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## Chairman's Message



Dear ERA Members/Well Wishers,

This is my first message to you as the Chairman of the new ERA Executive Council which has taken charge from April 2016 for a period of 2 years.

We, at the EC, are totally overwhelmed at the spontaneous response and assurances of support we have received from all quarters including present and past ERA Members and other well wishers of ERA.

I would first like to thank the outgoing ERA Chairman, Mr. C.M. Mathew and his team for the solid platform created by them for ERA covering both strategic and operational initiatives. I am fortunate that most of the members of the outgoing EC have agreed to continue in the new EC. This will definitely provide us continuity of thought and action.

A number of path-breaking initiatives have been put in place by Mr. Mathew and his team and these are set to be rolled out shortly. Some of these initiatives are:

1. Launch of ERA's Recruiter Certification programme
2. Partnering with the Andhra Pradesh State Skill Development Corporation (APSSDC) for up-skilling and employability (ERA hopes to provide jobs to several hundred graduates of Andhra Pradesh!)
3. Opening up of ERA Membership to Corporate, Educational Institutions, Vendors/Partners to the Recruitment Industry, Individual Professionals, and Students
4. Strengthening of ERA Secretariat, both at Mumbai and other Chapters
5. Active collaboration with other Industry Bodies
6. Closer working with Corporate to strengthen ethical practices in the industry and also provide a collaborative ERA members' platform for execution of high-volume recruitment mandates

Over a period of time, we hope to establish the Recruitment Industry Metrics and Best Practices

With a team of highly-charged Chapter Conveners & Co-Conveners, you can expect regular activities and interactions at Chapters.

We are indeed fortunate to have an Advisory Board & Chairmen Council comprising leaders from the Corporate and Recruitment world to guide us through the next 2 years of our tenure.

I look forward to your active participation in ERA affairs and interacting closely with you in the days to come.

I also look forward to your views/suggestions to make ERA more relevant. You can contact me at: [chairman@era.org.in](mailto:chairman@era.org.in)

*Wish you a  
highly successful  
Financial Year  
2016-17!*

# Editorial Message

## Ms. Monisha Basakhetre

Warm Greetings to ERA members and readers of the newsletter

Wishing all of you Successful Quarters Ahead!!!



At the onset I wish to thank my predecessor Paravathi Krishnan, the past Chairman C Mathew, and Secretary Aditya Jain who have done a marvelous job in refurbishing the ERA image by their excellent efforts and revamping the interactive website; thus increasing the brand awareness through social media. A Big Thank You to the Team.

At the same time, I would like to thank our Chairman, Mr. Prakash Kewalramani, for giving me an opportunity to be the Editor for the News Letter, for the current financial year.

In this newsletter, our aim has been to capture the series of events which have taken place since January 2016 till date. This is to give all of you a complete synopsis of activities in ERA. Hope we have done this and satisfied your expectations on re-living the events in a structured way.

The recruiter's day was celebrated on 9th March, '16 with the usual fervor and excitement in different chapters across the country. Recruiters contributed by their active participation in the event enthusiastically. Please check the photographs of the various chapters we have shared for you.

The new Executive Council has taken charge of the office for the year 2016-18. An entire day of brainstorming sessions were conducted for exponential growth of ERA. The team was excited, happy and enthusiastic to take oath: "Promises to Keep & Responsibilities to Handle". The photographs are on display for all of you...

"News to Use" section has Articles on the Skill Development project of APSSDC MOU signed between ERA and the Andhra Pradesh State Government for the benefit of hiring of fresher's and conductively benefitting ERA in the long run, written by Parvathi Krishnan which will surely help us in our hiring needs.

I request all ladies to read a thoughtful article: "For Moms trying to re-start their careers" shared by our ERA member Uma Shanker.

We have collected some important FACTS for you in the 'Business Updates' section.

