



# Employment News



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## SPREADING SCIENTIFIC TEMPER IS OUR DUTY

Gauhar Raza

India is an amazing democracy. In a diverse society with social fault lines running crisscross all over the map, the nascent political, scientific and intellectual leadership of pre independence era dreamt of an egalitarian, just and democratic society. They struggled to realise the dream, fought the most powerful imperial power as well as the social-evils within and when freedom came, adopted the most progressive constitution in the world.

The galaxy of scientists and social reformers, led by stalwart scientists like Sir CV Raman, SN Bose, SS Bhatnagar, MN Saha, Homi Bhabha and many others, helped political leadership in shaping the people's consciousness. The freedom movements became the most potent and effective channel of communicating scientific ideas. These seemingly alien ideas that were percolating from Europe where the scientific and technical revolution had taken place much earlier. The propagation of scientific ideas and information became the basis for changing the social thought processes.

Pt. Jawaharlal Nehru in his famous book, Discovery of India, published in 1946, just a year before India achieved its freedom, defined the notion of scientific temper. He wrote 'It is the scientific approach, the adventurous and yet critical temper of science, the search for truth and new knowledge, the refusal to accept anything without testing and trial, the capacity to change previous conclusions in the face

of new evidence, the reliance on observed fact and not on pre-conceived theory, the hard discipline of the mind all this is necessary, not merely for the application of science but for life itself and the solution of its many problems.'

The part of the chapter, which Nehru devoted to scientific temper, constituted less than ten pages. However, it triggered an intense and lively debate, which decisively influenced the future of the country. The first turning point was 'Science Policy Resolution' that the parliament passed in 1958. India became the first country to have passed such a resolution. None other than the first Prime Minister of the country introduced the resolution, he read the entire draft. It is remarkable that not even one Member of Parliament opposed it. Instead, some of the members for the opposition benches, expressed that the resolution should have been introduced earlier, and questioned why was it delayed.

Such was the resolve to take the country forward and make it a scientifically tempered nation. No one rose up in the parliament and said that India is a religious country let us build the temples, mosques, gurdwars and churches. They voted in favour of Scientific Temper. The resolution also laid the basis for creating new and expanding old scientific institutions all over the country. Council of Scientific and Industrial Research, Indian Agricultural Research Institute, Department of Atomic Energy, Indian

Space Research Organization, Defense Research And Development Organization are but few examples of large scientific and technical institutions that were created or expanded in the following decades. It should be noted that the British Raj had drained out the wealth and left the mass of humanity in this part of the world in dire state. India was ridden with poverty, illiteracy, hunger, floods and famines and there were immensely difficult choices before the political and economic leadership at that time. When people were dying of hunger, how could you even talk of nuclear or space technology, how could you think spending precious little money on building a chain of laboratories all over the country, instead of providing food to people. There were more important pressing needs and the choices were difficult. Thanks to the vision and commitment of political and scientific leadership, we are what we are today, as a nation. Thanks to the futuristic vision of the political and scientific leadership of the scarcity inflicted days who proposed the tightening of belts and shaped today's India. The strong scientific, technical and industrial base we have inherited constitutes the bedrock of development that we see today.

When Indian Space Research programme was being conceived by Vikram Sarabhai, many asked why should a poor country like India spend money which will not give any benefit to the poor citizens. Thankfully the debate concluded in favour

of the programme. Today after about six decades, not only we can boast of being front runners in space technology, but because of this programme almost every rickshaw puller can afford a cell phone. We could save 80000 lives due to early warning systems when Cyclone Phailin hit the east coast of India. The visitation could be avoided because we had the capacity to warn and transport huge mass of people from unsafe to safe places. The food security bill, which the Parliament passed recently, was unimaginable, even as an idea, without the self-sufficiency in food sector. The present generation, surely, is indebted to scientific intervention, generally known as green revolution, which was conceived and implemented in 1950s, and 60s.

India also became the first country to include spreading 'scientific temper spirit of inquiry and humanism' in the constitution as duty of every citizen. The desire to create a scientifically tempered society was translated into action by creating four National Institutions. National Institute of Science Communication and Information Resources, National Council for Science and Technology Communication, Vigyan Prasar and National Council of Science Museums, were given the mandate of communicating science to the lay and specialized public and thereby spread scientific temper in the country.

