

CHAPTER ONE: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The Internet is a network of networks. It is a global connection of computers that enables the exchange of data, news and opinion. Unlike the telephone, radio or television, the Internet is a many-to-many communication medium.

Internet provides a means of communication through email, voice chat, websites to exchange information from one place to another in any part of the world where there is a computer and internet connection. Through Internet, we can know the latest happening news, views of the world, latest stock listings, college information, health information etc. Even doctors staying in a remote rural area can perform surgery through advice of senior doctors staying in the city through Internet connection. The advantages of Internet are immense.

The Internet has become the fastest growing mass medium. In only four years the number of Internet users has reached 50 million. In contrast, it took radio 38 years, television 13 years and the Personal Computer (PC) 16 years to reach the same milestone. Despite its explosive growth, however, less than 10% of the global population is online. (*UNESCO, 2000*)

Given Internet's diverse uses, it can also provide a useful solution to simplify in the search of jobs. The problem of unemployment is rampant in the developing country like Nepal. But Internet can be used as a tool or medium to link jobs information to the unemployed masses. All kinds of information can be shared and provided to everybody who accesses Internet. The unemployed people can access the information about job openings, vacancies through Internet and can apply online easily. Job websites are used for such purposes.

Unemployment is a major problem of humankind. Employment is an act of involving persons in doing work or tasks that can bring him/her earnings in the form of money, or other intangible benefits. With money earned thereof people can buy the necessary things such as food, clothing, travel, health care, education etc. With the evolvement of money

and exchange system, human civilization has been developed rapidly. Until 17th century China and Indian were known as the centres of world civilization and wealth. After Industrial Revolution and Renaissance in Europe, the development took its speedy way in Europe and Western World. Establishment of industries created more jobs and employment opportunities for the people worldwide.

Work and employment are highly salient components of human development. All human beings, almost all through their adult lives, are engaged in work/employment. People who do not find work and those who do not find their work worthwhile are busy looking for (alternative) work. Much of childhood socialisation, schooling, training, health care, etc. is geared to the world of work.Lack of work, on the other hand, limits and deprives human beings from both human developmental opportunities. Work is also very closely connected to other issues and processes of human development: (UNDP, 1998)

Work typically provides us with our income, influences our class position, and shapes key components of our identity. The world of work is in large measure shaped by the social structures in which we are immersed. They determine whether or not work will be available, how work will be organized, and the manner in which work will be remunerated. Work cannot be understood as simply a response to economic necessity. People work because they are member of human group that institutionally structures economic activity. People work out of a sense of duty to gain approval from others, to escape boredom, to derive a sense of accomplishment, and to realize the benefits of group fellowship. (*Zanden, 1998*)

Strong global GDP growth in 2006 led to a stabilization of labour markets worldwide, with more people in work than in 2005. At the same time the total of 195.2 million unemployed were slightly larger in number than they were a year earlier from 194.1 million, an all time high. The global unemployment rate changed little from 6.4 percent a year earlier, and stood at 6.3 percent in 2006. Reducing unemployment and working poverty through creation of jobs should be viewed as a precondition for sustained economic growth. (*ILO, January 2007*)

A growing labour force remains South Asia's main challenge. Over the last decade it has increased at the high annual rate of 2.1 per cent. Between 2005 and 2006 employment

grew by 11.7 million. Compared with other regions, South Asia's labour force participation rate is relatively low (59.7 per cent). South Asia's countries are different from the rest of Asia in that they have tended to be less integrated in global markets. They still strongly depend on agriculture and therefore on weather conditions and the demand for agricultural products. The agricultural sector accounts for over half of total employment, more than in any other region except sub-Saharan Africa. (*ILO, January 2007*)

Overall, South Asia's employment is not growing as fast as the working age population. During the last ten years the employment-to-population ratio, which is already one of the lowest in the world, went down from 58.4 to 56.5 per cent. Taken together with increasing unemployment rates (from 4.4 in 1996 to 5.2 per cent in 2006), this means that employment creation has been insufficient to absorb the growing labour force.

According to labour workforce survey held by CBS Nepal in fiscal year 2065/66, Nepal's unemployed population has reached 1 crore 17 lakh 79 thousand from 94 lakh 63 thousand in the fiscal year 2055/56. Thus, the unemployment rate of 1.8% in year 2055/56 has increased to 2.1% in the year 2065/66. (*Gorkhapatra, October 2009*)

About 150,000 Nepalese work in Qatar (*Gorkhapatra, Nepal June 2005*); Nearly half of Nepal's Journalists are without a job after the King's Take over, due to ongoing war in the country and due to lack of employment opportunities, Nepal is slowly losing its people (*BBC News, Oct 2004*)

A recently held labour work force survey by CBS in fiscal year 2065/66 also showed this current trend of home leaving for foreign employment. Among them, 51% have gone abroad, 48% are inside the country and condition of 1% is unknown. (*Gorkhapatra, October 2009*)

The internet is revolutionizing the recruitment process, allowing companies to go beyond the traditional methods of announcing vacant positions by advertising and agency commissions by integrating careers sub-sections into their websites. Prospective employees can either apply directly to available jobs, or simply register their interest in working for a company or organization. Companies have effectively become their own agencies, inviting 'passive' job seekers into a database for future consideration when roles

become available. Company career sites usually provide a facility for job seekers to create a personal account with an email address and password, which they can re-visit and update. Job seekers provide information about them through an online application form, and are able to view a list of job openings.

The Internet has the simpler process of applying for a job which used to be expensive with the costs of printing Curriculum Vitae (CV), buying special binders and then the costs of posting it. The first step into professional life quickly proved expensive and time-consuming. Job applicants can scan job openings quickly and efficiently online and contact potential employers by e-mail.

The advent of the Internet has changed Job Searching as a few years ago, job seeking involved a lot of tedious work. There were newspaper advertisements to post, territory to explore, interviews to undergo. But the Internet has revolutionized the world of job hunting. It has changed the way that workers look for jobs the way that employers look for workers and the interaction between the two groups. Thanks to the World Wide Web, our search for work can be broader and faster than we ever dreamed possible. The search for work can literally be worldwide with the use of Internet. The Internet provides us with a window to the world which can greatly enhance our job search.

Through Nepal Government's effort too a job portal called *www.jobfirst.org.np* is established with the support of USAID and FNCCI in April 2009 - to provide jobs to 70,000 disadvantage people in Nepal's far-west. This shows the growing need of jobs website even in Nepal. Internet and email are being used alarmingly for job search and recruitment in Nepal as well.

The study highlighted on use of online job-search and recruitment as highly popular ways of finding the jobs of their choice for the youths, unemployed, or employed at present. The study has focused on the registered users of JobsNepal.com for the abovementioned purpose.

1.2 STATEMENT OF THE PROBLEM

Due to the political instability and disruption in the economic activities, job market continues to shrink as a large number of youths have difficulty to land a job. As the

country's youth, educated as well as uneducated, are not finding any job in the market, they seem to have emerged as a major force, which is exploited to prolong political instability and engage in destructive activities. (*Kantipur Daily, December 2008*) At a time when generating employment opportunities seem to be nobody's agenda, the country will have to face many phases of similar political disruptions in the future until and unless these youths are ensured decent jobs.

Finding Government jobs is also hard as a large number of jobseekers have to stand in long queue for both task of form taking and submission. Then after going through hard test called "Lok Sewa" where test papers are prepared by government officials, only few are selected every year as a result and remaining unselected ones are left without no choice except to search and apply for the jobs again by either using the postal method or by private visit to the companies. Similarly, Jobs from private companies are also hard to obtain as family owned private companies selection methods are biased, often they tend to select relatives or people from their friendship circle. There is no minimum wage standard here - anybody can be paid at any rate for any job. (*The Rising Nepal, November 2008*)

Thus, when people don't have jobs because of lack of opportunities, many have gone for overseas employments particular in countries like Saudi Arabia (350,000), Qatar, Malaysia, Thailand, Singapore, Hong Kong (15,950), UK (6,000), USA (2,616), Canada (3,780), Australia (7,000), China (20,348), India (4,100,000), New Zealand and other countries for better opportunities. (*Wikipedia 2008*)

As per the data from Department of Labour and Employment Promotion, the total number of Nepalese people who have gone abroad looking for greener pastures is 11,30,807 – till month of Falgun in fiscal year 2064/65. This number may be even more if we add the ones who leave the country through illegal channels like the brokers / agents after paying them a huge amount of money. (*Gorkhapatra Daily, November 2008*)

According to 2001 census, of the total employed population in Nepal, 66% were involved in agriculture and Forestry, 9% in manufacturing, 7% in wholesale and retail trade, 3% each in public administration & social security and Construction, 2.5% in education and 9.5% in others (transport, communication, hotels and restaurant, electricity,

gas & water supply, health & social work etc). The Internet can play an important role to search the jobs available in various fields of work.

So, for all these hurdles, the Internet is undoubtedly an especially effective job-searching tool. It is quick and efficient and, what's more, it can turn the chore of job-hunting into an enjoyable experience. On the Internet, we'll find a number of job-oriented websites that will provide us with a number of employment opportunities. In fact, we might find that the Internet is the best source of information about available positions. Through these websites, we can send cover letters, resumes, and other inquiries to potential employers. Therefore, we might find that a job search website is like a one-stop shop for our job search needs.

Internet as a popular medium of communication and knowledge and information dissemination has been experiencing impressive growth trajectory starting off with less than 50 Internet users in 1995 and growing to nearly 200,000 users by the end of 2004. (*HCLIT: Foreword, S.C. Shah*)

According to Management Information System data as of mid-September to mid-October compiled by Nepal Telecommunications Authority (NTA), there are now 591,941 internet subscribers including dial-up, wireless modem, optical fibre, cable modem, ADSL, GPRS and CDMA 1X. Six months ago, the total number of subscribers amounted to 166,192, (*The Kathmandu Post, November, 2009*)

However, the cost of using Internet in Nepal is relatively high. Few can afford it. Even those who can afford a permanent connection, the download speed is rather slow. Since telephones are also not widely available, how do Nepali people get their internet in their homes? Electricity is also another problem. We need to solve local electricity supply problems for local communities. Given these conditions, following questions emerge about whether and to what extent people use this facility. More specifically, it seems important to seek answers about:

-) What is the frequency of Internet use by the jobseekers?
-) What is the frequency of online job search & application by the jobseekers?
-) What type/kind of facilities have jobseekers got in using this online technology?

-) Are the jobseekers getting the right choice of jobs through Internet?
-) What kind of problems they are facing to use this online technology?
-) Why this method of online job-search is getting popular in contrast to traditional (postal) method?

1.3 OBJECTIVE OF THE STUDY

General:

- To study the use of Internet in job search among the job-seekers.

Specific:

- To explore the frequency of online job search & application by the jobseekers
- To analyse the jobseekers who have got the facility of using this online technology
- To investigate if the jobseekers are getting the right choice of jobs through Internet
- To study about the problems faced by jobseekers in using this technology
- To identify the reasons for popularity of online job-search in contrast to traditional (postal) method.

1.4 IMPORTANCE OF THE STUDY

This study would be useful to the researcher for the further investigation in the Internet related areas and develop a research methodology. It will be equally significant to both the planners and decision/policy makers of government and non-government organization (GO/NGO/INGO) to know more about the use of Internet in online job search and recruitment in Nepalese society. Besides, the colleges, universities and related organization will be also benefited from the valuable information and result of this study.

The area and the title are new and the study is not conducted on this topic. The findings will expose the recent status of online jobseekers and employers registered at *Jobsnepal.com*, Nepal's first and leading job-search website in Nepal. The findings will be valuable weapon to policy makers, educators and others who are working in the field of employment. In this context, this study is very important.

CHAPTER TWO: REVIEW OF LITERATURE

Since the development of the Internet, many changes have occurred in the field of Information and communication in today's world, Following are the related perspectives and literatures for the purpose of this study:

2.1 SOCIOLOGICAL PERSPECTIVES:

Work – A Marxian Perspective:

Tendency to change one's jobs also reflect what Marx has written as in his own words: In what does this alienation of labour consist? First, that the work is external to the worker, that it is not a part of his nature, that consequently he does not fulfill himself in his work but denies himself, has a feeling of misery, not of well-being, does not develop freely a physical and mental energy, but is physically exhausted and mentally debased. The worker therefore feels himself at home only during his leisure, whereas at work he feels himself homeless. His work is not voluntary but imposed, forced labour. It is not the satisfaction of a need, but only a means for satisfying other needs, Its alien character is clearly shown by the fact that as soon as there is no physical or other compulsion it is avoided like the plague. Finally, the alienated character of work for the worker appears in the fact that it is not his work but for someone else that in work he does not belong to himself but to another person (*Bottomore and Rubel, 1962*)

For Marx, every period of history contained fault lines upon which potential conflict could result, and, thus, every historical period had its own class formations. Because capitalists are continually accumulating capital while also competing with other capitalists, Marx believed that more and more members of society would eventually become proletarians in a process he called proletarianization. Society would then be characterized by a very small number of capitalists exploiting a large number of poor proletarians subsisting on low wages. Marx called this group of proletarians the industrial reserve army. (*Ritzer, 1996*)

What Marx did that was new was to recognize that the existence of classes was bound up with particular modes of production or economic structure and that the proletariat, the new working class that Capitalism had created, had a historical potential leading to the

abolition of all classes and to the creation of a classless society. He maintained that "the history of all existing society is a history of class struggle". Each society, whether it was tribal, feudal or capitalist was characterized by the way its individuals produced their means of subsistence, their material means of life, how they went about producing the goods and services they needed to live. Each society created a ruling class and a subordinate class as a result of their mode of production or economy. By their very nature the relationship between these two was antagonistic. (*Burke, 2000*)

A Functionalist View (Emile Durkheim):

However, as societies grow and modernise, adopt industrial economies and complex divisions of labour, and people move from the country to the city, so they outgrow mechanical solidarity. Similarity gives way to differentiation, homogeneity to heterogeneity, as the variety of occupations, lifestyles and sub-cultures proliferates and multiplies. Collectivism gives way to individualism, common ownership to private property, communal responsibility to individual rights, commonality to class and status differences. Face to face relationships and informal social controls are no longer enough to hold society together; power and authority have shifted from the family and the church to the law and the state. Just as in nature, such differentiation and complexity requires a new basis for social solidarity, an organic one that can successfully combine social order and individual freedom. (*Durkheim, 1960*)

Marx saw the specialized division of labour trapping the worker in his occupational role and dividing society into antagonistic social classes. Durkheim saw a number of problems arising from specialization in industrial society but believed the promise of the division of labour outweighed the problems. Just as in a physical organism, the various parts are different yet work together to maintain the organism (for example- the heart, liver, brain and so on in the human body), so in industrial society, occupational roles are specialized yet function together to maintain the social unit.

Where Marx saw the division of labour as divisive, Durkheim believed it could increase the interdependence of members of society and so reinforces social solidarity. In order to produce goods and services more efficiently, members of industrial society specialize in particular roles. Specialization requires co-operation. For example- a large range of

specialists are required to design, manufacture and market a particular product. Members of society are dependent on each others specialized skills and this interdependence forms the basis of organic solidarity. (*Haralambus, 2004*)

As Durkheim mentioned that occupational roles in different specialties are required to produce a particular product again signifies the importance of different types of job roles and works.

