

To achieve excellence through interaction



Vivek Jain

MEYEINLA LONGCHAR

A chartered accountant dropout at the age of 17, Vivek Jain, created CAclubindia—the largest online knowledge sharing network for finance and tax professionals in the country. Recently, the company ventured into e-learning space by launching CCI Online Coaching that distributes more than 1,500+ hours of e-learning content.

For the last 15 years this platform is serving its community by providing holistic learning environment with high level of flexibility and good quality education. Jain, founder, CAclubindia, shares about the recent developments. Excerpts:

Q What is CAclubindia all about? How does it function?

This is a network for financial professionals. With its potent reach of 2 lakh visitors daily, it seeks to create an intellectual and powerful community. It gives an opportunity to get in touch with the who's who of the financial world to achieve excellence through interaction by sharing new ideas and opinions. The initiative is to create a community where people share their knowledge directly without any

hindrance.

Q What were you looking for when you dropout of chartered accountant? Why did you not want to continue?

CA is one of the finest courses and I am deeply connected with this community. My father was a chartered accountant and as a matter of coincidence my wife is also from the same field. My dropping out was more to do with my passion for technology and the entrepreneurial spirit for building something up from zero to one.

I started CAclubindia back in 1999 and the idea came after I had

formed a *Yahoo* group. When I was pursuing CA side by side with my graduation from Bengaluru I got the first kick of excitement when we reached 80,000 members. That's when I started focusing on the website more. I was in CA finals by then.

Seeing the result and the response, I could see that Internet with its potent reach has the power to influence millions of lives which a degree alone could not. I had to choose between becoming a chartered accountant or to create a platform for finance professionals. I chose the latter.

It was a tough choice as I had to face many issues which any student faces. It was a huge risk but I strongly believed in what I was doing, the support of my family played a pivotal role.

Q Do you think institutes fail students in terms of preparing them for work?

India is a complex country in terms of its demography despite that I believe we have one of the finest education institutions in the world. We have IIMs, IITs, NITs and bodies like ICAI, ICMAT, ICSI, which are working really hard to train the next generation.

Our schooling system is quite robust too. The corporate and entrepreneurial world today, is really competitive and merely theoretical knowledge doesn't suffice when it comes to work.

Q With Indian students showing more interest in studying online than ever before, what would you like to say about CAclubindia?

This is one of the oldest platforms in the country where we could connect people with the objective getting inspired. We started CCI online coaching for CA students followed by CS and CMA after understanding what problems students of these courses faces.

There were many students who could not take coaching due to lack of facilities in their native places. Our objective was to provide best quality

India's largest online professional knowledge — CAclubindia, is serving its community by providing holistic learning environment

teachers at affordable cost to all aspirants with an option of high flexibility.

We made the coaching personalised where one could ask queries without any hesitation via emails and Internet calls. All of this happened because of the revolution India is going through.

Be it digital India campaigns and efforts by the government or telecom sector, students are more empowered than every before.

This as a blanket to CCI online coaching completed the ecosystem of digital learning where one could reach to their seniors. They could read stories of others who had similar issues what they were facing. We have trained more than 35,000 students so far and database contains more than a million plus members.

Q What are the various courses one can expect from this service provider apart from its competitors?

We are providing online classes for test prep and certification courses in finance sector by expanding the commerce ecosystem. Our focus is to reach out to students post K12 while they are in college and continue the relation even when they become professionals. We have not faced any major competition as such. What makes us unique is our niche reach and the engagement among the members.

Q Would you like to share any recent developments?

We have launched new mobile applications to create more members like GST app, income tax app, companies act app, separate app for students and CCI online coaching, and Main CAclubindia app. We are trying to bring more ways by targeting particular areas of interest.

PLUS POINTS

Reshaping the future



The second edition of UPES Law Roundtable was held in Delhi to deliberate on key drivers of change in the legal services. Delivering keynote address Utpal Ghosh, CEO and president, UPES, emphasised on the need for developing specialised skills, intensive course curriculum for training aspirants. Present at the panel discussion were senior legal experts from the law fraternity like R Venkatramani, advocate, Supreme Court of India; and Surat Singh, international lawyer and advocate, Supreme Court of India. The first discussion threw light on "New Dimension of Law and Lawyering" and the second was titled "Technology Imperatives for the Legal Fraternity".

A nationwide movement



As part of the Behtar India campaign launched by NDTV and DHFL Pramerica Life Insurance Company Limited, the Behtar India Students' Conclave was held at Modern School, New Delhi with actor Sushant Singh Rajput as its ambassador.

The core thought of the campaign is to mobilise students, citizens and corporates to join a nationwide movement that focuses on health, hygiene and environment. The conclave highlighted issues that needed urgent attention and discussed how students can help bring the right difference in the mindset of people.

Employability skills test



Wheebox in association with AICTE, Confederation of Indian Industry, United Nations Development Programme, Association of Indian Universities, Pearson Education and PeopleStrong launched an employability skills test. Students from engineering, polytechnic, ITIs, state-run colleges and management schools can take part in the Wheebox Employability Test.

The last date of conducting proctored examinations across campuses will be on 30 October. Students can register at wheebox.com/uest and take an online test measuring individual abilities in numerical and problem solving skills along with English, basics of information technology and behavioural traits. The duration of the test is 70 minutes and is available in Hindi and English. This provides initial transcript and detailed scorecards for each module to the candidate highlighting the strengths and improvement areas. These scores are shared with 110 organisations across 10 sectors in India aiming to give the candidates a snapshot of their capability.

