

News

## Hot Jobs: Preference of HR Managers

### COVER STORY

THEWEEK - JUNE 3, 2012

#### HOT JOBS: PREFERENCE OF HR MANAGERS

##### Insurance

###### Job 1

Entry level designation	Sales officer
Preferred qualification	Graduation/postgraduation
Salary	₹1,80,000 per annum
Designation in 3-4 years	Sales manager

###### Job 2

Entry level designation	Underwriting officer
Preferred qualification	Postgraduation
Salary	₹1,80,000 per annum
Designation in 3-4 years	Assistant manager

##### Fashion and Lifestyle

###### Job 1

Entry level designation	Merchandiser
Preferred qualification	Graduate in fashion studies
Salary range	₹1,80,000-2,40,000 per annum
Designation in three years	Senior merchandiser

###### Job 2

Entry level designation	Fashion designer
Preferred qualification	Graduation in fashion design
Salary range	₹1,80,000 to 2,40,000 per annum
Designation in three years	Senior fashion designer

##### Information Technology

###### Job 1

Entry level designation	Assistant systems engineer (trainee)
Preferred qualification	Engineering or graduation in science
Salary range	₹1,80,000-3,60,000 per annum
Designation in three years	IT analyst

###### Job 2

Entry level designation	Management trainee/business analyst
Preferred qualification	MBA in marketing or finance
Salary range	₹3,00,000-5,00,000 per annum
Designation in three years	Systems analyst

trend of paying differential salaries on categorisation of the campuses as well. That is the reason the starting compensation for fresh engineers from campus has got widened, ranging from ₹3 lakh to ₹8 lakh. Similarly, for management postgraduates the salaries range from ₹6 lakh to ₹15 lakh, depending on various factors such as pre-MBA experience and ranking of campuses," says Tripathi. "Even these bands are indicative and the actual range could be wider. I see this trend getting more accentuated in view of the difference in the quality of education and training among

campuses."

While some sectors have suspended hiring owing to unfavourable economic conditions, some have adopted the wait-and-watch policy. "Surveys have painted a very bright trend for 2012-13 in the realty industry but it remains to be seen how the sector takes off in the second half of the current year," says Jaipal Varma, head, human capital management, Omkar Realtors & Developers. "The junior- and middle-level slots generally witness a higher

degree of churning while the top slots need time and energy to meet the desired requirement."

The IT industry, however, continues to hire, though at a slow space. According to the Randstad survey, it will be among the top four recruiters in the country despite the margin pressures. An industry where the cost of goods is the technical talent, managing it at a reasonable price is a major concern. "Companies are looking at making processes more efficient and hence they are looking at getting freshers trained before they join," says Amit Bansal, CEO and co-founder, PurpleLeap, a pioneer in entry-level talent management.

So IT companies either give e-modules to fresh hires—on the basis of which they can get themselves certified, join the organisation and get reimbursed—or partner with an organisation like PurpleLeap so that new recruits can get trained before joining.

