

Bencil Writes

January '15 edition



 **From the desk of Rajeev Surana**

First month of the new year has already passed by, we are sure many of you must be trying to keep up the resolutions made. Few must have already forgotten about it completely! We too made a resolution on this new year to keep our readers happy and keep on giving them innovative ideas with our knowledge sharing newsletter.

New year also has started a new openings in the job market too. Companies are looking to hire fresh and enthusiastic talent. So here we bring you new ways to grab that dream job you are aspiring for.

Do share in your views and how you are finding innovative ways of managing your resolution for 2015.

Please share your comments and feedback on helpdesk@scinnovation.in

 **Share a story: Point of View**

Innovative ways to get a job

This month's newsletter focuses on the different ways companies are strategizing to screen candidates. Companies are looking for solutions which can help them tap the right candidate having desirable skillset for their venture. The traditional recruiting process is time consuming and many a times right talent is not acquired due to location or access constraints. Also the process of screening resumes and shortlisting based on it is a bit cumbersome and not so reliable process.

The recruiters generally shortlist resumes based on mere word search. During this screening process an individual who really has an ability to fit into the company and has perfect skillset may be missed out due to missing some word. This process is not only lacks reliability but is also time consuming. Especially for start-ups who are on their growth curve and have less time to follow this tedious process find this cumbersome. Moreover, they also do not have bandwidth and funds to hire candidates from campus placements. Usually, the well set-up companies having high bench strength are comfortable with the long pipeline hiring process which does not suits the companies which have immediate requirement.

This process is not only troublesome for the companies but also for the candidates. They have to go through a number of form filling and entry level processes which are really tedious. These companies also many times do not update the candidates on the status of the recruitment, so the candidates are left in an unpredictable state about the offer. In order to overcome these uncertainty and time constraints, companies are coming up with new ways to hire candidates.

There are companies who provide the employers a platform to create challenges on par with the actual job role. This brings down the time to hire a candidate to one-third. The future of recruitment may lie in hackathons, which are sessions with specifically designed job-related challenges to test candidates and fill in crucial tech positions on a company's roster. The process is faster and it also checks whether the candidate has a mind-set to work in the start-up culture or the respective company's culture per se.

A resourceful candidate who has participated in a hackathon is ranked higher by the startups, says Ramesh Loganathan, a founding member of Headstart Higher, which helps startups hire offline. The organization has planned to connect about 40 startups with 300-plus students at a campus hiring event in Hyderabad this May. The students will showcase their work in various hackathons at the event.



So here we present you list of few such start-ups who are changing the trend for hiring with their innovative ways:

Venturesity: It provides a platform where one can showcase their talent by challenging themselves to stand out. They have online as well as offline challenges where candidates can participate. Once the candidates completes and submits the challenge successfully, Venturesity shares the profiles with the hiring partners. These challenges are created based on the job description of the company. It plans to introduce auction-meets-hackathon model, where multiple companies can offer a job to a candidate based on his talent in the challenge.

Upcoming Hackathons and Challenges:

- **Knowlarity** (API) – to build smart applications
- **Stayzilla** – Data-to-Product hackathon for web development
- **OLA Appathon** – Mobile APP development
- **All Star Android Challenge** – Build application to travel smarter using your phone.
- **All Star Full Stack Challenge** – Create a data-driven web application with a flexible data model and user interface
- **All Star Digital Marketing Challenge** – Build marketing plan to promote online business

Headstart Higher: It is a unique job search program which helps start-ups hire offline. It screens candidates who are willing to work for start-ups. Resourceful candidates are ranked based on their performance in hackathons.

Upcoming Hackathons and Challenges:

- **Hunt Shire-** Candidate Outreach Partners

HackerEarth: It provided platform for developers to showcase their coding skills and land up in their dream job. It is a network of top developers across the world, enabling them to connect to start-ups, tech companies, and organizations and discover the best developer jobs. It helps around 150 companies solve hiring challenges for technical job profiles. It is planning to acquire users across geographies to showcase their talent on the platform.

Upcoming Hackathons and Challenges:

- **Medlife Hiring challenge** – Medlife is looking for passionate programmers to develop advanced healthcare technology platforms.
- **February Easy Challenge** – It is a short two hour contest with five algorithmic problems, for beginners in competitive coding.
- **Urban Ladder Hiring Challenge** – Urban Ladder is hiring software developers through this hacathon.
- **Grabhouse Hiring Challenge**
- **FoodPanda Hiring Challenge**

EventsHigh: It is an event discovery platform which brings all events at one place and helps users to find relevant events.

Upcoming Hackathons and Challenges:

- **FirefoxOS and The Bachchao Project Hack Day** – Mozilla India along with ‘The Bachchao Project’ is hosting hackathons on 7th Feb to discover new ideas and build apps that have social impact.
- **Hack4India Hardware Hackathon** – first of his kind for electronics enthusiasts to develop prototypes.

TalentSprint: It helps engineering graduates to upgrade their IT skills for job market. This helps companies with lean-bench model to fill up positions immediately.

What's new @ Scinnovation

The New Year will bring in new tidings. We are expanding our team to service our clients better by having a full time IP resource as also a full time office assistant in our Mumbai office. The focus this year will be on improving our customer delivery capabilities, evolving our processes and providing customer satisfaction.

We are also pleased to share that we have engaged Right Pitch Marketing, a digital marketing agency to help us enhance our presence online and be reach out to all target audience.

We hope to delight our customers and manage growth in a seamless manner in 2015.

Events

- *EPI “Opposition and Appeal” Seminar supported by the EPO, 24th Feb’15; London*
- *The Legal issue of 3D Printing, Webinar, 27th Feb’15; London*
- *Global Patent Review: Litigation and Prosecution Case Laws in Pharma and BioPharma; 11-13th Feb’15; Mumbai*

Trivia

Albert Einstein was a patent examiner in the Swiss patent office, and reading all the interesting patents.

Think about it...

Fun Fact I: Marlon Brando, of the hit movie Godfather was awarded a patent for adjusting the tensioning in a drum. Patent #6,812,392 — Drumhead tensioning device and method

Fun Fact II: Twitter lost the right to trademark the word “tweet” as some other developer already owned the trademark for it. Apple paid \$60 million for the infringement of the word mark “Ipad” protected by some other Chinese applicant.