

# Newspaper Clips

## April 25, 2013

Deccan Herald ND 25.12.2013 P-2

### Keep sweat at bay now

» The summer experience may just become more comfortable and less smelly, as IIT-Delhi in partnership with an industrial firm has developed a fabric that cuts out smell and keeps it fresh for the wearer despite sweating, reports *PTI* from New Delhi.

SMITA (smart materials and innovative textile applications) of the Indian Institute of Technology, Delhi, research lab has developed a nano-science based innovation that lends a fabric antimicrobial property, resulting in removal of smell despite presence of perspiration on it.

“A fabric smells because of presence of microbes. And our innovation based on nanosilver counters microbial growth, and keeps the fabric fresh even though the person may be sweating,” said team member Ashwini K Agrawal, professor of IIT-Delhi. A nanoscale is one billionth part in a metric sys-

tem or the scale of 10 raised to the power of minus nine.

The finished product, which has now gone commercial in India and European markets, was exhibited at ‘I2Tech Open House’ organised recently on IIT-Delhi campus.

“Silver is known to have antimicrobial properties, and we just took it to the nanoscale and embedded the particles (less than 1 ppm or parts per million) so that the fabric retains its original colour and character,” said Agrawal.

He has worked on the project alongside fellow faculty member Manjeet Jassal and former PhD student Sangita Paul.

“The idea began in 2007. Sangeeta, who has just finished her PhD on this very topic, worked under our guidance. It’s a proud moment for both the student and us, teachers, that the project she worked on has gone commercial,” he said.

**Veer Arjun ND 25/04/2013**

**P-11**

## पसीने से तरबतर होने पर भी ताजगी का एहसास कराएगा यह कपड़ा

नई दिल्ली, (भाषा)। गर्मी का मौसम आते ही चिलचिलाती धूप और पसीने की बदबू की चिंता सताने लगती है। लेकिन जल्द ही लोगों की यह चिंता दूर हो जाएगी। आईआईटी, दिल्ली ने एक औद्योगिक फर्म के साथ मिलकर एक ऐसा कपड़ा विकसित किया है जो बदबू दूर रखते हुए व्यक्ति को ताजगी का एहसास कराएगा। भारतीय प्रौद्योगिक संस्थान, दिल्ली के स्मिता :स्मार्ट मैटेरियल एंड इन्नोवेटिव टेक्सटाइल एप्लीकेशंस: रिसर्च लैब ने नैनो-विज्ञान आधारित यह नवप्रवर्तन विकसित किया है। आईआईटी, दिल्ली में प्रोफेसर अश्विनी के. अग्रवाल ने प्रेट्र को बताया, " एक कपड़े में गंध इसलिए

आती है क्योंकि उसमें सूक्ष्म कीटाणु मौजूद होते हैं और हमारा नवप्रवर्तन आधारित नैनोसिल्वर इस सूक्ष्म कीटाणु को बढ़ने से रोकता है और पसीने के बावजूद कपड़ा पहनने वाले व्यक्ति को तरोताजा रखता है।" इस कपड़े को हाल ही में आईआईटी दिल्ली द्वारा आयोजित प्रदर्शनी '12टेक ओपेन हाउस' में प्रदर्शित किया गया। उन्होंने बताया, " हमने इस कपड़े के लिए सभी तरह के परीक्षण किए जिसमें यह पूरी तरह से खरा उतरा और यह 30 से अधिक धुलाई तक चलता है।" इस परियोजना के लिए केंद्र, विज्ञान एवं प्रौद्योगिकी विभाग और बेंगलूर स्थित कपड़ा रसायन कंपनी आरईएसआईएल केमिकल्स ने धन उपलब्ध कराया।

**Hindustan ND**  
**25/04/2013**

**P-2**

# यमुना को सुंदर बनाएगा आईआईटी दिल्ली

**नई दिल्ली (व.सं)**। यमुना नदी को विकसित कर दोनों किनारों को उठाने एवं सुंदर बनाने में अब आईआईटी दिल्ली की मदद ली जाएगी। इसके बाद ही यमुना सौंदर्यीकरण के लिए डीडीए द्वारा तैयार योजना लागू की जाएगी। केन्द्रीय पर्यावरण एवं वन सचिव ने नेशनल ग्रीन ट्रिब्यूनल को यह जानकारी दी है।

