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"NEW DISRUPTIVE BUSINESS MODELS MAY ENTER E-MARKET" FLIPKART WALMART DEAL BREED NEW GENERATION ENTREPRENEURS "SOURCES 90% OF PRODUCTS LOCALLY"



By: M.S.Yatnatti: Editor and Video Journalist Bengaluru: Era of disruptions or get disrupted. It is evident that the Walmart- Flipkart deal will re-energize the startup ecosystem in India even as global investors will likely gain confidence after seeing the first such liquidity event take place locally. Investors who have ploughed billions of dollars in local startups, especially post 2014, but haven't witnessed many exits, will now want to take new bets, several local startups are reportedly coming with new disruptive business models which will take on Amazon and Walmart in E-Commerce Platform . Elaborating on what the Walmart partnership offers Flipkart, reportedly Binny said the company will take more long term decisions that weren't possible to take as a VC-driven company. Flipkart will make more and bigger acquisitions in future, especially those that add to the capabilities that the company wants to build to grow. Kalyan Krishnamurthy, CEO of Flipkart, said the company will look to correct the 'bias' in the e-commerce growth in India which has been primarily driven by electronics and fashion. He expects groceries and furniture to be among the new growth drivers for Flipkart. Binny emphasised the importance of the Walmart deal for India's startup ecosystem. "It's a huge win for the ecosystem. Flipkart had the best of VCs and private equity; now we have the best partner. The deal will act like a flywheel for the country's startup environment," he said.

In today's world, multiple qualifications sometimes do not fetch you a dream job, but skill-based courses can. However, the dilemma over skills versus degrees happens all over the world as companies prefer skill certifications over degrees. Nasscom instead of predicting that automation would result in a 20%-25% reduction in IT jobs in three years should spend time and money on predicting new jobs and new skill sets are created by Automation and the growth of technologies like artificial intelligence (AI) .Reportedly IT Services companies will lay off 6 lakhs jobs in coming 3 years and few experts predict worse situation .but few experts opine that any amount of automation machinery and artificial intelligence and e-commerce cannot replace humans . However, this environment is providing a big opportunity for lakhs of white-collared professionals to move out of their comfort zones and up skill themselves to remain employable .Automation and digital transformation has created an adapt-or-perish scenario. It's an alarming reminder that re-skilling is the only way out to be relevant.The situations will be created such way that new job descriptions will emerge in new situations ill create new jobs .Few skill sets become obsolete but new skill sets replace them to fill the gaps. In news papers both types of news reports appear .one news is about "bemoaning the lack of job creation in the IT industry" and news is an advertisement looking for UX/UI designers, full stack web developers, data scientists, data visualisers and Java coders .Automation and the growth of technologies like artificial intelligence (AI) are resulting in a better, safer and more efficient world. Investments in automation are pouring in. McKinsey estimates that tech giants worldwide spent anywhere between \$20-30 billion on AI in 2016. Interestingly, one of the key drivers of these spends is the falling cost of capital. The unit cost of capital has dropped to less than 0.6 times the unit cost of labour. This amounts to a 16x drop from the unit cost of labour in the early 1980s. This imbalance is flooding research in AI and robotics with money. These technologies will rewrite global competition, wealth generation and employment. Already the warning bells in job markets are ringing. By 2033, says one World Bank Development Report, automation will put 47% of current US jobs at risk. Corresponding figures for other nations are 77% for China, 69% for India and 65% for Argentina. These estimates are for direct job loss. The real numbers will be several times larger. For example, autonomous cars will result in direct job losses for drivers of taxis, trucks and buses. But autonomous cars will be programmed to adhere to local laws, and the size of the traffic police force can shrink substantially. In India, we must brace for the impact of these trends. Amongst the most severely affected will be the IT industry. Nasscom predicted that automation would result in a 20%-25% reduction in IT jobs in three years. The impact will be serious across sectors from e-commerce to manufacturing, security services, banking and agriculture. Labour intensive industries will become the first targets of automation.

