

# EDUCATION PLUS

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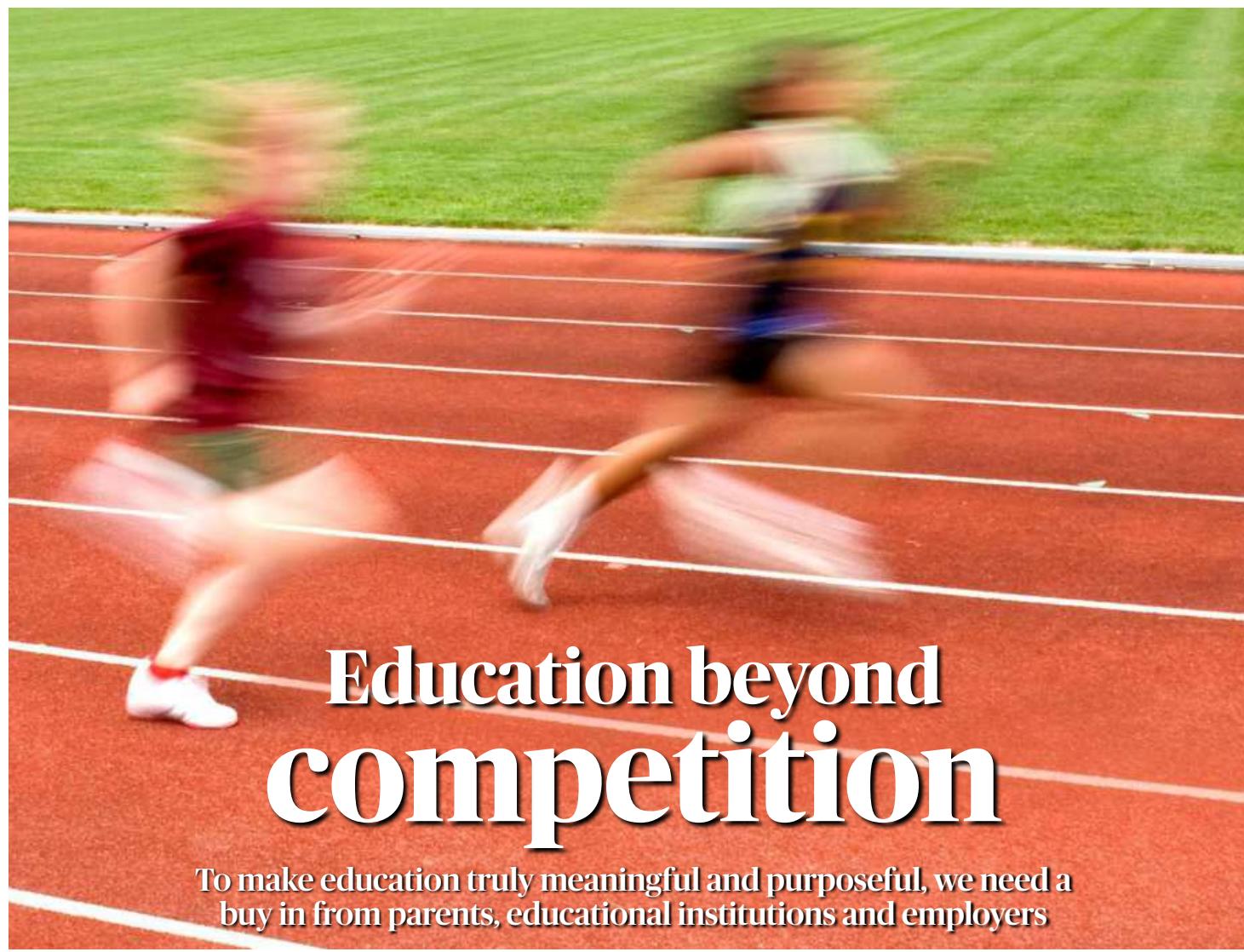
Devasheesh Mathur

Digest this. The suicide rate of students has surpassed the population growth rate in India. One in seven students between 15 and 24 years experiences poor mental health and 41% have expressed a need for support (as per the 2023 UNICEF report The State of the World's Children). This is beyond a 'sad state of affairs' now; it is a call for transformational changes and a re-imaging of our education system to make our children joyful learners and not 'rats in a rat race'.

