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DEGREE COURSES WITH PLACEMENT**  
Academic Year 2006-07

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Airlines, Tourism & Hospitality Management**  
Eligibility: +2 and above (any stream) Duration: 3 years

**Master's Degree in  
Airlines, Tourism & Hospitality Management**  
Eligibility: Graduation (in any discipline) Duration: 2 years

**Master's Degree in  
Service Industry Management**  
Eligibility: Graduation (in any discipline) Duration: 2 years

### SHORT TERM COURSES

**Air Hostess - Flight Steward/City Office/  
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Duration : 6 Months



**ITFT  
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**OUR MISSION**  
PUNJAB TECHNICAL UNIVERSITY Education for Employment & Entrepreneurship IATA AUTHORISED TRAINING CENTRE

## Welcome to Service Industry

The focus today has moved towards Service Industry after a long journey through agriculture and manufacturing Industry.

Service Industry is the "People's Industry". This industry majorly deals with products which are intangible, things which can only be experienced. The entire service industry is being segregated in various segments.

### The Platter Of Job Opportunities

#### Airline Services

Cabin Crew	Airport Ground Staff
Airlines City Office Staff	Commercial Pilot and Technical Crew

#### Travel & Tourism Services

Travel Agency	Tour Operations
Tour Excursions	Tourist Guides & Interpreters

#### Hospitality Services

Hotels & Restaurants, Resorts	Tourist Complexes
Catering Outside/Corporate/Events	Home Delivery

#### ITES & BPOs

Call Centers	Customer Service
Technical Support	Human Resource (Pay Roll Processing employee records Maintenance)
Finance & Accounting	Transaction Processing
Engineering	Design
Remote Education	Market Research & Data Search
Network Consultancy	

#### Telecommunications & Communications

Mobile Phone Services	Telephone Services
Radio & TV Broadcasting	Postal & Courier Services

#### Banking/ Finance/ Insurance

Banks	Financial Institutions
Insurance Services	Foreign Exchange

**Media & Advertising**

Newspapers	Magazines
Satellite Channels	Radio (FM)
Advertising-Outdoor, Print, Electronics	Public Relations
Online Media (online services for both print & electronic media)	

**Entertainment & Leisure Services**

Theme Parks	Motion Pictures
Video Parlours	Discotheques
Clubs / Health Resorts / Event Venues	Bowling Alleys
Pool Parlours	

**Transportation Services**

Railway, Airlines	Cruise Lines
Local Passenger Transportation	Water Transportation
Helicopter Services	Car Rentals
Private Aircraft Services	

**Retail Business**

Retail Chains	Showrooms
Eating Joints	Multiplexes

**Event Services**

Conferences & Conventions	Exhibitions
Expositions	Trade Fairs
BTL Solutions	Retail & Experiential
Marketing	Road Shows
Contests	Incentive Travels
Brand Promotion events	Product Launches
Seminars	Live Shows
Concerts & Award Ceremonies	Carnivals
Theme Parties	Wedding Management
Beauty Pageant & Fashion Shows Sports, Tournaments, Championships, Matches, Rallies etc	

**Marketing Related Services**

Marketing Consultancy	Tele-Marketing
New Product Development	Sales Promotions
Market Research	

**Business & Professional Services**

Records Management	Management Consultancy
Meeting Facilities	Office Management
Secretarial	

**Fitness, Health & Beauty Care**

Hospitals	Nursing Homes
Medical Establishments	Spas
Sauna Centers	Gym
Beauty Parlours	Dental Beauty Centers
Herbal Massage & Treatment Centers	

**HR, Consultancy, Education & Research**

Head Hunting / Placement Services	Education / Training Service
Consultancy Services	Counseling Services
Research & Development	
Related Services	

**Computer Services**

Consultancy Services related to	
Installation of Computer Hardware	
Software Implementation Services	Data Processing Services
Website Design & Hosting Services	Database Services

**Real Estate Services**

Renting	Investment Consultants
Building & Real Estate Management	Property Consultants

**Construction Services**

General Construction Work	Installation & Assembly Work
Building Completion & Finishing Work	

**Distribution Services**

Commission Agent's Services	Wholesale Trader Services
Retailing Services	Franchising

**Others**

Interior Designing	Fashion Designing
Florists	Translation Services
Photography Services	Coloured Photo Lab Services
Packaging Services	Printing & Publishing Services
Social Services	Old Age Homes
Architectural Services	Dry Cleaning Services

Taxation Services                      Engineering Services  
 Investigation & Security Services      Medical & Dental Services  
 Legal Services  
 Utility Services (Electricity, Gas Water, Appliance Repair)  
 Accounting, Auditing & Book-keeping Services  
*and many more...*

**CHAPTER - 2**

**Do you know yourself enough: Self Assessment  
 SWOT Analysis**

This is the initial step to have an honest introspection of what you 'have' and what you 'need' to improve in 'which' particular manner. Take a piece of paper and a pencil, jot down the following in four separate columns:

Your Strength:	Your Weakness:	Opportunities in your Career Field:	Threats in your Career Field:
Internal positive aspects that are under control and upon which you may capitalize in planning	Internal negative aspects that are under your control and that you may plan to improve.	Positive external conditions that you do not control but of which you can plan to take advantage	Negative external conditions that you do not control but the effect of which you may be able to lessen

**Attitude Matters a Lot**

*"Your THOUGHTS, becomes your WORDS  
 Your WORDS becomes your ACTION  
 Your ACTION becomes your HABIT  
 Your HABIT becomes your CHARACTER"*

...so...watch-out and make sure that you think POSITIVE and have a POSITIVE ATTITUDE, because that will be finally your CHARACTER.

