

Education

Our Mission



Education for Employment
& Entrepreneurship

for Global Employment & Entrepreneurship

This booklet is a runway for your flight toward the success in the corporate world. It gives you enough leverage to understand the requirement of career planning, preparation and 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 sector of all industries globally.

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.

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 segregate 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.

After +2, there are a 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.

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 gets 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 win a job*.

It is estimate that by the year 2015, India will have a surplus 47 million youth for overseas placements. This will prove an asset not only for India but also globally. The generation to come, armed with enhanced employability skills will have a wide scope for employment globally especially in the lesser populated countries.



विश्व-व्यापी रोजगार एवं उद्यम विकास हेतु

यह पुस्तिका कॉरपोरेट जगत की बुलन्दियों को छूने के लिए एक सीढ़ी है, आपके सुनहरे भविष्य का दरवाजा खोलने की चाबी है। न केवल यह पुस्तिका आपको कैरियर प्लानिंग की आवश्यकता, प्लानिंग करना और सही समय व सही विधि से कारपोरेट जगत में प्रवेश करने में मदद करती है बल्कि यह पुस्तिका सभी व्यवसायों में जरूरी सेवा क्षेत्र की जरूरत के अनुरूप, देश विदेश में रोजगार या व्यवसाय करने के लिए आवश्यक कैरियर मैनेजमेंट, प्लानिंग और व्यक्ति की रोजगारदायक क्षमता का विकास जैसे पहलुओं पर भी प्रकाश डालती है।

आप अपनी क्षमता को पहचानें। आपकी शक्ति, क्षमता और विशेषताओं को व्यवसायिक आवश्यकताओं के अनुरूप ढालना तथा विकसित करना ही आपको व्यवसायिक क्षेत्र में स्थापित कर सकता है।

+२ के पश्चात, छात्र कैरियर के लिए संशय में रहते हैं। प्रत्येक को उसकी क्षमता, भावी व्यवसायिक बाज़ार और प्रगतिशील क्षेत्र जैसे सर्विस इंडस्ट्री इत्यादि को ही ध्यान में रखकर कैरियर चुनना चाहिए। आज की विकासशील अर्थव्यवस्था में, जहाँ सुरक्षित नौकरी एक कोरी कल्पना है ऐसी दशा में सही कैरियर का चुनाव करना और कठिन होता जा रहा है। हमें आजकल के व्यवसायिक चलन और भावी सफलताओं का ज्ञान होना अति आवश्यक है।

कैरियर प्लानिंग व्यक्ति की ज़िन्दगी में एक अहम भूमिका रखता है। जब आप कैरियर प्लान करते हैं तो ध्यान रखें कि आपका लक्ष्य क्या है, और इसी लक्ष्य को पाने के लिए निष्ठा से कदम दर कदम मील के पत्थर के तरह बढ़ते जायें। कैरियर को दो तरह से वर्गीकृत किया जा सकता है, प्रथम वर्ग, विशिष्ट व्यवसाय के लिए विशेष क्षमताएँ, जो किसी छात्र में उसके व्यक्तित्व, क्षमता, रुझान और कार्यप्रणाली के समारूप हों, दूसरा वर्ग शैक्षिक योग्यता और छंटाई (योग्यता / लिखित, मौखिक परीक्षा, विषयपरक, शैक्षिक या सामान्य विद्वता, व्यक्तित्व विश्लेषण जैसे ग्रुप डिस्कशन, इंटरव्यू, इत्यादि पर आधारित) के बाद व्यवसायिक प्रवेश का है

ग्रेजुएट्स के लिए महत्वपूर्ण है कि वे शिक्षा प्रणाली की रोजगारदायक क्षमता को समझें। वे इस प्रकार की ट्रेनिंग लें जिससे उनकी व्यवसायिक क्षमता बढ़ें और बेहतर नौकरी / व्यवसाय के अवसर मिलें। हम सभी को यह समझना चाहिए कि आजकल की प्रतिस्पर्धा में अंक तालिका महत्व नहीं रखती है अपितु सॉफ्ट स्किल्स, या व्यवसायिक योग्यता एवं क्षमता महत्वपूर्ण है जो वास्तव में आपको नौकरी जितने में मदद करती है। ध्यान रखें कि २०१५ तक भारत में दुनिया भर में सबसे ज्यादा ४.७ करोड़ युवा होंगे जो घटती आबादियों वाले देशों के लिए वरदान साबित होंगे बशर्ते कि वे सेवा क्षेत्रों को लक्ष्य बनाकर अपनी व्यवसायिक क्षमताओं का विकास करें और भारत की उन्नति में सहयोग करें।



