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Chairman's Message

Dear Members,

Firstly, let me wish you all a successful and satisfying new financial year 2015-16. We believe that you all have liked the 1st issue of the Quarterly E-Newsletter. Many of you gave valuable inputs and the team is working hard to make it even better.



The Quarter went by was quite eventful for ERA - both in terms of activities and meaning. The constitutional amendments filed with RoS have been registered. This opens up our new inclusive membership policy wherein apart from the Primary memberships; we have Corporate, Institutional, Partner and Individual categories. 4 new primary memberships have been added and 1 primary membership has been revived post this. Let me welcome the new and revived members to the ERA family!!!

Most of our chapters have celebrated the National Recruiters Day on the 9th of March, which witnessed high participation and camaraderie. As regards other events of the Quarter, Mumbai, Karnataka and Tamilnadu had some intriguing knowledge sessions on subjects varying from "Leadership Traits in Management" to "Storytelling as a tool in Recruitment" to "Preparing to grow your Firm". Gujarat chapter conducted successfully a Panel discussion on "Bridging the Employability Gap" with a full house of over 250 delegates from the Corporate HR, Academics and Consulting fraternity. Many Corporate, HR Professionals, Institutes, Students and Recruiters have expressed interest in ERA memberships.

We completed the process of forming the Chairmen's council. I take this opportunity to welcome and thank our Ex-Chairmen who have graced the association with their vision and contribution. I also remember with gratitude, the contribution of our founding chairman Mr. Satish Doshi and his invaluable contributions to ERA. We miss his presence. The formation of the Advisory Board is underway.

Let me also thank some of our EC Members and Chapter office bearers, who relinquished their responsibilities on March 31st, for their great work and commitment to the cause of ERA. Let me welcome the new Chapter Conveners of Gujarat, Delhi-North, Karnataka and Andhra Pradesh along with new office bearers at multiple chapters.

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

Best Wishes,
C.M. Mathew

Greetings, dear ERA Fellow Members!

I welcome you to read our 2nd issue of the ERA Newsletter. It comes to you at the dawn of the new financial year; so, here's wishing each of you a great year ahead with healthier financials!

For the benefit of our new members and to jog our old members' memory, ERA was formed in early 2002 to act as the 'Voice of the Recruiting Fraternity' and also to disseminate and encourage good recruitment practices. Over the years we've realised that, to be really effective as an industry body, we need to be truly inclusive and have all the different stake holders connected. More about the new membership categories has already been shared in the Chairman's Message.



"You must be the change you wish to see in the world" – Mahatma Gandhi

We have brought in quite a few other pertinent amendments and changes within the organisation's structure including Chairman's Council & Advisory Board. This also shows that 2014-15 kept the ERA Office Bearers quite busy & the year ahead looks quite interesting.

Since Recruitment is a multiple Billion dollar industry globally and India is a healthy contributor, we at ERA make it an integral part of our core agenda to promote Recruitment as a Career of Choice. The zest with which we have celebrated **the Recruiter's Day** on 9th March underlines that effort and also helps reinforce the pride that we must feel being a recruiter. Check out for yourself how our various chapters have celebrated Recruiter's Day 2015 other than the ones you must have participated in!

Another significant event in the past quarter was Women's Day, which was celebrated on the eve of Recruiter's Day. We found it's only apt that we have a closer look at women in the workplace.

"Live as if you were to die tomorrow. Learn as if you were to live forever." - Mahatma Gandhi

The articles here including one on busting certain recruitment myths and what would be trending in 2015, makes not just good reading & learning material, but also very useful for our business.

"If I had no sense of humour, I would long ago have committed suicide." – Mahatma Gandhi
I bet the winning entries of our "Funniest Excuse" national contest would bring more than a smile on your face.

And there's more in this newsletter! Hope you enjoy reading it.
We would love to hear from you! So, do write in!

Wishing you great times ahead filled with good health, joy, fun and business!