ट्रिब्यूनल के अध्यक्ष जस्टिस स्वतंत्र कुमार की अगुवाई वाली पांच सदस्यीय पीठ के समक्ष पर्यावरण एवं वन सचिव ने कहा कि डीडीए की सौंदर्यीकरण योजना को अमल में लाने से पहले आम जनता और संबंधित प्राधिकरणों की भी राय ली जाएगी। उन्होंने कहा कि यमुना नदी को विकसित कर पर्यटन स्थल के तौर पर विकसित करने के लिए आईआईटी दिल्ली की मदद ली जाएगी। इसके बाद ट्रिब्यूनल ने पर्यावरण मंत्रालय को 23 मई से पहले तक यमुना नदी के सौंदर्यीकरण की योजना तैयार कर पेश करने का आदेश दिया है। इससे पहले ट्रिब्यूनल के 21 मार्च के आदेश पर डीडीए ने ट्रिब्यूनल में यमुना सौंदर्यीकरण योजना पेश की। ट्रिब्यूनल ने मनोज मिश्रा की ओर से अधिवक्ता राहुल चौधरी द्वारा दाखिल याचिका पर यमुना को विकसित कर उसे सुंदर बनाने का आदेश दिया है जिससे यहां आने वाले पर्यटक यहां के मनोरम दृश्यों का लुप्त उठा सकें।

डीडीए यमुना के दोनों किनारों को विकसित कर बायोडायवर्सिटी पार्क एवं मनोरंजन केन्द्र स्थापित करने की योजना तैयार की है। इसके तहत मनोरंजन केन्द्र बनाने के लिए होने वाले निर्माण का याचिकाकर्ता ने विरोध किया है। अधिवक्ता राहुल ने इसका विरोध करते हुए कहा है कि नदी किनारे किसी भी प्रकार के निर्माण की इजाजत नहीं दी जा सकती है।

HT Mumbai

# BTECH STUDENTS AT IIT-B TO STUDY BIOLOGY NEXT YR

**Bhavya Dore**

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**MUMBAI:** From the coming academic year, all first-year BTech students at the Indian Institute of Technology Bombay (IIT-B) will have to take compulsory courses in Biology and Physics, in a set of academic revisions passed by the institute's senate (academic decision-making body) on Tuesday, geared towards producing more well-rounded engineers.

"We are very enthusiastic about this and it would mark a big change from tradition," said one professor and senate member. "This could be the first IIT that recognises that engineers should know biology. It is an essential component for a basic sciences foundation."

However, the decision will only be formalised once the minutes of the meeting are issued.

Devang Khakhar, director of the institute and the senate chairperson said this was part of "fine-tuning" the syllabus, which had last been revised about five years ago.

"These areas [biosciences and bioengineering] are becoming increasingly important and are areas in which engineering graduates might later work," said another professor. He added that basic sciences courses had been in the curriculum until some years ago, and that the decision to bring them back in would help "broaden the base".

## HT Kolkata



■ This bridge is the only way of communication for villages between East and West Midnapore.

SAMIR MONDAL

# Sheffield management school ties up with IIT-Kgp

HT Correspondent

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**KOLKATA:** Sheffield University Management School, which is a part of the globally-ranked University of Sheffield in the UK, will be collaborating with two of India's oldest and leading engineering institutes — Indian Institute of Technology (IIT), Kharagpur and IIT, Delhi. Under this tie-up, the institutions will jointly conduct various research projects.

The university will be working with IIT, (Delhi) and Rutgers (The State University of New Jersey, USA) for a project, 'Next Generation Sustainable Freight Transportation' (NEX-GIFT).

NEX-GIFT aims to determine innovative solutions for increasing the efficiency and sustainability of freight transportation. The universities are hoping to combine their expertise in freight transportation to boost freight movement across three continents.

Further, the University of Sheffield will also be working on a project, "Studying and Analysing Carbon Trading Regime for Global Collaborative Supply Chain", in collaboration with IIT, Kharagpur, the oldest IIT in India.

This project, funded by the University of Sheffield, aims to

## INKING DEAL

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study the use of energy efficient technology in India, and the possible new opportunities for UK industries and academia. Sources said the project would help in developing innovative supply chain strategies in the emerging regime of carbon cap and carbon trading, for both countries.

When asked about the collaboration, Dr Alok Chaudhary, the programme director of MSc in logistics and supply chain management at the University of Sheffield, said, "Through the NEX-GIFT project, we intend to research new and existing methodologies and test the feasibility of those in the US-UK-India region. Since the environmental

impact is global, it is critical that these improvement strategies be developed through understanding systems across various continents."

He also described the partnership as invaluable and forward-looking.

On the tie-up with IIT Kharagpur, he said: "Developed models of supply chain strategies will be addressing the sustainable development needs of India and increasing the opportunities available to business organisations to meet their carbon reduction commitments both in the UK and India. I believe that such academic partnerships between Indian and UK institutions, will strengthen the educational links between the countries."

Presently ranked 16th in the UK for its research, the Sheffield University Management School is a dynamic and research-led multidisciplinary school that holds triple accreditation from AMBA, EQUIS and AACSB, a status that has been achieved by only 58 schools worldwide. It has a vibrant and varied research environment and collaborates with a wide range of partners and research consortiums from within the institution and externally at a local, national and international level.