ਰੋਜਗਾਰ ਅਤੇ ਉੱਦਮ ਲਈ

ਇਸ ਕਿਤਾਬ ਦਾ ਮੰਤਵ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਜੀਵਨ ਨੂੰ ਸਹੀ ਸੇਧ ਦੇਣਾ ਹੈ ਤਾਂ ਜੋ ਉਹ ਆਪਣੇ ਆਉਣ ਵਾਲੇ ਭਵਿੱਖ ਨੂੰ ਬੇਹਤਰ ਬਣਾ ਕੇ ਸਫਲਤਾ ਦੀਆਂ ਸ਼ਿਖਰਾਂ ਨੂੰ ਪ੍ਰਾਪਤ ਕਰ ਸਕਣ। ਅੰਗਰੇਜ਼ੀ ਦੀ ਕਹਾਵਤ ਹੈ ਕਿ "More men fail through lack of purpose than lack of talent" ਜਿਸਦਾ ਅਰਥ ਹੈ ਵਿਅਕਤੀ ਆਪਣੇ ਗੁਣਾਂ ਦੀ ਘਾਟ ਕਰਕੇ ਅਸਫਲ ਨਹੀਂ ਹੁੰਦੇ, ਸਗੋਂ ਜਿੰਦਗੀ ਵਿੱਚ ਸਹੀ ਉਦੇਸ਼ ਦੀ ਕਮੀ ਕਾਰਨ ਅਸਫਲ ਹੁੰਦੇ ਹਨ। ਇਸ ਕਿਤਾਬ ਦਾ ਅਸਲ ਮੰਤਵ ਵਿਦਿਆਰਥੀ ਜੀਵਨ ਨੂੰ ਸਹੀ ਉਦੇਸ਼ ਦੇਣਾ ਹੈ ਤਾਂ ਜੋ ਉਹ ਆਪਣੇ ਭਵਿੱਖ ਨੂੰ ਸਵਾਰਕੇ ਅਤੇ ਵਧੀਆਂ ਨਾਗਰਿਕ ਬਣ ਕੇ ਦੇਸ਼ ਦੀ ਸੇਵਾ ਕਰ ਸਕਣ।

ਭਵਿੱਖ ਦੀ ਵਿਓਂਤਬੰਦੀ (Career Planning) ਕਰਨਾ ਵਿਦਿਆਰਥੀ ਜੀਵਨ ਦਾ ਸਭ ਤੋਂ ਮਹੱਤਵਪੂਰਨ ਕੰਮ ਹੈ ਪਰ ਤੇਜ਼ੀ ਨਾਲ ਬਦਲ ਰਹੀਆਂ ਆਰਥਿਕ ਸਥਿਤੀਆਂ, ਨਵੇਂ-ਨਵੇਂ ਖੇਤਰਾਂ ਦੇ ਵਿਕਾਸ ਅਤੇ ਗੱਲ ਘੋਟੂਪ੍ਰਤਿਯੋਗਿਤਾ ਹੋਣ ਕਾਰਨ ਭਵਿੱਖ ਦੀ ਵਿਓਂਤਬੰਦੀ ਕਰਨਾ ਵਿਦਿਆਰਥੀਆਂ ਲਈ ਬਹੁਤ ਜਟਿਲ ਹੋ ਗਿਆ ਹੈ। ਇਸ ਕਿਤਾਬ ਵਿੱਚ ਉਹ ਸਾਰੀ ਵਿਸ਼ਾ ਸਮੱਗਰੀ ਨੂੰ ਸ਼ਾਮਲ ਕੀਤਾ ਗਿਆ ਹੈ, ਜੋ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੀ ਭਵਿੱਖ ਦੀ ਵਿਓਂਤਬੰਦੀ (Career Planning) ਵਿੱਚ ਸਹਾਇਕ ਹੋਵੇਗੀ।

ਕਿਤਾਬ ਦੇ ਮੁਢਲੇ ਹਿੱਸੇ ਵਿੱਚ ਸੇਵਾਵਾਂ ਪ੍ਰਦਾਨ ਕਰਨੇ ਵਾਲੇ (Service Sector) ਬਾਰੇ ਵਿਸਤਾਰ ਨਾਲ ਜਾਣਕਾਰੀ ਦਿੱਤੀ ਗਈ ਹੈ ਤਾਂ ਜੋ ਵਿਦਿਆਰਥੀ ਇਹ ਜਾਣ ਸਕਣ ਕਿ ਸੇਵਾਵਾਂ ਪ੍ਰਦਾਨ ਕਰਨ ਵਾਲੇ ਖੇਤਰ ਵਿੱਚ ਕਿਸ ਤਰ੍ਹਾਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ ਹਨ। ਪਲਾਨਿੰਗ ਕਮਿਸ਼ਨ ਦੀ ਇਕ ਰਿਪੋਰਟ ਮੁਤਾਬਕ ਸੇਵਾਵਾਂ ਪ੍ਰਦਾਨ ਕਰਨ ਵਾਲੇ ਖੇਤਰ (Service Sector) ਵਿੱਚ ਸੰਨ 2020 ਤੱਕ 12 ਕਰੋੜ ਤੋਂ ਵੱਧ ਰੁਜਗਾਰ ਦੇ ਮੌਕੇ ਹੋਣਗੇ।

