

A- Z of Careers

ADVERTISING

Advertising involves the process wherein a message is designed so as to promote a product, a thought, an idea or even a service. The concept of advertising has assumed a dynamic form with the use of the various mediums of communication like print, audio-visual and displays. The advertising industry has three major sectors; business or organization, which wishes to advertise, media, which provides the medium for advertising and the ad-agency which creates the ad to suit the needs of the firm. Advertising serves three basic purposes:

ANTHROPOLOGIST

Anthropology is the science concerned with the study of the evolution of man. It is involved with the study of the origin of man, his physical characteristics, systems, languages, traditions, material possessions as well as social, cultural and religious beliefs and practices.

ARCHITECTURE

Architects plan, design and observe constructions for human habitation. Buildings have to be functional, safe and economical and must suit the needs of the people who use them. Architects take all these things into consideration when they design buildings. Their duties demand a variety of skills - design, engineering, managerial and supervisory work.

ARMED FORCES AND PARAMILITARY FORCES

Security is vital for every nation. Our Armed Forces, Army, Navy, Air Force have the responsibility of guarding the nation against foreign invasions.

BANKING

A bank is a financial institution licensed by a government. Its primary activities include borrowing and lending money. Many other financial activities were allowed over time. Banks are important players in financial markets and offer financial services such as investment funds. Most banks offer insurance services (and now real estate services) to their clients. Banks now also offer a wide range of services such as exchanging foreign currency, advising on investments and insurance and acting as executors and trustees. There is a growing need for banking facilities due to nationwide growth, international trade and industrial liberalization, which have all contributed to changes in the banking environment. Management graduates, Chartered Accountants, and Chartered Financial Analysts are hence in greater demand in the banking sector.

BIOCHEMIST

Biochemistry is a branch that is concerned with the chemistry of the biological processes. Biochemists study the chemical combinations and reactions involved in such functions as growth, metabolism, reproduction, and heredity and the effect of the environment on living tissue. Biochemists are mainly engaged in research related to the fields of medicine, agriculture, and nutrition. They identify chemical changes in cells and body organs, which signal the starting point of disease such as cancer, diabetes, or mental disorders.

BIOLOGICAL SCIENCES

Living things have been the subjects of study for biologists. Biologists develop more and better food stuffs, medicines to combat disease, practice conservation to protect our forests, water supplies and wild life, develop support systems for life in space in better environments for our increasing population. Biology includes fields such as Agronomy, Animal Husbandry, Biochemistry, Forestry, Horticulture, Fish and Wild life conversation. New exciting careers have opened in Oceanography, Marine Biology, Environmental Biology, Bioinstrumentation, Biotechnology, Biophysics, Cryobiology, Bionics, etc. Due to extensive technological advancements and demand for specialized understanding for all aspects of the entire living world, biologists must specialize.

BIOTECHNOLOGY

Biotechnology is the application of techniques to living cells. It is related to subjects like life sciences, genetics immunology, agricultural engineering, horticulture, food and dairy technology and pharmaceutical technology. It applies knowledge and techniques of Biochemistry, Microbiology, Genetics and Chemical Engineering, to microorganisms and cell structures.

BEAUTICIANS

Beauty culture includes specialized areas of work such as hair and skin treatments, make up of TV/ film performers, hair cutting and styling, cosmetology etc.

CHEMISTRY AND ALLIED FIELDS

Chemistry is a study of substances, their properties, structures and transformations. Chemists study what substances are made of and how they can be combined to make new materials. Manufacturing industries which depend on chemistry or one of its many applications include petroleum, rubber, food, chemical metallurgy and machinery, textiles, soap, paper, aromatics, fuels, paints, drugs and agricultural products. It would be hard to find many items that people use which either do not contain chemicals or have not somehow been affected by

applications of chemical knowledge.

