

## NEWSMAKERS

### Social networking site ApnaCircle merges with Viadeo

**A**PNACIRCLE, India's only online social and career network site, has merged with Viadeo, a business and professional networking website of France. The merger, which is cashless, would enable Viadeo to enter the Indian market and ApnaCircle to get global recognition.

**Yogesh Bansal**, the founder & CEO of ApnaCircle, says, "It gives us an opportunity to expand our horizons and provide better link-ups to our users. Our aim is to target and provide a platform to both national and international communities to build and bond in terms of career



networking."

Social networking sites are usually about building contacts, finding jobs and harnessing best opportunities for success and growth. Users bank upon this exposure and opportunity to get a chance to learn and gain through the process of career and personal networking. "In today's scenario there is a need for professionals entering into the industry or wanting to switch jobs to build business contacts rather than just uploading CVs on websites," says Bansal.

A nautical engineer turned entrepreneur, Bansal did his maritime training on TS Rajendra and sailed for a few years before moving to the US for pursuing MBA from University of North Carolina. He also worked with McKesson, a healthcare and IT solutions firm in the US.