T he profiles of a marketing research analyst does not arise as a direct career option. The job of a marketing research analyst takes shape eventually. But if we ask a marketing research analyst about the nature of his/her job, the inevitable answer is that it is one of the most vibrant and exciting career. Marketing research is a team job done by a group of people. The growth of companies in India and the need for a foolproof marketing plan, there is increased dependence on data generated by marketing researchers. Most of the marketing research activities are carried out by specialized companies. There is limitless opportunity in this industry which is increasing everyday. There is exploration and revelation on a regular basis and there lies the novelty of the profession.

Qualification required and where to study
In order to be a marketing research analyst a bachelor’s degree is the minimum requirement. A ready learner with a good analytical skill is a must for the job. Students from courses like sociology, anthropology, economics, psychology and political science can be absorbed in the job of a marketing research analyst.

There are many regular courses and courses under distance learning which can help to provide the necessary skills for a marketing research analyst. Some of the premier institutions offering courses in marketing research are Indian Institute of Management Ahmadabad, Bangalore, Kolkata, Lucknow etc. S.P Jain Institute of Management and Research, Jamnalal Bajaj Institute of Management, Narsee Monjee Institute of Management, Indian Institute of Foreign Trade to name a few.

Marketing Research is a core subject available in the curriculum of all the B-Schools. Under the distance learning mode there are many popular courses available. Globally some of the popular ones are - BPR Learning Media, Research Academy in Central London, GFK and IPSOS also impart diploma in their in house training programme.

Opportunities
The various positions which are generally available in a typical marketing research agency are as under:-

a. Research Director: This is the senior most position in a marketing research organization. He is the overall head responsible for design and accurate delivery of a marketing research project.

b. Research Manager: He reports to the research director and actively delivering marketing research projects.

c. Research Executive: He is a part of the team developing and directing a project. He also works with research analyst and research manager in delivering and data collection.

d. Research Analyst: He is one who looks after data analysis and report presentation.

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Rural Infrastructure ... Continued from page 1

The capacity needs to be pro-active to develop and maintain the infrastructure for education in rural areas.

Health

Health infrastructure in rural India is still quite inadequate. As on May 2008, the total number of 6.4 lakh villages in the country were covered with only 1,48,124 Sub-Centres. This shows that, on an average, 4.3 villages have one sub-centre and only one PHC exists for as many as 27 villages. Added to this, many health centres are also run without doctors (or absentee doctors) and in some cases treatment is done by unskilled healthcare workers.

Absence of connectivity to the villages and inadequate infrastructure of health centres and skilled health workers still endangers the life of rural population in the country.

Drinking Water and Sanitation

Provisioning of safe drinking water and sanitation facilities in rural areas need to be a top priority for the government (both Centre and States).

We need to remember that rural economy still plays a significant role in India’s economy. The rural sector has a very high potential in terms of labour and natural resources which are the basic inputs in production process. However, among other factors, lack of adequate infrastructure has been driving the rural labour into poverty and deprivation.

By provisioning a structure facilities would help in tapping the vast resources in the rural areas in India.

The gaps in rural infrastructure need to be addressed properly so as to achieve redistributive growth and alleviate poverty in the country.

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756 (I) TPT PI ASC (Civ GT) Fort St George, Chennai-600009

Recruitment for the Post of Safaiwala

1. Government of India, Ministry of Defence, 756 Independent Transport Platoon Action Service Corps (Civ GT), Fort St George, Chennai-600009 invites applications for the post of Safaiwala in the Pay Scale of Rs.5200-20200/- Grade Pay Rs 1800/- plus allowances as admissible to Central Government Employed to Indian National Eligibility. Number of vacancies and Essential Qualification for the above post are as under:

(a) Number of vacancies: 01 (General/Unreserved)
(b) Essential Qualification:
(i) Matriculation or equivalent and
(ii) Must have knowledge of trade work

2. General Instructions

(a) Age: Minimum 18 years & Maximum 25 years for General candidates, relaxation for OBC candidates - 03 years, for SC/ST candidates - 05 years as on 30 Nov 2013.

(b) Screening process to be followed such as applicability of written/practical test/interview as applicable to the post.

(c) Applications completed in all respect along with attested copies of necessary certificates/documents to be submitted to THE OFFICER COMMANDING, 756 (I) TPT PI ASC (Civ GT), FORT SAINT GEORGE, CHENNAI-600009 on or before 30 Nov 2013.

