

CAREER IN ARTS

- ADVERTISING
- CALL CENTRES
- CIVIL SERVICES
- DESIGNING
- LAW

ADVERTISING

- A product or service is advertised to create an awareness in the minds of potential buyers.
- Some of the commonly used media for advertising are T.V., radio, websites, newspapers, magazines, billboards, hoardings etc.
- Advertising is one of the aspects of mass communication.
- Advertising is actually brand-building through effective communication and is essentially a service industry.
- It helps to create demand, promote [marketing system](#) and boost economic growth. Thus advertising forms the basis of marketing

ELIGIBILITY

- **Educational:** Most advertising agencies recruit candidates with a
 1. Formal management
 2. Advertising/mass communication qualification.
- Preference is given for MBA's for posts in the market research, client servicing and media planning departments.
- BA with a command of the language of communication plus knowledge of designing packages like Photoshop, corel draw or fine arts is the requirement.

SPECIALISED COURSES

- Certificate courses in advertising/mass communication
- Diploma in advertising/mass communication
- Graduate degree course in mass communication studies
- MINIMUM QUALIFICATION :is 10+2.

INSTITUTES

Guru Nanak Dev University, Amritsar, (Punjab)
Guru Nanak Dev University, Amritsar 143005

Panjab University, Chandigarh, (Punjab)
Panjab University, Sector 14, Chandigarh 160014

Punjabi University, Patiala, (Punjab)
Punjabi University, Patiala 147002

Job Prospects

Career opportunities include openings in

- Private advertising agencies;
- Advertising department in private or public sector companies;
- In advertising sections of newspapers,
- Journals,
- Magazines;
- Commercial section of radio or television;
- Market research organizations etc.
- Freelancing.

Career Options

- Advertising field offers a range of lucrative, interesting careers.
- The job in this field is categorised into two,
 1. Executive
 2. Creative.
- Executive side include Client Servicing, Market Research and Media Research.
- Creative side consist of copywriters, scriptwriters, visualisers, photographers and typographers.

Executive Department

- Client Servicing
- Media Planning/Research
- Market Research

Creative Department

- Copywriters
- Visualisers
- Visualisers

REMUNERATION

The earnings range from

- 7,000 for production managers to 8,000
- for copy writers up to 35,000
- for General Managers plus perks.

CALL CENTRES

A call centre is a service centre with adequate telecom facilities, access to internet and wide database, which provide voice based or web-based information and support to customers in the country or abroad through trained personnel.

ELIGIBILITY

- There are no specific educational qualifications required to become a CSO (Customer Service Officer/Operator or call centre adviser/ representative, customer service representative) in a call center. It is a good option for plus two or fresh college graduates as well as even housewives and retired people.

INSTITUTES FOR TRAINING

- Akiko Sherman Infotech
<http://www.shermanindia.com/>
INDIA, Head Office
13/9, Padam sikh Chowk Ajmal Khan Road
New Delhi - 110005
- North Star Call Centre College,
B-109, Sector - 5, NOIDA – 201301 (U.P.), India.
Phone : (91)-118-4421848, (91)-118-4421849, Fax: (91)-118-4519484
E-mail : Contact Us
- Ian Stern
<http://www.holistic-enterprise.com/>
A-62 DDA Complex (Ring Road)
Defence Colony
New Delhi -110 024
Ph: (011) 460 2690
E-mail: Contact Us
- ProEdge Solutions (P) Limited

JOB PROSPECTS

Call centres exist in all sectors of

- Business
- Banking,
- Utilities,
- Manufacturing,
- Security,
- Market research,
- Pharmaceuticals,
- Catalogue sales,
- Order desk,
- Customer service,
- Technical queries (help desk),
- Emergency dispatch,
- Credit collections,
- Food service,
- Airline/hotel reservations etc.

The wide area of services provided by the call centres makes it a lucrative career with a range of opportunities.

REMUNERATION

- As a fresher, earn highly attractive pay packages ranging from Rs. 6,500 to Rs.10,000 approximately per month .
- Other than bonuses for outstanding performances.
- Experience as asset.

CIVIL SERVICES

- Entry into the IAS, IPS and the Central Services, Group A and Group B is through

The All India Combined Competitive Examination for the Civil Services

conducted by

The Union Public Service Commission (UPSC) in different centers spread all over the country.

- However, recruitment to the Indian Forest Service is through a different procedure. Entry into the State Civil Services is through a competitive examination conducted by every state public service commission.
- Anyone thinking of taking up civil service, should have an idea how difficult it is to get in as lakhs of candidates apply for the 400 to 500 vacancies that may arise. So once you decide to appear in civil service exam, one should be prepared to slog endlessly.

