

# EDUCATION PLUS

GET THE EDGE

Follow us

facebook.com/thehindu

twitter.com/the\_hindu

instagram.com/the\_hindu

Amit Kundal

**W**ho would have thought attention would start becoming a rare resource? Amid the chaos of juggling multiple tasks, the ability to pay attention to details stands out as a superpower, and a rather subtle one at that. How attention to detail can transform and transcend our creativity, critical thinking, and problem-solving skills often goes overlooked. This, unknowingly, has a direct impact on our daily experiences.

In a world where rapid results are all the rage, the magic lies in taking a pause to deliberately observe, listen, and truly engage with the world around us. It isn't just an aesthetic exercise but rather a mindset that tends to shape how humans, especially students, navigate their lives through their education and careers.

## Perception and interpretation

At its core, attention to detail begins with how we perceive and interpret the world through our senses. Learning to truly perceive and pay attention is not about passivity.

It is about actively engaging with the nuances of our environment and its complexities and allowing it to inform your creative and intellectual

## Today's superpower

Attention to detail allows students to dig deeper, find patterns, and draw connections between different aspects of their lives.



GETTY IMAGES/ISTOCKPHOTO

pursuits. That means not just observing the world but also participating in it. The way you look at an everyday object, interact with a space, or observe human behaviour can become the seed of inspiration for something transformative.

Design is everywhere,

and we are in it. Every type of design exists to create value and profoundly meaningful human experiences. From the shape of our coffee mugs, thoughtfully designed to cater to our ergonomic needs, to solving the convoluted issue of climate calamities

through well-crafted strategies, design always surrounds us and becomes an organic part of our environment. This is why paying attention to detail has substantial implications.

Take a good look at your phone screen and imagine if the 'home'

button had been placed on the top left corner. Would it be more convenient than its original position?

Attention to such details bridges the gap between functionality and delight, between an acceptable outcome and an extraordinary one.

Students who cultivate and embrace this mindset of leveraging attention often find themselves creating work that resonates deeply, whether it is designing immersive interfaces, crafting compelling narratives, or solving complex global issues. The ripple effect of paying attention can lead to outcomes that are not only functional but also meaningful.

Have you noticed the apparent fragrance when you walk into a Starbucks? Or the warm welcoming lighting that draws you in to enjoy a cup of coffee? If these details weren't part of a customer's experience, the chances of going back there would be slimmer. Elements in the environment that are otherwise thought of as dispensable actually make or break an experience. Today, it has become the designer's role to curate these experiences. Needless to say, being able to consciously and creatively integrate these details results in an elevated and memorable experience.

## Intricate relationship

In today's interconnected world, technological and human experiences are mingling in ways that demand the invaluable ability to notice, interpret, and act on the details.

Future designers, innovators, and thinkers must nurture this skill to navigate the intricate relationship between people and new-age tech es-

specially as it becomes increasingly complex. A design education grounded in interdisciplinary learning that combines Technology, Psychology, Business Analytics, and the Humanities can equip students with the capabilities to balance technical precision with humanity-centric empathy, fostering a mindset where every detail contributes to a larger, purpose-driven vision.

With a growing focus on improving human and user experiences, the need for impactful experience design has become paramount. Experience design as a field takes a holistic approach that effectively merges aesthetics with empathy and fosters innovation across sectors. It is a creative process of shaping meaningful products, services, and business frameworks, embracing tangible and virtual interactions alike.

For students stepping into tomorrow's dynamic world, attention to detail is a superpower that allows people to dig deeper, find patterns and draw connections between different aspects of their lives.

Ultimately, it is a simple, yet effective weapon to achieve more mindful outcomes that have an invaluable positive impact on the world around us.

The writer is Associate Dean, Faculty of Design, Art and Performance, FLAME University.

## SCHOLARSHIPS

### Aga Khan Foundation International Scholarship

Offered by the Aga Khan Foundation. **Eligibility:** Indian nationals enrolled in a Master's or Ph.D. programme, with excellent academic records, a reliable, multi-source funding plan, and experience, extracurricular achievements, volunteer contributions, and leadership skills.

