

Newspaper Clips

April 10, 2012

the IIT nerves on CET - 10 ... <http://library.pressdisplay.com/p>

Sibal tries to soothe IIT nerves on CET

TIMES NEWS NETWORK

New Delhi: With the Indian Institutes of Technology (IITs) expressing reservations on the common entrance test (CET) for engineering, the government has sent two teams to Kanpur and Mumbai to discuss the prickly issues. HRD minister **Kapil Sibal** will also meet IIT council, representatives of the IIT faculty federation and others on Wednesday.

At least three IITs — Delhi, Kanpur, Mumbai — and the All-India IIT Faculty Federation have expressed their concerns on the CET, arguing that the move will dilute Brand IIT.

The government's proposal is to change the IIT-JEE format by introducing two-part objective-type tests and giving weightage to Class XII marks.

Sources said IIT-Madras

governing board chairman Prof M M Sharma, IIT-M director Bhaskar Ramamurthy, IIT-Kanpur director Sanjay Dhande and IIT-Kharagpur director Damodar Acharya visited Mumbai on Monday, while Acharya and IIT-Guwahati director Gautam Barua were in Kanpur last week for discussions with other educationists.



The issue will be taken up with the Central Advisory Board of Education meeting that is slated to be held

on April 23.

To add to the HRD ministry's woes is the IIT Faculty Federation that has argued that the proposed reforms would not serve the purpose of getting students with high aptitude and knowledge.

The IITs are in favour of pushing for its implementation in 2014.

o include Class XII score ... <http://library.pressdisplay.com/p>

IITs oppose move to include Class XII score

TIMES NEWS NETWORK

Mumbai: The human resource development (HRD) ministry's plan to have a single all-India engineering entrance test seems to have run into rough weather with the IIT faculty opposing its plan to give weightage to Class XII marks during the admission process.

A central committee that visited the IIT-Bombay campus on Monday found it difficult to counter various arguments posed by the faculty against considering Class XII marks. Faculty members said considering Class XII scores and drawing equivalence by a set formula was not fair as the 40 Indian boards were diverse and their curricula as well as assessment rules different.

Almost all of the 200 teachers present said a fair normalization of Class XII scores for students is not possible as all Indian students who went to high school are not on the same page. Some faculty suggested that Class XII scores can be used at the first level to shortlist students.

"Improve schooling and our high schools; rid exams of malpractices, have a uniform country-wide exam timetable and quality of teaching-learning, fill up vacant posts for teachers and then we will speak of placing importance on Class XII marks," said a faculty member.

The HRD ministry wants to implement a single entrance examination from 2013 for admission to all centrally-funded institutions such as IITs, National Institutes of Technology, IISER, IIIT, IISc (Bangalore), IEST (Shibpur) and NERIST (Itanagar). States' engineering

colleges can also admit students based on the exam scores.

Stating that the time frame of 2013 was too early for a decision so big, faculty members vetoed the visiting panel's recommendations. Instead, they suggested a pan-India screening exam, followed by another advanced subjective test for admission to the IITs.

Of the four members, merely two—chairman of the board of governor of IIT-Madras MM Sharma and IIT-Kharagpur director Damodar Acharya—vi-

Improve schooling and our high schools; rid exams of malpractices... fill up vacant posts for teachers and then we will speak of placing importance on Class XII marks

An IIT Faculty Member

sited the campus.

The panel has already visited IIT-Delhi and IIT-Kanpur and was faced with tough questions; in Kanpur, faculty boycotted the meeting and walked out. At IIT-Bombay, faculty members told the panel that the IIT council was merely an advisory body and cannot interfere with the institutes' admissions. "Unless the senates of all the IITs pass this report, it cannot be implemented," said another faculty.

Faculty members said JEE has earned the trust of the country for its fairness and if it has to be improved, then something better must be thought of.

► **Related report, P14**

RE-EXAMINING THE ISSUE

ANNOUNCING a replacement of the much revered IIT-JEE exam is easy. Effecting the big change is much more complicated. That's what is being realised now. Amidst opposition from several IIT senates and faculty bodies, a group of IIT directors have now taken upon themselves to convince their fraternity about the need for this change. The directors are in the process of visiting each of the IITs to explain why the new exam system will not compromise the rigour of the IIT system or dilute the quality of applicants. In a bid to convince those who are offended by the idea of burial of the JEE (Joint Entrance Examination), the directors are also stressing that JEE will continue to be used in the new format as well. The consensus building exercise will culminate this weekend after meetings between HRD Minister Kapil Sibal and IIT directors and the IIT faculty associations.

