



Employment News



WEEKLY

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JOB HIGHLIGHTS

ANA

- Andaman and Nicobar Administration requires 422 Post Graduate Teachers, Graduate Trained Teachers and Primary School Teachers
Last Date : 25.11.2013

VEHICLE FACTORY

- Vehicle Factory, Jabalpur requires 342 Examiner Engg., Fitter, Machinist, Turner etc.
Last Date : 21 days after Publication

BANK

- State Bank of India invites applications for recruitment in the clerical cadre posts of 76 Armourers, Control Room Operators and Pharmacists.
Last Date : 22.11.2013

SSC

- Staff Selection Commission invites applications for recruitment to the post of Multi Tasking Staff (non-technical) in different States and Union Territories 2014
Last Date : 13.12.2013
- Staff Selection Commission (Western Region) invites applications for various Group B and Group C posts
Last Date : 20.12.2013

INST

- Institute of Nano Science & Technology, Mohali requires 44 Scientist, Finance Officer, Stenographer etc.
Last Date : 16.12.2013

WEB EXCLUSIVES

Following item is available in the Web Exclusives section on www.employmentnews.gov.in :

1. Centenary Celebrations of Indian Cinema

State of the Economy

Rural Infrastructure

Sridhar Kundu

Infrastructure plays a crucial role for not just the country's economic growth but also its progress in human development. Rural areas account for a larger part of the geographical area in India. Census 2011 reports that there are 6.4 lakh villages in India, which shelter more than two-third of the country's population. Provisioning of basic infrastructure facilities for this large section of the population spread across 3.28 million square kilometer of the country's geographical area has been a major challenge. The present status of rural infrastructure in the country under various categories is discussed in the following.

Road

India has developed a reasonably wide road network in the last few decades. World Road Statistics 2009 says that India's road density is 1.25 km/sqkm (2008), which is higher than that of China's 0.36 km/sqkm (2007) and Brazil's 0.20 km/sqkm (2004), and that it can be compared to France and UK's road density of 1.72 km/sqkm (2007). As far as rural India is concerned, the road network has been increased from 3,54,530 km in 1971 to 24,50,559 km in 2008 (including 10,61,809 km roads constructed under Jawahar Rozgar Yojana and Pradhan Mantri Gram Sadak Yojana) registering an annual compound growth rate of 5.4 percent over this period. However, the rural surfaced road coverage is just 33 percent of the total rural road network in India. The kutch roads cover a large

portion in total rural road network, which are highly vulnerable and inaccessible particularly during the rainy season. Given the wide diversity in physical structure of the country, the need for greater surfaced road connectivity is particularly important in the hilly terrains and low lying areas.

Power

Electricity has become a necessity for every household. The governments at the Centre and States have been trying to push various reforms in power sector in order to provide Electricity to people at affordable prices. However, the aim to provide "Power to all by 2012" has not been fulfilled. According to the Central Electricity Authority, Government of India, a total of 5,56,633 villages have been electrified, which stands at 87 percent of total villages in the country at present. However, even within the electrified villages, many households are not connected with electricity. The Census 2011 indicates that 45 percent of the rural households are not connected with electricity and depend on kerosene and other means for lighting. In terms of the per capita power consumption level, India continues to be among the low performing countries in the world. India's annual per capita electricity consumption stands at 670 kwh compared to China's 3310 kwh and USA's 13,230 kwh in 2011. The Central Government has launched a few policies like provisioning of 1 kwh of free power per day to the BPL fami-

lies. The hybrid electricity provisioning through off-grid connectivity and power supply from cogeneration, solar and micro-hydro projects have been some of the programmes implemented by the Central Government to bring the remote villages under the coverage of power supply.