Operation theatre studies



Delhi Paramedical Management Institute announced the commencement of admission for its one-year and two years full-time diploma in operation theatre technology and radio imagine technology and six months certificate programme in operation theatre technology. Minimum qualification for securing admission to diploma programme is +2 passed and certificate programme is X passed from any recognised board.

The programme aims to provide efficient and balanced training in laboratory medicine. It offers a challenging career in hospitals, minor emergency centres, private laboratory, blood donor centres, doctor's offices or clinics. Forms can be purchased from admission office of DPMTI, New Ashok Nagar, Delhi. The last date for submission is 17 August. For further details, visit: www.dpmtiindia.com

Deep engagements with literature

Oxford University Press endeavours on expanding the regional languages market in India to widen its customer base

MADHURIMA SENGUPTA

Oxford University Press has recently forayed into the Indian language publishing programme. The publishing industry in our country is undergoing not merely a transformation, but a tectonic shift. Regional markets have become the focus area for major publishing houses.

Sugata Ghosh, director of global academic publishing, Oxford University Press in South Asia with responsibilities in India, Sri Lanka, Bangladesh, Nepal and Bhutan, shared about the current ventures. Excerpts:

Q How will this initiative help revive literature in regional languages?

More than revive — the Indian languages publishing programme will help expand knowledge discourses by publishing new work as well as translating classic English texts into these languages. In the process, it will first help build bridges between knowledge systems and simultaneously fuel the growth.

Q How are the demands for vernacular non-fiction books in the country. Readers such as students, scholars, researchers, teachers, schools, universities face a considerable gap in the demand and supply of such books. For instance, Hindi and Bengali languages have different sets of readers. In the former, there are mostly students appearing for government job examinations such as banks, administrative services, etc, who need resources in regional languages.

Although books for such exams may be available, they are not enough to fulfill the need of this growing population. In the latter, there exists a well-established reading population who consume non-fiction literature. It is to cater to this demand that OUP decided to enter in the regional languages publishing market, by coming up with quality non-fiction books that could become fundamental texts for a wide range of people from different

backgrounds.

Q Do you think this initiative will encourage the present generation authors to write more in their mother tongue?

Yes, definitely. As an academic press our major endeavour is towards encouraging new authors to publish in their mother tongues. For far too long we have neglected good academic research in such languages, thereby limiting the boundaries of knowledge to western dominated discourses only. It is therefore our responsibility to help build a response to it by doing what we do best, publish quality works and encourage deep engagements with literature in local languages.

Q What other plans does OUP have for the regional Indian market?

We hope to make such books available in both print and digital formats, making access simple and diverse in both form and content. We also hope to introduce a kind of professionalism to the regional language publishing industry by ensuring that we play by the rules and comply with ethical terms of business. There are also plans to expand to more Indian languages as we grow, including, Tamil, Marathi, Malayalam, Telugu, to name a few.

Q What according to you created the publishing houses shift of focus to regional markets?

The shift in the socio-political climate in the country has been a major



Sugata Ghosh

eye opener to the demands in regional language resources. English as a language has lost its hegemonic sway, giving way to regional languages to stake major claims not only in the educational sector, but also in the economy at large. For instance, Google predicts that more than two billion Internet users in the next five

years will be those belonging to the Indian language speaking population. This shift represents how languages are increasingly playing crucial roles in determining major economic, political, as well as cultural trends. Given this context, it was important to adapt to the changing imagination of the country.

Brimming with opportunity

An ever-evolving field with great potential, ophthalmology might just be the right career for you

K BHUJANG SHETTY

Ophthalmology is a good balance between surgical and medical practice and many can decide which aspect they want to focus on. Those who are interested in surgery take time to adapt to this microsurgical field. These days however, it has progressed from an "end-specialty" to a gateway to varied super-specialties.

One of the highly demanding fields is vitreoretina, in which surgeons deal with the nervous tissue of the eye and the varied ailments that affect it

like diabetes and hypertension.

Retina is becoming a highly competitive field and we see an abundance of specialists in metro cities. Lesser known branches like glaucoma which is concerned with high eye pressure are now gaining popularity. Aspirants who wish to make their career in this field have to first check the eligibility and necessary entrance exams.

To become ophthalmologists you have to complete Bachelor of medicine and surgery and then go for the postgraduate degree like Master's of

surgery, Diplomate of National Board, etc. You can join fellowship in some leading eye hospitals for sub-specialty training or research studies in various institutions and research centres.

A specialty which is of utmost importance in this day and age is pediatric ophthalmology that deals with childhood eye diseases as well as management of squint. Oculoplasty and oncology is a niche field but essential as they manage various disorders of the eyelid and skull surrounding the eyeball, and most importantly the cancers which affect the eye.

These professionals are high in demand at both government and private sectors. The course provides a base for setting up own eye clinics, while some can work with NGOs, missionary and charitable hospitals. Highly qualified and experienced ophthalmologists can work as faculty in government and private medical colleges. They can involve themselves in research activities of organisations. There is huge demand for Indian oph-



thalmologists in abroad particularly in the US, UK, Australia, and Gulf countries.

Ophthalmic technology is a highly remunerative career option. Private sector hospitals offer high pay packages, which may be within the range of Rs 1 lakh to 2 lakh per month. This

field is brimming with opportunity and many are opting for this field of study. It is an ever-evolving industry with great potential to impact patients' quality of life.

The writer is chairman and managing director, Narayana Nethralaya, Bengaluru