#### Connect the dots

For this, we need to reignite our collective imagination and start analysing our present and past, see how it impacts our immediate future, and where we are headed? All the tragic cases of student suicides – no matter where in the country it takes place – take place against the backdrop of the crumbling pressures of entrance exams and the pedagogy in our institutes.

Humans learn best through creating narratives. When one applies foresight to imagine the future, one can use metaphors for current and future narratives. The metaphor for our present has become 'Sharma-ji ka beta', someone in your neighbourhood who is better than you at every-



## Education beyond competition

To make education truly meaningful and purposeful, we need a buy in from parents, educational institutions and employers

rything. Parents use this character to nudge their kids to do better and probably they think they are being good parents because they went through this as well.

The world view in these conversations is that life is competitive and you need to improve on the quantified performance metrics (read ex-

ams). Forget what Rancho said in *3 Idiots*; it's just a movie, silly! Movies like *Udaan* are good to watch, but they do not represent reality. Most of us suffer from the bias of 'it's not going to happen to our kid'. We think that we have taught them how to handle pressure.

But the sad reality is kids belonging to all stra-

ta of society are caged by our system. If they must break free, they need to leave the system. How do we bring about a transformation and metamorphosis?

We need to think about our desired future. What are the pulls of the future? What if we changed our metaphors and shifted the narrative?

Why can't education be a passage to leading a meaningful and purposeful life with the freedom to choose? Let's change

**Change the narrative**  
We need to look at education as more than a passage to a 'good life', which is to be earned by going through an excruciating competitive process.

Why can't education be a passage to leading a meaningful and purposeful life with the freedom to choose? Let's change

the narrative from 'look at Sharma ji ka beta' to 'mera beta anmol hai' (my child is precious).

Let's change the metaphor of a 'rat race' to a 'race to happiness within'. But, for this to happen, we need educational institutions and employers to buy into these ideas.

The pursuit of excellence supersedes the pur-

suit of happiness as the goal of formal education! The joy of finding things out, as suggested by Feynman (and by that virtue, being wrong sometimes), is neither encouraged nor measured. This is established from an early age.

How often have we heard: get good grades first, then you can explore extra-curricular activities! Get a good job first, then you can spend on hobbies! How about measuring (not-so) soft skills too, like empathy and reflection?

When excellence is measured as a number (maximum marks, ranking, ordering), it automatically creates a pecking order. This naturally implies that those who have lower marks, rank, or percentile are not capable enough.

Why do we not bring learning at a different pace into our equation? If we give all the kids exactly the same home, same parents, same car, then perhaps a measurement of marks may mean something scientifically.

Excellence should be personal and not defined by society. Can we imagine a pivot to more learner-centric evaluations than standardised ones? How many suicides will it take for us to notice, act and change?

*Views expressed are personal.*

The writer is an Assistant Professor in Strategy at the International Management Institute, New Delhi.

## SCHOLARSHIPS

### Swami Dayanand Merit India Scholarships

An initiative of the Swami Dayanand Education Foundation (SDEF)

**Eligibility:** Open to first- and second-year students enrolled in Engineering, Medical, or Architecture programmes at government or private institutions across India. First-year students should have scored at least 80% in Class 12 boards. Second-year students should have minimum 8.0 CGPA. Annual family income should be less than ₹15,00,000.

**Rewards:** Variable depending on AIR score in entrance exams

**Application:** Online

**Deadline:** December 31, 2024

[www.b4s.in/edge/SDEFSLI](http://www.b4s.in/edge/SDEFSLI)

### Omron Healthcare Scholarship

An initiative of OMRON Healthcare India.

**Eligibility:** Girls studying in Classes 9 to 12 who have scored minimum 75% marks in the previous academic year. Annual family income should be less than ₹800,000.

**Rewards:** ₹20,000 (one-time)

**Application:** Online

**Deadline:** January 10, 2025

[www.b4s.in/edge/OHMS2](http://www.b4s.in/edge/OHMS2)

### KTH India Scholarship

Offered by the KTH Royal Institute of Technology, Sweden, in collaboration with the KTH India Foundation.