This advertisement strongly validates that what we have been seeing around us for some time now is in today's digital age, consumers and business are now embedded in technology. And more technology means more jobs. Not less. Besides, technology is a great leveler. It recognizes no caste, creed or colour. Just consumers and competence. IT companies need to recruit the recruiters and partner with Job positions for data scientists, software architects, data engineers, UI (user interface) and UX (user experience) are the most difficult to fill for companies. The number of active candidates present for these roles is less than half the demand. These niche positions are popular across industries, but the majority of the demand comes from the IT sector, according to few recruitment firms surveys .small and effective search firms / recruiting or staffing agencies / recruiting vendors if they want to be super successful .A study by IT expert in recruitment process outsourcing shows that the recruitment industry is going through a crunch of 200 professionals every day. IT companies need to Build the militia for the warfare. Simultaneously, build the army," is the advice of , Lead, HR and Recruiting, experts in India, for young HR managers. The `War for Talent is a reality ,and it need to handle the problem of the growing lacuna in HR talent, particularly recruiters, in the country. It's clear India does not have enough HR horsepower to handle the needs of the IT/ITES (IT-enabled services) industry. These sectors in the country, expected to employ about two million people by 2018, i.e, double the number of people they employ today, will predictably suffer from a severe shortage of competent HR talent soon.According to industry estimates, in the people's business, for every 50-75 person recruited, one HR job gets created. This roughly translates into a demand for 40,000 people skilled in the HR area for the tech sector alone in the next three years.This excludes the needs of other booming sectors such as retail, telecom, textiles and the recruitment industry itself, which needs as many people.Reportedly Indian investment in tech is only set to rise with number of initiatives like Digital India, which the government estimates will swell to \$1trillion by 2024, up from \$270 billion today. Today, India's technology investment as a percentage of GDP is well below 1%, compared to a global average of 2.5-3%. With Digital India, technology investments will accelerate significantly and this will generate new employment and many new microentrepreneurship opportunities. IT companies need to spend their energy in creating a new learning culture so that they can train more people to use software as a tool, more people who can create must-have applications, or build insights from analytics, or create smart visualisations, or even train computers to behave more intelligently. Companies have to create micro-entrepreneurs who can use technology-abled skills to provide digital services to rural and semi-urban India. Job growth in such a scenario will never be a concern. This is time to re-imagine and recalibrate and succeed .

According to reports the recent IT layoffs have spurred software professionals with three eight years of experience towards having multiple skills in their kitty . E-learning companies reportedly have seen a surge in the demand for their courses in specialized areas like analytics, product management. Looking for a change in job roles, system engineers, developers and those in testing are looking at other avenues. "Professionals with management profiles are shifting to product management. "Those with over five years of experience, i.e. mid-level executives and project managers, are taking up courses in UIUX (user interfaceexperience), machine learning, artificial intelligence and micro service architecture. Cybersecurity is another sought-after course.The sought after courses are digital marketing , data science and sales force Professionals are not secure about their jobs anymore because of the recent layoffs.

However, this environment is providing a big opportunity for lakhs of white-collared professionals to move out of their comfort zones and up skill themselves to remain employable .Automation and digital transformation has created an adapt-or-perish scenario. It's an alarming reminder that re-skilling is the only way out to be relevant." Instead of falsification of resumes the employees who are affected with laying off or who are removed or sacked are suggested to new acquire skills in demand or get new online training and online learning in moocs and get new certifications or treat themselves as bench employees without salary and work from home for few companies or work for open source projects and get real certifications . Given the present scenario of 1% growth in job creation and increased concerns of a lull in hiring, experts says falsification of resumes may only increase. "General Motors' decision to stop selling cars in India, Tata Motors firing nearly 1,500 people, Cognizant laying off more than 6000 people and the IT sector freezing recruitment and sacking employees and the pace of job creation will all see falsification of resumes increase in the coming months,“. Reportedly "There's a full-fledged business in Hyderabad and Bengaluru. They charge Rs 15,000 to Rs 30,000 to give false experience letters and a premium to even verify on phone or email.

A study by IT recruitment process outsourcing firm, shows that the recruitment industry is going through a crunch of 200 professionals every day.Large organisations are often recruiting in excess of 1,000 people per year and one recruiter can effectively handle 5-20 placements a month. Generally recruiting teams are often as large as 15-20 people, with some organisations having recruiting teams with over 150 people. If you don't have people, you lose billing hours which translates into loss of revenue." Therefore the war for talent is now beginning at source: i.e., hirers are being hired first, both at recruitment divisions of companies and at recruitment firms. The country produces one million graduates every year. With a little bit of training, this pool can be filled easily. Readers can look into List of websites of IT Companies in India at <http://memberdirectory.nasscom.in/MemberCompanyFreeSearch>. Contract Staffing is dependent completely on the Staffing Partners empanelled. According to industry estimates, the current RPO market is around Rs. 10,000 crore in India with HR companies offering RPO as one of their services. Be alert as a job scam occurs when someone offers you a fictitious job opportunity, typically through a false website or unsolicited e-mail. The victim is often asked to provide personal information and/or payments to the solicitor. If you get a job offer that seems like it's too good to be true, be sure to do your homework – it probably is. Scammers are beginning to use well-known brands to entice job seekers to apply to their fictitious positions.Reportedly the world of Information Technology (IT) has always been rewarding for employees. If you have the right skill set you can fetch a good price for your services. Whether you are a fresher or an experienced IT professional looking for promotion, one way to beat the competition is to obtain the desired IT certifications in your core area. Refine your skill sets, show your organization that you are really serious about taking a bigger role, and gain extra confidence along the way. For freshers, this is a great way to push their resume forward and get a good entry point, while for experienced professionals it's a great way to increase their pay scale and, in some cases, even change their designation. Microsoft Certified Solutions Expert – Server Infrastructure (MCSE):