Housing

The housing conditions in rural India have not improved much. According to Census 2011, as much as 20.7 percent of the total 206 million (or 20.6 crore) occupied rural houses are with thatched roofs. These houses are not safe for living, highly vulnerable to rain-fall, wind blow, fire and many other accidents. Some of the government interventions, such as, Indira Awas Yojana (IAY), operation of corpus funds like Rural Infrastructure Development Fund (RIDF) by the National Bank for Agriculture and Rural Development (NABARD) and Rural Housing Fund by the National Housing Bank, aim at promoting rural housing in the country. However, a lot more needs to be done to provide better housing facilities to the rural population.

Education

The 8th All India School Education Survey (AISE) report shows that there are 6.75 lakh primary schools functioning in rural areas in the country. It presents a picture that on an average every village in India has a primary school. The survey reports that there are 3.04

Continued on page 48

Career in Marketing Research

Dr. Sarmistha Sarma

The profiles of a marketing research analyst does not arise as a direct career option. The job of a marketing research analyst takes shape eventually. But if we ask a marketing research analyst about the nature of his/her job, the inevitable answer is that it is one of the most vibrant and exiting career. Marketing research is a team job done by a group of people. The growth of companies in India and the need for a foolproof marketing plan, there is increased dependence on data generated by marketing researchers. Most of the marketing research activities are carried out by specialized companies. There is limitless opportunity in this industry which is increasing everyday. There is exploration and revelation on a regular basis and there lies the novelty of the profession.

Qualification required and where to study

In order to be a marketing research analyst a bachelor's degree is the minimum requirement. A ready learner

with a good analytical skill is a must for the job. Students from courses like sociology, anthropology, economics, psychology and political science can be absorbed in the job of a marketing research analyst.

There are many regular courses and courses under distance learning which can help to provide the necessary skills for a marketing research analyst. Some of the premier institutions offering courses in marketing research are Indian Institute of Management Ahmedabad, Bangalore, Kolkata, Lucknow etc. S.P Jain Institute of Management and Research, Jamnalal Bajaj Institute of Management, Narsee Monjee Institute of Management, Indian Institute of Foreign Trade to name a few.

Marketing Research is a core subject available in the curriculum of all the B-Schools. Under the distance learning mode there are many popular courses available. Globally some of the popular ones are - BPR Learning Media,

Research Academy in Central London, GFK and IPSOS also impart diploma in their in house training programme.

Opportunities

The various positions which are generally available in a typical marketing research agency are as under:-

- a. Research Director: This is the senior most position in a marketing research organization. He is the overall head responsible for design and accurate delivery of a marketing research project.
- b. Research Manager: He reports to the research director and actively supports him in timely and accurately delivering marketing research projects.
- c. Research Executive: He is a part of the team developing and directing a project. He also works with research analyst and research manager in designing and data collection.
- d. Research Analyst: He is one who looks after data analysis and report presentation.

Remuneration

The salary structure in a marketing research organization ranges variously. The field survey workers start with a salary of Rs 6,500 to Rs 7,500 per month while the salary for senior managers ranges anywhere between Rs. 9.5 lac and Rs. 15 lac per annum.

Scope of the Industry

Marketing Research Industry in India is growing steadily. Marketing Research outsourcing is fast emerging as the popular outsourcing revenue generator. The total size of the Indian market for MRO is believed to be around \$2bn. The global research industry is showing an overall growth trend. This sure is going to have repercussions in the Indian Industry which is expected to get 10-15% of marketing research projects outsourced from other parts of the globe.

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Rural Infrastructure ... Continued from page 1

lakh upper primary, 82.8 thousand secondary and 36.9 thousand higher secondary schools along with 1.18 thousands degree colleges in the rural belt of India. However, average teacher availability in the schools is quite low. For example, in the primary schools this is just 2.2 teachers per school. Even in terms of the number of classrooms, availability of safe drinking water facilities, toilet facilities etc. the school infrastructure in rural India needs a lot more improvement. Therefore, governments at various levels need to be pro-active to develop and maintain the infrastructure for education in rural areas.

