4  Capability Maturity Model Integration - At a Glance
10 Importance of Standard Language
14 Big Data Recruitment Via Social Media - Stop Checking The Same Room For Your Keys
“Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.”

Ban Ki-Moon

Dear Readers,

Sustainable development has become the new buzzword for businesses around the globe. There have been a lot of deliberations on maintaining sustainability in all the processes. As an electronics major, our efforts must be concentrated on manufacturing environment friendly products which can be recycled for further use. Impetus is required in research on products using recycled e-waste. A concerted effort is to be made from all quarters including top management, government officials and trade unions to ensure that we are in the right path towards sustainable development.

This issue of Keltron 360 has articles related to Big Data Recruitment, Capability Maturity Model Integration (CMMI), Importance of Standard Language etc. We believe that all of you will enjoy this issue also.

Make sure to share your valuable suggestions and comments with us at keltron360@gmail.com. We wish you all a Very Happy Onam in advance.

Editorial Board

<table>
<thead>
<tr>
<th>Smt. N T Indira Bai</th>
<th>Chairperson</th>
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</thead>
<tbody>
<tr>
<td>CGM, Corporate Planning</td>
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<td>Shri. B Bilu</td>
<td>Member</td>
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<td>DGM &amp; Company Secretary</td>
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<td>Member</td>
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<td>Assistant Manager (SWG-ITBG)</td>
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<td>Senior Officer (HR &amp; Admin)</td>
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<td>Member</td>
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<td>Co-ordinator</td>
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<td>Senior Officer (Public Relations)</td>
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MESSAGE

Dear Colleagues,

It has been a year since our Founder Chairman & Managing Director, Sri. KPP Nambiar left us. We, the Keltron family should continuously strive to carry ahead the legacy created by our Founder. Company just passed the quarter one of 2016-17 with good order booking value of Rs.216 Crs, taking the pending order value to an all time high of Rs 653.74 Crs. We need to execute these orders as per schedule from quarter two.

It is encouraging to see that our Company is consolidating its position better in other States, which is much needed for growth.

In manufacturing front, Company is in the process of establishing manufacturing facilities for grid tie Solar Inverter, Smart energy meter, Digital communication products and systems etc. through tie up with technology partners.

Let me take this opportunity to announce that the Software Group of our Company has been certified for CMMI - DEV V.1.3, Maturity Level 3, making our Company eligible to participate in major tenders for IT & ITES Projects. Our next goal is to attain Maturity level 5 and to keep the Company at par with major software companies.

Let me wish Happy Onam to all in advance.

With Best Regards

C. Prasannakumar
Managing Director
Capability Maturity Model Integration - At a Glance

We, at Software, just did that... we dreamt, strived for our dreams and achieved it!!! Our quench for improved Software processes focusing on enhanced and assured customer delight helped us in achieving the much acclaimed Capability Maturity Model Integration (CMMI) Level 3 certification. This victory is even more flavor on acknowledging the fact that KELTRON is the first public sector company in Kerala to be awarded this elite Certification!!!

Now let us have a brief understanding about what is CMMI, the inception history behind CMMI, the need for CMMI in the current business scenario and our share of dream for future.

1. History of CMMI
1.1. Inception of CMM
In the 1960s, when software development was in infancy stage, there were only very few "best practices" defined. As a result, project failures were inevitable. In the 1980s United States Air Force funded a study at the Software Engineering Institute's (SEI) on Carnegie Mellon University (CMU) to identify the cause of project slippages and over budget. Watts Humphrey and his colleagues, of SEI, arrived at Capability Maturity Model (CMM). The approach was based on the staged evolution of a system of software development practices within an organization, rather than measuring the maturity of each separate development process independently.

1.2 Transformation from CMM to CMMI
With the CMM model application, problems continued when using multiple models for software development processes. Thus, in 2002, CMMI was introduced to help integrate traditionally separate organizational functions, set process improvement goals and priorities, provide guidance for quality processes, and provide a point of reference for appraising current processes. CMMI was developed by CMMi Project, whose main sponsors included Office of the Secretary of Defense and the National Defense Industrial Association. CMMI was developed...
Figure 1 below gives a precise history of transformation from Capability Maturity Model (CMM) to Capability Maturity Model Integration (CMMI).