**Eligibility:** Indian citizens who have got admission for a Master's programme at the KTH Royal Institute of Technology

**Rewards:** Tuition fee help

**Application:** Online

**Deadline:** January 15, 2025

[www.b4s.in/edge/KTHI2](http://www.b4s.in/edge/KTHI2)

Courtesy: buddy4study

## Keep learning

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

I have finished M.Sc. Applied Psychology but do not want to do a Ph.D. How do I look for jobs with this qualification in India? Tamilarasun

Dear Tamilarasun,  
First, introspect and identify what kind of role you want under Applied Psychology. Then you can target your search. Connect with professionals via LinkedIn, join professional associations and alumni networks, and attend workshops, seminars, and conferences to meet peers. Use job portals to find openings specific to your interest to gain experience, build your skills, and enhance your resume. Seek certifications from institutions of repute in counselling, HR management, industrial psychology, school psychology, specific therapeutic interventions and techniques to enhance your employability. Work with a mentor/supervisor who will help give you clarity and motivate and encourage you. If you have a specific specialisation, you could consider private practice.

I have a B.Tech. in Electronics and

Communication Engineering but am not interested in coding or IT. My interests lie in design and creative fields. How can I make the transition? Nidhi

Dear Nidhi,  
Making a complete transition will take time and effort. Which aspects of design interest are you interested in: graphics, product design, user experience (UX), industrial design, or multimedia art? You will need a formal education in design – degree, diploma, or certifications – that can provide structured learning and recognised qualifications. Look up online courses on Coursera, Udemy, and Skillshare. Familiarise yourself with industry-standard design software like Adobe Creative Suite (Photoshop, Illustrator, InDesign) and tools like Sketch and Figma for UX/UI design. Work on a personal project or redesign existing products. A strong portfolio showcasing your work is essential to land jobs in creative fields. Join design communities to share your work and get constructive criticism. Platforms like Dribbble and Behance will

help you showcase your portfolio and connect with other designers. Find a mentor who can guide you, provide insights, and help you navigate your career transition.

I have done B.A. English Literature and taken Geography as an optional subject for the UPSC exams. Will I be eligible for an M.Sc. Geography? Yashini

Dear Yashini,  
Only if the programme is open to candidates from diverse educational backgrounds. The eligibility criteria vary across institutions, so check the specific requirements of the universities you plan to apply to. Some programmes specifically require a background in Geography or related fields, while others are more flexible. Some may also have an entrance exam for M.Sc. programmes.

I'm a student of B.Tech. CSE but am more interested in Forensic Science and Criminology. How can I pursue this after my graduation? Chinmayi

Dear Chinmayi,  
Your B.Tech CSE can help

you transition to a specialised programme like Cyber Forensics that focuses on digital evidence and cybersecurity. Learn the basics of Forensic Science and Criminology like forensic psychology, digital forensics, and crime scene investigation. For your Master's, you could shortlist universities offering M.Sc. programmes in Forensic Science, Criminology or Cyber Forensics, as many accept candidates from diverse backgrounds. Consider taking short courses or certifications in forensic science, digital forensics, or criminology to build your knowledge. Network and attend seminars, workshops, and conferences to connect with professionals in the field and stay updated on the latest developments. Look out for relevant internships with law enforcement agencies or forensic labs and research projects to gain hands-on experience to work with professors or join research groups. Post your Master's, you could consider opportunities as a Forensic Analyst, Digital Forensic Expert, Crime Scene Investigator, Criminologist or Law Enforcement Officer with a forensic specialisation.

**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](mailto:eduplus.thehindu@gmail.com) with the subject line Off the Edge

## Career conundrum

Should MBA aspirants opt for a single major or a major-minor combination?

Suresh Ramanathan  
Yash Merchant

The landscape of MBA education in India has changed significantly in recent years, driven by the evolving demands of the industry and changing student expectations. One of the pressing questions facing both educators and students is that of specialisation: whether to pursue a major-minor combination or a more focused single major. This decision, often made early in a student's journey, has long-term implications on career trajectory, employability, and adaptability in a rapidly evolving business environment.

Historically, MBA programmes were designed to provide a broad-based education that equipped graduates with general management skills. Over time, however, industries began to demand deeper expertise in specific domains such as finance, marketing, operations, and human resources, leading to the introduction of specialisations. Today, many B-Schools offer the option of choosing either a single major specialisation or a major-minor combination, which allows students to gain expertise in one primary area (major) while also acquiring knowledge in a secondary field (minor). This framework allows students to balance depth of knowledge with breadth of understanding.