Business Bhaskar ND 10/04/2012

P-10

कॉमन टेस्ट पर मीटिंग से पहले आईआईटी में जारी है संशय

प्रिंसी शर्मा • नई दिल्ली

केंद्रीय मानव संसाधन मंत्री कपिल सिब्बल से मुलाकात से पहले देशभर की आईआईटी में कॉमन एंट्रेंस टेस्ट के प्रस्ताव को लेकर कई आशंकाएं हैं। आईआईटी प्रतिनिधियों के मुताबिक सबसे ज्यादा आशंकाएं 12वीं के अंकों को पर्सेंटाइल के आधार पर वेटेज देने को लेकर है। इसके अलावा किस तरह से कॉमन एंट्रेंस टेस्ट की रूपरेखा तैयार की जाएगी और क्या वाकई अगले साल कॉमन एंट्रेंस टेस्ट का आयोजन हो पाएगा, इसको लेकर कोई ज्यादा उम्मीद नहीं दिखाई पड़ रही है।

कुछ प्रतिनिधियों के मुताबिक इस तरह के टेस्ट को लागू करने से पहले थोड़ा अध्ययन करने की जरूरत है और राज्यों में इस तरह के टेस्ट के लागू होने को लेकर सहमति की भी ज्यादा उम्मीद नहीं है, यानी इसे लागू करने से पहले काफी कुछ किए जाने की जरूरत है। आईआईटी रुड़की के निदेशक प्रो. प्रदीप बैनर्जी ने बिजनेस भास्कर को बताया कि

कवायद

12वीं कक्षा के अंकों को पर्सेंटाइल के आधार पर वेटेज देने का मामला सबसे ज्यादा पेचीदा

प्रस्ताव पर राज्यों की सहमति आदि को देखते हुए अगले साल कॉमन टेस्ट को लेकर संशय

11 अप्रैल को मानव संसाधन विकास मंत्री कपिल सिब्बल की अगुवाई में होगी बैठक

11 अप्रैल को होने वाली बैठक में सबसे ज्यादा चर्चित रहने वाला मुद्दा 12वीं कक्षा के अंकों को वेटेज देने पर रहेगा। ज्यादातर आईआईटी में इस बात को लेकर आशंका है कि सभी बोर्ड्स के मूल्यांकन की पद्धति में अंतर रहता है, ऐसे में किस तरह से

पर्सेंटाइल के आधार पर मार्क्स को वेटेज दिया जाएगा।

इसके अलावा अभी राज्यों ने इसके लिए सहमति नहीं जताई है और अगर यह लागू हो भी जाता है, तो यह केवल केंद्रीय परीक्षाओं के लिए होगा, तो क्या वाकई यह एक कॉमन एंट्रेंस टेस्ट की तरह होगा। आईआईटी का मानना है कि इसे लागू करना अच्छा है, लेकिन उससे पहले काफी विचार किए जाने की जरूरत है। एक साल का समय काफी कम है।

एक अन्य पुरानी आईआईटी के निदेशक ने बताया कि बोर्ड परीक्षाओं के वेटेज को लेकर आशंका है और हो सकता है कि सभी के प्रस्ताव के मद्देनजर इसमें कुछ बदलाव किया जाए। सभी आईआईटी में इस पर काफी विचार किया जा रहा है। मुंबई आईआईटी के सूत्रों ने बताया कि परीक्षा के पाठ्यक्रम और 12वीं के मार्क्स के वेटेज को लेकर मुंबई आईआईटी की फैकल्टी भी आशंकित है और इसी के चलते कुछ आईआईटी डायरेक्टर मीटिंग के लिए सोमवार को मुंबई आईआईटी आ रहे हैं।