Parvathy Krishnan

CEO, Cucumber Consultants &
Vice Chairperson – ERA



ERA's Chairmen's Council Members



Mr. K. Pandiarajan
ERA Chairman, FY 2004-05
Mafoi Management Consultants Ltd.



Mr. Subhash Bhatia
ERA Chairman, FY 2005-06
Datamatics Staffing Services



Mr. T. Sreedhar
ERA Chairman, FYs 2006-07 & 2012-14
T M Inputs & Services Pvt. Ltd.



Mr. Prakash Kewalramani
ERA Chairman, FY 2007-08
Impact HR Services Pvt. Ltd.



Mr. M.R. Shantaram
ERA Chairman, FY 2008-09
Intercon International Ltd.



Mr. R.P. Yadav
ERA Chairman, FY 2009-10
Genius Consultants Ltd.



Mr. Veerendra Mathur
ERA Chairman, FY 2010-11
Future Focus Infotech Pvt. Ltd.



Mr. Vipul Varma
ERA Chairman, FY 2011-12 Focus
Management Consultants Pvt. Ltd.



Mr. C.M. Mathew
ERA Chairman, FYs 2014-16
Task Staffing Solutions Pvt. Ltd.

New members added to ERA's Executive Council of FY 2015-2016



Nisha Kapoor
Convener
Gujarat Chapter



Venkat Iyer
Convener
North India Chapter



KC Vinod Kumar
Convener
Karnataka Chapter



Varma Mudunuri
Convener
Andhra Pradesh Chapter

Recent major decisions / initiatives of the management

- ERA's Amended Memorandum and Articles of Association (M&AoA) has been registered by the Registrar of Societies, Karnataka.
- The result of ERA's Elections, for FY 2015-16, was declared on 05/03/15.
- A National Level "Funniest Excuse Contest" was announced on 13/01/15 and the winners were declared on 25/02/15.
- Chairmen's Council : All the Ex-Chairmen of ERA have provided their consent , to grace the Chairmen's Council through their presence and participation along with the current Chairman. It is a matter of pride for the EC to have all the Ex-Chairmen to be back again, contributing towards the endeavour to grow ERA in its inclusive growth objective. At this point, we remember our founder Chairman Shri. Satish Doshi and miss his presence.
- Formation of "Advisory Board" is underway.
- Recruiter's Day was celebrated at 5 Chapters on 9th Mar'15 and 1 Chapter on 27th Mar'15.
- ERA added 4 New Primary Members and revived 1 Ex-Member, post amendments in M&AoA, during Q4.

ERA Events

Some important events held during Q4 of FY 2014-15

Chapter	Date	Event Type	Venue
Mumbai	30-Jan-15	Session on "Are you preparing to grow your Firm? What's standing in your way?": Lead by Mumbai Chapter Convener, Mr. Harjeet Singh	Hotel Suba Galaxy, Mumbai
Karnataka	05-Feb-15	"Using Story telling as a tool in Recruitment" by Mr. John Quadros of Sampoorana Computer People	CRI Brothers Institute (Vidhya deep College), Bangalore.
Tamil Nadu	07-Feb-15	Chapter Meeting: Mr. Ramesh Kumar, Head-HR, Olam International, spoke about the Leadership Traits in Management	T Nagar Social Club - No.1, Chennai
Karnataka	20-Feb-15	Chapter Meeting: To discuss and finalize on Recruiters Day event	Hotel Konark, Residency Road, Bangalore
Karnataka	27-Feb-15	Special Chapter Meeting: Lead by Parvathy Krishnan	Hotel Konark, Residency Road, Bangalore
Andhra Pradesh	07-Mar-15	Session at "Vignana Jyothi Institute of Management" as part 1 of Recruiter's Day celebrations	Vignana Jyothi Institute of Management, Hyderabad
Andhra Pradesh	09-Mar-15	Recruiter's Day Celebrations	Sampoorana Computer People, Hyderabad
Tamil Nadu	09-Mar-15	Recruiter's Day Celebrations	T Nagar Social Club - No.1, Chennai
Karnataka	09-Mar-15	Recruiter's Day Celebrations	Sky Lounge, Catholic Club, Bangalore
Gujarat	09-Mar-15	Recruiter's Day Celebrations	EastIn Hotel, Ahmedabad
East India	09-Mar-15	Recruiter's Day Celebrations	Tamarind Banquets, Kolkata
Gujarat Chapter	14-Mar-15	Panel Discussion - Topic: "Bridging the Employability Gap"	H T Parekh Hall, Ahmedabad Management Association, Ahmedabad
Mumbai	27-Mar-15	Recruiter's Day Celebrations	Sai. Veg. World, Mumbai

