

Easier and Faster Jobs: Hindustan Jobs makes it possible

May 10, 2011

On May 8, the Hindi belt saw the launch of Hindustan Jobs. This unique offering is an employment weekly newspaper from Hindustan Media Ventures Limited, the publisher of Hindustan, India's second largest daily. The weekly newspaper has broken new ground by incorporating elements of navigation and selection, a first in the category. Jobs have been clustered according to educational qualifications.

The employment weekly from Hindustan would carry government as well as private jobs and would be circulated across the states of Bihar, Jharkhand, UP, UK and Delhi.

Hindustan Jobs is the latest in the series of innovations launched in the last few months by the publishing house. Successes like the award winning English teaching product – Jaano English, personal finance supplement – Hindustan Money and the women's magazine - Anokhi, have been welcomed by readers.

The launch of Hindustan Jobs follows the re-launch of Hindustan on April 12 earlier this year. The brand had repositioned itself with refreshed content, design and a revamped product portfolio. Currently, the print job information market is dominated by the government-run Employment News and carries only government jobs. The market also has a slew of private players which cater to extremely localized markets.

It addresses a need gap in the market and is a well researched and innovative product offering. The product's unique proposition of providing a one stop, fast, relevant and reliable source of job related information is sure to make it a delight for the consumer.

The search and need for jobs is a big life concern in the Hindi belt. Hindustan Jobs reinforces Hindustan's core proposition – Tarakki ko Chahiye Naya Nazariya by taking employment opportunities to Hindi markets in a new and innovative format.

Editor-in Chief, Shashi Shekhar believes that "Hindustan Jobs is a great innovation in Hindi Journalism. The Hindi belt has a large population of educated youth. Jobs are the need of the hour for them. It is the duty of journalists to serve the demand of society. It is an opportunity to positively influence the lives of people who are seeking opportunities for progress."

Hindustan Jobs is available in a compact format and priced at Rs.7.