Fig. 1: History of CMMs

CMM addresses three areas of interest:

I. Product and service development-CMMI for Development (CMMI-DEV)

ii. Service establishment, management-CMMI for Services (CMMI-SVC)

iii. Product and service acquisition-CMMI for Acquisition (CMMI-ACQ)

2. ABOUT CMMI DEV 1.3

Capability Maturity Model Integration (CMMI) is a proven industry standard framework to improve product quality and development efficiency for both hardware and software. Though CMMI originated in software engineering, it has been highly generalized over the years to embrace other areas of interest, such as the development of hardware products, the delivery of all kinds of services, and the acquisition of products and services. The word "software" does not appear in definitions of CMMI. This generalization of improvement concepts makes CMMI extremely abstract.

CMMI Dev V1.3 is one of the CMMI model constellations. It has practices that cover Project management, systems engineering, hardware engineering, software engineering and other supporting processes used in development and maintenance. It consists of 22 Process Areas which are the building blocks. CMMI supports two improvement paths using levels. These levels are Capability Level and Maturity Level. These levels correspond to process improvement through representations called "Continuous" and "Staged". Continuous representation helps us achieve "Capability level" and Staged representation helps us achieve "Maturity Level". Figure 2 shows a pictorial representation of Continuous and Staged Represenation.

Fig. 2: CMMI Model Representations

<table>
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<tr>
<th>Capability Level</th>
<th>Maturity Level</th>
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<tr>
<td>Capability level applies to an organization’s process improvement achievement in individual process areas.</td>
<td>Maturity levels apply to an organization’s process improvement achievement across multiple process areas.</td>
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<table>
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<tr>
<th>Applies to individual process areas.</th>
<th>Applies to organization</th>
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<tr>
<td>There are 6 capability levels numbered from 0 through 5.</td>
<td>There are 5 maturity levels numbered from 1 through 5.</td>
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Table 1: Comparison of Maturity and Capability Levels

Fig. 3: Maturity Levels Characteristics
2.1 Process Areas

A Process Area is a cluster of related practices in an area that, when implemented collectively, satisfy a set of goals considered for making significant improvement in that area. Process Area components are categorized into three.

I. Required components

• Required Components describe what an organization MUST achieve to satisfy a process area.
• Goal Satisfaction is the way to understand if a Process Area has been satisfied.

ii. Expected components

• Expected Components describe what an organization MAY implement to achieve a required component
• Expected components include the specific and generic practices.

iii. Informative components

Informative Components provide details which will help the organizations in deciding as to how to approach the required and expected components.

• Sub practices, typical work products, amplifications, generic practice elaborations, goal and practice titles, goal and practice notes and references are examples of informative model components.

The CMMI Process Areas can be classified into the following four categories so as to understand their interactions and links with one another:

I. Process Management ii. Project management
iii. Engineering iv. Support

As can be seen from Fig. 4, CMMI Dev V1.3 Maturity Level 5 comprises of twenty two Process Areas. Working on each Process Area judiciously and meticulously for days together has helped us in completing the certification process for level 3.

3. CMMI in the Current Business Scenario

We now have a very high level understanding, from a technical perspective, of Capability Maturity Model Integration. Let us now try to understand the business benefits KELTRON will have on acquiring the certification for CMMI.

• Number of Project Dropouts have reduced
• Improvement in the accuracy of estimates
• Work products are re-usable
• Decreased cost of quality
• Increase in Return on Investment
• Improved quality in the deliverables
• Increased Customer Satisfaction

For KELTRON, benefits associated with CMMI include improvement in productivity, quality and increase in cycle time, thus improving the customer satisfaction, meeting business objectives, improvement in business and growth. A well established CMMI program acts as a catalytic business model for an organization. This will aid our Management in getting a good picture of every project in the organization and take right decisions at right time using the matrices available.