Photographs of some events conducted in Q4 of FY 2014-15:



Session on "Are you preparing to grow your Firm? What's standing in your way?"
 Lead by the Mumbai Chapter Convener, Mr. Harjeet Singh
 30th Jan'15 at Mumbai



Chapter Meeting
Lead by Mr. Ramesh Kumar, Head-HR, Olam International,
He spoke about the Leadership Traits in Management
7th Feb'15 at Chennai



Special Chapter Meeting
Lead by ERA's VC, Ms. Parvathy Krishnan
She spoke about developments in ERA
27th Feb'15 at Bangalore



Formal welcome by Nisha Garg



Mr. Mithew Sharing about ERA & its vision



Panelists coming in



Panelists coming in



The Registration Counter

Panel Discussion – Topic:
Bridging the Employability Gap
H T Parekh Hall, Ahmedabad
Management Association,
Ahmedabad

Photographs of Recruiter's Day Celebrations at various Chapters:



ERA's Vice Chairperson, Ms. Parvathy Krishnan, addressing students & professors of Vignana Jyothi Institute of Management, Hyderabad, on (a) ERA , it's history , new memberships open to students & individuals (b) Building Your Career – the right one at that (c) Your Right First Job – intro to T Muralidharan's book (d) Recruitment as a Career of Choice & (e) Checklist for Freshers (Andhra Pradesh Chapter)



Gujarat Chapter



Karnataka Chapter



Tamil Nadu Chapter



Andhra Pradesh Chapter



East India Chapter



Mumbai Chapter



Members Section:

a) Winners of the National Level "Funniest Excuse Contest" – January, 2015

Winners (1st and 3rd positions are shared by two people)	Name of the Participant	Name of the Member Organization	Location	The Winning Excuses :
1st Position	Ms. Saloni Mathur	Beyond Talent Management Pvt. Ltd.	Mumbai	"I have misplaced my lucky interview shirt and hence would request you to postpone it"
1st Position	Mr. S.K. Raghav	Live Connections Placements	Chennai	"my beautician in the parlour is absent today; I cannot not attend the interview"
2nd Position	Ms. Maria Saviona	Sampoorna Computer People	Bangalore	I called up this candidate for an interview follow up & he gave me the following reason-"I was on my way for the interview but suddenly I saw my girlfriend going with another guy on the bike. I have taken a diversion & now I am following them. Please excuse as I will not be attending interview".
3rd Position	Ms. Priyanka Secharla	iQuest Consultants	Bangalore	My fortune teller told me, "Don't go outside today".
3rd Position	Ms. Sirish Kumari	Cucumber Consultants	Hyderabad	For an offer in China where family visa is not given and the candidate had to go alone, the excuse from the candidate..... I have a "Very beautiful wife" And I cannot leave her and go.