The proposed study also would focus on the different job roles and occupations chosen by the job-seekers. Finding job and work is vital for smooth functioning of the society. Marx's view reflected the need of work in the production of goods and services in turn satisfies the needs of individual and other facets of society.

As Zanden (1998) proposed about the motivation for engaging in work or job:

People work because of 'self-interest' – in its broadest sense, including the interests of family and friends, is a basic motivation for work in all societies. But self-interest can involve more than providing for subsistence or accumulating wealth. When people work, they gain a contributing place in society. The fact that they receive pay for their work indicates that what they do is needed by other people, and that they are a necessary part of the social fabric. Work is also a major social mechanism for placing people in the larger social structure and for providing them with identities. Much of the individuals are, to themselves and others, is interwoven with how they earn their livelihood. (*Zanden, 1998*)

Technology and Social change:

Technology changes society by changing our environment to which we in turn adapt. This change is usually in the material environment and adjustment we make with changes often modified customs and social institutions. (*Augburn*)

Impact of technology can be taken as major factor in social cultural change. It is a vast concept which is related with physical culture and life of human community from the early stage of human kind to the present stage, the technology has been transformed

simple to complex form by means of various kinds of research and development. Different kinds of tools were invented to make life easier and this is only because of technology that primitive human era moved towards industrialization where simple tools were replaced by skilled tools/ technology and slowly there is seen growth in urbanization. Technological development seen in present time has made this world very narrow place- just like a home specially the invention of computer has brought a big revolution in human life. Using Internet technologies can help in transformation of information within fraction of seconds to any part of the world. The development of telephone, fax, Internet has helped people to gain more knowledge about the current happenings of the world in shorter time especially these inventions have helped the commercial trade system to grow rapidly and relate their information to specified customer very easily---online job search, online recruitment, online banking etc.

It has been proved helpful in faster means of working and data management so technology is related to economy and human community and environment. Its effect can be felt in change of social structure, behaviour, thought and overall working system.

Modernization, Westernization and Social Change:

Modernization is that part of social development in which the society transform from traditional to scientific, simple and uni-functional to complex and multifunctional, agricultural to industrial state. Modernization is a phenomenon of changing human beings thinking an overall transformation. (*Huntington*).

Walt Rostow has propounded the five main stages of economic growth—i. Traditional society ii. Preconditions for take off iii. The take off iv. The drive to maturity v. the age of mass consumption. According to Rostow, as the economy matures and prospers the population can start to enjoy the benefits of mass consumption, a high standard of material living and if it chooses, a welfare state, There is a shift in the economic structure from primary and secondary industries to services and in the stage ‘beyond consumption’ society will have to choose between ‘babies boredom, three-day weekends, the noon and the creation of new inner human frontiers’. (*Slattery, 2003*)

Economically it brings change in various tasks like simple to complex occupations, (unskilled to skilled) and even in labour specialization. It brings utmost change due to use of the modern tools.

Globalization is about the integration of economic, political and social cultures and is related to the spreading of modernization throughout the world. It theorizes the development of a global economy in the sense that the world is moving in the direction of one cultural society.

Communication is another major area that has grown due to modernization. Communication industries have enabled capitalism to spread throughout the world. Telephone calls, television broadcasts, news services and online service providers, have become highly profitable throughout the world. The rise of multinational corporations and outsourcing has played a crucial part in globalization. (*Wikipedia, 2008*)

The use of Internet also signifies the effect of modernization and globalization. Although the concept and use of Internet started from America, it is used all over the world. These underlying theories support the present study.

Urbanization and Social Change:

During the census of 1991, only 9% of people were living in city area. While in 1961 there was only 3.6% and it is expected in 1997 to be 14%. The state of urbanization can be referred to development of industries, communication, transportation, education and entertainment including the basic needs of life—food, shelter and clothing. This led to new opportunities of employment, occupations and trades too.

So people moved from rural areas to urban areas in search of better living which gives rise to urbanization where they tend to sell their skills they know to live in cities and to earn money.

2.2 HISTORY OF INTERNET IN NEPAL

The Internet was first introduced into Nepal in 1993 in a venture of the Royal Nepal Academy of Science and Technology (RONAST) and a private company, Mercantile Office Systems (MOS). The Indian Institute of Technology in Bombay had a UNDP-funded Internet connection through the Education and Research Network (ERNET) project, and RONAST set up a system whereby they could connect on a regular basis to ERNET in Bombay to transfer e-mail messages. The service was only for the use of RONAST's scientific community. The phone connection was of low quality and expensive because of the daily international call charges to Bombay, though, and the project soon ended.

In 1994, after RONAST ended its ERNET project, MOS acquired the technology and set up the first commercial e-mail service with a link to Australia. The MOS server connected several times a day to transfer messages. Subscribers at this time were mainly international organizations.

In 1995, a second company, World Link, set up a similar service at a lower price through a cheaper connection to Canada. Their only business was providing e-mail service, whereas MOS's e-mail service was only one of many aspects of its business. MOS focused to a greater extent on larger organizations willing to pay more for higher technical services and support. They were less geared towards individual clients. World Link filled this niche. In response, MOS added interactive Internet access with a permanent leased line to Australia. They also acquired the rights to administer the *.np* domain name. World Link eventually followed suit, offering its own Internet access, again at a lower price. A third company, CAS Trading, entered the ISP market as well. Again, it was mainly international organizations that availed themselves of the Internet service.

E-mail and Internet services continued to be expensive tools, little used by other than international organizations until 1997, when His Majesty's Government (HMG) of Nepal passed its first telecommunications act, which took into account advances in information and communication technologies. Until that time, all telecommunication was operated by HMG. The new ISPs had been overlooked previously, regarded as nothing more than users of telephone lines, the same as users of fax machines. The new regulations created a

licensing structure for private ownership and operation of all forms of telecommunications. While licensing of land-line systems required a great deal of capital and experience on the part of the licensee, VSAT licenses and technology were within the reach of the ISP companies, who were now required to apply for e-mail and Internet service licenses (*Nepal Telecommunications Authority, 1997*).

The private VSAT connections reduced the Internet cost drastically, and Nepalese started to subscribe particularly to the e-mail services in growing numbers. A significant group of early adopters were returned overseas students who had experience in using e-mail, and had the incentive to keep in touch with friends still overseas. Furthermore, their overseas education put them in the economic class of those who could afford this service. More companies started to offer e-mail and Internet services as well.

According to the survey on number of *Internet Users in Nepal* (registered dial-up accounts) are as follows: in Kathmandu, there are 25000 users while in Mahendranagar, they are 500 in number. Similarly in Nepalgunj, there are 500 users, 3000 in Pokhara, 1500 in Butwal, 2000 in Dharan and in Birgunj, there are 2000 users. Likewise, in Hetauda, there are 500 users and 2000 in Biratnagar and Dharan, and 500 in Janakpur. Thus, the total number of dialup-internet users could be concluded as 375000. (*Nepali Web Year 2002 Review: Nepalvista.com*)

Similarly, there was seen slight decline in the number of dialup-internet users in year 2004 which was 45000 but the number of internet users had gone higher with 250000 – with the increment of ISPs as 31 in number. This led to the access of personal computers as 6.2 per 1000 person. Though the number of localities with access to internet was 1.8%, population with access to internet remained 15.8% and cyber cafes also grew in number to 500. (*Global Indicators, 2004*)

About 90% of these accounts are shared. The maximum sharing of an account is obviously done by Internet café, whose average score is found to be a thousand users per account per year, while private companies have up to 25 users per account per year. On family basis on average, sharing of an Internet account is 7 users per account, this includes the account being used by the account owner's friends or relatives. These all

small numbers of dial-up internet accounts and users add up to only a tiny fraction of the Internet reach in a country of population of 22 million.

There are currently 31 licensed ISPs in the country. The level of use and profile of users has changed significantly since 1997. There are now more than 25,000 Internet accounts in the country. International organizations account for only 20% of them. The table below shows a breakdown of accounts.

Table 01: Internet users category

<i>Internet Users Category</i>	<i>Percentage of Total Users</i>
Commercial	30%
International Organizations	20%
Home	20%
Nepali NGOs and Non-profits	15%
Educational Institutions	10%
Government	5%

Source: Computer Association of Nepal, IT 2000 Millennium Souvenir (Profile of Internet users in Nepal)

The type of use has broadened as well. There are numerous Internet cafes in Kathmandu, and many individuals rely on these for access. The cost of access at these cafes is extremely low; about Rs. 20/hour. A private account with an ISP with unlimited Internet access can cost less than Rs. 1500/month. The main cost to account holders is not for the accounts, but for the local telephone connection to the ISP. This can cost significantly more than the ISP charge, depending on the level of usage. Young people, in particular, are being drawn to the use of e-mail and the Internet. Chat groups are particularly popular with young people. Older people use e-mail to keep in touch with colleagues, friends, and relations overseas. In-country, they use e-mail as a more efficient way to transmit documents and official and important communication. There are more than 1000 Internet access points all over Nepal, with 50% of these located inside Kathmandu valley. Thanks to local community and private sector activism, cyber cafes have found their way into remote villages and even in Everest base camp. With further competition in Internet service provision market space, prices have increasingly been falling down. (HCLIT)

Similarly, a survey titled “*The Internet in Nepal: A Survey Report*” conducted on April-June 1998, by *Mr. Kishore Pradhan, Information Analyst*, from ICIMOD had found that: the private, non-governmental organizations are found to be using the Internet more. Average numbers of the users have full Internet access. And most of these users are using Internet to better manage their communications and respective works. An average user uses the Internet for about 1.2 hrs a day. The people who have been using the Internet are very optimistic about the use of Internet. They are satisfied with the benefit that they have been able to derive from using the Internet. Though few opinions differ, most of the respondents find the Internet cheap, fast and convenient to use. Most of the respondents were of the opinion that by making the Internet more accessible to wider population by the government subsidizing the Internet cost will be contributing to affect expediting the process of development in Nepal. The respondents in the same manner firmly believe that the government by subsidizing the Internet cost will attribute to users benefiting more from the use of Internet.

The private VSAT connections reduced the Internet cost drastically, and Nepalis started to subscribe particularly to the e-mail services in growing numbers.

The decrease in Internet tariff has broadened its user group. In its early stages, the customers of ISPs were mostly International Non-governmental organizations. However, as a result of the growth of ISPs and reduction in tariff, NGOs, banks and tourism related industries also stepped forward to adopt the technology. Today, the number of Internet users is growing exponentially. While walking through the lanes of cities like Kathmandu and Pokhara, board with "Cyber Cafe" painted on it is a usual sight. Many colleges in Kathmandu provide Internet facilities to their students. Colleges and training institutes offering courses on Web page designing and Internet development tools have mushroomed. The concept of Internet Banking has also been introduced recently. It is hoped that e-commerce will take off well once cyber law comes into effect. However, most of the developments occurring in the Internet are restricted to Kathmandu and to a handful of cities. Because of several factors like lack of basic infrastructure, illiteracy and poverty, ISPs are finding it hard to expand their services to other regions of the country. (*Magar, 2002*)

As of March 31, 2008, 1.407 billion people use the Internet according to Internet World Stats. (*Wikipedia*)

2.3 EVOLUTION OF ONLINE JOB SEARCH AND RECRUITMENT

The economic benefits of e-recruitment is the costs savings - typically achieved by reducing the size of advertorials in conventional print media; gaining occasional candidates for free; building a talent pool of candidates; reduced administration; pre-filtering candidates, using e-recruitment rather than conventional print media or agencies etc.

Additionally, applicants received a much higher quality of service, ranging from prompt and timely communications through to the ability to select their own interview time.

According to Wikipedia, the free encyclopedia, A Job search engine is a website that facilitates job hunting. These sites range from large scale generalist boards to niche markets such as engineering, legal, insurance, social work and teaching. Users can typically deposit their résumés and submit them to potential employers, while employers can post job advertisements and search for potential employees. These sites aim to provide a "one-stop shop" for job-seekers who don't need to search the underlying job boards. The success of jobs search engines in bridging the gap between job seekers and employers have generated thousands of other job sites, many of which list job opportunities in a specific sector, such as education, health care, hospital management, academics and even in the non-governmental sector.

Recruitment refers to the process of sourcing, screening, and selecting people for a job or vacancy within an organization. Though individuals can undertake individual components of the recruitment process, mid- and large-size organizations generally retain professional recruiters. Online Recruitment is the trend for companies to integrate careers sub-sections into their websites, so that prospective employees can either apply directly to available jobs, or simply register their interest in working for a brand. Companies have effectively become their own agencies, inviting 'passive' job seekers into a database for future consideration when roles become available. Company career sites usually provide a facility for job seekers to create a personal account with an email address and password, which they can revisit and update. Job seekers provide information about themselves via an online application form, and are able to view a list of job openings.

However, with the Internet, we can invite thousands of recruiters to view the resumes online. A number of job-oriented websites allow us to post our resume for all to see. Through e-mail, we can send a cover letter, resume, or request more information from an employer immediately. Employers recognize how important e-mail communication is, so they often reply in short order. E-mail is also an intimate form of communication. We can really feel as if we know someone, once we've exchanged e-mails. Because of this intimacy, an employer is more likely to remember our name and to give our application more time and attention.

In Nepal, it is the *JobsNepal.com* which began its service from March 2000 and now is visited by more than 1000 visitors everyday to search for jobs and opportunities published on the site. Besides, there are other job search websites, too such as *bmjobs.com*, *globaljobsearch.com*, *bikalp.com*, *jobsdynamic.com*, which also provide online recruitment service to the jobseekers and employers.

Job is one of the top segments online and contributes 25% of Internet advertisement revenues. Job sites like *CareerBuilder*, *Monster*, and *Yahoo! HotJobs* are fast replacing newspaper classifieds and becoming hot destinations for job seekers and recruiters. With the penetration of the Internet, the online job market is becoming increasingly popular. (*Web 3.0 and Online Jobs: Synthesis, June 2007*)

With a couple of clicks of our mouse, we search the major job sites, company sites, associations, and other online job sites by keyword and location to get job listings that match the criteria we selected.

The benefits to job seekers of using the Internet are significant. Surfing is less expensive than purchasing print media, job seekers find at least four times as many jobs advertised than in print, and with greatly detailed job descriptions. Searching is a lot more targeted and faster online than going through newspapers.

Job seeker responses have been unanimously positive. All short listed candidates for a recently filled client role said that the process was the most fun, easy and enjoyable way of applying for a job. What appealed most was the fact that candidates knew that they were providing the company with exactly the information they needed, rather than posting a biodata.

In summary, online recruitment is already changing the way in which organizations recruit. Surveys show that online jobseekers are now more advanced than corporate recruiters in both their usage and expectations of online recruitment.

Benefits of online recruitment include cost savings; attracting better candidates; ensuring a better fit for vacancies; delivering a consistent employer brand; increasing speed and efficiency at every stage of the recruitment cycle, keeping potential candidates more informed etc.

An online recruitment presence shows organizations to be forward-thinking and therefore more attractive to potential employees. For candidates, online recruitment offers great flexibility and ease of access to job searches.