3.1 What Next after CMMI Level 3?

KELTRON possesses ISO 9001:2008, ISO 27001:2005 and ISO 20000-1:2011 Certifications and now we have the renowned CMMI level 3 befriending the list. This does not mean our mission is complete. We are now targeting CMMI Level 5. CMMI has a proven track record and wide level acceptance across many industries. Acquiring CMMI Level 5 will require no more detailing about our standards and procedures to our customers. We ourselves will symbolize the epitome of the best business skills available in the industry.

Reference used CMMI® for Development (CMMI-DEV), Version 1.3.
MAJOR ORDERS

KELTRON has received the following orders in the 1st quarter of FY 2016-17

• Order worth Rs 112 Crs from Bidhannagar Municipal Corporation, Kolkatta under their Smart Governance Programme “AMAR SAHAR” for the Commissioning and Management of Data Centre Solution, Implementation of Enterprise Municipal System (Software).

• Order valued Rs 15.08 Crs from Kerala State Commercial Taxes Department for Upgrading existing KVATIS infrastructure to Tier level 3 (Supply and installation of server and network equipments) and implementation of Oracle database for KVATIS application.

• Order from Disaster Management Department, GoK for the setting up of IT & Communication System in the State Emergency Operations Centre for value of Rs 5.27 Crs

• Order from Mormugao Port Trust (Goa Port Trust) for design, supply, installation, commissioning, operation and maintenance for 5 years of an RFID based Gate Access System for value of Rs 4.55 Crs against open tender.

• Order valued Rs. 4.31 Crs from the Municipal Corporation of Greater Mumbai for maintenance of Road Traffic Signal Systems and Flashing Beacons in Eastern suburbs.

• Order worth Rs 3.48 Crs received from KSEB Sub Station, Ponnani, Malappuram Dist. for the supply and installation of 0.5MW SPV system.

• Order valued Rs 2.29 Crs from Prison Headquarters, Kerala for the supply and installation of IP CCTV System for various prisons in the state.

• Order from Directorate of Minority Welfare Department for creating Smart Class at various schools for value of Rs 2.25 Crs.

• Order worth Rs 1.86 Crs from K R Narayanan National Institute of Visual Science & Arts for creating media infrastructure at the institute.

• Order valued Rs 1.20 Crs from Goa Shipyard for 5 years of an RFID based Gate Access System for value of Rs 4.55 Crs against open tender.

ARTICLES INVITED

Articles from employees are invited on the following topics for consideration for inclusion in the upcoming issues.


Contributions may be sent to keltron360@gmail.com
Sri K P P Nambiar, Founder Chairman and Managing Director of Keltron was instrumental in the evolution of electronics industry in the country. His vision for the establishment of R&D Centers and vertically integrated manufacturing facilities and philosophies of social inclusion in electronics industry has paved way for the growth of electronics in Kerala as well as in India. To commemorate the great soul Keltron organised "TRIBUTE– KPP Nambiar Memorial Knowledge Summit" on 30.06.2016, the first anniversary of his demise.
KPP MEMORIAL DAY
30.06.2016 at KCCL, Kannur

[Images of various events and gatherings related to the KPP Memorial Day]
Make an effort to imagine a day in the history of human beings and all the trials and errors he made for communication. If mankind had never developed language skills, would he be like so many other animals?

In fact, man is designed for speech, with the most complicated and subtle series of muscles in the face, mouth, throat and neck, and a very responsive tongue, and the world’s most complex voice box. Without it, we would simply be animals that make enough variance of sounds to say "here's food," "watch out there's danger," and "I'm available."

The word language is broadly used to mean any system of communication; any system for transferring information from one to another. This would include "body language, written and spoken language, group behavior, numbers, visual symbols, pictures and slides, charts, electronic sounds, an analog clock on the wall etc.

