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## "HIGHLY EFFECTIVE JOB HUNTING" BOUNCING BACK FROM JOB LOSS WITH SIMPLE STEPS "NO BACK DOOR ENTRY" ACQUIRING NEW CERTIFICATIONS FOR SKILLS IN DEMAND



By: M.S.Yatnatti: Editor and Video Journalist Bengaluru: The clamour for up-skilling continues and while many employers are proactive with in-house L&D (learning and development) efforts, it is really up to me to shape my career."Women in tech are traditionally known to have a leaning towards project management and testing-related roles. A survey shows that for every 100 testing jobs, there were 34 women compared with 66 men. When it comes to hardcore programming roles, the ratio changes to 25:75 respectively. A positive turn is beginning to shape up with more women signing up for core tech courses. Female participation on an overall basis has doubled. "Data and data-related subjects are more amenable to working women. It not only requires coding/technical skills, but also a strong business understanding. They don't have to just sit and write the code, but also think through the deep implication of data on the overall business,". Effective planning of career need that you keep a spring loaded boot in your feet apparently you can re-boot with spring action and bounce back with simple steps from job loss. Reportedly losing your resent job is very hard. It may dents your self-esteem; it's tough on your bank account; and if you're not smart about your next steps, it can derail your future career. Aside from getting back on the horse and looking for a new job, what else should you do to get back on track? How do you maintain your self-confidence? Who should you talk to about the situation? And how should you frame the layoff to future employer's tough questions to handle smoothly. You may have simple steps or complex steps to bounce back from a job loss before you jump to another job take some time to grieve and weeping and then analyze what went wrong with job and then look at your positive sides and approach your network support system managing your finances effectively .Increase your visibility in job portal and social media and "Make sure your social media profile is up and running" take care of yourselves and identify with your core skills and acquire new certifications in demand and as stop gap think of freelance jobs and be creative .

Reportedly Cashing in on the spreading fear about recent layoffs, especially in the IT sector, racketeers are cheating people of lakhs of rupees after offering them fake job offer letters, purportedly from big firms like IBM and Wipro, among others.According to reports six cases of job fraud were registered with Bengaluru cyber crime police station in June alone, taking the total number of such cases to 25 since March 25. Scammers are estimated to have siphoned off nearly Rs 2 crore.The biggest fraud involved a Bengaluru youth falling prey to a fake placement offer at US auto major Tesla and shelling out Rs 24 lakh. Besides, 50 more complaints of job fraud involving loss of smaller amounts too were registered. Police investigation revealed that the fraudsters pick targets mainly from job portals and lure them with lucrative but fake job offers from behemoths from IT, aviation, automobile, hospitality and other sectors."The culprits register as employers or consultants in various job portals and fish out resumes of job seekers containing email IDs and cellphone numbers. They then pose as HR executives from big companies and even overseas recruiters and approach the victims via phone or email, offering them good positions in their firms,and then use fake mailers.In another case registered, the complainant received an email claiming to be from Wipro and offering him a position in Bengaluru. Taking it for real and as a backdoor entry to the dream job without interviews or aptitude tests, the victim transferred the money the fraudster demanded. He realised he had been conned only after reaching the Wipro office to report to work. "The complainant argued that the emails were indeed sent from Wipro and realised the truth only after IO demonstrated some fake mailer options online used by crooks. Top companies like IBM said they never ask candidates to deposit any money in lieu of job offers. "We don't authorize external parties or individuals to conduct job drives or extend offer letters on our behalf. No letter of appointment is sent via email but can only be accessed through the IBM Candidate Portal by individuals using a unique ID and password," said VP Human Resources, IBM India.