इंजीनियरिंग का सिंगल टेस्ट सिब्वल के लिए प्रतिष्ठा का सवाल

नेशनल ब्यूरो | नई दिल्ली

इंजीनियरिंग के लिए सिंगल टेस्ट मानव संसाधन मंत्री कपिल सिब्वल के लिए प्रतिष्ठा का सवाल बन गया है। वर्ष 2013 से सिंगल टेस्ट लागू करने के प्रस्ताव पर मुहर लगवाने के लिए सिब्वल ने लगातार कई बैठकें रखी हैं। 11 अप्रैल को आईआईटी निदेशकों, बोर्ड ऑफ गवर्नर, चेयरमैन और फैकल्टी के साथ तय बैठक के बाद अब मंत्रालय ने 14 अप्रैल को आईआईटी काउंसिल और एनआईटी काउंसिल की बैठक बुलाई है।

मंत्रालय की मंशा है कि इन संस्थानों को सिंगल टेस्ट पर राजी करने के बाद वह इस मसौदे को महत्वपूर्ण संस्था केंद्रीय शिक्षा सलाहकार बोर्ड (केब) की बैठक में भी मंजूरी दिलाए। मंत्रालय ने सिंगल टेस्ट के प्रस्ताव को केब बैठक का महत्वपूर्ण एजेंडा बनाया है। आईआईटी की आपत्ति को ध्यान में रखकर परसेंटाइल फार्मूला भी समझाया गया है। इसके जरिए ही अलग अलग शिक्षा बोर्ड के अंक को नार्मलाइज किया जाएगा। मंत्रालय ने वर्ष 2013 के लिए एकल इंजीनियरिंग परीक्षा की एक संभावित तिथि भी जारी कर दी है।

Indian education's brand image needs to change

BY PRASHANT K. NANDA
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NEW DELHI

Business education in India is often a victim of poor perception outside the country despite the high quality of its students, according to Sharon Bamford, chief executive of the UK-based Association of MBAs, or AMBA, one of the three accrediting bodies globally. Bamford, who was in New Delhi last week, said in an interview that leading Indian business schools need to adopt global rigour, practices and accreditation to improve their image. Edited excerpts:



Changing perception: Sharon Bamford.

You are one of the three global accrediting bodies of business education. Where have you marked your presence and what's your status in India?

We were established in 1967 by MBAs for MBAs. Accreditation is part of our portfolio. We are now in 190 schools around the world. In China, we have 12, in Latin America 29, Moscow alone has eight, France 17. So we have a diverse presence. In India, we now have four schools—MDI (Management Development Institute, in Gurgaon), SP Jain Institute of Management & Research (in Mumbai), and IIM-Lucknow and IIM-Kozhikode (Indian Institutes of Management). Two more are completing their paperwork. We don't allow B-schools to enter the process unless we think they can complete it.

In a growing economy like India how important is accreditation for B-schools?

Accreditation seems important to the (Indian) government. When we work with a B-school, it's not just about the school in India, it's about positioning them globally. There are a number of reasons for international accreditation for business schools. First is quality itself and benchmarking against global standards. Second, it is important for students—they know it's a quality programme globally benchmarked and audited. We look at the finance of the school, the faculty, their publication, the experience of the students, the learning environment and, of course, the curriculum while evaluating.

More management students from India are in the global marketplace than anywhere else. In India, it could be a fabulous school and well-respected but that branding might not be anything in the global stage. If a stu-

MINT INTERVIEW

dent graduates from one of our accredited schools, it means the employer who might not know the school, (will) understand the quality (if it is) in the family of AMBA-accredited schools.

Will this help bring international students to such schools?

Indian schools which have accreditation can attract more foreign students to their classrooms. Many of the top schools have international partnerships anyway. The operating environment is going to be truly international. I have travelled to the accredited institutes (in India), they look so confident. They take up local issues. IIM-Kozhikode has taken spirituality to develop leadership among students. Reverse innovation will help the business education. Exchange of students are now happening more and more, not just for a week but a semester. The next thing will be attracting international students for full programmes.

Do you think management education in India is a victim of perception despite the high calibre of the students?

In terms of understanding the Indian education system, I would know that it is outstanding, the calibre of students is of top rate. For many people outside India, who would not know, they don't understand the institutions, the branding and positioning. Once you have an international accreditation, it helps in articulating that through rigour, order and through compliance. That brand image of Indian education needs to change. I have travelled and know the quality, calibre and vibrancy and growth of India. But a European employer, let's say, would not know.

