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Chairman's Message

Dear Members,



Firstly, let me begin by wishing you, your family, and your team a successful and satisfying New Year 2016! Last year around this time, I had written my first message to our members through the first issue of the newsletter. I am glad that the quarterly newsletter has become a part of the ERA DNA. Well, this is also my last message to you through this newsletter as the Chairman of ERA, as I relinquish my charges on March 31st, 2016.

The last quarter of 2015 has been showing promises for the coming year. We are all set to launch the Recruiter Certification programme in alliance with YMCA-Delhi. While the process for the same is expected to be completed by March, the first batch hopefully should go through the programme in the new scholastic year. I would like to congratulate Mr. Venkat Iyer (Convener – ERA, North Chapter) who is leading this initiative, and the committee members.

We have been in discussion with the Andhra Pradesh State Skill Development Corporation (APSSDC) to partner them in a few identified areas in their mission of up-skilling and employability, through the areas of expertise that our members possess. EC approved the proposal in the last EC meeting to go ahead with this initiative. EC felt that this is the first-of-its-kind for ERA with any government and it promises to open up enormous opportunities for the members and ERA at large. I must acknowledge the meaningful efforts put in by Ms. Priya Gholap from our Secretariat in coordinating the project, and Ms. Parvathy, Mr. Sreedhar, Mr. Prakash Kewalramani, and the EC for the ideation and deliberations. I shall update you further as we sign the MoU.

At ERA, we share the emotional burden with people of Tamil Nadu and especially those ERA members who suffered loss of property and business. We hope and pray that the New Year brings peace and prosperity to them.

We have had some encouraging events happening at Ahmedabad, Bangalore, Delhi, Mumbai, and Hyderabad. It is heartening to see the participation of the members at various chapters. As we approach the Recruiters Day on 9th March, Mumbai and Ahmedabad are planning some large events.

The coming quarter of January – March 2016, is expected to house a lot of activities and action at ERA. It was decided in the last EC meeting that we shall have a focused membership drive scheme launched for the Quarter, which will bring new members to ERA. Also, it will be done through a testimonial approach of our existing members. Please await the soon-to-be announced Membership drive scheme!!!

The Chairman Selection Committee completed its work and as you all know, Mr. Prakash Kewalramani (current Ethics Chair and also the Ex Chairman, 2007-08) has been selected as the Incoming Chairman of ERA for the term 2016-18. I am sure, Mr. Kewalramani with his enormous experience in the Industry and passion for ERA will lead ERA to the next level. I take this opportunity to congratulate him and wish him and his team success.

Let me take this opportunity to congratulate and thank the outgoing OB and EC for their exemplary contribution to the cause of ERA and its revival. The Secretariat too has contributed immensely. I am sure that the newly formed Advisory Board and Chairmen Council will contribute immensely toward the strategic building up of ERA.

As we look forward to a new ERA which is inclusive and buoyant, let me urge all the members to make our association vibrant and meaningful through active participation and contribution.

Best Wishes,
C.M. Mathew

Dear ERA Friends

Happy New Year!

Hope 2016 has started on a good note for each of you, your family members and colleagues. As all of us know, some of our Chennai friends have gone through ordeals recently and their welfare are in our special thoughts.



Come December – January, it's a time of reflections for many of us, if not all of us. We get into the specifics of the various aspects in business, relationships with family & friends, our social conscience, anger management, personal health, et al. I am not getting into all of that – especially since we all have a whole lot of well wishers sending us profound messages from early morning till we call it a day, on Whatsapp , FB, Twitter and all the social media available at our disposal.

I want to draw your attention to this 5-letter or 6-letter word, depending on whether you are more Americanised in your spelling (which I am not) or not: HUMOR... HUMOUR. I always believed that if only we bring in more 'appropriate' humour into our lives and chuck out self-importance, the whole world would be better off! Moderation is the key of course. I too am working hard on this! Imagine, one needing to work hard at humour?!

Here's what I found when I looked around; hope you enjoy reflecting on each of them and apply. Fact of the matter is humour is one of the biggest tools we Recruitment Consultants can put to great use!

"A sense of humor... is needed armor. Joy in one's heart and some laughter on one's lips is a sign that the person down deep has a pretty good grasp of life" – Hugh Sidey

"Laughter, and the broader category of humor, are key elements in helping us go on with our life after a loss."

