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Editorial

Taking Control of the Wind of Change

The global economy is trending towards a very positive growth. However, the year 2014 will not be offering a favorable weather for the job seeking fresh graduates. Out of four million graduates, more than one million from professional colleges join the labor force every year in India. This year the industry forecast notes that the job outlook is far from bullish in the year ahead and its going to be herculean task for the colleges to place their students.

The job trend is shifting, with many companies preferring to hire more vocationally trained and management graduates than engineering degree or diploma holders. Though it is observed that the overall job readiness among Indian job market entrants is pegged at 34 percent, this year many businesses are planning to cut down the cost and are slowing down fresher hiring. Thanks to slowing demand, higher borrowing costs and delayed government approvals for projects.

While sectors such as engineering, hospitality and travel expect a rise in hiring, those like banking, financial services and insurance, information technology (IT) and IT-enabled services, and manufacturing are not expecting a major increase.

To encourage the businesses to raise the bar for the fresher hiring, India needs to invest in increasing the job readiness element among the fresh graduates. The country has emerged as a strong potential market for investments in training and education sector, thanks to its favorable demographics (young population) and being a services-driven economy. India's expanding role in sectors such as software development, generic pharmaceuticals and healthcare, would require the country to invest heavily into learning and training segments.

For instance, India is ranked third among countries with the fastest growing tourism industries over the next decade. To support this growth rate, educational institutes have an added responsibility to play their role in providing trained professionals. Hence in this issue, our team of experts consisting of top HR managers, Educationalists and HER editorial team have used different parameters to present you the 'Most Promising institutes for Hotel Management.' These institutes are not only imparting knowledge about hospitality industry but also molding each graduate as per industry requirements thus meeting the market expectations.

Hence, today as many companies prefer to hire more vocationally trained and management graduates over engineering degree or diploma holders due to the job readiness factor, the key for each fresh graduate is to mold you for the market requirement, to face all the odds and take advantage of the changing economic scenario.

Wish you all Happy New Year!

Christo Jacob
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Prof. (Dr.) S.K. Singh, COO

Cover Story

DBIM, Guwahati: Producing Polished Professionals

By Sandeep Sen



Garima B. an alumni of Don Bosco Institute of Management (DBIM) is today celebrating her first successful year of working at one of the largest multinational companies in India. But the smile on her face is a result of the appreciation and responsibilities that she has been entrusted with in a short span of time. "I never thought that I had the ability to outperform my colleagues and do so well this early in my career. But the time I spent at Don Bosco, has transformed an average student like me into an extraordinary industry professional," says Garima with a smile.

Garima was not always this confident and focused. When she had first joined the institute, she was a reserved, average student who did not expect much from her life. Same is the case with several other students who are not aware of their talents. All they require is an institution that can bring out the best in everyone and give them a fair chance to succeed at their chosen career. It is the guidance of the institute that keeps them on the right path and allows them to excel in their chosen disciplines.

"Many students that join our institute are unaware of their talents. From day one we engage them in several activities



that help them to hone their talent and realize their hidden potential. We do this to make these students industry ready," says Fr. (Dr.) George Palamattathil, Director, DBIM. The results show the benefit of this unique approach as 32 of the 38 eligible students from the 2013 graduating batch have been placed in some of the best enterprises in the country. The highest package offered among the visiting companies was Rs.7 lakhs. HDFC Bank, HSBC Bank, Benzcom Consulting, CMR-BIRD, TATA AIG, Aviva Life, McLeod Russel, NIIT, ReFeel, NRHM, Prentic Hall India, and Godrej are some of the major names that visited the campus. "We ensure that the students that step into our institution are able to graduate with pride," says Fr. Palamattathil.

Pre placement preparations

In this age of competition, firms just do not simply go by the marks attained by the applicant. The hiring squad will expect their prospective employees to have an all-round personality – average

The college has faculty members who are an ideal blend of youth and experience. They focus on concept teaching rather than content transfer