For instance, a student pursuing a major in finance with a minor in marketing gains deep expertise in financial management while also understanding the nuances of how financial decisions impact marketing strategies. This approach raises certain questions. Does a dual focus di-

lute depth in either area? Critics argue that students might not develop enough expertise in either the major or minor field if attention is split. While graduates may possess broad knowledge, they might lack the specialised skills that certain industries demand.

Are cross-functional skills becoming more important? Proponents of the major-minor system emphasise the growing need for professionals who are not confined to silos. A marketing manager today, for example, cannot succeed without understanding the financial impact of marketing campaigns or the technological tools that drive data-driven marketing.

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On the other hand, industries such as consulting or general management often prefer candidates with broader skill sets, as employers value those who can bring a cross-functional perspective to problem-solving and understand the interplay between marketing, finance, and operations. Here, a major-minor combination can be a strong asset.

The rapid rise of disruptive technologies such as AI, blockchain, and big data has further blurred the lines between traditional business functions. Employers now seek professionals who not only specialise in one area but also have the agility to leverage technology across different domains. A graduate with a major in operations and a minor in technology management, for example, is well-positioned to lead digital transformation initiatives.

**Factors**  
For MBA aspirants, choosing the right specialisation strategy can be daunting. Here are some considerations to keep in mind:

**Career goals:** Students with clear career goals should align their speciali-

sation choices with their desired industry and role.

**Industry trends:** Staying informed about trends within the target industry is crucial. For example, finance professionals are increasingly expected to have a working knowledge of data analytics, while marketing professionals need to be comfortable with digital tools and metrics.

**Long-term flexibility:** Choosing a major-minor combination offers flexibility in terms of career development. While a single major can funnel a student toward a highly specific career path (e.g., investment banking or corporate finance), a major-minor combination opens up multiple avenues.

The major-minor conundrum reflects deeper shifts in how businesses operate and the skills they require from future managers and leaders. By carefully aligning their MBA education with industry needs, students can enhance their career prospects and increase their ability to adapt in a fast-changing world.

Suresh Ramanathan is Dean and Yash Merchant is Director-Brand Marketing, Great Lakes Institute of Management, Chennai.

## SAVE THE DATE

### Admissions

**Antan National University** will conduct the Antan Design Entrance and Proficiency Test (ADEPT) in 10 languages on January 26. <https://anu.edu.in/>.

**The International Skill**

**Development Corporation**, in association with the World Design Council, the U.K., invites students from Class 6 to 12 to apply for the Future Creative Minds Programme. <https://tinyurl.com/ms2ws57>

**JAIN Online** is offering a two-year MCA programme in Data Science. **Eligibility:** Minimum 50% in graduation (any stream from

a recognised university. <https://tinyurl.com/4fpwpjuy>.

**MBA ESG** has partnered with **Alliance University**, Bengaluru for its MBA and BBA programmes for the 2025-26 academic year. **Eligibility:** For BBA, minimum 50% in Class 10 and 12; for MBA, 50% in Classes 10 and 12, and graduation. <https://tinyurl.com/5n6b4e6w>

**Mahindra University's School of Hospitality Management** has launched a B.Sc. (Hons.) in Culinary and Hospitality Management.

**Eligibility:** Minimum 80% in Class 12 (any stream) from a recognised board. Valid score in NCHMCT JEE or Mahindra University Hospitality Management Entrance Test-2025. <https://tinyurl.com/5n6b4e6w>

**Does a dual focus di-**

**Corporate perspective**  
Tech-driven sectors, such as data science, analytics, and fintech, often require deep domain expertise, with employers favouring candidates who have focused their MBA studies on a particular area. A singular, specialised major is often more valued, as it signals the candidate's readiness to hit the ground running in complex, technical roles.

**Career goals:** Students with clear career goals should align their speciali-



WIDE ANGLE

Albert P' Rayan

The nation is celebrating the historic victory of 18-year-old Indian Grandmaster Gukesh Dommaraju, who became the youngest player to win the Chess World Championship by defeating China's Ding Liren.

Vishwanathan Anand, widely regarded as India's greatest chess player, praised Gukesh's unwavering determination, attributing his triumph to his indomitable spirit and "never-give-up" attitude.

