

## Using technology for Job Search- Naukri

### What is a job portal?

Job portals are job search engine sites that make the process of looking for a job easy and quick. These specialized search engines allow candidates to search for jobs suiting the role candidate is looking for, where, when and other criteria. Various job sites allow one to search many job boards, job postings and associations. Some special job sites can also aid the candidate in finding specific job roles or job roles in specific sectors. There are various job portals available to the candidate based on the needs and preferences of the candidate, such as: monster.com, indeed.com, naukri.com, shine.com and more.

### Why use job portals?

There are various ways job portals make the life of candidates easier, here are a few reasons job portals should be used:

- It is easy to use job portals as it opens up the entire workplace market to the candidate at just the click of a button.
- It is cheap, as it only requires the candidate to have a decent internet connection and a resume which is to be uploaded.
- It is universal, as candidates can browse through job opportunities all across the globe.
- It is convenient, as it can be accessed from anywhere at any time.

### Common job portals

1. Naukri.com
2. LinkedIn
3. Monster.com
4. Times Job
5. Shine.com
6. Indeed.com

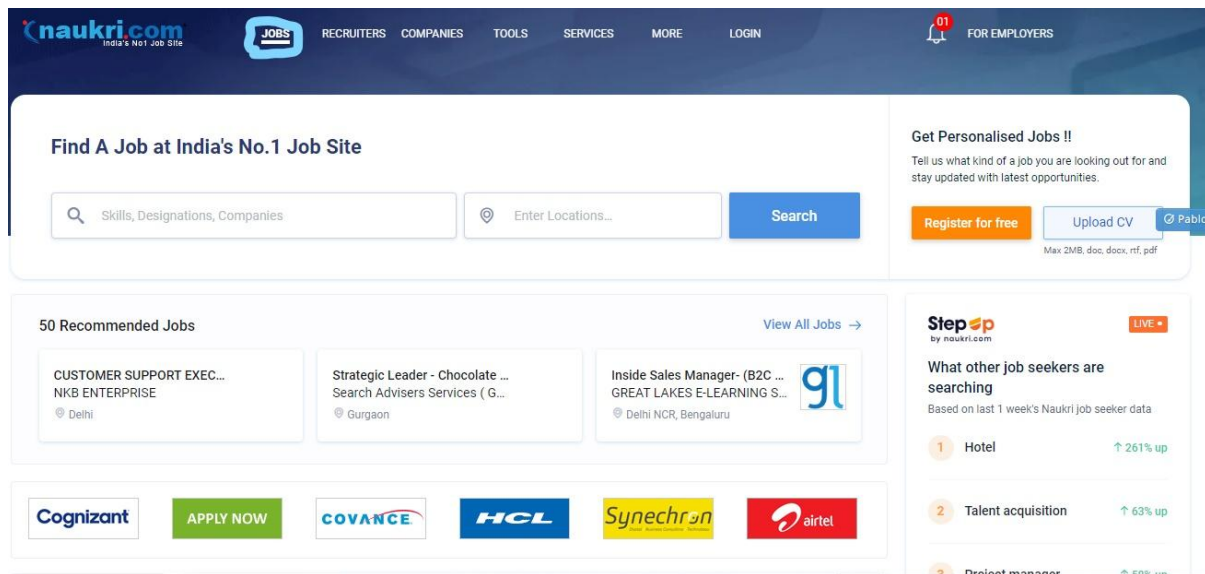
In the list above, LinkedIn and Naukri.com are the most sought after.

### About Naukri.com

Naukri.com is an Indian employment and job portal working in India and Middle East. It has about 49.5 million registered job seekers (Dec 2016)

The platform is operational on both Website & Mobile App.

### Naukri Interface:



### Benefits:

- Free of cost registration
- Multiple jobs on single click
- Unadvertised Jobs
- Job Application Tracking
- Mobile Friendly
- Direct contact to recruiter
- Access to jobs in Gulf Nations



### Activity: creating profile on Naukri

**When:** during session

**How:** Fill in the form to organise the information for creating a profile on Naukri.

Naukri.com Profile form	
Name	
Email Id	
Phone Number	
Fresher/Professional	
Your Location	
Preferred Location( Can choose 3)	
Current Industry	