Health

Health infrastructure in rural India is still quite inadequate. As on March 2011, the total of 6.4 lakh villages in the country were covered with only 23,887 Primary Health Centres (PHCs) and 1,48,124 Sub-Centres. This shows that, on an average, 4.3 villages have one sub-centre and only one PHC exists for as many as 27 villages. Added to this, many health centres are also run without doctors (or absentee doctors) and in some cases treatment is done by unskilled healthcare workers. Absence of connectivity to the villages and inadequate number of health centres and skilled health workers still endangers the life of rural population in the country.

Drinking Water and Sanitation

Provisioning of safe drinking water to every household should be one of the basic policy priorities. However, the Census 2011 reports a mere

30 percent of rural area being covered with tapped water supply. Households in the remaining rural areas in the country depend on other means like hand pumps, bore well and fetching water from nearby rivers and canals etc. The poor sanitation facilities in the rural belt have been an equally challenging issue for the government. The Census 2011 report reveals that 69.3 percent of rural households in the country still resort to open defecation. The Union Ministry of Drinking Water and Sanitation also reports that many Primary Schools and Anganwadi Centres in the rural areas do not yet have toilets. Hence, provisioning of safe drinking water and sanitation facilities in rural areas need to be a top priority for the government now.

We need to remember that rural economy still plays a significant role in India's overall economy. The rural sector has a very high potential in terms of labour and natural resources, which are the basic inputs in production process. However, among other factors, lack of adequate infrastructure has been driving the rural labour into poverty and deprivation. Provisioning of basic infrastructure facilities would help in tapping the vast resources in the rural areas in India. Therefore, the gaps in rural infrastructure need to be addressed properly so as to achieve redistributive growth and alleviate poverty in the country.

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756 (I) TPT PI ASC (Civ GT) Fort St George, Chennai-600009

Recruitment for the Post of Safaiwala

1. Government of India, Ministry of Defence, 756 Independent Transport Platoon Army Service Corps (Civil GT) Fort Saint George, Chennai-600009 invites applications for the post of Safaiwala in the Pay Scale of Rs.5200-20200/- + Grade Pay Rs.1800/- plus allowances as admissible to Central Government Employees from Indian National eligible candidates. Number of vacancies and Essential Qualification for the above post are as under:-

- (a) **Number of vacancies** - 01 (General/Unreserved)
- (b) **Essential Qualification** :-
 - (i) Matriculation or equivalent and
 - (ii) Must have knowledge of trade work
- 2. **General Instructions** :-
 - (a) **Age** : Minimum 18 years & Maximum 25 years for General candidates, relaxation for OBC candidates - 03 years, for SC/ST candidates - 05 years as on 30 Nov 2013.
 - (b) Screening process to be followed such as applicability of written/practical test/oral interview as applicable to the post
 - (c) Applications completed in all respect along with attested copies of necessary certificates/documents to be submitted to **THE OFFICER COMMANDING, 756 (I) TPT PI ASC (Civil GT), FORT SAINT GEORGE, CHENNAI-600009** on or before **30 Nov 2013**.
 - (d) Candidates must paste the latest passport size photograph on the top and right side of the Application Form. Applications received after the due date, incomplete and essential certificates not found attached shall be rejected. Application to be forwarded in A4 size paper with following Bio-data:-
 - (i) Post applied for
 - (ii) Name in full (Block letters)
 - (iii) Father's Name
 - (iv) Permanent & Correspondence address with pin code
 - (v) Date of Birth/Age as on closing date
 - (vi) Caste (General/SC/ST/OBC) (attach certificate as applicable)
 - (vii) Educational Qualification (attach certificate as applicable)
 - (viii) Additional qualification/ Experience (Photocopy of proof certificate)

