



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

SEMINAR LECTURE

**Organized by
the Department of MBA-HRM**

Mr. S Jayaraam
*DGM- South and East
Business Standard*



Topic Addressed: Who is your competition?

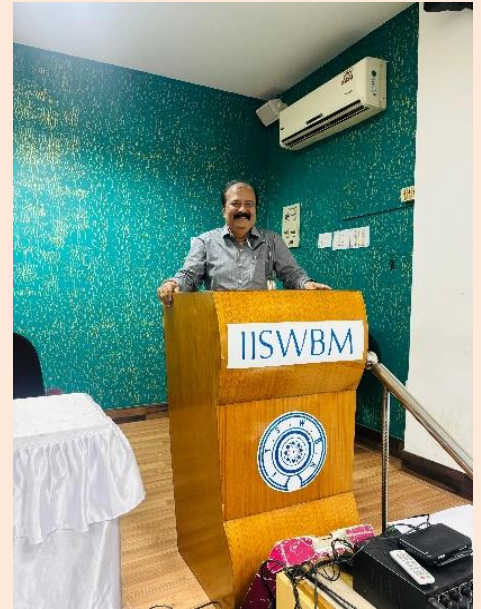
Venue: Ground floor Auditorium, IISWBM

Date: January 9, 2025

Mr. S Jayaraam provided actionable insights on personal development and professional excellence. His address touched upon essential aspects of personal and professional growth, emphasizing the value of knowledge, adaptability, and respect for guidance.

SEMINAR HIGHLIGHTS:

- Mr. Jayaraam began by highlighting the omnipresence of competition, influencing every aspect of life. However, he stressed that the nature of competition has evolved over time. Today, collaboration often takes precedence, especially in workplaces, where team efforts and collective problem-solving drives success.
- He underscored the importance of acquiring knowledge across multiple domains, including sales, marketing, and beyond. In the modern era, multidisciplinary expertise is a prerequisite for staying relevant and thriving in professional environments.
- A key highlight of the seminar was Mr. Jayaraam's reference to the World Economic Forum's identification of three critical attributes necessary to remain employable: creativity, critical thinking, and complex problem-solving. He emphasized that these skills are not innate but can be cultivated through consistent practice and exposure to case studies.
- Mr. Jayaraam also introduced the audience to the BSmart app, a tool designed to enhance professional competencies. The app provides a plethora of resources such as industry-specific news, case studies, leadership videos, quizzes, polls, buzzwords, and job postings.



- He explained that these features make the app an invaluable asset for those aspiring to excel in their careers.
- He passionately shared his belief that “any reader will become a leader.” This statement emphasized the transformative power of reading and continuous learning.
- Towards the conclusion of his talk, Mr. Jayaraam encouraged the audience to value their PF—Parents and Faculty. Drawing from Sanskrit, he elaborated on the meaning of the word “Guru,” which signifies ‘one who dispels darkness’. Acknowledging and respecting their contributions is essential for holistic growth.
- In summary, Mr. S. Jayaraam’s seminar was a thought-provoking session that inspired a balanced approach to life and work, ensuring that one remains adaptable, informed, and grounded.