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### JOB HIGHLIGHTS

#### UPSC

● Union Public Service Commission invites applications for various posts.  
**Last Date : 29.05.2014**

#### 59 INF DOU

● 59 INF DOU at Panagarh and 17 Corps OMC at Namkum (Ranchi) requires 218 Mozdoors.  
**Last Date : 21 days after Publication**

#### BANK

● Bank of Maharashtra requires 45 IT Officers.  
**Last Date : 22.05.2014**

#### MOIL Limited

● MOIL Limited requires 10 Winding Engine Driver Grd. I  
**Last Date : 24.05.2014**

Turn over the pages for other vacancies in Banks, Armed Forces, Railways, PSUs and other Govt. Deptts

### WEB EXCLUSIVES

Following item is available in the Web Exclusives section on www.employmentnews.gov.in :  
● Delhi Airport to Become Zero Diversionary Airport  
**For Informative articles on current affairs you can also visit :**  
www.facebook.com/yojanaJournal  
www.facebook.com/publicationsdivision

## Setting Sails for Sales : Sales Management

Dr Jitendra Rathore

Everyone is familiar with the word 'sales'. According to Merriam - Webster dictionary, sales is the total amount of money received by a business from selling of goods or services. It is the transfer of ownership of and title to property from one person to another for a price.

Sales or selling touches our lives everyday. It would not be a fallacy if it is said that every human being in this world either sells or buys or does both, everyday, directly or indirectly. If we give a serious thought, we will find that most, if not all, of us are sellers. Doctors, Engineers, Lawyers, Management Consultants, Educators, Actors - they are all selling services by highlighting their skills or conveying why and how they are better than the rest of their type / profession. Thus, the scope of sales is vast and sales are omnipresent.

Sales are the lifeblood of any organization. The organizations manufacture, produce and deliver goods and services for consumption by the society. Imagine a situation where there is only production and no consumption. The economy will come to a stand-still! This fact makes 'Sales' one of the most important functions of any business entity. It is synonymous to survival.

Sales existed from almost the time when civilizations started as there were needs and these needs could be fulfilled with mutual exchanges - say, exchanging weapons for wheat and this system was called 'barter'.

Sales Management professionals across the organizations and industries would agree that it is the most challenging and yet the most rewarding of all careers. This claim can be substantiated by the fact that most of the executives assuming the top position like Chief Executive Officer (CEO), President etc in the organizations have a background of sales.

#### Challenges in Sales

Humans tend to form strong notions. 'Sales' is one functions that has an associated stigma for many years now and yet offers the best of opportunities for growth, self development and satisfaction. A study of management students appearing for placement interviews suggested that in spite of their major in marketing / sales, a majority are averse to sales, which is sad. It is similar to a soldier saying, I do not want to confront the enemy.

If we try to delve a bit deeper in to the belief that Sales does not appeal as a lucrative option then the following major beliefs come to the fore:

**Belief I:** Sales calls for real hard work (synonymous to physical labor). One has to sweat it out. You are exposed to all weathers that our mother nature has to offer.

**The fact is:** Every profession calls for real hard work: medicine, writing code for software, theater artists, and defense personnel. Nothing comes easy. Hardship refines a person and adds to his wisdom and experience. That is why we have seasoned professionals who go on to

become experts and contribute to the industry.

We have all heard success stories around us - local entrepreneurs who started from a scratch and went on to become big names. Come to think about it, they have all been able to sell well, be it their product, service, concept or ideas. For most of such people success did not come easy. They have had to sweat it out.

**Belief II:** The prospects and people in general do not respect the sales person. He usually confronts unfriendly attitude.

**The fact is:** People feel "Sales guy is smart so he will take away our money, better avoid him and let us not get in to a conversation at all". The default replies thus are:

1. I am sorry but I am not interested
2. Please come some other time
3. Do not disturb me (even before giving a chance to the sale person to speak)
4. I bought it (a different brand) some time back. Please leave your contact details, we will consider next time and the list goes on.

Ask a telemarketing executive and she will tell you how their approaches go futile. Do we not block an insurance agent, a trainee selling encyclopedia or fitness gear or trading accounts every second day? We need to ask ourselves why we do this.

**Belief III:** Sales professionals are crafty, often make false promises and would do anything to make the sales happen.