States Like Gujarat are raring to go in adding new Jobs, reveals an ASSOCHAM report that now is INTERESTING for all of us... Sectors like the Telecom and allied services expected to generate 7 Lakh JOBS in the next 3 years. So, members working in this space may benefit immensely.

That's all we have for now FOLKS!!! Hope you enjoy reading the newsletter and will come back to us with loads of suggestions, feedbacks, articles, updates, and information which may be useful to our members. Please mail to [monisha@promptpersonnel.com](mailto:monisha@promptpersonnel.com)

HAPPY READING TO ALL OF YOU!!!!!! Ending with a famous quote by Eleanor Roosevelt: "The future belongs to those who believe in the beauty of their dreams."

# Welcome Ceremony of a New Executive Council

EC Meeting held on 30th April, 2016 at Vits Hotel, Mumbai

The new Chairman, Mr. Prakash Kewalramani being felicitated by the Past Chairman, Mr. C. M. Mathew



Mr. Aditya Jain, Vice Chairman



Mr. Venkat Iyer, Hony. Secretary



Mr. Sachin Jog, Hony. Treasurer



Mr. Barkat, Convener – Mumbai Chapter



Ms. Monisha Basakhetre, Co-Convener – Mumbai Chapter



Mr. Ramesh, Convener – Tamil Nadu Chapter



## Few Glimpses of discussions during EC Meeting held on 30th April, 2016:

- New Whatsapp group created for ERA Members for interaction, exchanging news, and other updates
- A new dynamic website of ERA that works across multiple device platforms – an initiative led by the Vice Chairman, Aditya Jain (This marks a new beginning and will make a huge difference to ERA. The website is more youthful and user friendly and informative.)
- ERA in this time also participated in the conference for “Industry Status for Recruitment” with FICCI, ILO, ISF, the aim of which was to get industry status going for the recruitment sector
- Another marked initiative that was started in this time was the ERA YMCA Recruiter Certification (The first batch of training of students will commence in the month of June, 2016 in Delhi and the first batch will pass out by Dec, 2016)
- ERA to add more modules for the website, Chatroom, branding, automatic mailer, and sending the newsletter to the members, and a Resource Centre

## ERA Events

### Some Important Events held During Q1 of 2016-17

Mumbai	29/01/2016	Annual Event Discussion
Gujarat	04/02/2016	Chapter Meeting on Discussion of Recruiters Day and ERA's other Initiatives
Tamil Nadu	06/03/2016	Chapter Meeting
Mumbai	09/03/2016	Recruiters Day Celebration
Gujarat	09/03/2016	Recruiters Day Celebration
Tamil Nadu	09/03/2016	Recruiters Day Celebration

## Recruiters Day Celebration 2016

### Gujarat Chapter



# Executive Recruiters Association



Mumbai Chapter



Tamil Nadu Chapter



The members of ERA have been actively participating in events organized by:



## NEW JOINEES/REFRESHED MEMBERSHIPS

New Members who Joined/Revived their membership:

Sr. No.	Chapter	Name of the Organization	CEO
1	Mumbai	Tink Tank	Suniel Stanly
2	Mumbai	Joule Consulting Pvt. Ltd (Reckrut.com)	Chetan Indap



News from The Hindu Newspaper

**Mr. K. Umasanker – Avtar Career Creators**

<http://www.thehindu.com/news/national/kerala/for-moms-trying-to-restart-their-careers/article8583000.ece>

## For moms trying to restart their careers

*Indian companies have begun to organize what they call 'returnship' programs to help women employees get back to the 9-to-5 routine*

For anyone, the return to work after a break is seldom smooth. For new moms, it can be extremely difficult getting back to the 9-to-5 routine. The good news is that the situation is improving as more and more companies are putting in support systems in place for such women employees.

Last year, 33-year-old Nishita Kedia Agarwal made a comeback after a 5-year break, which she had to take to raise her two children. She has a happy story to share about how her career resumed.

