

## ONLINE LEARNING

### ABOUT ME

HELLO  
MY NAME IS  
Ankita Chawla  
LOOK GOOD



# Congratulations!



# YOU GOT HIRED

Today social media has become much more than just a platform to interact and share. It's also about connecting with the right people, building brands and relationships

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While many of us are busy uploading our pictures, sharing thoughts, and endlessly scrolling through and liking other people's posts on social media, there are some who are using the platform for a greater purpose – creating eye-catching resumes. Recently, Ankita Chawla, a 20-year-old advertising major from Symbiosis Centre for Media and Communication, Pune, was hired by Deloitte India, Mumbai, on the basis of her creative resume on Instagram (@hireankitachawla). Take a look at the advice she has for the young applicants on tapping the limitless world of SNS (social networking sites).

### Why choose a platform like Instagram to upload your resume?

The internet is a noisy place and getting heard can be a challenge. This has also made me realise the importance of doing things differently and having a recall value for the same. I needed to pitch myself in the market in a completely different manner. So, that's when I thought I'd reach out to my employers when they are looking for talent and not looking for a regular employee in their mailbox.

### How did you go about making your off-beat resume?

The core idea was to create individual posts that would come together, to form a bigger picture on

the Insta feed. It took me five hours to make the rough sketches and ideate the layout, and another 60 hours to draw all of it on Illustrator. My laptop, music and lots of caffeine kept me motivated to make my resume as creative as possible.

### How important do you feel creativity is to catch the eye of employers?

I feel there are a lot many factors that come into play to catch the potential employer's eye. Since the content and qualifications take precedence over anything else, it is crucial to be pitched in the right manner. Being extremely fond of patterns and colours, photography and design comes naturally to me, so, the creative resume. The idea was just to put myself out there and experiment.

### What kind of reactions (from corporates) did you get for your resume?

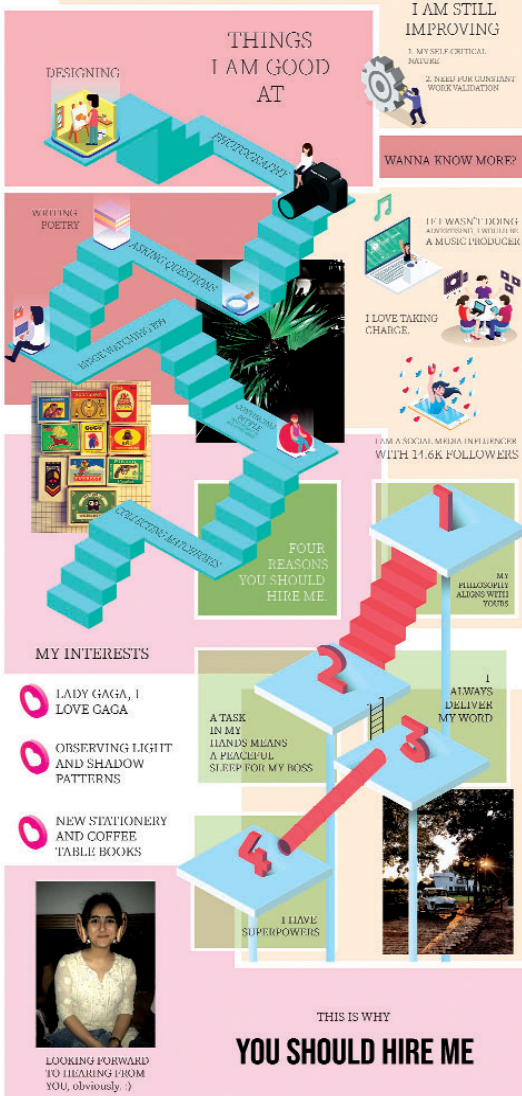
It was an overwhelming feeling as I did not expect this kind of response. For something that is as formal as employment offers, seeing them in my Instagram DMs (direct messages) made me happy.

### Any advice for young aspirants who may want to follow the suit...

Do not restrict yourself to set formats. Experiment, create and take as many risks as possible. I feel the social networking sites have grown a lot as a community and it serves as the perfect platform to reach the right people at the right time.