The Jury - ERA thanks the following members for being the Jury of our National Level Contests including The Funniest Excuse Contest:



John Quadros
Sampoorna
Computer People



Samir Akber
Theron Consultants



Merlin Moses
Live Connections
Placements

b) New Members who joined / revived their membership during Q4 of FY 2014-15:

Sl. No.	Chapter	Name of the Organization	CEO
1	North India	White Collars Enterprising Pvt. Ltd.	Mr. Vikash Jain
2	North India	GroMe Talent Solutions	Ms. Ritu Mehta
3	Gujarat	Forret India	Ms. Foram Shrivastava
4	Rest of Maharashtra	MediRecruiters	Dr. Mrs. Shilpa Totala
5	Mumbai	Pioneer Management Consultancy Pvt. Ltd.	Ms. Sarla Suresh Sharma



c) Members: Achievements, contributions & news

Welcome the Move

A good indicator of growth is the move to a commercial and bigger space.
TMI Group, Mumbai is growing & have moved to a new premises.
Let us welcome the change!
Note it in your address book-

We've Moved

TMI Group
1st Floor, Sundaram Building,
Sathyam Shopping Center
MG Road, Ghatkopar,
Mumbai – 400 077

Phone Number:
022 6134 2100








www.tmigroup.in

By Merlin Moses, Live Connections Placements



YOUR RIGHT FIRST JOB is a practical guide penned by T Muralidharan, Chairman, TMI Group. The art of landing the perfect job involves many elements including resume writing, interview handling and personality compatibility.

Leverage the position of being in the right industry, employer, city and level for a successful career, pointed out T Muralidharan, a career counsellor and author, who has been involved in assessing and placing lakhs of youngsters in over 400 corporate companies.

The book is about how the first job can change the career of a person and the importance of finding a right job than just any job. It imparts the knowledge on how to choose the right job not based on just salary package or brand name, but an organization which allows one to grow in his/her career and personality.



Busting a few Recruitment myths!

By K. Umasanker, Co-Founder, AVTAR Career Creators

As a recruiter for the past almost 2 decades, I have come across several recruiting myths. For both young recruiters and experienced hands, these myths are a great hindrance - they are kept alive by being handed down from senior to junior in the organization and are rarely eliminated due to the lack of experiential training. A recruiter can be truly successful only when he/she rises above these folklores and works with reality.

I have attempted to put together a few of the most common myths that I have encountered in the business of recruitment.

Myth No: 1. The best employees are those who come across as brilliant and charming in a face-to-face interview.

Hardly.

I have observed that in many cases, the interviewer gets carried away by the excellent interviewing skills that candidates display during the recruitment process and end up hiring someone who is not the best fit for your organization. In fact this is prevalent during the hiring processes of many small and medium enterprises. I feel that many qualified candidates are rejected just because they fail to present themselves well and impress the hiring manager, even though they possess adequate subject matter knowledge. The interviewer must identify and understand this 'lack of skills'. He must think differently and ask questions that can reveal the potential of a candidate. If hiring is done with this thought, managers need not spend quality time in trying to convert a bad hire into a good one.

Myth No: 2. Relevant experience cannot compensate for the lack of a degree

I disagree.

Of course, having the right degree is a huge plus, but in many cases several highly skilled and talented candidates, may lack that degree you are looking for. But they could well have picked up essential skills which would make them the best candidate for your position. An experienced recruiter can easily understand the benefits that such a candidate would bring to the table. Their life's experiences, past employment histories, their unique hobbies & disciplines can certainly fill the gap. Managers must take a chance and give such candidates an opportunity to exhibit their potential. I have seen many candidates who were 'unfit' or the position actually go on to be tremendously successful in the same company which was hesitant to interview them in the first place!

Myth No: 3. A junior recruiter's assessment has very little value in the final decision by the hiring manager.

Not at all.

Sure, senior managers are certainly the final decision makers, but the entry level recruiter also plays a crucial role during the initial screening of the candidates. In fact, I believe that junior recruiters are the most important people who actually filter the best candidates to facilitate the senior manager to make the final decision. The better trained your junior recruiter is, the greater the efficiency of your selection. And in the case of recruitment, this training is for the better part, on-the-job. My advice to all young recruiters is this: The more candidates you speak to and assess, the more profiles you shortlist and match, the sharper your discretionary skills will become. Very soon, your evaluation will be highly valued.