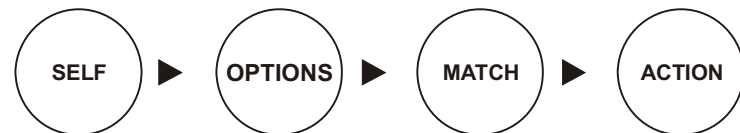
**Capsule Tips for POSTIVE ATTITUDE**

- Optimism
- An Attitude for Gratitude
- Ready to learn new things in Life
- Avoiding Negative People & thoughts
- Live everyday as a Miracle
- Good Habits
- Self Esteem

**CHAPTER - 3**

**Career Planning: Where to go ?**

**Career Planning is a Four Step Process:**



**Self:** Having an introspection about yourself and looking for you Strength, weakness. Hone your skills to make yourself more and more 'employable'

**Option:** Surf for the opportunities existing in the Job Market

**Match:** Match your skills with the existing opportunities in Job Market

**Action:** Take action, check out on your networking, fix-up interview appointments, meet people in HR departments, leave a mark on the potential employer ...WIN!! A job.

**Getting information about you, yourself.**

- ♦ **Values:** the things that are important to you, like achievement, status, and autonomy
- ♦ **Interests:** what you enjoy doing, i.e. playing golf, taking long walks, hanging out with friends
- ♦ **Personality:** a person's individual traits, motivational drives, needs, and attitudes
- ♦ **Skills:** the activities you are good at, such as writing, computer programming, teaching

**DISCOVER YOUR SKILLS**

Basic Skills	
Reading-Writing	Basic Mathematic
Speaking	Listening

## **Are you looking for a JOB?**

Yes!... Then lets first understand, what exactly are you looking in a Job? Is that:

1. Growth Opportunity
2. Job Security
3. Salary
4. Company Reputation
5. Other factors like location, work culture etc

According to the recent survey done by ITFT - Chandigarh Research Cell, Job Security and growth opportunities clubbed with handsome salary is the dream of an ideal job for the youth of today.

### **How to search for jobs**

A good job doesn't fall in your lap like that; you need to 'hunt' for it. The art of researching will make or break your career. As getting information about companies and openings is not very easy, but now with the facility of web and various publications coming out with weekly subscription on job openings in various organizations, the job searching has got a new dimension altogether.

**Step One- The Right Time:** You can research about the types of job openings available and zero down on your area of interests. Whenever you are going for a Job interview, researching also gives you enough information about the company and the work culture, which is quite useful for you during interview Q & A session.

**Step Two- The Right Material:** In this, there are two sets of Information: Type of Job/Position and the Overview of the organization. The first one deals with employment issues, and includes such things as career paths and advancement opportunities, benefits, diversity initiatives, and other human resources functions, whereas, the second one deals with the general information about the company, products and services, history and corporate culture, organizational mission and goals, key financial statistics, organizational structure (divisions, subsidiaries, etc.), and locations (main and branch). This will give you sufficient understanding about the organization as a whole.

### **Thinking Skills**

Creative Thinking	Problem-Solving Skills
Decision Making Skills	Visualization
People Skills	Social
Negotiation_Leadership	Teamwork
Cultural Diversity	

### **Personal Qualities**

Self-Esteem	Self-Management
Responsibility	

### **Visual Intelligence**

the ability to picture things in your mind  
**Career options** - navigators, sculptors, visual artists, inventors, architects, fashion/interior designers, photographers, engineers

### **Verbal Intelligence**

the ability to use words & language  
**Career options** - journalist, writer, teacher, lawyer, politician, translator

### **Logical Intelligence**

the ability to use reason, logic and numbers  
**Career options** - scientists, engineers, computer programmers, researchers, accountants, mathematicians, doctors

### **Kinesthetic Intelligence**

the ability to control body movements & handle objects skillfully  
**Career options** - athletes, physical education teachers, dancers, actors, defense services, adventure tour operators, models, chefs, beauticians, crafts people, surgeons

### **Rhythmic Intelligence**

the ability to produce and appreciate music  
**Career options** - musician, disc jockey, singer, composer

### **Interpersonal Intelligence**

the ability to relate to and understand others  
**Career options** - counselling, sales & marketing, customer service, PR, event management, business management, media

### **Intrapersonal Intelligence**

the ability to self reflect and be aware of one's inner state of being  
**Career options** - researchers, theorists, philosophers

You may also research the industry's key competitors, and countries where the company has its offices.

**Step Three- Starting Points: Your Savvy Selection:** Every industry or business field has publication or websites dedicated to latest news, upcoming events etc. You should try and research the leaders in the industry, the "best" listings, best companies for women, best private companies, best employee-owned companies, etc.

**Step Four: The Right Place and Way:** Now the question comes, where to get these information from?

One of the most popular search engines is [www.google.com](http://www.google.com), Lets see how can we research about a specific organization.

Keywords: Play vital role in Researching on web. Besides this, there are certain combinations and permutations you can try. For eg: if you want to search Airline companies in India, open the search engine, and type the keyword in the search box in inverted commas "Airlines". If you are searching for airlines 'IN' India, then put the plus mark "+". With this command, you will get search results of all airlines in India. eg is stated below:



Similarly, if you are looking for airlines everywhere else except India, then put the minus "-" mark. By this you will get result of Airlines excluding India. Putting the keyword in phrases " " will make your search filtered and you will avoid getting irrelevant results in 1000s.

## CHAPTER - 5

### What makes you 'wanted' in Job market ?

We all know that this is a world and era for "Survival of the fittest". Today, in the corporate world, the "Perform or Perish" formula works. We need to expand our knowledge in order to match the industry expectations. Here, Winning a job is like Winning a Corporate Olympiad. We need to innovate ourselves to succeed.

Today is the time of the entrepreneur, the creative genius and the adventurer. It does not recognise the big and small; it asks for excellence so, let's see, what exactly it takes to come to the Industry expectations in terms of winning a Job.