A lot is riding on your resume. So be very creative: choose wisely the type of colour and template you want, depending on the kind of job profile you desire. **Shraddha Vedak, 23, marketing specialist, Mumbai**



Check Ankita Chawla's CV as it appears on her Insta feed

## EXPERT SPEAK

The challenge with resumes on social networking sites is how often an individual updates his/her profile with their recent achievements or projects they're working upon. Once an individual gets the job, only the name of the firm is updated along with their designation. There is no information about the skill-sets, achievements or any other related information available. So, it's viable for candidates who have kept their profiles updated.

Munir Damani, career coach

Social media is a very viable place to find interesting people to recruit. In the structured methodology that recruiters have been using all these years, we have a set image of what they are likely to be like. But now there is a shift in the way recruiters look at candidates. The shift is based on how the individual thinks. The Twitter or Instagram post gives one a peek into their perspective on things – the other side of a person. So, they are what we call 'speculative resumes'. **Kamal Karanth, Talent specialist and co-founder at Xpheno**

SNS is a good way for candidates to get noticed. In fact, recruiters often hire middle and top management from social networking sites, whereas freshers are recruited via walk-in interviews and actual responses to advertisements and so on. So, make a super impressive CV. **Pranjali Dutt, HR consultant**

Ours is very targeted recruitment, so we source resumes from job portals and referrals and then we go through them to observe whether it's cut-copy-paste resume or a genuine customised one. We also do a thorough search on social media and check how the person projects himself or herself, what is his/her behaviour pattern or how impulsive are his/her reactions. These days it's not that tricky to get information about a person. **Rishikesh Rawal, HR Vice president, Zydis Cadilla Healthcare, Ahmedabad**

With inputs from Rupa Ganguly Talukdar, Anni Thomas, Bharti Govind, Santrupti Rajankar, Sugandha Indulkar & Ragini Bhargadwaj

## TAKING THE UNCONVENTIONAL PATH

### JAHAVI BIYANI

#### Need for unconventional resume...

When I started filling out applications for colleges and internships around the world, I realised how cut-throat the competition was and how every little detail mattered. When you're in the corporate world, there are hundreds of applications with similar credentials, who want the same job. I thought that making a conventionally different resume would give an impression of my strengths.

#### Making the resume...

With the help of a user-friendly

application "Illustrator". I took inspiration from simple templates online and created one for myself. I added simple icons to make my resume look different.

#### On getting noticed...

I still remember my interview with an alumna from the University of Pennsylvania, US, who was taken aback by my resume and told me that she loved what I had done with it.

Student at Emory University, whose resume landed her an internship at Supertron Electronics



### DEEPAK KRISHNA U

I was selected as a city team lead for the Chennai centre of Make A Difference (MAD) and the major component for this role was the ability to mobilise people. They wanted someone who could convey the agenda of the organisation in a coherent manner so that people show interest in joining the team as volunteers. This is where the video submission task came into picture. Apart from my basic introduction, I was asked to speak on a topic wherein I had to pitch for MAD at the World Economic Forum, all this within the duration of five minutes. We had to upload this video on a website that MAD created during its recruitment process. My video stood out from the rest because I made sure the quality and the audio were top notch and the duration did not exceed five minutes. **Former team leader, NGO - Make A Difference (MAD)**



### ADITI AMBADKAR

#### On circulating resume on SNS (social networking sites)

SNS helps in increasing the outreach of the resume to recruiters from multiple companies and provides resume feedbacks from online collaborators. It also helps in increasing the chances of landing a job as many companies have started using these platforms for recruitment purposes.

#### Things I kept in mind...

A resume should be crisp, trimmed as per the company and the job profile. It should have four

main headers: About Yourself, Education, Work Experience, Other Activities and Projects – this way the recruiter doesn't have to search a lot for the information he's looking for. A brief introduction about oneself, too, creates an impact.

#### Deciding factors when choosing SNS

Target audience, job profile, response frequency and chances of resume getting shortlisted.

She got hired for internship at Knorr-Bremse, via LinkedIn



## HERE'S AYUSHMANN KHURRANA'S HUMOROUS TAKE ON #SAREETWITTER TREND

The actor joined the bandwagon by sharing a fun snap of himself – sitting on a scooter wearing a blue coloured saree over a white tee

Ayushmann Khurrana, who won hearts with the role of a fearless cop in his latest outing 'Article 15' and was awarded the National Award for 'Andhadhun', is now making fans roll on the aisles with his latest avatar on social media.