**Rewards:** Tuition fees and living expenses

**Application:** To Aga Khan Foundation (India), Sarojini House, 2nd floor 6, Bhagwan Dass Road, New Delhi - 110001

**Deadline:** March 31  
[www.b4s.in/edge/AGAKI](http://www.b4s.in/edge/AGAKI)

### Ramalingaswami Re-entry Fellowship

Offered by the Department of Biotechnology, Ministry of Science and Technology, Government of India. **Eligibility:** Indian nationals who hold a Ph.D., M.D., M.Tech. or equivalent degree in specified fields and outstanding publications and international awards.

**Rewards:** ₹13,500 per month and other benefits

**Application:** Online

**Deadline:** February 28  
[www.b4s.in/edge/RFIB2](http://www.b4s.in/edge/RFIB2)

### Arturo Falaschi PhD Fellowships ICGB

Offered by the International Center for Genetic Engineering and Biotechnology (ICGB).

**Eligibility:** Indian nationals with an M.Sc degree and knowledge of English

**Rewards:** \$ 1,22 monthly plus benefits

**Application:** Online

**Deadline:** March 31  
[www.b4s.in/edge/AFPF4](http://www.b4s.in/edge/AFPF4)

Courtesy: buddy4study.com

## Make the right choice

Uncertain about your career options? Low on self-confidence? This column may help



### OFF THE EDGE

Nandini Raman  
I am in the final year of B.Com. Apart from MBA and CA, what can I do to get a job after graduation? Ameera

Dear Ameera,  
Under Finance and Accounting, you can choose Chartered Financial Analyst (CFA), Certified Management Accountant (CMA) or Association of Chartered Certified Accountants (ACCA). With Business Management and Analysis, you could do a Master of Commerce (M.Com), Business Analytics or Digital Marketing. You could also explore Company Secretary (CS) or Entrepreneurship programmes to learn knowledge and skills to launch and manage your venture. A B.Com degree qualifies you for entry-level jobs in fields like accounting, banking, finance, taxation, insurance, sales and marketing and human resources. Identify your interests and specific areas within business that excite you the most. Research in-demand skills and professions of today's job market trends and finally understand if you want to climb the corporate ladder or become an entrepreneur.

I am a second-year student of Persian Language. I am interested in medieval Indian history and want to pursue higher studies abroad. What should I focus on? Also, how can I find scholarships or a funded Master's programme in Social Sciences abroad? Pushkar

Dear Pushkar,  
Given your interest in medieval Indian history, you might consider specialising in History, South Asian Studies (an

interdisciplinary field that explores the history, culture, and politics of South Asia), or Islamic Studies (with a focus on Islamic traditions of medieval India). To find scholarships and funded Master's programmes, check the websites of universities that you are interested in. They will have specific scholarship information for international students.

ProFellow and Scholarships.com list a variety of fellowships and scholarships for international students. Attend study abroad fairs to connect with university representatives and learn about funding opportunities.

The U.S. and the U.K. governments offer the Fulbright and Chevening programmes respectively. Research scholarships are offered by specific countries, such as Australia, Canada, or Germany. Prepare a strong application, maintain a high GPA, and focus on relevant coursework. Seek opportunities for research projects, internships, or volunteer work related to your field of interest. Articulate your academic goals, research interests, and why you are a good fit for the programme in the SOPs, and request professors who know you well to write strong letters of recommendation. Finally, if you are applying to a non-English speaking country, demonstrate proficiency in the language of instruction.

I am in the first year of B.A. (Hons.) Geography but don't know what to do after graduation. Arundhuti

Dear Arundhuti,  
You could take the UPSC or State PSC exams for administrative roles in the government. You could join the Geographical Survey of India or government departments involved in urban planning, environment, tourism, or disaster management. In the private sector, you could work as

a Geographic Information Systems (GIS) specialist, a remote sensing analyst, a cartographer, an urban and regional planner, join the real estate sector or join the tourism industry. Alternatively, pursue a higher degree (M.A., Ph.D.) and work as a researcher in academic institutions or research organisations or become a Geography teacher or lecturer in schools, colleges, or universities.