INDIAN FOREST SERVICE

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APPLICATION FORM

- The application form along with an Information Brochure containing general instructions for filling up the form, an acknowledgement card and an envelope for sending the application is obtainable from the designated Head Post Offices/ Post Offices throughout the country against a specified cash payment.

NOTE: Form should be purchased from the designated Post Offices only and not from any other agency. This form can be used only once and for only one examination.

NOTIFICATIONS

- Notification along with application forms for the civil service exam will appear in all the daily newspapers and the Rozgar Samachar/**Employment News** by the end of **December** each year.
- The duly filled in application form and the acknowledgement card should then be mailed in the special envelope supplied with the Information Brochure to :

**Secretary, Union PublicServiceCommission,
Dholpur House, Shahjahan Road, New Delhi-
110 011**

CONFIRMATION

- A registration number is given as a token of receipt of the application.
- If a candidate does not receive an acknowledgement within 30 days, he is advised to contact the UPSC.
- Further communications to the UPSC should contain name of examination, registration no., name and postal address as given in the application..

ELIGIBILITY

EDUCATION: 1. Graduates in any discipline from a recognised university.

2. Candidates having professional and technical qualifications recognised by the government are also eligible.

AGE LIMITS :

- 21 -30 years on the 1st August of the year in which examination is being held.
- The upper age limit may be relaxed in respect of the SC/ST and other backward classes.

PHYSICAL STANDARDS :

- Candidates must be physically fit according to physical standards for admission to Civil Services Examination.

EXAMINATION & SELECTION

- Preliminary Examination(MAY/JUNE) :
It is of objective type, which is a qualifying examination for the selection of candidates for Main Examination
- Main Examination
(OCTOBER/NOVEMBER) :It consists of written examination and interview for the selection of candidates for the various services and posts.

Preliminary Examination

- Paper I is of general studies
- paper II is from a selected list of optional subjects for preliminary examinations.
- The question papers are set in Hindi as well as in English.
- The course content for the optional subjects will be of the degree level.
- Each paper is of two hours duration.
- Blind candidates are allowed an extra time of 20 minutes for each paper.
- Only those candidates who are declared by the Commission to have qualified in the Preliminary Examination in a year will be eligible for admission to the Main Examination of that year provided they are otherwise eligible for admission to the Main Examination.
- Subjects for Paper II (one subject to be selected): Agriculture, Animal Husbandry and [Veterinary](#) Science, Botany, Chemistry, Civil Engineering, Commerce, Economics, [Electrical Engineering](#), Geography, Geology, Indian History, Law, Mathematics, Mechanical Engineering, Medical Science, Philosophy, Physics, Political [Science](#), Psychology, Public Administration, Sociology, Statistics, Zoology.

Main Examination

- Each paper is of 3 hours duration.
 - Papers for main examination :
 - Paper I - One Indian language (selected by the candidate) 300 marks
 - Paper II - English 300 marks
 - Paper III - Essay 200 marks
 - Paper IV&V - General Studies 300 marks each
 - Paper VI-IX - Any two subjects (optional papers to be selected by the candidate) with two papers each 300 marks for each
- Optional Papers: Agriculture, Animal Husbandry and Veterinary Science, Botany, Chemistry, Civil Engineering, Commerce, Economics, Electrical Engineering, Geography, Geology, Indian History, Law, Mathematics, Mechanical Engineering, Medical Science, Philosophy, Physics, Political Science, Psychology, Public Administration, Sociology, Statistics, Zoology.

Interview (April/May)

- Candidates who obtain minimum qualifying marks in the written part of the Main Examination shall be summoned for an interview.
- It is usually conducted in the month of April/May every year. Candidate will be asked questions on matters of general interest.
- The object of the interview is to assess the personal suitability and judge the mental caliber of the candidate.
- The candidate must exhibit an intelligent interest in events happening around him so that he appears to be a complete personality.
- The interview will carry 300 marks (with no minimum qualifying marks).
- There is also a medical test, especially rigid for IPS. Out of the final candidates selected top rankers are appointed as IAS officers.
- Once appointed, all probationary officers of the All India and Central Services undergo a compulsory foundation training.

SELECTION

The Indian Civil Services are organised into two main sections.

1. (i) All India Services
2. (ii) The Central Services.