Wipro also pointed out that under no circumstances are job aspirants required to pay cash or any security deposit for placement at their firm and if anyone approaches the candidates for money for Wipro jobs, the matter should be taken to police. Instead of falsification of resumes the employees who are affected with laying off or who are removed or sacked are suggested to new acquire skills in demand or get new online training and online learning in moocs and get new certifications or treat themselves as bench employees without salary and work from home for few companies or work for open source projects and get real certifications . Given the present scenario of 1% growth in job creation and increased concerns of a lull in hiring, experts says falsification of resumes may only increase. "General Motors' decision to stop selling cars in India, Tata Motors firing nearly 1,500 people, Cognizant laying off more than 6000 people and the IT sector freezing recruitment and sacking employees and the pace of job creation will all see falsification of resumes increase in the coming months,". Reportedly "There's a full-fledged business in Hyderabad and Bengaluru. They charge Rs 15,000 to Rs 30,000 to give false experience letters and a premium to even verify on phone or email. In news papers both types of news reports appear .one news is about "bemoaning the lack of job creation in the IT industry" and news is an advertisement looking for UX/UI designers, full stack web developers, data scientists, data visualisers and Java coders .This advertisement strongly validates that what we have been seeing around us for some time now is in today's digital age, consumers and business are now embedded in technology. And more technology means more jobs. Not less. Besides, technology is a great leveler. It recognizes no caste, creed or colour. Just consumers and competence. Reportedly Indian investment in tech is only set to rise with number of initiatives like Digital India, which the government estimates will swell to \$1trillion by 2024, up from \$270 billion today. Today, India's technology investment as a percentage of GDP is well below 1%, compared to a global average of 2.5-3%. With Digital India, technology investments will accelerate significantly and this will generate new employment and many new micro entrepreneurship opportunities. IT companies need to spend their energy in creating a new learning culture so that they can train more people to use software as a tool, more people who can create must-have applications, or build insights from analytics, or create smart visualisations, or even train computers to behave more intelligently. Companies have to create micro-entrepreneurs who can use technology-abled skills to provide digital services to rural and semi-urban India. Job growth in such a scenario will never be a concern. This is time to re-imagin and recalibrate and succeed . According to reports the recent IT layoffs have spurred software professionals with three eight years of experience towards having multiple skills in their kitty . E-learning companies reportedly have seen a surge in the demand for their courses in specialized areas like analytics, product management. Looking for a change in job roles, system engineers, developers and those in testing are looking at other avenues. "Professionals with management profiles are shifting to product management. "Those with over five years of experience, i.e. mid-level executives and project managers, are taking up courses in UIUX (user interfaceexperience), machine learning, artificial intelligence and micro service architecture. Cybersecurity is another sought-after course.The sought after courses are digital marketing , data science and sales force Professionals are not secure about their jobs anymore because of the recent layoffs. However, this environment is providing a big opportunity for lakhs of white-collared professionals to move out of their comfort zones and up skill themselves to remain employable .Automation and digital transformation has created an adapt-or-perish scenario. It's an alarming reminder that re-skilling is the only way out to be relevant." Instead of falsification of resumes the employees who are affected with laying off or who are removed or sacked are suggested to new acquire skills in demand or get new online training and online learning in moocs and get new certifications or treat themselves as bench employees without salary and work from home for few companies or work for open source projects and get real certifications . Given the present scenario of 1% growth in job creation and increased concerns of a lull in hiring, experts says falsification of resumes may only increase. "General Motors' decision to stop selling cars in India, Tata Motors firing nearly 1,500 people, Cognizant laying off more than 6000 people and the IT sector freezing recruitment and sacking employees and the pace of job creation will all see falsification of resumes increase in the coming months,". Reportedly "There's a full-fledged business in Hyderabad and Bengaluru. They charge Rs 15,000 to Rs 30,000 to give false experience letters and a premium to even verify on phone or email.