After losing the first game of the 14-game series, Gukesh showed remarkable resilience by levelling the score in the third game and maintaining his composure throughout the tournament. His exceptional resolve and confidence under pressure underscore an inspiring message: every champion faces setbacks but true greatness lies in turning failures into stepping stones for success. Pulling victory from the jaws of defeat is the ultimate hallmark of a real champion.

Success and failure, like victory and defeat, are opposing concepts. Success is associated with positivity and accomplishment, while failure often carries a negative connotation. Eve-

ryone strives for success, as "failure" and "achievement" are rarely seen as compatible ideas. In this context, is it appropriate to tell students – or anyone – to "fail successfully"? Similarly, the term "challenge" is often perceived negatively in our society. Is it okay to encourage someone to embrace "blissful challenges"?

#### Opportunity not setback

Teaching students to "fail successfully" is essential because failure is an inevitable part of learning and growth. It helps students develop resilience, perseverance, and the ability to learn from their mistakes – skills that are critical for success in any endeavour. By reframing failure as an opportunity rather than a setback, educators can instil confidence and a growth mindset in their students.

Encouraging students to face "blissful challenges" is equally important. Challenges, when approached with curiosity, become opportunities for self-discovery and development. By approaching challenges as enriching experiences, educators can help students cultivate a positive attitude toward problem-solving and foster their ability to thrive under pressure.

#### Begin early

Schools often focus primarily on teaching students to score high marks and se-

cure ranks. Unfortunately, this approach sometimes fosters an environment where failure is stigmatised, and students are pitted against one another, turning the classroom into a battlefield of competition rather than a space for collaboration and cooperation.

Learners who struggle are frequently labelled as "losers" or deemed incom-

# Fall, rise, thrive

Why we need to educate learners to fail successfully



GETTY IMAGES/ISTOCKPHOTO

petent. The term "slow learner," often used indiscriminately by educators, can be particularly damaging and crush the spirit of the learner, overlooking their potential and the long-term impact these words can have on their confidence and self-esteem.

A recent study published in *Early Intervention in Psychiatry* reported

491 student suicides in India between 2019 and 2023, with academic-related issues – such as failure, dissatisfaction, and stress – identified as the most common causes. Many students today struggle with mental health challenges because they are repeatedly told that they are failures. Even high-achieving students sometimes face difficulty accepting their

performance when they fail to secure top ranks. This relentless pressure to succeed creates an unhealthy environment where self-worth is tied solely to academic achievements.

However, no one achieves success without experiencing setbacks or tasting failure. Even the greatest champions have faced defeats. In 1978,

when Muhammad Ali – revered as "The Greatest" – was defeated by Leon Spinks in a professional boxing match for the WBA and *The Ring* heavyweight championships, the world was stunned. Later, Spinks famously remarked, "There is no permanent champion."

This statement carries a profound truth: every now and then, new champions emerge, delivering a powerful message to the world. Those who "fail successfully" – learning from their failures and using them as stepping stones – ultimately achieve success.

#### Lessons from failure

Many globally renowned corporations and individuals attribute their success to lessons learned from failure. Embracing failure and taking calculative risks can often result in profitable innovation. IBM, for instance, faced a major crisis in the early 1990s when it struggled to adapt to the personal computer market amid rising competition. However, the company turned this setback into an opportunity for transformation, shifting its focus from hardware to a successful service-oriented business model.

Our education system can draw a valuable lesson from this approach. Does our education system truly tolerate failure? Do we have failure-tolerant teachers who encourage students to learn from setbacks?

Educators can play a vital role in helping students "fail successfully." This begins with a paradigm shift – teachers must learn to be failure-tolerant. By embracing a process of learning, unlearning, and re-learning, educators can better understand students' psyches and guide them in acquiring new skills.

Rewarding students for their efforts is often more impactful than recognising only their achievements. For example, as an English Language Teaching (ELT) professional, I have encountered numerous students who succeeded due to the positive reinforcement they received for simply attempting to speak English during communication skills training sessions. Those who falter are not mocked but instead praised for their courage and persistence. I often tell trainees to "fail to succeed."

The road to success is rarely smooth, and normalising failure as part of the learning process fosters resilience and a positive outlook in students. Teachers can motivate students by sharing the life stories of great achievers who overcame failures. Encouraging learners to take risks and try new things helps them grow, learn from setbacks, and ultimately achieve success in their endeavours.

