



Financial Management

At A Glance

Everybody has some goals in life that can be measured in monetary terms. These goals can include buying a house, saving for children's education and marriage or planning for retirement.

Financial planners, also called financial consultants, or personal financial advisors, use their knowledge of investments, tax laws, insurance and real estate to recommend financial options to individuals based on their short-term and long-term goals.

"A career more bullish than stock-broking and healthier than medicine," claims a recent advertisement. Discounting the exaggeration, with the Indian financial services market opening up, Financial Planning is an attractive emerging career option in the years to come.

The management of the finances of a business/organisation in order to achieve financial objectives is the basic objective of financial management.

Taking a commercial business as the most common organisational structure, the key objectives of financial management would be to create wealth for the business, generate cash and provide an adequate return on investment bearing in mind the risks that the business is taking and the resources invested.

Financial Planning is one of the key elements of financial management.

The Work

Put simply, financial planning is the process of establishing personal financial goals – and a plan for fulfilling them. The objective of financial planning is to ensure that the right amount of money is available in the right hands at the right point of time in future to achieve the financial goals. This ongoing process involves taking stock of all existing resources, developing a plan to utilise them, and systematically implementing the plan in order to achieve short and long-term results. The plan must be monitored and reviewed periodically so that adjustments can be made, if necessary, to ensure that it continues to move towards the client's financial goals.

Financial planning helps people make advance provision for financial needs that may arise in future.

In addition to education, estate and retirement planning, financial planning also addresses other areas like cash management, investment management, income tax planning, charitable planning, business planning, stock broking and debt and risk management.

You can draw parallels between the family doctor and a financial planner. The family doctor takes care of your physical health and the financial planner takes care of your financial health, ensuring orderly and systematic achievement of your financial goals.

One of the greatest challenges for the financial planner is the need to provide a comprehensive plan that will allow the client to achieve the greatest number of financial objectives possible, even including those that the client may not have considered. Often, the role of the planner is to "protect" the client from focusing on short-term goals at the expense of long-term objectives and needs.

In contrast to other financial specialists who limit their focus to a particular area of their client's financial life, e.g., insurance, securities or taxation, the financial planner takes a 'big picture' approach to address a host of financial issues within the context of the client's overall situation.

Financial Planners often choose to establish their own financial planning practice either by themselves or together with other planners. In the U.S., for instance, about 40 per cent of financial planners are self-employed practitioners. Others work for banks, financial planning organisations, life insurance companies, accounting firms, large stockbrokers and large companies to look after employee's benefits.

Employment Opportunities

There are many factors driving the emergence of financial planners. For one, money decisions have become more complicated. Secondly, India now has a continuously growing number of people with savings to invest.

The corrosive effect of inflation on savings lying idle, the bewildering number of investment avenues and the varying risks of each, combined with rising aspirations will continue to fuel the need for such financial "doctors".

Increasingly, a large number of individual investors – small as well as high net-worth – are seeking the services of these "investment doctors" to write their personal balance sheets. The demand for these planners also springs from a variety of social factors – increasing life expectancy, non-permanent jobs and growing ambition to study and travel abroad. Many progressive corporates are also beginning to offer financial planning to their employees as an add-on bonus. In fact, every family today requires financial planning to prepare for the future.

Financial planning then is a dynamic growth profession in which strong careers can be established.

What it takes?

To become a successful financial planner, you must have strong interpersonal and communication skills in addition to excellent grounding in financial analysis. Being able to listen, asking appropriate questions and sensitively assisting the clients in clarifying their goals are all keys to success. You must also have the ability to communicate somewhat complex financial concepts and strategies to clients in non-technical, easy-to-understand terms.

On the technical side, strong attention to detail is required as you analyse all types of financial options, including their tax implications and legal restrictions. Financial computing skills are recommended for performing the mathematical calculations quickly and accurately.

The required technical skill-sets include awareness of various categories of assets and financial products, understanding of portfolio management principles and economic cycles and their impact on financial markets, knowledge of laws pertaining to ownership of assets, estate planning, etc., and income tax laws.

Finally, to become a successful financial planner you must be able to work well in co-operation with a range of other financial specialists to meet your clients' needs.

It has been noticed that those with a background in accountancy, law, insurance, investments, finance or taxation stand a better chance at being successful financial planners.

What you'll make?

This industry offers exciting future prospects. Financial planners are among the higher paid professionals abroad. The annual income for financial planners depends on a variety of factors, including expertise, experience, the type and number of clients served, fees charged and even geographic location.

The planner could charge on an hourly basis for consultation or receive commission from the sale of financial products you agree to purchase in order to implement financial planning recommendations. Some financial planners also work on a salary and bonus basis for financial services firms.

While financial planning is a great career option, it is no cakewalk. Since it is a relatively new concept, the professional's biggest challenge lies in convincing people that they would gain by paying for advice on personal finance. Currently, people are used to free advice – from insurance agents or CAs, for example. While young professionals are somewhat more open, the typically cautious investors in the 50+ age bracket tend to be scared of venturing into new investment avenues. Also, we are not typically in the habit of planning that far ahead.

Where to study?

So far as financial planning is concerned, the regulators in India have not prescribed any specific qualifications. In other countries, CFP (Certified Financial Planner) is a recognised qualification and is based on written tests and relevant experience.

The Chartered Financial Planner (CFP) course is presently offered in India by two authorised education providers of the Association of Financial Planners (AFP) in technical collaboration with the Financial Planning Association of Australia Ltd. (FPA). The 2-year distance-learning programme covers topics such as insurance planning and risk management, retirement planning, tax and estate planning, employee benefits, wealth creation, budgeting, cash flow management, debt management and financial plan construction.

Alternatively, an MBA/CFA/CA/Insurance specialisation - singly or in combination, would also give you a broad understanding of the various investment instruments and options, and their implications.

- Association of Financial Planners, 312, Turf Estate, Dr E Moses Road, Mahalaxmi, Mumbai 400011. www.afpindia.org
- Financial Planners & Advisory Academy Pvt Ltd, 7, Readymoney Terrace, 167 Dr Annie Beasant Rd, Worli Naka, Mumbai 400018. www.fpaacademy.com
- International College of Financial Planning, (Bajaj Capital Ltd), Bajaj House, 97 Nehru Place, New Delhi 110019 www.collegefp.com
- Wigan & Leigh College
 - New Delhi: 86-A, Central Avenue, Sainik Farms, Tel: 011-26858849-51 Mobile: 9818479333
 - Mumbai: Tel: 022-23015591/4, 56623997
 - Kolkata: Tel: 033-24487140/50
 - Bangalore: Tel: 080-25574311/12/13
 - Hyderabad: Tel: 040-55767425
 - Pune: Mobile: 9850271167

Email: mail@wiganindia.org

Website: www.wiganindia.org

(Note: This is an indicative listing in alphabetical order. Please check the respective websites for details. There are small private outfits that offer short-term courses, but their bonafides need to be verified). The annual income of financial planners depends on a variety of factors, including expertise, experience, the type and number of clients served, fees charged and even geographic location. The objective of financial planning is to ensure that the right amount of money is available in the right hands at the right point of time in future to achieve the financial goals.



Advertising & Marketing Communications

At A Glance

In simple terms, advertising is the communication link between the seller (product or service) and the buyer. And an advertising agency is the organisation that designs and provides this communication through various media - television, radio, newspapers, magazines, internet, billboards, posters, mailers, point of purchase-material, sales promotion events, etc.

There is perhaps, no other business that so greatly influences our daily lives. Our choices regarding the type of cars we drive, the beer we drink, or the clothes we wear, are largely influenced by advertising.

The Work

As a career, advertising offers a unique blend of opportunities. In few other industries will you find a more eclectic group of individuals — all under one roof! The main areas of operation are **client servicing, media planning, creative and research.**

Client Servicing:

The front face of the agency, Client Servicing, represents the agency to the client and the client within the agency. After receiving a detailed brief from the client, the Account Executive and Account Planner chalk out a strategy based on the brand's positioning, its USP and its communication objective.

While the better agencies require an MBA, some others will be satisfied with a Degree/Diploma in marketing or mass communication.

Accounts Planning:

This is a senior-level position in the Servicing Department. It involves evolving the overall strategic plan including the budget, selecting the right media and zeroing-in on the communication message after interacting with the client and internally with the creative team, the media planning department and if necessary, the market research agency. The various elements of the communication package are integrated into a logical whole in the context of the brand and its desired positioning in the market.

Media Planning:

Media Planners help ad agencies choose the best outlet or medium to reach the customer they want. They plan, schedule, book and purchase space in the print media (newspapers, magazines) or outdoors (billboards, kiosks and bus panels) and time (TV & radio, internet). The media planning exercise may also involve conducting some targeted brand or need-specific research to assess recall and viewership/readership of a campaign.

Typically, media planners have a background in Maths and Statistics, an MBA (from MICA or a good B-school) or an MBE, and are good with computers and number-crunching using sophisticated software.

The Creative Department

The creative department's task is to harness the right words, the most appropriate and arresting visuals — anything and everything that will grab the attention and prompt a sale.

The creative team in an agency can be further divided into two sections: Copy and Creative.

Copy Department

After the AE briefs the creative team, the Copywriter gets down to the task of putting across the message in words — headline, followed by the body copy in the case of a press ad, a dialogue or jingle for a radio spot, or a detailed story board in the case of a TV commercial.

A good copywriter must be able to think laterally and originally each time, to co-relate masses of data and research findings so as to present the conclusions in language that is lucid and convincing. Besides a way with words, you need infinite patience to chisel and craft words into a subtly compelling sales pitch, until you've got it just right. And above all, you need to be highly creative and versatile. However unlike poetry or short story writing, copywriting is not creativity for creativity's sake. The famous ad guru, David Ogilvy, puts it very succinctly, "If it doesn't sell, it isn't creative."

Most copywriters start out as copy trainees after taking a copy test administered by the agency and proceed to write their way to the advertising hall of fame.

The Art Department

Takes care of the overall "look and feel" of the campaign starting with a "scribble" or rough sketch which accommodates the various components i.e. headline, visual, picture, text, logo, etc. in a balanced format within the given space. Selecting the size and type of the font (lettering), the photographic treatment and the overall treatment of the TV commercial is the purview of the visualisers and art directors who man (and woman) the art department.

While a high level of originality and creative talent form the mainstay, a BFA or degree in applied art or graphic design with knowledge of computer graphics/multimedia is mandatory.

Market Research

The Research department tries to measure the effectiveness of the ad campaign. It is research that provides the media planner and creatives a scientific and measurable basis to sharp-focus their strategy. These professionals are from a

variety of disciplines, but share a common comfort level with mathematical or statistical modelling, sampling techniques and psychographics.

What it takes?

Advertising demands a high level of creativity, imagination and innovative thinking from every person working in this profession. Writers and artists need to develop a portfolio of their best work. This might include work from art school, or as a result of freelance assignments. Although no specific academic degree is required by most agencies, a commercial or graphic arts course from a reputed college of art coupled with some knowledge of multimedia and computer graphics is essential for those pitching for a spot in the art department.

Account Executives on the other hand, usually have a business degree in marketing, or mass communication or specifically in advertising.

What you'll make?

In this industry rewards are directly commensurate with the initiative you display, the effort you put in and the results you achieve. If you are ambitious and hard working, you can quickly move up the ladder. Starting with Rs.3,500 or thereabouts as a fresh wet-behind-the-ears trainee, you can easily gross ten times as much five years down the line if you've got what it takes.

Where to train?

Very few colleges offer specialisation in advertising at the bachelor's level. However, elements of advertising such as media planning and client servicing are covered in Mass Communication courses offered at both the under-graduate and post-graduate level.

- Indian Institute of Mass Communication, Aruna Asaf Ali Marg, JNU, New Campus, New Delhi 110067 (UT) www.iimc.nic.in
- MS University of Baroda, Fatehganj, Vadodara 390002.(Guj) www.msub.edu
- Mudra Institute of Communications (MICA), Shela, Ahmedabad 380007 (Guj) www.mica-india.net
- Narsee Monjee Institute of Management Studies, V.L. Mehta Road, Vile Parle (West), Mumbai-400056. (Mah) www.nmims.edu
- National Institute of Advertising, Deen Dayal Upadhyay Marg, New Delhi 110002 1(UT). www.nia.org
- National Institute of Design (NID), Paldi, Ahmedabad 380007 (Guj) www.nid.edu
- Sir JJ Institute of Applied Art, Dr DN Road, Mumbai 400001
- University of Delhi, College of Art, Tilak Marg, New Delhi 110002
- Wigan & Leigh College
 - New Delhi: 86-A, Central Avenue, Sainik Farms, Tel: 011-26858849-51 Mobile: 9818479333
 - Mumbai: Tel: 022-23015591/4, 56623997
 - Kolkata: Tel:033-24487140/50
 - Bangalore: Tel: 080-25574311/12/13
 - Hyderabad: Tel: 040-55767425
 - Pune: Mobile: 9850271167
 - Email: mail@wiganindia.org
 - Website: www.wiganindia.org
- Xavier's Institute of Communication, St. Xavier's College 5, Mahapalika Marg, Mumbai 400001. (Mah) www.xaviercomm.org

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Computer Networking

At A Glance

Network Management (NM) is the procedure, equipment and operations designed to keep a traffic network operation as near maximum efficiency as possible. Typical activities may include resource planning, network design, providing user assistance and training, reconfiguring the network following a change in user requirements, assessing user needs and designing appropriate solutions and troubleshooting and remedying network problems as they arise.