# SPICMACAY TO HOLD FIRST NATIONAL CONVENTION

HT Correspondent

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**KOLKATA:** The city is all set to experience a cultural extravaganza with 20 stalwarts from the field of art and music coming together at IIM-Calcutta for the annual national convention - SPICMACAY. President Pranab Mukherjee will inaugurate the weeklong programme on May 2

The programme will begin with a performance by Hindustani vocalist Girija Devi and Kathak exponent Birju Maharaj. Renowned artistes like War Brothers (qawwali), Prof T Krishnan (violin), Teejan Bai (pavani) and Guru Kalamandalam Gopi (kathakali), among others will perform at the event.

Artistes from Bengal include Pandit Buddhadev Dasgupta (sard), Jogen Choudhury (tabla on painting), Ustad Rashid Khan (Hindustani vocalist) and puppeteer Sudip Gupta will also be a part of the programme.

SPICMACAY, an acronym for the Society for the Promotion of Indian Classical Music and Culture Amongst Youth, was founded by Padma Shri I Kiran Seth as a voluntary youth movement in 1977.

DEVIPRASAD RAO

# IIT-ian's tequila sunrise

**A** DRINK NAMED Desmondji may seem at first sight to be a bad Punjabi joke, but the Goan '100% Agave' is India's answer to tequila and it has earned critical acclaim even from the Mexican newspaper, *Mural*, published from Guadalajara, which is like getting a Bordeaux daily to agree that Indian wines are worth quaffing.

Desmond Nazareth at home with his portfolio of drinks

With a growing fan following among Delhiites who treat Goa as their second home (but can't get the brand in their backyard), and investments by private equity heavy hitter Ajay Relan, industrialist Shrinivas Dempo and dotcom pioneer Sanjeev Bhikchandani, Desmondji gets its name from its creator, Desmond Nazareth, who has the most interesting personal history (more about it later). It is made with alcohol distilled from agave (pronounced 'a-gaa-way') growing in the Chittoor district of Andhra Pradesh, at a place named Pedda Thippa Samudram, which looks as if it has fallen off the map and landed at a spot 200km away from Chittoor town. "Its geo-climatic conditions are just like those of the Mexican regions associated with agave cultivation," says Nazareth, who has a micro-distillery in that forgotten corner of the Deccan Plateau with an installed capacity of 250,000 litres.

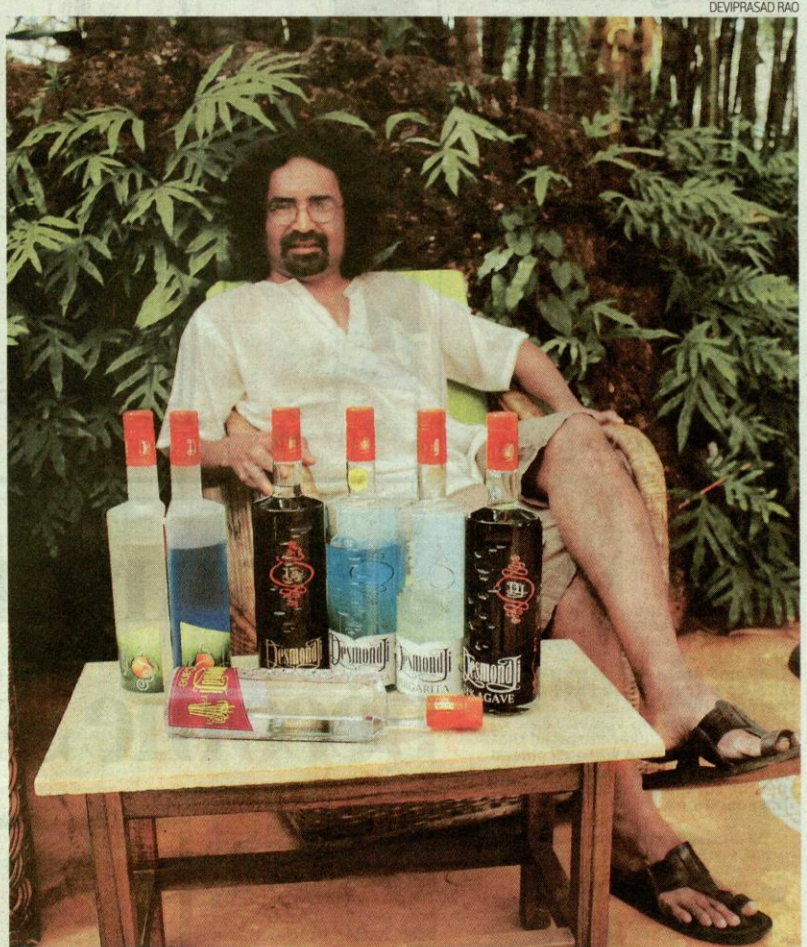
Agave plants grow in wastelands and their leaves are used for decorative household knick-knacks, but it is their stalk that contains the heart (the Mexicans call it the *pina*) that yields the juice which is double distilled into tequila in old-fashioned pot stills. The heart, which usually weighs around 120 kilos (although Desmond has extracted one giant specimen tipping the scales at 300 kilos), is har-

vested only when an agave plant attains maturity (Desmond, no wonder, says tequila is made from the "waste of the wasteland") and each one, after distillation, yields 8-12 litres of the heady liquid that is first fermented and then distilled into what the world calls tequila.