Typically job seekers now expect to be able to apply online in response to job advertisements, with an expectation of a response within 48 hours or less. The current trend for an increasingly reduced number of available candidates means that employers have to use all opportunities to improve their responsiveness to them.

2.4 WIDESPREAD USE OF INTERNET IN JOB-SEARCH

When it comes to job search, Indians are most net-savvy in the world. They make highest use of internet for job hunting with 40% finding their most recent job online. Online recruitment eclipses all other recruitment channels in the country — including direct approaches, newspaper advertising and ‘word of mouth’ — as the preferred way to find a job (*Kelly Services Global Workforce Survey, 2008*). As high as 78% respondents were satisfied with the outcome of the online recruitment process, compared with 54% who were satisfied with the traditional channel. The study sought the views of more than 1,15,000 people in 33 countries, including almost 3,000 in India, on a many issues ranging from recruitment channels to various aspects of the recruitment process. While 40% of those surveyed in India found their most recent job on-line , 22% found a job being directly approached by an employer or recruiter, 13% via ‘word of mouth’, 9% from a newspaper advertisement, 8% from directly approaching an employer and 8% through ‘other’ methods. (*The Economic Times, January 2008*)

The latest results of *Kelly Global Workforce Index* also show that Canadian job seekers also look to the Internet with one in three finding their most recent position online. Better yet, job seekers are enjoying the online job search experience more than any other method. The Kelly Global Workforce Index sought the views of more than 115,000 people in 33 countries, including more than 11,000 in Canada, on a wide range of matters about finding work and various aspects of the recruitment process. While 32 percent of survey respondents found their most recent job online, 21 percent found work via 'word of mouth,' 14 percent as a result of a direct approach to an employer, 13 percent through a direct call from an employer or recruiter, 13 percent through 'other' methods, and 8 percent from a newspaper advertisement. Online recruitment is considered by candidates to be a better way to find a job, with 71 percent pleased with the outcome compared with 57 percent of respondents satisfied with traditional written and posted applications. (*Looking For A Job? Canadians Say They're Online For Job Search, 2008*)

Similarly, almost half of UK job-seekers will turn to the Internet when applying for positions, according to a new survey from Taleo, the leading provider of on demand talent management solutions. The survey, conducted by Taleo Research, showed that 43% of workers used online tools, such as applying online or sending a CV by email, to apply for their most recent job. Described by Taleo as "Internet Identifiers," the survey found this group leading the way in how today's workers prefer to apply for jobs. According to the study, job-seekers can be broken down into three main groups, based on how they apply for jobs: Internet Identifiers (43%) – Internet savvy job-seekers who actively hunt for jobs by applying online, sending their CV via email to prospects or signing up to an online job board or business networking website. Hands Off Hunters (38%) – traditional job-seekers who rely on head hunters, recruitment agencies and personal contacts to find new jobs. Traditional Targeters (19%) – more traditional job-seekers, who prefer to actively apply for jobs through the post. (*Internet Savvy Set Job-Seeking Trend, 2008*)

The Taleo study interviewed 120 employees of working age from a range of sectors including business, public services, sales and marketing, media, retail, tourism, IT and skilled trades people, asking them about their job application habits. Other key findings indicate: Speed is key – Over half (53%) of respondents who applied for their current or most recent job using online facilities preferred these methods due to the fast response time. Other important factors favouring online job searching included it being less time

consuming (24%) and the ability to apply for many jobs at one time (13%). Word of mouth – Word of mouth is still the most common means for hearing about jobs with nearly a third (27%) hearing about their current or most recent job through “the grapevine.” Using recruitment agencies was also a common method, with 19% of employers hearing about their jobs via an agency. Online hunting – Almost half (48%) of generation ‘Y’ (16-30 year olds) were classed as “Internet Identifiers” when applying for positions. Call a friend – Experienced job-seekers (46-65 year olds) were the most significant users of personal contacts and referrals in order to get jobs, with 11% using this method.

Current Nepalese Economic System: Work and Employment

Nepal being an agricultural country, about 66% of people are involved in this sector but unproductive way of farming is costing them their hard work, time, energy and efficiency including their lifestyle. Some farmers have limited lands and some have more lands. In 1996, unemployment rate was 5% while this was 3% during 1984/85. In urban areas, it is about 8%. Likewise there were more number of unemployed females than that of males. Females work 11 hours per day while males work 7 hours per day. Their household work is not counted as work/employment. The women are involved in less number of productive sectors. If the population which works for 40 hours per week for 8 months in a year as semi-unemployed then this population has grown to 47% in 1996 which is even more in case of women. Among children, 26000 are street workers, and some 4000 are living in the streets. There are also bonded labourers like kamaiyas who have been working from various generations in that way in order to pay their debts taken by their ancestors (fathers and forefathers). Thus, their family also becomes kamaiya and work for their landlords. The similar situation is seen in Hali system of hilly regions where their labour is exploited to the extreme. (Acharya, 2057 B.S.)

Thus in one side, there is huge growth in unemployment and while at other some Indian nationals are earning their livings as hair dressers, vegetable vendors, iron waste collectors, contractors, and agricultural workers. But Nepalese mentality is not ready to do each and every work in his own—while they are ready to go abroad and do some low-level work like dish washing, bath room cleaning etc. Yet they are ready to work in foreign countries as soldiers to generate income. Until and unless such mentality is hovering their minds, they can not do anything on their own here.

2.5 CONCEPTUAL FRAMEWORK

Based on the problem statement and literature review, some generalizations can be extracted. The chance is higher for the jobseeker to have good job if their educational qualification, computer knowledge and public relation remain favorable towards the job market.

There is link between employment, education and internet access. The jobseekers who are technically sound and are highly qualified can enter the job area easily. The employment market nowadays demands time, education, work experience, language skill and computer knowledge also, from the jobseeker. The employers are able to choose the candidates as per their requirement, provided the employee's conditions mentioned above remains intact.

Dependent variable is use of online recruitment and job seeking, while the Independent variables are access to the internet, educational status and work experience of the job seeker with excellent language skill and some computer knowledge.

Fig a: Conceptual framework

CHAPTER THREE: *RESEARCH METHODOLOGY*

3.1 RESEARCH DESIGN

Research design is an important part of a social research. P.V. Young defines research design as the logical and systematic planning which directs research. This study attempts to analyze the major factors of internet use in online job search and for this purpose, Descriptive and Exploratory research designs will be applied in the study to gather required information. Descriptive research involves collection of data in order to answer questions concerning the current status of the subject of the study (Gay, 1976). Similarly, exploratory research is preliminary study of an unfamiliar problem about which the researcher has little or no knowledge. (O. R. Krishnaswami) Thus, these two methods of research are to be used here since the proposed research study is a new initiative to find the current status of Internet use in online job search.

3.2 STUDY AREA AND RATIONALE FOR SELECTION

The leading job search site of Nepal, *JobsNepal.com*, managed by Websoft International Pvt. Ltd., is selected as the site for this study. In this website, every year thousands of jobseekers and employers get registered for searching jobs and finding right candidate, respectively. The number of members (jobseekers and employers) registered at *JobsNepal.com* has exceeded over 40,000 and it is increasing day by day. This number comprises the area within major cities of Nepal where there is internet connection, covering more than 40 districts. Thus, this study would give a major concept of online job-seeking and recruitment in the arena of Employment market in Nepal. The access of this area is also easy for the researcher that makes collection of required information easy. Such kind of study is not conducted in this area before.

3.3 NATURE AND THE SOURCES OF DATA

Both primary and secondary sources are used in this study to meet the objectives of the study. Semi-structured questionnaire was developed to collect primary data. The secondary data necessary for this study are collected from relevant literatures, library studies, research reports, various publications, articles, educational Internet sites etc.

3.4 THE UNIVERSE AND SAMPLING

The universe of this study was composed of all the current members including both jobseekers and employers, registered at Jobsnepal.com. Attempt have been made to represent JobsNepal.com members from all sectors – though it would not be possible to find out all of them as their number is increasing day by day on the site, throughout the year and to carryout the study. But for fulfillment of the thesis of MA, an appropriate number of JobsNepal.com registered members are chosen. Therefore, as the sample for the study, 75 job seekers as registered members are selected as the respondents. A Convenience sampling method is adopted to select respondents and to gather the required information.

3.5 DATA COLLECTION METHOD

Email and Telephone Survey method is used to collect required information. Only the jobseekers registered at Jobsnepal.com are taken as respondents. A set of semi-structured questionnaire was developed to collect information regarding their present employment status and other related information.

3.6 DATA ANALYSIS AND INTERPRETATION

The collected data was processed and analysed in tabular form and in graph and charts to present the raw data into systematic manner. A computer application MS Excel was used to process the data and present them accordingly.

3.7 LIMITATIONS OF THE STUDY

As the internet is not accessible in all parts of country except in the major cities of Nepal, it is not possible to include all the job seekers and recruiters having no internet facility. Thus, this study included only the members (jobseekers) registered at Jobnepal.com and not the users following the traditional method i.e. postal service.

This study is aimed at fulfilling the partial requirement for the Master's degree in Sociology. So only those requirements necessary for the fulfillment of dissertation was covered.

This study is based on Convenience sampling. So it would not represent the facts of the whole country. The study was generalized under the available samples.

CHAPTER FOUR: *USE OF INTERNET IN JOB SEARCH AMONG JOBSEEKERS IN KATHMANDU*

4.1 USE OF INTERNET IN JOB SEARCH AMONG JOBSEEKERS IN KATHMANDU

The study has focused on the registered users of Nepal’s leading jobs website—jobsNepal.com who came from different districts of Nepal and some of the local respondents were residents of Kathmandu.

4.1.1 DISTRIBUTION OF RESPONDENTS BY SEX AND AGE

Family, community and society are made of people of different sex and age. And status in society differs according to it. It sets up different kinds of duties and responsibilities for people of various age groups. The table below provides information about age and sex of the respondents.

Table 02: Distribution of the respondents by age and sex

<i>S.No.</i>	<i>Age group (in years)</i>	<i>Sex</i>		<i>Total Number</i>	<i>Percentage (%)</i>
		<i>Male</i>	<i>Female</i>		
1	20-25	5	9	14	19
2	26-30	25	15	40	53
3	31-35	8	9	17	23
4	36-40	4	0	4	5
	Total	42	33	75	100

Source: Field Survey, 2009

Table 03: Mean age of the respondents

<i>Sex</i>	<i>Mean age</i>	<i>Frequency</i>
Male	29.57	42
Female	28.27	33
Total	28.92	50

Source: Field Survey, 2009

During this research, a total of 75 respondents of age 23 to 39 were selected for data collection. This is partly due to reason the majority of the registered users in the JobsNepal.com are above the age of 20. As clearly visible from above table, there were 42 male and 33 female respondents. Among the respondents, the highest number of respondents was under the age group 26-30 with 53%, followed by 23% in the age group 31 to 35. Whereas, female respondents were of highest number i.e. 15 in the range of 26 to 30.

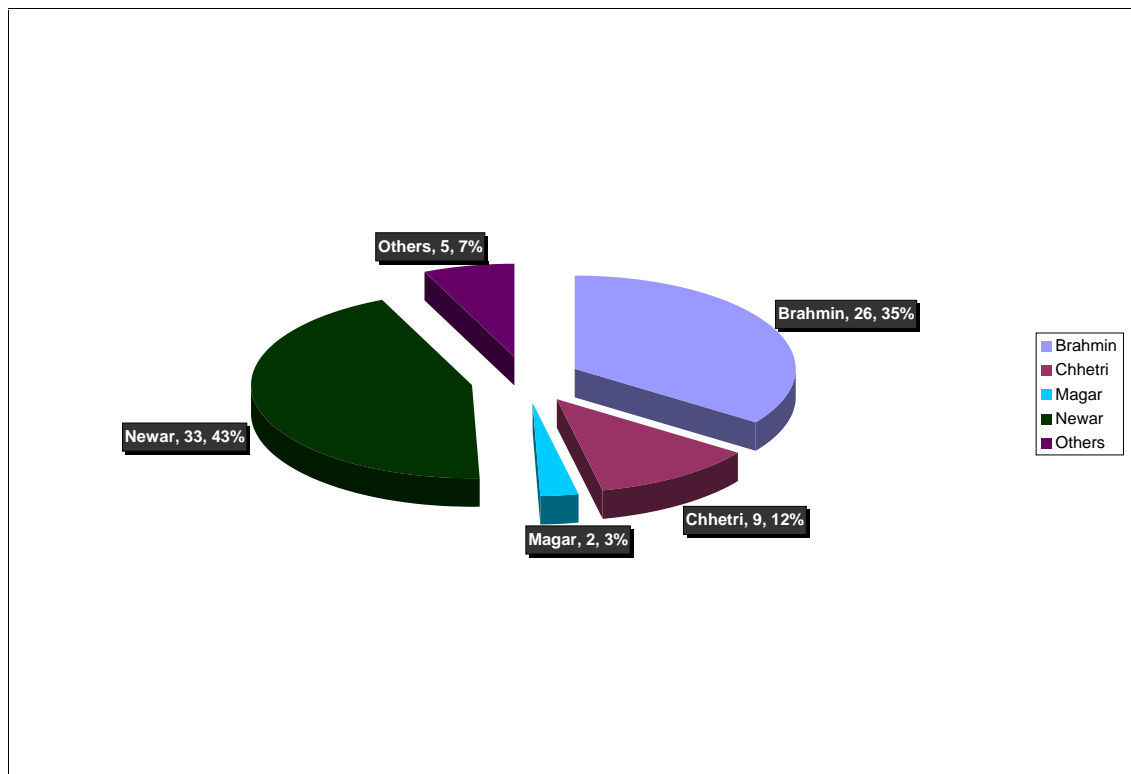
Mean age of male and female respondents was 29.57 and 28.27 respectively. The overall mean age of the respondents was 28.92.

4.1.2 DISTRIBUTION OF RESPONDENTS BY CASTE/ETHNICITY

Caste/Ethnicity gives identification to an individual. Each caste/ethnicity group has its own socio-cultural norms and values, which affects the entire behaviors of the groups. In this view, the access to internet and frequency of using online job search was also compared with different caste/ethnicity groups.

The census of 2001 has listed 103 caste/ethnic groups including “unidentified groups”. The major caste/ethnic group identified by the census area Chhetri (15.8%), Brahmin Hill (12.7%), Magar (7.1%), Tharu (6.8%), Tamang (5.6%), Newar (5.5%), Muslim (4.3%), Kami (3.9%), Rai (2.7%), Gurung (2.5%), Damai/Dhobi (1.7%). Other caste/ethnic group constitutes less than 2 per cent of the population. (*MOPE, 2004*) In this study, various ethnic groups were found.

Fig 01: Distribution of respondents by caste/ethnicity



Source: Field Survey, 2009

However, the sampled respondents of JobsNepal represented 43% from Newari communities, the highest group. Followed by Brahmins at 35% and 12% were from Chhetri community. About 3% of the respondents were from Magar community. However, there was minimal representation of respondents from *Madhesi* and Muslim communities.

Besides, there was representation from Tamang, Rai, Gurung ethnic groups.

4.1.3 DISTRIBUTION OF RESPONDENTS BY RELIGION

Nepal is predominantly a Hindu nation with more than 80% of the population embracing Hindu religion. However the interim constitution of 2006 has declared Nepal as a secular state. Given the religious status of the respondents, Hindu comprised of the largest proportion at 85% followed by Buddhists at 9% and Christians at 3%.