#### Table: What makes you "Wanted" in Job Market ?

According to our recent job market study report, followings are the skills which are being sorted after by the employees in a candidate:

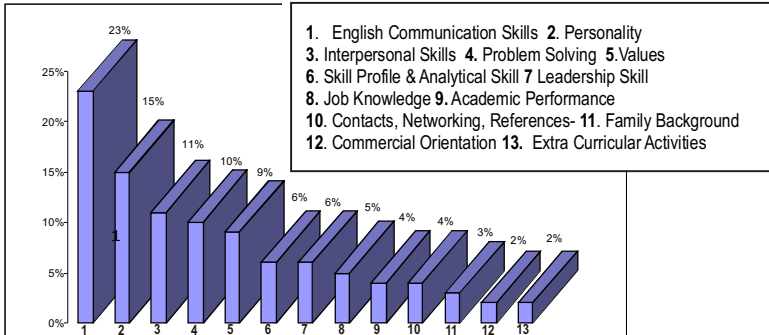
Positive attitude	Mobility
Pleasing Personality	Communication Skills
Flexible & Willing to	Persistence
Improvise	Logical Thinking
Creative temperament	Planning & Organising
Outgoing	Networking
Extrovert	Listening
Energetic	Assertiveness
Enthusiastic	Self-Confidence
Dynamic	Self-Motivation
Go-getter	Building Relationship
Good Sense of Humour	Service Orientation
Smart	Problem Solving
Desire to work hard & excel,	Responsibility
Devoid of inhibitions,	Thought Process
Willing to work in shifts	Social Ability
Ready to relocate	

So, just look within and analyze what you already have and what skills you need to hone to be a WINNER in the Job Market.

#### Do you have enough Employability Skill?

Employability skills are the skills which you learn with time and are in demand in the job market. The skills which enhance chances of your getting employed. These are namely: reading and writing skills, Problem solving, Adaptability, Team work, Decision making etc.

**What employer is looking in you:  
Corporate Give Weightage to:**



(Source: ITFT-Chandigarh Research Cell)

**Your Personal Characteristics or the Assets**

These are the characteristics, which are inherent in you. Anything from strong work ethics to self-discipline to ability to work under pressure from creativity to optimism to a high level of energy or may be more.

**What are Transferable or Soft Skills?**

The skills you acquire during any activity in your life - not just your studies - that can be applied in other situations i.e. they are transferable! They are also known as 'Soft Skills'. You can acquire these skills through all sorts of activities: employment, projects, volunteer work, hobbies, sports or virtually anything.

Generally speaking, organizations look in for the following general skills in a employee:

- ♦ intellectual skills
- ♦ communication skills
- ♦ organisational skills
- ♦ inter-personal skills

Some other transferable skills will include :

- ♦ research skills
- ♦ numerical skills
- ♦ computer literacy
- ♦ foreign languages

Here are some more examples of transferable skills:

**Communication**

- ♦ Speaking effectively
- ♦ Listening attentively
- ♦ Facilitating group discussion
- ♦ Negotiating
- ♦ Perceiving non-verbal messages
- ♦ Describing feelings
- ♦ Editing
- ♦ Writing concisely
- ♦ Expressing ideas
- ♦ Providing appropriate feedback
- ♦ Persuading
- ♦ Reporting information
- ♦ Interviewing

**Research and Planning**

- ♦ Forecasting & predicting
- ♦ Identifying problems
- ♦ Identifying resources
- ♦ Solving problems
- ♦ Extracting important Information
- ♦ Developing evaluation strategies
- ♦ Creating ideas
- ♦ Imagining alternatives
- ♦ Gathering information
- ♦ Setting goals
- ♦ Defining needs
- ♦ Analyzing

**Human Relations**

- ♦ Developing rapport
- ♦ Listening
- ♦ Providing support for others
- ♦ Sharing credit
- ♦ Cooperating
- ♦ Representing others
- ♦ Asserting
- ♦ Being Sensitive
- ♦ Conveying feelings
- ♦ Motivating
- ♦ Counseling
- ♦ Delegating with respect
- ♦ Perceiving feelings & situations

**Organization, Management and Leadership**

- ♦ Initiating new ideas
- ♦ Coordinating tasks
- ♦ Delegating responsibility
- ♦ Coaching
- ♦ Promoting change
- ♦ Decision making with others
- ♦ Handling details
- ♦ Managing groups
- ♦ Teaching
- ♦ Counseling
- ♦ Selling ideas or products
- ♦ Managing conflict

**Work Survival**

- ♦ Implementing decisions
- ♦ Enforcing policies
- ♦ Managing time
- ♦ Meeting goals
- ♦ Accepting responsibility
- ♦ Organizing
- ♦ Cooperating
- ♦ Being punctual
- ♦ Attending to detail
- ♦ Enlisting help
- ♦ Setting and meeting deadlines
- ♦ Making decisions

**Make maximum use of transferable skills while expressing your quality in interview as well as in your resume.**

## **CHAPTER - 6**

# **Resume Writing**

### **Contact Details**

- ◆ Full Name (no nick names please!)
- ◆ Correspondence Address  
Telephone (with STD code)
- ◆ Permanent Address:  
Telephone (with STD code)
- ◆ Cellular No (if any)
- ◆ E-mail:

**Objective :** Your career objective is reflection of your enthusiasm and commitment towards your profession. Objectives should be altered for every new job. It should be a translation of the Job requirement. Your objective should be with a flexible approach.