(d) Candidates must paste the latest passport size photo on the top and right side of the Application Form. Application Form received after the closing date, incomplete forms and essential certificates not found attached shall be rejected. Application can be forwarded in A4 size paper following Bio-data.

(e) No TA/DA for test/interview will be paid. Candidates needed to bear their own expenses.

(f) No application will be accepted in person or through the post. Applications received after the due date, incomplete or without dedication photograph or without enclosing attested copies of certificates/documents shall be rejected.

(g) Final selection is subject to medical examination.

(h) No gram has been fixed for the post.

(i) No correspondence in this regard shall be entertained.

3. Note:-

(a) The number of vacancies notified are subject to change without any further notice.

(b) Please note the incorrect application without affixing photograph or without enclosing attested copies of educational qualification certificate/photo showing date of birth, caste certificate or if applicants is found overaged will not be considered for written/practical test interview.

(c) Candidates must ensure that no column is left blank while filling up the application.

(d) No candidates belonging to SC/ST/Other backward Classes in Civil post & services under the candidate does not belong to creamy layer section her/him shall be excluded from the benefits of reservation for Other Backward Classes in Civil post & services under the Government of India. The caste certificate so enclosed should not be more than one year old.

(e) The Establishment and senior officer will not be responsible for any postal delay.

(f) No correspondence in this regard shall be entertained.

(g) No application will be entertained after the due date.

(h) No correspondence in this regard shall be entertained.

(i) No application will be entertained after the due date.

(j) No correspondence in this regard shall be entertained.

(d) Candidates who apply against ST category shall attach and produce Scheduled Tribes certificate duly signed by a Magistrate of not less than First Class.

(e) No application will be accepted in person or through any representative. The application must be posted to the addressee under registered cover.

(f) The date of birth is subject to verification.

(g) Candidates will make their own boardings/lodging arrangement for test/interview.

(h) Establishment/Unit Administration will not be responsible for any damages in case of injury to candidate during test where applicable.

Loans to NGOs for their capacity expansion

- Loan upto Rs. 5 Lakh
- NGO should be working in the area of disability
- Minimum 01 member of group of PDGs
- Visit our website : www.nhffdc.nic.in

National Handicapped Finance and Development Corporation

(Department of Disability Affairs, Ministry of Social Justice & Empowerment, Govt. of India)

Red Cross Bhawan, Sector-12, Faridabad-121007

Ph: 0129-2287512, 0129-2287513, Tele/Fax: 0129-2284371

E-mail: nhffdc97@gmail.com, Website: www.nhffdc.nic.in

Empowering the Disabled

Editorial Office

Finance News

The ISRO’s prestigious maiden interplanetary mission to Mars, Mars Orbiter Mission, got off to a flying start on 5th of November 2013 from the Satish Dhawan Space Centre at Sriharikota at 2.38 pm. The launch vehicle - PSLV-C25 successfully injected the Spacecraft into an elliptical parking orbit around earth. On 7th November, the first of the six orbit-raisings to generate velocity to ultimately catalyze the Malaysian from Earth orbit towards Mars on December 1 was successfully carried out by ISRO.

Information and Broadcasting Ministry has instituted New Centenary Award to honor our personalities for contribution to Indian Cinema. The Centenary award would be given every year to an outstanding Indian film personality “A Film Icon” for his/her contribution to Indian Cinema at IFFI. The award is the second in the series instituted by the Government to commemorate the centenary celebrations.

The Election Commission has said that the “None of the Above” (N OTA) option approved for the Assembly Election would be printed in pink colour and in white for the Parliamentary election.

National Identification Authority of India Bill, 2013 is proposed to be introduced in the winter session of Parliament. The Bill proposes to constitute a statutory authority to be called the National Identification Authority of India and lay down the powers and functions of the Authority, the framework for issuing Aadhaar numbers, defines offences and penalties and matters incidental thereto through an Act of Parliament.

Recruit archers earned India a gold in the mixed team and a bronze in the women’s individual event of the 16th Asian archery championship which concluded in Chinese Taipei.

Kushwant Singh was feted with lifetime achievement award. Jury members of the Tata Literature Live, The Mumbai Litfest visited Sujan Singh Park apartment to present him with a lifetime achievement award. Singh has been felicitated for his contribution to the field of literature. Earlier recipients of this award include Mahasweta Devi and V. S. Naipaul.

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