



N R K Pillai

TAPPING JOB OPPORTUNITIES OVERSEAS

He has helped legions of ambitious young men and women find a job and settle down in life through his publications. A profile of NRK Pillai who straddles a niche market and is a happy and contented man.

-P K Ravindranath

A bright idea, at the right time and the will to implement it at any cost, is all that takes to chart one's life and career defying all odds. The result could be spectacular success, besides becoming a guiding star for millions of Indian job hunters.

That sums up the career of 57-year old N R K Pillai, Editor, Printer and Publisher of the bi-weekly ASSIGNMENTS ABROAD TIMES, the pole star for qualified, skilled and experienced professionals seeking Assignments abroad, mainly in West Asian Countries. Now in its 19th Year, the publication is the most-sought after journal that lists advertisements of

ASSIGNMENTS ABROAD TIMES

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Media jobs up in UAE, salaries competitive



A quick search on job website www.careerjet.se shows 708 openings in the country under the media category, of which the maximum positions are for Dubai. However, according to some experts, it is difficult to determine the number of media job openings in the market.

Our UAE Correspondent

There is demand for media professionals in the UAE has increased over the last year. Job salaries remain competitive in the sector, according to experts. The probably has been an increase in demand for technical and non-technical staff.

community managers, digital brand managers, online advertising sales professionals, social networking officers etc." said Latha Arora, Chief Marketing Officer, "MediaJobs", an agency in Chennai 247.

"There has also been an increase in demand for technical and non-technical staff.

AAT News Service

The Indian rupee plunged nearly 20.2% this year, the worst by any currency in the world. Competing with it are only two other currencies, namely, Turkish Lira, which is down 17%, and the Kenyan Shilling that has lost 15%. The global uncertainty has meant a lot of volatility in currency markets, but the rupee's fall has been dramatic. Market was about well speculation that the RBI has probably eased public sector banks to release order to avert the fall in rupee, as it continues to be seen what will happen in the coming days.

So how does a weak rupee impact you and me?

For individuals, foreign travel gets expensive to the extent of the rupee's fall. Overseas education, electronic items, goods and services imported are all expensive.

GURU TALK

While media sources remain very competitive, marketing budgets in most industries have not yet completely recovered to the pre-crisis spending levels that were witnessed in the UAE. This conservatism is mainly, attributed to the economic rebound

How does Rupee's fall affect us?

The Indian rupee is going through one of its worst times in its history as it hit its historic low of 52.18 this week. What does that mean to ordinary people, businessmen and government? Here is an analysis of the impact of the rupee fall.



which in the course of the last few years has acquired its own ultra-modern UV printing technology and installed it in their press at Mahape, Navi Mumbai.

The UV Printing technology is the first of its kind in India. Aishwarya Publications, the owners of "Assignments Abroad Times" is now in a position to offer its spare capacity to print periodicals, books, calendars and daily newspapers which don't intrude on the printing dates of "Assignments Abroad Times."

Pillai learnt all about advertising and marketing during the 13 years he worked for the Response Department of Bennett Coleman and Co., proprietors of "The Times of India" group of publications.

In 1986, at the age of 32, Pillai, father of two school-going children, decided to call it a day with Bori Bunder. He set up his own advertising agency, Aishwarya Advertising and Marketing and tapped into all the goodwill and contacts he had made while working for "The Times of India." In 1991 he launched Aishwarya Publications. Then, in 1993 came "Assignments Abroad Times" as a weekly.

It was evident soon enough that the

hundreds of employers looking for the right personnel. Over the last two decades the journal, published on Wednesdays and Saturdays, has found the right jobs for thousands of unemployed or under-employed persons.

The eight-page broadsheet generally carries two to three pages of display advertisements offering placements for a wide variety of jobs in almost all the

Gulf Countries. Many of them are from Indian placement agencies, who have been in this business for decades.

One such Mumbai-based recruitment agency stated that the journal has almost the same pull as some of the more established daily newspapers, which charge three to four times the advertising rates of "Assignments Abroad Times." Acknowledgedly, N R K Pillai runs an affluent publication,



N R K Pillai and Family

publication had filled a gaping void in the employment market and Pillai made it a bi-weekly. From then on, it has climbed newer heights each year, earning the blessings of thousands of job seekers who for five rupees would get all the advertisements of jobs they could apply for within the covers of one journal.

Now, when the publication is well established and about to celebrate its "successful 20th Year" Pillai is about to induct his son, Suraj, who has just completed his MBA into Aishwarya Publications to take "Assignments Abroad Times" to newer heights. "The potential is great," avers Pillai who would like to share his burden and possibly spawn more niche publications.

The news content in "Assignments Abroad Times" is all job oriented, with the focus on the UAE, Saudi Arabia and other Gulf countries. The lead story in one issue is headlined: "Media jobs up in UAE, salaries competitive." Other stories were: "High Growth forecast for Gulf Nations," "Saudi Approves JV to Increases Production," "UAE Gets Tough on Visit Visa Rule Violators." These are stories one does not find in mainline dailies or even the financial dailies.

"Assignments Abroad Times" has a circulation spread over the country, the Gulf states and Saudi Arabia. It has representative offices in Dubai and Muscat and New Delhi and representatives in all the metropolises of the country. The network is wide.

Pillai's family hailed from Mavelikara, but had shifted to Trivandrum where he was born and had his education. Armed with a degree he landed in Mumbai, staying with relations in Chembur till he was able to afford his own apartment in Dombivili, when he got married to Jyoti. The couple have a son, Suraj and daughter Lakshmi, who is married and stays in Dubai with her husband and son.

Pillai, now straddling a niche market no one had thought of, is a happy and contented man. He looks back often to the years of struggle, stiff opposition



N R K Pillai with wife Jyoti

and all the setbacks he had to overcome. He muses about the tough competition among daily newspapers that has set in, in recent times and is happy that he is not in this ratrace any longer. Remembering all the kind-hearted colleagues and friends who helped him in his climb to the top, Pillai

is a generous donor for all good causes.

An optimist to the core, N R K Pillai looks back with pride on the legion of ambitious young men and women whom he had helped find Assignments abroad.

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