"Coming back to work was a wow experience," says Nishita, an insurance consultant, and explains that her job comes with the option of flexi working hours. She is employed at Bajaj Allianz General Insurance's all-women branch and is a beneficiary of the programme launched by the company to help women restart their careers. Bajaj Allianz has opened around 30 branches across India where an all-women staff recruit, train, and handhold women on the comeback trail. In search of new talent and also to promote gender diversity, many companies organize 'returnship' programs for such women.

In a few weeks from now, a new batch of women will be part of 'The 2016 Returnship Program of Goldman Sachs'. Designed for women who have taken a career break for 2 or more years, the 10-week paid program offers opportunities in many of the company's divisions. Some of these companies will even enable these women to take up a full-time career or help them sharpen the skills necessary to re-enter the workforce.

A growing number of companies are offering an extremely supportive environment for these career women.

"We have women who have taken a break of five to seven years and then re-entered the workforce. We also have women who have never had a professional career," says Anamika Roy Rashtrawar, senior president, Bajaj Allianz General Insurance.

Apart from offering the options of work-from-home and flexi timing and transport from work and back to home, these women are also allowed to bring their children to office, which includes offering crèche facilities.

Recently, HCL hired 80 women for its Financial Services, which will be entirely managed by women who are making a career comeback. According to AVTAR, a diversity and inclusion consulting firm that helps execute career return programmes for corporate in India, many companies including Philips, Shell, Godrej, HUL, PayPal, Microsoft, Maersk, Credit Suisse and the Tata Group have exclusive programs to help women on the verge of their second careers. Recruitment agencies say today that there are many networking platforms that women must be a part of. Even a volunteering assignment — undertaken for a short period — can add to the value of a resume. They have to find a way of learning the latest skills in their areas of expertise, during the break.

Umasanker K., Chief Recruiting Officer and Co-founder, AVTAR Group, says: "Women making a comeback after a career break should work on making their resume substantial and interesting. They should make a list of their learnings during their break. These learnings can be anything — ability to multitask, managing stress, stretching the working hours, collaborating with others, making/creating a supportive environment and knowledge about a new upcoming technology."



## Fresher-level hiring could perhaps become a tad easier, thanks to the ERA – APSSDC MoU

**Parvathy Krishnan, CEO, Cucumber Consultants**

ERA has got into the execution mode subsequent to the MoU that we have signed up with the Andhra Pradesh State Development Council on the 29th of Jan, 2016 about which our earlier Chairman Mathew had written about. We have a small, though effective, core team in place as of now.

**Umasanker**, Co Founder, Avtar and Ex-Convenor of Tamil Nadu is in charge of the Recruitment and Talent Mapping activities whilst **Venkat Iyer**, CEO, Aventus Partners and Hony. Secy., ERA is in charge of the Training and Recruitment Certification activities. Yours truly is leading and driving this initiative.

ERA members can now log onto the APSSDC site and put up the openings for freshers and their team would revert with suitable resumes. Umasanker had sent out an email (on 11th May, 2016) to all members detailing out the procedure for logging in and posting such jobs. Priya at the Secretariat ([priya@era.org.in](mailto:priya@era.org.in)) is the 'go-to' person for any details regarding this fresher hiring.

We are also working out an incentive structure with APSSDC and once finalized, we will be sharing that with the ERA members. That will get routed through ERA.

Kindly note that APSSDC has also been imparting training on Recruitment to some of the freshers and such candidates will also be available in their database.

**We urge all the Member Firms who are hiring freshers to leverage on this tie up, for, you may not just get candidates without spending money, but may also get incentivised for hiring them.**

**Ms. Monisha Basakhetre**  
**Prompt Personnel Consultancy Services Pvt. Ltd.**

## Telecom Sector and Allied Services Expected to Generate over 10 lakh Jobs in Three Years

New Delhi: The Telecom sector and allied services are expected to generate over 10 lakh jobs directly and indirectly in the next three years, according to the India Skills Report 2016, which has forecast a 20% growth in hiring in the sector this year.

