, and competitions. Getting good recommendation letters also paves the way to admission. It was an extremely insightful session. It was also followed by an informative Q & A.

COLLEGE CONNECT PROGRAM

July 17, 2021

The Placement Cell, Miranda House in collaboration with EducationUSA conducted a College Connect Program with Rupali Verma (EducationUSA adviser, associated with United States India Educational Foundation) as the host for the session. EducationUSA is the official source of information on U.S. Higher Education and a member of the U.S. Department of State's network.

The session entailed a detailed discussion about the USA and studying prospects in the USA. Known for its vibrant student and campus life, the U.S. offers top-notch education and facilities, along with a rich cross-cultural exposure. The session highlighted important steps to keep in mind while preparing for education in the states. One should research their options, create a financial plan, complete the application process, apply for a student visa, and prepare for their departure. The session also resolved student queries. It was a fruitful and illuminating session.



FIRST IMPRESSIONS & HOW TO NAIL THEM

BY- ARUSHI MATHUR (2ND YEAR), MIRANDA HOUSE

Job Interviews are already high on our list of stressful things, besides those bumper-to-bumper traffic jams, rains, and the elevator that has to stop at every single floor. This can severely impact those already tingling nerve endings and give a bad impression to the interviewer.

While appearing for a job interview, the age-old saying 'First Impression is the Last Impression' might be the deciding factor in whether or not you have a real shot at being selected for the job. Impressions are not the only thing that determine your selection for a job position but they do wield enough power in the decision-making, such that it becomes imperative for you to nail that first impression.

Right from the time you walk into the interview room, it takes less than ten seconds for the interviewer to form an impression based on your appearance, body language, expression, clothing and verbal statements. First impressions are not always accurate but they do form an opinion in the mind of the interviewer that may not always be easy to reverse. Positive first impressions go a long way and you may have only one shot before the competition swoops in and takes away your dream job.

The list of Do's and Don'ts in a job interview can be excruciatingly long and complicated but here are some tips that will go onwards and upwards in creating a positive rapport with your interviewer and potential employer.



1. INTRODUCTION

Introduction plays the most pivotal role in establishing a powerful first impression in the mind of the interviewer. It is vital to be courteous and confident. Moreover, keep in mind your ethics & etiquettes and uphold them with utmost diligence. The best way to nail your introduction is to prepare for it beforehand by formulating all the points that you want to cover in your introduction. However, it is important not to narrate your introduction as if you have been standing in front of the mirror and practicing it for the last two weeks. (Even if you have been doing that!) Introductions should begin with your name followed by your qualifications. It is essential to highlight your accomplishments and experiences, particularly related to your professional proficiencies or relevant to the job profile. Avoid going into extraneous details. Conclude your introduction with your future plans and why you feel you are the right person for the job. Make sure your introduction is precise, crisp and creates an impact on the interviewer.

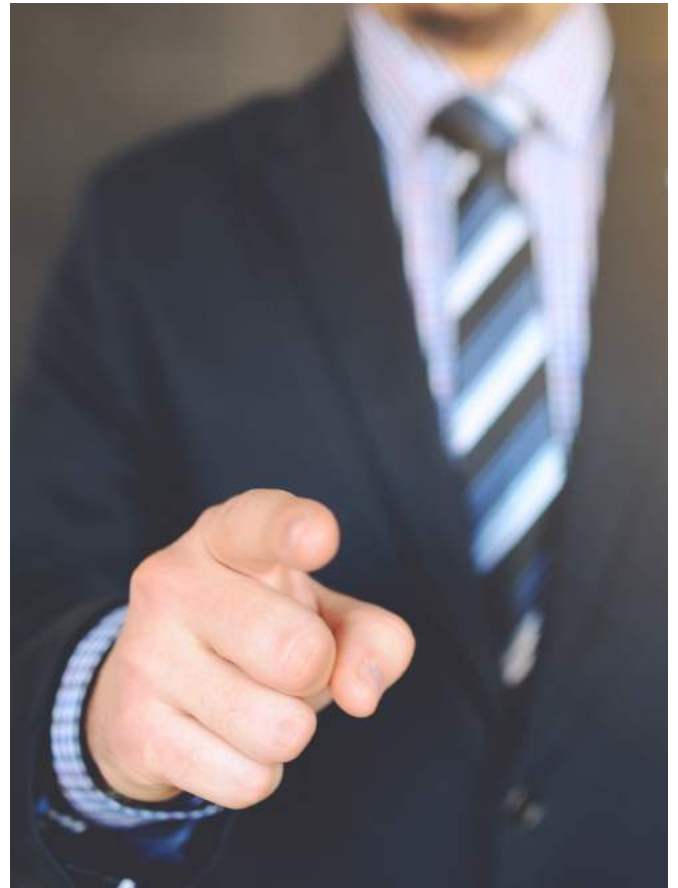


2. PHYSICAL APPEARANCE

It is important to look professional and polished to create a good first impression. Choosing the perfect outfit can be tough, especially when you're dressing to impress. However, unless specified, always go for a shirt/ blouse and dress pants or a statement dress for women and good old suit jacket, trousers with a shirt and tie for men. Going for neutral colors like black, grey, navy blue instead of bright and neon colors will not let you down. Choose solids over patterns to ensure that the attention of the interviewer is on your qualifications and skills, rather than your dressing sense.