The actor joined in the #SareeTwitter trend that has become a rage on the micro-blogging website by sharing a snap of himself sitting on a scooter, wearing a blue-coloured saree over a white tee. He was also wearing a set of glass bangles and rubber slippers.

This is not the first time that Khurrana sported the Indian traditional attire, in December he posted a similar kind of photo where the 'Vicky



Donor' actor was wearing a yellow coloured saree over a white tee.

Ayushmann donned the look in the first poster of 'Dream Girl', his upcoming film, where the actor will be seen teaming up with his 'Vicky Donor' co-star Annu Kapoor.

'Dream Girl' left fans curious ever since it was announced with a promo video released last year. The video showed Ayushmann discussing what to work on next with his team. While they come up with overdone content, the waiter suggests a script which the actor ends up loving and choosing for his next film. Apart from Ayushmann and Annu Kapoor, the film also stars actor Nushrat Bharucha.

ANI

### IT'S TRENDING

### START-UP NEWS

## FACEBOOK, T-Hub pick 10 Indian start-ups for support programme

Social media giant Facebook and T-Hub, a Hyderabad-based global start-up catalyst, recently announced the name of 10 start-ups they have selected for the second edition of their "India Innovation Accelerator" programme.

Announced in May, the programme will support the growth of start-ups focused on finding solutions for social challenges using Artificial Intelligence (AI) in areas of good health and well-being, agriculture, clean water and sanitation, decent work and economic opportunities, industry, innovation and infrastructure, climate change, peace and justice, and strong institutions.

"At Facebook, we believe Artificial Intelligence will be key to finding disruptive solutions to address societal challenges like access, affordability, and skill shortage. We are excited to champion next generation of tech start-ups applying AI for social good and accelerate their development by giving them access to expertise," Manish Chopra, head and director of partnerships, Facebook India, said in a statement.

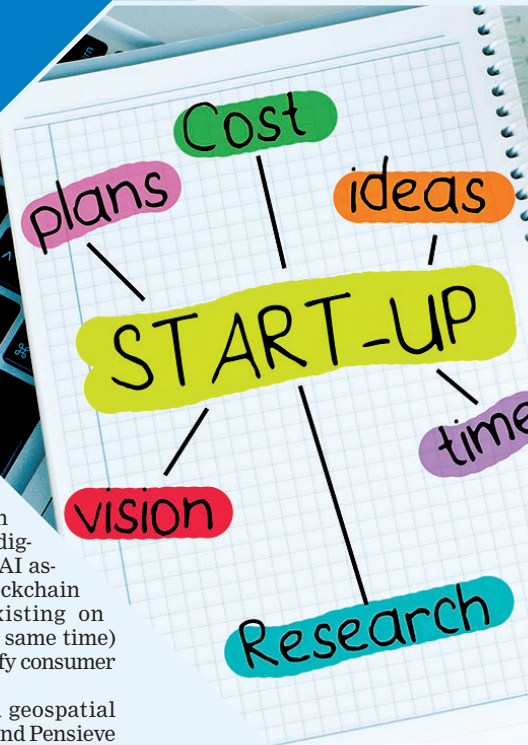
The 10 cohort start-ups include Mumbai-based Itcash which aims to empower micro-merchants and small businesses with the power of credit using digital payments.

While another start-up, StaTwig, is

The start-ups that were shortlisted include Greenturn Idea Factory, Sensegrass, Marut Drones, Shortlist Professionals and Innerhour

building special solutions to ensure that every child is vaccinated with high quality vaccines. Signzy has built a digital trust infrastructure which enables completely secure digital on-boarding using an AI assisted on-boarding and blockchain (distributed database existing on multiple computers at the same time) technology to store and verify consumer information.

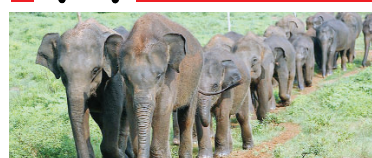
Blue Sky Analytics, a geospatial data intelligence start-up, and Pensieve that aims to democratise legal data and make it accessible to the common man were also selected.