- (ix) Physically Handicapped details (if applicable)
 - (x) Whether registered with any Employment Exchange, if yes, Registration No. and name of the Employment Exchange
 - (e) Applicants are advised to send two self-addressed envelope duly pasted Rs. 22/- postage stamp.
 - (f) Call letters will be sent to the candidates in whom respect application found correct after screening of the same for written/practical test.
 - (g) Candidates belonging to OBC category should enclose a certificate Specifically containing a clause that the candidate does not belong to creamy layer section excluded from the benefits of reservation for Other Backward Classes in Civil post & services under Government of India. The caste certificate so enclosed should not be more than one year old.
 - (h) The Establishment/unit Administration will not be responsible for any postal delay.
 - (j) No correspondence in this regard shall be entertained.
- 3. Note:-**
- (a) The number of vacancies notified are subject to change without any further notice.
 - (b) Please note the incomplete application without affixing photograph or without enclosing attested copies of educational qualification certificate/showing date of birth, caste certificate or if applicants is found overage on last date of receipt of application as indicated above will be rejected and candidate will not be entertained for written/practical test/ interview.
 - (c) Candidates must ensure that no column is left blank or wrong filled. Applications not filled correctly are liable to be rejected and the onus of such rejection would be on the candidate himself The Establishments/ Unit Administrations will not entertain any claim after such rejection.
 - (d) Candidates who apply against ST category shall attach and produce Scheduled Tribes certificate duly signed by appropriate authority.
 - (e) No application will be accepted in person or through any representative. The application must be posted to the addressee under registered cover.
 - (f) No TA/DA for test/interview will be paid. Candidates will make their own boarding/lodging arrangement for test/interview.
 - (g) Establishment/Unit Administration will not be responsible to pay any damages in case of injury to candidate during test where applicable.
- davp 10602/11/0085/1314** **EN 33/17**

LOAN TO NGOS FOR THEIR CAPACITY EXPANSION

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- NGO should be working in the area of disability.
- The capacity expansion on behalf of group of PwDs.
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National Handicapped Finance and Development Corporation

(Dept. of Disability Affairs, Ministry of Social Justice & Empowerment, Govt. of India)

Red Cross Bhawan, Sector-12, Faridabad-121007

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NEWS DIGEST

- *The ISRO's prestigious maiden interplanetary mission to Mars, Mars Orbiter Mission, got off to a flying start on 5th of November 2013 from the Satish Dhawan Space Centre at Sriharikota at 2.38 pm. The launch vehicle - PSLV-C25 successfully injected the Spacecraft into an elliptical parking orbit around earth. On 7th November, the first of the six orbit- raisings to generate velocity to ultimately catapult Mangalyaan from Earth orbit towards Mars on December 1 was successfully carried out by ISRO.*
- *Information and Broadcasting Ministry has instituted New Centenary Award to honour personalities for contribution to Indian Cinema. The Centenary award would be given every year to an outstanding Indian film personality "A Film Icon" for his/her contribution to Indian Cinema at IFFI. The award is the second in the series instituted by the Government to commemorate the centenary celebrations. (details in web-exclusive).*
- *The Election Commission has said that the "None of the Above" (NOTA) option approved for the Assembly Elections would be printed in pink colour and in white for the Parliamentary election.*
- *National Identification Authority of India Bill, 2013 is proposed to be introduced in the winter session of Parliament. The Bill proposes to constitute a statutory authority to be called the National Identification Authority of India and lay down the powers and functions of the Authority, the framework for issuing Aadhaar numbers, defines offences and penalties and matters incidental thereto through an Act of Parliament.*
- *Recurve archers earned India a gold in the mixed team and a bronze in the women's individual event of the 18th Asian archery championship which concluded in Chinese Taipei.*
- *Khushwant Singh was feted with lifetime achievement award. Jury members of the Tata Literature Live, The Mumbai Litfest visited Sujan Singh Park apartment to present him with a lifetime achievement award. He has been felicitated for his contribution to the field of literature. Earlier recipients of this award include Mahasweta Devi and V. S. Naipaul.*