For example, a pale blue shirt along with a dark grey suit can soften your look. When interviewing for power positions, bold colors like black would be appropriate. Colors such as orange, red or multi-colors should be avoided. Make-up applied should be subtle and unobtrusive. The hairstyle should portray a look of professionalism and match with your outfit.

It is essential to look neat, well-kempt and smartly dressed to make a lasting first impression.



3. BODY LANGUAGE

Body Language communicates your emotions, such as nervousness, confidence, etc. to the interviewer. While appearing for a job interview, it is paramount to portray a calm and composed look. Imagine, walking into a huge conference room unaware that it's going to be a stress interview. You walk towards a panel of extremely experienced people and the first thing they say to you is, "You forgot to close the door." This is your one chance to make that lasting first impression. Don't let those butterflies show. Take a deep breath, keep calm and close the door. There is no need to be rigid with tension. The quote 'Actions speak louder than words' plays a vital role when it comes to making first impressions.

Remember to sit up straight during the interview. Gently lean towards the interviewer to show interest and attentiveness, however, do respect the interviewer's personal space. Maintain eye contact and occasionally use subtle hand gestures to portray confidence and engagement. Preferably, your legs should be uncrossed and you shouldn't fiddle with your hands as these gestures project nervousness and discomfort. Overall, you should aim to look poised, responsive, and at ease.



4. FACIAL EXPRESSIONS

It is crucial to be conscious of your facial expressions. Your face should communicate the same message as your verbal statements and rest of the body language. Having a nervous look on your face while trying to explain that you remain calm and composed in stressful environments may not go in your favor while trying to land a job. Practice your expressions beforehand in the mirror. It is important to appear alert and enthusiastic while speaking and listening. Retain a friendly facial expression and smile.



5. ORGANIZATION

While appearing for a job interview, it is of utmost importance to be organized. Carry only essential items to the interview. It is well known that at the start of the interview, the interviewer will request a copy of your resume. But if you have to search your whole bag past the snacks, old bills, chargers, it will give a highly unprofessional impression. To ace your first impression, create a list of items that you'd need and make sure that they are readily accessible. Ensure that your resume, reference letters, a notepad and a pen are on the list.

Even during your time in the waiting area, go through your resume or practice some answers in your head but ensure to put your phone away. You do not want to be caught playing candy crush or scrolling through social media. It won't necessarily have a negative impact on your interview, but it also wouldn't put you in a positive light.

Finally, during the interview it is pivotal to appear organized and professional. Think before you answer. Take two minutes to construct a structured answer with valid points supported by strong reasons. Giving muddled and haphazard answers will not make a positive impression on your potential employer. Make certain that they are able to see your clarity of thought, clear articulation and ability to withstand pressure.

The bottom line is, first impression is not the only impression that counts in your selection but it is certainly the most prominent one as it sets the tone for the following impressions. Researching in advance about the recruiters and interviewers might give you some ready talk-points and make you feel equanimous. The more confident and composed you are while appearing for the interview, the higher are the odds of acing that first impression.



Placements and the Role of College

College plays an extremely important role in modulating one's personality and prepares an individual to tackle the competition outside. Campus Placements are essential for students, educational institutes, and corporations. While, it helps a student in building a strong foundation for his / her professional career ahead without facing the real-world job struggle, peer competition, or family pressure, a good placement record gives a competitive edge to an institute and a higher spot in college rankings.

The companies are attracted to the brand value of the college which in turn deviates the interest of students towards the respective institutions. It has become more a responsibility of colleges to provide placement to students. Even students are attracted to institutions with higher placement opportunities.



TRAVERSING JOB OUTLOOKS & HIGHER EDUCATION

BY: ANUSHKA MITTAL (2ND YEAR), MIRANDA HOUSE

An imperceptible string divides 'Normal world' from 'corporate world' which has no rigid thresholds. Globalization of the world, along with the support of countries for privatization, has steered the way to the creation of an extremely enigmatic and eclectic world i.e., the Corporate World. The preparation for getting into the industry starts right from the graduation itself.

What does corporate life offer?

It offers a plethora of opportunities with the neck-deep competition. Corporate life is much more than just a 9 to 5 job; that asks you to just finish your assigned tasks. It is not difficult to enter here but to survive here, skills, ingenuity, originality, diligence, resilience, and more than bookish know-how are essential. Believe it or not, Corporate World has become the real world in the era we live in.