Desmond can't use the name 'tequila' because it is protected under the Geographical Indication (G.I.) system — only a tequila made in Mexico can be called a tequila, which gets its name from the city where it is primarily produced, 65km northwest of Guadalajara. The Americans, though, have got Mexico to agree to the use of the word 'tequila' for the agave-based alcoholic beverages produced in that country but bottled in America.

Nonetheless, the gregarious Goan's '100% Agave' is in the distinguished company of upper-end tequila brands such as Patron because the agave content of the popular labels is a mere 51 per cent — the minimum required for a drink to be called a tequila. But, as Desmond points out, a bottle of his '100% Agave' sells for ₹800 in Goa, whereas a Patron will set you back by ₹5,000 and a regular Don Julio by ₹3,000-4,000.

Who's Desmond Nazareth? He's a Goan who studied mechanical engineering at IIT-Chennai, then went on a full scholarship to Temple University, Philadelphia to



Desmond used to miss the margaritas he had in America and it launched the quest that led him to develop '100% Agave'

pursue a filmmaking course, and ended up establishing a software company that specialised in developing Y2K solutions and even did work with ITeS giant Wipro. Not many tequila makers can lay claim to such a vastly diverse background, so what drew Desmond to the idea of making India's very own tequila?

With his usual sense of drama, Desmond says he used to miss the margaritas that he would have in America and his quest for the best led him to launch his own '100% Agave' brand. And what's next on his menu? There's Pure Cane, a double distilled sugarcane spirit, an artisanal take on Brazilian cachaca (which goes into making the cocktail caipirinha). I can set the Brazilians do a double take.

## LOOK WHO'S BATTING FOR KIWI FOOD & WINE

**WHAT** does an international cricketer do after hanging up his boots? Become a coach or a commentator, or like Chennai Super Kings guru and former New Zealand captain Stephen Fleming (in pic), discover the spending power of the Indian market.

Fleming has padded up as the brand ambassador and director of a Kiwi food marketing company, QualityNZ, whose portfolio extends from Manuka honey to Pacific King salmon, South Island lobster, artisan water and apples. Giving him company is the Kiwi captain and wicket-keeper Brendon McCullum, whose record of the highest IPL score (158) was just shattered by Chris Gayle's explosive 175 on Tuesday.

QualityNZ's managing director Geoff Allott, who was in the city with a wine delegation, also shares a cricketer tie with his brand ambassador. A left-arm seam bowler, Allott was the highest wicket-taker along with Shane Warne in the 1999 World Cup (20 wickets, including that of Sourav Ganguly, in nine matches) and until last month, he held the dubious distinction of spending the longest time on



the crease without scoring a run — 77 balls in 101 minutes against South Africa in 1999 — till it took England's Stuart Broad 103 minutes to get off the mark against New Zealand at Eden Park, Auckland, on March 26.

Allott now bats for an entirely different cause. He talks about bringing the best of New Zealand produce to India, about getting his country's celebrity chef Tony Smith and Masterchef India's Kunal Kapoor for a cookout, and introducing the market to the lesser-known but unmissable Kiwi wines from small producers. But of course, cricket keeps coming back to his conversation.

## A dessert of contention

AS YOU'D expect from the New Zealand high commissioner, Jan Henderson served the pavlova to her guests at a lunch she had hosted in honour of a wine delegation visiting from her country. The hospitable high commissioner made it a point to emphasise that the delectable dessert, inspired by the skirts of the iconic classical ballet dancer Anna Pavlova (1881-1931), is a Kiwi, and not Aussie, invention. In the antipodean war of claims, the Australians insist the pavlova was created by a chef named Bill Sachse at the Esplanade Hotel, Perth, in 1935. The world bought this theory till Prof. Helen Leach of the University of Otago, New Zealand, found a Kiwi recipe dating back to 1929.



Anna Pavlova after whom the dessert is named

**TODAY** is Anzac Day, which commemorates the sacrifices of the Australian and New Zealand Army Corps in the World War I Battle of Gallipoli. In the time-honoured tradition, the Anzac Day breakfast includes rum and coffee inspired by the tot of rum included in the daily ration of the troops. The drink isn't unusual — the Spaniards call it *carajillo* and it dates back to the Spanish occupation of Cuba, Spanish soldiers, as the story goes, drank it for *coraje* (Spanish for 'courage') and that is how the drink got to be named *corajillo* and finally *carajillo*.

Times Of India ND 25/04/2013 P-1

# Campuses buzz as photocopier vs publishers case comes up

Atul Sethi | TNN

**New Delhi:** "I am quite sure that this will turn out to be one of the most important cases for students in India in recent times," says Amlan Mohanty, a final year student of Bangalore's National Law School of India University. "Its implications will be felt by educational institutes across the country."

