

IMPACT

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VGC DESIGNOMICS LUXURY CONCLAVE HOLDS UP DESIGN AS A MANAGEMENT TOOL

The VGC Designomics Luxury Conclave 2015 was hosted by the World Marketing Congress in Mumbai. The discussions revolved around the role of design in the business of luxury. The curator of the conclave was Preeti Vyas, Founder of Designomics and Chairwoman, Vyas Giannetti Creative. Vyas spoke about designomics as a platform to understand the power of design as a management tool. The keynote speakers for the evening were some of the finest connoisseurs of luxury.



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01 Deepa Harris of BrandsWeLove with Preeti Vyas of VGC

02 Preeti Vyas of VGC, Dr. R.L. Bhatia of WMC Deepa Harris of BrandsWeLove and Anuraag Bhatnagar of St Regis

03 Brand Consultant Nisha JamVwal

04 Mayank Ruia of Maia

05 Harish Mehta of Onward Technologies Ltd.

06 Meera Chandra of Tigress Tigress

07 Sangita Kathiwada of Melange



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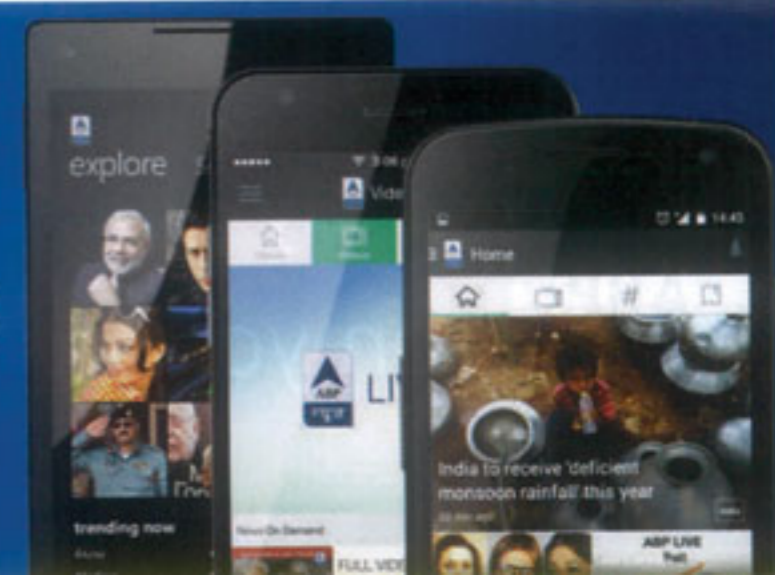


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Where dream jobs abound

Event: Times Ascent Job Stop
Where: Vidyalkar Institute of Technology, Mumbai
When: December 12, 2015

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Creating a platform for recruiters and job seekers to convene and interact is one thing. Firing up everyone with the enthusiasm and clarity to go for the opportunity of their dreams is quite another. Times Ascent Job Stop powered by Mumbai Mirror Your CV and Global Jobs accomplished both on December 12, 2015 with an inauguration ceremony involving dignitaries like DR RL Bhatia; a change management and an organisation turn-around specialist; Dr Sanjeevani Deshpande, chairperson, Vidyalkar Institute of Technology (VIT); Dr Ankush Sharma, COO, VIT and Professor Jayanti Banerjee Das, faculty and marketing manager, VIT. In her inaugural address, Dr Deshpande expressed her desire for every one of the candidates present in the hall to get their best and most deserved slot. Considering that, there were 27 domestic companies and 17 overseas consultants participating at Times Ascent Job Stop ranging from BFSI, aviation, real estate, education and hospitality, this was actually achievable.

Dr Ankush Sharma pointed towards the biggest USP of a job fair - the chance for physical interactions. "In Indian culture, 'samaroh' has great significance because buyers and sellers interact with each other. But with the boom in technology, there are hardly any physical interactions between recruiters and candidates. But today, you will get to interact with recruiters in the offline space. And you will see how much effort is required to select the right candidate." Thanking the Times Group for the opportunity to host the event, he said, "To organise an event like this requires great effort, but when you see the happy faces at



the end of the day, you feel a sense of satisfaction." Dr Sharma also impressed upon students the importance of focusing on the learning experience rather than just getting selected.

Dr RL Bhatia fired up the audience with his own rags to riches tale. Once a cleaner boy at Standard Chartered Bank, he went on to head HR at the very same company and also acquire a doctorate from University of Missouri, USA. One statement he made really struck a chord with the audience, "The difference between ordinary and extraordinary is just one word - extra. Ordinary people with extraordinary determination can do great things." He offered a formula for success - ability multiplied by skill equals competence, "What will get you a job is your skill. Just the ability to speak good English and use the Internet can get you 20,000 rupees a month." He had the audience in splits with his explanation for the PhD abbreviation - 'the pull him down, pull her down culture', where he was referring to office politics. "Anyone can become rich. The only thing you need to change is your attitude. Every morning when you

wake up and every night before you sleep, think positive. There's so much good in the worst of us and so much bad in the best of us, that it doesn't do any good for anyone to pass judgement on the rest of us!" Bhatia's talk was peppered with catch phrases like these.

Dr Jayanti Banerjee Das served as the voice of reason for freshers who demand too much from their first jobs. She said, "All careers are built up in steps, but the present day generation lacks patience. It doesn't mean you stop dreaming, but you move ahead with small steps. Don't have too many demands with regards to location and weekends off. Take what you get. Do a SWOT analysis of yourself." With regards to the 'tell me about yourself' question, Dr Das suggested breaking the answer into five components - professional achievements, educational achievements, applicable skills, goals and why you're there for the interview.

Reshma Bhansali, placement officer, VIT delivered the vote of thanks and with that, it was time for the bright-eyed young aspirants to go out and find dream jobs.