CIVIL SERVICES

Civil services constitute all departments of the government machinery, which run the state administration. The Central and state Civil servants are in charge of the governance of the various departments (non- military) to ensure that the administrative infrastructure works according to the Constitutional provision. The personnel of these services occupy the most important echelons of the bureaucracy that are very closely and intimately associated with decision making, policy formulations and its execution. The officers of Central Service are posted within or outside and they serve the Government of India only. The members of All India Services, on the other hand, are appointed by the Government of India and are placed at the disposal of the Government of different States. All India Services (AIS): Indian Administrative Service, Indian Police service, and Indian Foreign Service are the three All India services.

COMPUTERS AND INFORMATION TECHNOLOGY

Computers are immensely important tools, which are used in almost all spheres of activity like department stores, educational institutions, libraries, media, travel industry, banks etc. Careers in computers are divided into two major groups namely hardware and software. Information Technology (IT) has changed the face of the workplace and how people view career options. Information Technology (Information Technology) includes computing, telecommunications and microelectronics. IT has not only enabled work to be done quickly, but also gives decision makers the opportunity to consider far more data when making decisions.

CUSTOMS SERVICES

The revenue department of the ministry of finance has under its purview the Customs and Central excise department. The functions of customs and central excise department fall under two categories-Prevention of evasion of customs and excise duties-Evaluation of goods and collection of duties accruing to the government.

CALL AGENTS

A call center in the IT lexicon is a place that has adequate telecom facilities, trained consultants, access to wide database, internet and other on-line support infrastructure in order to provide information and support to customers on real time basis. The demand for call center professionals is on the rise in our country.

DENTISTRY

Dental Surgeons or dentists perform various functions to preserve teeth like filling, crowning and sealing, extracting and fitting artificial dentures. They also perform jaw operations and are involved in the preventive aspects of dentistry. Usually a dentist works as an assistant to an established dentist, with a view to gaining experience to run a practice independently. Dentists need a methodical scientific approach, ability to work as a team, warmth and ability to calm nervous patients.

DISC JOCKEY

Disc jockeying as a profession has caught on and become lucrative as well. It is not only playing tracks together into one long continuous piece. It is also how you mix your records, which records you mix and their order. The ultimate goal for a DJ is to create something magical with the audience, to make time stop and to give the crowd a great time. When crazy crowds are partying, dancing and shouting for more, these are the guys who call the shots, with their finger on the pulse of the people and of course an ear for music.

DESIGNING & ART

Designing refers to the application of creative and artistic work to a practical end. Designers are creative people who must develop their own genius.

Designing can be divided into

2 Dimensional 3 Dimensional

- Graphic Design - Industrial
- Textile Design - Fashion
- Interior& Exterior Design
- Jewellery etc

ECONOMIST

Economists study the way things and facilities that people want can be brought to them. This is done by studying the way people and countries choose things they actually buy, from among the things they have wanted. Economics hence is the study of how goods and services are produced and distributed .The study of economics encompasses the most effective means of utilizing available resources in virtually every sector.

ENGINEERING AND TECHNOLOGY

Engineering is the application of scientific principles, theories and methods to achieve practical ends. There are various fields under engineering such as Aeronautical Engineering, Agricultural Engineer ,Ceramic Engineering ,Chemical Engineering, Civil Engineering, Computer Science ,Electrical Engineering ,Electronics Engineering ,Instrumentation Engineering, Mechanical Engineering, Metallurgical Engineering, Mining Engineering, Naval Architecture, Textile Technology Biomedical Engineering, Environmental Engineering, Industrial Engineering ,Telecommunication Engineering ,Plastic & Rubber Technology - Packaging Technologists Leather Technologists

ENVIRONMENTAL SCIENCE

Environmental concerns have been growing for the past few decades. With the rapid increase in human population, an increased disruption of the natural environment as well as increased pollution of the atmosphere, land and water, there is a greater awareness of the need for protecting our natural resources. The jobs in this field relate to environmental awareness, education, mass media involvement as well as technical inputs for environment engineering.