I finished Class 12 last year and applied for paramedical counselling. I was offered a B.Sc. Critical Care Technology. What exactly is the scope of this course? Thanisha

Dear Thanisha,  
A B.Sc. Critical Care Technology has exciting possibilities for employment across hospitals (public and private), emergency services, critical care units, trauma centres, Dialysis centres, research institutions, medical equipment companies and healthcare administration. Direct Patient Care is the most common career path. You could work as a critical care technologist (operating life support equipment, monitoring patients, assisting doctors and nurses in ICUs, emergency rooms, and trauma centres), an ICU Technician, a cardiac care technician, a respiratory therapist and so on. Other options could include being an Emergency Medical Technician (EMT), a clinical research associate, a medical equipment sales representative or a healthcare administrator.

Disclaimer: This column is merely a guiding voice and provides advice and suggestions on education and careers.

The writer is a practising counsellor and a trainer. Send your questions to eduplus.thehindu@gmail.com with the subject line Off The Edge.



tech companies, hands-on workshops, and collaborative projects are excellent ways to foster tech competency among students.

The intersection of human rights and technology is where law schools can create transformative learning experiences. Digital rights is an example. Issues such as online censorship, data surveillance, and misinformation directly impact freedom of expression and privacy rights. Future lawyers must understand these nuances to advocate for policies and frameworks that balance innovation with fundamental rights.

## Ethical issues

Additionally, the ethical dimensions of technology, such as AI's role in decision-making, warrant rigorous debate. Legal education should encourage students to question how emerging technologies align with human rights principles. Are these innovations inclusive? Do they promote equality or widen existing disparities? Addressing these questions is crucial to foster a generation of socially responsible lawyers.

Legal education must now navigate these technological domains and understand their implications. For instance, the increasing reliance on AI in predictive policing or courtroom decisions raises questions about transparency and accountability. Without adequate oversight, such systems risk perpetuating biases, undermining the legal principles they are meant to uphold.

Law schools need to integrate courses on legal tech, cybersecurity, and data ethics into their curriculums. By exposing students to the technological tools transforming the profession, they can prepare them to adapt and innovate. Partnerships with

stance, climate justice is no longer a purely environmental concern but a human rights issue. Rising sea levels and resource scarcity disproportionately affect vulnerable populations, challenging lawyers to approach these matters with a human rights perspective.

Law schools must provide students with interdisciplinary insights, encouraging them to analyse human rights issues beyond statutory frameworks. Clinical programmes, moot court exercises, and international law electives focusing on real-world applications can be invaluable. By fostering critical thinking and empathy, these programmes enable future lawyers to protect and advocate for fundamental rights effectively.

## Technological implications

Parallel to human rights, technology has reshaped the legal profession. AI, blockchain, and data analytics are

no longer fringe concepts but central to how legal services are delivered. While these advancements enhance efficiency and accuracy, they also introduce challenges such as data privacy concerns, algorithmic biases, and cybersecurity threats.

Legal professionals must now navigate these technological domains and understand their implications. For instance, the increasing reliance on AI in predictive policing or courtroom decisions raises questions about transparency and accountability. Without adequate oversight, such systems risk perpetuating biases, undermining the legal principles they are meant to uphold.

Law schools need to

## SAVE THE DATE

### HCL TechBee

HCLTech invites applications for its TechBee programme, which allows students to start their careers after Class 12.

**Eligibility:** Students across India with a background in Maths or Business Maths [www.hcltechbee.com](http://www.hcltechbee.com)

### Education Fair

SI-Globals Global University Fair 2025 is hosting universities from around the world including Australia, Canada, New Zealand, Ireland, so that students can explore a range of academic programmes. <https://tinyurl.com/yct76u8xt>

### Quantum Materials Conference

UChicago's Center in Delhi is hosting a Quantum Materials Conference on March 27 and 28 in New Delhi. The speakers are Prof. Arindam Ghosh and Prof. Peter Littlewood. <https://tinyurl.com/yrmwcw7a>

### Maths Camp

The Raising A Mathematician (RAM) Foundation is hosting the Epsilon India Camp, a residential summer camp for mathematically gifted students aged 9 to 13 years. Students will be selected on the basis of a qualification test, a letter of recommendation (if any), and an interview.

**Dates:** April 29 to May 12

**Venue:** Krea University

**Deadline:** February 28. [www.epsiloneindia.org](http://www.epsiloneindia.org)

### B.Des admission

ITM Institute of Design and Media has opened applications for its four-year B.Des in Fashion Design. Scholarships are available.