The need for seamlessly moving information across the globe for many to use and share through computers and Internet has given birth to computer networking.

Networking is changing the world of consumer electronics, biomedicine, industrial automation, super computing and defence. With the advent of Ethernet-enabled sensors and controllers, companies are increasingly looking at hooking their factory floor to their executive offices and beyond. Enterprise management is another widespread application made possible by networking.

The Work

Computer network management is a purely technical function. In a world where connectivity is the key, expertise in networking can take you places. There are several career avenues within networking, some of which are the following: Instead of working in a bank, credit card company or telecom company where you get to interact face-to-face with the custom

Network Administration

Working from the concept upwards, network administration involves configuring and managing LANs (Local Area Networks), WANs (Wide Area Networks) and VPNs (Virtual Private Networks). You will be responsible for analysing, installing and configuring the company's network even from a remote location. Monitoring network performance, troubleshooting problems and maintaining network security has to be done on a daily basis. With the proliferation of B2C (business to customer) websites, e-commerce, e-governance, VPN (Virtual Private Networks) and other Internet and telecom-based applications like remote servicing and IVR (Interactive Voice Response) the demand for network administrators is expected to peak in the next couple of years.

Familiarity with the intricacies of the specific systems being used by a company: Windows NT, Novell, Unix, Linux and so forth, thorough knowledge of networked applications, security and virus-protection schemes, system diagnostic utilities and experience with routers, hubs and bridges is also necessary.

Network Technicians

Focus more on the set up, troubleshooting and repair of specific hardware and software products.

Service Technicians

Visit customer sites to perform "field" upgrades and support functions.

Network Programmers and Analysts

Write software programmes or scripts that help evaluate third party products and integrate new software technologies into an existing or new network environment.

Network Managers

Supervise the work of administrators, engineers, technicians and programmers. They also work at long-range planning and strategy. At the entry level you will be focussing on tasks such as troubleshooting, monitoring, LAN performance, adding or deleting users, adding new servers, etc.

Network Security

As more and more organisations move their offline transactions online and vast quantities of vital and sensitive data travels through networks, the need for developing "fool proof" e-security systems to safeguard the networks and databases from rampant cracking has emerged as the number one IT concern globally. And consequently, it is one of the hottest and most sought-after specialities.

With over 300 new viruses released everyday and rampant hacking (82,000 recorded cases, according to a Carnegie Mellon University study, governments and corporations have beefed-up their IS spend and tightened access to their systems and core applications. They are looking for people who can administer their enterprise network security safely and securely as a strategic priority.

To excel in this field, you must be as familiar with system programming and administration as with security configuration and firewalls. This also includes knowledge of advanced TCP/IP, security fundamentals, security implementation, router security and attack routes.

Employment Opportunities

The Indian market for computers and peripherals has been growing at a rapid pace. In fact, the networking market is one of the fastest growing segments in the industry. Over three million units were sold in FY 2003-04 and the figure is expected to grow by 40 per cent crossing the 4.2 million mark in 2004-05. Driving this boom are technological innovations and a drop in prices, thanks to the IT agreement under the WTO, which will soon come into effect (translating into a PC penetration of 20 per 1000). Going by the average requirement of one hardware engineer for every 50 machines, the demand for networking professionals is bound to increase.

Moreover, Internet usage is increasing by the day and correspondingly the need for larger bandwidth for simultaneous transfer of data, voice and visuals (still and streaming video). The spurt in demand, has in turn, spurred the need for next generation data services like broadband access, virtual private networking, Voice over Internet Protocol (VOIP) and hi-tech Video Conferencing. With the tremendous growth in telecommunications and networking, people with good knowledge of computer network management on various platforms are in high demand. No doubt then, that there's a considerable demand gap in the availability of networking professionals globally. Whereas over 1,00,000 networking technicians and engineers are required, there are barely 50,000 of them presently.

What it takes?

Knowledge of computer hardware is the foundation for a career in computer networking. A good course will familiarise you with the basics of operating systems, microprocessors, peripheral devices, computer architecture, assembly and disassembly, installing various software, configuring PCs, preventive maintenance and troubleshooting.

This can be followed by a relevant course/s or certification in networking to gain expertise in LAN and WAN, which is in high demand.

LAN shares the information and resources within the premises through the intranet with the help of products like Windows NT or Windows 2003 from Microsoft, Unix from SCO, Solaris from Sun Microsystems, Netware from Novell, etc. It can be further connected to the Internet through internetworking devices such as Routers and Switches.

WAN is a combination of Internet and Intranet — a network of networks, as it were.

Vendor certifications like Microsoft's MCSE or Cisco's CCNA or CCNP or CCIE, or Novell's CNE or Sun Microsystems' Sun Solaris Administrator at the higher end, are increasingly sought by recruiters.

What you'll make?

Entry level salaries can be as high as Rs.20,000–25,000 for those with relevant vendor certifications like CCNA, etc.

Diploma holders could expect to earn Rs.7,000–10,000. At the higher end a CTO (Chief Technology Officer) would get Rs 40,000. Those with good knowledge of ISPs, TCP/IP and the three-odd protocols, lease lines, particularly Microsoft Exchange Server 2003, command anything between Rs.75,000 upto 1.5 lakh+ (plus hefty perks).

Where to study?

The basic qualification for getting into networking is preferably a Degree / Diploma in Computer Sc / Electrical / Electronics / Telecommunication followed by a course in computer hardware.

People with non-engineering background who possess good knowledge of computer fundamentals can also enter this field.

In addition, recruiters prefer certain global certifications.

Some of the popular International Certifications available for LAN/WAN Administration are MCSE, UNIX Admin, LINUX Admin, CNE, etc., whereas for WAN Administration you need CCNA, CCNP, CCDA, CCDP, CCIE.

Internet Security is an emerging technology in networking, which can be implemented by using Firewalls. A large part of the firewall implementation worldwide is done by Checkpoint/Computer Associates.

However, the most preferred certification is VUE Prometric as it covers most certifications — irrespective of the vendor platform.

Coaching facilities for clearing the various online tests for certification are offered at a number of Authorised Training Centres (ATCs) of the company. You can clear the (somewhat tough) test within 6 months of gaining some practical hands-on experience at any hardware establishment specialising in system integration. For list of ATCs log onto www.prometric.com.

For details of other certifications, log onto:

CISCO: www.cisco.com

Computer Associates: www.computerassociates.com

Juniper: www.juniper.com

Microsoft: www.microsoft.com

Nortel: www.nortel.com

Novell: www.novell.com

Sun Microsystems: www.sunmicrosystems.com

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Fashion Design

At A Glance

You are talented and exude style in everything you do. Your originality and creativity are an extension of who you are and what you are about. You love to make people look good, that's what drives your passion to create. You yearn to see models showcase your creations in the India Fashion Week and by the catwalks of Paris, Milan, New York.

And if you have weighed the pros and the cons and come to the firm conclusion that fashion is your passion, there are many exciting avenues that you could explore by way of a career in this field

The word 'fashion' immediately conjures up images of glitz and glamour. And many young people, attracted by these attributes decide to foray into fashion only to realise that what they see outside is not the inside story. Admittedly, there are some glamorous aspects to this business. As part of the fash frat (fashion fraternity for the uninformed), you may get to rub shoulders with the rich and famous, but reaching there is sheer hard work.

The Work

Fashion Design can be divided into three main branches — Garment design, Leather design, Accessory & Jewellery design. Here we will focus on Garment design.

While the saying "clothes maketh a man" merits debate, the fact is we no longer wear clothes to keep ourselves covered or warm, but to express our personality and "attitude". This is where the fashion designer steps in, to help us make the correct fashion statement. Creating a style, using the right fabric, the right cut and a good finish, the designer turns out either a singular creation (one of its kind) that may sell for a king's ransom, or more usually, outfits that will reach a retail outlet in different sizes and colours. In certain cases, the garment may even be mass-produced for a specific market. Garments include items of regular clothing, generally western style, although there is a growing local market for Indian style designer wear such as salwar-kameez, sherwanis, ghagra-cholis, kurtis and so on.

There are four courses of action that you can adopt to launch into the career of your dreams:

Lawyers in private practice usually work for long and irregular hours meeting clients, researching and reading about new

- Apprenticeship under a flourishing, well-known designer.
- Employment in an export house or garment manufacturing unit.
- Freelancing for fashion houses and boutiques.
- Self-employment, as in opening your boutique or manufacturing unit or an export outfit to showcase your talent.

Nothing can compare with the absolute joy when your creation is admired and appreciated for its style and finish. And the high-voltage publicity and applause as you proceed for the curtain call at the end of a stunning show won't hurt either. Today fashion designers share equal space on Page 3 as models and film stars.

What it takes?

A question often asked by young people is whether they really need to be trained to be a designer. Most young people who are able to sketch well and have an interest in fashion believe their talent and interest already qualifies them for the fashion industry. But fashion design is not just about sketching pretty clothes. Barring a few exceptions where talent borders on genius, it is certainly recommended that you pursue a course in fashion design. And you can do so straight after school. There are a variety of courses available to suit different needs and budgets.

While the academic requirements are not very high, you need considerable aptitude and talent to be labelled "designer" material. You must be highly creative to combine colours, shades and textures, and express your ideas through sketches. If you can visualise designs and enjoy working with fabrics and accessories you are looking at the right career. Along with fashion consciousness and creativity, you also need excellent communication skills to articulate your ideas and understand the client's requirements. Knowledge of the market and a good eye for detail are the other must-haves. Beware though fashion is as much about technique as about style. You need to be clued in on manufacturing technology, time and motion studies, plant efficiency, labour motivation, zero-defect production — all are extremely relevant to this industry.

Before you become a name to reckon with, be prepared to put in tons of hard work and running around.

However, fashion design is just one of the many careers that a student of fashion design prepares for. There are a number of others such as marketing and merchandising, fashion co-ordination, fashion journalism, etc.

Employment Opportunities

In India, the fashion industry has just begun to come of age. As it is still in its fledgling stage, it offers plenty of

opportunities for enthusiastic, talented and hard working youngsters.

Prospects for fashion design graduates are pretty good thanks to the huge and still growing demand for “designer wear” and the equally large volume of exports.

What with the sheer variety and availability of materials – from traditional silks and ikats to jamawars and handlooms in vibrant weaves and dyes – India is a fashion designer’s dream.

Until a few years ago, there was not a single Indian name in the global fashion scene. However with the establishment of NIFT and some other fashion schools, a band of gifted designers is already making its mark on the fashion firmament.

Today names like Ritu Kumar, Ritu Beri, Rohit Bal, Sunit Verma, JJ Vallaya and Tarun Tahiliani have virtually become household names – what with the media showcasing their talent across double-page spreads in glossy mags and sundry fashion-related programmes on TV.

What you’ll make?

The fancy salaries and the hype that you read about in the glossies is only for those who are really talented to begin with or those passing out of the premier institutes. For the rest, finding a decent toehold can be pretty tough. Also considering the fact that just about everyone is rushing into fashion designing, it may be wise to opt for some of the other courses like Merchandising, Accessory Designing, Garment Manufacturing Technology, etc., all of which have a component of fashion design in them.

Having said that, the money is pretty good. As a fresher you’ll start out with a monthly package of Rs.8,000-14,000. A couple of years down as your designing skills mature, your salary would be in the range of Rs.30,000-40,000. Of course, if you become a marquee designer and are lucky enough to go international, you could for a single creation, quite literally ask for the moon!

Where to study?

Your race for admission into a reputed fashion school will begin straight after school. Subjects like drawing, painting, home science, computer graphics will develop your creativity.

By the time you finish the course you will have mastered the step-by-step production of a garment — from designing to pattern making, production and even marketing.

Although, if you are interested in further specialisation to work in a large manufacturing unit or start your own fabrication unit someday, you could opt for post-graduate courses in garment manufacture, merchandising, etc.

When we talk of fashion, we often forget the wide range of accessories that also constitute fashion. Although the courses listed here mainly pertain to apparel design, you could opt for a course in accessory design or specifically in jewellery design, knitwear design, footwear design or leather design — the options are as diverse as the range and variety of accessories themselves.