The case, which has fired up many students like Mohanty, and which comes up for hearing on Thursday in the Delhi high court is a suit filed by big academic publishers like Oxford and Cambridge University last year against Rameshwari Photocopy Services at Delhi University. The issue is slowly becoming a matter of debate across campuses in the country.

## COPY CONUNDRUM

Delhi HC today hears a suit filed by big publishers against a photocopier shop in DU. Court verdict could change the way students study in India

**STUDENTS' VIEW |** Photocopying is a legitimate way of ensuring that students have access to reading material. Section 52 of the Copyright Act provides for such use

**PUBLISHERS' VIEW |** Fight is to protect content creators from piracy

Many copyright lawyers and students have questioned the basis of the lawsuit citing the fair dealing provision of the Indian Copyright Act that provides copyright exemption for

those who are photocopying 10% of the material for educational use.

"It is a perfectly legitimate way of ensuring that students — not all of whom can afford expensive books— have access to reading material," says Mohanty. "Section 52 of the Copyright Act which provides for such educational exceptions is very clear on this. This is how students have been studying courses, preparing for exams for so many years. The way the court rules on this case, therefore, will have a bearing on the way students study in the future."

Publishers, however, say they are fighting to protect their content and the rights of the content creators.

► **Taking licence unviable, P 10**

## 'Taking licence from rights body unviable'

► **Continued from P1**

Publishers say they are not against fair use of material by students and teachers; rather their fight is to protect content and the rights of the content creators. "If somebody begins to commercially exploit our content as done by the unlicensed production, sale and distribution of course packs by the commercial photocopy

**Publishers say they are not against fair use of material by students and teachers, but are fighting to protect content and rights of the content creator**

shop on Delhi University's premises, this is not fair use. In plain speak, this is piracy," says Sudhir Malhotra, president of the Federation of Indian Publishers (FIP).

Last month, FIP endorsed a proposal by the Indian Reprographic Rights Organization (IRRO) which claims that

there is "a legitimate and accessible method for resolving the issue." IRRO, which is a Copyright Society under the Union HRD ministry mandated with monitoring reprographic and copying issues in the country, says the solution lies in universities and institutes taking a licence from it. "Many universities as well as institutes have come forward to take the licence which allows them to photocopy copyrighted content legally for a fee as low as Rs 12,000 per annum," says Anand Bhushan, secretary general of IRRO.

But IRRO's solution is not accepted by many. "The proposal does not hold much ground for two reasons," says Shamnad Basheer, professor at Kolkata's National University of Judicial Sciences. "First, the exception provided by the Copyright Act for educational use does not necessitate educational institutions taking up such a licence. Secondly, IRRO is not the sole copyright holder for all the titles being used by an educational institute."

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**25/04/2013**

# After gaffe in French paper, right question dictated over phone

Hemali Chhopia | TNN

**Mumbai:** Mumbai University's final-year students appearing for travel and tourism exam in French were handed an incomplete question paper on Wednesday. Worse, when informed of the gaffe, the paper-setter dictated the additional question over phone to a student who was asked to relay it to others.

Since there are a few students pursuing the course and only 20 were appearing for the paper, there was only one centre for the exam. Students at the centre realized there weren't enough questions in the 100-mark paper and informed their supervisor about the same. Ruia College, where the exam was being held, called the university's exam house which realized that the paper-setter had indeed goofed up.

**After an incomplete question was found in a French paper of the Mumbai university exam, the paper-setter dictated an additional question of five marks over the phone to make up for the rest of the marks**

What followed was even more surprising. The paper-setter dictated an additional question of five marks over the phone to make up for the rest of the marks. A parent, who informed TOI about the error, said she was shocked at the manner

in which the university handled the matter. "When the question was being dictated on the phone, the staff could not comprehend what was being said in the foreign language. So a student was asked to volunteer. My daughter said a student from her class took the phone and dictated the question to the others," the mother said.

Other students said they just went by what was announced by the student and hoped that she had heard the question correctly over the phone. "First, the university sends an incomplete question paper. Instead of rectifying it, they call out the question on the phone. They should have typed out the question and faxed or emailed it to the college," said another parent. Ruia College principal Suhas Pednekar confirmed that a complaint was filed with the university authorities about the incomplete paper.



Business Standard ND 25/04/2013

P-14

# B-schools tap alumni power to raise institutes' profile

Apart from raising funds for their alma mater, the alumni help in attracting students to the institutes and arrange financiers for funding their education

M SARASWATHY  
Mumbai, 24 April

At a coffee shop in Mumbai, two individuals are discussing which business school to join. While one is a student found eligible for admission in more than one institute, the person on the other side of the table is trying to convince the prospective student to join his alma mater.

Alumni associations and alumni members of business schools today have not just restricted themselves to organising local events and meeting at regular events. Alumni, today, have expanded their areas of work to attract more students from their country to their alma mater, help students get financiers for funding their education, raise funds for the institute and expand the profile of their institutes in India.