ਕਿਤਾਬ ਦੇ ਅਗਲੇ ਪੰਨਿਆਂ ਵਿੱਚ ਆਪਣੇ ਆਪ ਨੂੰ ਬੇਹਤਰ ਢੰਗ ਨਾਲ ਸਮਝਣ ਲਈ SWOT ANALYSIS ਨਾਮ ਦੇ ਇਕ ਟੈਸਟ ਦਾ ਵੀ ਜ਼ਿਕਰ ਹੈ ਜੋ ਤੁਹਾਨੂੰ ਆਪਣੀਆਂ ਸ਼ਕਤੀਆਂ ਬਾਰੇ ਤਾਂ ਜਾਣੂਕਰਵਾਉਂਦਾ ਹੈ ਤੇ ਨਾਲ ਹੀ ਤੁਹਾਡੀਆਂ ਕਮਜ਼ੋਰੀਆਂ ਤੇ ਵੀ ਝਾਤ ਪਾਉਂਦਾ ਹੈ ਤਾਂ ਜੋ ਤੁਸੀਂ ਆਪਣੀਆਂ ਕਮਜ਼ੋਰੀਆਂ ਨੂੰ ਦੂਰ ਕਰਕੇ ਕਾਮਯਾਬੀ ਹਾਸਲ ਕਰ ਸਕੋ।

ਇਸ ਕਿਤਾਬ ਵਿੱਚ ਉਨ੍ਹਾਂ ਸਾਰੀਆਂ ਯੋਗਤਾਵਾਂ ਦਾ ਵੀ ਜ਼ਿਕਰ ਹੈ, ਜੋ ਕਿ ਰੁਜਗਾਰ ਦੀ ਦੁਨੀਆਂ ਲਈ ਸਭ ਤੋਂ ਮਹੱਤਵਪੂਰਨ ਹਨ। ਅੱਜ ਹਰ ਇਕ ਰੁਜਗਾਰ ਪ੍ਰਦਾਨ ਕਰਨ ਵਾਲਾ ਵਿਅਕਤੀ ਦੀਆਂ ਇਨ੍ਹਾਂ ਯੋਗਤਾਵਾਂ ਜਿਵੇਂ ਆਤਮਵਿਸ਼ਵਾਸ, ਸਹੀ ਬੋਲਚਾਲ ਦੀ ਕਲਾ ਖਾਸਤੌਰ ਤੇ ਅੰਗਰੇਜ਼ੀ ਵਿੱਚ ਗੱਲਬਾਤ ਕਰਨ ਦੀ ਸਮੱਰਥਾ, ਅਗਵਾਈ ਦੇਣ ਦੀ ਯੋਗਤਾ ਆਦਿ ਗੁਣਾਂ ਨੂੰ ਤਰਜ਼ੀਹ ਦਿੰਦਾ ਹੈ।

ਵਿਅਕਤਿਤਵ ਦਾ ਵਿਕਾਸ (PERSONALITY DEVELOPMENT) ਅੱਜ ਸਮੇਂ ਦੀ ਸਭ ਤੋਂ ਵੱਡੀ ਜ਼ਰੂਰਤ ਹੈ ਕਿਉਂਕਿ ਹਰ ਇਕ ਰੁਜਗਾਰ ਦੇਣ ਵਾਲਾ ਚਹੁੱਖੀ ਸ਼ਖਸਿਅਤ ਦੇ ਮਾਲਕ ਨੂੰ ਹੀ ਪਹਿਲ ਦਿੰਦਾ ਹੈ। ਇਸ ਕਿਤਾਬ ਰਾਹੀਂ ਤੁਹਾਡੀ ਸ਼ਖਸਿਅਤ ਨੂੰ ਸਹੀ ਢੰਗ ਨਾਲ ਪੇਸ਼ ਕਰਨ ਲਈ ਕੁਝ ਖਾਸ ਨੁਕਤੇ ਦਿੱਤੇ ਗਏ ਹਨ,