- Apeejay Institute of Design, 54, Tughlaqabad Institutional Area, Mehrauli Badarpur Road, New Delhi 110062 www.appejay.edu
- National Institute of Design (NID), Paldi, Ahmedabad 380007. www.nid.edu
- National Institute of Fashion Design (NIFD), Chandigarh. www.nifd.net
- National Institute of Fashion Technology (NIFT), at New Delhi, Mumbai, Kolkatta, Hyderabad, Chennai, Gandhinagar, Bangalore. www.niftindia.com
- Northern India Institute of Fashion Technology (NIIFT), C-115, Phase-VII, Industrial Area, Mohali 160055 www.niiftindia.com
- Pearl Academy of Fashion, C-56/2 Okhla Indl Area, Phase II, New Delhi 110020 www.pearlacademy.com
- SNTD Women's University, Mumbai www.sndt.edu
- Srishti School of Art, Design & Technology, PO Box 6430 Yelahanka, Bangalore 560064 (Kar) www.srishtibl.org
- University Of Mumbai, M G Road, Fort, Mumbai 400032 (Mah). www.mu.ac.in
- Wigan & Leigh College
 - New Delhi: 86-A, Central Avenue, Sainik Farms, Tel: 011-26858849-51 Mobile: 9818479333
 - Mumbai: Tel: 022-23015591/4, 56623997
 - Kolkata: Tel:033-24487140/50
 - Bangalore: Tel: 080-25574311/12/13
 - Hyderabad: Tel: 040-55767425
 - Pune: Mobile: 9850271167
 - Email: mail@wiganindia.org
 - Website: www.wiganindia.org

(Note: This is an indicative listing in alphabetical order. Please check the respective websites for details. Don't go for short-term courses offered by institutes whose bonafides are yet to be verified. Instead, some of the women's polytechnics also offer fairly decent courses).

Along with fashion consciousness and creativity, you also need excellent communication skills to articulate your ideas and understand the client’s requirements. Knowledge of the market is also required. Fashion design is not just about sketching pretty clothes. Barring a few exceptions where talent borders on genius, it is certainly recommended that you pursue a course in fashion design



Journalism

At A Glance

Journalism is the act of communicating information through the process of gathering, writing, editing and presenting events to create awareness amongst the public. If you idolize Karan Thapar, Barkha Dutt, Pronnoy Roy or others like them and you feel the desire to communicate what you believe is important to others, this probably is the best career option for you.

In today's era of communication and technology, people want to be aware and it is the role of the mass media to spread information about every relevant happening in the world. Newspapers, radio, television and more recently the internet are various means of spreading information and journalists have a very significant role to play in this practice. Politics, economics, art, culture, history, business, sports, entertainment and many other areas are covered by journalists. If you are talented and hard-working, a career in journalism will endow you with a good salary and perhaps even fame. With the growing importance of the media today, the opportunities in this field are numerous and the job is also very demanding and exhilarating at the same time.

Career Options

Journalism is broadly divided into two categories - Print and Electronic. Journalism in the print media consists of newspapers, journals, magazines, digests and news agencies. On the other hand, journalism through the electronic medium consists of television, radio and the internet. The career options in these fields vary.

Print Journalism

Newspapers: The spread of literacy and modern printing technology assure that newspapers continue to shape opinions in the 'global' village of today. The career options available in this area are as follows:

Associate Editor: As an associate editor, you would direct the preparation of a section of the newspaper or magazine. Preparation of news, featured articles and critical reviews will be your job. You will also have to plan the layout and assign reporters and photographers. To be an assistant editor, you must be aware and have the ability to write, edit and question constructively.

Sub-editor: Sorting the contents of the material to be printed, rewriting articles to ensure that they fit into the assigned space, improving the language and giving appropriate and attractive headlines will be your job as a sub-editor. Imagination, understanding and sense of news are imperative for this job.

Editor: Editor is the key head who ensures consistency and continuity of the newspaper or magazine. Your job as an editor would be to present the newspaper in an attractive manner and assure that it is highly utilitarian. Also appointing your juniors, writing the editorial section and leading the team will be your responsibility.

Proof Reader: Proof Reader compares proofs with the edited copy. Your job as a proof reader would involve completing the final text accurately. For this job you must have detailed knowledge of grammar, spelling and punctuation.

Reporter: As the key operator of a newspaper, magazine, news agency, radio or television channel, your job will be to report with speed, clarity and accuracy. The sense to recognize a story and objectivity will be vital in ensuring that you act as the primary source of news.

Correspondent/Special reporter: To be a reporter for a special purpose, you must have detailed knowledge in a single field like politics, economics, sports etc. You must have the ability to interpret and explain the news on the basis of your awareness.

Writer: As a writer your job would involve choosing subjects and themes, conducting researches and assembling the material to write.

Feature writer: Writing detailed stories and commentaries on specific topics is the job of a feature writer.

Leader writer: These writers express their ideas and views on news topics through editorial columns.

Columnist: As a columnist, you would be writing for a specific segment in the newspaper or magazine. Your column would project your view concerning any topic that you know about like fashion, politics or films.

Critic: In order to be a critic, you will have to be well-read and experienced. Be it film, drama, literature or art, you must have comprehensive knowledge in the subject.

Photojournalist: Photojournalists are visual reporters who click photographs at events that makes news. In order to be a photojournalist, you must be quick and willing to work in difficult conditions. You should also be capable of clicking relevant and good news pictures, write appropriate captions and be aware of the technical aspects of photography.

Cartoonist: If you are artistic and humorous, then a career as a cartoonist will be suitable for you. Your job would involve commenting on public figures and events in a comical or satirical manner through your sketches.

Electronic Journalism

In today's fast-paced world, our modes of access to news are not limited to newspapers alone. The television and the

internet ensures that you get comprehensive details of all that is happening in the world with tremendous speed and accuracy. This area has a lot to offer when it comes to career options.

Researchers: Researchers do all the research work for the channel or the site. To be a researcher, you must be inventive, inquisitive and imaginative.

Production Workers: Good organizational skills and the ability to work independently are necessary for this job. Confidence to deal with crisis situations and sensitivity too are requirements.

Floor Managers: In order to be floor managers, you must have good communication skills and leadership qualities to guide and instruct others.

Transmission Executives: To be a transmission executive, you must have knowledge of the art of public relations. Good levels of concentration and dedication are also necessary.

Reporters: To be the primary source of news, you must have good communication skills and the ability to search and elaborate on all that is important.

Sound technicians: Creativity and communication skills are important for this job. A sense of sound effects and technical knowledge are also essential.

Camera workers: Artistic sense and technical knowledge are vital for this job. The ability to work in difficult and depressing circumstances and adaptability too are necessary.

Presenters: Good communication skills, skilled command over speech, diction and language, general knowledge and intelligence and the ability to be articulate and composed in stressful conditions are vital for this job. A presenter must also have a control over words and a good quality of expression.

Web Journalism

The Internet is a global electronic community of millions of interconnected computer networks. The internet is fast emerging into an influential medium. Online journalism promises updated news content at no cost. The web journalist has to make the news sharp and interesting. Editing and presentation is the most important function because web users tend to scan the pages and not read them completely.

Attractive captions are necessary and key facts have to be mentioned. Hence in order to become a web journalist you have to be aware and capable of writing precisely and concisely.

Personal Attributes

If you are looking for a career in journalism, you must have a presentable and confident personality. The ability to write and present accurately and concisely is necessary. An inquisitive mind, good writing and communication skills, the ability to differentiate between fact and fiction and tact too are essential. Intelligence, awareness, and interest in current affairs are also necessary requirements. Most importantly, you must exercise high tolerance and be capable of working in difficult conditions if necessary.

Salaries

You can expect to start off with a salary of Rs. 3500-Rs. 5000 as a trainee. As a reporter, you can expect to make Rs. 6500 - Rs.10 500. Editors draw a salary of Rs. 7500 - Rs. 12 000. Perks like housing and traveling that add up to a bulky amount are also provided.

Where to study?

You can do a course in journalism right after you pass your senior secondary examination [10+2]. You also have the choice of doing a professional degree after the completion of your undergraduate course in any subject. A background in humanities is usually preferred.

Courses are offered in English, Hindi and regional languages.

Degree Courses

University of Calcutta, Senate House, 87 College Street, Calcutta 700073

- B.A. with Journalism

- M.A. in Journalism

Rabindra Bharati University, 6/4 Dwarkanath Tagore Lane, Calcutta 700007

- M.A. in Mass Communication

Ravi Shankar University, Raipur 492010

- Bachelor in Journalism

Benaras Hindu University, Varanasi 221005

- B.A. in Journalism

- M.A. in Journalism

Kashi Vidyapeeth, Varanasi 221002

- Bachelor in Journalism

- M.A. Journalism and Mass Communication

Kurukshetra University, Kurukshetra 132119

- M.A. Journalism

Jamia Millia Islamia, Jamia Nagar, New Delhi 110025

- M.A. in Mass Communication

University of Delhi, Delhi 110 007

- Bachelor of Journalism

- Bachelor in Journalism and Mass Communication in Hindi

Pune University, Ganeshkhind, Pune 411007

- Bachelor of Journalism

- Diploma in Journalism

- Master of Communication Studies (MCMs)

University of Mumbai M.G. Road, Fort, Mumbai 400032

- B.A. with Mass Media Communication as a component group subject

- B.A. in script writing and Diploma in Journalism & Mass Communication

- B.A. in Journalism (BJ)

- MCJ

Chennai University, Centenary Building, Chepauk, Chennai 600005

- M.A. in Communication and Journalism and Certificate course in effective communication

Top Organisations

Channels like NDTV, CNN, Discovery and newspapers like The Times of India, The Economic Times and The Tribune are great organizations that any journalist would like to work in.

Journalism is a craft with established rules, procedures and guidelines, as well as techniques and deadlines. So if you have a flair or talent for language and the urge to communicate, you can learn this craft and become a successful journalist.



Jewellery Designing

ON THE back of a sizzling growth of the organised jewellery industry, striking job openings and exciting entry-level salaries, many specialised institutes catering to the industry have mushroomed in the recent past. It's a fine era to consider jewellery designing as a career preference.

India is the largest gems and jewellery market in the world (the domestic market is Rs 63,000 crore), but largely in the unorganised sector with a significant focus on gold. With the entry of big players like Tanishq, Swarovski, DeBeers, D'-damas, the shifting thrust on gems and stones rather than pure gold is giving a big push to the organised gems and jewellery industry.

Your grandma's old jewellery may be treasured and pricey heirlooms, but they simply do not hold a candle to the existing styles being worn. Jewellery these days is exclusive and contemporary. "People are very image cognizant. They don't want jewellery as a representation of financial security but to make a fashion statement and also as trends wear that suits different occasions."

Getting started...

Previously, the single way to learn this skill was to be an apprentice to an experienced jeweler. But these days, one can take up a diploma course in jewellery design after school. Numerous institutes, all over India, present diploma courses in jewellery designing. A student has to pass an aptitude test and interview before qualifying for the course. One could be from any field. But an art background does help in the long run.

The course gives you essential information on the diverse kinds of stones, colour schemes in jewellery, design themes, presentation and framing, designing individual jewellery pieces, men's jewellery, costume jewellery, jewellery costing, etc. But to a professional in designing jewellery does not need formal training. A professional in any other field can take up jewellery designing workshops and set up a business production house.

What it takes..?

- There are no specific personality traits for jewellery designers. One can learn everything while getting trained. However, you just need a passion for the profession; otherwise there is no way one can learn.
- A sense of design is imperative. Precision and attention to detail are also equally important for a successful jeweller. One should be very creative, imaginative and technically sound.
- It's also important to have a working knowledge about manufacturing.
- One should be well-versed with the fashion industry on the international front too.

The job...

- Jewellery designers prepare sketches - by hand or on the computer - to conceptualise the design. After consulting with the customer or the manufacturing team, designers fashion detail drawings, a structural model, computer simulations, or a full-scale prototype.
- Computer models allow superior effortlessness and flexibility in exploring a number of design alternatives, thus reducing design costs and cutting the time it takes to deliver a product to market.
- Designs are created on regular or floral patterns and then generate forms by connecting different structures together. The range of raw materials is exhaustive - from economical and easily available stuff like paper, wood, terracotta, jute, to highly priced Swarovski crystals!

Opportunities...

One can work in any of the following sectors:

- Jewellery designing house
- Export house
- Fashion house

- Self-employment
- Freelance designing

If you join an export house, you can see your new designs in the international market. Most of the students start their own business by setting up a production house.

As a freelance designer your job is to draw a design according to the specifications of the jewelers' house. You also need to direct the manufacturing of the jewellery by the craftsman of the jewellery house.

Where to study..?

NIFT Campus, opposite Gulmohar Park, Hauz Khas, New Delhi.

- **Srimati Nathibai Damodar Training (SNDT) Women's University**, Mumbai.
- **Gem and Jewellery Export Promotion Council**, Rajasthan Bhavan, Jaipur.
- **Jewellery Export Promotion Council, D-15 Commerce Centre**, Tardeo, Mumbai.
- **Indian Institute of Jewellery**, Modern Centre, 101, Sane Guruji Marg, Mahalaxmi, Mumbai.
- **Jewellery Design and Technology Institute (JDTI)**, Noida.
- **South Delhi Polytechnic for Women**, Lajpat Nagar IV, New Delhi.
- **St. Xavier's College**, Geology Department, Mumbai.
- **Small Industries Service Institute**, Chennai.