Table 04: Distribution of respondents by religion

<i>S.No.</i>	<i>Religion</i>	<i>Frequency</i>	<i>Percent</i>
1	Hindu	64	85
2	Buddhist	7	9
3	Christian	2	3
4	Muslim	0	0
5	Others	2	3
	Total	75	100

Source: Field Survey, 2009

4.1.4 TYPE OF FAMILY

Family is the basic social institution of human beings, which gives the first identity to the individual in the society. Family provides him/her a healthy upbringing and socialization. Environment experienced in the family has impact on a person throughout his life. It influences on their activities as well as in the educational sector and in the enrolment to the school.

Distribution of respondents according to the family type is given in the table below. More families lived in joint families as compared to nuclear families as seen among the respondents. As high as 75% of them have been living in joint families and the rest have been living in nuclear families.

Table 05: Type of family:

<i>S.No.</i>	<i>Type of family</i>	<i>Frequency</i>	<i>Percent</i>
1	Joint Family	56	75
2	Nuclear Family	19	25
	Total	75	100

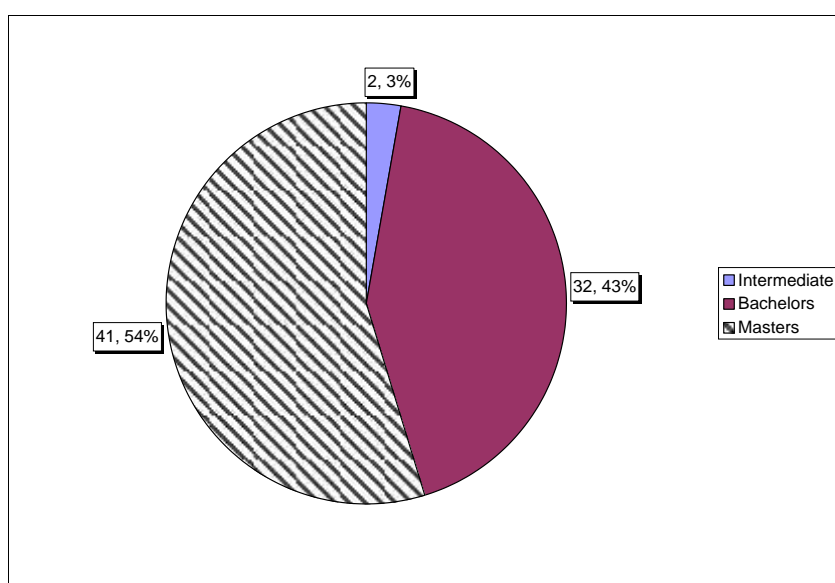
Source: Field Survey, 2009

4.1.5 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

As this study comprised of the registered users at JobsNepal.com, all the respondents are literate and had gained academic qualifications of intermediate level to masters level.

Education is important as it gives imagination, creativity and energy. Formal teaching provided by schools and colleges, have become fundamental to our way of life. Generally, in urban areas, people tend to study up to masters degree and then they will search for jobs. Subsequently, the study found that the respondents with masters level education occupied 54% of the total respondents. And 43% of the respondents were armed with Bachelors degree. Whereas, the respondents with intermediate level were found to be 3% as shown in the pie chart below:

Fig 02: Educational qualification of the respondents



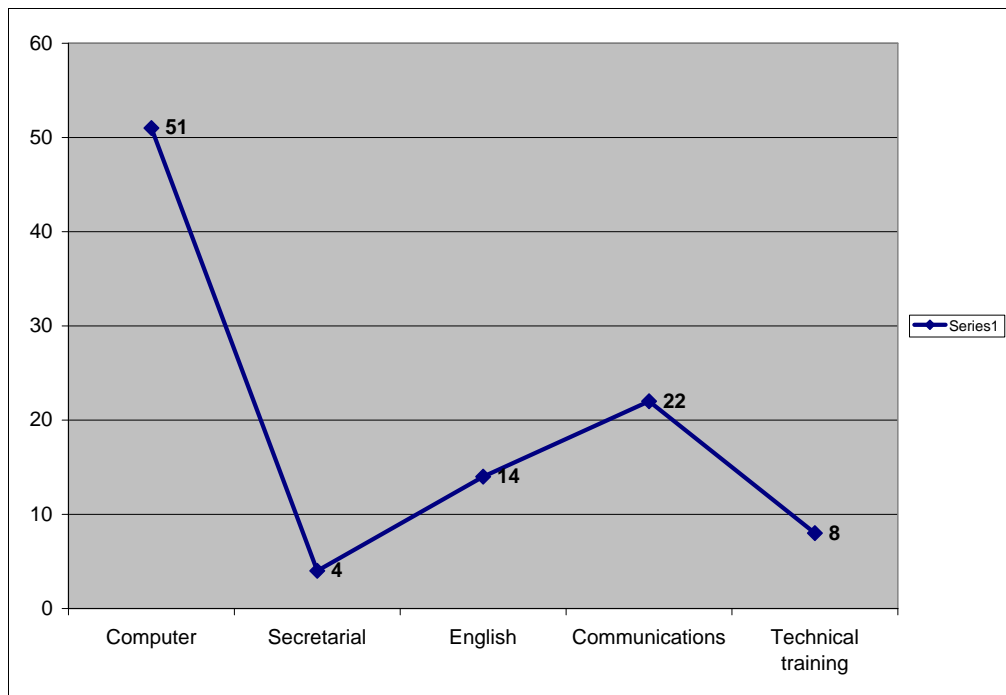
Source: Field Survey, 2009

4.1.6 VOCATIONAL TRAINING

As most of the jobs require the basic vocational training such as computer, secretarial, communication skills etc. to be competent and qualified candidate for the job, the respondents were asked whether they had received any vocational training prior to their

employment or during their tenure. Most of the respondents/ jobseekers have taken computer training as a vocational training to assist their job, followed by communication skills training and secretarial training. About eight respondents have also received technical training.

Fig 03: Vocational Training

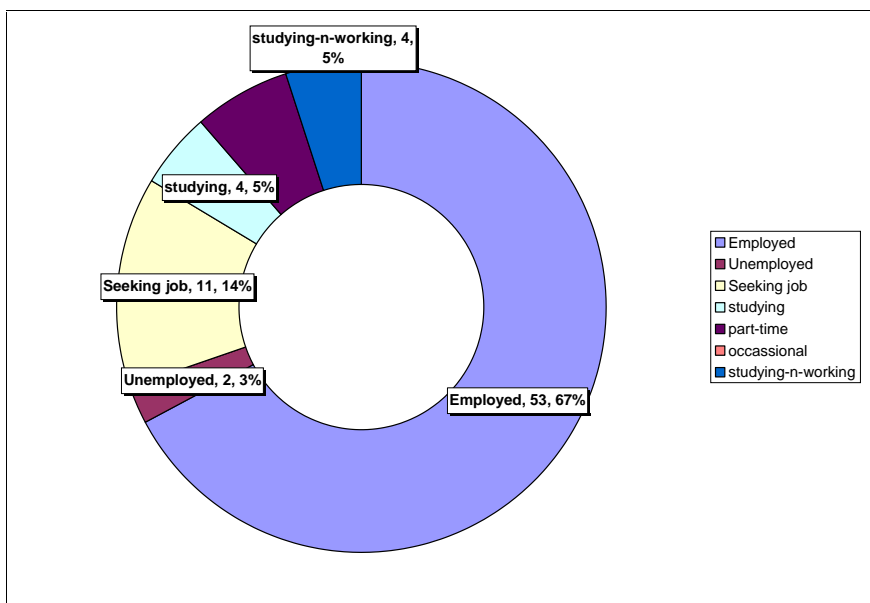


Source: Field Survey, 2009

4.1.7 EMPLOYMENT STATUS

Underemployed mass in Nepal is about 40 percent though differs in each study.(CBS) Even after graduation from the college, some of the respondents are not finding the job, so they were still seeking for the job. JobsNepal.com is one of the most visited websites in Nepal. Since education qualification is one of the main criteria to get any jobs, the respondents were also asked about their present employment status. Of all the respondents, 67% were employed, 14% of the total are seeking job and about 5% of them are studying and similar number of respondents were working and continuing their studies concurrently and some have never employed before.

Fig 04: Employment status

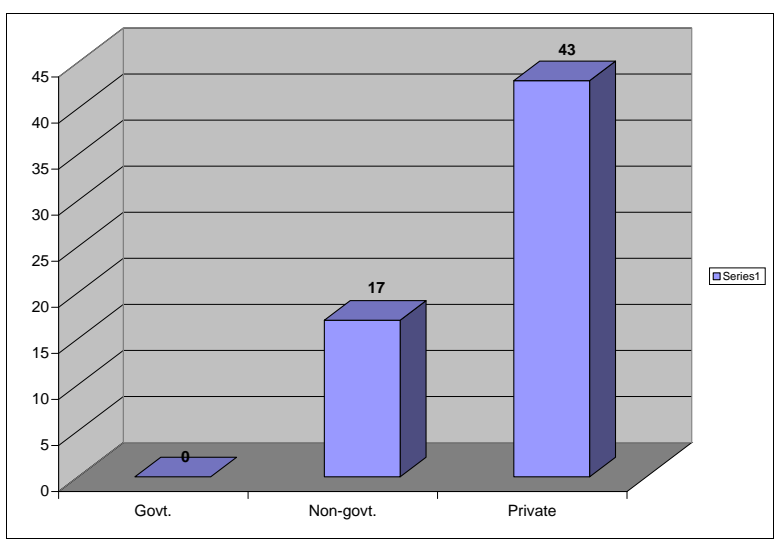


Source: Field Survey, 2009

4.1.8 FIELD OF EMPLOYMENT

According to 2001 census in Nepal, 66% of the employed populations are engaged in agriculture and forestry, 9% in manufacturing, 7% in wholesales and retail trade and 3% each in public administration and social security, construction and education. Among the participants, higher proportion of the respondents was working in the private sector. And the rest are from non-government organizations such as NGOs, INGOs etc. as depicted clearly from the chart given below.

Fig 05: Field of employment



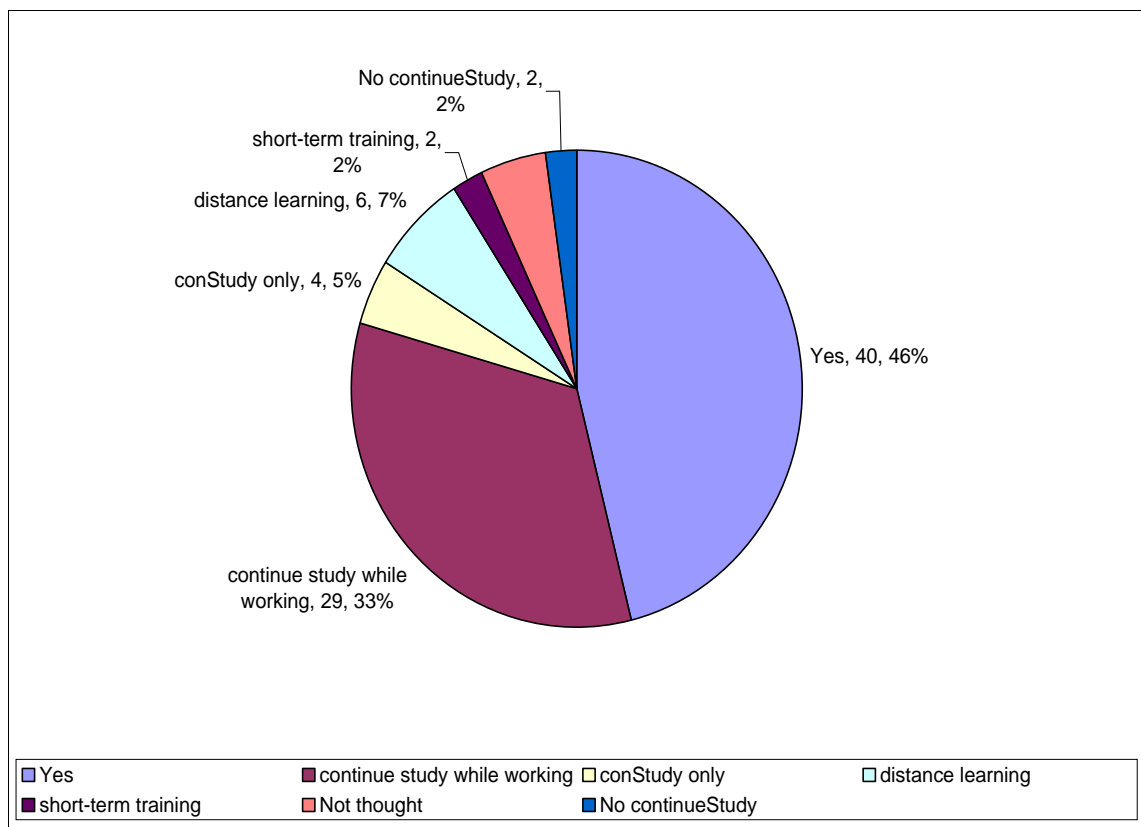
Source: Field Survey, 2009

4.1.9 ENOUGH QUALIFICATION FOR THE JOB

Education qualification along with vocational training forms the vital basis for qualifying for jobs. Although different jobs require different qualifications, the high-paying and senior level jobs require higher qualifications as well.

The respondents were also asked if their qualification and training are enough to land a job of their choice about 46% responded that their qualifications are enough to get the job of their choice. Whereas another 33% opined that they would also continue studies while working. Besides, some have preferred taking short-term training or distance learning courses to meet the educational requirements in their chosen jobs. Figure below gives the details.