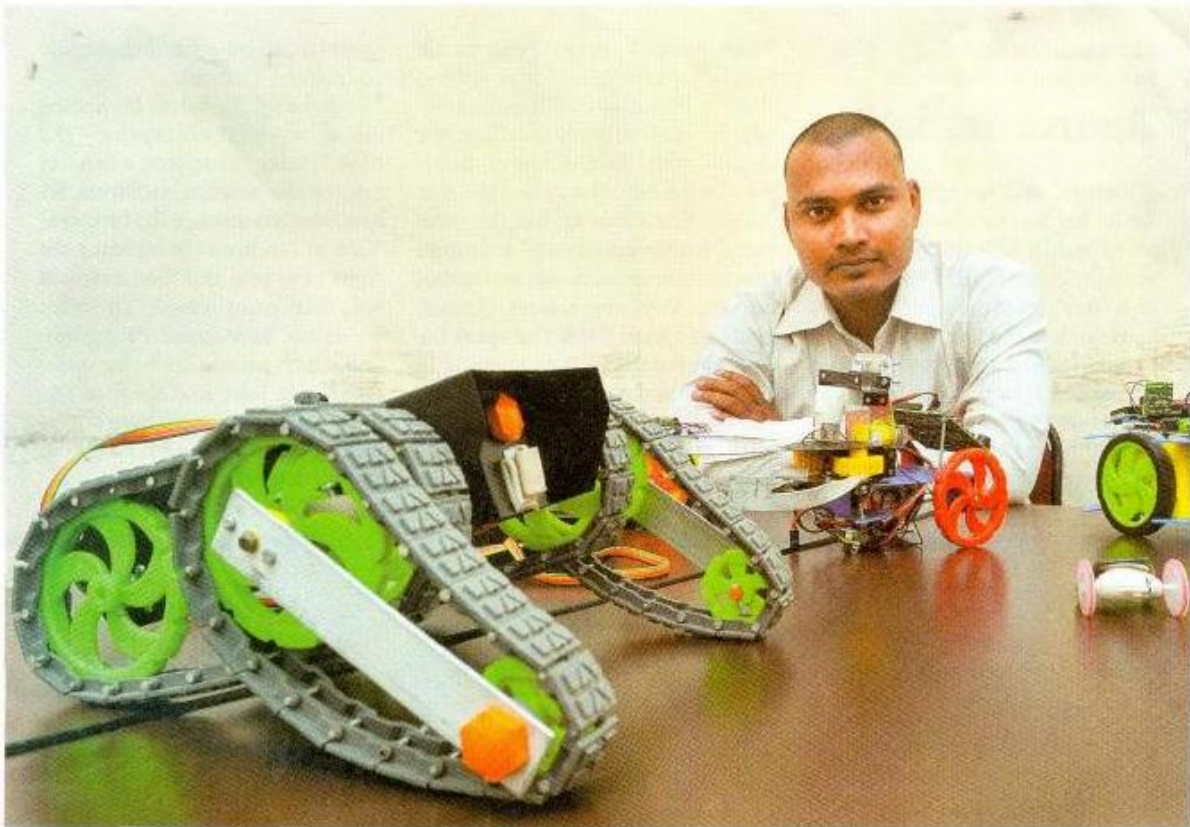
It is comparatively easier for a fresher to land an IT job. "The maximum amount of churning happens at the bottom level. Hence hiring tends to be maximum at these levels," says Nikul Shah, president, global HR and corporate services, Omnitech InfoSolutions.

Also, getting the right talent in the required numbers is difficult at mid-level. Shah advises mid-career IT professionals to constantly improve

#### Most preferred job destinations

Figures in %

Mumbai	21.2
Delhi	15.1
Bangalore	12.9
Ahmedabad	8.7
Guwahati	8.4
Hyderabad	7.6
Lucknow	6.9
Chennai	6.7
Kolkata	6.4
Pune	4.1



**PRASANTA NAYAK, 29**  
Robotics designer, Mumbai

## Robotic rewards

**P**rasanta has a passion for robotics. As a student, he had won national and international awards in robotics. The limited scope for robotics in India did not deter him from choosing it as a career.

“Now most industries are turning to automation, and there will be a need for robotics,” he says. This graduate from the National Institute of Science and Technology, Berhampur, was discovered by a Mumbai-based startup, Technophilia Systems. Prasanta moved to Mumbai to follow his dream. Now, he designs for industry and works on robots that teach children more on robotics.

skill sets by excelling in a subject matter. This can be done through self-learning or certifications. “Skill upgrading gets you a premium, especially when there is a dearth of IT professionals at middle-management levels. There is a lot of emerging areas in the IT sector in which employees can get themselves trained, such as mobile apps, search engine optimisation and cloud computing.

For those who want a job other than the conventional ones, there are many emerging avenues. And keeping the eyes and the mind open would help one realise the real call. Take the case of Arunim Datta, 25, who desired a career in finance. Now he is happy working as a sustainability consultant. A graduate in business

## The ambition

Figures in %

