

Talent Corner

Poem — Sachin Saga

Let's provide supreme value to the earth's sphere,
Again it's an opportunity, a new world with a new year.
Few problems will definitely be there,
Being brave, we can fight against any fear.

Hope our hard work's sweat will not waste as tear,
But let's learn to digest and improve ourself
if our negligence is there.

Neither taking a pledge nor giving a swear,
But doing the best honestly, even if unmonitored, my dear.
Failure provides unlimited motivation, let's inspire this year,
Wishing you a blessed happy new year.

Sahaj Sabharwal,
Jammu City.

Poem — Kangri

Hugging close to our chests
Veiled by the winter attires
Infusing new life
To our dead and chilled bodies.

Inseparable part of our rich culture
Centuries old, during the winter period
Choice of children, youth and adults alike.

Immediately after the greetings
Arrival of the guests during the chill
Mark's your glimpse and
service prior to the tea.

Keeping unattended on the balconies
For months till the onset of

Chillaikalan, it is again looked for.

Decorating it with multiple colours
Makes it special and expensive
And in wedding ceremonies the one
Used to welcome the bride- groom
Has been our tradition
since time immemorial.

In the age of modern gadgets
and technology
You being the unique companion
to every Kashmiri
Would you ever be forgotten ?
Unlikely, because of the deep rooted bond.

The one who first invented you
Skilfully designed and the art
Of making it passed through generations
Fetching livelihood to a big chunk of pop.

Oh ! Dear inventor of the kangri
We owe a lot to you
For bestowing us with this priceless gift
From biting cold giving us respite.

Rayees Ahmad Kumar.

SUDOKU

1			8	7				4
	2							
	8		9		2	3		
5							8	3
		1		5		7		2
			4				1	
				4				
			5	6				
9	4					8	7	

SOLUTION OF LAST WEEK SUDOKU								
9	1	5	2	6	8	4	3	7
2	3	4	9	5	7	6	1	8
8	6	7	1	3	4	5	9	2
3	5	8	7	4	6	1	2	9
4	9	2	8	1	5	7	6	3
6	7	1	3	9	2	8	4	5
1	8	9	4	7	3	2	5	6
7	4	6	5	2	9	3	8	1
5	2	3	6	8	1	9	7	4

MAZE



COMPLETE THE PICTURE



CAREER AID

Telemarketing

Telemarketing or Telesales is a relatively new career option in the country. The nature of the job is clear from the name itself i.e. marketing through telephone. Telemarketing is a common form of outbound dialing where employee's job basically involves making phone calls to market the products and services of the assigned company. Telemarketing jobs play an important role in the profit and sales success of many business. It is a proven way of efficient and effective marketing and is widely used by various industries to make contact with their clients. A wide variety of products and services from office supplies to savings accounts to resort memberships are sold through telemarketing.

Telemarketers are sales and marketing representatives who do business strictly through telephone. At times, it also involves web conferencing appointments during the call. Telemarketers are also known as outgoing call center representatives. A telemarketer's job is generally to persuade people to do or buy something. In simple terms, the main goal of a telemarketer is to convert a call into a sale. The job may also involve collecting information and contacts of prospective clients, attending incoming request for information etc. It is not as easy as in direct marketing to convince clients in telemarketing. In direct marketing, we are approaching the customers directly so it is much easy to convince them and get a deal. Whereas in telemarketing one has to be convinced through calls or just your voice to market a service or product. You need good telemarketing skills to succeed in this field. Telemarketing revolves around promotion and marketing. It has been widely categorized into business to business and business to consumer. It has got roots into product marketing, fundraising, opinion surveys, customer service and lot others. Telemarketers are typically paid by the hour, and they may earn incentives and commission based on performance. Even with minimum qualifications, people can engage in

telemarketing activities and enjoy its wide range of benefits.

Eligibility

This job is completely based on skills and language. Those with any academic qualification and good communication skills can enter the field. There are institutes that provide training in this field. These training modules are aimed at imparting skills set with regards to proper accent, listening skills, telephone etiquette, cyber grammar, customer relationship skills, management skills and knowledge of various telemarketing terminologies.

Colleges and Institutes

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paintings that you would like to share with us,
please send it to

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