Myth No: 4. Only a lengthy interview process is an error-free one

Definitely not.

I can tell you in many of the interviews that I have myself conducted, there have been several instances when a very brief interaction has uncovered an excellent candidate. I would say that contrary to the belief that only a lengthy interview can yield a great hire, it is the time spent in bringing the best set of candidates to the table that is more a guarantee of a sure-fire hire. Understanding the job description, looking for the skills that are hidden between the lines and also, a great deal of luck!

-See more at:

http://www.avtarcc.com/newsletter/nl_oct_14/umasanker.htm#sthash.REb2vwE9.dpuf



WHAT CAN WE EXPECT IN 2015?

By Karthik Ekambaram, Vice President – Consulting Services, FLEXI Careers India, AVTAR Enterprise

It's that time of the year again. As an eventful 2014 draws to a close, we look ahead to 2015, another year which will throw up its own unique situations, challenges and surprises. So what can we expect to see in 2015? For starters, we can expect Workforce Intelligence to finally come into its own. The use of analytics for business and Human resource planning is expected to hit a new high as more and more companies opt to have systems and tools in place to keep them on track in terms of efficiency and long term plans.

Companies are also expected to invest more in employee engagement and retention of critical talent. Workforce Intelligence and analytics would be the need of the hour here too as the workforce can be analysed and rated more accurately. Top performers who are crucial to the future of the organisation can be identified more easily and by managing their talent and performances, future plans can be made around their growth.

The importance of Diversity and Inclusion at the workplace, an issue that has been building up high energy in recent times will only get stronger as more and more companies look to embrace it and enjoy the benefits. And when D&I is gaining, can an improvement in women's roles at the workplace be far behind? This will definitely not come

under the category Surprising developments of 2015!

The demand for 'specialists' is expected to increase across various sectors and the days of the 'Jack of all trades' may well be numbered. Finding your niche early and sharpening up could become increasingly crucial in this regard.

The ubiquitous smart phone could become the weapon of choice in the job hunter's arsenal. App-based services have penetrated almost every aspect of life today. This could be the year when app-based job hunting finally goes mainstream.

Social media at the workplace is not seen as a waste of time anymore as more and more people awaken to ways to get the most out of it.

The challenge of handling people from different generations and their respective preferences at the workplace is not expected to go away anytime soon but the good news is this time we have a fair idea of what to expect so we can be better prepared.

So there you have it, just a few predictions as to the trends expected in 2015. But as the past has taught us, don't rule out a curveball or two. Then again, as the past has also taught us, there's every chance you can knock it out of the park!



Recruiters – The Career Ladders for your society

By Eswar Balasubramanian, Divisional Manager - Client Services, AVTAR Career Creators

I have been a recruiter for 10 years and I am enjoying each and every moment of it. The choice of being a recruiter was a deliberate decision taken by me, though I had a chance of getting in to Finance field. I preferred to deal with people rather than numbers.

It's a profession filled with uncertainties and interesting challenges on a day to day basis. I reach the zenith of happiness when my candidates get the right break which could be a game changer in their lives. At the same time, I get disappointed when a candidate doesn't join after accepting the offer. As the saying goes, there are 2 sides to the same coin but the satisfaction which I get after every closure is enormous and wipes away all disappointments. I give hiring solutions to my clients by giving them the best possible candidate and career solutions to my candidates by offering them the most suitable job option. Only few professions give the opportunity of providing solutions to 2 people at the same time.