B-schools, both Indian and international, including Indian School of Business (ISB), INSEAD and Saïd Business School have been using this resource to get more national and international students.

Raja Parthasarathy, partner-private equity, IDFC Alternatives, and president of INSEAD National Alumni Association, said, "We, from INSEAD alumni association in India, take several initiatives to increase visibility for the school in India. We not only organise events across cities but also help students choose our B-school and assist them in finding financiers." INSEAD has about 600 alumni across various cities in India, including Mumbai, Delhi and Bangalore.

Students who are eligible for multiple institutes are also assisted by alumni members in choosing a management institute. Parthasarathy explained



**For the Indian School of Business, the alumni are key stakeholders in the institute and are brand ambassadors**

they immediately get in touch with Indian students as soon as they are offered admission at INSEAD. "We try to convince students who have offers from multiple B-schools, including ours, to join INSEAD. The association is the main point-of-contact for Indian students, when they have been considered eligible for admission," he said.

Students who are not able to afford the entire fee are also offered assistance by the INSEAD alumni members to get in touch with financiers to obtain an education loan.

At Saïd Business School, while the alumni do not have any formal responsibilities, they participate in the institution's admission process. Peter Tufano, Peter Moores dean and professor of finance at Saïd Business School said many of the alumni participate in the recruitment and admissions process, by helping the institute identify prospective candidates, assisting to convert offers to places accepted, and interacting with incoming and current students.

The dean said while alumni do not have a formal voice in decisions over admissions, they help the school by serving as valuable regional ambassadors, who identify and attract to the

**"We, from the INSEAD alumni association in India, take several initiatives to increase visibility for the school in India. We not only organise events across cities but also help students choose our B-school and assist them in finding financiers"**

**RAJA PARTHASARATHY**

Partner-private equity, IDFC Alternatives, and president of INSEAD National Alumni Association

school outstanding candidates. "Alumni are a valued part of our recruiting process worldwide, and one we would like to expand upon," he said.

Saïd Business School has 296 alumni in India, and over the years, the Indian alumni have helped them in various fund-raising efforts.

Indian business schools are not far behind. ISB, for example, has 5,251 alumni, of which 16 per cent are abroad and 84 per cent are based in India. Deepak Chandra, deputy dean, ISB, said the alumni were key stakeholders in the school and were brand ambassadors. "The alumni also take on responsibilities which directly benefit students — ranging from mentoring to

placement support. Peer-to-peer interaction and learning is also a component of the alumni network, and our alumni are organising themselves in industry verticals to facilitate that," he said.

At ISB, the alumni also refer candidates to the school for admission and give feedback on the latest trends in the industry, topics which should be looked at and programmes they could develop in that space. "In fact, the need for a specific family business programme was recognised by three groups — the faculty who do research with family businesses, the staff who conduct various short-term executive education programmes and meet participants from family businesses and our very own alumni who belong to family businesses," said Chandra.

He said the ISB alumni had established an endowment fund for scholarships and research. "We are a very young school and a majority of our alumni are in the age range of 26 to 36 years, and just settling in their careers. I am confident that over the next few years, we will see alumni fund-raising grow significantly," he said.

Business school alumni are looking to expand their horizon in areas like scholarships and fund raising from companies.

Parthasarathy said they would look to attract multinational companies in India for chaired professorship opportunities at INSEAD, which already has such tie-ups with companies like L'Oréal. Here, the company will be the sponsor of the chair under this professorship initiative. On the student front, he said they had a vision to build their corpus to fund a deserving student's education at INSEAD in the next three years.

Amar Ujala ND 25.04.12 P-7

# आईआईएम की तर्ज पर एमबीए

## जामिया मिल्लिया इस्लामिया ने पाठ्यक्रम में बदलाव किया

● सीमा शर्मा

नई दिल्ली। जामिया मिल्लिया इस्लामिया में अब आईआईएम और कनाडा के रिचर्ड आईवी बिजनेस स्कूल की तर्ज पर एमबीए की पढ़ाई होगी। आईआईएम बैंगलुरु और अहमदाबाद के एमबीए पाठ्यक्रम को जामिया की मैनेजमेंट पढ़ाई में शामिल किया गया है। खास बात यह है कि भारत व वैश्विक अर्थव्यवस्था में नए बदलाव व चुनौतियों के बारे में छात्र केस स्टडी के माध्यम से पढ़ेंगे।

जामिया के सेंटर फॉर मैनेजमेंट स्टडीज के निदेशक प्रो. यूएम अमीन के अनुसार, मैनेजमेंट पाठ्यक्रम में बदलाव समय की सबसे बड़ी जरूरत है। अब छात्र वहीं पढ़ना चाहते हैं, जिससे उन्हें आगे नौकरी में मदद मिल सके। इसी के चलते जामिया प्रबंधन ने एमबीए पाठ्यक्रम में बदलाव किया है। आईआईएम के विशेषज्ञों ने