A study by IT recruitment process outsourcing firm, shows that the recruitment industry is going through a crunch of 200 professionals every day.Large organisations are often recruiting in excess of 1,000 people per year and one recruiter can effectively handle 5-20 placements a month. Generally recruiting teams are often as large as 15-20 people, with some organisations having recruiting teams with over 150 people. If you don't have people, you lose billing hours which translates into loss of revenue." Therefore the war for talent is now beginning at source: i.e., hirers are being hired first, both at recruitment divisions of companies and at recruitment firms. The country produces one million graduates every year. With a little bit of training, this pool can be filled easily. Readers can look into List of websites of IT Companies in India at <http://memberdirectory.nasscom.in/MemberCompanyFreeSearch>. Contract Staffing is dependent completely on the Staffing Partners empanelled. According to industry estimates, the current RPO market is around Rs. 10,000 crore in India with HR companies offering RPO as one of their services. Be alert as a job scam occurs when someone offers you a fictitious job opportunity, typically through a false website or unsolicited e-mail. The victim is often asked to provide personal information and/or payments to the solicitor. If you get a job offer that seems like it's too good to be true, be sure to do your homework – it probably is. Scammers are beginning to use well-known brands to entice job seekers to apply to their fictitious positions.Reportedly the world of Information Technology (IT) has always been rewarding for employees. If you have the right skill set you can fetch a good price for your services. Whether you are a fresher or an experienced IT professional looking for promotion, one way to beat the competition is to obtain the desired IT certifications in your core area. Refine your skill sets, show your organization that you are really serious about taking a bigger role, and gain extra confidence along the way. For freshers, this is a great way to push their resume forward and get a good entry point, while for experienced professionals it's a great way to increase their pay scale and, in some cases, even change their designation. Microsoft Certified Solutions Expert – Server Infrastructure (MCSE):Think you can run a data centre, then this certification is for you. This certification covers everything from systems management, identity management, storage & networking to virtualization.If you are looking to work as a security analyst or support specialist, then this certification is a must have in your CV. If you want to prove to employers that you can implement an advanced server infrastructure, then MCSE is a must. Two exams are required to pass the MCSE:• Designing and Implementing a Server Infrastructure: Exam 70-413 (Duration 2 hours, 40-60 drag & drop, case studies, linear and adaptive, build list and reorder questions) • Implementing an Advanced Server Infrastructure: Exam 70-414 (Duration 2 hours, 40-60 drag & drop, case studies, linear and adaptive, build list and reorder questions)Candidates must have previously passed the following exams: 70-410 (Installing and configuring Windows Server 2012), 70-411 (Administering Windows Server 2012), and 70-412 (Configuring Advanced Windows Server 2012 Services).Red Hat Certified Engineer (RHCE):Red Hat's open source products are a big hit among internet service providers, cloud computing companies and telecommunication companies. RHCE is a great certification for those working with Linux, and in an environment that involves using complex network components.

RHCE covers everything from systems configuration and management to network and database services. If you want to prove your ability to handle RHEL systems, then this is a must do. It's a great certification for network administrators looking to move up in the corporate hierarchy.The required exam is EX-300 Red Hat Certified Engineer. It's a two hour lab exam on a live system. Rather than answering questions you have to perform tasks. Candidates must hold an RHCSA (Red Hat Certified System Administrator) certification prior to testing. CompTIA Network+:Network+ is considered one of the best entry-level certifications. It's a vendor neutral certification that covers networking fundamentals like subnetting, troubleshooting, purpose of networking devices, configuring networking services and much more. Network+ is particularly useful for freshers trying to break into the market, and is considered a great asset for your resume.Candidates are required to pass the N10-005 exam. The exam has a duration of 90 minutes and consists of 100 multiple choice questions.There are no prerequisites. The world of certifications can be tough to navigate, especially with more than 1,700 IT related certifications on the market today. It's good to ask yourself these four questions before you finalize on any certification. • What is your primary career goal? Does this certification help your goal? • Which field of IT are you most interested in? Does it cover your field? • Does it help you get a better designation and pay scale? • Does it teach you something new?If the answer to all of the above is a big yes, then go for the respective certification and don't think twice!It has been observed and reported and alleged that that certain agencies/individuals have been making job offers on behalf of Accenture and other IT comanies., in exchange for money. Important notice about careers at Accenture is published at Accenture website at [www.accenture.com/in-en/careers/important-notice](http://www.accenture.com/in-en/careers/important-notice) .Accenture has not authorized any agency, company or individual to either collect money or arrive on any monetary arrangement in exchange for a job at Accenture. Accenture's criterion for hiring candidates is merit. Any agency, company or individual offering employment with Accenture in exchange for money is misrepresenting their relationship with Accenture, which has not authorized any such action .Accenture reserves the right to initiate police complaints against any individual or entity that is found to be engaging in such an act. Accenture is not obliged or bound to honor any job assurances made through such means, particularly in exchange for money. Accenture has appointed professional recruitment agencies to extend / offer employment to





