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Q1. Ans.

Standards help build an equal and consistent platform that is very helpful when it comes to development and communication of devices. Standards help set guidelines and rules/protocol that developens or concerned people can use to their advantage. But it is difficult to follow just one standard, as studeds are built for particular reasons. For example, WFI operates on high frequency which gives great speed but only a small coverage, i.e., it's not a standard for long distance applications. On the other hand, Lora has very huge range but less bandwidth, making it useful only to transmit small packets of data but over long distances. From this we can understand that different standards are built for different applications and one standard cannot serve all applications or IOT/any application for that matter. Thus, lot of research goes into when making a standard such as what kind of problems it is solving, and due the medies of it over old standards (can it replace the old standard, is it a viable solution). Hence coming up with/formulating a standard is itself difficult let alone successfully creating and deploying it.

Q2. Ans.

IT/IOT industries are susceptible to change platforms/software that they run on as technology keeps on evolving. So, to keep with this pace, industries look for candidates who are updated with the new tech but are also strong with the fundamentals. This change in technology is everlasting, so companies look for candidates who also change on a regular basis, that is, they keep growing their knowledge. This mindset is growth mindset is the most crucial attribute when it comes to potential candidates. The thirst for knowledge and the mindset of always learning helps not only the candidate but also the company that choose them as it will help the company tackle upcoming problems and survive amongst the competition.

To show companies the that you are a potential candidate, you can follow the steps below:

- Keep upskilling yourself by taking online courses, this shows that you are always ready to learn and keep yourself relevant of the new/upcoming changes to tech world.
- To prove your ability, you are tested against a standard. These standards come in the name of certifications. Certifications case the job of the interviewer as it tells a lot about the quality of knowledge that the candidate holds.
- Have a wide network. You never know who will help you with what, so keeping a wide network helps with meeting new people with fresh/new ideas. It is proven that people with a wide network land a job often.
- Volunteer in activities. This shows that when you are interested in something, you do
 it invariable of the benefits that you get from it. This is an important quality as it will
 help the company in deciding a candidate's reliability.