

Focus on career

Another networking site? **ApnaCircle** says it's different.

PAROMITA PAIN

You must be sick of the word social networking now, what with constant talk of the action in the space. So, what's new that's happening here, you might ask.

But Apna Circle (<http://www.apnacircle.com/>) says it is different. Unlike other networking sites, ApnaCircle says it focuses more on career aspects.

"Most networking sites either focus on the social aspect or the professional aspect. We are trying to provide a healthy mix of both. Most professional sites only provide serious information. We try to incorporate the fun element as well. Some applications on the site make the users' experience very local, such as SMS, and job searches



Yogesh Bansal

which are fun and useful," says Yogesh Bansal, Founder & CEO, ApnaCircle.com.

The idea struck in 2006, when he moved from the US to India and realised that for Indian youth, career and friends were equally important. "At that point there was no such platform that would have catered to both aspects," he says.

The site is a neat, uncluttered one. It loads easily. Navigation is easy.

The registration form might seem rather detailed but filling in the correct information is important. You never know when the recruiter of your dream job comes knocking.

Your privacy is not comprised. The site is full of features that let you decide who can see your profile.

The concept of recommendations is an



Land the job you want. REUTERS

interesting one. You can recommend suitable profiles for jobs or you can get recommended in turn.

For the philanthropic-minded the site has a section called "Causes" which is about local, regional, national and international issues and problems with global implications.

Like any other start-up, ApnaCircle also faced many bottlenecks. "Hiring the right

kind of talent, funds, creation of the right team, were issues we have managed to sort over time," says Bansal.

"This is an informative site, especially for the passive job seeker." You don't have to do much searching.

Recruiters looking for profiles should find yours. Apart from this, one can also network with potential employers and professional acquaintances, says Bansal.

Feedback is important. As Bansal says, "Users do share their feedback – both positive and negative. Accordingly we have been trying to improve our services. This has helped us create a site that is user friendly and user oriented. We are still working on revamping the site and you will have a very new site in six months."

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