FINANCE & ACCOUNTS : CHARTERED ACCOUNTANTS

Chartered Accountants (CA's) maintain records of the financial transactions that an organization keeps. They give a detailed breakdown of the company's income and expenditure and help formulate the company policy in financial dealings.

CA's may specialize in any of the following areas:

1. Financial Accounting,
2. Auditing,
3. Internal auditing
4. Cost Accounting
5. Tax management Consultancy
6. Management Accounting.

GENETIC SCIENTISTS

Genes determine individual characteristics. Genetics studies show how characteristics are passed from one generation to another. It is a study of plants, animals and humans.

GEOGRAPHERS & GEOGRAPHIC INFORMATION SYSTEMS SPECIALISTS

Geography is a rapidly developing subject, fundamentally concerned with the earth's surface

and the people who live there. Emerging primarily from an interest in understanding the world, its structure and size, the study of geography is gradually pervading areas where an understanding of physical and cultural phenomena is used to interpret economic, political and cultural life.

Geographic information Systems (GIS) Geographic Information Systems or GIS is a technology that attaches a database to an electronic map. Here specialists focus on the scientific theory of geographic information and analysis and may develop new geographic information systems application. This option blends computing skills with geographical knowledge. GIS technology can be used for scientific investigations, resource management and development planning. Emergency planners use GIS to calculate the emergency response in the event of a natural disaster.

GEOLOGY

Geology is the science that studies the earth's history, composition and structure. Geologists use theoretical knowledge of various disciplines of geo-sciences to locate underground water, oil and other natural resources. Geologists play an important role in the study, preservation and cleaning up of the environment. They advise construction firms and the government on construction sites, highway planning and in the planning of geological reports, maps and diagrams.

HISTORIANS, ARCHAEOLOGISTS, ARCHIVISTS AND CURATORS

Modern historians are trained to gather, interpret and evaluate the records of the past in order to describe and analyze past events, institutions and people. Archaeologists: Architectural relics, old monuments, inscriptions, excavation sites are all subjects of study for the Archaeologists. Archivists: Public and administrative records are maintained for reference and are kept as archival records according to historical significance and value Museum curators: Curators job involves an artistic and aesthetic bent of mind and administrative skills. Conservators / Restorers: Preservation of art objects, monuments has become important for reasons of conservation.

HOME SCIENCE & FOOD TECHNOLOGY

Home Science is both a science and an art related to modern housekeeping. Home science can be defined as a field of study built upon many disciplines for the purpose of achieving and maintaining the welfare and well being of home and family life in an ever-changing society. The subjects studied are chemistry, physics, physiology, biology, hygiene, economics, rural development, child development, sociology and family relations, community living, art, food, nutrition, clothing, textiles and home management. Home Science graduates may opt to specialize in any of the specific areas pursued at the undergraduate level e.g. dietetics and

nutrition, child development, or even textile designing. The study and work in any of these areas requires essentially application of knowledge to practical skills. Home economists study the application of economic principles relating to income, expenditure, consumption etc. The most interesting feature in the pursuit of home science is that it offers options for the creative student as well as for the aspiring scientist.

HOTEL INDUSTRY

Hotel personnel work to ensure that the guest's visit is pleasant. Hotel managers are responsible for the efficient and profitable operation of the hotel. Managers are at the top rung of the organizational hierarchy in hotels. They head either the establishment or their respective departments. For the efficient functioning of any hotel, work is divided among key departments.

LAW AND RELATED OPTIONS

Law establishes the rules that define a person's right and obligations. It also states how a government shall enforce the rules and penalties. Law is broad based and practice is dependent on specialization resulting in the emergence of an entire new genre of law, e.g. in areas of labour laws security transactions, insurance, cyber law, intellectual property, real estate, tax law etc.