Source: <https://www.naukri.com/blog/>

<p><b>Education</b></p> <ul style="list-style-type: none"> <li>- Highest education completed</li> <li>- Course(Full time/Part time)</li> <li>- Speciality during course</li> <li>- University/College</li> <li>- Year of Passing out</li> </ul>	
<p>Things you are good at (Add you skills)/ Skills should be as per resume</p>	
<p>Resume Headline/ One line description of your profile</p>	
<p>Upload Resume( Should have your updated resume in your phone)</p>	
<p><b>Profile Summary</b></p> <p>Profile summary should mention the highlights of one's career/ education. What are one's professional interests and what kind of career one is looking for?</p>	
<p><b>Details of project</b></p> <p>Project titles</p> <p>Client</p> <p>Started working from</p> <p>Worked till</p>	
<p>IT Skills</p>	
<p>Certifications</p>	
<p><b>Desired Career Profile</b></p>	

<p>Functional Area</p> <p>Role</p> <p>Desired Job type( Permanent, Full time, Contractual, Part time)</p>	
<p><b>Other Details</b></p> <p>Date of Birth</p> <p>Gender</p> <p>Enter your Hometown</p> <p>Enter your area pin code</p> <p>Marital status</p> <p>Enter Permanent Address</p> <p>Category( SC/ST/General)</p>	
<p>Languages Known</p>	

### What is a good profile photo to be used for Job Portals?

- **Eyes:**  
Make eye contact with the viewer. Look in the direction of the camera, and focus beyond it. This will create an impression of immediacy.
- **Smile:**  
A smile is important. Show a few teeth if that feels natural to you. Research has shown that smiles showing teeth convey a more likeable impression.
- **Dress:**  
Dress professionally and simply in a current style. Avoid dazzling patterns. Keep the focus on you rather than your clothes.
- **Double chins:**  
Double chins and sagging jaw lines can be camouflaged by moving the jaw forward while holding the face steady. .
- **Simple background:**  
A blank wall is best, if possible. The goal is to have something that is not distracting.

## How to search and apply for jobs on Naukri

### Using Desktop

1. Go to **Naukri.com** and click on the **search bar** at the top
2. In the search bar, type a keyskill, job designation or company name. You can also use Boolean search to refine your search query.
3. You can type multiple terms in the search bar. An example would be search as “java, javascript, software engineer” which combines both keyskills such as ‘java’ and ‘javascript’ with the designation ‘software engineer’. This would look for all three terms to display job listings.
4. Type the location where you would like to get a job in the location field. Select the work experience in years for which you want to see jobs in the work experience field. Select the minimum salary for which you would like to see jobs.
5. Click **Search**
6. Use filters such as **Top Companies, Industry, Salary range, Location, Education, Employer type** (posted by company or hiring consultancy), Job Type (International, Premium, Walk-in) and **Freshness** (how long ago the job was posted) to get more accurate results. These are found on the left side of the search results.

7. You can click the **Sort by** dropdown at the top of the search results to sort either by relevance or by the date when the job was posted.
8. Click a job listing to view more details about the job
9. Click **Apply** or **Apply on Company Website** to apply for the job.

#### **On Android and Mobile Web browser:**

1. Tap the hamburger icon at the top left corner of the screen. Select **Search Jobs** option to go to search page  
**OR**  
Tap the **search** icon in **My Naukri** Home page to go to **Search Jobs** page
2. In the search bar, type a keyskill, job designation or company name.
3. Type the location where you would like to get a job in the location field. Select the work experience in years for which you want to see jobs in the work experience field. Select the minimum salary for which you would like to see jobs.
4. Tap **Search Jobs**
5. Tap the filter icon at the bottom corner to **filter** and **sort** the results. You can sort by relevance or job posted date. You can use filters such as employer type, location, education, industry, salary and job type.
6. Tap a job posting and click **Apply** or **Apply on Company website** button to apply to the job. Applying on the company website will take you outside Naukri to the company's website.

#### **Quiz:**

- 1) Which is the parent company of Naukri?  
Ans: \_\_\_\_\_

2) Can you register for free on Naukri?

- a) Yes                      b) No

3) Apart from India, which other regions of the world does Naukri provide strong job opportunities?

Ans: \_\_\_\_\_

4) Ramesh is a graduate fresher and looking for a Job opportunity in Mumbai, for the role of Business Development. Mention the filters Ramesh can use to get ideal job openings.

Location: \_\_\_\_\_

Education: \_\_\_\_\_

Job type: \_\_\_\_\_

5) Does Naukri offer Learning Course Material?

- a) Yes                                      b) No<sup>1</sup>

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<sup>1</sup> Answer: 1) Infoedge 2)Yes 3) Gulf 4) Location- Mumbai, Education- Graduate, Job Type- BDA (Business development associate) 5)Yes  
Source: <https://www.naukri.com/blog/>