ਜਿਵੇਂ ਇੰਟਰਵੀਯੂ ਦੀ ਤਿਆਰੀ ਕਿਵੇਂ ਕੀਤੀ ਜਾਵੇ, ਆਪਣਾ ਬਾਇਓਡਾਟਾ ਕਿਸ ਤਰ੍ਹਾਂ ਤਿਆਰ ਕੀਤਾ ਜਾਵੇ ਅਤੇ ਕਿਸ ਤਰ੍ਹਾਂ ਦੇ ਲਿਬਾਸ ਪਾ ਕੇ ਨੌਕਰੀ ਦੇਣ ਵਾਲਿਆਂ ਨੂੰ ਆਕਰਸ਼ਿਤ ਕੀਤਾ ਜਾਵੇ ।

ਦੇਸ਼ ਵਿੱਚ ਨੌਕਰੀ ਤੋਂ ਇਲਾਵਾ ਵਿਦੇਸ਼ਾਂ ਵਿੱਚ ਸੁਨਹਿਰੇ ਭਵਿੱਖ ਦੇ ਬਹੁਤ ਮੌਕੇ ਹਨ ਅਤੇ ਆਉਣ ਵਾਲੇ ਸਮੇਂ ਵਿੱਚ 4.7● ਕਰੋੜ ਭਾਰਤੀ ਵਿਦੇਸ਼ਾਂ ਵੱਲ ਜਾਣ ਲਈ ਤਿਆਰ ਹੋਣਗੇ। ਅਜਿਹੇ ਵਿਦਿਆਰਥੀ ਜੋ ਵਿਦੇਸ਼ਾਂ ਵਿੱਚ ਜਾ ਕੇ ਆਪਣਾ ਭਵਿੱਖ ਬਣਾਉਣਾ ਚਾਹੁੰਦੇ ਹਨ, ਉਨ੍ਹਾਂ ਲਈ ਇਸ ਕਿਤਾਬ ਵਿੱਚ ਵਡਮੁੱਲੀ ਜਾਣਕਾਰੀ ਸ਼ਾਮਲ ਕੀਤੀ ਗਈ ਹੈ।

ਬਾਹਰਵੀਂ ਤੋਂ ਬਾਅਦ ਵਿਦਿਆਰਥੀ ਆਪਣੇ ਭਵਿੱਖ ਪ੍ਰਤੀ ਚਿੰਤਿਤ ਹੁੰਦੇ ਹਨ ਕਿਉਂਕਿ ਉਨ੍ਹਾਂ ਨੂੰ ਅੱਜ ਦੇ ਤੇਜ਼ੀ ਨਾਲ ਬਦਲ ਰਹੇ ਸਮਾਵੇਸ਼ ਨੂੰ ਸਮਝਣਾ ਔਖਾ ਹੈ। ਉਨ੍ਹਾਂ ਦੀ ਇਸ ਮੁਸ਼ਕਲ ਦਾ ਹੱਲ ਵੀ ਉਨ੍ਹਾਂ ਨੂੰ ਵੱਖ-ਵੱਖ ਖੇਤਰਾਂ ਅਤੇ ਉਨ੍ਹਾਂ ਖੇਤਰਾਂ ਵਿੱਚ ਨੌਕਰੀ ਪ੍ਰਾਪਤ ਕਰਨ ਲਈ ਲੋੜੀਂਦੀਆਂ ਵਿਦਿਅਕ ਅਤੇ ਹੋਰ ਯੋਗਤਾਵਾਂ ਬਾਰੇ ਵਿਸਤਾਰ ਨਾਲ ਜਾਣਕਾਰੀ ਦੇ ਕੇ ਕੀਤਾ ਗਿਆ ਹੈ ।

ਡਿਗਰੀ ਪਾਸ (B.A., B.Sc., BCA etc.) ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਹ ਸਮਝ ਲੈਣਾ ਬਹੁਤ ਜ਼ਰੂਰੀ ਹੈ ਕਿ ਅੱਜ ਦੀ ਵਿਵਸਾਈ ਦੁਨੀਆਂ (Corporate World) ਵਿੱਚ ਡਿਗਰੀਆਂ ਨੂੰ ਜਿਆਦਾ ਮਹੱਤਵ ਨਾ ਦੇ ਕੇ ਵਿਅਕਤੀ ਦੇ ਗੁਣ ਅਤੇ ਹੋਰ ਯੋਗਤਾਵਾਂ ਨੂੰ ਪਹਿਲ ਦਿੱਤੀ ਜਾਂਦੀ ਹੈ, ਇਸ ਲਈ ਉਨ੍ਹਾਂ ਲਈ ਇਹ ਜ਼ਰੂਰੀ ਹੈ ਕਿ ਉਹ ਆਪਣੇ ਆਪ ਨੂੰ ਕਿਤਾਬੀ ਗਿਆਨ ਤੱਕ ਸੀਮਤ ਨਾ ਕਰਕੇ ਆਪਣੇ ਵਿਅਕਤਿਤਵ ਦਾ ਸਹੀ ਵਿਕਾਸ ਕਰਨ ।