When we speak to someone, our tone of voice contributes meaning to what we intend to say as well as how we feel – happy, sad, angry, afraid, serious, offhand, sarcastic etc- and also how we feel about our listener. Our writing also takes on a tone, whether we create it deliberately or not. When we write, our words have to do all the work, putting across feelings as well as meaning and is to be created by choice of words, choice of details and sentence structure. People have different voice and tone in writing just as they do in speaking. When you read a letter from a friend and can imagine the friend standing right there talking to you, you know your friend has written in a true voice. Sometimes we can create a tone with just a few words. When we describe a rain drop on a window as looking "like a string of diamonds" our tone is positive. But when we describe the rain drop as looking "like tears streaking a face" our tone is sad and mournful.

In an advanced industrial society, in an increasingly interdependent world, the knowledge of other languages has become indispensable. English is the most widely spoken language in the history of the
planet. One out of every seven human beings can speak or read it. Half the world’s books, 3/4 of the international e-mail are in English. It has the largest vocabulary, perhaps two million words.

Language standards can certainly be used for oppressive purposes, but most speakers and writers of all races and classes want to use language in a way that will impress others. The fact is that the world is full of teachers, employers, and other authorities who may penalize you for your nonstandard use of the English language.

So what comes obvious is that a clear knowledge of grammar is absolutely necessary for the proper use of any language. Grammar is important because it is the language that makes it possible for us to talk about our experiences, our ideas, and our emotions. In linguistics, grammar is a set of rules that indicates the structure and interpretation of sentences which native speakers of a language accept as belonging to the language.

We need nouns (name of persons, things, animals, places, ideas, or event), things that are acting or being acted upon; pronouns (I, it, he, she, mine, his, hers, we, they, theirs, and ours) to stand for nouns; verbs to indicate action - physical or mental (write, play, think, love, etc.)- or state of being of subjects (am, is, was, are, and were); adjectives to describe these nouns; adverbs to describe adjectives, verbs, or another adverb; prepositions (above, below, throughout, outside, before, near, and since); locators to show where these things are; conjunctions (and, yet, but, for, nor, or, and so) to join words, phrases, or clauses together and interjections (oh, wah, Hey etc.) Do we really need definite or indefinite articles? (the, a). The concept of ‘a’ and ‘the’ could be obviously understood. Do we need punctuation marks? Without them meaning of sentences would be a bit confusing. Consider the following example;

“Woman without her man is a savage”. This is a sentence given to students for punctuation.

Woman, without her man, is a savage. (Man is savage) –most of the girls answered
Woman, without her man, is a savage. - (Woman is savage) – most of the boys answered.

Subject-Verb Agreement: Rules of English grammar can be hard to understand, but not impossible. Just to stick to the basics. “Subject-verb agreement” is one of the most important rules in English grammar. That means, if the subject is plural (boys), then the verb needs to be plural (play). If the subject is singular (boy) then the verb needs to be singular (plays).

Notice that English verbs, unlike nouns, usually don’t become plural by adding s. In fact, many singular, present-tense verbs end with s, while many plural verbs don’t – exactly the opposite of nouns.

More than anything else, sentences that begin with several nouns tend to fool people. Here are some rules to guide you into what you should do with them:

1. Two singular subjects connected with and are plural, and need a plural verb. For example, which is correct: “My mother and my father are visiting me” or “My mother and my father is visiting me?” After all, it’s correct to say “My father is visiting me.” But two parents together are plural, not singular, so you need to use are. Of course, a plural subject combined with a singular subject is still plural, and you would use a plural verb. For example, this is correct: “The general and his advisers are responsible for the decision.” To make it less confusing, we put the plural subject last, closest to the verb.

2. Two singular subjects connected with the conjunction “or” need a singular verb. For example, “My mother or my father is going to call me today” is correct, because only one of them will be calling. It works the same way with either…or and neither…nor: “Neither my mother nor my father is going to call me today.” If one of the subjects is plural, use a plural verb: “The general or his advisers are responsible for the decision.” Again, we put the plural subject last, closest to the verb.