**Eligibility:** 10+2 from a recognised board. <https://tinyurl.com/3u7fsn4f>

## Future-proof Law students

Law schools should encourage students to question how emerging technologies align with human rights principles and their practical implications today

Rashmi Khorana Nagpal

Integrating human rights and technological competencies into legal education has now become a necessity. As societies become increasingly interconnected and digitalised, professionals need to be able to navigate complex intersections of ethics, human rights, and technology. Human rights, as the bedrock of legal systems worldwide, must remain central to legal education. These principles ensure justice, equity, and dignity for all individuals. However, merely understanding human rights laws is insufficient today. Students must also grasp their practical implications in an increasingly globalised and fragmented world.

## Human rights issues

One of the pressing issues is the dynamic interpretation of human rights in light of cultural diversity, climate change, and socio-political conflicts. For in-

stance, climate justice is no longer a purely environmental concern but a human rights issue. Rising sea levels and resource scarcity disproportionately affect vulnerable populations, challenging lawyers to approach these matters with a human rights perspective.

Law schools must now navigate these technological domains and understand their implications. By exposing students to the technological tools transforming the profession, they can prepare them to adapt and innovate. Partnerships with

The writer is Director in-charge of SVKM's NMIMS Chandigarh and Associate Dean of the School of Law.



**WIDE ANGLE**  
Albert P'Rayan

Dear Mr. Pradhan, I am an educator with a deep interest in issues affecting education. Your recent statement that Tamil Nadu will not receive funding until it agrees to the National Education Policy (NEP) and adopts the three-language formula has sparked mixed reactions. Political parties and leaders from various sectors have condemned it, viewing it as coercion. Both the ruling and opposition parties – except the BJP – in Tamil Nadu have strongly criticised your stance and urged the Union Government to release the funds owed under the Samagra Shiksha scheme.

As an educator, I was shocked to see the video of your speech. As a minister holding a key portfolio, you are expected to understand federalism and exercise wisdom when discussing policies like the NEP and the three-language formula. Your words directly undermined the principles of federalism.

The Union Government cannot impose a three-lan-



GETTY IMAGES/STOCKPHOTO

## If it isn't broken, why fix it?

An open letter to Union Education Minister Dharmendra Pradhan

guage policy on any state against the will of its people and their elected representatives.

While the Union Government can formulate policies and set guidelines under the concurrent status of education, state governments have the power to adapt and implement them based on local needs,

contexts, and resources. Imposing policies without the willingness of the people will not yield the desired effect. Meaningful collaboration between the central and state governments is crucial, and this can only be achieved through regular consultations, discussions, and shared goals.

**Effective system**  
Elected representatives express the will of the people, and Tamil Nadu has made it clear that the two-language policy works well for the state. The opposition to NEP 2020 is based on several valid reasons.

For decades, Tamil Nadu has followed a two-language policy, with students

learning their mother tongue or regional language (L1) and English (L2). You are aware that many states follow similar models. Have students from Tamil Nadu been at a disadvantage because they did not learn a third language? Are they not successful in life? How many union ministers, parliamentarians, ci-

vil servants (IAS/ IPS/ IRS/ IFS), scientists, academics, and business leaders learnt three languages in school? Did the absence of a third language hinder their careers?

While promoting multilingualism is a good idea, learning a third language should be a choice, not a burden.

Students already have to focus on subjects they consider more important for their careers. If they feel the need to learn a third language, they can do so voluntarily. Thousands in Tamil Nadu already learn Hindi and other languages by choice.

If students in government-run and government-aided schools were asked whether they wanted to study a third language apart from Tamil and English, the overwhelming response would be 'no'. Tamil Nadu's two-language policy is effective. If it isn't broken, why fix it?

Schools should priori-

due to their command of English. Therefore, state governments should focus on enhancing students' proficiency in L1 and L2 rather than mandating a third language.

Tamil Nadu has consistently opposed the imposition of Hindi while supporting an individual's right to learn the language if they so choose. The opposition stems from concerns that forced Hindi learning undermines the state's linguistic diversity and cultural identity.