In this profession, investment is all about building knowledge and relationships. Every recruitment mandate comes with new learning and opportunities to update myself regularly. Candidates whom I have placed a decade

back at an entry / junior managerial level have now reached the level of AVPs and VPs. They are still in touch with me for any advices related to their career. "Money comes and goes, relationship comes and grows"

In the world of cut throat competition, only the fittest survive. The value that we bring to our client relationship is very important. Every recruiter must work on strengthening relationship with his/her clients and adding value to the engagement. The following 3 points will help in building a strong client relationship. First, it is important that we exhibit our industry expertise by clearly understanding the requirement and by providing information with the latest market updates on the availability of talent. Second, respond to client's requirement in quick time (TAT) with quality profiles and by effectively assisting in all coordination thereby saving their time. Third, always pursue a "WIN-WIN" approach in all our engagements and relationships.

Recruiters are the ladders for candidates who approach them for a career option. They open doors of opportunity for candidates and help them grow in their career. There are millions of jobs with equal number of people searching for the right job. I will continue my journey of helping them to find the right ones. "Little drops of water make a mighty ocean".



Personality and Subconscious Energy

By Sonal Aurora, CEO, Perfman HR Consultants Pvt. Ltd.

Have you ever met someone on the street and immediately felt comfortable with that person? Conversely, has anyone ever snubbed you the wrong way before you even had the chance to meet them? What causes this? Often it is their personality and the subconscious energy they emit.

Subconscious energy can be described as waves of power that can't be seen, but can certainly be felt. Each of us, whether we choose to acknowledge it, is a transmitter of energy. How we feel about ourselves and our lives determines the frequency of energy that we release. People who are happy in life and proud of who they are have an unmistakable glow about them that can be understood, even without them talking. Conversely, those who are depressed and ashamed walk around with a "cloud" over their head.

In job hunting, and in life in general, how you feel about yourself and your situation will absolutely determine the frequency of energy that you produce. That energy will significantly impact the type of people you attract in your life and the quality of life that you live.

What Level of Energy Are You Broadcasting?

If you have gone from one bad job to another or one bad relationship to another, perhaps you should question the feelings you have about your life and about you. Your energy is like a radio. When you tune into Big FM or Radio Mirchi you are tuning into a station that is transmitting at that frequency. Everyone else in town who tunes into that same frequency will hear the same station.

In subconscious energy, when you are broadcasting depressed, frustrated, and insecure waves, you will only attract others into your life who are tuned into those same negative frequencies. On the other hand, if you make a conscious decision to be proud of yourself, and to cherish all the positive things you have in life, you'll attract people who are winners and who will in turn help you in your pursuit of the ideal job. The energy you transmit will impact your entire job search from networking to job interviewing.



Recruiters Day – Woman's Era

By Rashmi Nambissan of Cucumber Consultants, on eve of Recruiter's day

Today is Recruiters Day, and coming a day after Women's day, it is inevitable that the overhang of the Women's Day spills over to this day as well. As the entire media tries to be politically correct especially after the post Nirbhaya documentary, and starts to question the Indian men folk about their attitudes towards women in general, I am also reminded about the role we all play in this in our Industry.

A study by analytics firm Jombay of 5,000 women professionals at 250 companies across seven Indian cities concludes that women managers don't really know their strengths, and that there is a significant perception gap across several parameters. The study includes evaluation of the women by peers, subordinates and managers

There are many myths or stereotypes surrounding women that they are technologically challenged, are emotional decision makers, are less risk takers to name a few and are

dependent on their male colleagues for getting their work done, and they don't work well in a team, have less financial acumen are to be dispelled with. Today the scenario has changed, however the myths remain deeply entrenched in our minds allowing them to set in as obstacles when hiring.

We also need to look another aspect of woman being harsh on themselves while we are striving towards a work life balance. An article on TOI by Author Chetan Bhagat highlights on this aspect and how men feel less guilty when they are not able to maintain a work life balance. I think if there is one thing that we women would need to learn from men; (apart from the hundreds that men need to learn from women) is this feeling of "Not guilty" and smile through it all.

We do need to take a hard look on the way we deal with the issue of woman Professionals getting hired in our industry so that not only do they take up more challenging roles but also move onto taking up leadership roles in the future.

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To get in touch, write to: anu.sr.santhanam@tminetwork.com

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