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The work of institutes like the CSIR-NIS-CAIR who bring out journals like 'Science Reporter' and 'Science ki Duniya' have contributed to increasing the scientific temper among youth. For example: 1) for over 4000 years the myths about eclipse had forbidden a common citizen to observe solar and lunar eclipses. The effort of these institutes and civil society organisation consistently engaged in spreading the scientific explanation. In 1996, the miracle happened, people came out for the first time in large num-

bers to observe the beauty of the total solar eclipse. 2) A research study carried out at Kumbh Melas, over 25 years has clearly shown that public understanding of science is increasing in the country. It is encouraging that more and more people have rejected superstition and understood scientific explanations that operate behind natural phenomena. Nehru had written 'She (India) can progress both in scientific theory and the applications of science and become a great industrial nation. Her scientific record is already noteworthy, in spite of the many limitations she suffers from and

the lack of opportunity for her young men and women to do scientific work.' True, today our 'record is already noteworthy', and thousands of young scientists are gainfully employed in the institutions that were created after independence. They are serving the nation as well as humanity. It is also noteworthy that India's struggle had inspired other countries to achieve freedom. More than Sixty countries accomplished their independence in the next Twenty years. But many could not sustain democracy. Our forefathers had dreamt of a free and democratic India, they sacrificed their lives building this

nation and knew the importance of 'scientific temper'. We specifically, differ from countries where robust democratic structures could not be built. India committed itself to spreading 'scientific temper' and those countries did not. In order to march on the road to further progress, we need to cultivate 'scientific temper' and if required revisit, redefine and rededicate ourselves to that resolve in a globalised world order.

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**The fact is:** The pressure in sales is immense. The seniors knocking you and taking an update morning and evening can be a nightmare. Apart from this there is peer pressure and the quest to prove that you are amongst superiors in the clan. Such pressures at times result in sales people trying to make sales for whatever it takes but this is changing. Businesses realize that we have to develop customer loyalty, look at establishing long term relationships, there are laws that protect, brand and image building costs the organizations a lot and last but not the least there are vehicles like social media where information; praises or complaints can go viral in minutes. A sales person is getting to know what is expected of him. Making a sale to a person is not a one time exercise but it is about building a lasting relationship so that it continues to pay in the long run. **What it takes to succeed in Sales?** Humans aren't perfect and can't ever be.

Perfection is something we all keep striving for all our life. Sales are situational and one gets better only by hands-on assignments. Surprisingly, sales person possessing good etiquettes and who is well dressed may not tick with a prospect who is a villager. On the contrary, a person who is a bit rough in his approach may be able to hit through as it may provide the prospect with some comfort. But, ideally a good sales person must be equipped with the following traits:  
**Passion for the job at hand** - work should be hobby and then it will not feel like work. Albert Einstein rightly put it: "I have no special talents. I am only passionately curious."  
**Full of life (Exuding confidence and energy)** - The sales is all about the expression the sales person carries on his / her face. If the zeal for life does not come from within, it shows on the face. Enthusiasm should be visible, apathy should never be!  
A fervent or enthusiastic sales person does not bog down and keeps deriving inspiration from within repeatedly till s/he

succeeds. Such characters that are full of life naturally radiate confidence and instill the same in their buyers/ prospects.  
**Right Attitude** - A positive attitude resolves most of the problems we confront day on day. According to Charles Swindoll:  
The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people say or do. It is more important than appearance, giftedness, or skill. It will make or break a company...a church...a home. The remarkable thing is we have a choice everyday regarding the attitude we will embrace for the day. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% how I react. And so it is with you...we are in charge of our attitudes.  
**Knowledge** - When we make a prospect aware of what we are offering, it is very

likely that he will have queries that need to be addressed. These could be related to product functionality, features, service points, durability, and technology and so on. Successful closure of sale would depend on how convincingly the sales person has been able to address these queries. Partial knowledge affects confidence and the prospect can easily understand that from the sellers' verbal / non-verbal cues.  
**Conclusion**  
'Sales', as a career, has always had a stigma attached to it but few people realize that it offers opportunities that no other career does. Promising professionals have risen to great heights and are at the helm of big corporate houses across the world. Gaining the right insight in the subject unveils the opportunities it holds. A promising career in sales, more than the formal qualification, requires the right characteristics as discussed.  
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**Government of India**  
**Ministry of Defence**  
Indian Ordnance Factories  
Ordnance Factory, Kalpi Road, Kanpur-208009  
**Notice**