AUGUST 13, 2019

## MUST SEE MUST DO

### TELEVISION



**SRI LANKA - ELEPHANT ISLAND, ANIMAL PLANET, 3.00 PM:** Wildlife cameraman, Martyn Colbeck, travels deep into Sri Lanka's forests to tell the story of a unique species of elephants, while also capturing the beauty and atmosphere of the island.

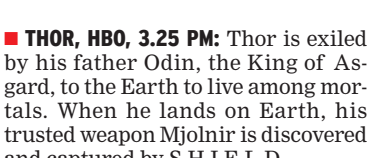
**RIVER MONSTERS, DISCOVERY CHANNEL, 5.00 PM:** Jeremy takes on Africa's wild Zambezi River to unmask an invisible predator that is dragging fishermen to their deaths.

**IT'S NOT ROCKET SCIENCE, DISCOVERY SCIENCE, 7.00 PM:** The hosts showcase new scientific gadgets and technologies, conduct large-scale experiments, solve scientific problems and share some riveting human interest stories.

**WILDLIFE: HOSTILE PLANET, NATIONAL GEOGRAPHIC CHANNEL, 8.00 PM:** The host sheds light on some of the world's harshest and most unforgivable landscapes and the animals that have adapted to survive in these conditions.

**EARTH'S GREAT RIVERS, SONY BBC EARTH, 9.00 PM:** The film-maker sheds light on three of the world's most prominent rivers, the Amazon, the Mississippi and the Nile and highlights the lives of species who live on their banks.

### MOVIES ON TV



**THOR, HBO, 3.25 PM:** Thor is exiled by his father Odin, the King of Asgard, to the Earth to live among mortals. When he lands on Earth, his trusted weapon Mjolnir is discovered and captured by S.H.I.E.L.D.

**HULK, SONY PIX SD, 6.00 PM:** Scientist Bruce Banner is exposed to gamma radiation which has its unique side effect. During his acts of resentments, Bruce transforms into an infuriated green monster.

**LILO & STITCH, &FLIX, 7.20 PM:** A scientist creates a genetically modified creature called Stitch who yearns for freedom. Soon, Stitch manages to escape and heads straight to planet Earth where he tries to impersonate a dog.

**STUART LITTLE, ROMEDY NOW, 9.00 PM:** The Little family adopts a brother for their son, George, in the form of Stuart, a mouse who can talk and be just like humans. But Stuart's arrival is not taken too well by Snowbell, the house cat.

### THIS DAY THAT YEAR

**1521:** Present day Mexico City was captured by Spanish conqueror Hernando Cortez from the Aztec Indians.

**1784:** Pitt's India Bill was introduced in British Parliament for improvement of administration in India.

**1889:** A patent for a coin-operated telephone was issued to William Gray.

**1891:** Three great defenders of Manipur, Senapati Tikendrajit Singh, his brothers, Agnesh Sena and Gen Thangal were hanged by the British.

**1910:** Florence Nightingale, British nurse, passed away at 90.

**1932:** Adolf Hitler refused President von Hindenburg's proposal to become vice-chancellor of Germany.

**1951:** The first aircraft designed and manufactured in India, the Hindustan Trainer 2, took its maiden flight.

**1961:** Berlin was divided by a barbed wire fence to halt the flight of refugees. Two days later work on the Berlin Wall began.

**2016:** American swimmer Michael Phelps ended his career at the Rio Olympics as part of winning 4x100 medley relay (record 23 gold medal).

## Expert SPEAK

**Q** I am uncomfortable about my cute seven-year-old sister's pictures being put online. I find that whenever we are at birthday parties, people don't ask for permission before taking her pictures and posting them on their social media sites. I find this invasion of her privacy and would want people to stop doing this. **How?** - **Online Ranter**

**A.** Your concern is reasonable because once pictures get online, you can't con-

trol where they will end up. Hopefully, this advice will help.

**Be straightforward:** People may feel you are being touchy and uptight when you express your concern but it's alright. There is no way out other than talking about it openly. The next time

you see someone snapping your sister's photos, say, "I guess I'm being paranoid, but if you are planning to post any of the group pictures, please make sure that my sister is not in that photo. Hope you don't mind." It should work.

By psychiatrist Dr Jitendra Nagpal