3. Don’t get distracted if there’s another phrase between the subject and the verb. For example, you should say “My sister, along with her children, is visiting me next month;” even though you would say “My sister and her daughters are visiting me next month.” The verb needs to agree with the subject, not with other nouns that happen to precede the verb.

4. Words such as neither, everyone, everybody, anyone, anybody, someone, none or each, are
singular and need a singular verb. As we just said, don't be fooled if a singular subject is followed by plural nouns. For example, when you write “each of my daughters,” make sure the verb agrees with the singular subject each instead of the plural noun daughters. And the singular subject “everyone who knows my daughters” should be followed by the singular predicate “is impressed by them,” not “are impressed by them.”

5. On the other hand, fractions or portions of a plural noun are still plural. Often these are expressed with prepositional phrases: “most of the students” or “half of the campus.” Use a singular verb if the object of the preposition is singular, but a plural verb if it’s plural. For example, write “Some of the students are wealthy,” and “Half of the campus is covered with trees.”

6. Time and money are singular. Yes, five is plural, and the word yard is plural, but you would write “Five yards is all I need to finish my sewing project.”

Notice that many of these rules are really just warnings to look carefully at the sentences you write. Once you know that subjects and verbs need to agree, and you know what counts as the subject and what doesn’t, you are on your way to sounding more educated.

Writing Business Letters: When you write a business letter, you must assume that your reader has limited time in which to read it and is likely to skim. Your reader will have an interest in what you say, only insofar as it affects their working world. They want to know the “bottom line”: the point you are making about a situation or problem; and how they should respond.

Writing for a business audience is different from wiring to a friend, social contacts or in academic disciplines. Business letter writing should be clear and concise. Take care, however, that your document does not turn out as an endless series of short, choppy sentences. Keep in mind also that “concise” does not have to mean “blunt” - you still need to think about your tone and the audience for whom you are writing. Consider the following examples:

1. After carefully reviewing this proposal, we have decided to prioritize other projects this quarter.
2. Nobody liked your project idea, so we are not going to give you any funding.

The first version is a weaker statement, emphasizing facts not directly relevant to its point. The second version provides the information in a simple and direct manner. But you don't need to be an expert on style to know that the first version is diplomatic and respectful (even though it's less concise) as compared with the second version, which is unnecessarily harsh and likely to upset the receiver.

Personal pronouns (like I, we, and you) are important in letters and memos. In such documents, it is perfectly appropriate to refer to yourself as I and to the reader as you. Be careful, however, when you use the pronoun we in a business letter that is written on company stationery, since it commits your organization to what you have written. When stating your opinion, use 'I'; when presenting organization policy, use ‘we’.

Over phone Communication: Communicating properly on the phone is especially important, as the person you are speaking to cannot see your facial movement or your body language. They rely completely on what you are saying, and how you are speaking, to understand you fully.

As well as speaking clearly when talking on the phone, it is vital to use the right level of formality. If you are too formal, people might find it difficult to feel comfortable when talking to you. If you are too informal, they might think you are being rude!

Generally speaking, when you are calling in a business context (making calls related to employment, finances, law, health or applications of any sort), you should show politeness by using words like:

- could • would • can • may
- please • thank you • thank you very much.

When making a request. When you ask for something, or receive help or information, you should use:

- I'm off to a conference, okay, bye.
- Hang on a moment, I'll put you through.

It is also okay to use some of the informal features of the English language such as short forms, phrasal verbs and words like okay and bye – in other words, everyday English! So phrases like:

- I'm off to a conference, okay, bye.
- Hang on a moment, I'll put you through.

are perfectly acceptable, as long as the overall tone of
your voice is polite and friendly.

If it is more of an informal phone conversation (speaking to a friend, family member, close work colleague or even a friend of a friend), then a high level of formality is usually not required, but you should still speak with a polite manner, as it is seen as respectful.