LIBRARY SCIENCE

Libraries are treasure troves of knowledge, information and entertainment. They contain books, periodicals, microfilms, discs, videos, slides, cassettes and records - for education, research, reference and pleasure. These materials are catalogued, systematically stored and displayed for user access by librarians. Librarians are information managers. They are professionals, who manage and exploit information, and it is they who have been devising and exploiting new technology to manage the explosion in information and knowledge of the last 4 decades, which is one basis of the need for information technology..

MANAGEMENT

Management is a vast field. Broadly, management can be defined as controlling and / or coordinating the work of other people. It may also involve coordinating the work of various sections or departments. Management is an academic discipline and a profession in its own right. Managers need to understand the underlying economic and sociological principals of business so that they can adapt present methods and concepts of future development.

MARKET RESEARCH

Market research has gained a prominent and a unique place in selling. There is no doubt that the success of any product depends a great deal on the marketing strategies employed to sell the product. With a diverse and ever-growing marketplace, studying the needs and demands of the people has become crucial.

Market research executives organize surveys to identify customer choices both current and potential. Their job entails locating the product, collecting relevant information about competing products, suitable location of sale outlets, price of the product and profitability. Feasibility market research is also carried on from time to time.

MATHEMATICIANS & STATISTICIANS

Mathematics is needed in all walks of life, to try and sell, to figure costs, to calculate real interest rates on loans, to fill out income-tax forms, and in a host of other ways. Mathematics is rapidly becoming the language of all the sciences - physical, biological and social. Subjects like economics, business administration, and psychology are making increasing use of statistical methods, linear programming and other mathematical technology. It is a study of form, structure, operations and relationships. It involves study of quantities and relations through use of numbers and symbols.

MEDICINE

Medicine is among the most sought after career by youth. The power to heal has traditionally placed the medical field several rungs above any other profession. A doctor's profession involves a lot of hard work and at the same time it brings with it the satisfaction of having cured patients and of having alleviated pain and suffering.

MEDICAL TRANSCRIPTIONISTS

Medical transcription is an emerging career option. Jobs in medical transcription are mainly offered by US - based companies in India who in reality cater to customers (doctors) in the US and in Canada. In these countries, unlike India, a medical report is considered to be a vital document with legal implications without which doctors cannot claim fees from their patients. India offers cheaper and faster transcription services due to advancements in the telecommunication system and the availability of cheap and highly skilled English-speaking, computer-literate people.

MERCHANT NAVY

The Merchant Navy is a non-combatant commercial fleet, which deals with transporting cargo and occasionally passengers by sea. The merchant navy is therefore composed of passenger

vessels, cargo liners, tankers, carriers, refrigerator ships, barges, as well as other types of vehicles. Professionals employed in the Merchant Navy include Navigating Officers and Marine Engineers. They are usually employed on a contractual basis by shipping companies. So far there are no openings for women in the Merchant Navy but in future openings could be present. There are three areas of work in the Merchant Navy. These are Navigation, Engineering and Radio Communication. The major tasks performed are in the three major departments of the ships: The deck department, the engine department and the service department.

METEOROLOGISTS

Meteorology is the science related to the study of the atmosphere. Meteorologists study the atmosphere (from the Earth's surface to outer space), monitoring and analyzing its changes to make interpretations and predictions for the benefit of man. Meteorological data is useful for weather forecasting for the general public as well as for the airline and shipping industry, for media reports, farmers and for government use.

MICROBIOLOGISTS

Microbiology is the study of microscopic organisms, which include algae, bacteria, moulds, protozoa, viruses and yeasts. They affect health, food, agriculture, industrial development and even our existence. Examples of industries based on microbiological processes are antibiotics, production of food and the control of pollution, exploitation of enzymes for specific transformations of chemical compounds etc.