The writer is an ELT resource person and education columnist.  
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#### GREEN CAREERS HUB

## Telling green stories

Journalist, author and editor Bijal Vachharajani on writing and editing books about the planet and the issues it faces

*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*

**M**y 12-year-old self would have refused to believe anyone if they told her that she would grow up and become an author of actual books. Books, after all, are magic. My childhood was made up of books. I spent hours reading under blanket forts, lost in worlds conjured up by authors. Now here I am, being part of a quill of authors, who get to share stories about the natural world. To me, that is exciting, because we are all made up of stories.

At school, I was a shy child. But it was at SNDT University that I found the courage to speak up and pursue things I loved. I performed street theatre about animals on Juhu Beach, made posters on plastic pollution, and did a photo essay on an animal shelter in my neighbourhood. From there, I went on to work in different places. I have rescued animals, worked with some amazing farmers and environmentalists, and edited a magazine.

**A writer is born**  
When I worked at the wildlife magazine *Sanctuary Asia*, I had the privilege of meeting many school children as part of the *Kids for Tigers* programme. Honestly, it was their commitment to wildlife and Nature that made me realise how amazing the constituency of children and youngsters is. Having started my career in environment and animal advocacy, I found that I was constantly drawn towards the fact that narrative is such an impactful tool for change-making. Bittu Sahgal, the founder-editor of *Sanctuary Asia*, encouraged me to spend time in the wild and continues to inspire me

with his boundless enthusiasm for protecting the planet. He reminded me that children can reimagine the world, and have a special affinity for Nature – the sense of wonder, as biologist Rachel Carson called it.

Now, I wake up every morning and, along with a gigantic cup of coffee (and breakfast), I begin my day as a picture book editor at Pratham Books and a children's writer. I work mostly from home, which requires a lot of discipline. My trusty planner tells me what lies ahead. As an editor, I have an exciting job (most of the time). My day involves answering emails (not so exciting), reviewing manuscripts, editing stories, and brainstorming with my team. I love the process of seeing a book come to life. From the spark of an idea to the final manuscript and the illustrations, it is magical. It is also a lot of hard work.

**Balancing act**  
It is a balance between being an editor by day and an author by night; a bit like being Dr. Jekyll and Mr. Hyde! To stay on track, I break tasks into small, achievable goals and have writing pacts with friends who help me stay accountable. These strategies keep me focused, even when the temptation to put off writing looms large. Over the last few years, while staring outside my window, I have written books about the planet: *A Cloud Called Bhura* is about

a group of climate champions who go on an adventure. *When Fairyland Lost Its Magic* recasts our favourite characters in a climate-changed world. *Savi and the Memory Keeper* tells the story of a changing Earth. I write because I want to share just how wonderful the natural world is; whether it is how trees communicate using their roots or it is the little joys we find in observing a praying mantis or a spider, and to celebrate the people who are working actively to protect our home.

Writing about the climate crisis often means grappling with despair and a creeping feeling of doom.

But I seek hope in children, who remind me that they deserve to inherit a cleaner, happier planet.

My work also means I get to read a lot (best job ever!). Authors such as Ranjit Lal, Zai Whitaker, and Robert Macfarlane are some of the planet-cooling writers whose books I love. I have also grown a lot as a reader, thanks to my friend and fellow writer Deepanjana Pal, who has fundamentally changed how I approach reading and storytelling.

To young professionals aspiring to pursue a green career, I would say: every career today intersects with the environment. The choices you make will impact the planet, and you have the power to make a difference. As I often tell people, "With great power comes great responsibility."



Abhimanyu Saxena

**I**magine stepping into a boardroom today, where executives make decisions based not just on instinct or mere experience but on data drawn from complex algorithms and visualised on sleek dashboards. This is no longer a futuristic scenario; it's the reality of the modern business world. While core competencies like leadership and strategy remain essential, proficiency in tech tools is now indispensable for staying competitive and innovative in the job market. Therefore, MBA students need to be well-versed in both traditional and modern tools. Here are six key tech tools and skills that every MBA student should master to thrive in a dynamic landscape.

**Portfolio Optimisation:** In finance and consulting, optimising portfolios is a crucial skill. This goes beyond just theory. MBA students have to be proficient in tools like Tableau and Power BI to analyse and visualise historical market data into actionable insights and be able to identify trends, assess and forecast risks, and make data-informed decisions about asset allo-



FREEPIK

## Be tech ready

Six essential tech tools and skills that management students must know

cation and create robust financial models.