**Work Experience:** Should be updated and in descending order i.e. first latest and then followed by rest. For eg. 2000, then 1999, then 1998 etc. Mention following under work Experience. Designation- Responsibilities. Duration/tenure Milestone (if any)

**Educational Qualification:** Again in descending order, M e n t i o n the following: Degree: Institution-Year- Major Subjects-Division

**Transferable / Soft Skills:** (refer to Chapter What makes you 'wanted' in the Job Market - Sub-Tittle: What are Transferable or Soft Skills? )

**Computer / IT Skills:** Knowledge of both software as well as hardware. Maintenance skills will be an added advantage for you. Mention about your knowledge of internet and typing speed. (only if it is more than 30wpm)

**Training & Assignments:** Achievements / Awards & Recognitions; Achievements which project you as a winner. This could be anything from debate competition to sports to cultural etc. Being House Captain, Head Girl/Boy, Captain of your team conveys that you have leadership quality and you are a person who can be comfortably

working in a TEAM.

**Assets :** Your personal qualities that make you a better and efficient human being and a Successful Professional.

**Languages Known :** English, of course, Hindi and any other Regional or Foreign Language.

**Volunteer Services :** If you have given your services for a social cause, do mention it. It conveys you are a peoples' person and think about others also.

**Interest / Hobbies :** Mention hobbies that make you a better human being e.g. a person taking interest in gardening conveys he/she is compassionate. Do not mention hobbies like Bird watching , chatting, watching TV or gossiping.

**Personal Details :** Date of Birth-Gender-Nationality (only if applying to an international organization), Father's Name(Optional)- Occupation- Mother's Name (Optional) O c c u p a t i o n - Passport and Driving License details.

*For positions where physical Status plays vital role*

**PHYSICAL STATUS:** Height-Weight-Eye-Sight-Complexion-Colour of Eye-Colour of Hair .

**Date**

**Signature**

## **CHAPTER - 7**

### **Making that "First" Impression**

#### **Personal Grooming and Hygiene: How important for Interviews**

Good grooming starts before you put on your clothing. Here are some tips for you:

- ♦ Be Neat. Your appearance is important. A conservative, modest suit is a good choice of what to wear.
- ♦ Taking care of your hair, skin, face, hands and your total body.
- ♦ This shall boost your morale and help increase your self-esteem leading to confidence- the most important asset to face an interview.

#### **Hygiene and Skin Care:**

##### **For both - Ladies & Gentlemen:**

- ♦ Bathe or shower daily. Rinse or wash your face at least twice a day.
- ♦ Brush and floss daily. Use mouthwash or rinse with diluted baking soda if mouthwash is not available.
- ♦ Drink plenty of water to keep your insides clean. This will also help to keep your skin fresh on the outside.
- ♦ Wear very little or no perfume / deodorant.

**Hands and Nails :** Your hands talk for you! They should be clean and smooth. Keep a small bottle of lotion to keep your hands moisturized.

##### **For Ladies only:**

Remove underarm and leg hair regularly. Also, remove any facial hairs as they appear. A depilatory or a bleaching cream may be needed if you have heavy facial growth.

**A word about tattoos :** Tattoo should NOT be visible at all.

#### **Dress to Succeed: Dressing Sense for Interview**

Dress your best for all your interviews, regardless of the dress code of

the organization:

1. Wear a plain coloured conservative suit with a coordinated shirt (for gentlemen) or blouse (for Ladies).
2. Wear moderate shoes.
3. Make sure your hair is well groomed and neat.
4. Don't overdo the perfume, makeup (for ladies) or aftershave (for gentlemen).
5. Limit your jewellery.
6. Make sure to try on your outfit BEFORE the day of the interview.
7. Bring a portfolio, or briefcase, pad and pen.

#### **Tips:**

1. Your clothes are your image, check the mirror and see what others see.
2. It is better to be overdressed than underdressed.
3. If it's too tight or too loose - don't wear it!

#### **Feeling Good about you:**

With care and attention toward your personal grooming and hygiene, you can be the center of attraction during your interview. The point to remember is that You should be the center of attraction and not your clothes. For this, be conscious of your overall appearance. You MUST determine whether your appearance is suitable for you and appropriate for getting the job that you want or not.

#### **The Right Type of Clothing to fit your Qualities and Values:**

- ♦ First 15 seconds are your golden opportunity to make an impression on people.
- ♦ That's why what you wear to a job interview is important: paying attention to every little detail - from head to toe - is important.
- ♦ Potential employers size you up based on how you look and how you carry yourself.

This chapter gives some tips on how to look your best, without necessarily spending a lot of money. Here's a quick look at the basics:

Women	Men
Plain colour, Conservative suit Coordinated blouse Moderate shoes Limited jewellery Neat, professional hairstyle Tan or light hosiery Sparse make-up & perfume Manicured nails Portfolio or briefcase Purse with make-up essentials for retouching and hygiene products. Mouth freshener	Plain colour, conservative suit White / light coloured long sleeve shirt Conservative tie, belt Dark socks, professional shoes Very limited jewellery Shaving is MUST Neat & professional hairstyle Go easy on the aftershave Neatly trimmed nails Portfolio or briefcase, Wallet, mouth freshener and hygiene products

*It is easier to dress appealingly when we know what looks best on our bodies.*

**Colour Choices :** Grey or navy : An excellent colour especially for conservative organizations. Blue: A favoured colour especially if being interviewed by a male. Black : Can be perceived as being "too strong" for an interview. If black is worn, soften the colour by using white or pastel accents.

**Accent colours:** White, cream, light grey or blue Good neutral colours for blouse or shirt. Yellow: Gives impression of a productive and creative person. Red : A powerful colour for small accents such as a scarf. Orange: A good accent colour encourages conversation.