Hindi has been imposed both directly and indirectly in various ways. Even the name "Samagra Shiksha Abhiyan" reflects this imposition on non-Hindi-speaking states. Why should the scheme be named in Hindi? Why not simply call it the "Integrated Education Fund"?

If the goal is to improve school education across states, a neutral term would be more appropriate.

### Overarching objective

The priority should be improving the quality of education. The system should encourage students to think independently, creatively, and critically while fostering scientific temperament. Creating divisions over the three-language policy will not help the country progress.

Formulated in the 1968 National Policy on Education, the three-language formula proposes that students learn the regional/state language, Hindi, and English. Some states see this as an attempt to impose Hindi. NEP 2020 states that "the three-language formula will continue to be implemented while keeping in mind the Constitutional provisions, aspirations of the people, regions, and the Union, and the need to promote multilingualism as well as national unity" (NEP 2020, 4.13).

However, language is merely a tool for communication. Proficiency in any language should not be equated with intelligence or patriotism. The idea that learning a third language promotes national unity is a myth.

Mr. Pradhan, the nation wants you to improve the quality of education in the country and take concrete steps to maintain good relations with the states. Only through consultations and discussions on crucial issues, such as education policies, will meaningful results be achieved.

Sincerely,  
Dr. Albert P'Rayan  
Views expressed are personal

The writer is an ELT resource person and education columnist.  
rayanal@yahoo.co.uk

## Fierce and demanding

The focus in this year's campus placements is the growing prominence of offers from HFTs and GCCs

**Mathew C.D. Chunkapura**

As the academic year comes to a close, the campus placement season is in full swing. This year, the spotlight is on two prominent sectors: High-Frequency Trading (HFT) firms and Global Capability Centres (GCCs). Both are drawing an increasing number of candidates, with HFT firms offering some of the highest-paying jobs on the market, while GCCs are expanding their hiring footprint as they seek to tap into India's vast talent pool.

### HFTs and GCCs

High-Frequency Trading firms, which use sophisticated algorithms to execute a large number of orders in a fraction of a second, have been aggressively scouting the best and brightest from campuses across the country with roles requiring exceptional skills in quantitative analysis, programming, and problem-solving.

While the rewards are undeniably high, the recruitment process is equally demanding. Candidates are subjected to multiple rounds of technical assessments that include coding challenges, algorithmic problem-solving, and case studies that simulate real-world trading scenarios. For many, the rigorous selection process is a test of both knowledge and endurance, but for those who make it through, the rewards are unmatched.

Similarly, there has been a recruitment surge from Global Capability Centres (GCCs). These are offshore units of multinational corporations and typically handle IT, R&D, customer support, and business processes crucial to their operation. They are driven by India's growing stature as a global hub for tech innovation and research. According to industry experts, GCCs have become attractive due to their hybrid work models, access to international projects, and the opportunity to work on cutting-edge

technologies. With companies increasingly focusing on building digital capabilities, there is a massive demand for data scientists, cloud architects, and AI specialists. The scale of innovation within GCCs has been remarkable. These centres are not just support units anymore; they are driving global strategy.

The expansion of GCCs also aligns with India's growing position as an emerging global economic power, with foreign companies eager to leverage local expertise while keeping costs lower than in other regions.

This growing trend is reflected in the increasing number of placements for students from top engineering, management, and design schools.

**Fierce competition**  
The combination of high-paying offers from HFT companies and the steady influx of opportunities from GCCs is transforming campus placements into a fierce battleground for top talent. Students with expertise in data science, software development, and quantitative finance are particularly in demand, as both HFTs and GCCs rely on these technical skills to drive their businesses forward.

However, competition is fierce, and students are taking part in specialised workshops, internships, and hackathons to sharpen their skills and gain an edge in the recruitment process.