#### Digital Marketing and Data Science

In an era where data fuels business growth, MBA students must know the basics of programming and Data Science. Python helps automate processes, analyse data, and generate predictive models. Widely recognised for its versatility in business applications, it is the go-to programming language for data analysis, automation, and predictive modelling. SQL is indispensable for managing and querying databases. Tools like Jupyter Notebook make writing and sharing code alongside visualisations easier, facilitating

nication, is essential.

#### Basic Programming and Data Science

In an era where data fuels business growth, MBA students must know the basics of programming and Data Science. Python helps automate processes, analyse data, and generate predictive models. Widely recognised for its versatility in business applications, it is the go-to programming language for data analysis, automation, and predictive modelling. SQL is indispensable for managing and querying databases. Tools like Jupyter Notebook make writing and sharing code alongside visualisations easier, facilitating

collaboration with data science teams.

#### Entrepreneurial Experience

Today, B-schools emphasise entrepreneurship, encouraging students to develop business ideas. With the rise of incubators and venture capital funding, MBA students increasingly gain hands-on experience in launching startups. Platforms like Kickstarter and Y Combinator provide valuable ecosystems for students looking to pitch ideas, develop products, and gain hands-on experience developing revenue-generating businesses even while they study. This allows them to apply classroom knowledge in the real world and gives them with practical skills in leadership, product development, and market strategy.

#### Business Performance Optimisation

A successful business requires more than a great idea; it demands efficient operations, whether by improving workflows, managing resources, or driving profitability.

**Leveraging Tech and AI:** As businesses increasingly turn to automation and AI, MBA students must learn how to leverage these technologies to enhance efficiency and streamline operations. Tools like Zapier allow users to automate routine tasks while AI-driven platforms, such as chatbots, transform customer service by providing fast, efficient solutions to customer inquiries. A PwC report stated that that AI can potentially increase business productivity by 40% by 2035. MBA graduates who master AI-driven platforms and automation tools can be leaders in digital transformation.

In a world where technology is reshaping every aspect of business, MBA students who equip themselves with these tools and skills will be able to set themselves apart in the job market.

The writer is the Co-founder of Scaler and InterviewBit

Ritu Gulati

**J**evelery design celebrates innovation, elegance, and workmanship and a B.Sc. in Jewellery Design equips students with the technical aptitude, commercial sense, and sustainability insights needed to flourish. Jewellery design calls for far more than mere drawing. It also involves respecting jewellery's cultural worth while comprehending form, function, material science, and market trends. A B.Sc. in Jewellery Design covers a range of functions from product design to manufacture and marketing.

#### Range of topics

Under the glitter and glamour, there lies a great need for technical expertise. Students must acquire the skills to transform their ideas into wearable art.



FREEPIK

## Beyond the glitter

A B.Sc. in Jewellery Design covers a range of functions from product design to manufacture and marketing.

This requires learning about metals and jewels, mastering Computer-Aided Design (CAD) technologies, design principles, gemology, 3D modelling, and even the chemistry of precious metals.

Apart from all this, jewellers today also need to be trend forecasters and consumer behaviour analysers. Whether one designs for a large production lot or a personalised product depends on the understanding of consumers' wants. The programme, therefore, covers fashion trends, global markets, and psychology enabling students to create aesthetically

pleasing creations with commercial success. Jewellery trends change fast in the age of global business.

Industry estimates show that the worldwide jewellery market will increase from \$340 billion in 2022 to \$500 billion by 2030. Career options include being a gemologist who uses scientific techniques to analyse gemstones to ascertain their quality, value, and authenticity; merchandiser who is in charge of in-

ventory control and trend forecasting or an entrepreneur, who can launch out on his/her own.

The growth of e-commerce and digital marketing offers jewellery designers global visibility and students can create customised products for clients across the world. The emergence of online platforms allows independent designers to expand their repertoire and brand as well. This means that students have to study the customs and cultures of their client's country while keeping intact their artistic vision. Thus a B.Sc. in Jewellery Design not only offers a route to a artistically fulfilling career but also one where business and creativity come together.

The writer is the head of department of Jewellery Design, Institute of Management Studies-Design & Innovation Academy (IMS-DIA)