## Dressing Up for Interviews:

Formal Business:	Informal Business:
A clean, ironed suit is the best way to go. If this is not available, a suit jacket with coordinated trousers to match is the second choice. Tie with white, blue, beige or other light coloured shirts that compliment the suit. Dress in shoes either black or brown only. Dark socks.	A sport coat with coordinated trousers is the first choice. If this is not available, trouser with shirt and tie is the next choice.
<b>Suitable for what positions?</b>	
<ul style="list-style-type: none"> <li>◆ Retail sales</li> <li>◆ Teacher</li> <li>◆ Office clerk</li> <li>◆ Physical therapist</li> <li>◆ Artist</li> </ul>	<ul style="list-style-type: none"> <li>◆ Financial manager</li> <li>◆ Medical assistant</li> <li>◆ Counselors</li> <li>◆ Security guard</li> </ul>

## Interview Dressing Do's and Don'ts

The following are general guidelines for successful interview dressing:

- ◆ Do wear clean, ironed clothes.
- ◆ Do empty pockets beware of bulging keys and tinkling change.
- ◆ Don't wear loud, bright colours such as greens, reds or purples. These colours can be used sparingly as accents or accessories.
- ◆ Don't wear jeans or t-shirts.
- ◆ Don't wear ripped jeans.
- ◆ Do wear buttoned shirts, leaving only one or two buttons open at most, not showing chest.
- ◆ Don't wear sports clothes with emblems. Avoid clothing with large designer labels.
- ◆ Do wear traditional daytime fabrics. Avoid wearing satins or leather.
- ◆ Do wear a tie if possible. Make certain that it is knotted firmly, not loosely around the shirt collar.

**Make-Up (For Ladies):** look prettier and highlight your best features:

- ♦ Match foundation to skin tone for a natural look, apply lightly. Blend into neck area so that there is no visible line.
- ♦ Smoothen the skin and eliminate facial shine, face powder can also be worn with or without foundation.
- ♦ Eye makeup applied to the natural brow line is the most attractive. If you do wear eye make up, matching or blending with your natural colour will be the most appropriate option.
- ♦ The highest part of your cheeks deserves the blush, apply softly and then blend it in.
- ♦ Wear lipstick to compliment the colour of your outfit. But do stay away from extremely dark or bright colours or bright reds and fluorescent colours.
- ♦ Do not wear highly decorated and long nails on a job interview. If you have nails professionally manicured, request a natural look that has a clean and conservative length (about 1/2 inch) and natural colour.
- ♦ Avoid wearing red nail polish, it can be sexually intimidating.
- ♦ A natural colour nail polish is preferable.

**Hair:** Conservative yet attractive style for the interview;

- ♦ Style hair so that it is away and out of your face.
- ♦ Hair colour should not be more than one or two shades darker or lighter than your natural hair colour. Unnatural colours (burgundy, green, etc.) must be avoided.
- ♦ No gels or wet looks please ! Gel looks good in evening parties and casual get-togethers but are absolute no-no's at work place.

### **Accessories Do's and Don'ts**

- ♦ Do wear clean, conservative, and polished, rather sparkling formal shoes.
- ♦ Don't wear more than two rings.
- ♦ Don't wear any body piercing paraphernalia (Specially in case of ladies; earrings, nose rings dangles, or eyebrow rings are absolute no-no's)
- ♦ Don't wear baseball caps or sunglasses.
- ♦ Don't wear athletic shoes, no matter how clean and new. They are considered inappropriate for an interview.
- ♦ Don't wear chains or necklaces, if you have to wear one, make

sure that it is not visible.

- ♦ Do wear complimentary and stylish ties. This is one piece of garment that can be eye-catching.
- ♦ Ladies! Please don't wear sandals, rather opt for shoes those are closed from the front. Ideally, your toes should not be visible in a formal dressing, so next time when you go shopping, do remember these points so that your formal wardrobe is ready for your next interview.

Your outer appearance plays a vital role in making or breaking that 'first' impression on your prospective employer. You must take time and think carefully while choosing your wardrobe, make-up kits, accessories, perfumes, deodorants etc as they are going to communicate about your attitude and approach towards life and profession.

Every minute detail is going to matter a lot, beginning from the personal hygiene to the final look in the mirror before you leave for your interview. Dressing Sense and choice of clothing, style, pattern, fabric and fall tells a lot about your choice. Reflect your refined and sophisticated personality through your selective choice. These things need not necessarily have to be expensive, but for sure, they need to be elegant with a professional touch.

Colour holds lot of importance in workplace, as discussed earlier in this chapter, it needs to be complimenting the professional set-up. You can opt for colours and shade that are in vogue, but mind it, they should not be very vibrant and loud. Last but not the least, don't forget to breath with confidence and wear your lovely SMILE!

### **Interview Body Language**

Personal image is more than just clothes. Warmth, openness and self confidence will also influence the way prospective employers judge you. Be positive with positive body language. Positive body language will give the interviewer these positive cues.

**Facial expression:** Pleasant smile. Meet the interviewer with a firm, friendly handshake. Maintain comfortable eye contact with all interviewers and body language...SMILE...SMILE...SMILE.

**Hands:** Still, relaxed, keep above or on the table or desk.

### **Have a Good Hand Shake**

Practice giving a good handshake. This is especially important for a woman. A good handshake is firm but not tight, grasping the person's whole hand. Smile and look at the person while you shake hands. Ladies may have to make the first gesture toward a handshake, because some individuals feel uncertain about shaking a woman's hand.

**Eyes:** Steady, observant frequent eye contact.

**Head:** Still, straight.

**Posture:** Straight but relaxed spine.

**Seated:** Asymmetrical, sometimes leaning in a relaxed way but straight.

**Arms:** Avoid crossing arms, this gives a closed out feeling.

### **Interview Etiquette**

**Be Punctual :** Punctuality demonstrates courtesy to the interviewer. It also reflects your professional character. If there is a valid reason for being late , call and let the interviewer know your situation. Arriving five minutes early is about right. Don't end up rushing and getting in a fluster. If you are held up with no fault of your own, ring the employer directly.

**Be Courteous & Polite:** Always be polite and friendly to everybody, especially the receptionist and secretary - they may well be consulted in the selection process.