There are many more reputed institutes in India and abroad imparting expertise in the field of Jewellery Designing!



Dietician

At A Glance

Can the course of a disease be altered by modifying one's diet? What nutrients are essential and in what measure? How does food alter one's mood? Are some foods positively harmful? Do certain foods react negatively with a particular medication? How much salt is permitted on a low-sodium diet? Can ageing be delayed by consuming certain micronutrients? What food should a person suffering from renal dysfunction avoid?

If these questions intrigue and interest you then you could well consider making Nutrition & Dietetics your profession.

Do we eat to live or instead live to eat? GB Shaw seemed to have the answer when he said "there is no love sincerer than the love of food". Ironic in today's age of bumper harvests and overflowing granaries that lifestyle diseases and many health-related problems – obesity, blood pressure, heart and liver conditions – are brought on by eating wrong and eating too much.

As a Dietician you will assist infants, the elderly, the sick, the hospitalised, the obese, nursing mothers, sportspersons and a host of others either in a clinical setting (hospitals and nursing homes) or as a consultant in a speciality clinic, e.g., for diabetics, kidney or coronary patients.

The Work

Many people confuse dieticians with nutritionists. Although both are aware of the nutritional values of foods besides supervising food preparation and its service, there is a difference. Dieticians guide the clueless on healthy eating habits and draw up a personalised food plan that meets the patient's dietary restrictions, occupational constraints, fitness and stress levels, etc. Other than planning meals, dieticians also look into the day-to-day functioning of the organisation. The nutritionist, on the other hand, studies the effect of food (on humans) and the effect of heat, storage and other environmental factors on food (when it is cooked/served). The work mostly consists of preventing illnesses and rehabilitating patients after an illness (by planning for them their optimal dietary intake to hasten their recovery and educating them about what foods they should avoid).

What it takes?

Besides the requisite academic qualifications, it helps to have a scientific temper. That you must have a genuine interest in helping people with health and nutrition goes without saying. Good communication skills are equally essential, as you'll have to convince and motivate your clients in simple layman's terms.

Majority of research on health and nutrition takes place in the West and accordingly they issue guidelines and lines of treatment. These would necessarily have to be 'Indianised' to suit our different body structure, climate and lifestyle. You must also be adaptable and willing to experiment with new approaches. A one-size-fits-all approach won't work in India where the gastronomic variety is matched only by the number of dialects we speak.

Employment Opportunities

If you enjoy working with people, you can plumb for a dietician's job in a hospital, nursing home or special clinic where you will chart out individual diet plans for the patients. You may also choose to work with large institutional canteens like those in defence establishments, educational institutions, residential schools, factories, call centres or old age homes to oversee the quality of the bulk-cooked meals. In health and fitness centres and spas you will treat obese clients or sports and fitness buffs and those with specific health problems. Star-rated hotels also have dieticians on their rolls to plan out meals for guests who have specific health problems in consultation with the chef.

You could even be working with NGOs and government agencies involved in educating specific segments of the population or in monitoring food and health programmes.

Research is yet another option you could consider. International organisations like the UN, UNICEF and WHO as well as those that come under the ministry of Human Resource Development and institutes such as the National Institute of Nutrition also employ these professionals.

Large packaged food manufacturers and food processing units also hire nutritionists and dieticians to advise them on development of new products.

If you have a flair for writing, you could take a journalistic spin-off by writing on health and nutrition and suggesting innovative recipes and useful dietary tips with a focus on healthy and balanced eating. Most newspapers and magazines have separate health and fitness sections, which are very popular with readers. Similarly, almost all TV channels run popular health and fitness programmes which feature knowledgeable and articulate experts to discuss health issues and answer viewers' queries.

After you gain sufficient work experience, you may even consider setting up your own practice or work as a consultant to hospitals, clinics, sports teams, etc.

What you'll make?

In hospitals, trainees generally receive a starting salary of Rs.3,000-5,000 per month, which may go up (after three

months of service) to about Rs.8,000. The money also depends on the organisation you are working for – it generally hovers in the range of Rs.12,000 per month! However if you've built yourself a reputation and decide to set up your own practise or start your own health food restaurant or sales outlet – you could be on your way to riches villa!!

Best & Worst Bits

Since no two human beings are alike, the dietician's job can be quite varied and interesting. So what if milk is a no-no for someone with lactose intolerance — what else can you substitute so that he doesn't feel deprived or malnourished? Or how can fat-free food be dressed up with condiments to make it easy on the eyes and the taste buds?

Hopefully the health and diet consciousness that you will acquire in the course of your training and practice will also rub-off on you, your family and friends. Professionally too it makes good sense to be practising what you prescribe!

On the flip side, the only factor that can be called a 'con', if at all, is the time it takes for results to start showing up.

Although in some cases, i.e., post or pre-surgical care or management of diabetics and renal failure, they can be pretty dramatic.

Also your work, particularly in a clinical setting, will involve a lot of cajoling and convincing. Customary eating habits acquired over a lifetime are hard to change. Careful monitoring is also required in handling the critically ill and those with complex problems.

Where to study?

A number of universities offer a 3-yr BSc/BA in Nutrition/Dietetics. These subjects are also offered as a post-graduate specialisation both at the degree (Masters in Home Sc/Applied Nutrition) as well as post-graduate diploma level.

- All India Institute of Hygiene & Public Health, 110 Chittaranjan Avenue, Kolkata 700073. www.wbuhs.org
- Avinashilingam Institute for Home Sc & Higher Educn for Women, Coimbatore 641043 (TN)
- Guru Nanak Dev University, Amritsar 143005. www.gnduonline.org
- National Institute of Nutrition, Jamia Osmania, Hyderabad 500007 (ICMR) www.ninindia.org
- Osmania University, Hyderabad (University College for Women, Koti) www.osmania.ac.in
- SNDT Women's University, Mumbai 400020. www.sndt.edu
- University of Agricultural Sciences, Dharwad 580005. www.uasd.net
- University of Delhi, New Delhi 110001 www.du.ac.in
- University of Madras, Chennai 600005 www.mu.ac.in
- University of Mumbai, MG, Road, Fort, Mumbai 400032. www.mu.ac.in

(Note: This is an indicative listing in alphabetical order. Please check the respective websites for details of the affiliated Home Sc colleges which offer these courses).

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Call Centres

At A Glance

In layman terms, a call centre can be described as a 'help desk' that facilitates the company to interact with clients on a personal basis. Since it is a cumbersome and expensive proposition for the company to handle its non-core business processes on its own, they are now being shifted to low-cost but good quality offshore locations like India. There are two main types of call centres — inbound and outbound.

Information Technology (IT), the greatest change agent of the twentieth century, is changing the way we live, work, communicate, shop and study — practically everything we do. IT is also changing the way we do business. Not only does it remove the barriers of distance and geography, but it also dramatically alters 'how' business is done.

It is here that India with its vast pool of intelligent, English speaking, IT-savvy workforce, has made a mark for itself — in the sphere of Business Process Outsourcing (BPO) and IT Enabled Services (ITES).

As the name suggests, ITES encompasses all those activities that are made possible by using information technology. These include inbound and outbound, voice and web-based call centres (handling customer support, technical support, transaction processing), medical and legal transcription, animation and multimedia, content creation, back-end operations like revenue accounting, insurance claims and payroll processing, debt recovery, loan approval, e-learning and creating legal, medical and other databases.

Some of the new opportunity areas that have emerged at the higher end of the BPO business are engineering design and research outsourcing — biotech research, bio-informatics, customer analytics, market research, equity research, etc.

The Work

Instead of working in a bank, credit card company or telecom company where you get to interact face-to-face with the customer, in a call centre you solve problems and provide information over the phone or Internet from a remote location. As in the IT industry, call-centres work round-the-clock and are air-conditioned and ergonomically designed (the better ones even have their own gyms and coffee shops to help you unwind). The atmosphere is informal yet professional. You work in shifts and meals plus pick-up and drop services are offered to every staff member.

On the flip side you must realise that while all this may sound very hi-tech and the money may be fairly decent, the work can become somewhat routine and monotonous. The stress of working long hours, night shifts, irregular eating habits and the demanding pace can be a big challenge. The job is surely not just about having fun. It requires a lot of grey cells and hard work.

Employment Opportunities

International Data Corporation (IDC) has predicted that the global ITES market will touch revenues of US \$1.2 trillion by 2006. According to the Nasscom-McKinsey study, the Indian ITES sector grew by a stratospheric 54 per cent to hit \$3.6 billion in 2003-04, with ITES accounting for 88 per cent of India's IT exports!

This booming industry has emerged as a boon for the hundreds of thousands of job-hunting Indian youth and aims to grow into Rs.100,000 crore industry generating over 1.1 million jobs by 2008. With an annual growth rate pegged at 11 per cent, the ITES/BPO segment is going to be one of the most significant business opportunities for the Indian software and services industry.

What it takes?

Handling tricky complaints and persuading clients to stick to repayment schedules calls for diplomacy, presence of mind, excellent communication skills and absolute familiarity with the product line and the company policy. Call centres look for confidence and the ability to speak well in unfamiliar situations, basic computer skills and of course excellent spoken English with a decent voice quality.

You need to speak good grammatical English (no slang), with a clear diction and neutral accent (i.e. one that is easy for most people — in particular foreigners, to understand). Increasingly, knowledge of an additional foreign language is becoming an asset. This will help you converse with the customers in their mother tongue. Because call-centre executives must frequently wrap up one conversation even as a new call comes in, multitasking is another important behind-the-scenes skill.

But ITES is not only for under-skilled undergraduates looking at earning some pocket money before they can move on to something more stable and "rewarding". Other than the customer contact services segment, the other value-added back-end operations

(HR, Financial services, transaction processing, content development, animation, GIS, etc.) require domain expertise (MBAs, CAs, Lawyers, Graphic designers, IT specialists) that are stable and well paying.

What you'll make?

A call centre executive typically earns between Rs.8,000-12,000 per month (Rs.6,000 at start in local centres) at the entry level. Within one to two years, as you go on to become a team leader, you could make anywhere between Rs.12,000-16,000 per month (plus incentives). Within two or three years you could earn up to Rs.20,000-25,000 per month as a

Customer Service Supervisor. It usually takes about three to four years to become a Shift Manager earning Rs.25,000 – 30,000 per month and four to five years to become a Manager with a monthly salary of Rs.40,000–50,000.

The good news for undergraduates is that their entry-level salary is on par with those graduates joining with them!

Where to study?

Call centre training typically covers many or all of the following: communication skills, voice and accent training, grammar, fluency, articulation, choice of words, customer service, culture sensitisation and basic industry knowledge.

However, most call centres conduct their own training programmes for selected candidates. If you are very unsure of getting in you could look at courses offered by reputed training schools like those run by NIIT and Hero Mindmine.

Here are some of the leading call centres which you could contact directly.

- American Express Global Service Centre, A-37, Mohan Cooperative Industrial Estate, Mathura Road, New Delhi
www.americaexpress.com
- Convergys, DLF Atria, Jacaranda Marg, Phase II, DLF City, Gurgaon, Haryana 122 002. www.convergys.com
- Daksh e-Services, DBS Business Centre, World Trade Tower, Barakhamba Lane, New Delhi 110001.
www.daksh.com
- GE Capital India, 4A, DLF Corporate Park, DLF Qutub Enclave, Gurgaon 122002 www.gecapitalindia.com
- HERO Mindmine www.heromindmine.com
- Hughes Software Systems www.hss.hns.com
- Mahindra BT www.mahindrabt.com
- Quadrangle, B-77, Sector-5, Noida-201301 www.quadranglesearch.com
- Reliance Infotech www.reliance.net.au
- Spectramind, 239, Okhla Industrial Estate, New Delhi-110020 www.spectramind.com

(Note: This is an indicative listing in alphabetical order. Please check the respective websites for details).

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Film, TV & Radio Productions

At A Glance

Another interesting feature is this field's highly innovative and versatile nature. No matter how long you spend in this industry, you will find yourself doing something new, learning something different ever so often - a different story, a programme with a new twist, set, graphic or a different voice-over. After all, working for a game show or a soap opera is vastly different from contributing to a news or current affairs programme. And it is this challenge and variety that keeps you going despite the long erratic hours, the stress and the greasy samosas that substitute for lunch, dinner and breakfast.

Believe it or not, it is reckoned that by the year 2005, India would be producing even more television programmes than the US. After all, the swelling number of channels spurred by the satellite revolution, has generated a sharp demand for television professionals, both behind and in front of the camera. And thanks to the craze for India-led programming, the money and the work which this industry has to offer is truly phenomenal.