ਅਧਿਆਪਕਾਂ ਅਤੇ ਮਾਂਪਿਆਂ ਲਈ ਵੀ ਇਹ ਸਮਝ ਲੈਣ ਬਹੁਤ ਜ਼ਰੂਰੀ ਹੈ ਕਿ ਜਿਵੇਂ ਕਿਸੇ ਇਮਾਰਤ ਦੀ ਉਸਾਰੀ ਇਕ ਵਿਅਕਤੀ ਨਹੀਂ ਕਰ ਸਕਦਾ, ਉਸੇ ਤਰ੍ਹਾਂ ਹੀ ਇਕੱਲੇ ਵਿਦਿਆਰਥੀ ਹੀ ਆਪਣਾ ਭਵਿੱਖ ਨਹੀਂ ਬਣਾ ਸਕਦੇ, ਸਗੋਂ ਉਨ੍ਹਾਂ ਦੇ ਭਵਿੱਖ ਨੂੰ ਸੰਵਾਰਨ ਵਿੱਚ ਅਧਿਆਪਕਾਂ ਅਤੇ ਮਾਂਪਿਆਂ ਦੀ ਬਹੁਤ ਮਹੱਤਵਪੂਰਨ ਭੂਮਿਕਾ ਹੈ ਅਤੇ ਅੱਜ ਇਹ ਸਮੇਂ ਦੀ ਮੰਗ ਹੈ ਕਿ ਅਧਿਆਪਕ ਅਤੇ ਮਾਂਪੇ ਆਪਣੇ ਆਪ ਨੂੰ ਤੇਜ਼ੀ ਨਾਲ ਬਦਲ ਰਹੇ ਸਮਾਵੇਸ਼ ਦੀ ਜਾਣਕਾਰੀ ਨਾਲ ਭਰਪੂਰ ਰੱਖਣ ਤਾਂ ਜੋ ਆਪਣੀ ਆਉਣ ਵਾਲੀ ਪੀੜ੍ਹੀ ਦਾ ਸਹੀ ਮਾਰਗਦਰਸ਼ਨ ਕਰ ਸਕਣ ।

CHAPTER - 1

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 Strengths:	Your Weaknesses:	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, become your WORDS

Your WORDS become your ACTION

Your ACTIONS become your HABIT

Your HABITS become 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 POSITIVE ATTITUDE

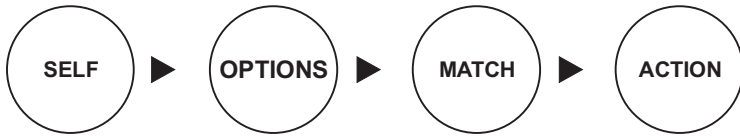
- Optimism
- An Attitude for Gratitude
- Readiness to learn new things in Life
- Avoiding Negative People & thoughts
- Live everyday as a Miracle
- Good Habits
- Self Esteem



CHAPTER - 2

Career Planning: Where to go ?

Career Planning is a **FOUR STEP** Process:



SELF: Having an introspection and looking for your strengths, weaknesses. Honing your skills to make yourself more and more 'employable'.

OPTIONS: Surf for 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

CHAPTER - 3

Are you looking for a JOB?

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

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 areas of interests. Whenever you are going for a Job interview, researching gives you information about the company and the work culture, which is 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 organisation**. 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.

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 the / this information from?

One of the most popular search engines is www.google.com, Let's 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 e.g. 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:



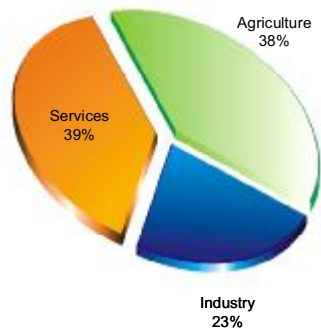
Similarly, if you are looking for airlines everywhere else except India, then put the minus "-" mark. By this you will get result of Airlines excluding India. Putting the keyword in phrases " " will make your search filtered and you will avoid getting irrelevant results in 1000s.

CHAPTER -4

The Opportunities in Service Industry

Service Sector has emerged as the largest and fastest-growing sector in the global economy in the last two decades, providing more than 60 per cent of global output and, in many countries, an even larger share of employment. The rising share of services in world transactions has also accompanied the growth in services. Along with this, worldwide there has been a marked shift of FDI away from manufacturing sector towards services sector.