Entering as an inexperienced intern is the first step in the ladder that takes a person to a 'Real Life Corporate World' experience that is non-identical to; what has been described in the colleges. In a company, you grow together by utilizing your capabilities that help the company reach heights; in turn it helps in your career's progression. The advancement of technology, growing competition, enhancement in scopes of business ideas, and creative market has not just helped in growing its roots in the market, but also opened the gates of choices for the customers.

Challenges in Placements

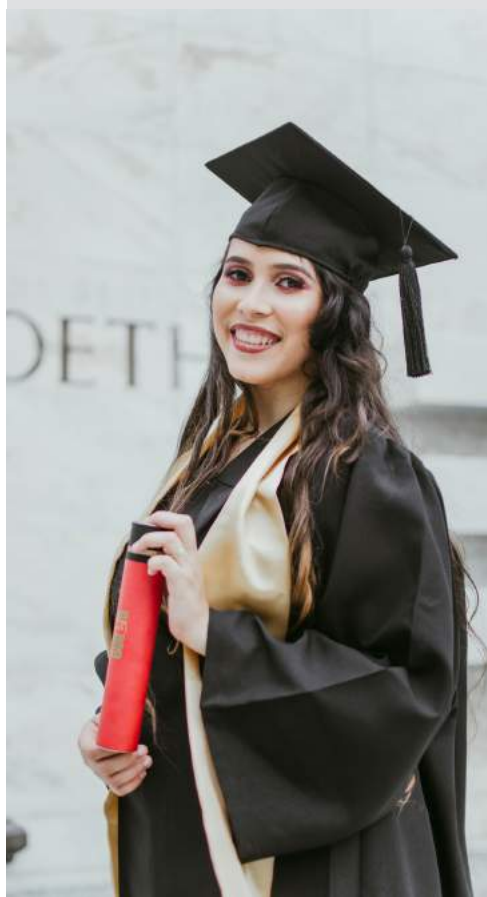
There are generally two types of placements - on-campus, which is generally provided by the colleges; and off-campus, these placement opportunities have nothing to do with educational institutions. The margin in placement ratio is quite evident. Even after working day and night students are unable to grab placement which could clearly be deduced from the unemployment ratio. It is because of the various shortcomings such as:

Lack of Skills: The education system is designed in such a way that it does not encourage pragmatic experiences i.e., skill development but rather focuses more on mugging up words. The requirements of the industry are not satiated, which causes the aspirants to lose opportunities.



EPILOGUE

Entry to the mainstream industry, Higher education opportunities, and Placements all depend upon the skills you possess. There is an endless tussle for opportunities that become lucid when one steps out in chase of them. New spheres of employment that require the know-how of new skills are now the need of the hour. Theoretical knowledge in the digital and advanced world won't help you survive, in time you would be lost to be never found in the crowd. To overcome this, it is important to be always open to learning new things, and being ingenious would help your boat sail through the challenges that the industry offers.



Technological Transformation: Jobs have become multi-dimensional due to the advancements in technology. More than one skill is required to strive through the neck-deep competition that the corporate industry offers. Artificial Intelligence is soon going to take over the world and in that scenario; you need to stand out in the crowd. According to an ILO report (before the onset of the pandemic) the unemployment rate in 2019 was 5.5% worldwide.

Current Scenario (Covid-19 Crisis): The sudden breakthrough of Coronavirus has shaken the world from the core and laid the foundation stone for shifting everything online. The noble covid-19 crisis taught the world a lesson. In the future, almost everything will be operated digitally; and only the ones with leadership skills could strive. So, leadership would be the most prominent skill that would decide one's future.

Interviews constitute a considerable part of the selection procedure and this is the step where most candidates falter because of the lack of confidence and training provided by the curriculum.

Enhanced profiles, skill training, knowing your area of expertise, and improved networking are steps to improve your placement opportunities.

HIGHER EDUCATION AND OPPORTUNITIES

In the 21st century, education plays a significant aspect of your life. It helps in building your analytical and communication skills. Not everyone seeks a placement right after college. Few decide to pursue higher education to enhance their opportunities for employability and job security. It lets you think, explore, and be creative. More than learning, it is an investment to build your career. Entry into the most prestigious institutions that students aspire to be a part of requires utmost dedication. These institutes are seeking future leaders, not followers. Higher education in your field of interest helps you to enhance your horizons of understanding and lets you become a part of the global community and gain insight into what you are supposed to do as a part of the industry through research and analysis.

U.S.A, U.K, Germany, etc. are the most favored destinations for higher education on account of their efficiency and on-field experience opportunities. It lets you discover yourself and be a part of the industry even before officially joining it. That is what gains student's attention. New areas of work are being discovered every now and then and mastering your area of interest opens the doors of that industry for you.



READING LIST

- [7 Employability trends in 2021](#)
- [Optimizing work from home](#)
- [Miranda House Placement Cell Interview Tips and tricks](#)
- [The Guidepost](#)



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