Fig 06: Enough qualification for the job



Source: Field Survey, 2009

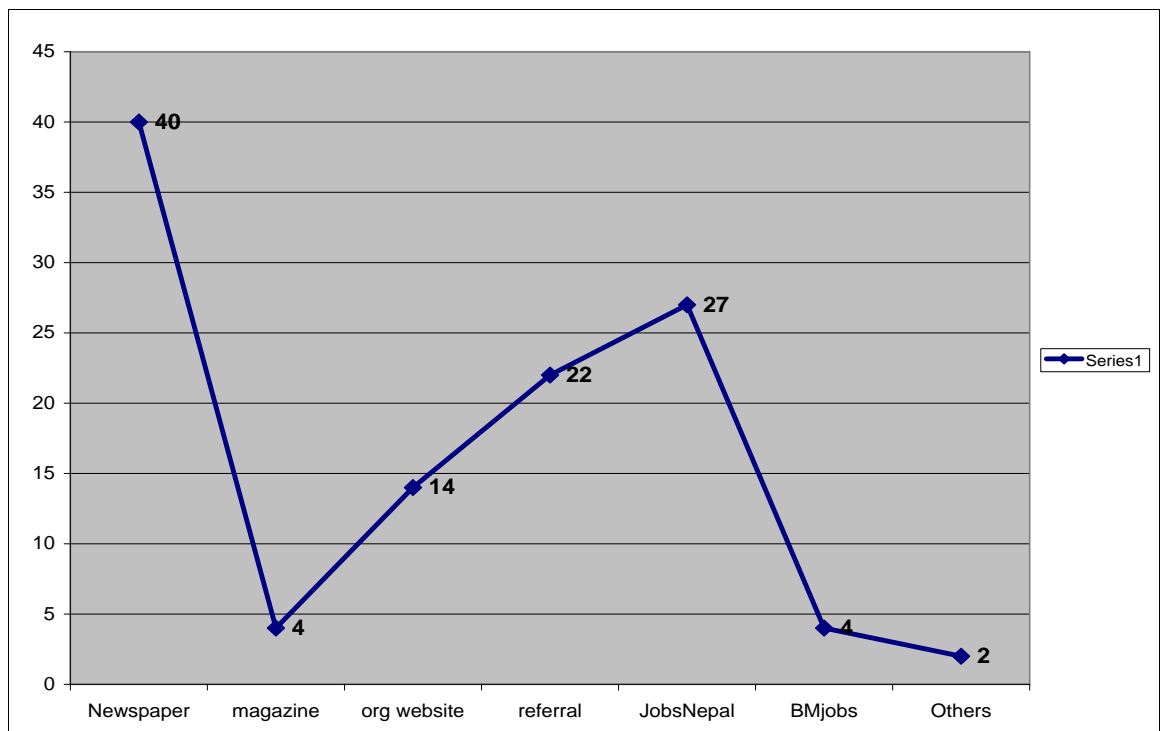
4.1.10 INFORMATION ABOUT THE JOB

Without jobs information, the jobseekers will not be able to apply for the jobs. There are various media for obtaining job vacancy information. Newspapers remain to be the first and foremost source of information about jobs in Kathmandu as shown by the study.

The respondents were asked the sources of the information about the job vacancy they were currently pursuing. More than half of them attributed their source of information about job opening to the newspaper, followed by an online job search website—JobsNepal at 36%, the third source was the personal contact/referral that provided information about the job in which they were working.

The data depicted the popularity in using website to know more about the job openings and information related to them.

Fig 07: Information about the job

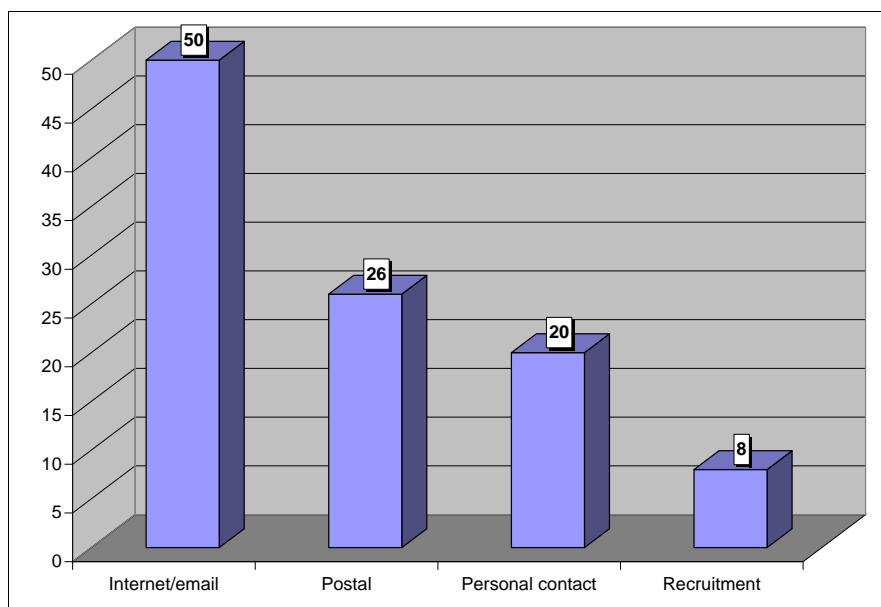


Source: Field Survey, 2009

4.1.11 METHOD OF JOB APPLICATION

The methods of job application include writing a cover letter and resume for the post one has applied. These documents should be sent to the employer through post, hand over to the office, or send through email or internet depending upon the methods mentioned in the job vacancy notice. With the evolvement of the email and internet services, majority of the respondents i.e. 67% agreed that they had applied Internet/email to apply the job they were doing followed by postal method at 35%, personal contact 27% and through recruitment agencies at 11%. Interestingly, the number of respondents using Internet/email for applying for jobs was twice the number of respondents applying for the jobs through postal services.

Fig 08: Method of Job Application



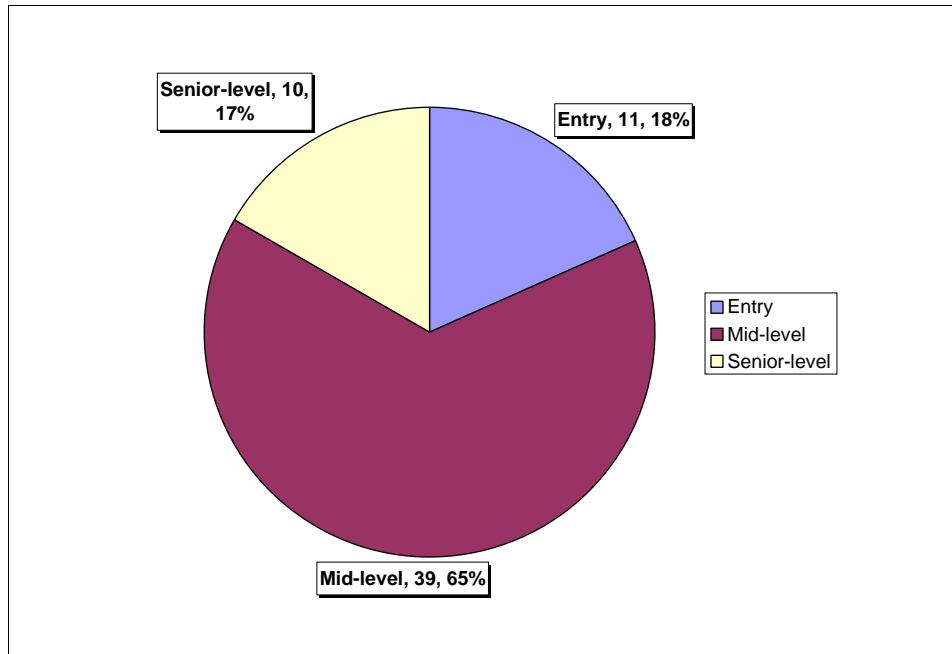
Source: Field Survey, 2009

4.1.12 DESIGNATION LEVEL OF THE RESPONDENTS

Higher the designation level of the employees, the greater the pay-scale and authority they will bear in the job positions. A considerable work experiences, better job performances will also attribute in getting promotions in jobs. The study found that about 65% of the respondents were holding mid-level management positions. Whereas about

18% of the respondents were working as entry level and 17 % of the respondents were working as senior level executives.

Fig 9: Designation level of the respondents



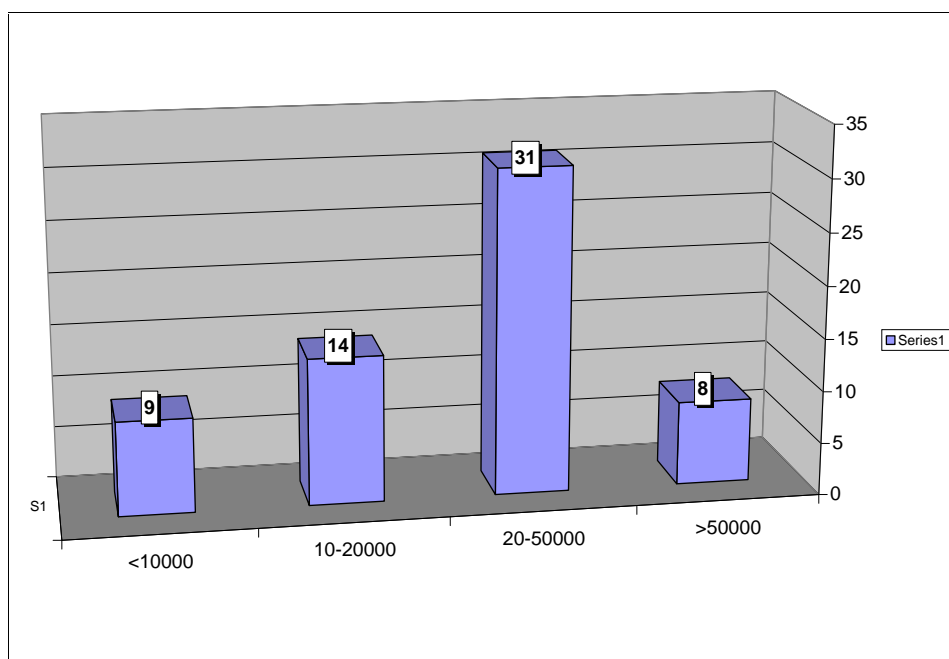
Source: Field Survey, 2009

4.1.13 SALARY SCALE OF THE RESPONDENTS

Work typically provides us with our income, influences our class position, and shapes key components of our identity. Salary scale of employees differs as per the work experiences and designation of the job in different institutions such as government, semi-governmental, national and international non-government organizations, private companies, UN agencies etc.

The study revealed that 31 employed respondents i.e. 41% were earning Rs. 20,000 to 50,000 per month followed by 14 of the respondents earning Rs. 10,000 to 20,000 per month and nine of them earned more than Rs. 50,000 in a month whereas Nepal's GNP per capita stood at \$300 (World Bank, 2006) i.e. Rs. 1,750 per month.

Fig 10: Salary scale of the respondents



Source: Field Survey, 2009

4.1.14 WORK EXPERIENCES

Work experiences are one of the key parameters the employers seek while hiring the employees. Greater number of years of work experiences, the better the chances of getting senior level jobs with higher salary and benefits. When the respondents were asked about the work experiences, about one-third of them had gained 3-5 years of work experience. Followed by 19% of the respondents having 5-8 years experience and 16% of them had more than 9 years experience and 18% of them had just started their work. They responded as shown below in the Table.

Table 06: Work experiences

<i>S.No</i>	<i>Work experiences</i>	<i>Frequency</i>	<i>Percent</i>
1	Just started	11	18
2	1-2 years	9	15
3	3-5 years	20	32
4	5-8 years	12	19
5	>9 years	10	16
	Total	62	100

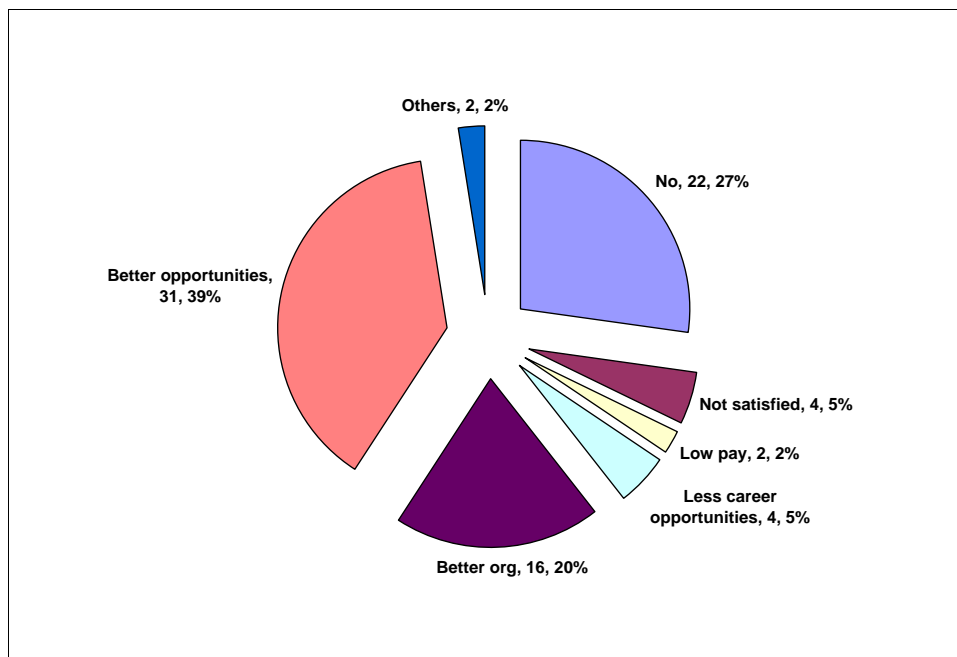
Source: Field Survey, 2009

4.1.15 LOOKING FOR NEW JOBS

Tendency to change one's jobs also reflect what Marx has written as in his own words: In what does this alienation of labour consist? First, that the work is external to the worker, that it is not a part of his nature, that consequently he does not fulfill himself in his work but denies himself, has a feeling of misery, not of well-being, does not develop freely a physical and mental energy, but is physically exhausted and mentally debased.

The respondents were also asked if they still look for new jobs. Thirty nine percent of them opined that they are looking for jobs with better opportunities followed by 20% of the respondents who are looking for new jobs at better organizations. But 27% of them mentioned that they were not looking for new jobs but would continue in the same job. The search for new jobs still remains intact with even the employed respondents.

Fig 11: Looking for new jobs



Source: Field survey, 2009

They were also asked if they are thinking of changing the field of work. But the majority responded that they would continue to work in the same field. About 12 of them opined of switching the job into non-governmental organizations such as I/NGOs.

Table 07: Looking for a new job

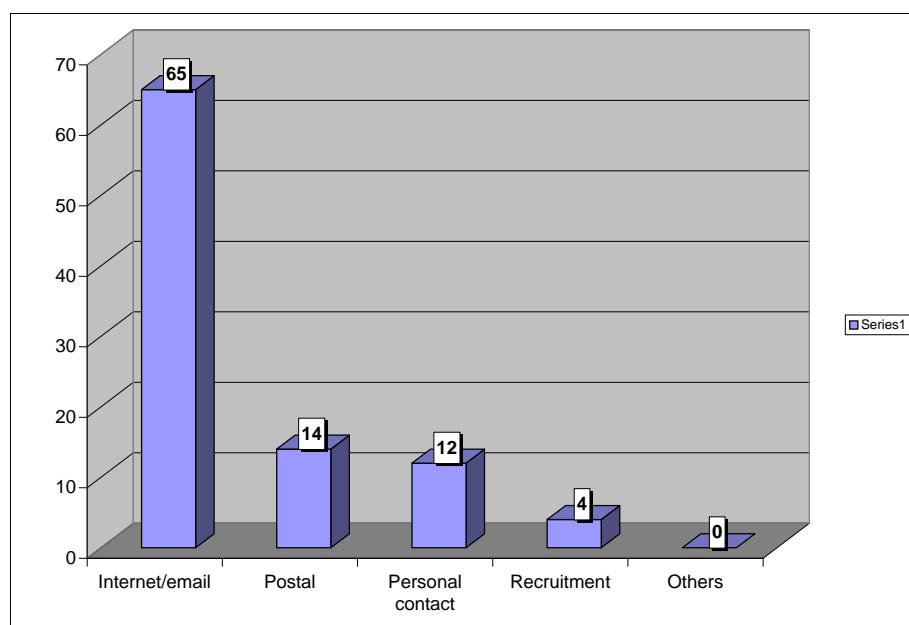
<i>S.No.</i>	<i>Field of work</i>	<i>Frequency</i>	<i>Percent</i>
1	Same field	28	46
2	New field (NGO, private...)	21	34
3	Higher level	10	16
4	Others	2	3
	Total	61	100

Source: Field survey, 2009

4.1.16 PREFERRED METHOD OF JOB APPLICATION

One of the main objectives of the study was to explore the frequency of online job search & application by the jobseekers. Regarding the preferred method of job application among the respondents, overwhelmingly, 87% of them responded that they preferred to apply for the job by using Internet/email, followed by postal method and through personal contact. The preference of using Internet/email over traditional method of job application depicted its growing popularity among the people.