- Allen Klein

"Laughter is the shortest distance between two people"

- Allen Klein

"A day without laughter is a day wasted."

- Charlie Chaplin



"You can tell how smart people are by what they laugh at."

- Tina Fey

"Laughter is the best medicine except for treating diarrhea."

Hope you enjoy reading this 5th edition of our ERA Newsletter which has a new column: Feedback from Readers.

Wish you colossal fun & laughter all the year through with more of business, good health & fabulous times!

Parvathy Krishnan

CEO – Cucumber Consultants and Vice Chairperson – ERA
January, 2016



Message from Hon. Secretary – Mr. Aditya Jain on New Membership Scheme:

By Aditya Jain, Secretary, Executive Recruiters Association

ERA is pleased to introduce a limited period new & revival membership acquisition drive to be implemented from 1st January, 2016, and it will continue till 31st March, 2016. The Membership scheme is as follows:

Primary Member Acquisition/Revival:

Any existing Primary Member bringing a new Primary Member will be eligible for 15% discount on his or her next membership renewal. On the same lines, if one is getting two new Primary Members then he or she is eligible for another 15% discount thereby taking the membership renewal discount to 30%.

Corporate Membership Acquisition/Revival:

Any existing Primary Member bringing a new Corporate Member will be eligible for 10% discount on his or her next membership renewal. On the same lines, if one is getting two new Corporate Members then he or she is eligible for another 10% discount thereby taking the membership renewal discount to 20%.

In any given year the maximum referral membership discount that a member can avail cannot be more than 50% of the renewal fee.

Also, the EC has agreed to accept Overseas Recruitment Consultants as members under Primary Membership.



**ERA – Andhra Pradesh State
Skill Development Corp. MoU
signed today at 3 p.m.**

Reader's Comments

Mr K Satyanarayana – ERA Advisory Board Member

Dear Smt. Parvathy Krishnan Garu,

Hearty congratulations for bringing out such an excellent issue. I liked the four quotes of Martin Luther King Jr., Mahatma Gandhi, Mark Twain, and Helen Keller. Helen Keller is certainly a great inspiration but if you had chosen a quote of Mother Teresa, all the four names would have started with 'M'.

With Warm Regards,
Satyanarayana

Veerendra Mathur – Future Focus Infotech Pvt. Ltd.

Thanks Parvathy!

Happy Diwali to everyone !!!

Happy to note the developments from Mathew's note and interesting play of words from you! :)

Keep the good work going!

Cheers!
Veeren

ERA Events

Some important events held during Q3 of 2015-16

Chapter	Date	Events and Meetings
Karnataka	29th Oct, '15	Discussion on the upcoming events and Skill Enhancement Programme
North India	30th Oct, '15	Chapter Meeting
Mumbai	31st Oct, '15	Chapter Meeting for discussing the Annual Event of ERA and Recruiters Day celebration
Mumbai	31st Oct, '15	Training Programme on Good to Great Recruiters – by Mr. Harjeet Singh, Recruitment Metrics, and its Impact on Recruiter Performance – by Suniel Stanley; The Art of Questioning at Interview – by Mr. Joseph Anthoney
Gujarat	31st Oct, '15	Sharing Meeting III on Exploring New Markets and Enhancing Productivity
North India	27th Nov, '15	Chapter Meeting
Karnataka	05th Dec, '15	Skill Enchantment Programme with 60+ participants
Andhra Pradesh	15th Dec, '15	Story Telling on Recruitment – by Mr. John Quadros

Photographs of the some events conducted in the Q-3 FY 2015-16

Karnataka Chapter



Gujarat Chapter:



Andhra Pradesh Chapter:



Mumbai Chapter:



North India Chapter:



ERA Secretariat: New Joinee



Savita Kiran Kedar
Sales Coordinator, ERA

Members Section:

a) New members who joined/revived their membership:

Sl. No.	Chapter	Name of the Organization	CEO
1	Gujarat	Anup International	Mr. Anup Ramniwas Maheshwari
2	Gujarat	Miracle Consultancy	Mr. Shyamal Joshi
3	Gujarat	Orbital Career	Mr. Ajiteshkumar Kaliprasanna Sarangi
4	Delhi	Man R Consulting Services	Mr. Manoj Raizada

b) Members achievement, contributions and news



Achievement:

Pioneer Management Consultant Pvt. Ltd. has been the recipient of the 'Certificate of Appreciation' from BASF .