**Pronunciation of Names.** Pronounce the interviewer's name correctly. Ask to have it repeated if you're not certain.

**Eye Contact.** Maintain eye contact when speaking to or being spoken to. Eye contact is reflective of being assertive and self-confident. This is particularly important while discussing your personal attributes, skills, interests, and abilities.

**Be assertive, but not aggressive.** When asked a general question, be prepared to take the lead and highlight specific qualifications.

**Hands.** Feel free to gesture with your hands. You may fold them on the table or in your lap. Do not use them to prop your chin. This often applies pressure to the jaw and inhibits lucid enunciation.

Never criticise past employers.

**Dress appropriately;** make sure you look the part the organisation for which you are applying.

**Relax,** try to let your confidence show.

**Don't forget your place.** Do not be overly personal with the interviewer and do not discuss issues unrelated to the job at hand. It is not necessary to compliment the interviewer's appearance, name drop or ask them personal questions about him or herself.

**Be precise and to-the-point :** Answer questions that are asked to you in a brief but concise manner and do not give unnecessary information.

**Don't put your conditions forward:** It is very unwise to express your "terms" in a first interview, that is, telling an interviewer you will not work after 5:00pm or about leaves etc. Save these discussions for final round of interview.

**Be prepared.** Eat something before you go so that a rumbling stomach does not interrupt you. Make sure you have a pen, an extra copy of your resume and quick access to updated reference information.

**Don't make jokes** (although a limited amount of humour is alright), don't talk ill of your previous employer, or tell obvious lies about your work experience, achievements, and salary.

**Don't smoke,** chew supari, tobacco or gum.

### **CHAPTER : 8**

## **White Pages for Jobs**

### **Important Website**

#### **AIRLINES**

[www.icao.int](http://www.icao.int)  
[www.airportsindia.org](http://www.airportsindia.org)  
[www.calcuttaairport.com](http://www.calcuttaairport.com)  
[www.mumbaiairport.com](http://www.mumbaiairport.com)  
[www.ahmedabadairport.com](http://www.ahmedabadairport.com)  
[www.jetairways.com](http://www.jetairways.com)  
[www.airdeccan.net](http://www.airdeccan.net)  
[www.spicejet.com](http://www.spicejet.com)

[www.dgca.nic.in](http://www.dgca.nic.in)  
[www.civilaviation.nic.in](http://www.civilaviation.nic.in)  
[www.delhiairport.com](http://www.delhiairport.com)  
[www.chennaiairport.com](http://www.chennaiairport.com)  
[www.cochinairport.com](http://www.cochinairport.com)  
[www.air sahara.net](http://www.air sahara.net)  
[www.flykingfisher.com](http://www.flykingfisher.com)  
[www.indian-airlines.nic.in](http://www.indian-airlines.nic.in)

www.airindia.com  
www.aircanada.com  
www.aeroflot.com  
www.cathaypacific.com  
www.delta.com  
www.drukair.com.bt  
www.egyptair.com.eg  
www.koreanair.com  
www.kenyaairways.com  
www.malaysiaairlines.com  
www.swiss.com  
www.usairways.com

www.airmauritius.com  
www.aua.com  
www.in.jal.com  
www.lufthansa-india.com  
www.emirates.com  
www.british-airways.com  
www.singaporeair.com  
www.ual.com  
www.klm.com  
www.qatarairways.com  
www.thaiair.com  
www.virgin.com

#### HOSPITALITY INDUSTRY

www.fhrai.com  
www.hotelassociationofindia.com  
www.tajhotels.com  
www.oberoihotels.com  
www.welcomgroup.com  
www.radisson.com  
www.hyatt.com  
www.ramada.com  
www.goldenpalmsspa.com  
www.ichotelsgroup.com  
www.theleela.com  
www.anandaspa.com  
www.renaissancegoa.com  
www.neemranahotels.com  
www.lemontreehotels.com  
www.countryinns.com

www.hospitalityguild.com  
www.ih-ra.com  
www.theimperialindia.com  
www.lemerdien-newdelhi.com  
www.majordabeachresort.com  
www.parkroyal.co.in  
www.claridges.com  
www.holidayinnbombay.com  
www.sunsandhotel.com  
www.kenilworthhotels.com  
www.hrindia.com  
www.cidadedegoa.com  
www.jaypeehotels.com  
www.sterlingresorts.org  
www.bestwestern.com

#### TRAVEL & TOURISM INDUSTRY

www.iato.org  
www.wttc.org  
www.cruiseweb.com  
www.cruise2.com  
www.planetindia.net  
www.expresstravelandtourism.com  
www.expresshotelierandcaterer.com  
www.all-indiatravel.com  
www.indiatravelstours.com  
www.indianwildlife.com  
www.indianadventure.com  
www.ittaindia.com  
www.india-travelinfo.com  
www.sitaindia.com  
www.coxandkings.com  
www.interglobe.com  
www.amadeus.co.in  
www.aexp.com  
www.travel2india.com  
www.kuoniindia.com  
www.paradiseholidays.com  
www.stictavel.com  
www.thomascook.com

www.taainet.com  
www.incredibleindia.org  
www.pocruises.com  
www.carrental-india.com  
www.car-cab-hire-rental-india.com  
www.tours-india.com  
www.indiatravelmall.com  
www.thedailystar.net  
www.indiainvites.com  
www.pata.org  
www.tfcilt.com  
www.world-tourism.org  
www.photo-india.com  
www.sotctours.com  
www.pearltravel.net  
www.abacus.com.sg  
www.galileoindia.com  
www.carlsonwagonlit.co.in  
www.travelhouseindia.com  
www.mercuryindia.com  
www.shikhar.com  
www.swagatam.com  
www.tradewingsindia.com

Www.travelplannersindia.com  
www.avis.co.in  
www.journeymart.com  
www.tirun.com  
www.onkarinfotech.com  
www.snowleopardadventures.com

www.traveliteindia.com  
www.ecorentalcar.com  
www.makemytrip.com  
www.traveljini.com  
www.net-concierges.com  
www.orbit-world.com