IIT-B students put together formula car

K.A. DODHIYA
MUMBAI, APRIL 9

While most Mumbai students are either appearing for exams or preparing for one, 30 students of the Indian Institute of Technology, Bombay (IIT-B) are busy putting together an electric formula car that will compete with 109 other cars at the Silverstone Formula Racing track in Northamptonshire, United

Kingdom, in July this year. The yet to be named car is being indigenously made by the IITians and is the first ever attempt by any student group in the country.

According to Urmil Shah, a mechanical engineering student and captain of the team making the car, the annual Formula Student event sees student teams from universities across the world race their cars and vie for the top spot in

It will compete with 109 other cars at the Silverstone Formula Racing track in Northamptonshire, UK, in July this year

various categories.

"The last attempt by

IITians was in 2009 when a chip powered car was made. This time, we are attempting to make a car that will operate on electric power from lithium polymer batteries. As the concept of electric powered cars is fast catching on, we want our institute to be the first to give it a try," Mr Shah said.

He added that while the car will weigh 300 kg, nearly 70 kg more than the cars that have won in the past,

the team is confident of having an edge over other cars in speed and acceleration. The car can accelerate to 60 kmph in 3.5 seconds and achieve a maximum speed of 115 kmph.

The team is still to get some components, but the car, which will cost ₹16 lakh, will be ready for testing by mid-May. "We will have a month to test the car before it is shipped to the UK in June," said Mr Shah.

IN'S VARSITY IN S...

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UGC MULLS WOMEN'S VARSITY IN STATE

DC CORRESPONDENT
HYDERABAD, APRIL 9

The University Grants Commission has large-scale plans to expand higher education in the state. It proposes to set up an exclusive women's university in AP. It also wants to establish 20 model degree colleges in all the district headquarters.

Prof. D.N. Reddy, who was recently appointed as UGC member for a term of three years, announced that Central Universities like University of Hyderabad,

English and Foreign Languages University and Maulana Azad National Urdu University will set up constituent colleges across the state.

"The state government has to submit proposals to UGC for the purpose. In some cases, it has to allot the land to universities and colleges. The funding will be done entirely by the UGC. We will communicate the new initiatives planned by the UGC to the state government during the XII Plan," Prof. D.N. Reddy said.

Times of India Chennai 09.04.2012 P-1

IIT-M student commits suicide, fourth in a year

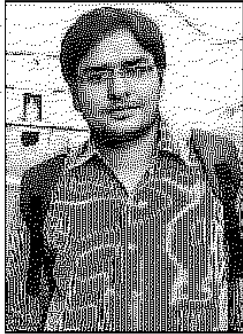
Sindhu Kannan &
Arun Janardhanan | TNN

Chennai: A second year B.Tech student of IIT-Madras committed suicide in his hostel room on Sunday.

The police said 21-year-old Y Kuldeep Yadav, a student of civil engineering from Agra, hanged himself from a ceiling fan in his room. Investigators said a problem in a personal relationship appeared to have prompted the student to end his life, in the fourth suicide at IIT-M since February 2011.

A student from a nearby room in the institute's Narmada Hostel saw Yadav hanging from a nylon rope at 9.45am, when he looked through a window after finding the room locked from inside.

"Other students helped force open the door and brought Yadav down," an investigating officer said. "They took



Kuldeep Yadav

him to the institute's hospital where he was provided emergency care. Yadav was shifted to a private hospital in Adyar where he died without responding to treatment."

Doctors at the hospital said the student's pulse rate was weak when he was brought in but it was revived. "We attempted cardio pulmonary resuscitation and admitted him to the ICU, but he died at 2.25 pm," a doctor who attended to Yadav said.

The police found a nine-page suicide note in Yadav's cupboard and a diary and a cellphone in his room.

The investigating officer said Yadav's call details showed that he had exchanged several messages with a friend between 8am and 8.30am.

► **'Require better mentoring', P 4**

'IIT students require better mentoring for mental stability'

TIMES NEWS NETWORK

Chennai: Kuldeep Yadav, a second-year civil engineering student at IIT-M, hanged himself from a ceiling fan in his room. Investigators said a problem in a personal relationship appeared to have prompted the student to end his life. This is the fourth suicide at IIT-M since February 2011.