AN INSIGHT ON THE INTERNATIONAL HEALTHCARE RECRUITMENT

By Avishek Agarwal – Associate VP – Business Development – IFAN GLOBAL

In the 21st century, it is not only about the changing lifestyle patterns, but also about a multitude of other changing trends! Gone are the days of posting a letter in a mailbox to connect with loved ones. Now is the era of the Internet where social networking sites have become a necessity more than mere entertainment! With such rapidly increasing levels of technology, there is a diverse plethora of options to choose from whenever the question of making a career in the Healthcare industry emerges.

For individuals who are genuinely interested in serving the society in regards to health and fitness, a deeper research is needed to be applied in the best health recruitment agencies to obtain a 'satisfying job of a health professional'. In fact, it is not wrong to say that it literally pays to look around to research for the best opening where **International Healthcare Recruitment** is concerned. After all, isn't making a rational judgment the starting point to all important decisions in life? So why not carry out an extensive research to segregate the good and the bad Healthcare employment opportunities before zeroing down on any particular choice, right?!!

How does a Recruitment Agency Work?

Candidates applying for job opportunities in the Healthcare industry via a seasoned recruitment agency have a fat chance of being hired. What's more, the agency does not charge the recruits; rather it receives the fee from the hospital or the Healthcare agency. In fact, a **recruitment agency** with famous hospitals in their kitty offers the candidate a wonderful opportunity to expand his/her horizons.

It may sound cumbersome to register with a score of agencies. However, it is a great marketing strategy, if you seek more and better opportunities in the Healthcare sector. Given the fact that this industry has such a lot to offer in terms of the range of choices and option – at the outset, recruiting the best and trained professionals seems to be a lucrative idea, isn't it?

So, instead of beating around the bush in search for a perfect career in the Healthcare industry, it is advised to

contact a professional **International Healthcare Recruitment** agency because they operate on the prevailing market trends in the International Healthcare segment.

Understanding the Shifting Trends is Imperative for Success

An individual who is determined to make a mark in the Healthcare industry must be clear on the role, which he/she would like to essay upon being hired. Starting from the paperwork to the online recruitment procedures – the task might be challenging and daunting, but eventually it is all about one's own grit and determination. The market trends are rapidly changing in the Healthcare sector; hence the need to understand the trends is critical for getting through the initial process of hiring.

In the emerging Healthcare markets, there lies a tremendous amount of opportunities for the right candidate. Massive and sudden shifts in the international landscape of Life Sciences indicate more and better career options. For instance, such shifts have opened new avenues like TeleHealth Services, taking the industry to unprecedented levels altogether.

Obviously, in this era of digital intimacy, the International Healthcare Recruitment Agencies demand a workforce which is highly experienced in inventing new technologies that diminish the gap between patients and Healthcare professionals. Bio connectivity and virtualization, and consumerization of Healthcare are counted amongst the most rapidly accelerating trends in the market. The industry is in dire need of Healthcare professionals. In U.S. alone, the generated demand is close to 100,000 professionals in the different cadres of the industry, ranging from administrative staff, physicians, surgeons, nurses to Healthcare staff.

Going by facts and figures, the shortage of talented Healthcare professional's calls for the International Healthcare Recruitments agency to provide the workforce. It is therefore wise to apply to these agencies to find a lucrative job opportunity.



JobMantras.com – The Complete Career Management Website, a sister concern of Impact HR Services, celebrated 1 year since its beta launch in November, 2014. The website, which aims to provide end-to-end career management resources for professionals, recruiters, and corporate was launched by Mr. Prakash Kewalramani, an alumnus of IIT Delhi and IIM Ahmedabad and an industry veteran with over 20 years' experience in the recruitment industry. Mr. Kewalramani has been the past-Chairman of ERA and currently serves as the Chairman of ERA Ethics Committee.

As of date, JobMantras covers Psychometric Assessment,

JobMantras.com completes 1 year!

by Mr. Prakash Kewalramani – CEO & Founder – Impact HR Services Pvt. Ltd.

Career Guidance, Executive Coaching & Mentoring, Career Transition, Resume Writing, Job Search (over 3,00,000 jobs listed), Salary Indicator, CareerMantras, Trends, and Career-Input Videos.