An interesting feature of this industry is the sheer diversity which lures people from diverse areas with no specific training in this field. It is not just trained media professionals who are heading for the nearest production house, but all types of professionals like press journalists, engineers, architects, even doctors.

The Work

Director

A director in television is the creative controller. He is the one who gives the programme its shape and character. He takes care of all creative inputs — selecting the music and graphics, supervising the 'edit' or deciding the camera angles. Creativity and the ability to think in perspective are essential for the Director.

The Programme Director in television is in charge of the shooting of a programme and provides direction to performers and technical crew. Once the shooting is completed, it is time to supervise the post-production work i.e. such as editing and sound dubbing.

Floor Manager

The work of a Floor Manager falls into two main areas: liaison between the Producer/Director and people on the studio floor, and responsibility (as the name suggests), for studio floor management. Safety is an important part of the work; checking sets to make sure they are safe, ensuring that everything and everyone is in the right place at the right time. Leadership qualities, and a high degree of stamina are essential.

Music Composer

Almost every programme on TV, irrespective of its nature or content, leans on musical scores. If you are an original who can churn out compositions with versatility, there should be no stopping you. Join an established, well-known orchestra for starters and watch out for better avenues.

Production Manager

Production Manager makes arrangement for procuring the technical and other equipment, fixes the editing schedules in consultation with the Producer-Director, books studios, and arranges for every logistical detail. The responsibility of a Production Manager is immense. An active, resourceful and capable manager qualifies as a Production Manager. As with most of the jobs we have seen earlier, you could start as an assistant working with a senior professional and later graduate to a full-fledged role upon attaining professional maturity.

Researcher

The researcher is responsible for information management. He is expected to provide facts and figures for television scripts, graphics, etc. News, current affairs programmes, quizzes, infotainment shows and documentaries require extensive collaboration from Researchers who are expected to contribute ideas for the programme and prepare material for particular items.

Researchers need to be creative and enthusiastic to contribute ideas for programmes. They should be inquisitive and resourceful, yet methodical and painstaking in their research. They must be able to organise their material logically and be capable of expressing themselves clearly in writing. They should have a good knowledge of reference sources and production processes. Excellent interpersonal skills are called for as researchers need to be outgoing to draw out information from people.

Script Writer

Script Writer writes scripts for a television serial, a documentary, a soap opera, or adapts a novel or a story for television or radio. He must be an ace wordsmith to add punch and meaning to the plot while taking care not to duplicate the visual.

If you don't have a flair for writing, steer clear of this one. Ever in demand and yet in short supply, the job is open for the best talent and promises a celebrity status and lots of money for the gruelling hard work and long hours of toil. The way to go about becoming a Scriptwriter is to undergo formal training and then assist an established professional before taking on a project. Alternatively, you could latch on to a senior Scriptwriter straight off and pick up the skills on the job.

Cameraperson

Cameraperson contributes immensely toward a programme's success by capturing the specific feeling or mood that sells products, highlight news stories and brings back memories. Painting pictures with visuals, s/he translates an abstract idea or a story or programme into a live, tangible, pulsating array of visuals flowing in a meaningful sequence. It calls for seeing the uncommon in commonplace situations and the extraordinary within the ordinary. Naturally, then, acuteness of perception and artistic ability are as important as an extensive technical knowledge of lights and filters. If you want to be one of those intrepid ones who chronicle events as they happen. A News Cameraman has to combine courage and speed with all the qualities detailed above.

After you've got the basic training, your best bet would be to assist the best professional cameraperson or cinematographer who is ready to accept you. He in turn will slowly give you work - bits and pieces to shoot - and once you grow sufficiently, you can pitch yourself as a pro.

Videotape Editor

It is the Videotape Editor who puts together a film or a programme. Wading through the reels of footage shot by the crew, the Videotape Editor arranges it in a sequence to make a coherent, crisp programme. A good editor combines strong technical knowledge with a sense of meticulous detail and a style of delivery that is sensitive to visuals and sound.

Visual Mixer

A television programme is made up of pictures that come from a number of sources; for instance, from cameras in the studio, pre-recorded footage or slides (transparencies). The Visual Mixer receives a signal from the Director to cut from one picture source to another producing a smooth sequence of images. The job calls for quick reflexes and an excellent sense of timing.

Production Assistant

Look for the people carrying walkie-talkies around the set and you have found a Production Assistant (PA). PAs are the troops who work under the supervision of the Producer or the Production Manager. They make sure that everyone is where they need to be, transport actors and crew to the sets, get the reams of paperwork signed by the right people, distribute the calls to announce costume fittings, or last minute changes and so on. While some people make a good career out of working as a Production Assistant, this position is considered a perfect hands-on entry-level job for those who have the ambition to move into the production end of the business.

What it takes?

Ideas hold supreme in this profession. You are constantly expected to churn out original and viable ideas, though it is not necessary that they are accepted each time. Commenting on the essentials for making it in this industry, Raghav Bahl of TV Eighteen suggests, "You've got to be good at communication, and therefore good with words, figures or ideas. You must be able to look at circumstances or ideas in a slightly different perspective. You must have the ability to work hard because at the end of the day, this is as much a physical medium as a mental one".

For serious aspirants who want to plan their way into the electronic media, a degree in the field of Mass Communications is a good starting point. A diploma need not necessarily give you a job but it definitely does give you the chance of being considered for selection.

Of course, there are those who insist that there is no substitute for on-the-job training. Still a large number of those who join this field typically are either graduates or come in straight after school. In most of the companies you would start off as a Production Assistant. However, once you get your foot in the door, you can feel your way around, explore the options and zero-in on the particular area that interests you the most.

Work in this field means long hours - no fixed timings - you could be working for several days at a stretch without a break. You need to be 100% alert -anything can go wrong, at anytime. You also need to be able to think on your feet and plan in advance for any emergency.

The best bit is the feeling of complete charge from beginning to end. The immediate reward of seeing your well-orchestrated and polished production on screen. Completing a project is a new and satisfying feeling each time.

A question often asked by young people is whether they really need to be trained to be a designer. Most young people who are

Employment Opportunities

Work activities will vary depending on the type of programmes involved. Producers in news and current affairs will have a different set of activities to those working in the area of drama or music and light entertainment. In addition, those working as freelance producers or for independent production companies may spend more of their time generating ideas for

programmes and making programme bids than, say, a staff producer working for British Broadcasting Corporation (BBC) news and current affairs. Producers working in current affairs tend to stay with the same programme for longer and work with a team of several producers under the supervision of an editor and possibly a senior editor. Typical work activities include:

- Generating and researching programme ideas, selling these to commissioning editors, finding and interviewing contributors;
- Researching stories, archive material and music;
- Writing scripts and designing the structure of programmes in line with budgets;
- Location interviewing using portable recording equipment;
- Editing recorded material using digital (computer-based) equipment and operating studios, particularly in local and commercial radio;
- Attending planning meetings;
- Liaison with and briefing presenters;
- Solving production problems like timing and editing;
- Eliciting and responding to listeners' comments;
- Managing other staff, including broadcast assistants and researchers.

Radio Production

How to spot a good story for radio, how to research and find suitable contributors and book guests, what you can and cannot say on radio, Copyright Law, Mechanical Copyright, Intellectual Copyright and Performance Rights, are some of the things one must know before embarking on the job of a radio professional.

Writing for radio broadcast is very different from writing for print or television. Radio professionals teach you the skill set to enable you to write radio scripts for news, adverts, live shows and plays.

Producers are the unsung heroes of radio. They are charged with the job of making the presenter sound superb on air. They supply the content for a radio show, whatever kind of show it may be, and every producer learns that 'content is king.' During the course you will learn how to produce features and how to organise a busy radio show; how to generate creative ideas and how to write treatments to pitch to radio broadcasters.

Having a basic understanding of how the technical equipment works will enable you to be creative with your work. You should also be able to negotiate contracts with radio stations, independent production companies and in multi-media. Develop an individual voice in your work (original approaches to radio and multi-media formats). Analyse and appraise your own work, with appropriate references to historical and theoretical context, and benefiting from group critics. Show independence and self-management in your private research and projects; radio studio skills; project planning; technical ability, knowing when to seek guidance.

What you'll make?

PAs and Researchers start out with a token stipend of Rs.4,000-5,000 to begin with. Only a few outfits will pay better. As a Producer, Sr/Exec Producer, you would be paid Rs.35,000 p.m. Independent professionals earn much more depending on the projects handled - as much as Rs.50,000 to Rs.80,000 p.m.

TV& Film production

Runner, researcher, floor manager or production co-ordinator. You could be anything if you have the right personality coupled with energy and enthusiasm, in the TV and Film industry.

There are good opportunities for experienced production managers and as this can be a very well paid post, many stay in this field. Some move on to assistant producer or producer posts. You will need to be a good communicator and organiser, with effective people management skills, able to motivate others and resolve disputes. A reasonable standard of numeracy, in order to keep accounts, is necessary. You also need to be self-reliant, able to promote yourself by networking and 'pitching' for contracts.

The Work

The producer is responsible for initiating ideas, selling these to commissioning editors and managing the technical and creative team to produce the final programme. With production teams becoming ever smaller the producer will do much of the research, interviewing, scriptwriting and technical production themselves. In local and commercial radio there is an emphasis on journalistic skills - many producers will have a broadcast journalism background. Producers are also responsible for the budget of the programme, negotiating contracts, paying for services/facilities and bringing the programme in line with budget. In some instances, typically in local radio, the producer also doubles as presenter.

Where to train?

Since the field is so vast and varied, so are the courses and levels at which they are offered. Starting with umbrella courses in mass communication, an array of courses in cinematography, sound recording, TV & film production are offered separately by mostly private and some government institutes. Since only a handful are accredited or recognised. You are advised to check out their bonafides before enrolling.

- A J Kidwai Mass Communication Research Centre (MCRC), Jamia Millia Islamia, Jamia Nagar, New Delhi 110025 (UT) www.jmi.nic.in
- Asian Academy of Film & Television, Marwah Studio Complex, Film City, Noida-201301 (UP). www.aaft.com
- Film & Television Institute of India, Law College Road, Pune-411004 (Mah) www.ftiindia.com
- Film & Television Institute of Tamil Nadu, CIT Campus, Chennai 600113 (TN)
- Indian Institute of Mass Communication, Aruna Asaf Ali Marg, JNU New Campus, New Delhi 110067 (UT). www.iimc.nic.in
- National Institute of Design (NID), Paldi, Ahmedabad 380007. (Communication Des course in Film & Video Communication) www.nid.edu
- Satyajit Ray Film & Television Institute, E.M. Bye-Pass Road, PO. Garia, Kolkata 700094 (WB)
- Symbiosis Institute of Mass Communication, Senapati Bapat Marg, Pune-411004 (Mah). www.simc.edu
- Wigan & Leigh College
 - New Delhi: 86-A, Central Avenue, Sainik Farms, Tel: 011-26858849-51 Mobile: 9818479333
 - Mumbai: Tel: 022-23015591/4, 56623997
 - Kolkata: Tel:033-24487140/50
 - Bangalore: Tel: 080-25574311/12/13
 - Hyderabad: Tel: 040-55767425
 - Pune: Mobile: 9850271167
 - Email: mail@wiganindia.org
 - Website: www.wiganindia.org
 - Xavier's Institute of Communications (XIC), St. Xavier's College, 5 Mahapalika Marg, Mumbai-400001 (Mah) (www.xaviercomm.com)

(Note: This is an indicative listing in alphabetical order. The courses are offered at the University Departments or at the constituent/affiliated colleges of the university. Please check the respective websites for details).

While some people make a good career out of working as a Production Assistant, this position is considered a perfect hands-on entry-level job for those who have the ambition to move into the production

Researchers need to be creative and enthusiastic to contribute ideas for programmes. They should be inquisitive and resourceful, yet methodical and painstaking in their research.

Careers In Engineering

Engineers apply scientific theories and principles in developing and devising systems and tools to make various tasks of mankind easier to do, faster to do, and to achieve maximum benefits out of the usage of natural and human resources. Engineers address mankind's needs to generate energy and make systems and products to make his life easier.

Engineers are involved in designing and developing new products, systems, devices, technologies and methods of manufacturing of various products. They generally work in factories and often work in shifts of 8 hours.

Engineers are also involved in sales and marketing of products. They are called Sales or Marketing Engineers. Jobs of a Sales and Marketing Engineer involve outdoor work and often they have to work at irregular hours.

Irrespective of what do they do, Engineers generally start their careers as Trainee Engineers. If they hold a degree in Engineering, they may be called Trainee Engineers or GET (Graduate Engineering Trainee) or Management Trainee. Engineers holding a Diploma are called Trainee Engineers or Trainee Diploma Engineers. Training period may vary from 1 year to 3 years. After training, Degree Engineers are generally employed as an Assistant Engineer.