Fig 12: Preferred Method of Job Application



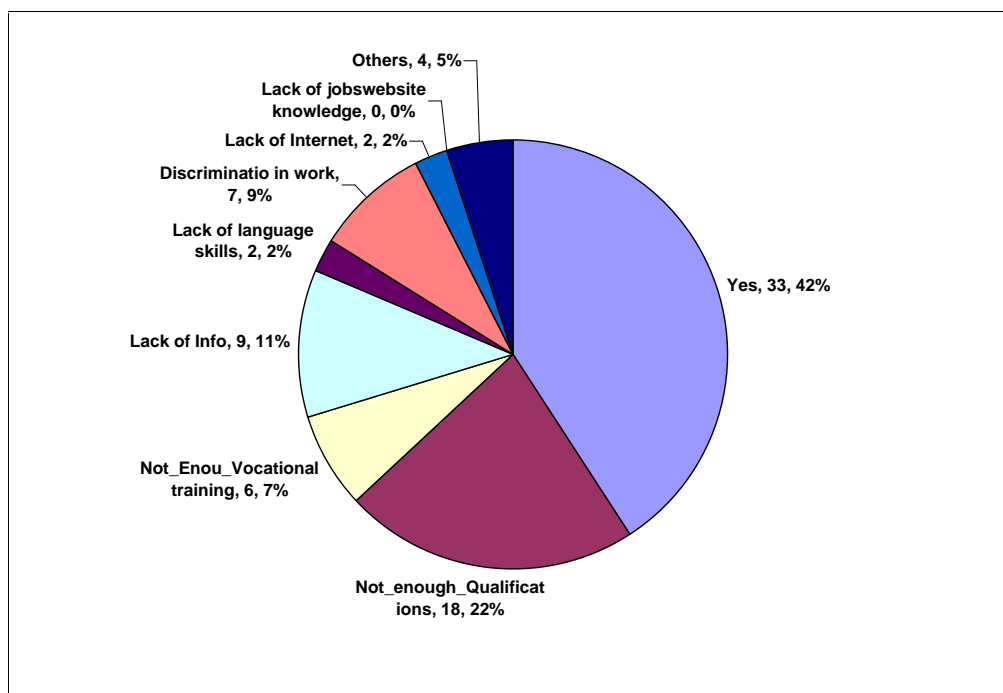
Source: Field Survey, 2009

4.1.17 GETTING THE RIGHT JOBS

Every jobseeker aspires to find the right job for him/her. The jobseekers look for high salary-scale and associated benefits such as medical, insurance, holiday packages etc. The jobseekers with right educational status, access to Internet, computer knowledge, relevant work experiences and vocational trainings have better chance of getting right jobs.

It was found that forty-two percent of them responded that they were getting the jobs of their choice. Whereas 22% of the respondents opined that their qualifications were not enough to procure a job of their choice. 11% of them blamed for the lack of information about the jobs prevented them from obtaining the right jobs. 9% respondents expressed that discrimination in work and selection of manpower prevented them from getting the right job.

Fig 13: Getting the Right Jobs



Source: Field Survey, 2009

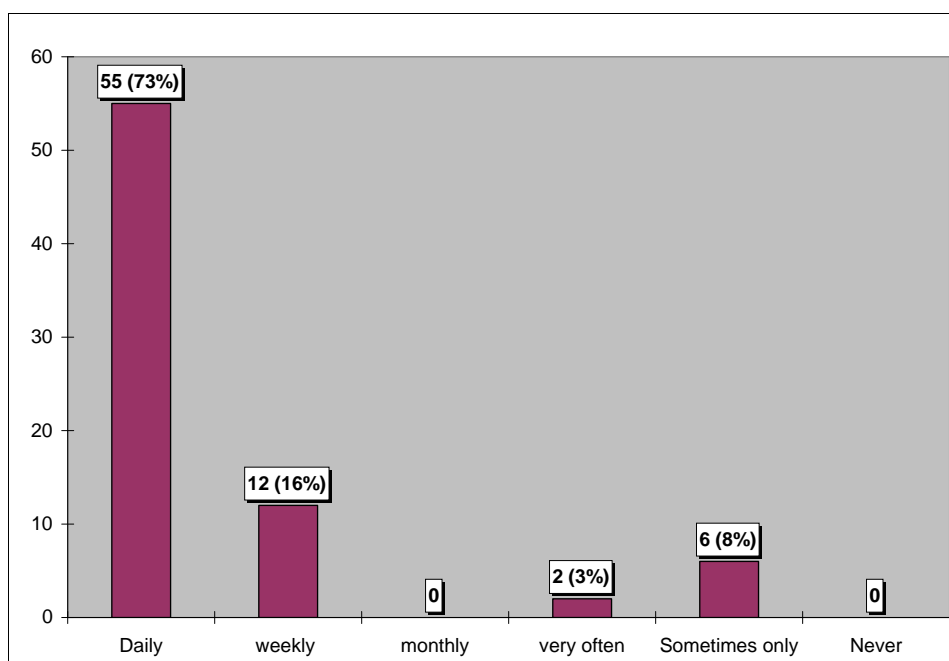
4.1.18 ACCESS AND FREQUENCY OF USING INTERNET

Access to Internet requires a computer, telephone line, or cable internet device or ADSL facility. The cost of internet depends on the speed and technology used. The cost of internet has reduced over the years to some extent due to competition with the private service providers such as United Telecom Ltd, Mero Mobile at mobile phones. Cyber cafes are popular means of internet access as the cost of internet use per hour ranges from Rs. 10 to 30 only.

According to Management Information System data as of mid-September to mid-October compiled by Nepal Telecommunications Authority (NTA), there are now 591,941 internet subscribers including dial-up, wireless modem, optical fibre, cable modem, ADSL, GPRS and CDMA 1X. Six months ago, the total number of subscribers amounted to 166,192, (*The Kathmandu Post, November, 2009*)

The respondents were asked how often they access the internet. The majority of them i.e. 73% browse Internet daily. Sixteen percent of the respondents had access to internet weekly. 8% of them access Internet sometimes and irregularly. The study covered mostly youths up to the age of 40 years of age.

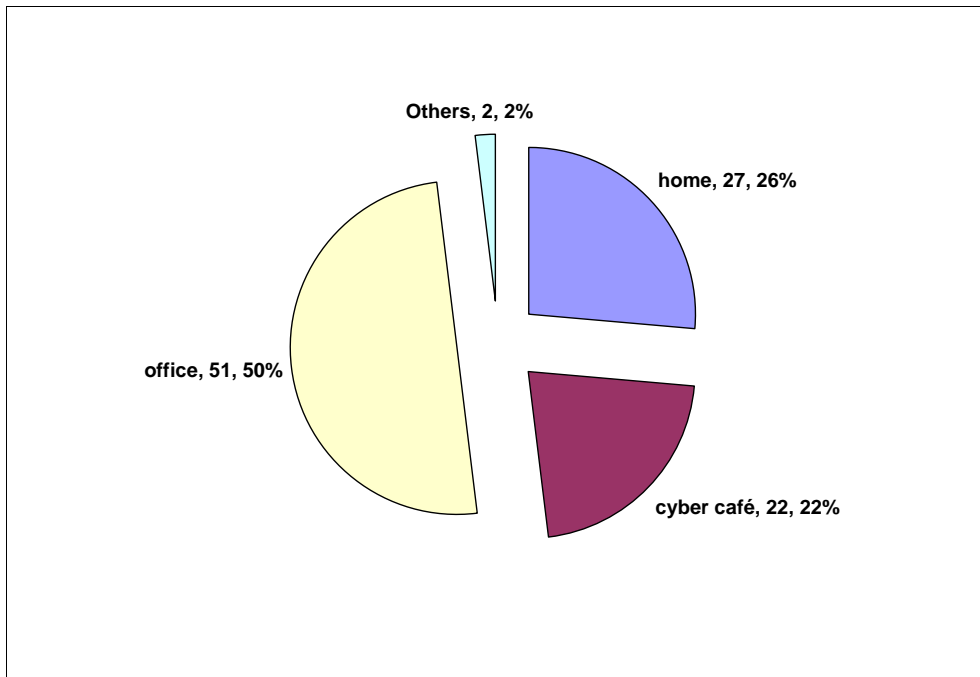
Fig 14a: Access to Internet.



Source: Field Survey, 2009

Half of the respondents accessed the Internet from office. Twenty-six percent of them used Internet from home as well and about 22% of them had access to the Internet through cyber café. Of all the respondents, 73% used Internet “daily” and about 16% used internet “once a week” as shown in the graph below.

Fig 14b: Access to Internet.



Source: Field Survey, 2009

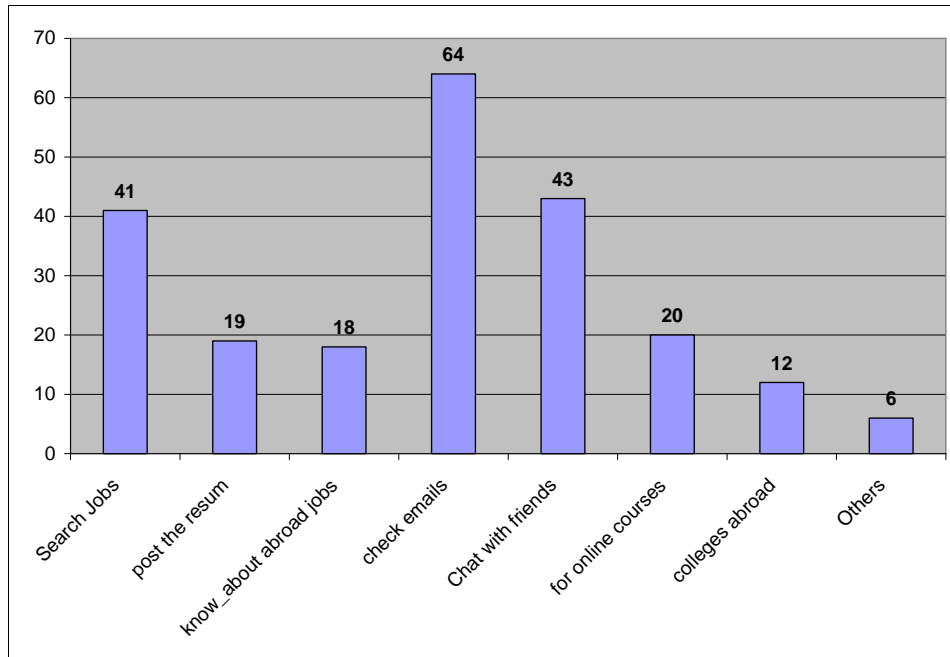
4.1.19 USE OF INTERNET

Internet can be used for various purposes. We can obtain information about all kinds of topics and subjects—such as education, health, sports, weather, entertainment, shopping, research etc. Email, chat, online transactions, e-learning, accesses to websites are some of the major uses of Internet.

The respondents were asked what they would use internet for. Almost 85% of the respondents used Internet to check emails often in combination for job-search and chat with friends. Up to 55% of the respondents mentioned that they used Internet for searching jobs.

The study has shown the use of Internet for searching jobs. Jobs websites such as JobsNepal.com, BMjobs.com, merojob.com, monster.com, jobs.un.org etc. are some of the websites the respondents had used for searching jobs.

Fig 15: Use of Internet



Source: Field Survey, 2009

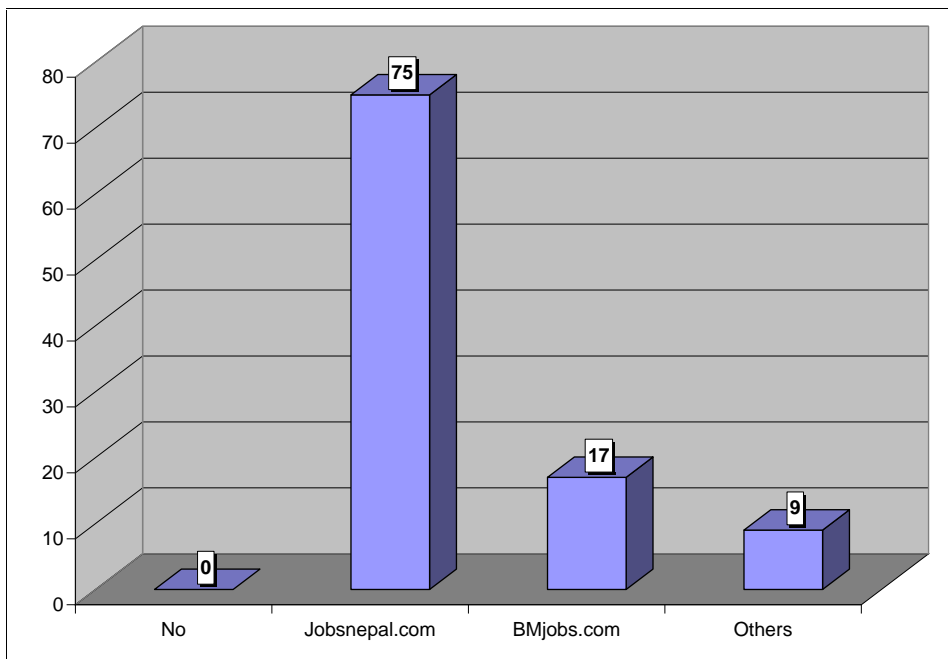
4.1.20 KNOWLEDGE ABOUT JOBS WEBSITE

Web sites provide an easy platform to access information and share one’s views and interact with each other. There are plenty of jobs websites which are local and abroad.

The survey also inquired the respondents about the knowledge about the jobsites. As we can see the growing market for online job search and recruitment in the Western countries, the trend in Nepal also shows positive growth. In Nepal there are jobsites such as *jobsnepal.com*, *bmjobs.com*, *merojob.com*, *globaljobs.com* etc.

All the respondents had heard about the jobs website and they all knew about Jobsnepal.com. Seventeen of them mentioned that besides, JobsNepal.com, they also accessed BMjobs.com. Some have mentioned about monster.com, jobs.un.org etc.