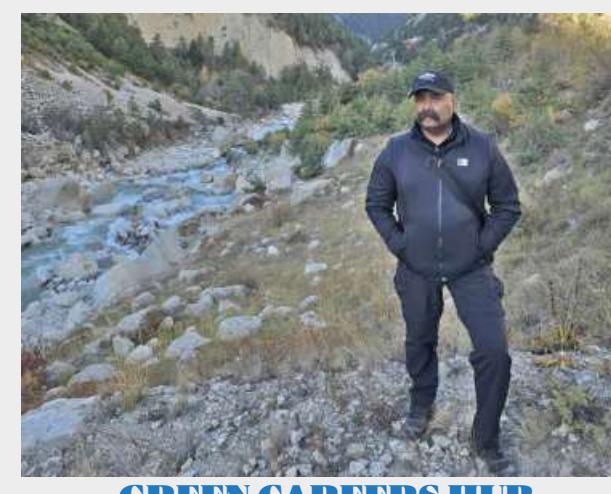
The growing prominence of HFTs and GCCs is indicative of the evolving job market and the increasing demand for specialised skill sets in India. While they offer lucrative opportunities, students have to cope with fierce competition and demanding recruitment processes. For those who break through, however, the rewards in terms of compensation, career growth, and job satisfaction are unparalleled.

The writer is Assistant Professor, Department of Computational Humanities, and Placement Officer, Indian Institute of Information Technology, Kottayam.

*The next in the monthly series by WWF-India that highlights niche and unconventional green careers through the stories of well-known personalities from the field of environment and conservation*

**G**rowing up amid the verdant wilderness of the Kumaon hills, my connection with Nature was forged in my formative years. My childhood was split between Nainital, where I went to school, and Muktshwar, where my parents lived. In the 1960s and 1970s, I would go for long trail walks encountering only the calls of birds and pug marks. I still remember seeing a tiger and a leopard in those enchanting forests. Those profound moments stayed with me, inspiring my journey into the Indian Forest Service (IFS).

With my keen interest in the natural world, I pursued my higher education in Agronomy and Forestry. My career in conservation has spanned over three decades, from serving as Principal Chief Conservator of Forests in Kerala to playing a pivotal role in the National Tiger Conservation Authority (NTCA) and spearheading India's ambitious Project Cheetah.



### GREEN CAREERS HUB

**A life in the wild**  
Conservation strategist and retired IFS officer Amit Mallick on his lifelong connection with Nature

As a field officer, my day would begin typically at dawn, trekking through dense forests with my team and navigating leech-infested trails. You can't ask for a better office space than this! The thrill of darkness, the whispering forest, and the raw unpredictability of wildlife encounters made each day exhilarating. One of the most rewarding aspects of my work was leading investigations into wil-

dlife crime. I was instrumental in coordinating special operations in Kerala, including a major elephant poaching case that led to the seizure of over 500 kg of ivory artefacts and a significant shift in protection strategies.

Another key aspect involved engaging with indigenous communities. At Periyar, I worked on eco-development programmes that enhanced lo-

cal livelihoods while supporting conservation efforts. This model became a template for other national parks in India.

My most significant contribution to conservation has been my involvement in Project Cheetah. From the initial stages in 2020, I played a crucial role in filing applications with the Supreme Court, coordinating bilateral meetings with Namibia and South Africa, and ensuring that the first-ever intercontinental translocation of wild cheetahs was successfully implemented. The project posed immense challenges, from logistical hurdles to concerns about ecological adaptations. Yet, seeing the first litters of cheetah cubs born on Indian soil – 14 surviving cubs across four litters – felt like a whisper of hope for the success of this initiative.

**Beyond protection**  
Conservation is not just about protecting wildlife; it is about governance, community engagement, policy-making, and law enforcement. It is a long-term commitment, requiring resilience in the face of setbacks and constant learning from Nature itself. Throughout my career, I

have honed skills in ecological management, investigative techniques, and policy strategy. Patience, curiosity, and adaptability are crucial traits for anyone entering this field.

Even after retiring from the IFS in 2024, my work in conservation continues and I remain committed to shaping conservation strategies through working with NGOs and task forces. My focus now is on securing the future of big cats and influencing policy at a broader level. If you watch the OTT series *Poacher* on Amazon Prime Video, there is a character based on yours truly!

For young professionals considering a career in conservation, my advice is simple: follow your passion. Conservation is a challenging yet deeply rewarding field, where every success – whether saving a species, restoring a habitat, or influencing policy – makes a lasting impact on the planet. Nature has taught me things that books never could, and I continue to learn from it to this day. If you dedicate yourself to the mission to protect Nature, the wilderness will always have something to teach you.