The Service Industry generates over two-thirds of GNP and employment in developed countries and its importance is growing in developing countries as well. In line with the global trends, the Service Industry in India is also growing rapidly, with its contribution of 59% to the country's GDP which is likely to rise to 65% in the next 5 years. By virtue of having the second largest scientific and Technical manpower in the world, India has been providing consultancy and other varied services globally.



Northern India on account of its fairly developed infrastructure and other facilities, offers considerable potential for Service Industry development, this in turn ensures employment generation and entrepreneurship for its educated youth and investments by NRIs. While exploring business opportunities in the various segments of the Service Industry.

- *Banking, Insurance & other Financial Services*
- *Retail & Real Estate*
- *Telecom & IT Industry*
- *Aviation, Hospitality & Tourism*
- *Healthcare & Bio-technology*
- *Media & Entertainment*
- *Human Resource Development*
- *Rural & Community Development*

According to the Planning Commission Report 'India Vision 2020' released on 23rd January, 2003 a total 200 million employment opportunities are likely to be created by year 2020, out of which 120 million jobs will be in the Service Industry alone.

The Platter of Job Opportunities

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 into various segments.

Service Industry Segments

Airline Services	
Cabin Crew Airlines City Office Staff	Airport Ground Staff Commercial Pilot and Technical Crew
Travel & Tourism Services	
Travel Agency Tour Excursions	Tour Operations Tourist Guides & Interpreters
Hospitality Services	
Hotels & Restaurants, Resorts Catering Outside/Corporate/Events	Tourist Complexes Home Delivery
Media & Advertising	
Newspapers Satellite Channels Advertising-Outdoor, Online Media, Print, Electronics (online services for both print & electronic media)	Magazines Radio (FM) Public Relations
Entertainment & Leisure Services	
Theme Parks Video Parlours Clubs / Health Resorts / Event Venues / Bowling Alleys / Pool Parlours	Motion Pictures Discotheques
ITES & BPOs	
Call Centers Technical Support Finance & Accounting Engineering	Customer Service Human Resource (Pay Roll Processing employee records Maintenance) Transaction Processing Design

Remote Education Network Consultancy	Market Research & Data Search
Telecommunications & Communications	
Mobile Phone Services Radio & TV Broadcasting	Telephone Services Postal & Courier Services
Banking/ Finance/ Insurance	
Banks Insurance Services	Financial Institutions Foreign Exchange
Transportation Services	
Railway, Airlines Local Passenger Transportation Helicopter Services Private Aircraft Services	Cruise Lines Water Transportation Car Rentals
Retail Business	
Retail Chains Eating Joints	Showrooms Multiplexes
Event Services	
Conferences & Conventions Expositions BTL Solutions Road Shows Incentive Travels Product Launches Live Shows Carnivals Wedding Management Sports Tournaments, Championships, Matches, Rallies etc	Exhibitions Trade Fairs Retail & Experiential Marketing Contests Brand Promotion events Seminars Concerts & Award Ceremonies Theme Parties Beauty Pageant & Fashion Shows
Marketing Related Services	
Marketing Consultancy New Product Development Market Research	Tele-Marketing Sales Promotions
Business & Professional Services	
Records Management Meeting Facilities Secretarial	Management Consultancy Office Management

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	Software Implementation Services
Installation of Computer Hardware	Website Design & Hosting Services
Data Processing 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
Legal Services	Medical & Dental Services
Investigation & Security Services	Accounting, Auditing & Book-keeping Services
Utility Services (Electricity, Gas Water, Appliance Repair)	

and many more...

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 ?

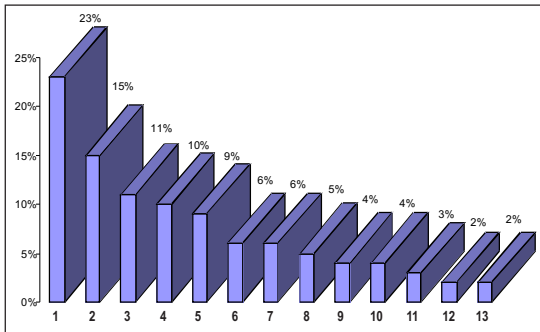
According to our recent job market study report, followings are the skills which are being sorted after by the employees in a candidate:	
Positive attitude	Mobility
Pleasing Personality	Communication Skills
Flexible & Willing to	Persistence
Improvise	Logical Thinking
Creative temperament	Planning & Organising
Extrovert	Networking
Energetic	Listening
Enthusiastic	Assertiveness
Dynamic	Self-Confidence
Go-getter	Self-Motivation
Good Sense of Humour	Building Relationship
Smart	Service Orientation
Desire to work hard & excel	Problem Solving
Devoid of inhibitions,	Responsibility
Willing to work in shifts	Thought Process
Ready to relocate	Social Ability