पाठ्यक्रम में बदलाव के लिए मदद की है। इसके अलावा डीयू के पूर्व निदेशक व फैकल्टी ऑफ मैनेजमेंट स्टडीज के डीन प्रो. आबाद अहमद एमबीए चेयर प्रोफेसर रहेंगे। पाठ्यक्रम में बदलाव के लिए कई बड़ी कंपनियों के सीनियर मैनेजर ने भी सहयोग किया है।

छात्रों को मैनेजमेंट के गुर सीखाने के लिए सेंटर फॉर मैनेजमेंट स्टडीज ने कनाडा के रिचर्ड आईवी बिजनेस स्कूल के साथ एक समझौता भी किया है,

### अब करें तुर्की भाषा में ग्रेजुएशन

नई दिल्ली (ब्यूरो)। यदि आप तुर्की भाषा के विशेषज्ञ बनना चाहते हैं तो जामिया मिल्लिया इस्लामिया इसके लिए मौका उपलब्ध करा रहा है। जामिया इस सत्र से तुर्की भाषा में बीए ऑनर्स डिग्री प्रोग्राम भी शुरू करने जा रहा है। दाखिला प्रवेश परीक्षा व इंटरव्यू के आधार पर मिलेगा। जामिया मिल्लिया इस्लामिया प्रवक्ता के अनुसार, तुर्की भाषा के विशेषज्ञों की बढ़ती मांग के चलते जामिया प्रबंधन तुर्की भाषा में अंडरग्रेजुएट कोर्स शुरू कर रहा है। बीस सीटों के इस डिग्री प्रोग्राम में दाखिल के लिए प्रक्रिया प्रवेश परीक्षा और साक्षात्कार लिया जाएगा। डिग्री प्रोग्राम में छात्रों को तुर्की भाषा के अलावा साहित्य की पढ़ाई भी कराई जाएगी। बाहरवी कक्षा में जिन छात्रों के अंक पचास फीसदी से अधिक होंगे, वे इस प्रोग्राम में दाखिले के लिए आवेदन पत्र भेज सकते हैं। तुर्की भाषा में डिग्री लेने के बाद छात्र को द्विभाषिण के साथ अनुवादक की नौकरी भी आसानी से मिल सकती है। जामिया में बीए ऑनर्स प्रोग्राम के अलावा तुर्की भाषा में सर्टिफिकेट, डिप्लोमा और एडवांस डिप्लोमा कोर्स भी करवाया जा रहा है।

### 18 तक आवेदन

जामिया में एमबीए और मास्टर ऑफ इंटरनेशनल बिजनेस कोर्स में दाखिले शुरू हो चुके हैं। छात्र 18 मई तक आवेदन पत्र भेज सकते हैं। संयुक्त प्रवेश परीक्षा 10 जून को होगी। आवेदन के लिए स्नातक प्रोग्राम में 50 फीसदी अंक होने अनिवार्य हैं।

जिसमें ऑनलाइन पांच हजार केस स्टडी की पढ़ाई छात्रों को करवाई

जाएगी। नया पाठ्यक्रम शैक्षणिक सत्र 2013-14 के एमबीए प्रोग्राम में शामिल किया जाएगा। नए पाठ्यक्रम में मैनेजमेंट व इंडस्ट्री में तब्दीली और चुनौतियों को शामिल किया जा रहा है। पाठ्यक्रम में मल्टी कल्चरल ऑर्गनाइजेशन जैसे विषय भी जोड़े गया है। इसके अलावा मैनेजमेंट में बदलाव, इंग्लिश, एफडीआई रिटेल मैनेजमेंट, काम से संबंधित मुद्दे आदि शामिल हैं।



आईआईएम की तर्ज पर किताबी ज्ञान के साथ-साथ केस स्टडी भी पाठ्यक्रम में शामिल किया गया है। इसके लिए रिचर्ड आईवी बिजनेस स्कूल के साथ एमओयू साइन हुआ है। इंडस्ट्री के नए उभरते विषयों जैसे मल्टीकल्चरल ऑर्गनाइजेशन, रिटेल में एफडीआई, एचआरएम को भी पाठ्यक्रम में शामिल किया गया है। - प्रो. यूएम अमीन, डायरेक्टर, सेंटर फॉर मैनेजमेंट स्टडीज

# देश में मिलेगी बच्चों को विदेश जैसी पढ़ाई

नई दिल्ली (एजेसी)। हर साल बड़ी संख्या में बच्चों के पढ़ाई-लिखाई के लिए विदेश जाने के कारण देश से कई अरब डॉलर विदेश जाने की खबरों के बीच सरकार ने छात्रों को देश में ही तकनीकी एवं कौशल विकास से जुड़ी बेहतरीन शिक्षा प्रदान करने की योजना बनाई है और नौवीं कक्षा से व्यवसायिक शिक्षा पाठ्यक्रम शुरू करने के प्रस्ताव पर अमल शुरू कर दिया है। एक अध्ययन के मुताबिक, प्रतिवर्ष करीब दो लाख छात्र पढ़ाई करने के लिए विदेश जाते हैं जिसमें बड़ी संख्या ऐसे छात्रों की होती है जो व्यवसायिक शिक्षा प्राप्त करने के लिए दूसरे देशों में जाते हैं।