Fig 16: Knowledge about Jobs Website



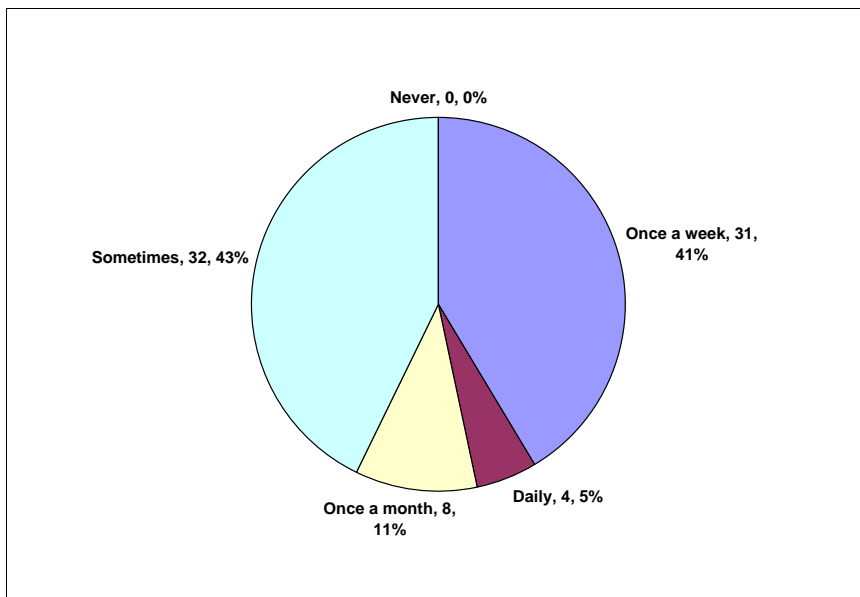
Source: Field Survey, 2009

4.1.21 FREQUENCY OF BROWSING JOBSITES

Since job websites are reliable and fast medium to know information about jobs vacancies easily, job sites are getting more popular among the jobseekers. The study found that 41% of the respondents mentioned that they visited jobsites “once a week”. 42% of them had accessed jobsites “sometimes only”. There were 5% of the respondents who browsed jobs website “daily” and 11% had browsed jobs website only “once in a month”.

The browsing of the jobsites among the unemployed and those who are seeking the first job are more frequent as compared to already employed respondents.

Fig 17: Frequency of Browsing Jobsites

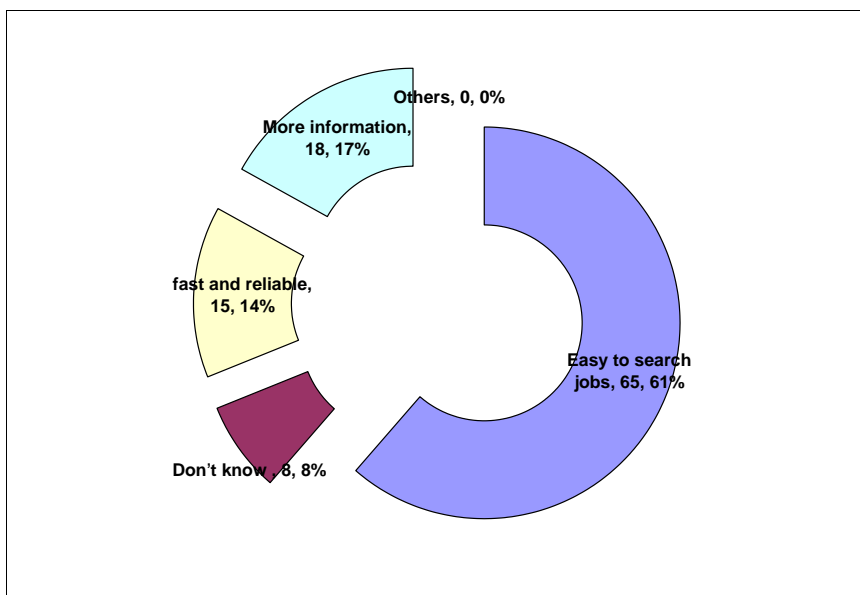


Source: Field Survey, 2009

4.1.22 REASONS FOR SEARCHING JOBS ONLINE

As mentioned above, the respondents have preferred using email/Internet for applying for jobs over traditional postal method of job application. They were also asked about their views and reasons behind searching jobs in the Internet, most of them i.e. 61% expressed their opinions that it is easier to search for the jobs in the Internet. About 17% of them mentioned that more information about jobs is available in the Internet. Another 14% affirmed that it is fast and reliable to search jobs online.

Fig 18: Reasons for searching jobs online

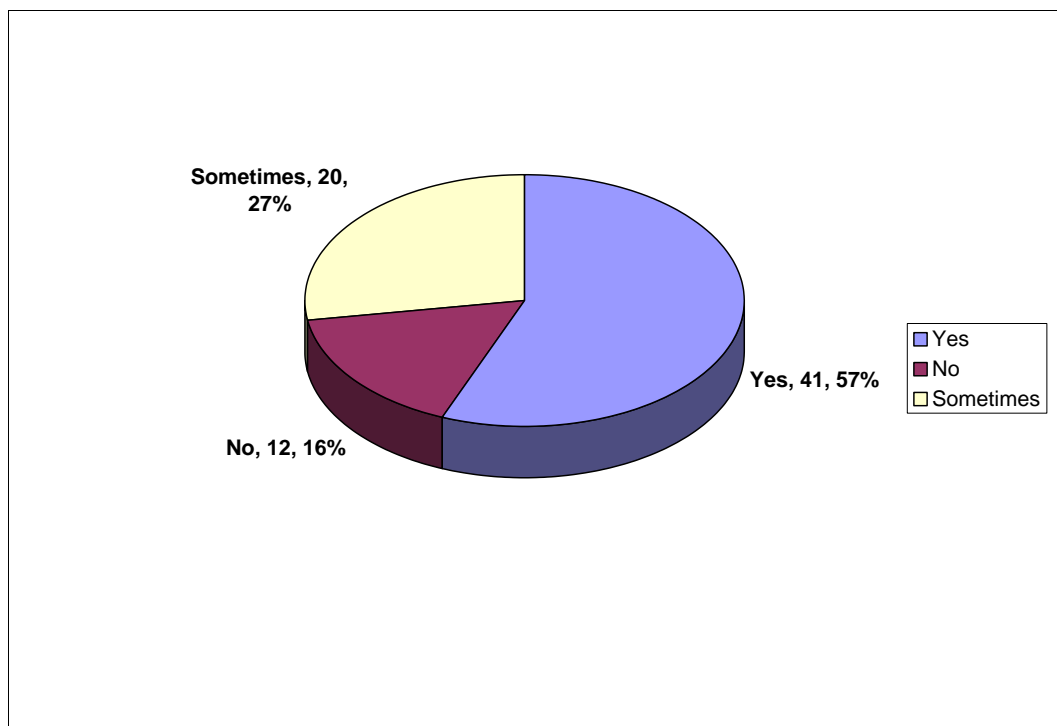


Source: Field Survey, 2009

4.1.23 FINDING JOBS OF OWN CHOICE IN THE JOB SITE

Job sites also act as an information bank for wide range of jobs. Often much more information about jobs are displayed in the sites than in the newspapers. With this perspective, the respondents were asked if they were able to find the jobs of their own choice in the Internet. Fifty seven percent of them responded that they have found the jobs they were looking for in the internet. Whereas 27% mentioned that they had found the job sometimes only. However, 16% of the respondents opined that they had not found the jobs of their choice in the jobs websites.

Fig 19: Finding jobs of own choice in the jobsite



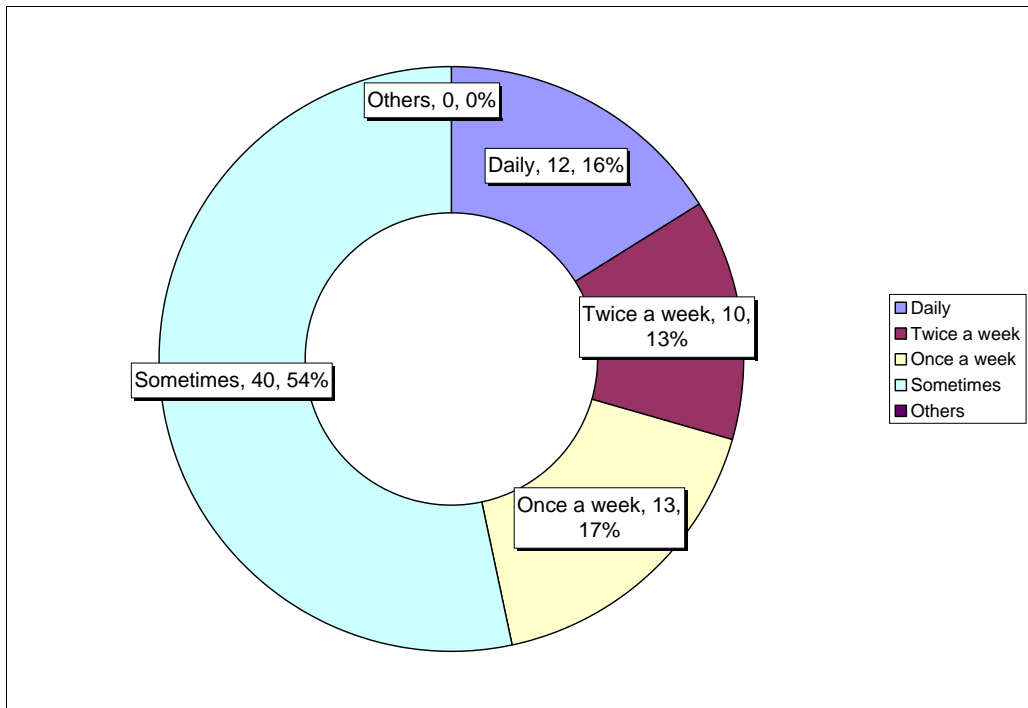
Source: Field Survey, 2009

4.1.24 FREQUENCY OF USING JOBSNEPAL.COM

Jobsnepal.com is Nepal's first and leading website offering information about job listing and has a facility of posting resumes of the jobseekers at free of charge. Currently it has more than 10,000 resumes posted online.

In order to know the frequency of using JobsNepal.com among the respondents, they were also asked about the frequency of browsing JobsNepal website. About 54% of the respondents visited JobsNepal.com sometimes only. However, a combined 30% of them visited the website once or twice in a week. And 16% of them used the website daily.

Fig 20: Frequency of using JobsNepal.com

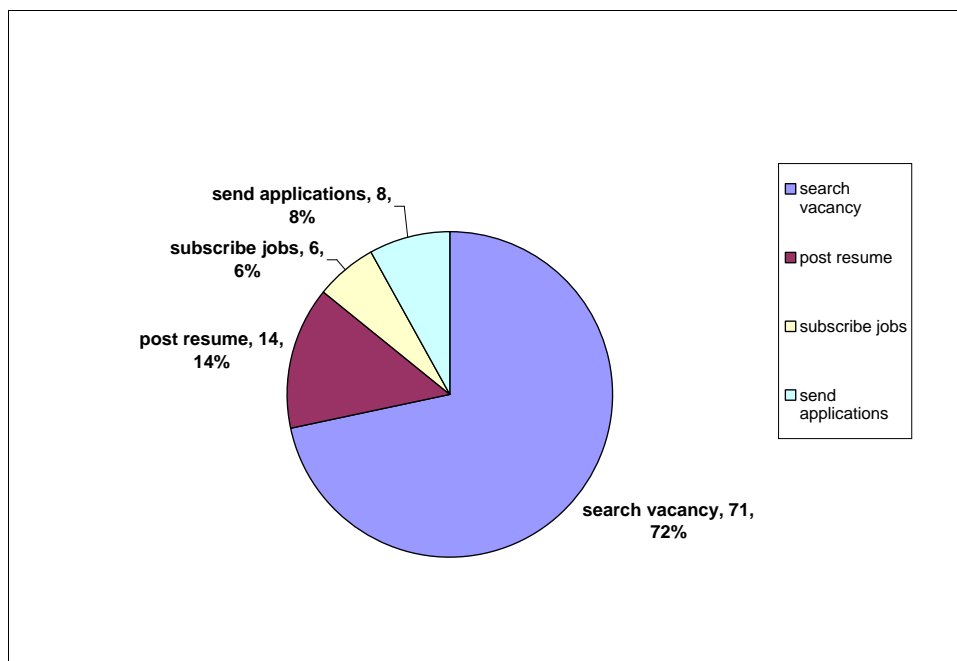


Source: Field Survey, 2009

4.1.25 MOTIVE OF USING JOBSNEPAL.COM

The reasons of browsing the website was also asked in the questionnaire—72% of the respondents used Jobsnepal.com to search for vacant jobs, 14% used it for posting their resumes followed by applying for the job at 8% and subscription of the jobs at 6%.

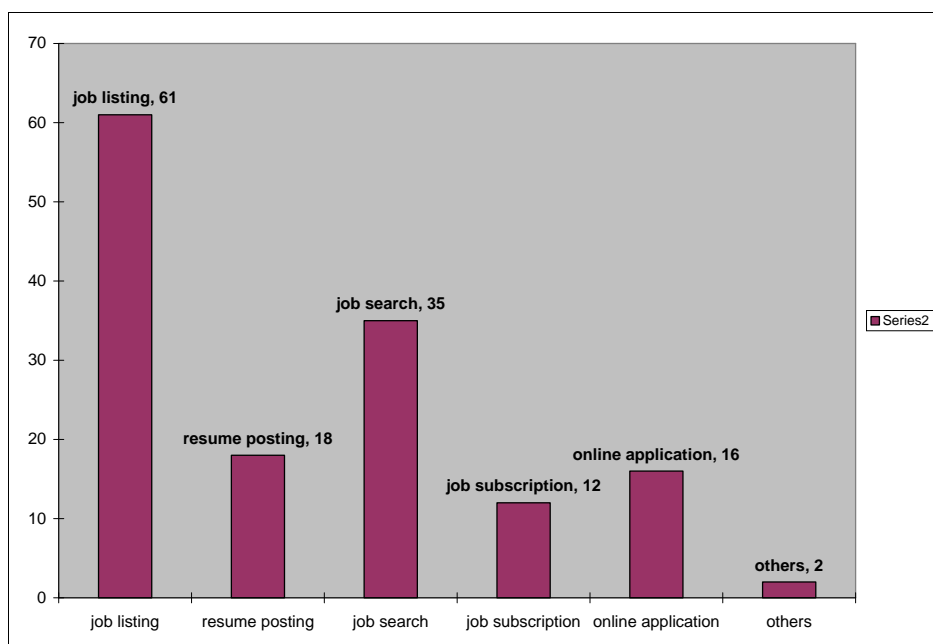
Fig 21: Motive of using Jobsnepal.com



Source: Field Survey, 2009

The study also found that among the most likable features of JobsNepal.com, up to 81% of them preferred JobsNepal website for its job listing facility, followed by job search facility (47%), resume posting (24%) and online application (21%). 16% of them also liked job subscription facility provided by the JobsNepal.com

Fig 22: Good features of JobsNepal.com



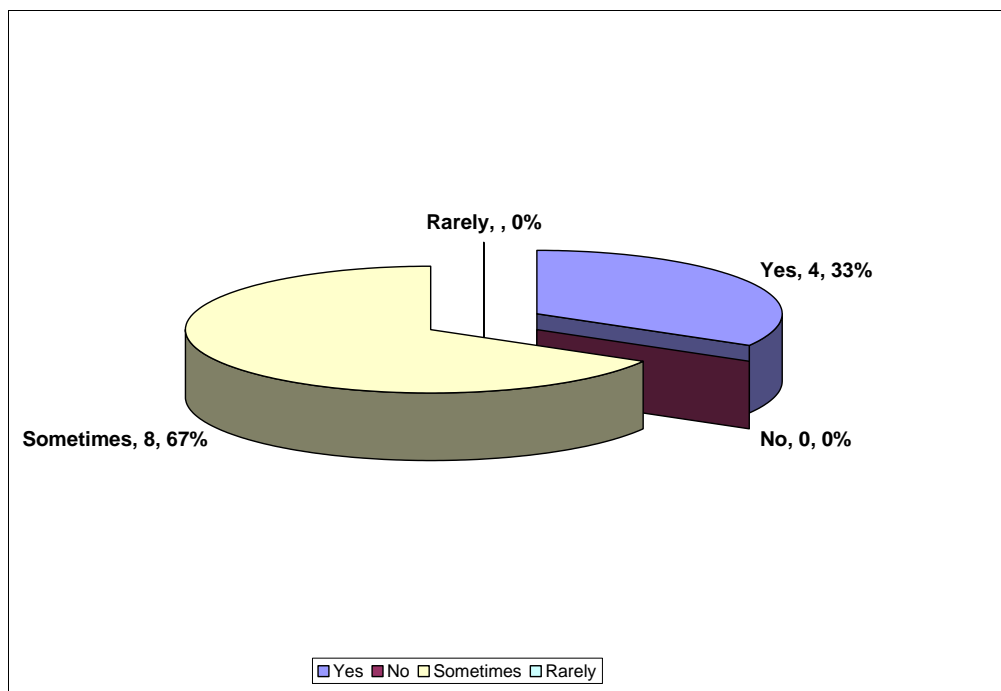
Source: Field Survey, 2009

4.1.26 Finding jobs of own choice at JobsNepal.com

It was also asked in the study whether the respondents have found the jobs of their choice at JobsNepal.com. The respondents were asked if they have found the suitable jobs at JobsNepal.com. 67% of them replied that they found them sometimes. 33% affirmed that they had found the jobs they were looking for.