So, just look within & 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)

1. Communication Skills
 2. Interpersonal Skills
 3. Problem Solving Skills
 4. Thinking Skills
 5. Analytical Skill
 6. Leadership Skills
 7. Business Skills
 8. Job Knowledge
 9. Academic Performance
 10. Contacts, Networking, References
 11. Family Background
 12. Commercial Basic Orientation
 13. Extra Curricular Activities
- Leading to Overall Impressive Personality**

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
- Organisational skills
- Communication skills
- Inter-personal skills

Some other transferable skills will include :

- Research skills
- Computer literacy
- Numerical skills
- 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
- Perceiving feelings and situations
- Being Sensitive
- Conveying feelings
- Motivating
- Counseling
- Delegating with respect
- Asserting

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 / CV 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 a 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 have 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 Milestones (if any)

Educational Qualification: Again in descending order, Mention the following: Degree: Institution-Year- Major Subjects - Division

Transferable / Soft Skills: (refer to Chapter What makes you 'wanted' in the Job Market - Sub-Title: 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) Occupation - Passport and Driving License details.

For positions where physical Status plays vital role e.g. the Airline Industry.

Physical Status : Height - Weight - Eye Sight - Complexion - Colour of Eye - Colour of Hair.

Date

Signature

Key to be successful in life

- Positive Attitude
- Self Motivation
- Basic Communication skills
- Basic IT skills
- Social Skills
- Problem Solving Skills
- Etiquettes and Manners
- Confidence Building
- Thinking Skills
- Art of Public Speaking
- Interview skills

**These will lead to your
Overall Personality Development for Global Employment**



Estd. 1994



**ITFT
FINISHING SCHOOL**
Centre for Employability Skills

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E-mail : itft@itftindia.com
Website : www.itftgroup.com

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.
- **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. The point to remember is that You should be the center of attraction and not your clothes.
8. Bring a portfolio, or briefcase, pad and pen.

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

- First 15 seconds are your golden opportunity to make an impression on people.

Here's a quick look at the basics:

Women	Men
<ul style="list-style-type: none">• Plain colour, Conservative suit.• Coordinated blouse.• Moderate shoes• Limited jewellery• Neat, professional hairstyle• Tan or light hosiery	<ul style="list-style-type: none">• Plain colour, conservative suit• White / light coloured long sleeve shirt• Conservative tie, belt• Dark socks, professional shoes• Very limited jewellery

Women	Men
<ul style="list-style-type: none"> • Sparse make-up & perfume • Manicured nails • Portfolio or briefcase Purse with make-up essentials for retouching and hygiene products. • Mouth freshener 	<ul style="list-style-type: none"> • 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 are 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.

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.
- 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.
- Do not wear highly decorated and long nails on a job interview.
- 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.
- Unnatural colours (burgundy, green, etc.) must be avoided.
- No gels or wet looks please !

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.
- Don't wear 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.
- Do wear complimentary and stylish ties. This is one piece of garment that can be eye-catching.
- Ladies must opt for closed shoes instead of sandals.
- Last but not the least, don't forget to breathe with confidence and wear a SMILE!

Interview Body Language

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

Facial expression: Maintain comfortable eye contact with all interviewers and a positive body language. Don't forget to SMILE.

Hands: Hands must be kept still and relaxed.

Practice giving a good handshake. 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: Maintain a steady eye contact.

Head: Hold your head still and upright.

Posture: Straight yet relaxed.

Arms: Avoid crossing arms as it gives a wrong signal.

Interview Etiquette

- Be Punctual.
- Be Courteous & Polite.
- Pronounce names correctly.
- Maintain Eye Contact.
- Be assertive, but not aggressive.
- Make Relevant Hand Gestures.
- Relax, try to let your confidence show.
- Do not be overly personal with the interviewer.
- Be precise and to-the-point.
- Don't lay down any condition in the first round of interview.
- Be prepared.
- Don't smoke or chew supari, tobacco / gum.

Estd.1984



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- **Situational Management Skills**
- **Interview Skills**
- **Numerical Skills**
- **Overall Impressive Personality**

SCO 1, Level III, Opp. RBI, Sec. 17-D, Chandigarh
Ph. 0172-5016701/02 Fax : 0172-2701092
Mobile : 09316060



CHAPTER - 7

Frequently Asked Questions – FAQs

Questions start the minute the interview does, and to show that you are an exceptional candidate, you need to be prepared to answer not only the typical questions, but also the unexpected. You can expect questions regarding your qualifications, your academic preparation, career interests, experience and ones that assess your personality.