इस स्थिति को देखते हुए देश के भीतर व्यवसायिक शिक्षा व्यवस्था को मजबूत बनाया जा रहा है। यहाँ तक कि संगीत, विधि, आटोमोबाइल, खुदरा क्षेत्र, अर्द्ध चिकित्सा, बैंकिंग आदि क्षेत्रों में व्यवसायिक पाठ्यक्रम तैयार किए जा रहे हैं। अखिल भारतीय तकनीकी शिक्षा परिषद (एआईसीटीई) के एक अधिकारी ने कहा कि देश में कॉलेजों से शिक्षा और रोजगार प्राप्त करने के बीच बड़ी खाई है। इसे दूर करने की जरूरत है।

परिषद ने इस दिशा में कदम उठाया है। राष्ट्रीय



- नौवीं कक्षा से 2013-14 से चार व्यवसायिक पाठ्यक्रम शुरू किए जाएंगे जिसमें सुरक्षा, खुदरा क्षेत्र, सूचना प्रौद्योगिकी एवं आटोमोबाइल प्रौद्योगिकी शामिल हैं
- इस ढांचे पर अमल करने से 2020 तक देश में दक्ष मानव संसाधन समूह तैयार हो जाएगा

व्यवसायिक शिक्षा पात्रता ढांचा (एनवीईक्यूएफ) तैयार किया गया है जो देश में व्यवसायिक शिक्षा को बढ़ावा देने के साथ ही कौशल विकास में महत्वपूर्ण भूमिका निभाएगा। उन्होंने कहा कि इस ढांचे पर अमल करने से 2020 तक देश में दक्ष मानव संसाधन का समूह तैयार हो जाएगा।

गौरतलब है कि कुछ समय पूर्व 'आईआईएमबी' द्वारा कराए गए सर्वेक्षण में यह बात सामने आई है कि साल 2000 के बाद 10 वर्षों में विदेश जाने वाले भारतीय छात्रों

की संख्या में 256 फीसदी की वृद्धि दर्ज की गई है। अध्ययन के मुताबिक, साल 2000 में 53 हजार भारतीय छात्र विदेश में पढ़ाई कर रहे थे जिनकी संख्या 2010 में बढ़कर करीब दो लाख हो गई।

एसोचैम के अध्ययन में कहा गया है कि भारतीय छात्रों के शिक्षा प्राप्त करने (विशेष तौर पर कौशल विकास) के लिए विदेश जाने से हर साल कई अरब डॉलर देश से बाहर जा रहे हैं। ऐसी स्थिति को देखते हुए सरकार ने नौवीं कक्षा से व्यवसायिक एवं कौशल विकास के पाठ्यक्रम शुरू

करने की योजना बनाई है। कौशल विकास के संबंध में उच्च माध्यमिक स्तर पर 40 और माध्यमिक स्तर पर 4 पाठ्यक्रम पेश किए गए हैं। माध्यमिक स्तर पर चार व्यवसायिक पाठ्यक्रम पेश करने के लिए सीबीएसई ने 'सेटल इंस्टीट्यूट ऑफ टेक्नोलॉजी', आस्ट्रेलिया के साथ सहयोग किया है।

नौवीं कक्षा में शैक्षणिक सत्र 2013-14 से चार व्यवसायिक पाठ्यक्रम शुरू किए जाएंगे जिसमें सुरक्षा, खुदरा क्षेत्र, सूचना प्रौद्योगिकी एवं आटोमोबाइल प्रौद्योगिकी शामिल हैं। प्रत्येक पाठ्यक्रम 200-200 घंटे का होगा। विदेशों में पढ़ाई करने वाले छात्रों के लिए अमेरिका अभी भी पसंदीदा स्थल बना हुआ है जबकि नस्ली हमलों से जुड़ी घटनाएं सामने आने के बावजूद आस्ट्रेलिया भारतीय छात्रों की दूसरी पसंद है।

आमतौर पर 60 से 70 हजार छात्र प्रति वर्ष अमेरिका में पढ़ाई करने जाते हैं, इसके बाद आस्ट्रेलिया, ब्रिटेन, न्यूजीलैंड, कनाडा, सिंगापुर आदि का स्थान आता है। जर्मनी भी भारतीय छात्रों की पसंद के रूप में उभर कर सामने आया है। साल 2008-09 में जहाँ 3,516 छात्र पढ़ाई करने जर्मनी गए वहीं 2011-12 में यह बढ़कर 5,998 हो गया।