"He spoke to the friend for around two and a half minutes starting at 8.56am and dialled the same number at 9.27am but the call was not answered," said the investigation officer. "We believe that he hanged himself some time between 9.27am and 9.42am."

The Kotturpuram police registered a case of suicide and informed Yadav's father, Yasodhar Singh, about the incident. Students and teachers at IIT-M said Yadav was a good student. A faculty member who taught Yadav said he attended classes regularly. "Yadav tended to be silent but always completed work assigned to him on time," he said, expressing shock at the incident.

The faculty member said IIT courses are highly demanding and 85% attendance is necessary to be allowed to take the semester exams. "We need much better mentoring systems to keep a check on the state of mind of students and their mental stability," he said. One of Yadav's friends said he maintained a low profile and used to post Hindi poems on his Facebook page. "He was soft spoken and a brilliant student. It is hard to believe that he is dead," another friend said.

Tablet fever? Only for Apple iPad

Experts list pros & cons as gadget seems headed the Aspirin, Google way in brand recognition

ASSOCIATED PRESS

New York

APPLE is on the verge of doing what few others have: change the English language. When you need to blow your nose, you ask for Kleenex not tissue. If you decide to look up something online, you Google instead of search for it. And if you want to buy a tablet computer, there's a good chance there's only one name you'll remember.

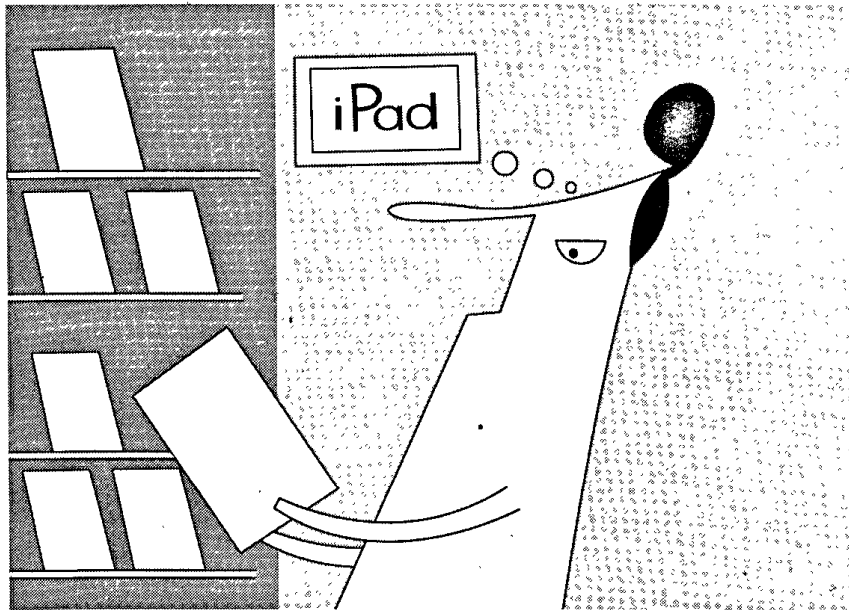
"For the vast majority, the idea of a tablet is really captured by the idea of an iPad," says Josh Davis, a manager at Abt Electronics in Chicago. "They gave birth to the whole category and brought it to life."

Companies trip over themselves to make their brands household names. But only a few brands become so engrained in the lexicon that they're synonymous with the products themselves. This so-called "genericisation" can be both good and bad for companies like Apple, which must balance their desire for brand recognition with their disdain for brand deterioration.

It's one of the biggest contradictions in business. Companies spend millions to create a brand. Then, they spend millions more on marketing that can have the unintended consequence of making those names so popular that they become shorthand for similar products. It's like if people start calling station wagons Bentleys. It can diminish a brand's reputation.

"There's tension between legal departments concerned about 'genericide' and marketing departments concerned about sales," says Michael Atkins, a Seattle trademark attorney. "Marketing people want the brand name as wide-spread as possible and trademark lawyers worry ... the brand will lose all trademark significance."

It doesn't happen often. In fact, it's estimated that fewer than 5 per cent of US brand names become generic. Those that do typically are inventions or products that improve on what's already on the market. The brand names then become so popular that they eclipse rivals in sales, market share and in the minds of consumers. And then they



spread through the English language like the common cold in a small office. "There's nothing that can be done to prevent it once it starts happening," says Michael Weiss, professor of linguistics at Cornell University. "There's no controlling the growth of language."