This marks a turnaround after telecom and allied services figured among the sectors that hired the least number of workers in 2015. The report has been jointly prepared by PeopleStrong and Wheebox, in collaboration with the Confederation of Indian Industry (CII), LinkedIn, and Association of Indian Universities.

It said that the sector has embarked on large-scale hiring, following steps taken by the Government to provide a conducive environment for Service Providers, including the auction of 3G and 4G spectrum.

About 82% of India's urban population and 18% in the rural areas is dependent on mobile and internet. Also, constant expansion of subscriber base in mobile, fixed-line, wireless, and broadband services is driving jobs creation in the sector, the report said.

It further said that employers have not made any major changes in the way they hire, with Engineers (43.17%) leading the tally, followed by those from Industrial Training Institutes (25.18%), and Management Graduates (14.39%).



## Gujarat Seventh in Adding New Jobs, Reveals Assocham Study

TNN | May 2, 2016, 11.21 a.m. IST

Ahmedabad: With the creation of 42,530 jobs in the fourth quarter of Financial Year 2015-16, Gujarat ranked seventh in terms of job creation even with 5% share of total jobs created across India. Karnataka has emerged as numero uno in this regard with a share of over 24% of total jobs generated in the country, revealed a recent study by apex industry body Assocham. During January-March 2016, around 8.88 lakh jobs were created in various industry sectors of the country.

The study has revealed that States like Haryana and Uttar Pradesh created more jobs in the last quarter of FY16 than Gujarat.

Maharashtra (23%) was ranked second, followed by Tamil Nadu (10.5%), Andhra Pradesh and Telangana region combined (9%), Haryana (8%) and Uttar Pradesh (7.5%).

Within India, in the Manufacturing sector jobs, Gujarat had the highest share of 8% of over 99,000 jobs generated across the country, and about 7% share in jobs generated in Construction and Real Estate, and over 4% share in jobs created by the Banking, Insurance and Financial Services (BFSI) sectors.

Across the country, sector-wise, ITes created about 57% of about close to nine lakh job openings recorded between January-March, 2016 followed by Services (19%) and Manufacturing (11%), while Banking, Financial Services and Insurance (BFSI) sector contributed just over 8% jobs followed by Construction and Real Estate with 3.5% share of jobs created.

ITes remained the top job creating sector within Gujarat with a share of about 48% of jobs created in the State. However, ITes jobs from Gujarat accounted for just 4% of the five lakh jobs generated in the sector across the country, the study highlighted. The Assocham Economic Research Bureau (AERB) had analyzed the data sourced primarily from vacancies posted by companies via various job portals together with advertisements offering employment opportunities published in National and Regional dailies across India. Amid other sectors, Manufacturing accounted for 19.5% of jobs generated across Gujarat followed by Services (19% approx.), BFSI (7.5%) and Construction and Real Estate (5%).

## It Rained Awards

at ADEX 2014



Summer Rain has bagged **5 golds, 4 silvers...**  
including the **best Integrated Advertising Campaign of the year.**

We are proud to announce that we have won 9 awards at ADEX 2014, organized by Advertising Club Hyderabad. Being a creativity-driven INS Accredited Advertising Agency offering 360° services, led by top-notch advertising professionals – our aim has been to set the standards in the industry. Our mind-blowing creative work across media has helped our client's brand prosper in today's competitive markets.

#### Gold Awards

1. Integrated Campaign of the Year (The Lime)
2. Logo (BE)
3. Packaging (Sour Blast)
4. Unpublished Ad (Get Domestic Help)
5. Outdoor – Hoarding (Paris Dé Saloñ)

#### Silver Awards

1. Outdoor – Bus Branding (Suchitra Academy)
2. Video – Social (Udbhav School)
3. Education Advertising (Suchitra Academy)
4. Recruitment Advertising (Tata Vistara)

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To get in touch, write to: [sheetalramesh@tminetwork.com](mailto:sheetalramesh@tminetwork.com)



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