#### BPOS & ITES

www.nasscom.org  
www.techle.com  
www.investindiatelecom.com  
www.gecapital.com  
www.wipro.com  
www.wnsgs.com  
www.hclbpo.com  
www.polaris.co.in  
www.e-funds.com  
www.dell.com  
www.icionesource.com  
www.vcustomer.com  
www.arvatoindia.com  
www.excelcallnet.com  
www.eservenet.com

www.voicendata.com  
www.destinationcrm.com  
www.callcentrevoice.com  
www.convergys.com  
www.daksh.com  
www.exlservice.com  
www.progeon.com  
www.indialifehewitt.com  
www.intelenet.net  
www.fristring.com  
www.datamaticstech.com  
www.vertex.co.uk  
www.citesindia.com  
www.connectsafron.com

#### RETAIL

www.demandchainnews.com  
www.etretailbiz.com  
www.3isite.com  
www.magindia.com  
http://imagesretail.com/updates.htm  
www.mcdonaldsindia.com  
www.shoppersstop.com  
www.rubytuesdayindia.com  
www.pantaloon.com  
www.ebonyclick.com  
www.tata.com/trent/  
www.willslifestyle.com

www.retailyatra.info  
www.networkmagazineindia.com  
www.etstrategicmarketing.com  
www.nirvanajewellery.com  
www.pizzahut.co.in  
www.barista.co.in  
www.landmarkcard.com  
www.rpggroup.com  
www.titanworld.com  
www.mywestside.com

#### EVENT INDUSTRY

www.wizcraftworld.com  
www.showtimeevents.co.in  
www.cimindia.com  
www.tafcon.com  
www.ethosembassy.com  
www.iteindia.com  
www.kwconferences.com  
www.tfci.com

www.dnanetworks.com  
www.sercononline.com  
www.servintonline.com  
www.exhibitionsindia.com  
www.eventusindia.com  
www.cidextradefairs.com  
www.soundofmusicindia.com  
www.ciml.com

#### PUBLIC RELATIONS

www.creativecrest.com  
www.ipan.com  
www.2020india.com  
www.hanmerpr.com  
www.integralpr.com  
www.melcole.com  
www.rediffusiondyr.com

www.genesispr.com  
www.perfectrelations.com  
www.text100.com  
www.mudra.com  
www.madisonindia.com  
www.ogilvypr.com  
www.sampark.com

## MEDIA

<a href="http://www.exchange4media.com">www.exchange4media.com</a>	<a href="http://www.indiapress.org">www.indiapress.org</a>
<a href="http://www.indiantelevision.com">www.indiantelevision.com</a>	<a href="http://www.scatindia.com">www.scatindia.com</a>
<a href="http://www.theworldpress.com">www.theworldpress.com</a>	<a href="http://www.blonnet.com">www.blonnet.com</a>
<a href="http://www.cybernoon.com">www.cybernoon.com</a>	<a href="http://www.mid-day.com">www.mid-day.com</a>
<a href="http://www.hindustantimes.com">www.hindustantimes.com</a>	<a href="http://www.timesofindia.com">www.timesofindia.com</a>
<a href="http://www.expressindia.com">www.expressindia.com</a>	<a href="http://www.tribuneindia.com">www.tribuneindia.com</a>
<a href="http://www.dailypioneer.com">www.dailypioneer.com</a>	<a href="http://www.telegraphindia.com">www.telegraphindia.com</a>
<a href="http://www.deccanherald.com">www.deccanherald.com</a>	<a href="http://www.deccan.com">www.deccan.com</a>
<a href="http://www.hinduonnet.com">www.hinduonnet.com</a>	<a href="http://www.asianage.com">www.asianage.com</a>
<a href="http://www.hitavadaonline.com">www.hitavadaonline.com</a>	<a href="http://www.loksatta.com">www.loksatta.com</a>
<a href="http://www.lokmat.com">www.lokmat.com</a>	<a href="http://www.punjabkesari.com">www.punjabkesari.com</a>
<a href="http://www.jagran.com">www.jagran.com</a>	<a href="http://www.bhaskar.com">www.bhaskar.com</a>
<a href="http://www.amarujala.com">www.amarujala.com</a>	<a href="http://www.rashtriyasahara.com">www.rashtriyasahara.com</a>
<a href="http://www.business-standard.com">www.business-standard.com</a>	<a href="http://www.business-today.com">www.business-today.com</a>
<a href="http://www.businessworldindia.com">www.businessworldindia.com</a>	<a href="http://www.india-today.com">www.india-today.com</a>
<a href="http://www.theweekmagazine.com">www.theweekmagazine.com</a>	<a href="http://www.elle.com">www.elle.com</a>
<a href="http://www.filmfare.indiatimes.com">www.filmfare.indiatimes.com</a>	<a href="http://www.feminaindia.com">www.feminaindia.com</a>
<a href="http://www.frontlineonnet.com">www.frontlineonnet.com</a>	<a href="http://www.bbcworld.com">www.bbcworld.com</a>
<a href="http://www.discovery.com">www.discovery.com</a>	<a href="http://www.mtv.com">www.mtv.com</a>
<a href="http://www.nationalgeographic.com">www.nationalgeographic.com</a>	<a href="http://www.ddindia.net">www.ddindia.net</a>
<a href="http://www.aajtak.com">www.aajtak.com</a>	<a href="http://www.zeetelevision.com">www.zeetelevision.com</a>
<a href="http://www.startv.com">www.startv.com</a>	<a href="http://www.setindia.com">www.setindia.com</a>
<a href="http://www.entertainmenttv.com">www.entertainmenttv.com</a>	<a href="http://www.sabstv.com">www.sabstv.com</a>
<a href="http://www.espn.com">www.espn.com</a>	<a href="http://www.tensports.com">www.tensports.com</a>
<a href="http://www.satmania.com">www.satmania.com</a>	<a href="http://www.cartoonnetwork.com">www.cartoonnetwork.com</a>
<a href="http://www.cnbc.com">www.cnbc.com</a>	<a href="http://www.saharaindiapariwar.com">www.saharaindiapariwar.com</a>
<a href="http://www.radiomirchi.indiatimes.com">www.radiomirchi.indiatimes.com</a>	<a href="http://www.indya.com/radiocity">www.indya.com/radiocity</a>