It's fine to use less formal phrases in these conversations, such as 'thanks', 'cheers', 'bye', 'okay', 'no problem'

Another useful thing to remember is, it's better to ask for help or clarification when you're having a telephone conversation, than to pretend you understand something that you didn't. It is absolutely fine to use phrases like:

'Could you repeat that please?'
'Could you speak a little more slowly please?'
'Would you mind spelling that for me please?'

Using phrases like these will help you to have a more successful phone call, and may save you from any problems later on. You could always say:

'I'm afraid the line is quite bad', if you can't hear very well.

It also a good idea to practice words, phrases and vocabulary that you might need to use, before the call! So to help you out a little, here is a list of commonly used phrases:

### COMMON PHRASAL VERBS

Hold on means 'wait' – and hang on means 'wait' too. Be careful not to confuse hang on with hang up! Hang up means 'finish the call by breaking the connection' – in other words: 'put the phone down.'

Another phrasal verb with the same meaning as hang up is ring off, but this isn't as commonly used as some of the other phrasal verbs listed above.

The opposite of hang up / ring off is ring up – if you ring somebody up, you make a phone call. And if you pick up the phone (or pick the phone up), you answer a call when the phone rings.

"Hang on a second…"

If you are talking to a receptionist, secretary or operator, they may ask you to hang on while they put you through – put through means to connect your call to another telephone. With this verb, the object (you, me, him, her etc.) goes in the middle of the verb: put you through.

But if you can't get through to (contact on the phone) the person you want to talk to, you might be able to leave a message asking them to call you back.

Call back means to return a phone call – and if you use an object (you, me, him, her, etc.), it goes in the middle of the verb: call you back.

Now you can start making those calls!

If you've ever found yourself in a situation where you have to tell your boss or a client some bad news, then you'll know just how important it is to be able to use diplomatic English.

Choosing the right words and the right grammar can go a long way to removing some of the unpleasantness of the message we have to deliver. It can also help us to maintain a level of deference that we wish to show to superiors or clients in the normal course of business.

Using language diplomatically can be a challenge, even when speaking our mother tongue, but it is especially difficult when speaking a foreign language since we often lack the appropriate vocabulary, and knowledge of alternative grammatical structures.

Consider the following sentence:

- I haven't finished the report.

The speaker has done nothing here to soften the negative content of the message. A more diplomatic version might look something like this:

- I'm afraid I haven't finished the report.

### SOFTENERS

'I'm afraid' is commonly referred to as a 'softener', a linguistic tool used to soften the tone of our content or convey politeness when we speak. Softeners often occur at the beginning of a sentence to prepare us for bad news: I'm afraid, so sorry, to be honest, unfortunately, with all respect

- To be honest, I think we need to rethink our marketing strategy.
- With all respect, I don't agree with what you just said.

*The author will be happy to clarify any doubts raised by readers regarding the topic.*
Big Data
Recruitment Via Social Media - Stop Checking The Same Room For Your Keys

Big Data is an accumulation of data that is too large and complex for processing by traditional database management tools. Big data includes information garnered from social media, data from internet-enabled devices (including smart phones and tablets), machine data, video and voice recordings, and the continued preservation and logging of structured and unstructured data. It is typically characterized by the four “Vs”:

- **Volume**: the amount of data being created is vast compared to traditional data sources
- **Variety**: data comes from different sources and is being created by machines as well as people
- **Velocity**: data is being generated extremely fast - a process that never stops, even while we sleep
- **Veracity**: big data is sourced from many different places, and as a result you need to test the veracity/quality of the data.

BIG DATA AND RECRUITMENT

Big Data – also known as “People Analytics” in HR circles – can be used to support the whole of the recruitment process. Today we can already buy in external data about specific users from specialised companies, and have those evaluated. These companies observe how certain people behave on the internet, which articles they read, which products they order, which hotels they book, and connect these data points together to form a personalised digital footprint. What this means for HR is
that if we know what these users tend to do on the internet, we can put that together and tailor our advertising specifically to these people.