The problems in accessing the JobsNepal.com were also asked in the survey. The respondents mentioned slow connection as one of the major hurdle in using the website followed by late information and non-relevant information in the website.

Fig 23: Finding jobs of own choice at JobsNepal.com



Source: Field Survey, 2009

CHAPTER FIVE: *SUMMARY AND CONCLUSIONS*

5.1 SUMMARY OF FINDINGS

This research entitled “*Use of Internet in Job search Among Jobseekers in Kathmandu: A Case Study of Registered Jobseekers of Jobsnepal.com*” aimed at studying situation of online job-search. The study has attempted to find out the frequency of online job search & application by the jobseekers, analyze the jobseekers who have got the facility of using this online technology, investigate if the jobseekers are getting the right choice of jobs through Internet, study about the problems faced by jobseekers in using this technology as well as identify the reasons for popularity of online job-search in contrast to traditional (postal) method.

The study is an outcome of survey carried out from April to September 2009 for registered users of the job-search website--JobsNepal.com. The office of JobsNepal.com is located at Jhamsikhel, Lalitpur district. The overall objective of the research was to analyze the use of Internet in searching jobs by the residents of Kathmandu valley.

JobsNepal.com was chosen as the website-medium of the study because there are many users especially jobseekers who have registered at JobsNepal.com. JobsNepal.com is Nepal’s first and leading job search website. It was established in 2000 and has more than 36000 job seekers.

The research was exploratory cum descriptive in design using a range of methods and instruments, and primary as well as secondary data. Detailed interviews/questionnaire tool was used to solicit their views and information. Given the nature of its study, the questionnaires were also collected through email. Interview and also telephone was used to obtain the information from the respondents.

It was found that the genders of respondents are almost equal in number. The male respondents represented 56% and the rest of them were female. The average age of respondents was 28. The study also found that the respondents hailed from various ethnic backgrounds such as Newars, Brahmin/Chhetris, Magar etc. The research showed clearly

that respondents were avid users of the Internet. They know the importance of Internet and email in searching for the job and applying through email or online.

Among the respondents, the highest number of them was from Newari community at 43%, followed by Brahmin, Chhetri and Magar at 35%, 12% and 3% respectively. The education status of respondents was also assessed in the survey questionnaires. The respondents with Masters level education occupied 54% of the total respondents. And 43% of the respondents were armed with Bachelors degree. Besides, the respondents with intermediate level were 3% only.

Most of the respondents/ jobseekers have taken computer training as a vocational training to assist their job, followed by communication skills training and secretarial training. About eight respondents have also received technical training.

Of all the respondents, 67% were employed, 14% of the total are seeking job and about 5% of them are studying and similar number of respondents were working and continuing their studies concurrently and some have never employed before. Educational qualification is one of the main criteria to get any jobs.

Among the participants, higher proportion of the respondents was working in the private sector. And the rest were from non-government organizations such as NGOs, INGOs, United Nations etc.

Forty six percent responded that their qualifications are enough to get the job of their choice. Whereas another 33% opined that they would also continue studies while working. Besides, some have preferred taking short-term training or distance learning courses to meet the educational requirements in their chosen jobs.

More than half of them attributed their source of information about job opening to the daily newspapers such as *Kantipur*, *The Kathmandu Post*, *The Himalayan Times* etc. followed by an online job search website—JobsNepal at 36%, the third source was the personal contact/referral that provided information about the job in which they were working.

The data depicted the popularity in using website to know more about the job openings and information related to them

Majority of the respondents i.e. 67% agreed that they had used Internet/email to apply the job they were doing followed by postal method at 35%, personal contact 27% and through recruitment agencies at 11%. Interestingly, the number of respondents using Internet/email for applying for jobs was twice the number of respondents applying for the jobs through postal services.

When the respondents were asked about the work experiences, about one-third of them had gained 3-5 years of work experience followed by 19% of the respondents having 5-8 years experience and 16% of them had more than 9 years experience and 18% of them had just started their work.

The respondents were also asked if they still look for new jobs. Thirty nine percent of them opined that they were looking for jobs with better opportunities followed by 20% of the respondents who were looking for new jobs at better organizations. But 27% of them mentioned that they were not looking for new jobs but would continue in the same job. The search for new jobs still remains intact with even the employed respondents.

Regarding the preferred method of job application among the respondents, overwhelmingly, 87% of them responded that they preferred to apply for the job by using Internet/email, followed by postal method and through personal contact. The preference of using Internet/email over traditional method of job application showed obviously its growing popularity among the people.

It was found that 42% percent of them responded that they were getting the jobs of their choice. Whereas 22% of the respondents opined that their qualifications were not enough to procure a job of their choice. 11% of them blamed for the lack of information about the jobs prevented them from obtaining the right jobs. 9% respondents expressed that discrimination in work and selection of manpower prevented them from getting the right job.

Regarding to access to the Internet, half of the respondents accessed the Internet from office. Twenty-six percent of them used Internet from home as well and about 22% of them had access to the Internet through cyber café. Of all the respondents, 73% used Internet “daily” and about 16% used internet on “weekly” basis

The respondents were asked what they would use internet for. Almost 85% of the respondents used Internet to check emails often in combination with job-search and chatting with friends. Up to 55% of the respondents mentioned that they used Internet for searching jobs.

All the respondents had heard about the jobs website and they all knew about Jobsnepal.com. Seventeen of them mentioned that besides, JobsNepal.com, they also accessed BMjobs.com. Some have mentioned about monster.com, jobs.un.org etc.

Forty-one percent of the respondents mentioned that they visited jobsites “once a week”. 42% of them had accessed jobsites “sometimes only”. There were 5% of the respondents who browsed jobs website “daily” and 11% had browsed jobs website only “once in a month”.

The browsing of the jobsites among the unemployed and those who are seeking the first job were more frequent as compared to already employed respondents.

The respondents were also asked about their views and reasons behind searching jobs in the Internet, about two-third of them i.e. 61% expressed their opinions that it is easier to search for the jobs in the Internet. About 17% of them mentioned that more information about jobs is available in the Internet. Another 14% affirmed that it is fast and reliable to search jobs online.

Given the popularity of the jobsites, the respondents were asked if they were able to find the jobs of their own choice in the Internet. 57% of them responded that they have found the jobs they were looking for in the internet. 27% mentioned that they had found the job sometimes only. However, 16% of the respondents opined that they had not found the jobs of their choice in the jobs websites.

The study also found the frequency of browsing JobsNepal website. About 54% of the respondents visited JobsNepal.com “sometimes only”. However, a combined 30% of them visited the website “once or twice in a week”. And 16% of them used the website “daily”.

5.2 CONCLUSION

The study found that searching jobs through Internet was very popular activity among the residents of Kathmandu. The inclination of applying jobs through Internet/email has also grown and is promisingly ahead of the traditional methods of applying jobs such as postal methods.

Reduction in the cost of Internet, introduction of new and user friendly internet technologies, widespread cyber cafés in Kathmandu could have encouraged the users to depend on the Internet for searching jobs and applying for the jobs.

Even the employed respondents were found to be looking for new jobs at better organizations for better opportunities. More than half of the respondents had mentioned that they had used Internet for searching jobs and found the jobs of their choice in the jobs sites.

Using jobs site has helped them to know more about the job openings and information related to them and has become a faster and reliable tool to search jobs online.

The study also revealed that the speed of internet connection should be improved and the government should come up with the pro-IT policies besides reducing the cost of Internet technologies to further develop its access to the general mass.

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ANNEX

Interview Questionnaires for the Jobseekers

Date:

A. Personal Details about the Respondent

I. Name	II. Age
III. Address:	IV. Sex <input type="checkbox"/> Male <input type="checkbox"/> Female
V. Marital Status a. <input type="checkbox"/> Married b. <input type="checkbox"/> Unmarried c. <input type="checkbox"/> Single	VI. Caste a. <input type="checkbox"/> Brahmin b. <input type="checkbox"/> Chhetri c. <input type="checkbox"/> Magar d. <input type="checkbox"/> Newar e. <input type="checkbox"/> Others
VII. Family Type <input type="checkbox"/> Joint family <input type="checkbox"/> Nuclear family <input type="checkbox"/> Extended family	VIII. Religion a. <input type="checkbox"/> Hindu b. <input type="checkbox"/> Buddhist c. <input type="checkbox"/> Christian d. <input type="checkbox"/> Muslim e. <input type="checkbox"/> Others

B. Education, Employment and Online Job-Search Details:

1) Educational status (Please select one)

- a. Literate
- b. Primary
- c. Lower secondary
- d. Secondary
- e. Intermediate (Isc./IA/10+2/I.Ed/I.Com/.....)
- f. Bachelors (B.Sc./BA/BBS/ B.Com/BCA/B.E/MBBS/.....)
- g. Masters (M.Sc./MA/MBS/M.Com/MBA/M.E/MCA/MIT/MD/.....)
- h. Ph.D.
- i. Others

2) Have you taken any Occupational/Vocational skills training? Y/ N

- a. Computer (Hardware/Networking/Software.....)
- b. Secretarial
- c. English Language
- d. Technical training
- e. Communication skills
- f. Others

- 3) What is your current employment status?
- Employed
 - Unemployed
 - Seeking for a job
 - Studying
 - Part-time job holder
 - Occasional Job holder
 - Studying and working
 - Others
- 4) If employed, in which field are you working now?
- Government job
 - Private company
 - Non-profit/non governmental Organization
 - Others
- 5) Do you think your academic qualification is enough to get a job of your choice? Y/
 N. If No, what are you going to do about it?
- Continue further study while working
 - Continue further study
 - Apply for distance education
 - Enroll in short-term training
 - Not thought about it
 - Not possible to continue further study
 - Others
- 6) If you are employed, how did you get information about job vacancy?
- Newspaper(*Kantipur/Kathmandu Post/Himalayan Times/Annapurna Post/Gorkhapatra/Rising Nepal/.....*)
 - Magazine (*Himal/Nepal, Weekly Magazine,.....*)
 - Company/organization website
 - Personal referral
 - Jobs website
 jobsnepal.com bmjobs.com Others
- 7) Which method did you apply for sending job-applications
- Through the Internet/Email
 - Through the traditional method (postal)
 - Personal contact
 - HR/ Recruitment companies
 - Others
- 8) In which level are you employed?
- Entry-level
 - Mid-level management
 - Senior-level management
 - Others
- 9) What is your salary scale?
- Less than Rs. 10,000 per month
 - Rs. 10,000 to 20,000 per month

- c. Rs. 20,000 to 50,000 per month
- d. More than Rs. 50,000 per month

10) How long have you been employed?

- a. Just started
- b. 1-2 years
- c. 3-5 years
- d. 5-8 Years
- e. >9 years

11) Do you still look for a new job? Y/ N. If yes, what is the reason/s?

- a. Not satisfied with present job
- b. Low pay
- c. Less career opportunities
- d. Join better organization
- e. To seek better opportunities
- f. Others

12) In which field, do you think of changing the job?

- a. In the same field
- b. In new field (NGO/Private/.....)
- c. Higher level position
- d. Others

13) Which method do you prefer for sending job-applications?

- a. Through the Internet/Email
- b. Through the traditional method (postal)
- c. Personal contact
- d. HR/ Recruitment companies
- e. Others

14) Are you getting job of your choice? Yes/ No. If No, what is the reason?

- a. Not enough academic qualification
- b. Not enough vocational training
- c. Lack of information about job vacancy
- d. Lack of written and spoken skills
- e. Discrimination in work
- f. Lack of Internet Access
- g. Lack of knowledge about jobs website
- h. Others

Use of Internet and online job search:

15) How often do you surf the Internet?

- a. Daily
- b. Weekly
- c. Monthly
- d. Very often
- e. Sometimes only
- f. Never

16) Where do you use the Internet facility?

- a. At home
- b. Cyber cafe

- c. Office
- d. Others

17) What do you browse the Internet for?

- a. To search for jobs
- b. To post the resume
- c. To know about jobs abroad
- d. To check emails
- e. To chat with friends
- f. To know about online learning course
- g. To know about colleges abroad
- h. Others

18) Do you know about jobs website? Y/N? If yes which jobs site do you browse?

- a. Jobsnepal.com
- b. Bmjjobs.com
- c. Others

19) How often do you browse the jobs website?

- a. Once a week
- b. Daily
- c. Once a month
- d. Sometimes
- e. Never

20) What do you think about the job-search on the Internet?

- a. Easy to search jobs of my choice
- b. I don't know about it
- c. Fast and reliable
- d. More information
- e. Others

21) Do you find the jobs of your choice through online job search?

- a. Yes
- b. No
- c. Sometimes

About Jobsnepal.com

22) How much time do you spend on this website (*jobsnepal.com*)?

- a. Upto Hours/day
- b. Upto hours/Week
- c. Once a week
- d. Sometimes
- e. Regularly

23) What is your motive behind browsing this website?

- a. To search for the suitable vacancy
- b. To post the resume online
- c. To subscribe the jobs online
- d. To send the applications

24) What did you like about this website?

- a. Job listing

- b. Resume posting
- c. Job search
- d. Job subscription
- e. Online application
- f. Others

25) What kind of problems are you facing while using this website?

- a. Slow connection
- b. No connection
- c. Non-relevant information
- d. Late information
- e. Lack of knowledge to use this technology
- f. Others

26) Do you find the job listing of your choice on this website?

- a. Yes
- b. No
- c. Sometimes
- d. rarely

27) Any suggestions for the improvement of online job-seeking service in general?

.....