Degree Engineers generally start with Rs 7000 - 20000 or even more a month as Trainees. Diploma Engineers generally start with Rs 4000 - 8000 a month. Salaries vary according to the company and the job. Background of the Engineers as to whether they have passed from premier institutions or from a not-so-well-known institution is also an important factor.

Degree Engineers with 5-6 years of experience generally get about Rs 9000 - 40000 a month or even more, again depending on the company and the job whereas Diploma Engineers with the same experience get about Rs 7000 - 15000 a month.

Senior Engineers with a degree in Engineering get about Rs 20000 - 90000 or even more a month. Senior Diploma ; Engineers get about Rs 14000 - 40000 a month.

Aerospace/ Aeronautical Engineering

Aircraft Maintenance Engineering

Automobile Engineering

Biomedical Engineering

Ceramic Technologies

Civil Engineering

Construction Technologies,

Electronic Engineering

Environmental Engineering

Food Technologies

Foundry and Forge Technologies

Marine Engineering

Metallurgical Engineering

Naval Architecture

Packaging Technologies

Pharmaceutical Engineering

Printing Engineering

Rubber Technologies

Textile Engineering

Agriculture Engineering

Architect

Biochemical Engineering

MEDICAL ENTRANCE EXAMINATIONS ALL INDIA

AIIMS, Ansari Nagar, New Delhi 110029

Phones: 011-26862663, 26521041. Website: www.aiims.edu

AFMC (Armed Forces Medical College), Under Graduate Wing, Sholapur Road, Pune 411040. Phones: 020-284330 I. Website: www.afmcpune.com

CMC (Christian Medical College & Hospital), Vellore 632004.

Phones: 0416-2262788. Website: www.cmch-vellore.edu

JIPMER (Jawahar Lal Nehru Institute of Post Graduate Medical Education and Research), Dhanvantri Nagar, Pondicherry 605006. Website: www.jipmer.edu. Phones: 0413-2272380.

John's Medical College, Sarjapur Road, Bangalore, 560034. Website: www.sjnaahs.org

MAHE, Kasturba Medical College, Light house Hill Rc Mangalore 575001

Kasturba Medical College, Manipal 576119. Web~ www.manipal.edu

College of Dental Surgery, Manipal & Mangalore

Padamshree Dr. D. Y. Patil Medical College Dr. D Y Patil Vidya nagar, Secondary tor 7, Nerul, . Mumbai.

Phones: 022-27715000. Website: www.dypatil.com

Mahatma Gandhi Institute of Medical Sciences Sevagram, Wardha, 442102.

CBSE-PM-PD: CBSE-PMT has a National appeal,; entrance examination is conducted exclusively for th Merit Positions for the Medical/Dental colleges of except state of Andhra Pradesh & Jammu- & Kashmir

THE PG COURSES OFFERED BY AIIMS

MD Courses: MD Courses in Anesthesiology, Bio Chemistry, Biophysics, Biophysics, Forensic Medicine, General Medicine, Lao Medicine, Microbiology, Nuclear Medicine, Obstetrics & Gynecology, Ophthalmology, Pharmacology, Radiotherapy, Radio Diagnosis, Psychiatry, Physical Medicine & Rehabilitation, Pediatrics, Social & Preventive Medicine, Community Medicine, Dermatology & Venereology.

MS Courses: Anatomy, Orthopaedics, Otorhinolaryngology, Surgery

MDS: Orthodontics, Prosthodontics

DM: Cardiology, Endocrinology, Gastroenterology, Medicine oncology, Neurol Neontology

MCh: Cardio thoracic & Vascular Surgery, Neurosurgery, Pediatric Surgery, Urology.

Eligibility: A candidate must possess MBBS degree for MD/MS and BDS courses of a University recognized by the Medical Council of India/Dental Council of India and must have completed the required period of pre-registration internship(12months) in a recognized hospital for MDS.

The candidate must have obtained a minimum of 55% marks in aggregate in all the MBBS/BDS professional examinations. The AIIMS graduates for being eligible to avail of 33% reservation must have also obtained 55% marks in aggregate in all the MBBS professional examination. The candidates belonging to SC/ST or those who have served in Rural Area for more than 2 year or doing practice in a rural areas with less than 5 thousand population for more than 2 years or native of Backward Areas or those working under the Family welfare Programmers must have obtained 50% marks in aggregate in all the MBBS/BDS professional examinations. Candidates with more than two failures in MBBS Professional examinations will not be eligible for ad to MDI MSI BDS courses. A deduction of 1 % e: marks respectively shall be made for having failed or twice in any of the MBBSI BDS profess examinations for calculating the percentage of marks for eligibility determination.

Admission Test: Eligible candidates satisfying criteria will be called for an entrance test. The selection will be made entirely on the basis of merit in the entrance test and the choice of discipline allocated on the b personal counseling. The entrance test for M will consist of one paper of 3 hours duration con 200 multiple-choice questions covering all the s taught at the MBBS level. There is 1/3 negative m for wrong answers in the test.

OTHER INSTITUTES OFFERING PG COURSES

PGIMER, Chandigarh

Post Graduate Institute of Medical Education & Research Sector 12,Chandigarh 160012

Phone:O 172-2744401

Website: www.pgimer.nic.in

BANARAS HINDU UNIVERSITY

Institute of Medical Sciences

Varanasi 221005 Website: www.bhu.ac.in

AFMC Armed Forces Medical College Under Graduate Wing,

Sholapur Road, Pune 41 ~040 Phones:020-2843301

Website: www.afmcpune.com

JIPMER Pondicherry

Jawahar Lal Nehru Institute of Post Graduate Medical Education and Research

Dhanvantri Nagar, Pondicherry 605006

Website: www.jipmer.edu

St.John Medical College, Bangalore Sarjapur Road

Bangalore, 560034

Website: www.sjnahs.org

College of Dental Surgery

Light House Hill Road

Mangalore 575001

College of Dental Surgery Manipal-576119

Mahatma Gandhi Institute of Medical Sciences,

Wardha

Sevagram

Wardha 442102

Calcutta Medical College

88,College Street Calcutta 700073

Phones:033~22414901

Lady Harding Medical College

Cannaught Place

New Delhi 110001 Phones:011-23363596

PHARMACY COLLEGE

A L Ameen College of Pharmacy, Bangalore

Bombay College of Pharmacy, Santa Cruz, Mumbai

C N K Reddy College of Pharmacy, Bangalore

Dyanand Sagar College of Pharmacy, Bangalore

Directorate of Medical education, Bangalore

G K M College of Pharmacy, Bangalore

K L E Society's College of Pharmacy, Bangalore

Birla Institute of Technology & Science, Pilani

Birla Institute of Technology, Ranchi

College of Pharmacy, Pushpa Vihar, New Delhi

C U Shah College of Pharmacy, Santa Cruz (W), Mumbai

Department of Chemical Technology, Matunga, Mumbai

Department of Pharmeceutics, Institute of Technology, BHU, Varanasi

College Of Pharmacy, SGSITS Campus, Indore

Jamia Hamdard, Hamdard University, Faculty Of Pharmacy, New Delhi

SOME OF THE COLLEGES OFFETING BDS/MDS

College of Dentistry, Indore 452001

Bharati Vidyapeeth Deemed University, Bharati Vidyapeeth Bhavan, Lal Bahadur Shastri Marg, Pune-411030

Dr. Syamala Reddy Dental College, 298, 7th Cross, Domlur Layout, Bangalore - 560071

Government Dental College, Fort, Bangalore-560002

Govt. Dental College & Hospital, 1, P.D'mello Road, Fort, Mumbai

Govt. Dental College & Hospital, Nagpur-440003

Govt. Dental College & Hospital, St.George Hospital Compound, Mumbai-400001

Krishnadevaraya College of Dental Sciences, Hunasamaranahalli, Vie Yelahanka, Bangalore - 562157

M.R.A. Dental College, 1/36, Cline Road, Cooke Town, Bangalore.

M.S. Ramaiah Medical College, Gokul Extension, Bangalore-560054

Maulana Azad Medical College, New Delhi-110002

Nair Hospital College, Dr. A.L.Nair Road, Mumbai-400008

V.S. Dental College, K.R. Road, V.V. Puram, Bangalore- 560001

Armed Forces Medical College, Pune 411001.

Dr. R. Ahmed Dental College and Hospital, 114, Acharya Jagdish Chandra Bose Road, Kolkata-700014

Government Dental College & Hospital, Afzalgunj Hyderabad-5000 12

Government Dental College And Hospital, Ahmedabad 380016 (Affiliated to Gujarat University)

Government Dental College, Fort, Bangalore-560002

Government Dental College & Hospital, Nagpur - 440003

Government Dental College & Hospital, St. George Hospital Compound, Mumbai-400001

Kasturba Medical College, Manipal-576119

King George's Medical College, Lucknow-226003

Madras Dental Government College, Chennai-600003

Nair Hospital College, Dr. A.L.Nair Road, Mumbai-400008

Patna Dental College & Hospital, Agamkuan, Patna-800007

SOME OF THE COLLEGES OFFERING BIOINFORMATICS

Bioinformatics Institute of India, B-15, Sector 3, Noida 201301.

Website: www.bioinformaticscentre.org

University of Calcutta

All India Institute Of Medical Sciences, Ansari Naga New Delhi

Shrimati Nathibai Damoder Thackrey University (SNDT) Mumbai

AGRICULTURE COURSES

ICAR conducts all India Entrance Examination for the Under Graduate & Post graduate courses in Agriculture for admission to 15% of the seats in the following Universities. This entrance test is also for admission to 100% of the seats in National Dairy Research Institute, Karnal (Haryana) in Agriculture, Horticulture, Fisheries Science, Forestry, Home Science, Sericulture, Agricultural Engineering, Dairy Technology, Food Science & Technology and Agriculture Marketing Banking & Cooperation. Entrance test for the PG test for admission to 100% seats of Master's Degree programme at IARI, IVRI, CIFE, NDRI and 25 % seats at all the SAUs & CAU in the field of Agriculture, Veterinary & Allied sciences

Under graduate Admission test :: There is one question. paper consisting of objective type questions in Physics, Chemistry and Biology / Agriculture for Stream 'A' and Physics, Chemistry and Mathematics for Stream 'B' as per the eligibility and choice of the subject as defined in Information Bulletin. The question paper is bilingual i.e. English & Hindi.

Eligibility:

(For UG courses) The candidate must have attained 17 years of age but not more than 23 years on or before 31st of December of the year of seeking' admission. .

He/She should be an Indian National. He/she must have passed and obtained not less than 60% (for General Category) and 50% marks (for SC/ST category) of the total marks in PCB/PCM/PCA in 10+2 or its equivalent examination. He/She must also have passed in English at 10+2 stage.

(For PG courses) Only those candidates having their Bachelor's Degree in the field of Agriculture, Veterinary and Allied Sciences under 10+2+4 or 10+2+3 are eligible to apply for the combined examination for JRF and admission to Master's Degree Programme under ICAR Quota. Candidates must have obtained at least 60% marks or its equivalent OGPA for general category and 55% marks or its equivalent OGPA for SC & ST or Physically Handicapped candidates, duly certified by the Registrar of the University. For admission in the subject of Veterinary Sciences, the candidates must have completed B. V. Sc. & A.H. with Internship before the date of registration in the University. He/She should be an Indian National only and should be completing minimum 19 years of age as in the month of August of the year of taking admission to the institute.

LIST OF OTHER INSTITUTES/UNIVERSITIES PROVIDING COURSES IN AGRICULTURE SCIENCES

University of Agricultural Sciences|Veterinary Sciences.

Central Agricultural University (CAU) Jrosiamba, Imphal, Bangalore (Karnataka). Manipur PIN 795001.

West Bengal University of Animal & Fishery Sciences (WBUA&FS), 68, Khudi Ram Bose Sarani, Belgachia, Kolkata, West Bengal PIN 700037

Acharya N G Ranga Agricultural University (APAU), Rajendranagar, Hyderabad, Andhra Pradesh PIN 500030

Assam Agriculture University (AAU), Jorhat, 785013.

Bidhan Chandra' Krishi Vishwavidyalaya (BCKVV), Haringhatta PO Mohanpur, Nadia. West Bengal PIN 741246

Bisra Agricultural University (BAU), Kanke, Ranchi, Bihar PIN 834006

CCS Haryana Agricultural University (HAU), Hisar, Haryana PIN 125004

Chandra Shekhar Azad University of Agriculture & Technology (CSAUT), Kanpur, Uttar Pradesh PIN 208002

Anjbrao Deshmukh Krishi Vishwavidyalaya (PKV), Krish Nagar. Akola, Maharashtra, 444104

Govind Ballbh Pant University of Agriculture and Technology (GBPAU&T), Pantnagar, Uttar Pradesh, 263145.

Himachal Pradesh Krishi Vishwavidyalaya (HPKV), .

Email: root@hpkv.hp.nic.in, Website: hpkv.hp.nic.in, Palampur Himachal Pradesh, 176062.