All India Services :

1. Indian Administrative Service (IAS)
2. Indian Police Service (IPS)
3. Indian Forest Service (IFtS)

Central Services -Groups A

Indian Foreign Service (IFS)

Indian Railway Service

Indian Postal Service

Accounts and Auditing Services (including The Indian Audit and Accounts Service, The Indian Civil Accounts Service, The Indian Defence Accounts Service, The Indian Revenue Service.)

Indian Customs and Central Excise

Indian Ordinance Factories Service

Indian Defence Estates Service

Indian Revenue Service

Indian Information Service

Central Trade Services

Central Industrial Security Force **Group B:**

Central Secretariat Services (Section Officer Grade)

Railway Board Secretariat Services (Section Officer Grade)

Armed Forces Headquarters Civil Services (Assistant Civilian Staff Officer Grade)

Customs Appraisers' Services

The Delhi, Andaman and Nicobar Islands, Lakshadweep, Daman & Diu and Dadra & Nagar Haveli Civil Services

The Delhi, Andaman and Nicobar Islands, Lakshadweep, Daman & Diu and Dadra & Nagar Haveli Police Services

Pondicherry Civil Services

State Civil Services

Central Services -Groups B

- The categories of services to which candidates are selected through the SCS examination are as under:
 - (a) State Civil Services, Class-I (SCS)
 - (b) State Police Service, Class-I (SPS).
 - (c) Block Development Officer.
 - (d) Tehsildar/Talukadar/Asstt. Collector.
 - (e) Excise and Taxation Officer.
 - (f) Distt. Employment Officer.
 - (g) Distt. Treasury Officer.
 - (h) Distt Welfare Officer.
 - (i) Asstt Registrar Cooperative Societies.
 - (j) Distt. Food and Supplies Controller/Officer.
 - (k) Any other Class-I/Class-II service notified as per rules by the concerned State.

CAREER IN DESIGNING

BY IQBAL SINGH

INTRODUCTION

- Designing is the blend of artistic talents and creativity.
- It can be mainly divided into four i.e.,
 1. Fashion designing,
 2. Product designing,
 3. Graphic designing and
 4. Interior designing.

Fashion designing

Fashion designing deals with

- Clothing and
- Textiles,
- Product designing
- Designing the products

Graphic Designing

Graphic designing deals with designing for

- Websites,
- Movies,
- Logos,
- Signage, etc.

Interior designing

Interior designing is the arrangement of living space i.e. organizing, managing and planning of the interiors of rooms at

- Homes,
- Offices,
- Retail shops,
- Showrooms,
- Hotels,
- Airports,
- Exhibition halls,
- Conference centers,
- Theatres,
- TV and film studios and
- Commercial establishments etc.

Eligibility

- Eligibility :10+2 with 55% aggregate in Arts.

Course: Bachelor of fine Arts (BFA- 4 years)
programme offers specialisation in Interior
Design.

Institute

- The school of Interior design, CEPT, Ahmedabad → 5 year Professional Programme in Interior design
- Many part time one year diploma course being run in every city, which require very minimal qualification.

Job Prospects

- Interior design is one of the fastest growing professional fields.
- There are lots of employment opportunities for interior designers in various fields.

Interior Designers can find employment with

1. Architects or architectural firms,
2. Builders,
3. Public works department,
4. Hotel
5. Resort chains,
6. Hospitals,
7. Town planning bureau,
8. Regional and Metropolitan development works,
9. Private consultancies,
10. Studios and
11. Theaters and
12. Exhibition organizers. Etc.
13. They can also set up their own business. Once they make a name, it is a very lucrative profession.

Remuneration

- Interior design is an immensely rewarding profession.
- Beginners monthly salary range between, Rs. 5000 to Rs. 8000
- Established designers gets Rs.50,000 to Rs. 75,000.

Arch Institute of fashion and Design / Arch Gemology & Jewellery Institute

- Plot No.9, malviya nagar Institutional area , Malviya Nagar , Jaipur, Rajasthan
Phone : 0141-2702163, 3096203
Web Site : www.archedu.org
Contact now (E-mail) - Email
Institution Details : Arch Academy of Fashion, Art & Design is a leading Institute in Design Education. The Institution has been offering Advance Diploma, Diploma and Short-term professional courses in the field of Fashion, Textiles, Interior, Jewellery, Gemology & Accessory Design . Arch is affiliated with the University of Rajasthan for a P.G. Diploma in Garment Production & Export Management (GPEM). Arch also offers specialized courses on Visual Merchandising, Contour Fashion Design, Gemstone Processing, Jewellery Manufacturing, Gem Identification, Diamond Study, Furniture Design and Contemporary Enameling.
Course : Degree in Interior Design
Duration : 3 year
Diploma in Interior Design
Duration : 2 year
Certificate Course in Interior Design
Duration : 1 year