"It is intimated that the written examination for the post of Labourer (100 vacancies) is scheduled to be held on 1<sup>st</sup> June 2014. All candidates are requested to download their ADMIT CARDS from the website [www.ofkanpur.gov.in](http://www.ofkanpur.gov.in) with effect from 1<sup>st</sup> MAY' 2014"

**(Ranjita Rashmi)**  
**Dy. General Manager/Admin**  
**EN 6/88**

**davp 10201/11/0210/1415**

**NOTICE REGARDING WINDOW ADVERTISEMENT**

Employment News is mandated to provide detailed information related to jobs/training/educational opportunities to the unemployed youth from all parts including the remotest areas of the country.

In accordance with the government guidelines, advertisers are requested to send detailed advertisement which includes information on the number of posts, age, educational qualification, experience and mode of submission of application etc. for publication in EN/RS to help applicants get a full picture of the concerned vacancy. Incomplete, sketchy or ambiguous advertisements will not be accepted by Employment News for publication.

**Employment News**

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**NEWS DIGEST**

- Justice Rajendra Mal Lodha was on 27th April sworn in as the 41st Chief Justice of India by President Pranab Mukherjee at a brief function held in the Durbar Hall of Rashtrapathi Bhavan. He succeeds Justice P. Sathasivam, who demitted office on April 26.
- India on 27th April 2014 test-fired an exo-atmospheric interceptor missile, called Prithvi Defence Vehicle with capability to neutralise any long-range missile at higher altitude. This interceptor was test-fired for the first time from launch pad-IV of Integrated Test Range at Wheeler Island, about 100 km from Balasore in Odisha into the sky to hit its target. The exo-atmospheric interceptor missile is a part of India's efforts to create a shield against incoming enemy missile. In the process of testing, it successfully intercepted an incoming ballistic missile a modified variant of the Prithvi fired from a ship.
- The Indian Air Force (IAF) on 26th April successfully test-fired two Akash, the ground-to-air missiles, which hit their targets flying 25 km away. While one missile tore apart an incoming target towed by Lakshya, a Pilotless Target Aircraft (PTA), another took apart a receding target, again trailed by Lakshya. The IAF personnel operated the entire Akash system including the targets. The Defence Research and Development Organisation (DRDO) has developed Akash, which is already under production for the IAF and the Army.
- Shri Suresh K. Reddy currently Ambassador of India to Iraq, has been appointed as India's first Ambassador to the separate Indian Mission to ASEAN & East Asia Summit. The Indian mission would be based out of Jakarta (Indonesia), which houses the ASEAN secretariat.
- The 28-nation bloc European Union (EU) has imposed a temporary ban on the import of Alphonso mangoes, and 4 vegetables from India effective from May 1st, 2014. The move by EU has led to protests from the Indian community, legislators and traders. The temporary ban includes Alphonso mangoes, eggplant, taro plant, bitter gourd and snake gourd, and prohibits the import to tackle the deficiency in the sanitary certification system of such products exported to the EU.
- The Delhi division of Northern Railway has installed automatic lighting systems at some railway stations in the Capital and other stations across the division in order to conserve energy. With the new system, 70 per cent lights at platforms where sensors have been installed will go out after the departure of trains and come on automatically with the arrivals of trains. Railway officials said the system has been installed on one platform at each station and on an average the new system cuts down the energy demand at the platform by half.
- The University Grants Commission wants to hold a fresh inspection of 41 deemed universities which were sought to be de-recognised on the basis of the Tandon Committee report.
- To prevent diversion of food grains meant for the Public Distribution System, fair price shops will soon be computerised and point-of-sale devices installed at each shop by the Department of Food, Supplies & Consumer Affairs. The project also ensures sale of ration to beneficiaries only on biometric authentication of one of the family members.
- Visitors at the century-old Mysore Zoo will miss its star attraction as Polo, the only Gorilla in an Indian zoo, died here on 26th April night. The 43-year-old male Western Lowland Gorilla, which was gifted to Mysore zoo by Dublin zoo about 19 years ago, breathed its last around 10:45 pm. It was unwell since over a month and being treated by a team of veterinarians.