Mahatma Pule Krishi Vidyapeeth (MPKV), Email: kvmp@ren.nic.in, Website: mpkv.mah.nic.in, Rahuri, Maharashtra.

Marathwada Agricultural University (MAU), Maharashtra, 431402

Narendra Dev University of Agriculture and Technology (NDUAT). Email: nduat@up.nic.in, Faizabad, Uttar Pradesh, 224229.

Orissa University of Agriculture & Technology (OUAT); Email: root@uat.ori.nic.in, Orissa, 751001.

Punjab Agricultural University (PAU), Punjab, 141004.

Rajendra Agriculture University (RAU), Bihar, 848125.

Sher-E-Kashmir University of Agricultural S Technology (SKUAS&T, Jammu), Camp Offic(Road, Jammu. Jammu & Kashmir, 180004.

Tamil Nadu Agricultural University (TNAU), Cc Tamil Nadu, 641003. Email: root@tnau.tn.nic.in

Tamil Nadu Veterinary & Animal Sciences I (TNU&ASU) Tamil Nadu, 600007.

University of Agricultural Sciences (UAS), I Kamataka,580005.

Yashwant Singh Parmar University of Horti Forestry (YSPUH&F), Solan, Himachal Pradesh, Email: vc@yspuhf.ren.nic.in. Website: www.ysparmaruniversity.org.

MANAGEMENT COURSES IN INDIA

Top Institutes offering MBA and equivalent courses*

1. **Indian Institute of Management**, Ahmedabad
2. **Indian Institute of Management**, Bangalore
3. **Indian Institute of Management**, Calcutta
4. **Indian Institute of Management**, Lucknow
5. **Indian Institute of Management**, Indore
6. **Indian Institute of Management**, Kozikode
7. **Xavier's Labour Relations Institute**, Jamshedpur
8. **Indian Institute of Foreign Trade**, Delhi
9. **Faculty of Management studies**, Delhi
10. **SP Jain Institute of Management Research**, Mumbai . .
11. **National Institute of Technology and Industrial Engineering**, Mumbai
12. **Jamnalal Bajaj Institute of Management Studies**, Mumbai
13. **Management Development Institute**, Gurgaon
14. **Xavier's Institute of Management**, Bhubaneswar
15. **The IIT-Schools of Management** (Mumbai, Delhi, Kharagpur, Chennai; Kanpur) & IISc Bangalore
16. **Symbiosis Centre for Management & Human Research Development**, Pune
17. **Narsee Monjee Institute of Management Studies**, Mumbai .
18. **TA Pai Management Institute**; Manipal
19. **Institute of Management & Technology**, Ghaziabad
20. **Nirma Institute of management**, Ahmedabad
21. **Institute of Rural Management**, Anand
22. **Mudra Institute of Communication**, Ahmedabad .

* This list is only indicative. This list is not in any particular order and is based on personal opinions of Career Counsellors.

ADDRESSES OF IMPORTANT INSTITUTES

Indian Institute of Management (IIMA)

Vastrapur, Ahmedabad 380015

Phone: (079) 6324632/6324633 Fax: (079) 6324631/6306896 Website: www.iimahd.ernet.in

Indian Institute of Management (IIMB)

Bannerghatta Road,
Bangalore 560076

Phones:080- 26582450-54 Fax:080-26584050 Website :[http://www . ii m b. ernetLi n](http://www.iimb.ernet.in)

Indian Institute of Management (IIMC)

Joka, Diamond Harbour Road,
P B No.16757, Alipore Post Office,
Kolkata 700027

Phones:033-24678300-04 Fax:033-24678062 Website: <http://www.iimcal.ac.in>

Indian Institute of Management (IIML)

Off Sitapur road

Lucknow 226013 Phones:0522-2361891-897

Website: <http://www.iiml.ac.in>

Indian Institute of Management (IIMI)

Rajendra Nagar,
Indore 452012

Phones: 0731-2321112-15 Fax:0731-2321050 Website: www.iimidr.ac.in

Indian Institute of Management (IIMK)

Kunnamangalam, Kozikode Phones:0495-280300 1-9

Website: www.iimk.ac.in

Xavier Labour Relations Institute (XLRI)

Post Box 222, C.H. Area (east), ,

Jamshedpur 831001

Phones: (0657)-2231525,2225506 Fax (0657) -2227814 Website: www.xlri.ac.in

Indian Institute of Foreign Trade (IIFT)

School of International Business Management,

11FT Bhawan, B-21, Qutab Institutional Area New Delhi 110016

Phones: (011)-26965051,26965124

Website: www.iift.edu

Faculty of Management Studies (FMS Delhi)

University of Delhi

Delhi 11 0,007 .

Phones: (011)-27667725-27667002

Website: www.fms.edu

SP Jain Institute of Management Research (SPJIMR)

Munshi Nagar,

DadabhaiRoad,

Andheri (W)

Mumbai

Phones: 26237454,26230396

Website: www.spjmr.org

National Institute of Technology and Industrial Engineering (NITIE)

Vihar Lake,

Mumbai 400087

Website: www.nitie.edu

Jamnalal Bajaj Institute of Management Studies (JBIMS)

Dada Bhai Naoroji House, 164 Backbay Reclamation Road no.3 Church Gate

Mumbai 400010

Phones: 22024133,22024118

Website: www.jbims.edu

Management Development Institute (MDI)

Post box No. 60 .

Mehrauli Road

Sukhrali

Gurgaon 122001

Phones: 26340148,26340153

Website: www.mdi.ac.in

Xavier's Institute of Management (XIMB)

Bhubaneshwar

Phones: 2300688,2300846

Website: www.ximb.ac.in

The IIT-Schools of Management

(Mumbai, Delhi, Kharagpur, Chennai, Kanpur) & IISc Bangalore

School of Management IIT Delhi (IITD) Delhi

Website: www.iitd.ac.in

Shailesh J Mehta School of Management (IITB)

Powai Mumbai

Website: www.iitb.ac.in

Department of Humanities and Social Sciences (IITM)

Adyar, Chennai 600036. Website: www.iitm.ac.in

Vinod Gupta School of Management (IITKGP), Kharagpur

Website: www.iitkgp.ernet.in

Department of Industrial & Management Engineering (IITK)

Kanpur 208016

Website: www.iitk.ac.in

Indian Institute of Science (IISc)

Bangalore 560012

Phones: 2932001/02/03

Website: www.iisc.ernet.in

Symbiosis Centre for Management & Human Res Development (SCMHRD)

Gokhale Cross Road, MCill colony, Pune

Website: www.scmhrd.edu

Narsee Monjee Institute, of Management Studies (NMIMS)

V.L. Mehta Road, Vile Parle (W)

Mumbai 400056,

Website: www.nmims.edu

TA PafManagement Institute (TAPMI)

Manipal 576119,

Phones: 2570162,2571358

Website: www.tapmi.org

Institute of Management & Technology,

Post Box No.137, Raj Nagar, Ghaziabad 201001

Phones: 24724464,24717679

Website: www.imt.edu

Nirma Institute of management (NIM)

Ahmedabad

Website: www.nim.itgo.com

Institute of Rural Management (IRMA)

Post Box no.60

Anand 388001

Phones :02692- 260246

Website: www.irm.ernet.in

Mudra Institute of Communication (MICA)

Ahmedabad

Courses offered: These institutes generally offer postgraduate programmes in management. Along with the postgraduate programmes some institutes also offer fellowship programmes. The degree given in the postgraduate programmes is a postgraduate diploma in management. Specialization is offered in various fields depending on the choice and aptitude of the candidate. Specializations offered by various institutes are in marketing, finance, human resources, systems and computer management etc. Some institutes are specific in the specialization they offer. For e.g.

XLRI: specialization in Industrial Relations and Personnel Management,

IIFT: specializaaiion in International Business

MIGA: specialization in Comrimnication and Advertising

IRMA: specialization in Rural Management

NITIE: specialization in Industrial engineering and Management

Eligibility: Generally most of the institutes ask for a ,Bachelor's degree in any discipline. Some ofthe institutes may require at least 50 - 60% marks in graduation degree. Some institutes ask for a specific graduation stream. NITIE is an institute which offers management courses to Engineering graduates only. Fellowship programmes may require relevant work experience too.

Duration: 2 years for the postgraduate programmes, 4 years for fellowship programmes

Admission Procedure: The admission procedure followed by all the institutes is nearly same. The application forms along with the prospectus for various institutes are generally available from the month of July till December. Some state level institutes bring out their advertisements in January or February also. The method of selectionis a written test followed by a Group Discussion and Personal Interview. Students short-listed in the Written test are called for Group Discussion and Personal Interview.

ADMISSION TESTS

The admission test that counts for many of the institutes is CAT (Common Admission Test). CAT alone counts for about 30 institutes till date. Most of the other institute specific examinations are of nearly the same pattern as CAT. The major thrust areas in CAT are Quantitative Aptitude, Logical Reasoning, Verbal Ability, Reading Comprehension, Data Interpretation, Critical Reasoning and Data Sufficiency. There may be some questions on general awareness too. Some institutes ask a good number of general knowledge questions in their examinations. For example FMS has quite a number of questions on business awareness in their examination.

XAT usually comprises of three sections:

- Verbal Reasoning
- Quantitative and Logical reasoning and
- General awareness and Current Business Affairs.

Candidates are also required to write an essay on a given topic in XAT.

The pattern of JMET is same as that of CAT, except that JMET includes questions on Business Awareness.

MICA Entrance Test: All the candidates aspiring to seek admission in MIC, Ahmedabad have to appear in CAT. The candidates who are short-listed on the basis of performance in CAT are subsequently required to appear for the MET (MICA Entrance Test), which is conducted usually in March or April of each year. The MET is designed to assess the candidates' skills in analytical and divergent thinking, written communication and familiarity with the Indian ethos. Currently, the MET centres are Ahmedabad, Mumbai, Chennai, Delhi, Bangalore and Kolkata. All candidates invited for the MET are also required to participate in group discussion and go through a personal interview.

IRMA: The entrance test for IRMA comprises a, questions on English Comprehension, Quantitative ability, Analytical Reasoning and Issues of Soci Concern. Candidates selected on the basis of written test are called for group discussion and Interview.

Other Admissions Tests

1. Management Aptitude Test (MAT)
2. AIMS Test for Management Admissions (ATMA)
3. Narsee Monjee Management Aptitude Test etc.
4. Gujarat Common Entrance Test
5. Madhya Pradesh Management Entrance Test
6. Mah. Common Entrance Test
7. PG CET etc.

SPECIAL COURSES OFFERED BY IIMS

IIM Ahmedabad: Courses Offered: **PGP-ABM** (Post Graduate Programme in Agri-Business Management,

IIM Calcutta: Post Graduate Diploma in Business Management (PGDBM) is a three-year evening programme. For this programme an applicant must have (i) a minimum of two years work experience at an Executive/Supervisory level after graduation and (ii) must be employed in a full time job at the time of admission.

For admission to PGDCM no formal specialization in computers or management is required. However, it is assumed that you have knowledge of Mathematics at graduate level.

IIM Indore: Executive Post Graduate Programme

CHARTERED ACCOUNTANCY COURSE

CA is a Course offered by the Institute of Chartered Accountants of India (ICAI) as a distant learning course. It conducts the CA examinations. On passing the examinations and on fulfilling other requirements, one can become an Associate Member of the Institute and can use the title ACA.

Institute of Chartered Accountants of India.

Western India Regional Council of The Institute of Chartered Accountants of India,

'Anveshak' 27, Cuffe Parade, Colaba, P. B. No. 6081,

MUMBAI 400 005.

Phones: (022) 22183122, 22183123, 22183124, and 22183125

Institute of Chartered Accountants of India

Southern India Regional Council of The Institute of Chartered Accountants of India

122, Mahatma Gandhi Road,

Post Box No.3314

Nungambakkam,

CHENNAI-600034

Phone: 044-28330450, 2833 0451, 2833 0452, 2833 0453, 2833 0454, 2833 0455,

Webste : www.sirc.icai.org

Institute of Chartered Accountants of India

Northern India Regional Council of The Institute of Chartered Accountants of India

5th Floor, ICAI's Annexe Building,

Indraprastha Marg,

NEW DELHI - 110 002

Phones: 011- 2337 0055,23379210,23379236

Institute of Chartered Accountants of India Central India

Regional Council of The Institute of Chartered Accountants of India,

Post Box No 314,

Behind RBI, 16/77 B, Civil Lines,

KANPUR - 208 001

Phones: 0512- 2304048, 2306 667, 2316963

Institute of Chartered Accountants of India

Eastern India Regional Council of The Institute of Chartered Accountants of India,

7, Anandilal Poddar Sarani,

KOLKATA- 700071

Phones: 033- 2229 0207,22290321,22294995,22296750

For complete details, **log on to: www.icai.org**

A person can join CA course either after 10+2 by registering for PE-1 (Professional Education 1) course or after graduation with specified percentage of marks by registering for the PE-2 (Professional Education 2) course of 10 months duration. The course structure involves:

- PE-1, PE-2, PE-Final, Practical Training, Compulsory Computer Course,
- Course on General Management and Communication.