Big Data is the new frontier for innovation, competition and productivity across all industries and functions. By leveraging Big Data, recruiters can transform their image from “reactive,” responding to the “just-in-time” talent needs of the business, to a “proactive” business partner that has the foresight to make better and faster talent acquisition-related decisions.

How Does It Work?

There is no one specific formula for combining big data and social media recruiting to magically produce highly qualified job candidates, but there are some commonalities. Data mining often starts with accessing information through social media sites, combing sites like LinkedIn, Facebook, and Twitter for details that indicate possible job candidates. Big data processes information gained this way along with data gathered from applications, resumes, and even scanned business cards. Promising candidates may be asked to complete tests and games designed to assess relevant skills, and this information is also fed into algorithms that sort information, recognize patterns, and narrow the candidate pool.

MINING THE SOCIAL WEB FOR BIG DATA

FACEBOOK

“It’s easy to make fun of Facebook. The depressed stock, the misguided political comments, the un guarded vanity of high school “friends”-all tend to reinforce the inanity of the social network. But a billion people still use it. Even those who complain still use it. And for large, multinational companies, it’s becoming an increasingly valuable tool for recruiting employees.” – Forbes

AFFORDABLE WAYS TO INCREASE THE APPLICANT POOL

• Facebook Directory to search for users, pages, groups and applications.

• Facebook Marketplace where we can post a job at free of cost. The ad requires basic information such as location, job category, subcategory, title, need for filling the position, description etc.

• Facebook Pages are another free resource within Facebook. A Facebook Page is a public profile that enables us to share our business and products with Facebook users.

• Facebook Ad. The advantage of the ad platform on Facebook over its rivals Google Adwords and Yahoo! advertising is that Facebook has laser targeting ability. With a Facebook Ad we can choose the exact audience that we are looking to target. The system will ask a series of questions about the characteristics of the people we want to see our job posting ad. We will be asked about the group’s age, sex and specific keywords related to the position. Facebook will then calculate how many users fit that criteria. We have the choice to pay per click (how many people clicked on your job ad), pay per impression (how many people potentially saw your ad) and set how much we are willing to pay.

TWITTER

Twitter can be powerful for small companies or a recruiter who wants to get an edge over the competition. The easiest way to recruit is to tweet jobs you have available.

If the company has a Twitter account but not a lot of followers we can expand our network and build relationships with clients and job candidates on Twitter. Run a quick search on Twitter (search.twitter.com) for anybody discussing a specific keyword and we will get hundreds of contacts. We can search for people we know, by location, by industry or interest, by hashtag, by popularity, by time and more.

To make job posting tweets standout the company can also use hash tags, #. Hash tags are used as a way to filter and find information on Twitter. If a hashtag is included with a keyword in the tweet, it becomes instantly searchable. Examples of hash tags : #job, #jobpost, #employment, #recruiting, #hiring, #NAJ(that is twitter lingo for ‘Need a Job?’)

The Twitter account of the company is also an opportunity
to inform potential hires about the company. The tweets say a lot about the company and what topics are important to the company.
When we find a potential candidate on Twitter, evaluate their activity to see how often they tweet, if they have a healthy balance between followers and following, how big is their network and the quality of their tweets. Do they keep a balance between personal and professional tweets? Do they only post updates or do they respond to others and retweet others fully utilizing what Twitter is about?

