

# BUSINESS STANDARD

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### **DIAMONDS ARE EVERYWHERE” – INSIGHT TALK AT BIITM**

**M**r S Jayaram, from Business Standard, recently conducted an insightful interaction session at BIITM, shedding light on key aspects of career formation. The session aimed at nurturing future professionals, revolving around valuable lessons from industry leaders and focusing on essential elements of professional growth.

In the session, one of the strategic aspects highlighted was valuing PF – Parents and Faculty. The talk focused exclusively on mastering, branding, and accelerating oneself, embracing

principles that are both simple and highly effective: “SMART” (Simple, Measurable, Adaptable, Reliable, and on Time Task).

Mr Jayaram demonstrated the Business Standard app, designed to enhance professional growth, creative thought, and decision-making skills. He emphasised that talent is everywhere, whether at IIM or BIITM, and concluded with a phrase that encapsulates the session’s essence: “Diamonds are everywhere.”

**Campus Reporter: Aditi Choudhury**