OCEANOGRAPHERS

Oceanography is the science of the oceans. With the need for complete and optimum utilization of natural resources attention has been drawn to the resources under the sea. A career in oceanography is bound to provide both challenge and opportunity to those with an intrinsic curiosity about the world around them, a true sense of excitement in discovery of the truth and a desire to venture into the vast realm of the unknown, which exists within our oceans.

PARAMEDICAL CAREERS

(Nursing/Medical Technology/Physical and Occupational Therapy/Optomety/Orthotic & Prosthetic Technology/Speech Therapy & Pharmacy)
Paramedical professionals supplement the work of doctors in specialized areas for facilitating diagnosis, treatment or therapy. Paramedics work in varied specialized fields with extremely sophisticated equipments and assist medical practitioners in their work by carrying out diagnostic investigations, recording results or carrying out prescribed therapy.

PHYSICS AND ALLIED FIELDS

Physics is a fundamental science and for this reason most other scientists need to study the subject. Chemists, engineers, biologists as well as doctors need a basic understanding of physics. For this reason many physicists often find themselves working in related areas as Astrophysics, Geophysics, Medical physics, Nuclear physics, Meteorology, Astronomy and Biophysics by acquiring specialized knowledge of these fields.

PSYCHOLOGISTS

Psychologists teach, counsel, carry out research and conduct programmes in an attempt to understand people. Psychology is both a science and a profession. As a science it is systematic approach to the understanding of people and their behaviour. Psychology can be broadly defined as the study of the mind (normal or abnormal). As a profession it is the application of the understanding of human behaviour to help solve human problems.

PUBLIC RELATIONS

Public relations is an image building exercise that can apply to anything, from companies and products to people, projects or ideas. Its main components are social contact and communication. The main objective is to put across an image or message to which people can respond favorably. It is a combination of public affairs, media relations and research and analysis. Public relations are practiced in different areas such as corporate sector, public sector, government, hospitality industry, and public figures to achieve a variety of objectives.

SHIPPING

Shipping is the means by which goods, and sometimes passengers, are transported by sea from one place to another. Shipping is an important commercial activity as the high costs and other limitations of air transport make it economically viable. Shipping professionals are therefore primarily involved in the countries export and import transactions.

Shipping can be categorized into three work segments each related to the various jobs in the industry. Shipping companies the first segment, deals with logistics and the general documentation required in the industry. Then there are vessels, which move passengers and cargo and have on board the ships crew who are responsible for its running, overseeing and liaison the loading and unloading operations. The third area of work is at the docks and ports where the ships are loaded and unloaded and all documentation and other formalities are completed

SOCIAL WORK

Social and welfare work implies helping people tackle the problems they face in their daily lives. Social workers attempt to alleviate and prevent social problems caused by factors such as poverty, unemployment, illness, broken homes, family maladjustments, physical, mental and emotional handicaps, anti social behavior and limited recreation and housing. As new problems are generated in the complex urban lifestyles the need for social and welfare workers has increased. The study of social work is a broad based one. It encompasses subjects such as sociology, psychology, human growth and development, marriage and family, economics, education, biology, criminology etc. Social work then is the practical application of this knowledge to such problems as mentioned earlier.

SECRETARIAL AND OFFICE JOBS

Secretarial work is the backbone of efficient office functioning. Office work is handled by the office secretary who works either for a senior manager, for a department, or institution. The job is of handling information - receiving, storing, retrieving, passing on, mailing, sending out etc.

TEACHING

Teachers have a crucial responsibility in shaping the lives of students. They are an indispensable source of promoting education to individuals who constitute the future. There are different types of schools catering to the needs of children, such as Nursery Schools, Primary Schools , Secondary Schools, Senior Secondary School (STD XI & XII) and Special Schools.

TRAVEL & TOURISM

The tourism sector offers entry into travel agencies, tour operations, guides training, and publicity and travel promotion. The two most important activities related to travel and tourism are accommodation & hospitality and travel trade. These will be discussed under the different organizations involved in this industry.