LinkedIn
LinkedIn is an essential tool for recruitment professionals, As the digital world is evolving at very fast pace so too is the way that people apply for jobs. LinkedIn is fast being tipped as becoming the number one corporate recruiting portal. For a corporate recruiter who is looking for a database or source that includes a large percentage of passive prospects, LinkedIn is simply alone at the top.
It is now anticipated that 80% of job applications will come from a mobile device by 2020, with candidates having much more choice than in the past. Therefore the market is becoming more candidate driven. Applicants now know and understand much more about the companies they are applying to work for than ever before. Candidates also now demand higher remuneration packages, however are also more greatly interested in the overall benefits of working for a specific organisation including a better work/life balance.
LinkedIn can be used on a day to day basis to contact potential candidates and target future clients. We can also know the willingness of the job aspirants to change.
This means that we can evaluate whether people are currently looking for jobs and based on individual user behaviour – for example if the person often visits job sites or updates his or her LinkedIn profile more often than usual – the software can analyse the personal willingness to change jobs.
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So to conclude, Big data provides recruiters with the power of technology to work and examine an exponentially larger pool of data than that has been available anywhere before. Clubbed with social media enrolling proficiency, big data allows social hiring experts to make more accurate, evidence-based selections more quickly. Needless to say that such a move can confer a very real competitive benefit for hiring companies that too when competition for attracting top talent shoots up like anything. Its high time that we jump on the Big Data Bandwagon since we need to take advantage of the new tools and resources that allow us to move beyond the résumé.

### Monsoon Tips
- Drink only boiled and purified water to protect yourselves from harmful germs.
- Where likely, try to avoid walking through rainy water. It can lead to numerous fungal diseases of the feet and heels.
- Take moderately hot food and drinks during monsoon.
- If you suffer from asthma or diabetes, avoid residing in any place with wet walls. It encourages the development of fungus and can be harmful.
- Avoid eating fried items, pre-cut fruits and juices from roadside vendors.
- Always wash vegetables well and keep them clean especially if they are taken raw.
- Avoid too much of fish and meat during monsoon. Non-vegetarians should go for light meat preparations like stew and soups.
- Taking a shower after you have been caught in the rain will protect you from many infections.
- Keep antiseptic liquids handy and use for washing off mud or dirt that usually gets splashed around.
Evernote is a cross-platform app designed for note taking, organizing, and archiving. The app allows users to create a "note" which can be a piece of formatted text, a full webpage or webpage excerpt, a photograph, a voice memo, or a handwritten "ink" note. Notes can also have file attachments. Notebooks can be added to a stack while notes can be sorted into a notebook, tagged, annotated, edited, given comments, searched, and exported as part of a notebook. Evernote is not only an access-from-anywhere note-taking system, but also a robust tool for writing, collaborating and researching.

Evernote supports a number of operating system platforms (including iOS, Android, Windows Phone, BlackBerry 10, Microsoft Windows PC, OS X and Mac) and also offers online synchronization and backup services.

Evernote is available in a paid version or a more restricted free version. Use of the online service is free up to a certain monthly usage limit and unlimited monthly use for Premium customers.

It is developed by the Evernote Corporation, a private company headquartered in Redwood City, California.

Key Features:
- Capture notes, pictures, locations, and more into flexible notebooks
- Save anything from the web into your notebook
- Highlight, annotate, and add visual callouts to your notes
- Organize notes with tags, notebooks, and stacks
- Search inside notes, files, and locations to find information
- Share notes and notebooks for collaboration
- iOS, Android, Mac, and Windows apps available
- Creates notes with voice commands.
"അദ്ദേഹത്തിന്റെ പേരായാണ് വിദ്യാഭ്യാസം"
INVITING ENTRIES

1. Submit only originally taken [not adopted/copied from any form] either in SLR/Digital Camera/Mobile Camera – Theme: ONAM 2016; (only 1 entry per contestant allowed)
2. The photo may or may not be edited and shall be in jpeg format of any resolution which can be viewed neatly;
3. The best 3 entries will be selected and will be published in the Keltron 360 Newsletter with a citation; The best one among the shortlisted 3, will be eligible for a prize;
4. Last date of entry will be 5 PM, 22nd September, 2016 and shall be submitted in EMAIL ONLY to keltron360@gmail.com with SUBJECT AS ONAM PHOTOGRAPHY CONTEST;
5. The email shall contain: Name of the photographer, Designation, Unit/Division, Employee Code, Camera Model/Mobile Model Details, a Caption to the picture;
6. The copyright on the selected pictures will vest with Keltron;
7. The judgement of the Editorial Board shall be final, and the Board reserves the right to cancel the contest without assigning any reason;

Terms:

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