### Balraj Singh

**P**ursuing an MBA is often seen as a full-time commitment; a step into a world of case studies, group projects, and networking events. However, a 2023 Graduate Management Admission Council (GMAC) report shows that nearly 60% of MBA students globally are working professionals, balancing their careers alongside academic pursuits; a test of resilience, time management, and the ability to integrate theory and practice in real time.

As someone navigating this dual role, I have come to see the hidden curriculum of working while studying as an invaluable, albeit challenging, component of my education.

#### Benefits

One of the greatest benefits of working while studying is that the theory you learn in class can be applied immediately. Ideas such as data-driven decision-making, stakeholder analysis, and strategic communication aren't mere academic constructs. They are devices I employ in my daily job. For example,



GETTY IMAGES/STOCKPHOTO

## Balancing act

Juggling studies and work involves finding a balance and learning a lesson from every challenge

by learning about predictive analytics, I am now able to predict media trends and customise campaigns accordingly. Additionally, participating in thoughtfully curated volunteering events bridges the gap between theoretical knowledge and practical application, offering invaluable personal experiences that no classroom environment can replicate.

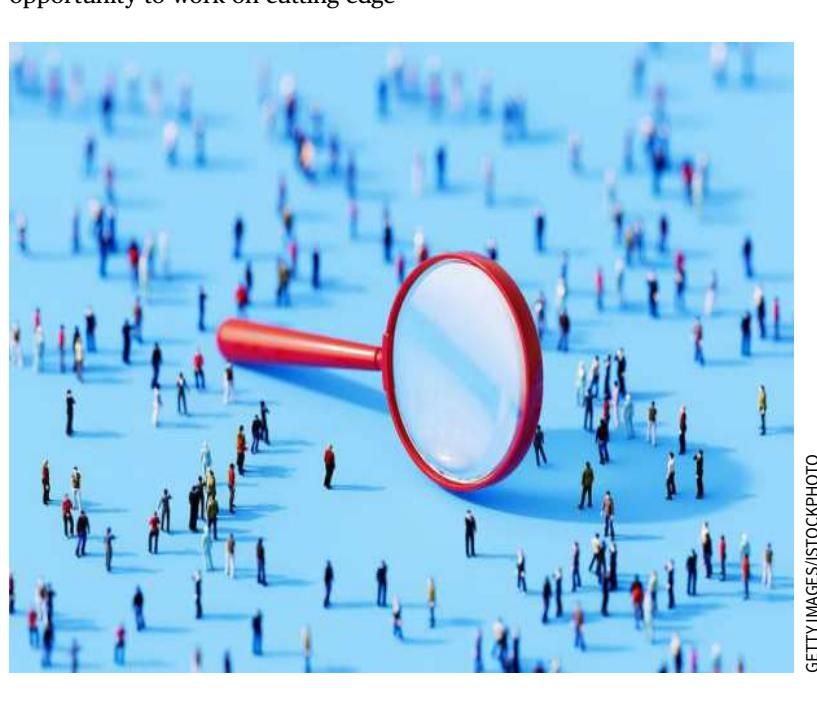
Next comes balancing work, study, and your personal life. Deadlines may collide when an urgent campaign overlaps with an important assignment. It can be an overwhelming mental juggling act. Still, these moments provide invaluable lessons in prioritising and managing ideals. I have had to learn to manage time to take care of work, studies, family and self-care.

Traditional MBA programmes allow for cohort networking but, for working professionals, they offer the opportunity to build networks within their industries. At work, I meet an array of professionals, from media executives to corporate leaders. The dual exposure enhances my perspective on industry dynamics and gives a competitive advantage in the market.

Flexible MBA programmes with weekend or online lectures appreciate the strength of pairing professional experience with academic knowledge. Institutions are recognising this demand and tweaking their offerings with more courses tailored for working professionals, asynchronous learning modules, virtual networking events, dedicated mentorship programmes and so on.

Studying and working is not merely a means of survival; it's about harnessing a two-fold role for faster career development. What I learnt from my MBA has had a direct influence on how I view PR strategy, while the demands of managing both have forced me to develop my leadership and organisational

The writer is doing his MBA (Business Analytics) while working in a PR firm.



GETTY IMAGES/STOCKPHOTO