The practical training for the students of the Chartered Accountancy course involves working in the office of a Chartered Accountant in practice or a firm of such Chartered Accountants for 3 years. A part of the training can also be taken in certain approved business or industrial enterprises. There are two types of training opportunities, available to a student of the course: as an Articled Clerk or as an Audit Clerk. Articled Clerk is a trainee attached to a Chartered Accountant in practice under a deed of articles for the duration or the training of 3 years.

Eligibility for PE-I course:

- 1) Candidates who have passed the Senior Secondary Examination (10+2) or equivalent recognized examination.
- 2) Graduates! Post graduates who have secured not less than specified marks as given below:

- a) Commerce graduates with Accountancy, Auditing and Mercantile Law or Commercial Law as full examination papers and with not less than 50% of the total marks. (For this purpose 'full examination paper' means a paper carrying not less than 50 marks).
- b) Non-commerce graduates with Mathematics as one of the subjects and with not less than 60% of the total marks.
- c) Non-commerce graduates with subjects other than Mathematics and with not less than 55% of the total marks.

To enroll for the PE-I course, one has to register with the Institute. Generally, the last date for registration is:

- For PE-I May examinations: 30th June of the preceding year.
- For PE-I November examinations: 31st December of the preceding year.

Eligibility for PE-2 Course:

Candidates who have passed the Professional Education (Examination-I) or CA Foundation examination (according to old syllabus) or graduates in any subject who are exempted from PE-I course or candidates who have passed the Final Examination conducted by the Institute of Cost & Works Accountants of India (ICWAI) or the Institute of Company Secretaries of India (ICSI).

Students who join the PE-II Course after passing CA Foundation Examination (under the old syllabus) may also register as Articled Clerks. Such Candidates will have to register and appear for PE-2 Examination during the training period subject to other conditions and will be allowed to appear for the Final Examination after completion of the practical training. ..

Eligibility for PE (Final) examinations:

Candidates who have passed the PE-2 examinations and have completed the practical training as is required for admission as a member or is serving the last six months of practical training on the first day of the month in which the examination is scheduled to be held. Candidates also have to complete the compulsory requirement of coaching for PE Final courses.

Eligibility for admission to Articleship:

- 1) The candidate should not be less than 18 years of age on the date of commencement of articleship.
- 2) The candidate must have passed the Professional Education (Examination-II), and
- 3) The candidate must have successfully completed the compulsory computer training programme..

In addition, a candidate who has passed the Foundation examination (under old syllabus) will also be eligible for registration as an articled/audit clerk. All such students will be required to pass Professional Education (Examination- II) during the practical training and will be entitled to appear in the Final Examination during last, six months of practical training subject to other conditions.

Other requirements of being a CA

Compulsory Computer Training: For registration as an Article or Audit Clerk after passing the Professional Education 2 examinations, all candidates have to successfully complete a compulsory Computer training course of 250 hours (including theoretical and hands-on practical work: on computers).

Course on General Management and Communication skill: Successful completion of this course (of 15 days full-time duration) is mandatory for being a member of the Institute. Candidates should attend this course after completion of the practical training and passing of the PE Final examinations.

FEES

- The fee for the PE-I course is Rs.2000. Fee for PE-2 course is Rs.2650.
- Fee for the PE-Final is Rs.3650.
- The total fee for the computer course does not exceed Rs.6000. Fees for the General Management and Communication skills course,; Rs 4000 In addition to the course fees, there are fees for appearing in the examinations.

Duration: Minimum time to complete CA course would be about 4.5 - 5 Years.

COST AND WORKS ACCOUNTANCY (ICWA) COURSE

ICWA is a course offered by the Institute of Cost and Works Accountants of India (ICWAI) as a distant learning course. It conducts the CWA examinations. On passing the examinations and on fulfilling other requirements, one can practice as a Cost Accountant or as a Management Accountant.

ICWAI Western India Regional Council

Rohit Chambers, 4th Floor, Janmabhoomi Marg, Fort, Mumbai 400001

ICWAI Eastern India Regional Council

ICWAI Bhava 84, Harish Mukherjee Road, Kolkata 700025.

ICWAI Southern India Regional Council

ICWAI Bhavan, 65, Montieth Lane, Egmore, Chennai 400 008

ICWAI Northern India Regional Council

ICWAI Bhavan, 3, Institutional Area, Lodhi Road, New Delhi 110003

Eligibility: One can enroll for the Foundation course after 10+2 in any stream. Graduates can directly enroll into the Intermediate course. Those who pass the Foundation course can also enroll into the Intermediate course.

Eligibility for final examination: No candidate shall be admitted to the Final Examination unless he has passed the Intermediate examination.

Practical Experience Requirements: The Computer training is compulsory for the Intermediate and Final students. In other words, a candidate must complete the computer training prior to the examination term if after appearance the candidate is liable to be declared a: complete pass in the examination (i.e., Inter or Final).

Duration: Normally the duration for the CWA course: is 3 Years.

HOTEL MANAGEMENT COURSES

Joint Entrance Examination for admission to Hotel Management courses.

National Council for Hotel Management & Indira Gandhi National Open University conducts a Joint Entrance Examination for admission to the Three Year Bachelor of Science Programme in Hospitality and Hotel Administration for its 21 Government of India sponsored Institutes of Hotel Management and four institute under various State Governments.

Eligibility: The eligibility criteria is as follows:

Minimum qualification for admission is a pass certificate in the final examination of 10+2 system or its equivalent. The candidate must have passed at least one public (Board or Pre-University) examination. Those appearing in 10+2 final or equivalent examination can also appear in JEE 2003 for being considered on provisional basis.

Age Limit: Age of the candidate should not be more than 22 years as on 1st July of the year of exam. Maximum age is relax able up to 25 years for SC/ST candidates.

Physical Fitness: All qualified candidates will have to submit a physical fitness certificate from a Registered Medical Practitioner in the prescribed format. Admission at the allotted Institute will be granted only if the candidate is declared physically fit for pursuing the course of study.

Tenative Dates: The Application Form and Information Brochure can be obtained from Hotel Management/ Food Craft Institute and from branches of Syndicate Bank on payment of the prescribed fees in cash. Brochures and Application forms are also available for sale from March 1 st week at selected branches of Syndicate Bank, J & K Bank, Vijaya Bank and UCO Bank.

Application Form, complete in all respects should reach National Council for Hotel Management (IEE-CELL), Library Avenue, Plisa Complex, New Delhi- 110012, by the first week of April.

Selection process: The Category wise merit list of selected candidates shall be based on marks secured in the written test. If two or more candidates have got same marks in the Written Test, marks obtained by the concerned candidates in the qualifying examination will be considered for judging the merit. In case result of qualifying examination (10+2 or equivalent) is not declared, marks secured in secondary examination will be considered for breaking the tie.

Enquiries:

(Mumbai). **Ph:** 24457241/42. **Fax:**24449779 **email:** mumcat@vsnl.com

(Delhi) **Ph:** 25782799/25782744 **Fax:** 25851411 **email:** nchm@vsnl.com

LIST OF AFFILIATED INSTITUTES OF HOTEL MANAGEMENT

Institute of Hotel Management, Government Polytechnic compound, Ambawadi, Ahmedabad - 380015 Tel.:079-26308017/26300339 Fax: 079-26306293 e-mail: ihmc@guj.nic.in	Food Craft Institute Sector 42 D, Chandigarh - 160036 Tel.: 0172-2609472/2662740 Fax: 0172-2610037 e-mail: foodchd@chd.nic.in
Institute of Hotel Management, S. J. Polytechnic Campus, Seshadri Road, Bangalore - 560001 Tel.: 080-22262960 Fax: 080-22268562 e-mail: ihm@vsnl.com website: www.ihmbangalore.com	Institute of Hotel Management, CIT Campus, TTTI-Tharamani, Chennai - 6000113 Tel.: 044-22542029 Fax: 044-22541615 e-mail: ihmchen@md4.vsnl.net.in

<p>Institute of Hotel Management, 1100 Quarters, Near Academy of Administration, Bhopal-462016 Tel.: 0755-2464397 Fax: 0755-2468046 e-mail: ihmbh@vsnl.com</p>	<p>Institute of Hotel Management, Library Avenue, Pusa Complex, New Delhi - 110012 Tel.: 011-25787411/25732429 Fax: 011-25783177 e-mail: ihm@vsnl.net</p>
<p>Institute of Hotel Management, Veer Surendra Sai Nagar, Bhuvaneshwar -751004 Tel.: 0674-22581864 Fax: 0674-22581241 e-mail: bptripathi@ihmbbs.org</p>	<p>Institute of Hotel Management, Bhind Road, Maharajpura PO Gwalior - 474020, Tel.: 0751-2471250 Fax: 0751-2471230 e-mail: ihmgwl@sancharnet.in website: www.ihmgwalior.com</p>
<p>Dr. Ambedkar Institute of Hotel Management, Sector 42 D, Chandigarh - 160036 Tel.: 0172-2604833 Fax: 0172-2605703 e-mail: daihm@chd.nic.in</p>	<p>Institute of Hotel Management, F'Row, Durgabai Deshmukh Colony, web site: www.ihmbbs.org Vidyanagar,Hyderabad - 500007 Tel.: 040-27614569Fax: 040-27614898 e-mail: ganesha@satyam.net.ins</p>
<p>Institute of Hotel Management, Near Bani Park Police Station, Sikar Road, Jaipur - 302016 Tel.: 0141-2202812 Fax: 0141-2200402 e-mail: ihmjpr@jpl.dot.net.in</p>	<p>Delhi Institute of Hotel Management, Behind Lady Sriram College, Lajpat Nagar IV, New Delhi - 110024 Tel.: 011-26435883/26422174 Fax: 011-26214812 e-mail: ihmljpn@yahoo.com</p>
<p>Institute of Hotel Management, Government Polytechnic Campus, Residency Road, Jodhpur - 342001 Tel.: 0291-2616929</p>	<p>Food Craft Institute ** Badkal Lake Chowk, Faridabad - 121001 Tel.: 0129-2412115 Fax: 0129-2412115 e-mail: fcifbd@nda.vsnl.netOin</p>
<p>Institute of Hotel Management, P-16, Taratola Road, Kolkata - 700088 Tel.: 033-24014124/24014353 Fax: 033-24014281 e-mail: ihmcal@caI2.vsnl.net.in</p>	<p>Institute of Hotel Management, P.S. Road, PB-49, Gangtok-737101 Tel.: 03592-223502 Fax: 03592-222707</p>
<p>Institute of Hotel Management, Seed Farm, Sector G, Aliganj, Lucknow - 226024 Tel.: 0522-2326772 e-mail: ihm@sancharnet.in</p>	<p>Institute of Hotel Management, Alto Porvorim, Bardez, Goa - 403521 Tel.: 0832-2417379/2417252 Fax: 0832-2417209 e-mail: ihmgoa@goatelecom.com web site: ihmgoa@goatelecom.com</p>

<p>Institute of Hotel Management Veer Sawarkar MArg, Dadar (W) Mumbai-400028 Tel.: 022-24457241/24457242 Fax: 022-24449779 Email : mumcat@bom.3.vsnl.net.in</p>	<p>Institute of Hotel Management, Village Bariar, GT Road, Gurdaspur - 143521 Tel.: 01874-231435 Fax: 01874-231098 e-mail: ihmgsp@jla.vsnl.net.in</p>
<p>Institute of Hotel Management, Catering & Nutrition Industrial Area, PO Boz 165 Panipat-132103 (Haryana) Tel.: 01742-250222 Fax: 01742-250222</p>	<p>Institute of Hotel Management, G.S.Road, Bus Stop ABC, Bhangagarh, Guwahati - 781005 Tel.: 0361-2452273 Fax: 0361-2452271 e-mail: ihmctanghy@usa.net</p>
<p>Institute of Hotel Management, Upadhyay Complex, Kankar Bagh Road, Patna - 800020 Tel.: 0612-2326778 Fax: 0612-2326773 e- mail: ihmpatna@dte.vsnl.net.in</p>	<p>Institute of Hotel Management, Boulevard Road, Nehru Park, Srinagar'- 190001 Tel.: 0194-2474828 e-mail: dnasa2001 @yahoo.com</p>
<p>Institute of Hotel Management, "Lumpyngad" , Bishop Cotton Road,Shillong -793001 Tel.: 0364-2501616 e-mail: ihmshill@dte.vsnl.net.in</p>	<p>Institute of Hotel Management, G.V.Raja Road, Kovalam PO, Thiruvananthapuram - 695527 Tel.: 0471-2480774/2480283 Fax: 0471-2480078 e-mail: ihmctkov@eth.net</p>
<p>Institute of Hotel Management, Kufri, Shimla-171012 Tel.: 0177-480322 i Fax: 0177-2480208</p>	