1. *Tell me about yourself.*

Tip: Start with the item farthest back and work up to the present. Mention academic qualifications and technical skills.

2. *Why did you leave your last job?*

Tip: Stay positive regardless of the circumstances.

3. *What experience do you have in this field?*

Tip: Speak about specifics that relate to the position you are applying for.

4. *What do you know about this organization?*

Tip: What are the current issues and who are the major players?

5. *Are you applying for other jobs?*

Tip: Be honest but do not spend a lot of time in this area.

6. *What kind of salary do you need?*

Tip: A nasty little game that you will probably lose if you answer first.

7. *What is your philosophy towards work?*

Tip: The interviewer is not looking for a long or flowery essay here.

8. *What are you looking for in a job?*

Tip: Stay away from a specific job. You cannot win.

9. *Tell me about your ability to work under pressure.*

Tip: You may say that you thrive under certain types of pressure. Give an example that relates to the type of position applied for.

10. *Do your skills match this job or another job more closely?*

Tip: Do not give fuel to the suspicion that you may want another job more than this one.

11. *Would you be willing to relocate if required?*

Tip: You should be clear on this with your family prior to the interview if you think there is a chance it may come up.

12. *Do you have any blind spots?*

Tip: Trick question. Do not reveal any personal areas of concern here.

CHAPTER - 8

Brief on how to Go Abroad for Studies & Employment

According to the report by Planning Commission of India, there would be a surplus of 4.7 crores youth by the year 2015 and this surplus skilled population is boon for those countries low on population like Canada, US, UK etc. provided they are not only educated but equipped with necessary employability skills.

Student Visa and Passport Details

Students should note that Embassies and Consulates are able to issue your student visa 120 days or less, in advance of the course of study registration date. Students must have a passport that will be valid during the entire period of study abroad and for at least six months beyond the planned date of return to the United States.

Required Documents

- Completed Application Form DS-156, DS- 157, DS -158, DSP- 2019 (IAP 166)
- Passport valid for travel to the concerned country and with a validity date at least six months beyond the applicant's intended period of stay in the United States
- One colored photograph 1 and 1/2 inches square (37 x 37mm) for each applicant, showing a full face, without head covering, against a light background.
- For F visa applicants, a completed Form I-20A-B (Certificate of Eligibility for Nonimmigrant Student Status for Academic and Language Students) from the institution where the applicant will be attending. M visa applicants, a completed Form I-20M-N, (Certificate of Eligibility for Nonimmigrant Student Status for Vocational Students), from the institution the applicant will be attending.
- Original TOEFL scores and SAT, GRE, GMAT scores. (As applicable) Students should bring their most recent mark sheets or graduation certificates.
- Spouses and minor children accompanying the student to the concerned country should bring marriage certificates, wedding photos, and birth certificates with them to the interview, to prove the relationship between themselves and the principal applicant.
- Demand drafts for the applicable fees.

Documents needed when applying for a WORK VISA

Documents Needed: Original Documents -

- Passport
- Residence permits • PIO Card • Travel documents • Photocopies of the front page and visa page of passport • relevant pages of residence permit having last extension
- Other relevant documents for particular category of visa. e.g. • Bonafide Certificate and Identity card for student visa.
- Company letter and terms and conditions for business / employment visa.
- Marriage certificate in case seeking extension of visa on the ground of marriage to an Indian.
- For Research Visa, approval of research projects from the Nodal Ministry. (Rules and requirements of the documents may change from one country to another)

CANADA

Canadian High Commission in New Delhi
7/8 Shantipath, Chanakyapuri,
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Tel: +91-11-51782000 Fax: +91-11-51782020
Email: delhi@international.gc.ca
Website: www.dfait-maeci.gc.ca
<http://www.vfs-canada.co.in>

Canadian Consulate (Chandigarh)

Canadian Consulate General - Chandigarh
SCO #54-56, Sector 17-A, Chandigarh 160 017
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Fax: (91-172) 505-0320

UNITED KINGDOM

British High Commission
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Fax: +91-011-26870065
Email: postmaster.nedel@fco.gov.uk
Website: www.britishhighcommission.gov.uk
www.ukinindia.com

**UK Visa Services at Chandigarh -
VFS Global Services Pvt Ltd**

UK Visa Application Centre
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E-mail: vfsuk.north@vfsglobal.com

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Website: www.india.embassy.gov.au

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Fax: 011 - 2469 7053

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SWITZERLAND

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THAILAND

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Telephone : (91-11) 26118103, 26118104
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VIETNAM

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Fax : 91-11-23017714
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