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Though the number isn't set for this year, we expect to hire roughly in the same range," David Rowland, chief financial officer at Accenture, told investors and analysts. At that pace, Accenture will remain the second-biggest employer in the IT industry. Tata Consultancy Services had overtaken the company in headcount in 2013, a title Accenture has since taken back. Reportedly TCS' hiring, the most aggressive among Indian IT firms, will be around 65,000 in FY16, falling far short of Accenture's recruitment. TCS' financial year ends in March. Accenture is also beating its Indian IT rivals in the amount of money it is deploying for acquisitions. Rowland said the company, which spent about \$850 million on acquisitions in FY15, had estimated it would spend between \$900 million and \$1 billion on acquisitions in FY16. Accenture also said it would focus its business on three 'new' technologies — digital, cloud and cyber security, which together contribute \$10 billion to its top line or a third of its overall revenue. Accenture plans to hire nearly 100,000 in FY16, spend \$1 billion on acquisitions. Reportedly the investments and hires are creating a dramatic gap between Accenture and its Indian IT competitors, one that they will struggle to close unless they get more aggressive, analysts have said. Accenture ended the last financial year with \$7 billion in revenue from its digital business — which includes interactive, analytics and mobility. To put that into perspective, Wipro had \$7.1 billion in overall revenue in its financial year ended March. TCS has said it had close to \$2 billion in digital revenue in the last financial year. Accenture's digital workforce has now expanded to 36,000, CEO Pierre Nanterme told investors. Nanterme also batted aside questions about competition in its digital business. "I would say that in our digital and operations business, we are the market makers. I spend a lot of my time looking at the competition, but there I would say we make the market. Our competition in digital is very fragmented and isn't doing what we are doing," Nanterme told investors. Analysts have been pointing out that Indian IT firms could be left behind by Accenture's aggressive moves in the space. "Tuck-in acquisitions are likely needed to fill critical gaps in the digital value chain. There has to be a greater degree of co-operation and flexibility in working with heterogeneous partners in the ecosystem. Indian IT is tech savvy, but much less partnership savvy," Viju George, analyst with JPMorgan, reportedly said in a July note on the digital opportunity for India firms. He added that Accenture was aggressively cementing its partnership with players of varying size across the digital ecosystem and in its merger strategy. Traditionally job interviews are regarded as the platform for recruiters to assess the candidate applying for the job, the trend is reversing with the candidates asking many questions about the job to ensure they are applying for the right position. The questions not only help the candidates assess the job for their interest, this also provides a great cue for the recruiters to assess the candidates on their aptitude for the job. Accenture, found online at [Accenture.com](http://Accenture.com), says that they are one of the world's leading organizations providing management consulting, technology, and outsourcing services. Started in the 1950s when General Electric installed their first company computer system, Accenture has since grown both in the size of its company and employees as well as the scope and variety of the services they offer. Currently Accenture employs more than 260,000 people in offices located in more than 200 different cities in 54 countries around the world. People who are interested in career opportunities with this company can check out [Accenture.com](http://Accenture.com) for open positions and potential employment circumstances. When companies and corporations started heavily relying on computer systems, Accenture was primarily a technology consultant and systems integrator. But as computers became more sophisticated, so did the services offered by Accenture. One of the ways Accenture branched out was to work hard to create specific technological and processing solutions for government computer systems, in addition to business systems, though their business solutions still make up the core of their business. In the 1980s they started offering business solutions with the purpose of aligning a company's technology, processes, and people with the strategies of the businesses themselves. Accenture's main goal today is to give companies whatever technological and strategic solutions they need to collaborate with their clients in order to help them become high performance businesses. Business owners who are interested in the business solutions that Accenture may be able to offer them can look at their website for more detailed explanations of what their company can offer you in terms of consulting, technology, and outsourcing. Their website has conducted research on how improving these areas of your business can help you become more successful and more profitable. If you think their solutions can work for you, you should contact the company directly to see how these solutions can be personalized to your needs. Legit hiring managers will have their company's name as the ending of their email address (think: name@mashable.com) When a potential boss reaches out with an AOL, Gmail, Hotmail or any other non-company email address, though, red flags should be waving madly at you. Hiring managers and recruiters will send their correspondence from their business email address, not their personal one. It's easy to set up "clone" sites that mimic legitimate head-hunters and recruitment agencies. As many are based offshore, where legal niceties may be ignored, the real companies have great difficulties in closing them. Fraudulent offers are a matter of serious concern across the IT industry today. Watch this video to find out more about the problem and what you can do to avoid falling prey to recruitment scams. Share this information with your colleagues, friends, and family and help spread the word More on HCL's Work Culture <http://www.hcltech.com/everything-hcl>.

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