

VALUE 360 COMMUNICATIONS NEWS WATCH

New Indian Express

Date: 29/06/2009
Edition: Bangalore

Language: English
Page: 02



In times of recession, social networking sites like Facebook, Orkut, Areapal and so on are orienting themselves towards the job market. Social media has been evolving and the industry is experiencing a shift in HR techniques, from traditional to interactive.

to surf the Net than to scan the job avenues section of the media. "Such sites give us a chance to network with people from personal and professional spheres and they help in building contacts and getting us the right job," said Gupta. Sites like Facebook, Orkut and Areapal connect people on a social vertical. "It's extremely important for professionals to A NKIT Gupta, a software engineer got a job through a friend on a social networking site. He represents an emerging breed of job seekers who finds it worthwhile expand their network. Right connection with right kind of people helps them in their professional life. A perfect profile on a networking site provides the opportunity to get the recognition by people concerned -Corporate, HR Managers, HR Consultants or friends - who can refer your name. Also, your professional friends on the networking site post openings in their respective organisation on a regular basis. That's why the role of networking sites has become extremely important," said Yogesh Bansal, Founder-CEO, ApnaCircle.com. The fact that candidates can look for various options and narrow down their interests is another factor. Moreover, companies have cut down on their advertisements and started searching for talent on these sites. Through professional networking sites, one can build a network and add references and recommendations to the CV. "Over the last six months, there has been a 10-15 per cent increase in job seekers posting their CVs on SNS. However, India hasn't yet opened up to SNS as a means of job recruitment. Yet, 40-50 jobs are posted on LinkedIn everyday, though the success rate is still to be measured," said Pradeep Chakraborty, blogger. Bharatstudent.com, bigadda.com, Indianpad.com, fropper.com and Yaari are considered among the top Indian social networking sites. Though Indian social networking sites are in their infancy, they have a role to play in recession. "We're promoting dotcom entrepreneurship by building a student community. Students from each city are grouped depending on their area of interest or locality. We provide a platform for their offline activities, which could be group discussions or issues related to the city. We're beyond a SNS and consider ourselves Insta-Networking, since our activities extend offline," explained K Kaviraj, Founder, Areapal.com. Typically, the site organises a venue, whereby students get a 10 percent discount on