Think you can run a data centre, then this certification is for you. This certification covers everything from systems management, identity management, storage & networking to virtualisation.If you are looking to work as a security analyst or support specialist, then this certification is a must have in your CV. If you want to prove to employers that you can implement an advanced server infrastructure, then MCSE is a must. Two exams are required to pass the MCSE:• Designing and Implementing a Server Infrastructure: Exam 70-413 (Duration 2 hours, 40-60 drag & drop, case studies, linear and adaptive, build list and reorder questions) • Implementing an Advanced Server Infrastructure: Exam 70-414 (Duration 2 hours, 40-60 drag & drop, case studies, linear and adaptive, build list and reorder questions)Candidates must have previously passed the following exams: 70-410 (Installing and configuring Windows Server 2012), 70-411 (Administering Windows Server 2012), and 70-412 (Configuring Advanced Windows Server 2012 Services).Red Hat Certified Engineer (RHCE):Red Hat's open source products are a big hit among internet service providers, cloud computing companies and telecommunication companies. RHCE is a great certification for those working with Linux, and in an environment that involves using complex network components.RHCE covers everything from systems configuration and management to network and database services. If you want to prove your ability to handle RHEL systems, then this is a must do. It's a great certification for network administrators looking to move up in the corporate hierarchy.

The required exam is EX-300 Red Hat Certified Engineer. It's a two hour lab exam on a live system. Rather than answering questions you have to perform tasks. Candidates must hold an RHCSA (Red Hat Certified System Administrator) certification prior to testing.CompTIA Network+:Network+ is considered one of the best entry-level certifications. It's a vendor neutral certification that covers networking fundamentals like subnetting, troubleshooting, purpose of networking devices, configuring networking services and much more. Network+ is particularly useful for freshers trying to break into the market, and is considered a great asset for your resume.Candidates are required to pass the N10-005 exam. The exam has a duration of 90 minutes and consists of 100 multiple choice questions.There are no prerequisites. The world of certifications can be tough to navigate, especially with more than 1,700 IT related certifications on the market today. It's good to ask yourself these four questions before you finalize on any certification. • What is your primary career goal? Does this certification help your goal? • Which field of IT are you most interested in? Does it cover your field? • Does it help you get a better designation and pay scale? • Does it teach you something new?If the answer to all of the above is a big yes, then go for the respective certification and don't think twice!.It has been observed and reported and alleged that that certain agencies/individuals have been making job offers on behalf of Accenture and other IT comanuies,, in exchange for money. Important notice about careers at Accenture is published at www.accenture.com/in-en/careers/important-



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Accenture also said it would focus its business on three 'new' technologies — digital, cloud and cyber security, which together contribute \$10 billion to its top line or a third of its overall revenue. Accenture plans to hire nearly 100,000 in FY16, spend \$1 billion on acquisitions. Reportedly the investments and hires are creating a dramatic gap between Accenture and its Indian IT competitors, one that they will struggle to close unless they get more aggressive, analysts have said. Accenture ended the last financial year with \$7 billion in revenue from its digital business — which includes interactive, analytics and mobility. To put that into perspective, Wipro had \$7.1 billion in overall revenue in its financial year ended March. TCS has said it had close to \$2 billion in digital revenue in the last financial year. Accenture's digital workforce has now expanded to 36,000, CEO Pierre Nanterme told investors. Nanterme also batted aside questions about competition in its digital business. "I would say that in our digital and operations business, we are the market makers. I spend a lot of my time looking at the competition, but there I would say we make the market. Our competition in digital is very fragmented and isn't doing what we are doing,"

Started in the 1950s when General Electric installed their first company computer system, Accenture has since grown both in the size of its company and employees as well as the scope and variety of the services they offer. Currently Accenture employs more than 260,000 people in offices located in more than 200 different cities in 54 countries around the world. People who are interested in career opportunities with this company can check out Accenture.com for open positions and potential employment circumstances. When companies and corporations started heavily relying on computer systems, Accenture was primarily a technology consultant and systems integrator. But as computers became more sophisticated, so did the services offered by Accenture. One of the ways Accenture branched out was to work hard to create specific technological and processing solutions for government computer systems, in addition to business systems, though their business solutions still make up the core of their business. In the 1980s they started offering business solutions with the purpose of aligning a company's technology, processes, and people with the strategies of the businesses themselves.

Accenture's main goal today is to give companies whatever technological and strategic solutions they need to collaborate with their clients in order to help them become high performance businesses. Business owners who are interested in the business solutions that Accenture may be able to offer them can look at their website for more detailed explanations of what their company can offer you in terms of consulting, technology, and outsourcing. Their website has conducted research on how improving these areas of your business can help you become more successful and more profitable. If you think their solutions can work for you, you should contact the company directly to see how these solutions can be personalized to your needs. Legit hiring managers will have their company's name as the ending of their email address (think: name@mashable.com) When a potential boss reaches out with an AOL, Gmail, Hotmail or any other non-company email address, though, red flags should be waving madly at you. Hiring managers and recruiters will send their correspondence from their business email address, not their personal one. It's easy to set up "clone" sites that mimic legitimate head-hunters and recruitment agencies.

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