We have recently launched our 'Campus-Corporate Connect' programme wherein we provide soft-skill/behavioural-skills training and coaching for Group Discussions & Personal Interviews to college students and organise campus interviews.

We are excited and looking forward to 2016 which is truly going to be a "leap year" in our growth trajectory!



1st ever Healthcare Placement Consultancy directed by a Consultant Doctor

Dr. Shilpa Totala, CEO – MediRecruiters

Hi Guys!!!

To understand the fun... I will have to brief you about myself.

I am actually an MBBS, DPB – a Pathologist who is stationed in Pathology since the past 15 years.

One fine day, there were some molecular alterations in the neurotransmitters of my Thought-Box, and Madam Shilpa decided to jump into a Sea-called "Healthcare Recruitment". The horizon, the dimensions of this "Sea" were unseen, so I perceived that it was an achievable goal. It was only after plunging in it that I realized..."OH MY, MY... that the length, the breadth, and especially the depth... are not even within counting limits!!!"

My inner self was constantly poking me...

"वापस लौट जा बेटा, आगे खतरा है !!" But coming back halfway, would prove to be a stigma to my golden career and bright image... so I kept swimming in search of some mysterious 'खजाना' of 'हीरे मोती जवाहरात' (the real ones and the candidates)!!! Of course, the journey was pleasurable despite the innumerable challenges and the hurdles. And hence, I continued tolerating the "मीठा मीठा दर्द" of this industry.

One morning again an intelligent idea hit my so-called genius mastermind which was that – I should hire some people who work in this industry—who exist with the nomenclature—MBA HR. It was ridiculous... rather hilarious on my part to ask them the full form of "HR" in

my 1st ever interview... wherein the poor interviewee thought that I was testing his IQ vs. the fact that I was actually asking it for MY knowledge's sake!!!

Gradually, over the period of so many years of interviewing the MBA-HRs for my organization, now for

me – the content , the scope of MBA-HR curriculum is almost 25% clear!!

Hence, I strongly feel like depicting my Qualification as – 25pcMBA-HR!!!!!!!!!



Recruitment Trends – What Lies Ahead in 2016

by K. Umasanker, Chief Recruiting Officer,
AVTAR Career Creators

As we come to the end of this year, let's look at what went by and what lies ahead in the coming year. A broad look at different markets reveals that Innovation will be the Key Trend in 2016.

Earlier, this year we saw industries like Retail, RPO, IT, and BPO peaking up, with the Retail Industry taking up 75% of YOY growth followed closely by IT, BFSI, Media & Entertainment, and Manufacturing. With consistent focus on Quality of hire, use of high-end technology, innovative interviewing skills and increased Employee Referrals were seen as the prime reasons for this growth. The trend seems to be catching up as we go into 2016, what with companies focusing on "matching right talent with the right job".

With over 300 million internet users and around half of them actively involved in the social media, the niche as well as mass hiring tactics will see a great shift to the internet. Continuing from 2015, the coming year will see new strategies in not only talent acquisition but also talent retention. A big trend that is emerging, with the influx of technology, is that most companies are looking to hire from tier-2 cities.

In 2016, Industries such as the Automobile, Manufacturing, IT, and ecommerce are set to add more jobs, especially at the entry level. In a study earlier this year, LinkedIn had observed that most of the global recruitment market does not use data on talent acquisition well. However, with a

score of over 55 per cent this year, India uses the analytics for recruitment better than the rest of the world, whose average is a dismal 24 per cent. This number is set to increase further in the coming year as analytics is becoming a part of workforce planning, utilization, and new areas like sourcing.

One big challenge this year, for the employers would be to stand out from the ever-growing clutter and establish their brand. A good marketing strategy would be the need of the hour. The companies will continue to focus on Quality of Hire. Video-based Job Descriptions – Web/Telephonic Interviews will help in hiring faster and also help to reach out to the job seeker effectively. Continued innovations in hiring such as Social Media Recruiting, Employee Referrals, and Employer Branding will help attract talent to the organizations.

An undeniable development of the year was the spurt in the growth of start-ups. Fuelled by the need for good resources, the year saw growth in a steady and strong reward culture and a general rise of salaries and benefits.

Far from the days of video games bash ups, gamifications are the new age education strategy. With new trends and developments, the key words for the New Year seem to be integration, flexibility, redesigning, niche, and of course, innovation.

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 Salon)

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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