- **Anima Institute of Fashion,**
1, Shambhu Nath Pandit street,
Culcutta-700020
Tel : 2231485/4725717,
Fax : 2231993
Contact now (E-mail) - E-mail

- **Apeejay Institute of Design**
54, Tughlakabad,
Institutional Area,
Mehrauli Badarpur Road,
New Delhi 110 062
Institution details-Affiliated to Guru Nanak dev
University, Amritsar
course- offers 4 years and 1 year courses in Graphic,
Furniture Design.
Eligibility- for 4 year courses is Class XII and for 1 year
course graduation

- **Avinashilingam Institute for Home Science & higher Education for women,**
Coimbatore-61 043
Website www.tnuniv.ac.in/adu
Phone - 0422 - 2443620 ,0422 - 2441252,
- **Birla Institute of Liberal Arts and Management Sciences**
5-A Sarat Bose Road (opp.Minto Park),
Culcutta 700 020
PHONE: 2240-4558, 2247-1271
Contact now (E-mail) - E-mail
Website - www.bilams.com
Courses- 1 year course in Interior Decoration and Design
Eligibility - Class XII or equivalent
- **College of Arts and Design**
No.7,P.V.Koli street,
Aminjikai,
Chennai 600029
Institution details- Affiliated to university of Madras

Career in Law

Introduction

- Laws are an essential ingredient in the social fabric of every civilized nation.
- They make the life of the citizens organised, safe and secure.
- Lawyers are needed to interpret laws and safeguard the rights of the citizens.
- The job of a lawyer is challenging and also satisfying.

MAIN AREAS

Lawyers may specialise in a particular branch of legal work, such as :-

- Civil Law : This pertains to the private rights of individuals and also to legal proceedings connected with these rights.
- Criminal Law : This deals with crime or its punishment.
- Labour Law : This pertains to workers, their associations, their usual conditions, rights and duties. Lawyers in this branch usually have to sort out problems between the management and the workers.
- Tax Law : This pertains to different types of taxes such as income tax, commercial tax and indirect tax.

Other branches includes:-

- Family Law,
- Constitutional Law,
- Company Law,
- Excise and Customs Law etc.

PERSONAL ATTRIBUTES

- (1) Power Of Logical Reasoning, A Quick Brain
- (2) Powers Of Concentration, Patience And Perseverance
- (3) Ability To Discuss Matters With All Types Of People, Great Self-confidence
- (4) Good Communication Skills And The Gift Of Expression .
- (5) A Good Voice.

COURSE/TRAINING

- The basic qualification required for establishing one in the legal profession is a law degree. (LLB).

The degree in law can be obtained at two stages :-

- (1) After graduation in any discipline, one can take up a three year LLB programme from any recognized University in the country.
- (2) Five year programme after successful completion of +2 or equivalent examination.

This scheme came in to operation in the last few years with the Governments intention of attracting young talent to this profession.

- Students from all streams (science, humanities and commerce)

are eligible
to apply for this programme.

Selection is through an **All India entrance examination** followed by group discussions and a personal interview.

The Masters courses offered by most institutions and universities include:

- LL.M., J.S.D. (Master of laws/Doctor in Jurisprudential Sciences) Degree
- M.Phil. (Master of Philosophy) Degree
- LL.D. (Doctor of Law) Degree
- Ph.D. (Doctor of Philosophy) Degree (in Social Science subjects)
- M.B.L. (Master of Business Laws) Degree
- Post Graduate Diploma in Human Rights Law

Universities offering law courses in Punjab

1. Guru Nanak Dev University,
Faculty of Law
Amritsar
Punjab

2. Punjab University,
Faculty of Law
Sector 14
Chandigarh
Punjab

3. Punjabi University,
Faculty of Law
Patiala
Punjab

Job profiles

- Judges
- Solicitors
- Advocates (lawyers)
- Legal executives
- Legal advisor/consultants
- Legal officers
- Legal writers
- Law professors
- Paralegal staff

Lawyers are primarily employed in the following sectors,

- Government
- Corporate sector
- Media and information services
- Education and training
- Banking
- International bodies
- Non governmental organisations (NGOs)

Areas of work related to law include,

- Politics
- Public administration
- Civil Services
- Information services
- Company Secretaryship
- Human resource management
- Personnel management
- Labour relations
- Broadcasting

Job Prospects