## TELECOM

<a href="http://www.ciol.com">www.ciol.com</a>	<a href="http://www.airtelindia.com">www.airtelindia.com</a>
<a href="http://www.w2forum.com">www.w2forum.com</a>	<a href="http://www.t-mobile.com">www.t-mobile.com</a>
<a href="http://www.techtree.com">www.techtree.com</a>	<a href="http://www.convergenceplus.com">www.convergenceplus.com</a>
<a href="http://www.futurefonezone.com">www.futurefonezone.com</a>	<a href="http://www.celltick.com">www.celltick.com</a>
<a href="http://www.gsmworld.com">www.gsmworld.com</a>	<a href="http://www.india-cellular.com">www.india-cellular.com</a>
<a href="http://www.mobilefirst.org">www.mobilefirst.org</a>	<a href="http://www.mobiledia.com">www.mobiledia.com</a>
<a href="http://www.investindiatelecom.com">www.investindiatelecom.com</a>	<a href="http://www.airtelworld.com">www.airtelworld.com</a>
<a href="http://www.spiceindia.com">www.spiceindia.com</a>	<a href="http://www.hutch.co.in">www.hutch.co.in</a>
<a href="http://www.tataindicom.com">www.tataindicom.com</a>	<a href="http://www.relianceinfo.com">www.relianceinfo.com</a>
<a href="http://www.ideacellular.com">www.ideacellular.com</a>	<a href="http://www.bplmobile.com">www.bplmobile.com</a>
<a href="http://www.nokia.com">www.nokia.com</a>	<a href="http://www.modicorp.com">www.modicorp.com</a>

## BANKING

<a href="http://www.iob.com">www.iob.com</a>	<a href="http://www.saraswatbank.com">www.saraswatbank.com</a>
<a href="http://www.bankersindia.com">www.bankersindia.com</a>	<a href="http://www.banknetindia.com">www.banknetindia.com</a>
<a href="http://www.webindia.com">www.webindia.com</a>	<a href="http://www.guardianbank.org">www.guardianbank.org</a>
<a href="http://www.eximbankindia.com">www.eximbankindia.com</a>	<a href="http://www.einnews.com">www.einnews.com</a>
<a href="http://web.worldbank.org">web.worldbank.org</a>	<a href="http://www.sharekhan.com">www.sharekhan.com</a>
<a href="http://www.ultraindia.com">www.ultraindia.com</a>	<a href="http://www.moneycontrol.com">www.moneycontrol.com</a>
<a href="http://www.indianbanksassociation.org">www.indianbanksassociation.org</a>	<a href="http://www.economicstimes.com">www.economicstimes.com</a>
<a href="http://www.bsstrategist.com">www.bsstrategist.com</a>	<a href="http://www.indianbanksassociation.org">www.indianbanksassociation.org</a>
<a href="http://www.etinvest.com">www.etinvest.com</a>	<a href="http://www.financialexpress.com">www.financialexpress.com</a>
<a href="http://www.businessstandard.com">www.businessstandard.com</a>	<a href="http://www.outlookmoney.com">www.outlookmoney.com</a>
<a href="http://www.mutualfundsindia.com">www.mutualfundsindia.com</a>	<a href="http://www.icicibank.com">www.icicibank.com</a>
<a href="http://www.idbibank.com">www.idbibank.com</a>	<a href="http://www.bankofpunjab.com">www.bankofpunjab.com</a>
<a href="http://www.rbi.org.in">www.rbi.org.in</a>	<a href="http://www.sbbjbank.com">www.sbbjbank.com</a>

## ITFT-Chandigarh contribution to society as social cause...

**This booklet** is like a runway for your flight toward the success in the corporate world. It gives you enough leverage to understand what is required in the your career playing, how you can prepare for it and what is the right way and timing for launching yourself in this professional globe. It discusses some important aspects of Career Management , planning and enhancing one's Employability Skills as per the requirements of Service Industry.

You need to understand yourself completely. Your inner strengths, qualities, potential areas needs to be highlighted and sharpened according to the requirement of the job market.

**After +2**, there are lot of students who are anxious about their career. One need to evaluate one's aptitude, job market future and focus on growth areas like service industry and then finally choose a career for them. In today's dynamic economic situation, when job security has been thrown out of the window, making a career decision is more difficult and than ever before. We must know the latest job trends and prospects for the future.

**Career planning** is one of the most crucial aspects of any person's life. When you plan your career, you should be in a position to set a time frame to achieve your goal and work towards this end with a disciplined mind, setting milestones in your life. Careers have been grouped in two ways. The first type of grouping keeps in mind the distinctive abilities required for each so that students may conveniently segregated the choices which their personality traits, abilities, interests and aptitude suggest. Another form of grouping is based on the academic input required as well as the selection procedure (merit/written test-objective or subjective, based on academic ability or general ability or both, personality assessment including group discussion, interview etc.) involved for entry into the various careers.

**For Graduates**, it is important to understand that the *education system needs to be more market (job) oriented*. They need to opt for a training which enhances their employability skills and get them better jobs in the industry. What we all need to understand is that *in today's job market, grades are not given too much importance, rather it is the soft skills or the employability skills and attitude which finally wins a job*.