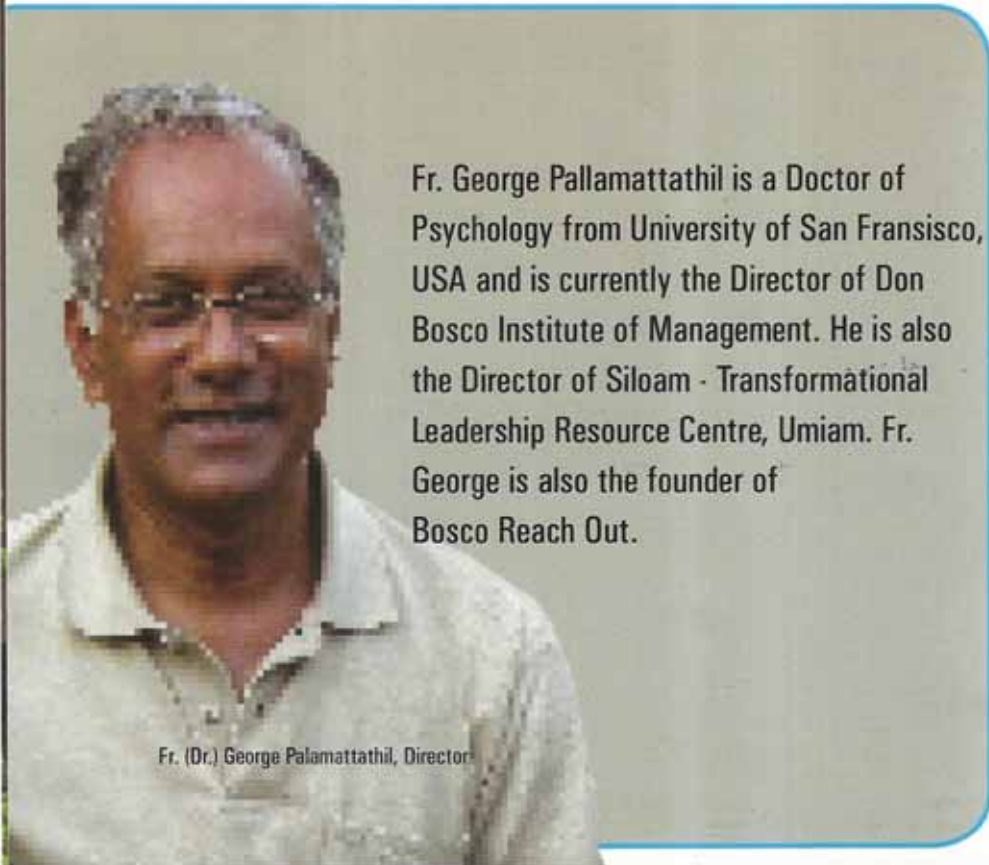
students who can communicate well, take up challenges, lead a team, complete tasks in given time are preferred over a student with an exemplary classroom record and poor social skills. "As learners are provided with strong fundamentals and expertise in their chosen field, and motivated to involve actively in department associations, societies, clubs and other forums, that expose them to real-life situations help them in improving their inter-personal skills. These activities assist them to evolve as industry-ready managers," says Fr. Palamattathil. "The questions that I faced during my interview were fairly simple as I was already prepared for them. I had

faced most of the situational references that they made through the various activities that I participated in during my course," admits Garima.

To guide students in deciding their future prospects more efficiently, DBIM facilitates its students with a career center. Students who want to go ahead and apply for campus recruitment are put through a Mock Placement program. This unique program is an opportunity for them to attend real campus recruitment program, the students are given feedback on their performance. This allows them to improve upon their presentation skills and body language making them confident for the actual interviews. Students are also given guidance on choosing an area of concentration for their respective careers.

Bringing a Fresh Perspective through Experience

"What makes the experience of studying at DBIM more special are its teachers. They support us in every step of the way right from our trivial activities to clubs and societies," says the management student. Special lectures are arranged on topics related to challenges faced by youth. Experts from organization such as HDFC Bank have periodically addressed the students between regular academic activities. Management development program is another such initiative where professors from other



Fr. (Dr.) George Palamattathil, Director

Fr. George Pallamattathil is a Doctor of Psychology from University of San Fransisco, USA and is currently the Director of Don Bosco Institute of Management. He is also the Director of Siloam - Transformational Leadership Resource Centre, Umiam. Fr. George is also the founder of Bosco Reach Out.

universities such as SIMB, Rajeev Gandhi University come to the campus and share their experiences. Hearing first hand experiences of industry experts helps them in drawing a better picture of the nitty-gritty of the enterprise.

The college has faculty members who are an ideal blend of youth and experience. They focus on concept teaching rather than content transfer. Candidates are scrutinized based on their subject knowledge, communication and attitude to life in general and towards students in particular. Applicants are tested in a personal interaction by the head of the department, principal and an external expert. Hiring at the lateral level allows the institute to accommodate uniquely qualified and accomplished teachers that can guide the student on every level.

The teachers play an active role in the student's completion of the program. "Teaching and learning at DBIM does not end with chalk and talk or use of other modern aids. The learners are encouraged to have free academic discussions, beyond the prescribed syllabus, with their faculty and peers as well. As learning is not forced upon them it keeps them fresh and active," adds Fr. Palamattathil. The institute understands that the students have to move out and implement the concepts being taught in the class, in order to be able to fully understand them. For this purpose, computer labs with related software, amphitheatres for role playing are housed within the campus along with a library – with over 4000 volumes and 2000 titles, for learners use, round the clock. With such exemplary academic facilities the institutes is also one that is recognized for yet another initiative.

Taking up the Social Cause

The institute encourages its students to take up social responsibilities and causes. The second year students of



The college library

the program are taken on wellness trips to Shillong, where the students are made to interact with children in deaf and dumb centers, and orphanages. "This allows them to realize that they are very fortunate and allows them to utilize their god given talents," adds the Director. Trips such as these allow the students to be aware of their society; making them more socially active individuals.

DBIM was founded in 2009 and has already established a strong alumni network, "It is students like Garima who act as our ambassadors. They are well placed in top firms in India as well as abroad," he adds. Many of the alumni members also act as mentors for their juniors. Since its inception, Don Bosco Institute of Management has been producing success stories like Garima who are not only proud to have been a part of the college but are also active alumni members. With such an impressive placement record, notable infrastructure to support the host of activities and a group of the finest teachers, places DBIM on the wish list of many budding students. **HER**

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