A company's biggest fear is that their brand name becomes so commonly used to describe a product that a judge rules that it's too "generic" to be a trademark. That means that any product — even inferior ones — can legally use the name. A brand usually is declared legally generic after a company sues another firm for using its name and the case goes to a federal court.

Drug maker Bayer lost trademarks for the names "aspirin" and "heroin" this way in the 1920s. So did BF Goodrich, which sued to protect its trademark of "zipper" in the 1920s after the name joined the world of common nouns. Similar cases deemed "escalator" generic in 1950, "thermos" generic in 1963 and "yo-yo" generic in 1965. It's difficult to quantify how

much revenue a company loses when its brand is deemed generic. But companies worry that it breeds confusion among consumers.

To prevent their names from becoming generic, some companies use marketing to reinforce their trademarks. For instance, after its Band-Aid brand name started becoming commonly used to refer to adhesive bandages, Johnson & Johnsons changed its jingle in ads from "I'm Stuck on Band-Aid" to "I'm Stuck on Band-Aid brand."

Kleenex uses "Kleenex brand" instead of just "Kleenex" on its packaging and in marketing and places ads to remind people Kleenex is trademarked. And the company contacts some people who use Kleenex generically to refer to tissue in order to correct them. "We've worked very hard to keep 'Kleenex' from going the route of 'escalator' and 'aspirin'," says Vicki Margolis, VP and chief counsel, intellectual property and global marketing for Kimberly-Clark, which owns Kleenex. "If we lose the trademark, people can use it with

sandpaper and call that a Kleenex.

Xerox is taking a similar route. The company, which introduced the first automatic copier in the US in 1959, has been on a public crusade for decades to keep its brand from becoming generic. The machine's success has led people to start using "Xerox" to refer to any copying machine, copies made from one and the act of copying.

"In the mid- to late-1970s, we ran dangerously close to Xerox becoming 'genericised'," says Barbara Basney, VP of global advertising. "That prompted a lot of proactive action to protect our trademark."

Xerox has spent millions taking out ads aimed at educating so-called "influencers" like lawyers, journalists and entertainers about its brand name. A 2003 ad said: "When you use 'Xerox' the way you use 'aspirin', we get a headache."

More recently, a 2007 ad read: "If you use 'Xerox' the way you use 'zipper', our trademark could be left wide open." While people still use "Xerox" generically — the Merriam-Webster dictionary lists the

word as both a lower-case verb with the definition "to copy on a xero-graphic copier" and a trademarked noun — the brand says its campaign has been a success. Xerox is still popular: It's ranked the 57th most valuable global brand, worth \$6.4 billion, according to brand consultancy Interbrand. And perhaps most importantly, Xerox hasn't lost its trademark.

Sometimes companies embrace when their brands become common nouns. Perhaps the best example of this is Google, a company created in 1998 when Alta Vista and Yahoo.com were the top online search engines. Google, which created a formula that returned more accurate results than its competitors, became so popular that people began saying "Google" to refer to a Web search, in general. Experts say Google has benefited from its name becoming a part of the lexicon. "You don't say 'Why don't I Google it' and go to Yahoo or Bing," says Jessica Litman, professor of copyright law at the University of Michigan Law School.

Apple also has gotten a boost from its brand names becoming synonymous with products. TheiPod, which was the first digital music player when it came out in 2001, is still the name people use for "digital music player" or "MP3 player". And it appears Apple's iPad is headed down the same path.

For consumers like Mary Schmidt, 58, the "iPad" is generic for "tablet". Schmidt, a Baltimore marketing executive, owns an iPad and doesn't know the names of any other tablets. "When I think of tablets, I think of an iPad," she says. "I think it's going to be the generic name. They were first." It remains to be seen if the iPad will maintain its name domination in the tablet market. Apple declined to comment for this article. For now, Apple has a majority of the tablet category, which includes Amazon's Kindle Fire and Samsung's Galaxy Tablet. The iPad accounted for about 73 per cent of the estimated 63.6 million tablets sold globally last year, according to research firm Gartner. Apple's market share is likely to decline as more rivals roll out tablets.