

# SMART

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### *Editorial*

## **Job Recession in India and the Survival Strategy**

The word 'recession' is being frequently used in India in recent months despite the fact that the economy continues to maintain its growth momentum. Even at seven percent in the current fiscal and perhaps 6 per cent in the next year, these will be amongst the growth years for the Indian economy since Independence. This trend of deep recession seems to affect the jobs for the highly educated also. Ironically, this may be the first time in India's history when it is more difficult for the professional graduates to find employment or appropriate employment, compared to the less educated millions.

Those who are currently struggling to find a decent job include engineers, management graduates, IT sector-trained professionals, fashion designers, merchandisers and other retail sector professionals, pilots and other aviation industry staff, and other professionals.

The survival strategy in the backdrop of recession requires that job seekers remain positive and do not get panicky. The entry level jobs are not plenty in the current Indian market. Unless one remains positive, one will not be able to put their best foot forward.

The job seekers may draft their resumes in such a manner that it will get the attention of the employer so that he is called for an interview. In times of recession, job seekers must highlight their special qualities which will help the company to cut costs and sustain their market share. This is the time when job seekers must be different and stand out from the rest of the herd.

Why not try entrepreneurship. This could be the right time to strike out on one's own if they have some product or services to offer in the market.

The tenth issue (Vol.5, No.2) of the SMART Journal of Business Management Studies consists comprised of ten articles, written by authors of repute, on different themes of contemporary relevance. I hope readers would find the journal academically challenging and strategically stimulating.

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